



LOS ANGELES MARATHON

PRESENTED BY  **asics®**

BRANDING GUIDELINES

Table of Contents

BRAND OVERVIEW	2
ABOUT LOS ANGELES MARATHON	2
THE LOGO	3
ANATOMY	3
VERSIONS	3
CLEAR SPACE	4
USAGE.....	4
INCORRECT USES.....	5
SCALING	5
ADDITIONAL LOGO	6
COLOR PALETTE.....	6
COLOR PALETTE	6

Brand Overview

ABOUT LOS ANGELES MARATHON

The Los Angeles Marathon presented by ASICS provides participants with a life-changing experience while running our iconic “Stadium to the Stars” course. This 26.2 mile journey starts in the shadows of the world-famous Dodger Stadium and runs through LA’s best neighborhoods and past iconic landmarks including the Dragon Gate, LA City Hall, Walt Disney Concert Hall, Capitol Records Building, Hollywood Walk of Fame, The Sunset Strip, Rodeo Drive, and many more! Participants finish on Santa Monica Blvd at Avenue of the Stars in Century City with views of the legendary Hollywood Sign. Post-race Marathon Finishers and their friends and family are invited to join us our Finish Festival complete with beer, music, and photo ops to celebrate their inspiring finish.



Participation in the LA Marathon weekend of events supports The McCourt Foundation mission to cure neurological diseases while empowering communities to build a healthier world. And as part of our mission, we offer all LA Marathon weekend races as platforms for non-profits to increase awareness and raise funds for their causes.

The LA Marathon is the 4th largest in the country and the 9th largest marathon in the world. The LA Marathon weekend includes a 2-day Lifestyle Expo, the LA Big 5K and Kids Run on Saturday, and the Los Angeles Marathon and Charity Half Marathon on Sunday.

This book is the guide to our brand assets.

The Logo

ANATOMY

The logo was inspired by the vibrancy of the city and the communities that surround the Los Angeles Marathon course. A more modern approach was taken to the logo design in hopes of establishing a mark that would be both recognizable and bold.

Built with geometric figures overlapping each other, the logo creates a set of different pieces resembling the nuances of Los Angeles' landscapes.



VERSIONS

Logo can be used stacked, lockup or monogram only. Which version to use will be determined by the media and its use.



CLEAR SPACE

Use the width of the letter M to determine the minimum clear space required around all 4 sides of the logo in all its variations.

For the monogram, draw a square at the base of the L's red rectangle and take its width as guide to get the size for X.



USAGE

When placing the logo on background colors, there are some slight color variations to take into consideration.

These guidelines apply for all versions of the logo.

Monochromatic logos are available but require sign off from TMF for usage.



INCORRECT USES



Do not change the colors of the icon or the text



Do not create new text layouts



Do not add shadows or other effects



Do not change the font or its styles



Do not add outlines



Do not change the proportions between elements



Do not change the aspect ratio of the elements



Do not place the logo over crowded or low-contrast backgrounds

SCALING

The eye is the key. Scale the logo as much as you are able to without sacrificing readability.

When “PRESENTED BY ASICS” is not easily read, switch to the monogram.

As a general rule, keep logo text bigger than your body text.



ADDITIONAL LOGO

The L.A. Marathon “Legacy Logo” is an alternate version of the Los Angeles Marathon logo that is used in celebration of the founding of the Marathon in 1986.



Color Palette

COLOR PALETTE

We curated a color palette that connects through each event, and represents the colorful diversity of the cultures, people and neighborhoods that make up Los Angeles. Black and white can also be used when needed.

Los Angeles Marathon Color Palette

NAVY SEA

TRUSTWORTHY

HEX/HTML #002856
PANTONE 295 C
RGB 15 450 82
CMYK 100 84 36 39



COASTAL ROSE

VIBRANT

HEX #F93549
PANTONE 1787 C
RGB 239 58 76
CMYK 0 92 68 0



PACIFIC TAIL

CALM

HEX #00BBD3
PANTONE 3115 C
RGB 0 187 211
CMYK 75 0 17 0



CONCRETE GRAY

CLEAN

HEX #D9D8D6
PANTONE Cool Gray 1
RGB 217 216 214
CMYK 14 11 12 0



BRASS EDGE

SPECIAL ACCENT COLOR

HEX/HTML #EDCC8C
RGB 237 204 141
CMYK 7 18 51 0

