



**LA CLIPPERS
BRAND GUIDELINES**

STYLE GUIDE USAGE



This manual is designed to communicate the LA Clippers' values, while introducing a visual system that best represents the team. It is a guideline to ensure that every LA Clipper-related product or promotion maintains consistency and meets expectations.



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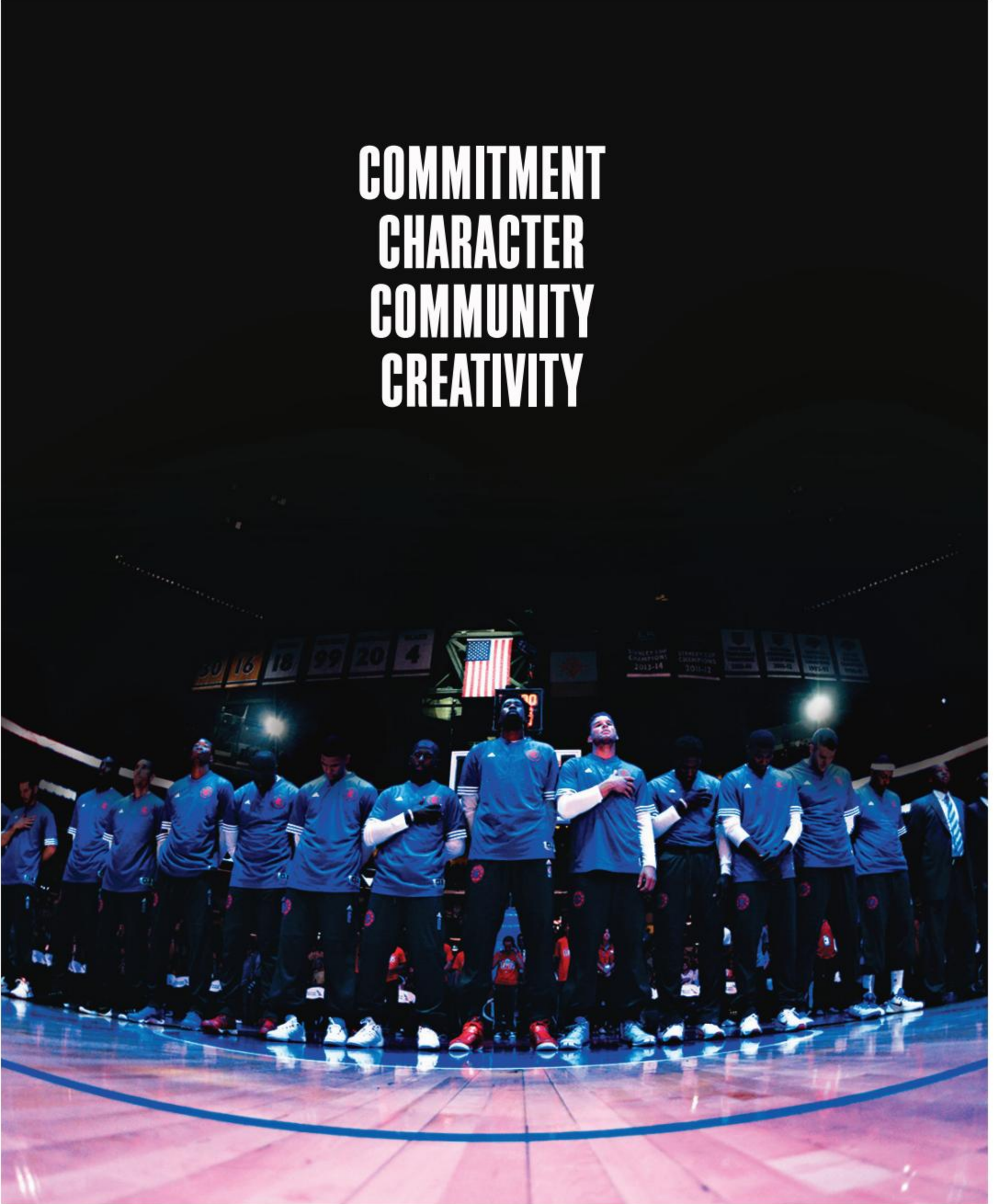


**THE LA CLIPPERS WILL INSPIRE CLIPPER NATION
WITH OUR hardcore COMMITMENT TO BE THE
BEST AND CONSTANTLY IMPROVE. THAT IS OUR
GUIDING PRINCIPLE ON AND OFF THE COURT.**

**WE ARE THE CLIPPERS: HIGH CHARACTER,
TOUGH, COMMITTED, AND hardcore.**



**COMMITMENT
CHARACTER
COMMUNITY
CREATIVITY**



IDENTITY TOOLKIT

Included in this toolkit are all of the elements embodying the visual identity of the brand, and the guidelines for maintaining the consistency of the brand.

PRIMARY LOGO



GLOBAL ICON



PARTIAL LOGO



WORDMARK



JERSEY WORDMARK



COLOR PALETTE



PANTONE 199
R237 G23 B76
C0 M100 Y65 K0
HEX: #EC1D4C



PANTONE BLACK
R6 G25 B34
C30 M0 Y0 K100
HEX: #1A1919



PANTONE 293
R0 G107 B182
C100 M56 Y0 K0
HEX: #096BB5



PANTONE COOL GRAY 5
R190 G192 B194
C0 M0 Y0 K29
HEX: #BEC0C2

TYPOGRAPHY

**BLOCK GOTHIC BOLD
EXTRA CONDENSED**

**BLOCK GOTHIC MEDIUM
EXTRA CONDENSED**

Avenir Black

Avenir Book

LOGOS





Clean, bold, and edgy, the primary logo serves as the centerpiece of the LA Clippers' visual identity. The red and blue horizon lines allude to the team's nautical roots, while the black, sans serif lettering gives the logo a modern aesthetic.

CLEARSPACE

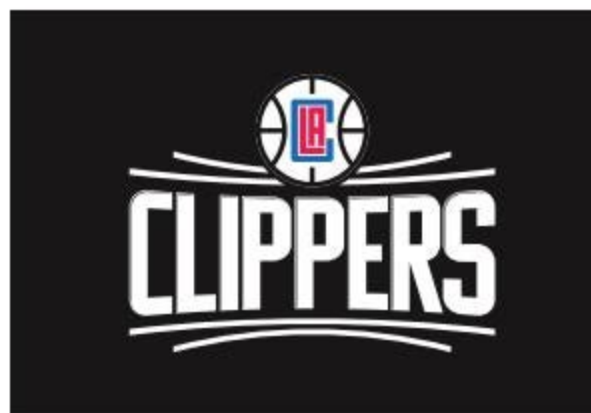
MINIMUM SIZE



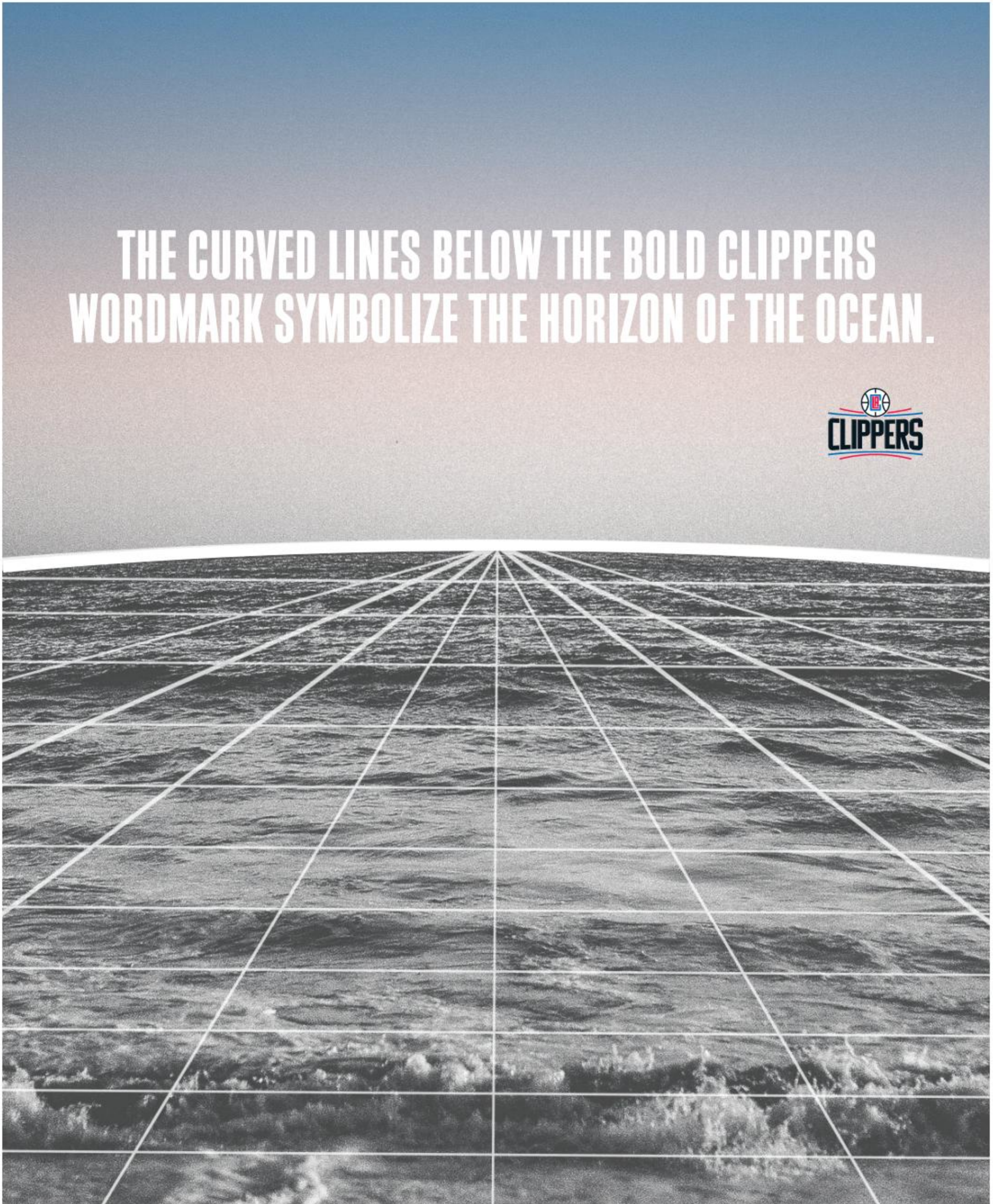
Minimum Size
1.0"H
(Not to scale)

Minimum Size
1.34"W
(Not to scale)

COLOR VARIATIONS



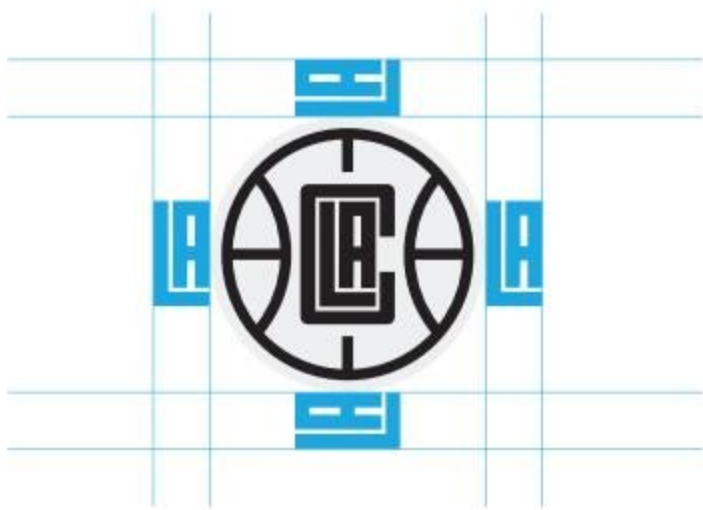
**THE CURVED LINES BELOW THE BOLD CLIPPERS
WORDMARK SYMBOLIZE THE HORIZON OF THE OCEAN.**



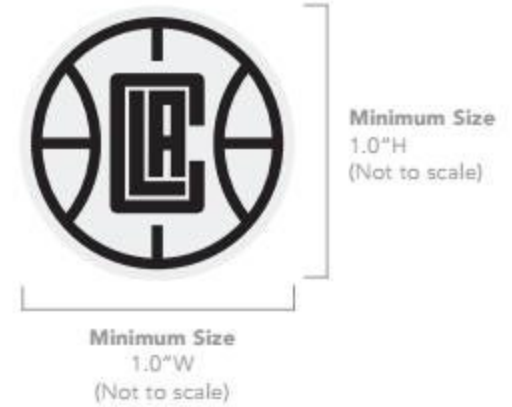


Often referred to as the “ball icon,” the global icon best embodies the spirit of the game. Strategically placed in the center, the position of the ‘LAC’ signifies the core passion we, as Clipper Nation, have for the sport.

CLEARSPACE



MINIMUM SIZE



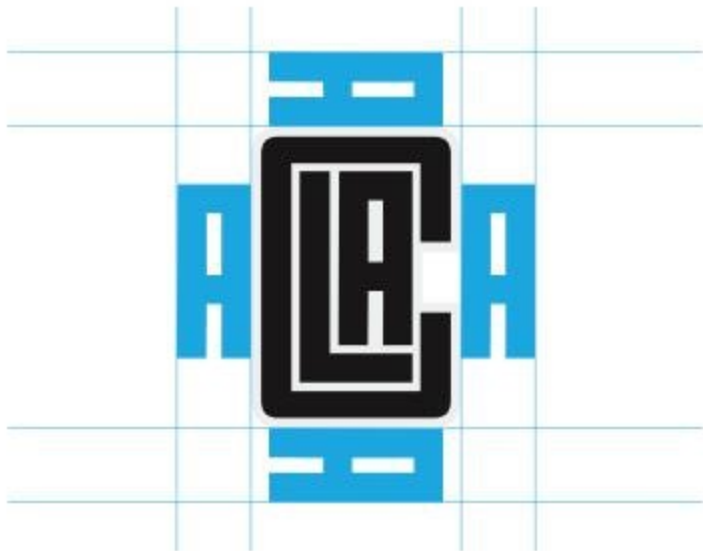
COLOR VARIATIONS





The 'LAC' logo (also known as our partial logo) was designed to be unique, iconic, and distinctly LA Clippers. The stacked 'LA' takes the shape of a basketball court, signifying "LA Basketball", while the Clippers "C" then wraps around the LA, literally embracing our great city.

CLEARSPACE



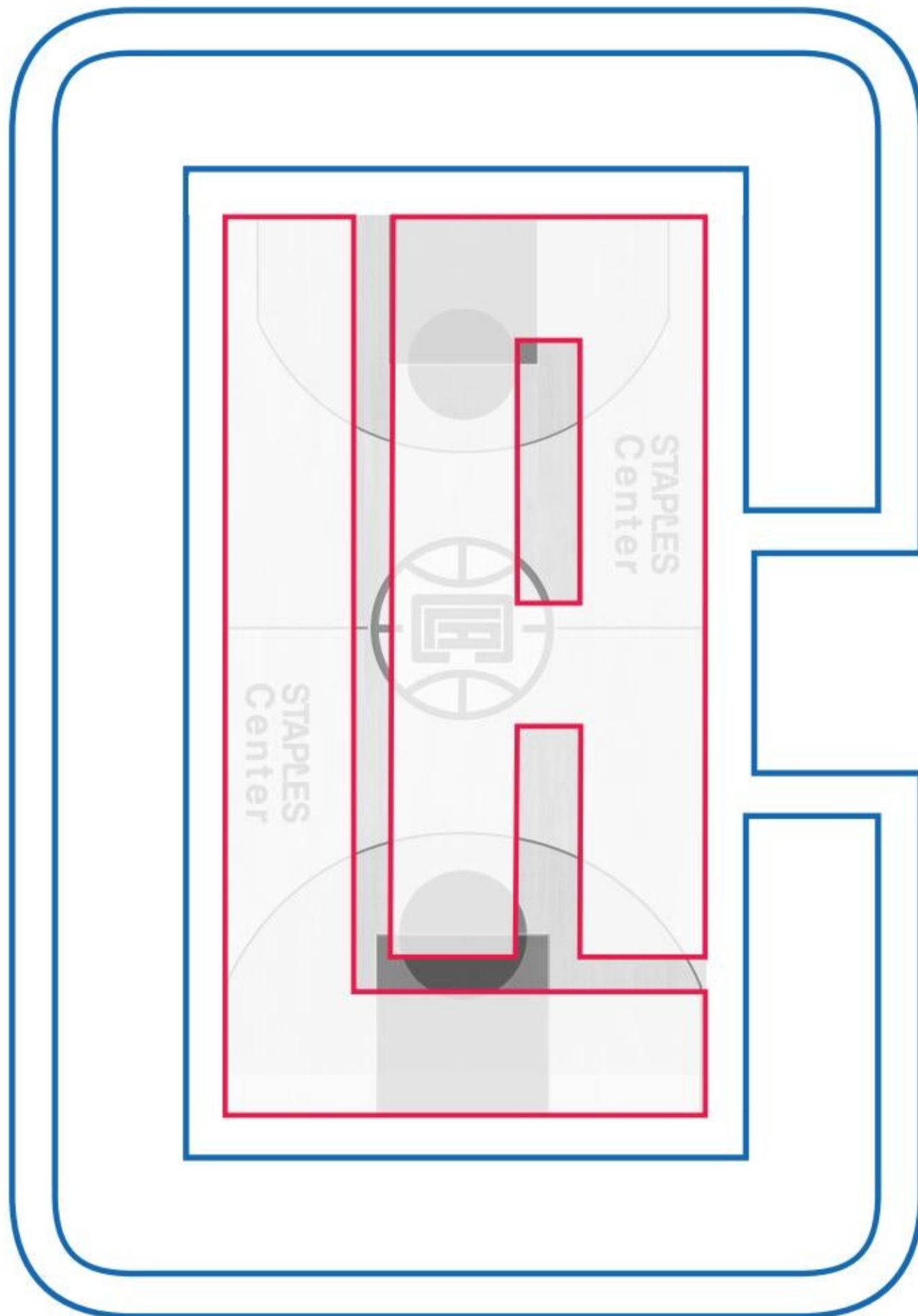
MINIMUM SIZE



COLOR VARIATIONS



THE STACKED 'LA' TAKES THE SHAPE OF A BASKETBALL COURT, SIGNIFYING "LA BASKETBALL."





Leading with 'LA' in our wordmark signifies the pride we have for our city. The sharp, clean lettering gives it a modern touch, while the red and blue legacy colors add a sense of tradition.

CLEARSPACE

MINIMUM SIZE



COLOR VARIATIONS





This wordmark (a simplified version of our primary logo) is intended to be featured solely on our jerseys. The use of this logo on a non-jersey application will be reviewed on a case-by-case basis.

CLEARSPACE

MINIMUM SIZE



COLOR VARIATIONS



CORPORATE LOCK-UP

Partner logos and the LA Clippers logo should be equal in visual proportion and separated by a vertical line. For every corporate lock-up, the LA Clippers logo should lead in branding, sitting on the left-hand side.



*Optically balanced



*Optically balanced

LA CLIPPERS-OWNED PROGRAMS

When the LA Clippers create a program to be sponsored by a partner, the LA Clippers will lead the branding followed by the partner acting as the sponsor. LA Clippers program logos are developed internally and will be routed to the participating partner for approval.

DTIAC

PRESENTED BY

PARTNER LOGO

TYPOGRAPHY



BLOCK GOTHIC BOLD EXTRA CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Block Gothic Bold Extra Condensed is primarily used for titles and headers that often contain no more than 5 words.

BLOCK GOTHIC MEDIUM EXTRA CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Block Gothic Medium Extra Condensed is primarily used for headers and sub-headers that contain more than 5 words.

Avenir Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Avenir Black is used primarily for headers, sub-headers, and large short copies.

Avenir Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Avenir Book is used primarily for body copy and special application headers.

GUIDELINES

BLOCK GOTHIC Minimum Size
8pt
(Not to scale)

Tracking
10

Avenir Minimum Size
6pt
(Not to scale)

Tracking
25

LAC BASKETBALL
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(!@#\$%^&*?[]|:;''',.)

LAC BASKETBALL
EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(!@#\$%^&*?[]|:;''',.)

The LA Clippers 'campaign' typeface is a proprietary font unique to the team. Designed specifically for the LA Clippers, this typeface is intended for use as the overarching campaign font. There is no lowercase option available in the LA Clippers typeface nor should one be created. This font will be provided on a case-by-case basis.

GUIDELINES

* **TAGLINE**

Tracking
0

Minimum Size
.5"H
(Not to scale)

*This typeface is not part of the LA Clippers logo, which in fact uses a custom-made typeface that does not appear anywhere else in the brand. This helps maintain the logo's integrity.



LA

As an integral part of our branding, the initials 'LA' should be used when referring to the city of Los Angeles. For consistency, there should not be any period breaks between the L and A.

Ex: The team returned to LA after a 10-day road trip.



COLOR PALETTE





R 237
G 23
B 76

CMYK
C0 M100 Y65 K0

HEX
ED174C

PANTONE
199



R 233
G 51
B 51

CMYK
C0 M78 Y78 K9

HEX
E93333

PANTONE
1788 C



R 200
G 16
B 46

CMYK
C2 M100 Y85 K6

HEX
C8102E

PANTONE
186 C

PRIMARY RED

Primary Red (featured in all of the logos) is the principal hue of red for the LA Clippers.

SECONDARY BRIGHT RED

MODERATE USE ONLY

In some cases, we understand that Primary Red may clash with another color. In this case we've provided a **softer, lighter**, red to ensure quality in design. This red is intended for moderate use.

SECONDARY DEEP RED

MODERATE USE ONLY

In some cases, we understand that Primary Red may clash with another color. In this case we've provided a **richer, bolder**, red to ensure quality in design. This red is intended for moderate use.

R 0
G 107
B 182

CMYK
C100 M56 Y0 K0

HEX
006BB6

PANTONE
293

R 79
G 143
B 204

CMYK
C61 M30 Y0 K20

HEX
4F8FCC

PANTONE
2129 C

R 14
G 35
B 70

CMYK
C80 M50 Y0 K73

HEX
0E2346

PANTONE
2766 C

PRIMARY BLUE

Primary Blue (used in all of the logos) is the principal hue of blue for the LA Clippers.

SECONDARY PACIFIC BLUE

MODERATE USE ONLY

In some cases, we understand that Primary Blue may clash with another color. In this case we've provided a **softer, lighter** blue to ensure quality in design. This shade of blue is intended for moderate use.

SECONDARY DEEP BLUE

MODERATE USE ONLY

In some cases, we understand that Primary Blue may clash with another color. In this case we've provided a **deeper, darker** blue to ensure quality in design. This blue is intended for moderate use.




R 6
G 25
B 34

CMYK
C30 M0 Y0 K100

HEX
061922

PANTONE
BLACK



R 99
G 102
B 106

CMYK
C40 M30 Y20 K66

HEX
63666A

PANTONE
COOL GRAY 10 C



R 230
G 231
B 232

CMYK
C0 M0 Y0 K10

HEX
E6E7E8

PANTONE
7541 C

PRIMARY BLACK

An addition to the color palette in 2015, Primary Black adds a modern edge to the LA Clippers' visual identity.

MEDIUM TEXT GRAY

SPECIAL APPLICATION

This gray is intended for text use only.

SILVER LINING

The Silver Lining (featured in the primary logo and wordmark) alludes to the renewed collective optimism of Clipper Nation.

PHOTOGRAPHY STYLE



INTRODUCTION

Photography is one of the best opportunities to convey the personality of the LA Clippers. A balanced image becomes the opening sentence of a story, grabs people's attention, and ingrains itself into a person's memory.

Good photography evokes emotions and reactions before anything is even said.

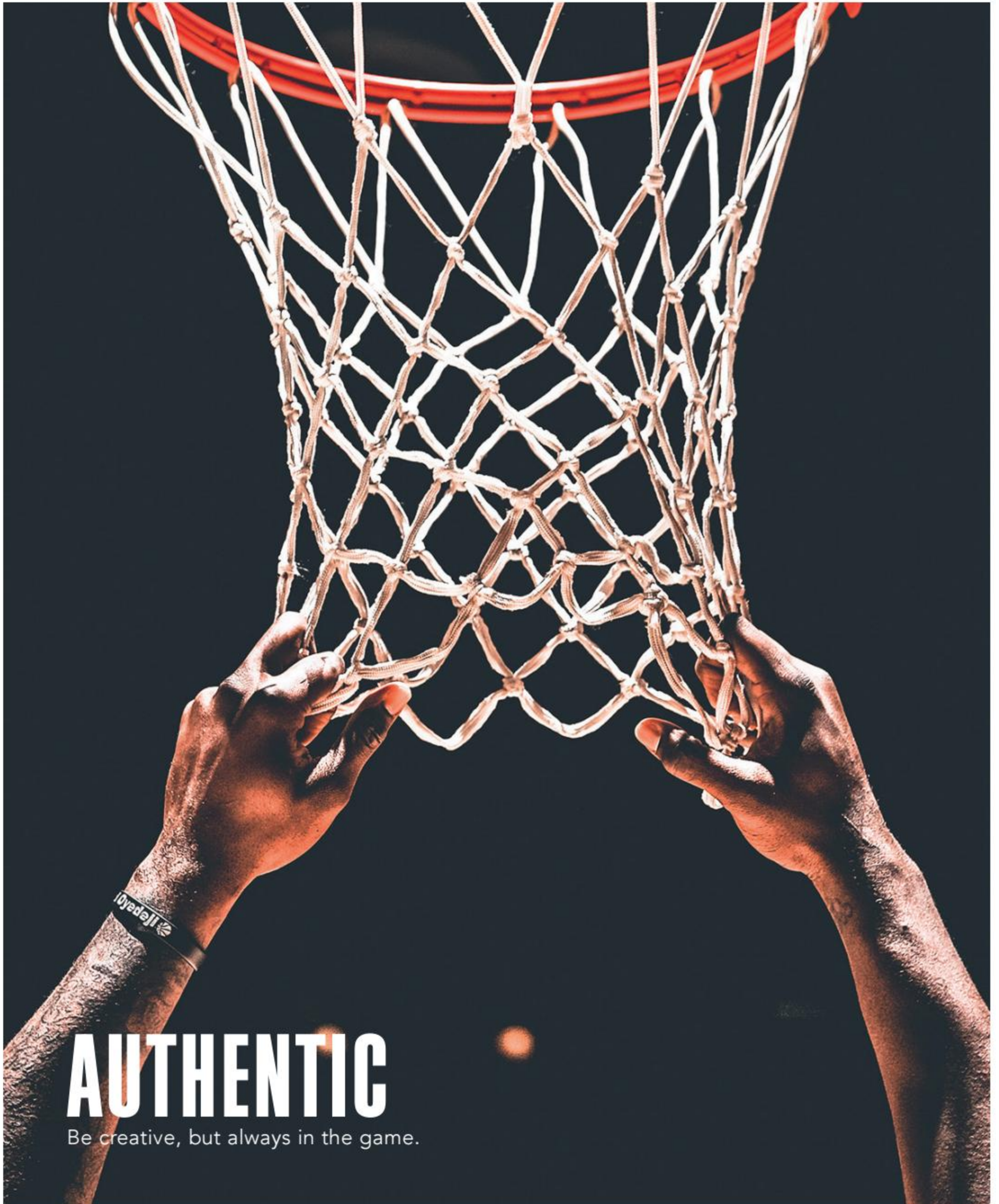
Capturing a well-received image requires careful planning, execution, and selection.

Our photography style and treatment should reflect and reinforce our brand by spotlighting our team, our community, and Clipper Nation in action. It is clean, compelling, and real. The subject of the photograph is always the "hero"—the primary focal point that resonates with the viewer.

Attributes that make our images memorable:

1. A player, players, or group of people prominently featured.
2. Proper color treatment.
3. Poses and facial expressions that are appropriate and highlight the subject in a positive, heroic light.
4. The use of action, artistic representations, asymmetrical cropping, shallow depth of field, camera angles, and proper color treatments to add visual interest.
5. When possible, the inclusion of a subject matter that conveys the toughness, strength, and will of the Clippers organization.





AUTHENTIC

Be creative, but always in the game.

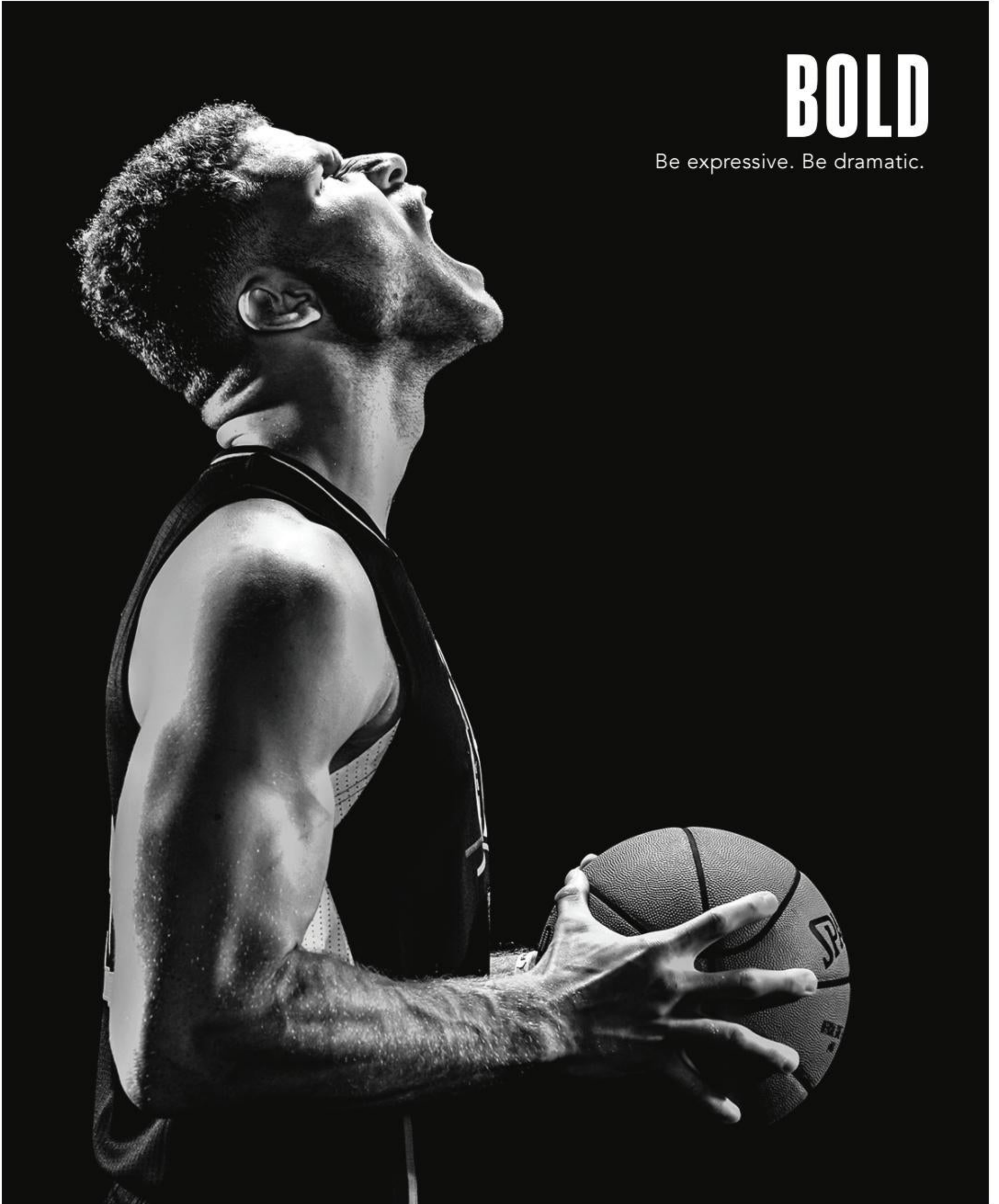


ICONIC

Let the photo speak for itself.
Remember, a photo is worth
a thousand words.

BOLD

Be expressive. Be dramatic.



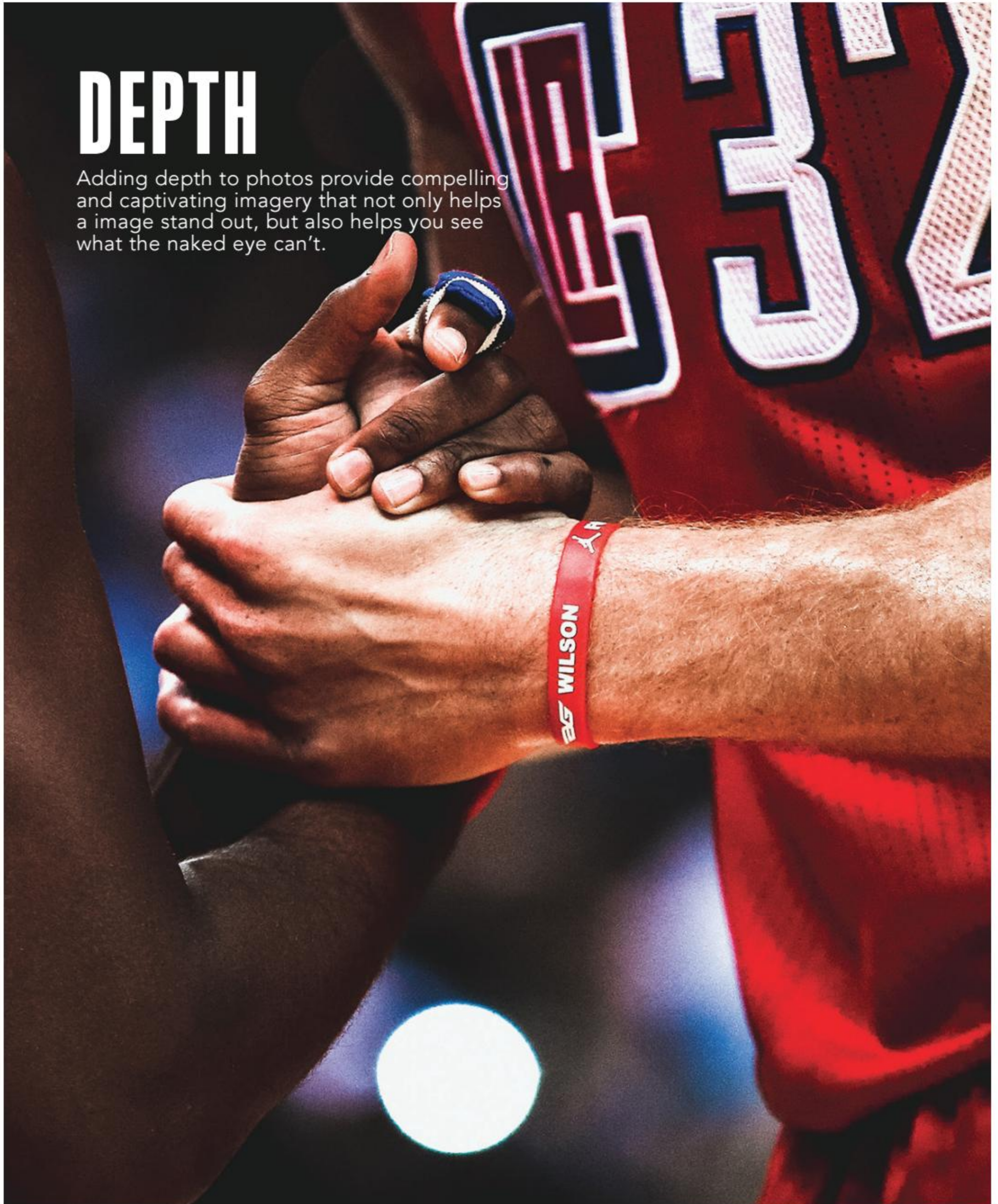


COLOR

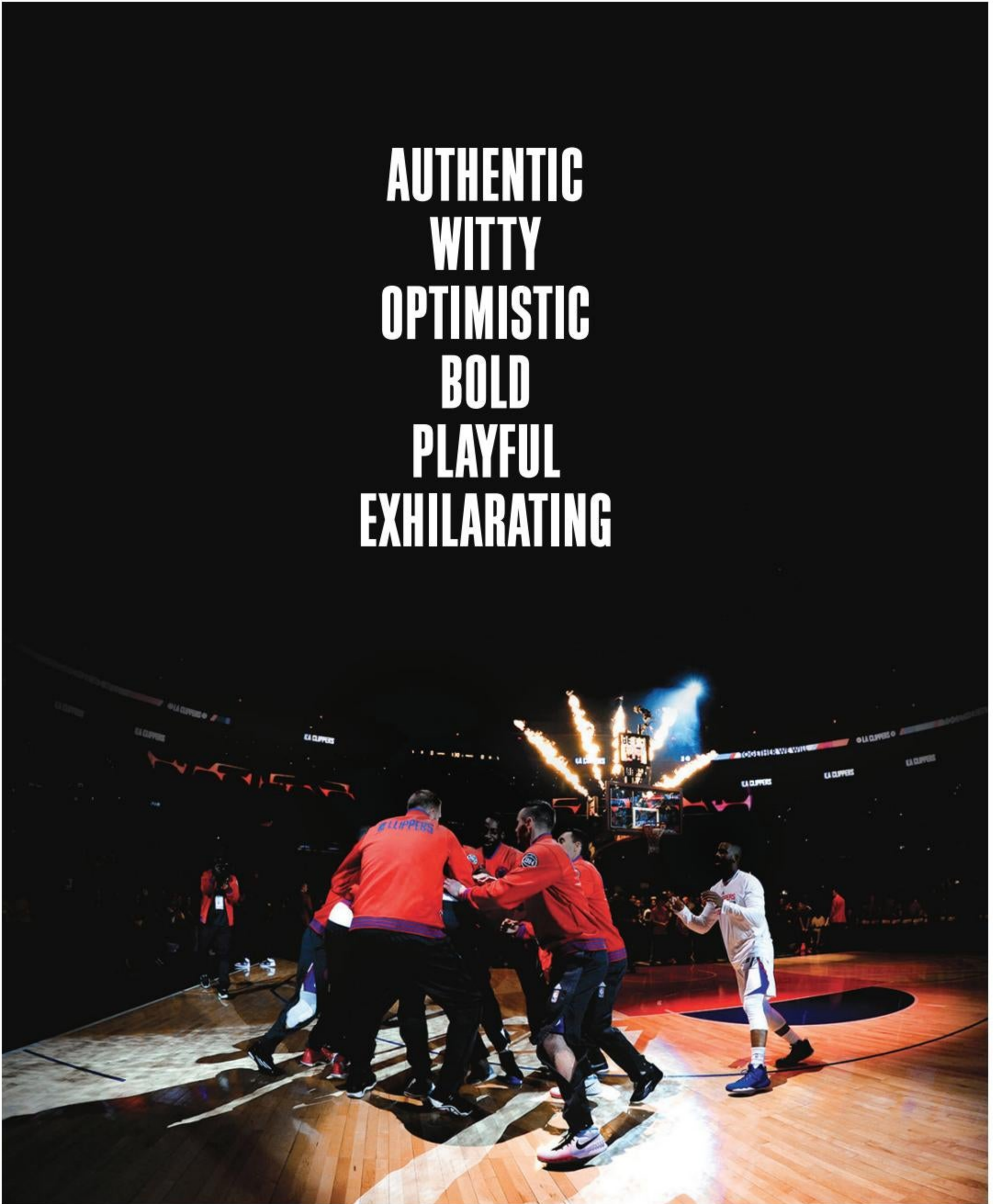
Please use our approved presets when treating and applying filters on images. These presets will be provided on a case-by-case basis.

DEPTH

Adding depth to photos provide compelling and captivating imagery that not only helps a image stand out, but also helps you see what the naked eye can't.



**AUTHENTIC
WITTY
OPTIMISTIC
BOLD
PLAYFUL
EXHILARATING**





For more information and to answer any questions regarding
the LA Clippers brand, please contact:

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