

# LOS ANGELES RAMS IDENTITY

**2020 PRIMARY MARK  
LOGOSLICK**



FULL COLOR



DARK BACKGROUNDS

LIGHT BACKGROUNDS

BLACK AND DARK GRAY  
[OVER 50%] BACKGROUNDS

FOUR COLOR  
MINUS SHADING



ONE COLOR



\*DO NOT PRINT BLUE KEYLINES.  
THEY ARE TO INDICATE THE WHOLE AREA OF THE MARK THAT  
SHOULD BE EXECUTED ON THIS BACKGROUND COLOR.

# 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 one color mark to provide adequate branding contrast.

## PHOTOGRAPHIC BACKGROUND

When the mark appears on a photographic background, you may use any of the full-color or one-color versions of the mark, 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. If the photograph is primarily light, use a mark specific for light backgrounds.

# 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'.

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FULL COLOR

ONE COLOR



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LOS ANGELES RAMS

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# LOS ANGELES RAMS IDENTITY

# RAM HEAD MARK

FLAT /  
FULL COLOR [5]



FLAT /  
NON-GRADIENT [5]



FLAT / NON-GRADIENT  
MINUS LT. BONE / EAR [4]

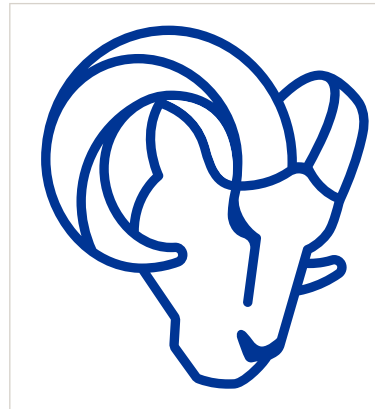


\*DO NOT PRINT BLUE KEYLINES.  
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SHOULD BE EXECUTED ON THIS BACKGROUND COLOR.

THREE COLOR



TWO COLOR








ONE COLOR





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**A B C D E F G**  
**H I J K L M N**  
**O P Q R S T U**  
**V W X Y Z**

# COLOR STANDARDS

COLORS File usage							EMBROIDERY		
	Spot Printing	Textile Cotton	4C Printing	Video	Web				
RAMS ROYAL	PMS 2736 C	19-4053 TCX*	100/75/0/6	0/53/148	003594	1566	1166	5580	
RAMS NAVY	PMS 2768 C	19-3940 TCX	100/76/12/70	12/35/64	0C2340	1743	–	5739	
RAMS YELLOW	PMS 109 C	13-0758 TCX	0/9/100/0	255/209/0	FFD100	1971	1125/1069	9001	
RAMS ORANGE	PMS 137 C	14-1159 TCX	0/41/100/0	255/163/0	FFA300	1955	1955	5694	
RAMS WHITE	NO INK / OPAQUE WHITE	11-0601 TCX	0/0/0/0	255/255/255	FFFFFF	1801	1002/1005	5597	

## FULL COLOR SHADOWS

PRIMARY SHDW	PMS 151 C		0/61/97/0	255/130/0	FF8200	–	1065	5709 best	
RAMS HORN	PMS WARM GRAY 1 C	13-4403 TCX*	3/3/6/7	215/210/203	D7D2CB	–	1087	–	

Gradients are treated as overfills, from 100% to 0% opacity fill color laid on top of a separate fill color.  
 Rams Orange is an overfill on Rams Yellow on the horn.  
 Rams Yellow is an overfill on Rams White on the “A”.

PRIMARY MARK

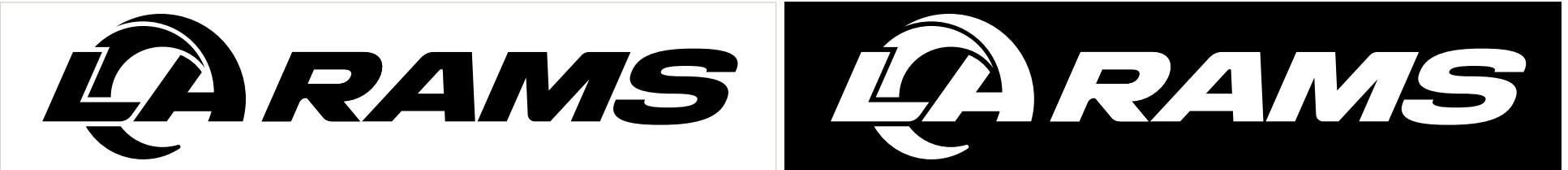


RAM HEAD MARK



USE SEPARATE ARTWORK:  
-DARK ON LIGHT GROUNDS VERSUS  
LIGHT ON DARK GROUNDS.

LOGO-LOCKUP



LOS ANGELES RAMS



RAMS

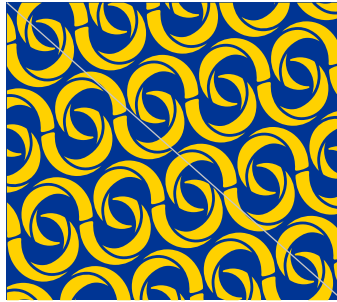


VAMOS RAMS





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



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



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



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



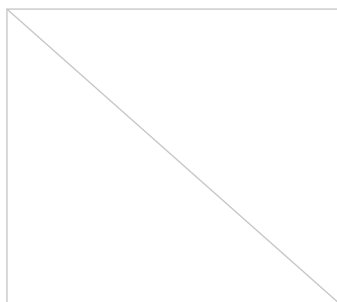
**5** Identity elements should not appear against any distracting textures or repeated patterns.



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



**7** Identity elements should not be used as an outline.



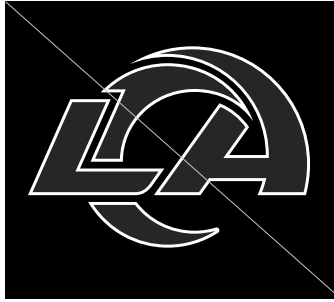
**8** At no time should effects be added to the identity elements. (Glow, posterize, etc.)



**9** Do not crop the identity elements in any way.



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



**11** Do not show marks in reverse/negative



**12** Identity elements should not be tilted or rotated.



**13** Do not fill primary mark with textures or patterns.



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