THE LOS ANGELES LAKERS, INC.

DESIGN AND BRAND GUIDELINES

CONTACT

Address
2275 Mariposa Ave.
El Segundo, CA 90245

Phone
310.426.6000

Website
lakers.com
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I. INTRODUCTION

The Los Angeles Lakers Design and Brand Guidelines have been developed not only as a way to better understand the Lakers brand, but also to provide a source that can be referenced and used for a variety of creative works. By following the Design and Brand Guidelines, we will ensure that the Lakers brand remains consistently strong and recognizable for our fans, partners, and organization as a whole.

If you have any questions or concerns regarding any creative, please email J Alexander Diaz at jdiaz@la-lakers.com or Erica Martin at emartin@la-lakers.com.
II. OUR BRAND

MISSION STATEMENT

The Los Angeles Lakers is a family-based sports and entertainment organization devoted to loyalty, winning, and delivering a fan-facing experience across the globe.

CORE VALUES

WITH INTEGRITY
ALWAYS UNITED

IN SERVICE
TO INSPIRE
Like our logos, wordmarks, and colors, our typography emphasizes our brand values. It is versatile and adaptable to all our marketing efforts and products across the organization, adding character to all communication channels both internally and externally.

**PRIMARY TYPEFACE**
DIN Next Font Family (headlines and body copy)

**HEADLINE TYPEFACES**
- DIN Next Light
- DIN Next Medium
- DIN Next Bold
- DIN Next Heavy
- DIN Next Bold Condensed
- DIN Next Heavy Condensed

**BODY COPY TYPEFACES**
- DIN Next Regular
- DIN Next Condensed

**UNIFORM TYPEFACE**
NBA Lakers

**ARIAL & HELVETICA**
During instances in which DIN Next cannot be used (emails, font unavailable, etc.), Arial/Arial Bold or Helvetica/Helvetica Bold are appropriate substitutes. In addition to both being sans-serif typefaces, Arial and Helvetica share several characteristics with DIN Next.
LOGO SET

PRIMARY LOGO

SECONDARY LOGO

PRIMARY LOGO

SECONDARY LOGO

STACKED WORDMARK

HORIZONTAL WORDMARK

UNIFORM WORDMARK

UNIFORM WORDMARK

CITY WORDMARK
First introduced in 1967, Jack Kent Cooke purchased the team and made the change to the current team colors. The classic Los Angeles Lakers color palette consists of purple, gold, and black. Please refer to the specific color values to ensure their correct reproduction.

In the instance that full-color printing is unavailable, logos and marks should only be reproduced in one-color format options within the Lakers color palette. White and gray one-color options are also acceptable, provided they appear on backgrounds with enough contrast.
The iconic primary Los Angeles Lakers logo made its debut when the team moved to Los Angeles in 1967, but the updated iteration was first introduced during the 2001-02 season. It is the principal symbol of the organization, representing decades of history and tradition.

A key primary logo characteristic that tends to get overlooked is the white outline surrounding the logo. This outline allows the logo to be applied on a variety of different backgrounds without losing visibility, while also maintaining the appropriate amount of contrast.
The primary Los Angeles Lakers logo is to be applied only on backgrounds within the Lakers brand color palette. When the logo is applied on backgrounds outside of the Lakers color palette, the black and white one-color versions of the logo are required.
In some instances, using the full-color primary logo will not be considered the best option. During these cases, one-color options are available. In order to provide enough contrast, the color variations to the right are the logos acceptable for use.

The one-color primary logos should always be used when applied on a background color that is not in the Lakers color palette. If the logo is positioned on a non-Lakers brand colored background, the one-color versions in white or black are required.
Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the primary logo and should be followed at all times.

CLEAR-SPACE
An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the primary logo, the clear-space minimum is equal to the width of the word “LOS”, as indicated by the letter “X” in the example to the right.

MINIMUM SIZE
A minimum width of 1” has been set in order to maintain legibility of all the elements that make up the primary logo. When being scaled down, the primary logo should never be minimized below 1” in width.
Manipulating logos is harmful to one's brand and hinders effective communication. Please be mindful of this when using the primary logo and avoid these common examples of incorrect logo usage:

**DO NOT:**
1. Stretch or distort the logo in any way
2. Alter the colors of the logo
3. Apply 3D effects to the logo
4. Invert logo colors
5. Rotate the logo
6. Change the color of the logo outline
7. Add a drop shadow effect
8. Add elements to the logo
9. Cover any part of the logo with any elements
10. Skew the logo
11. Add any additional strokes to the white outline
12. Remove the white outline
The secondary Los Angeles Lakers “L” logo made its debut in the 2002-03 season. The familiar “L” is updated with streaking lines, forming a look that communicates the brand’s timeless values in a modern, versatile mark.
The secondary Los Angeles Lakers logo is to be applied only on backgrounds within the Lakers brand color palette. When the logo is applied on backgrounds outside of the Lakers color palette, the black and white one-color versions of the logo are required.
In some instances, using the full-color secondary logo will not be considered the best option. During these cases, one-color options are available. In order to provide enough contrast, the color variations to the right are the logos acceptable for use.

The one-color secondary logos should always be used when applied on a background color that is not in the Lakers color palette. If the logo is positioned on a non-Lakers brand colored background, the one-color versions in white or black are required.
CLEAR-SPACE & MINIMUM SIZE

Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the secondary logo and should be followed at all times.

CLEAR-SPACE
An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the secondary logo, the clear-space minimum is equal to the width of the middle basketball seam on the right side of the basketball, as indicated by the letter “X” in the example to the right.

MINIMUM SIZE
A minimum width of 0.5” has been set in order to maintain legibility of all the elements that make up the primary logo. When being scaled down, the secondary logo should never be minimized below 0.5” in width.
Manipulating logos is harmful to one’s brand and hinders effective communication. Please be mindful of this when using the secondary logo and avoid these common examples of incorrect logo usage:

**DO NOT:**
1. Stretch or distort the logo in any way
2. Alter the colors of the logo
3. Apply 3D effects to the logo
4. Invert logo colors
5. Rotate the logo
6. Change the color of the logo outline
7. Add a drop shadow effect
8. Add elements to the logo
9. Place the logo on any existing graphic elements
10. Skew the logo
11. Add any additional strokes to the white outline
12. Remove the white outline
The Los Angeles Lakers stacked wordmark is directly derived from the primary logo. In situations where the space does not allow an ideal primary logo fit, the stacked wordmark may be the best alternative.
The Los Angeles Lakers stacked wordmark is to be applied only on backgrounds within the Lakers brand color palette. When the wordmark is applied on backgrounds outside of the Lakers color palette, the one-color versions of the wordmark in white or black are required.
Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the wordmark and should be followed at all times.

CLEAR-SPACE

An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the stacked wordmark, the clear-space minimum is equal to the width of the word “LOS”, as indicated by the letter “X” in the example to the right.

MINIMUM SIZE

A minimum width of 1” has been set in order to maintain legibility of all the elements that make up the stacked wordmark. When being scaled down, the stacked wordmark should never be minimized below 1” in width.
Manipulating logos is harmful to one’s brand and hinders effective communication. Please be mindful of this when using the stacked wordmark and avoid these common examples of incorrect wordmark usage:

**DO NOT:**
1. Stretch or distort the wordmark in any way
2. Alter the colors of the wordmark
3. Apply 3D effects to the wordmark
4. Add colors to the wordmark
5. Rotate the wordmark
6. Add an outline to the wordmark
7. Add a drop shadow effect
8. Add elements to the wordmark
9. Add shapes and other graphic elements to the wordmark
The Los Angeles Lakers horizontal wordmark made its debut in the 1999-00 season. As slender as its name suggests, the horizontal wordmark is ideal for branding within narrow areas, maximizing its visibility as much as possible.
HORIZONTAL WORDMARK VARIATIONS

The Los Angeles Lakers horizontal wordmark is to be applied only on backgrounds within the Lakers brand color palette. When the wordmark is applied on backgrounds outside of the Lakers color palette, the one-color versions of the wordmark in white or black are required.
Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the wordmark and should be followed at all times.

CLEAR-SPACE
An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the horizontal wordmark, the clear-space minimum is equal to the width of the word “LOS”, as indicated by the letter “X” in the example to the right.

MINIMUM SIZE
A minimum width of 1.5” has been set in order to maintain legibility of all the elements that make up the horizontal wordmark. When being scaled down, the horizontal wordmark should never be minimized below 1.5” in width.
Manipulating logos is harmful to one's brand and hinders effective communication. Please be mindful of this when using the stacked wordmark and avoid these common examples of incorrect wordmark usage:

**DO NOT:**
1. Stretch or distort the workmark in any way
2. Apply 3D effects to the wordmark
3. Add more colors to the wordmark
4. Rotate the wordmark
5. Add a drop shadow effect
6. Re-size or stack elements of the wordmark
The Los Angeles Lakers uniform wordmark came onto the scene in the 1999-00 season with the debut of the teams new threads. The uniform wordmark is an updated and refined take of the classic Lakers script, removing the speed lines in exchange for a sleeker look.
The Los Angeles Lakers uniform wordmark is to be applied only on backgrounds within the Lakers brand color palette. When the wordmark is applied on backgrounds outside of the Lakers color palette, the black and white one-color versions of the wordmark in white or black are required.
CLEAR-SPACE & MINIMUM SIZE

Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the wordmark and should be followed at all times.

CLEAR-SPACE
An appropriate amount of clear-space is necessary around the wordmark in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the uniform wordmark, the clear-space minimum is equal to the base width of the "KE" ligature, as indicated by the letter "X" in the example to the right.

MINIMUM SIZE
A minimum width of 1" has been set in order to maintain legibility of all the elements that make up the uniform wordmark. When being scaled down, the uniform wordmark should never be minimized below 1" in width.
Manipulating logos is harmful to one’s brand and hinders effective communication. Please be mindful of this when using the uniform wordmark and avoid these common examples of incorrect wordmark usage:

DO NOT:
1. Stretch or distort the wordmark in any way
2. Alter the colors of the wordmark
3. Apply 3D effects to the wordmark
4. Color only certain areas of the wordmark
5. Rotate the logo
6. Apply an independent outline to replace the exiting one
7. Add a drop shadow effect
8. Skew the wordmark
9. Add any additional strokes to the white outline
10. Add shapes to the wordmark
11. Add other existing logos or graphic elements to the wordmark
12. Add speed lines to the wordmark
As an alternative to the solid background color, the purple diamond pattern can be used as a background to place logos and wordmarks on top of. The pattern is comprised of Lakers Purple (PMS 286) and two darker shades, creating a dynamic visual while still preserving clarity for the logos and wordmarks.
The basic rule of thumb for using logos on the purple pattern is to treat it as you would the solid purple background. If it’s okay to use on solid purple, it’s okay to use on this.
SBL COLOR PALETTE

Introduced in the 2017-18 inaugural season of the G League, the new South Bay Lakers color palette consists of purple, gold, and light blue. Please refer to the specific color values to ensure their correct reproduction.

In the instance that full-color printing is unavailable, logos and marks should only be reproduced in one-color format options within the South Bay Lakers color palette. White and gray one-color options are also acceptable, given they are present on backgrounds that provide enough contrast.
The new primary emblem for the South Bay Lakers is inspired by the classic logo of the team’s parent club. It has been reimagined to incorporate the oceanfront views of the region while “South Bay” is adorned across the top, adding subtle but unique twists to the timeless look of one of the NBA’s most prominent brands.

A key primary logo characteristic that tends to get overlooked is the white outline surrounding the logo. This outline allows the logo to be applied on a variety of different backgrounds without losing visibility, while also maintaining the appropriate amount of contrast.
The primary South Bay Lakers logo is to be applied only on backgrounds within the South Bay Lakers brand color palette. When the logo is applied on backgrounds outside of the South Bay Lakers color palette, the black and white one-color versions of the logo are required.
In some instances, using the South Bay Lakers primary logo in full-color will not be considered the best option. During these cases, one-color options are available. In order to provide enough contrast, the one-color variations to the right are the logos acceptable for use.

The one-color primary logos should always be used when applied on a background color that is not in the South Bay Lakers color palette. If the logo is positioned on a non-Lakers brand colored background, the one-color versions in white or black are required.
CLEAR-SPACE & MINIMUM SIZE

Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the South Bay Lakers primary logo and should be followed at all times.

CLEAR-SPACE
An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the primary logo, the clear-space minimum is equal to the width of the word “BAY”, as indicated by the letter “X” in the example to the right.

MINIMUM SIZE
A minimum width of 1" has been set in order to maintain legibility of all the elements that make up the primary logo. When being scaled down, the primary logo should never be minimized below 1" in width.
Manipulating logos is harmful to one’s brand and hinders effective communication. Please be mindful of this when using the South Bay Lakers primary logo and avoid these common examples of incorrect logo usage:

**DO NOT:**

1. Stretch or distort the logo in any way
2. Alter the colors of the logo
3. Apply 3D effects to the logo
4. Invert logo colors
5. Rotate the logo
6. Change the color of the logo outline
7. Add a drop shadow effect
8. Add elements to the logo
9. Cover any part of the logo with any elements
10. Skew the logo
11. Add any additional strokes to the white outline
12. Remove the white outline
The South Bay Lakers secondary logo made its first appearance in the 2017-18 season. The logo showcases the views of the region and features a silhouette of a palm tree in the foreground, with the historic Manhattan Beach Pier visible from a distance. Overlooking the vast Pacific Ocean, the scene highlights a staple of the local beachfront community, while acknowledging the opportunity that lies ahead as the premier sports franchise of the South Bay.
The secondary South Bay Lakers logo is to be applied only on backgrounds within the South Bay Lakers brand color palette. When the logo is applied on backgrounds outside of the Lakers color palette, the black and white one-color versions of the logo are required.
SECONDARY LOGO
ONE-COLOR

In some instances, using the full-color secondary logo will not be considered the best option. During these cases, one-color options are available. In order to provide enough contrast, the color variations to the right are the logos acceptable for use.

The one-color secondary logos should always be used when applied on a background color that is not in the South Bay Lakers color palette. If the logo is positioned on a non-Lakers brand colored background, the one-color versions in white or black are required.
Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the South Bay Lakers secondary logo and should be followed at all times.

**CLEAR-SPACE**
An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the South Bay Lakers secondary logo, the clear-space minimum is equal to the width of the second reflection line from the bottom, as indicated by the letter “X” in the example to the right.

**MINIMUM SIZE**
A minimum width of 0.5” has been set in order to maintain legibility of all the elements that make up the South Bay Lakers secondary logo. When being scaled down, the secondary logo should never be minimized below 0.5” in width.
Manipulating logos is harmful to one’s brand and hinders effective communication. Please be mindful of this when using the South Bay Lakers secondary logo and avoid these common examples of incorrect logo usage:

**DO NOT:**
1. Stretch or distort the logo in any way
2. Alter the colors of the logo
3. Apply 3D effects to the logo
4. Invert logo colors
5. Rotate the logo
6. Change the color of the logo outline
7. Add a drop shadow effect
8. Add elements to the logo
9. Place the logo on any existing graphic elements
10. Skew the logo
11. Add any additional strokes to the white outline
12. Remove the white outline
The South Bay Lakers version of the uniform wordmark differentiates itself from its parent club through the absence of the "R swoop" that has become so recognizable through the years.
The South Bay Lakers uniform wordmark is to be applied only on backgrounds within the South Bay Lakers brand color palette. When the wordmark is applied on backgrounds outside of the South Bay Lakers color palette, the black and white one-color versions of the wordmark in white or black are required.
Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the South Bay Lakers wordmark and should be followed at all times.

**CLEAR-SPACE**

An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the South Bay Lakers uniform wordmark, the clear-space minimum is equal to the base width of the “KE” ligature, as indicated by the letter “X” in the example to the right.

**MINIMUM SIZE**

A minimum width of 1” has been set in order to maintain legibility of all the elements that make up the South Bay Lakers uniform wordmark. When being scaled down, the uniform wordmark should never be minimized below 1” in width.
Manipulating logos is harmful to one’s brand and hinders effective communication. Please be mindful of this when using the South Bay Lakers uniform wordmark and avoid these common examples of incorrect wordmark usage:

**DO NOT:**
1. Stretch or distort the wordmark in any way
2. Alter the colors of the wordmark
3. Apply 3D effects to the wordmark
4. Color only certain areas of the wordmark
5. Rotate the logo
6. Apply an independent outline to replace the exiting one
7. Add a drop shadow effect
8. Skew the wordmark
9. Add any additional strokes to the white outline
10. Add shapes to the wordmark
11. Add other existing logos or graphic elements to the wordmark
12. Add speed lines to the wordmark
The team’s new marks have been designed to further increase the synchronization between the South Bay Lakers and their parent franchise, while also honoring the community that has been home to the G League affiliate for more than a decade.
CITY WORDMARK VARIATIONS

The South Bay Lakers city wordmark is to be applied only on backgrounds within the South Bay Lakers brand color palette. When the wordmark is applied on backgrounds outside of the South Bay Lakers color palette, the black and white one-color versions of the wordmark in white or black are required.
Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the South Bay Lakers wordmark and should be followed at all times.

**CLEAR-SPACE**

An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the South Bay Lakers city wordmark, the clear-space minimum is equal to the base width of the “BA” letterforms, as indicated by the letter “X” in the example to the right.

**MINIMUM SIZE**

A minimum width of 1” has been set in order to maintain legibility of all the elements that make up the South Bay Lakers city wordmark. When being scaled down, the city wordmark should never be minimized below 1” in width.
Manipulating logos is harmful to one's brand and hinders effective communication. Please be mindful of this when using the South Bay Lakers city wordmark and avoid these common examples of incorrect wordmark usage:

**DO NOT:**

1. Stretch or distort the wordmark in any way
2. Alter the colors of the wordmark
3. Apply 3D effects to the wordmark
4. Color only certain areas of the wordmark
5. Rotate the logo
6. Apply an independent outline to replace the exiting one
7. Add a drop shadow effect
8. Skew the wordmark
9. Add any additional strokes to the white outline
10. Add shapes to the wordmark
11. Add other existing logos or graphic elements to the wordmark
12. Add speed lines to the wordmark
Opening in Summer 2017, the new UCLA Health Training Center houses the business and basketball operations as well as a full NBA training center with an exhibition court and arena seating.

The UCLA Health Training Center logo is emblematic of the unique collaboration between the Lakers and UCLA Health. The partnership is aligned with both organizations’ existing work within the community.
Newly introduced for the 2017-18 season, the Lakers-UCLA Health color palette consists of purple, gold, and “UCLA Blue”. Please refer to the specific color values to ensure their correct reproduction.

In the instance that full-color printing is unavailable, logos and marks should only be reproduced in one-color format options within the Lakers-UCLA Health color palette. White and gray one-color options are also acceptable, given they are present on backgrounds that provide enough contrast.
The UCLA Health Training Center logo is to be applied only on backgrounds within the Lakers-UCLA Health brand color palette. When the logo is applied on backgrounds outside of the Lakers-UCLA Health color palette, the one-color versions of the wordmark in white or black are required.
In some instances, using the full-color UCLA Health Training Center logo will not be considered the best option. During these cases, one-color options are available. In order to provide enough contrast, the color variations to the right are the logos acceptable for use.

The one-color UCLA Health Training Center logos should always be used when applied on a background color that is not in the Lakers-UCLA Health color palette. If the logo is positioned on a non-Lakers brand colored background, the one-color versions in white or black are required.
Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the logo and should be followed at all times.

**CLEAR-SPACE**
An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the UCLA Health Training Center logo, the clear-space minimum is equal to the width of the "UCLA" wordmark, as indicated by the letter "X" in the example to the right.

**MINIMUM SIZE**
A minimum width of 1" has been set in order to maintain legibility of all the elements that make up the UCLA Health Training Center logo. When being scaled down, the logo should never be minimized below 1" in width.
Manipulating logos is harmful to one’s brand and hinders effective communication. Please be mindful of this when using the UCLA Health Training Center logo and avoid these common examples of incorrect logo usage:

**DO NOT:**
1. Stretch or distort the logo in any way
2. Alter the colors of the wordmark
3. Apply 3D effects to the wordmark
4. Add a drop shadow effect
5. Rotate the logo
6. Apply an independent outline to the logo
7. Add shapes to the logo
8. Skew the logo
9. Replace logos with alternate or secondary logos
The STAPLES Center™ made its debut in 1999 and has since established itself as the sports and entertainment center of the world.

The logo can be applied in both a horizontal and stacked variation. In some applications, the stacked version of the logo will be more appropriate. Use this version when the horizontal version will not fit or is not legible. Choose the version of the logo that is most appropriate for the application.

NOTE:
When STAPLES Center appears in text, it is necessary that it is written correctly and with the proper use of captial letters.

• “STAPLES” is always written in capital letters.
• “Center” is always written in initial cap.
• Do not refer to STAPLES Center as “STAPLES”.

Always use the full name.
Newly introduced for the 2017-18 season, the STAPLES Center™ color palette consists of red and black. Please refer to the specific color values to ensure their correct reproduction.

In the instance that full-color printing is unavailable, logos and marks should only be reproduced in one-color format options within the STAPLES Center™ color palette. White and gray one-color options are also acceptable, given they are present on backgrounds that provide enough contrast.
The STAPLES Center™ logo is to be applied only on backgrounds within the STAPLES Center™ brand color palette. When the logo is applied on backgrounds outside of the Lakers color palette, the one-color versions of the logo in white or black are required.
Respecting the clear-space and minimum size requirements are extremely important. These guidelines have been developed in order to protect the integrity of the logo and should be followed at all times.

**CLEAR-SPACE**

An appropriate amount of clear-space is necessary around the logo in order to separate the logo from other graphic elements, ensuring the maximum amount of visibility. In the case of the STAPLES Center™ logo, the clear-space minimum is equal to the width of the “STA” letterforms, as indicated by the letter “X” in the example to the right.

**MINIMUM SIZE**

A minimum width of 1” has been set in order to maintain legibility of all the elements that make up the STAPLES Center™ logo. When being scaled down, the logo should never be minimized below 1” in width.
Manipulating logos is harmful to one's brand and hinders effective communication. Please be mindful of this when using the STAPLES Center™ logo and avoid these common examples of incorrect logo usage:

**DO NOT:**
1. Stretch or distort the logo in any way
2. Alter the colors of the wordmark
3. Apply 3D effects to the wordmark
4. Add a drop shadow effect
5. Rotate the logo
6. Apply an independent outline to the logo
7. Add shapes to the logo
8. Skew the logo
9. Add other existing logos or elements to the logo
When photography is being used as a background, it is important that the selected images provide enough contrast to the logo. Also, steer clear from blocking or disrupting the imagery. This will ensure that the logo will maintain a visible presence. Placing the logo on a photo that causes the logo to get lost due to the lack of contrast is prohibited.
Partnership logos should appear in either a side by side lockup or stacked with the Lakers or South Bay Lakers primary logo. If a partner is using the horizontal lockup for their marketing purposes, it is acceptable to switch the partner logo to the left side and the Lakers/SBL primary logo to the right. The same rules apply with the vertical lockup as well—the partner logo is able to switch to the top, with the Lakers/SBL primary logo flipping to the bottom.