

Los Angeles Rams

2020 Season
Visual Identity

Brand Book & Guidelines

This document is an overview of our brand strategy, brand tone and brand behaviors.
It's meant to inform copy for social and gameday assets.

It is in addition to, and not a replacement for, the current brand guidelines.

2020 SEASON
VISUAL IDENTITY

**Brand Book
& Guidelines**

TABLE OF CONTENTS

01. Visual Identity	6
02. Creative Guidelines	22
03. Club Information	28

01 VISUAL IDENTITY

Color Palette

8

9

Rams Royal

C 100

M 75

Y 0

K 6

R 0

G 53

B 148

PMS 2736 C

HTML 003594

Embroidery Madeira Polyneon 1566

Embroidery Madeira Classic 1166

Embroidery Robinson-Anton Polyester 5580

Sol

0 C

9 M

100 Y

0 K

255 R

209 G

0 B

PMS 109 C

HTML FFD100

Embroidery Madeira Polyneon 1971

Embroidery Madeira Classic 1125/1069

Embroidery Robinson-Anton Polyester 9001

Our Logo

The primary mark is a visual expression of our brand that combines our key defining characteristic in the horn and our celebration of our home, LA.





Design Inspiration

The Perfect Spiral

By focusing on the make-up of the most iconic and sacrosanct part of the brand – the Rams horn – the team discovered nature's beauty unfold with the golden ratio (aka Fibonacci Sequence) in its curvature. It's the same ratio that underpins one of LA's most iconic imagery – the perfect wave. Both are connected through nature's perfect spiral, so this became the driving concept behind the new logo.

This physical design is a reminder of how the Rams new brand identity is foundationally built to embrace, celebrate, and mirror it's LA home. Los Angeles is a City of Dreams with an energetic, driving force that enables the Angeleno spirit to thrive. There is a shared attitude between the Rams and LA towards the relentless pursuit of that dream and the constant pursuit of better. The mark embraces this shared distinctiveness between the Rams and the LA home it represents.

Respect The Past.

Represent The Future.

Horn
The Horn Represents Our Legacy

Gradient
A Transition From Where We've Been,
To Where We're Going



Wave
The Wave Embodies The LA Spirit

Italics
Leaning Forward, and Looking Ahead



Full Color



Full Color

Primary Mark

The designs depicted herein are registered trademarks of the NFL and its member clubs. The Brand Guide and marks are for use only by NFL Member Clubs, sponsors, and those authorized to manufacture and/or produce products, promotional materials and advertising associated with the Los Angeles Rams. Your use and reproduction of any trademark is limited strictly to usage authorized by the Los Angeles Rams. No reproduction may deviate in any manner from the specifications contained in this Brand Guide. The use of "®" or "TM" trademark notices is not required unless you are advised otherwise at the time of quality control approval of your materials or product.



Logo Color Applications

Full Color

Full color logo incorporates all color, gradients and shading. This full color logo should be the most predominately used logo.

Full Color Minus Shading

Full color minus shading logo eliminates the shading elements from the full color logo therefore eliminating number of colors incorporated in full color

One-Color

When the printing or reproduction process limits the number of colors that may be used to display the mark, a one-color version may be used.

Grayscale

When an ad or visual is going to be output in grayscale, use a solid positive or reversed mark to provide adequate branding contrast.

Photographic Background

When the mark appears on a photographic background, you may use any of the color or white versions of the marks, making sure a sufficient amount of contrast appears between the photograph and the mark. If the photograph is primarily dark, use a mark specific for dark backgrounds or the one-color yellow mark. If the photograph is primarily light, use a mark specific for light backgrounds or the one-color blue mark.

Helvetica Now

Aa

20

21



Bold 30Pt ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold 30Pt abcdefghijklmnopqrstuvwxyz

Bold 30Pt 1234567890!@#\$%^&*()<>?

**Helvetica Now
Regular**

REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()<>?

**Helvetica Now
Medium**

MEDIUM

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()<>?

**Helvetica Now
Bold**

BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()<>?

**Helvetica Now
Black**

BLACK

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()<>?

02 CREATIVE GUIDELINES

Brand Applications

When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition, and differentiate us from the competition. As you evolve the design elements of current design systems, remember one of the cornerstones of a memorable brand experience is our continued, consistent expression of that brand.

The Los Angeles Rams Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. You can now infuse any expression with precisely the right tone to support the right marketing message for your audience. No matter what expression you choose, your communications will be supported by a foundation built on design integrity and quality.

24

25

Spacing And Size Requirements



Clear Space Requirements

The protected area around the marks ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":

Primary Mark Safe Space

The safe space around the primary mark is half the x - height of the 'L'.

Improper Usage

Under no circumstance may any of the Los Angeles Rams marks be modified, altered or enhanced in any manner. Examples of incorrect usage of the marks are below. The marks should never be warped or distorted. Perspective should never be applied to any mark when other elements of the composition are not similarly treated.



At no time should anything (other logos, type, etc.) be placed over the identity elements



Identity elements should not be used as a repeat in closed patterns.



Identity elements should not be modified, stretched or distorted in any way.



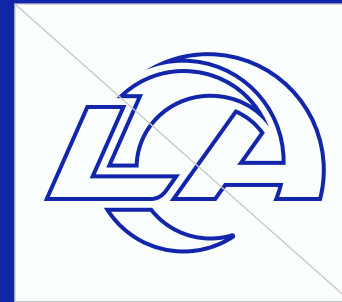
Identity elements should not be used in any other color combinations other than those specifically called out in this manual.



Identity elements should not appear against any distracting textures or repeated patterns.



Identity elements should not be outlined in any other way other than those specifically called out in this identity manual.



Identity elements should not be used as an outline.



At no time should effects be added to the identity elements. (Glow, posterize, etc.)



Do not crop the identity elements in any way.



At no time should the proportions or the positions of the identity elements in the sport lock-ups be modified.



Do not fill primary mark with textures or patterns.



Do not show marks in reverse/negative.



At no time should additional graphics be added to the identity elements.



Identity elements should not be tilted or rotated.

03 CLUB INFORMATION

Legal Name

The Los Angeles Rams, LLC.

Other Acceptable References Include:

- LA Rams
- Los Angeles Rams
- Rams
- The Rams
- LAR (Broadcast abbreviation)

Football Terms

The following are branded terms and are listed in their correct spelling:

- Football
- End Zone
- Fan Fest
- Gameday
- Pregame
- Preseason
- Postgame
- Postseason
- Running Back
- Touchdown
- Offseason
- Regular Season
- Halftime
- Quarterback

Hashtags

The following are branded hashtags and are listed in their correct spelling, capitalization and punctuation:

- #RamsHouse
- #LARams
- #VamosRams



MEXICAN INDEPENDENCE
DAY PARADE

REAL
92.3
FM

Super Sport

29

