




asics 

LOS ANGELES MARATHON

BRANDING GUIDELINES

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Brand Overview

ASICS LOS ANGELES MARATHON

The ASICS Los Angeles Marathon 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 finishers and their friends and family are invited to join us at 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 5K and Kids Run on Saturday, and the Los Angeles Marathon and LA Charity Half Marathon on Sunday.

This book is the guide to our brand assets.

ANATOMY

Every mile of the Los Angeles Marathon is a tribute to the city's culture, community, and unmistakable spirit. As we continue to evolve, we're proud to unveil our new logo, a fresh design rooted in the same identity that runners, fans, and locals have come to recognize.

This updated logo incorporates our traditional fonts and bright colors, inspired by LA's palm trees. Each tree represents The McCourt Foundation's impact pillars of research, education, and partnerships. It reflects our mission to cure neurological diseases, empower communities to build a healthier world, and celebrate Los Angeles.



Logo

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VERSIONS

In most cases, this new logo should be used for media and applications to keep our branding consistent.

If space limitations require a stacked version of the logo, please contact marketing@mccourtfoundation.org for assistance. Alternate versions should be used only when necessary and can be approved if the full logo cannot fit.



Logo

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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.



Logo

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USAGE

When using the logo on different background colors, please be aware that slight color differences may be necessary. To maintain clarity and consistent branding, we provide logo versions made for both dark and white backgrounds.

Logos should remain unchanged, with no alterations to colors, text, shadows, effects, outlines, or size proportions. Make sure the logo is placed on clean, high-contrast backgrounds that enhance visibility, avoiding busy or complicated images that could distract from it.



Logo

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SCALING

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

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



Logo

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LA 5K

The LA 5K is the Saturday race of the Los Angeles Marathon weekend. Starting and finishing at the renowned Dodger Stadium, it offers a scenic 3.1-mile run through Elysian Park. The event is family-friendly and welcomes participants of all ages and abilities, including runners, walkers, and strollers.

LA CHARITY HALF MARATHON

The LA Charity Half Marathon is a half marathon within the Los Angeles Marathon where everyone participating is giving back! It is a unique event that has the intimate feel of a close-knit nonprofit community.



LA CHARITY
HALF MARATHON



LA CHARITY
HALF MARATHON

COLOR PALETTE

View curated color palette that connects through each event, incorporating the same timeless blue and a vibrant orange inspired by The McCourt Foundation’s logo colors. This consistency honors our rich legacy while reflecting the purpose driving us forward. Black and white can also be used when needed.

For LA 5K, instead of using the bright orange color, you’ll want to replace it with this red:

Hex Code
#E4484F

CMYK
0% 92% 69% 0%

RGB
228-72-79

Hex Code
#002856

CMYK
100% 89% 36% 35%

RGB
0-40-86

Hex Code
#F67D3D

CMYK
0% 63% 83% 0%

RGB
246-125-61

Hex Code
#00BBD3

CMYK
71% 1% 16% 0%

RGB
0-187-211

Hex Code
#D9D8D6

CMYK
14% 11% 12% 0%

RGB
217-216-214

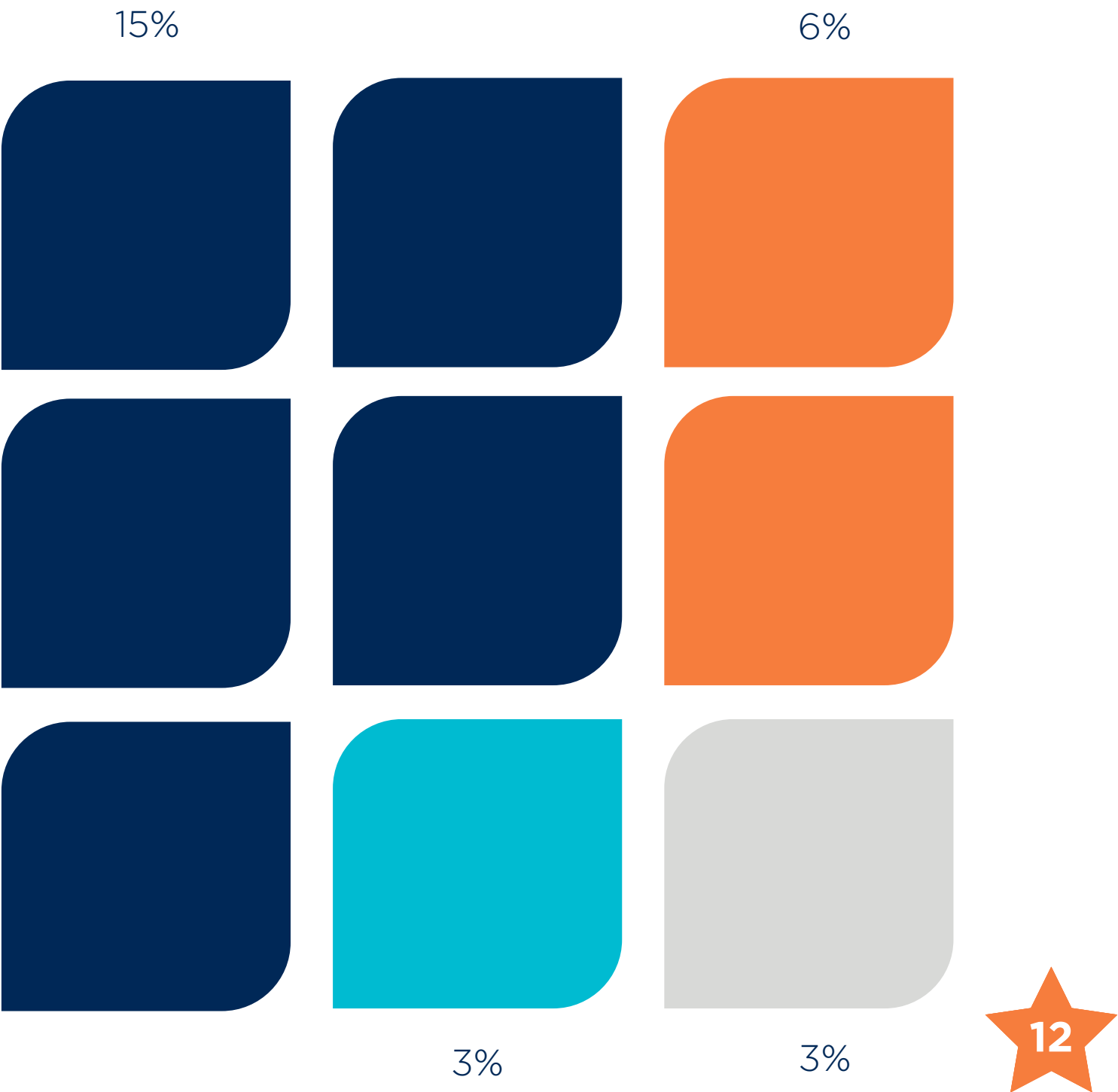
RATIOS

White is the main color to use for backgrounds and is the go-to for print communications.

Whenever possible, white should take 80% or more of the surface in which we are working, a clear exception being when we have a picture with no bleed working as a background.

Nonetheless, in all cases, the color distribution should be as follows; navy blue with 15% of the space, orange as an accent color with 6% of the space, and remaining colors as a small accent with 3% each.

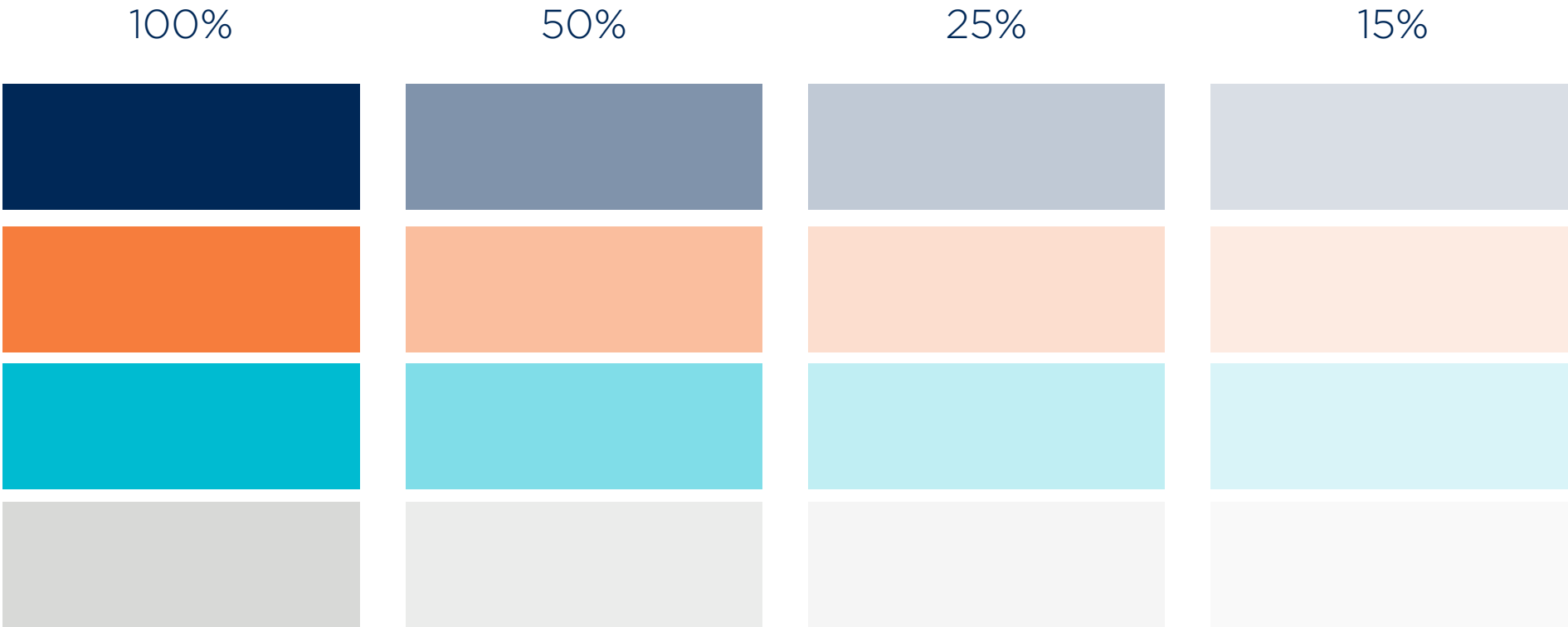
Also, when creating layouts to separate, or to give high contrast, full color backgrounds are allowed.



TINTS

The colors in this chart can be used to enhance the effect of the main ones, when contrast is required. Tints should not be used alone.

Besides the 100% color, there are three allowed percentages to use: 50%, 25% and 15%. Other percentages can be used if required.





EYE OF THE TIGER

BY SURVIVOR

Rising up, back on the street
Did my time, took my chances
Went the distance, now I'm back on my feet
Just a man and his will to survive

← TITLES

For titles, **Gotham Black** all caps. In terms of design, its harsh and curved edges are reminiscent of classic athletic typefaces, but has its own unique style. **Gotham Medium** can also be used in some cases.

← SUBTITLES

For subtitles and call-outs, use **Gotham Bold**. Medium weight can be used for short sentences.

← BODY COPY

Use **Gotham Light** for body copy; it has a rounded shape and ease of reading at any size or platform. Medium weight can be used for short sentences.

LEADING & TRACKING

Leading should be automatic; which means the value is 125% the point size of the font.

THE
LOS ANGELES
MARATHON



The setting for **tracking** is zero, both for the headlines and the copy. It changes from automatic to optical, so the distribution of the text looks even, unless the platform where the work is done doesn't allow this specification.

In that case, the automatic values are preferred.

LOS ANGELES

Optical

LOS ANGELES

Automatic

BULLETS & NUMBERING

For bullets, use **Gotham Bold** with 20 px indent, left aligned.

For numbered lists, use **Gotham Bold** with 25 px indent, left aligned.

- Use this whole document as an example of the possibilities that exist to design a presentation for Los Angeles Marathon. Each one of these pages shows a different layout that can be translated into a slideshow.
- Always place the text and main elements inside a margin that is at least 10% the height of the slide.
- Rely on graphic elements. Keep it short, simple and professional. Try to use the 5/5/5 rule: no more than five words per line of text, five lines of text per slide, or five text-heavy slides in a row.
- Your text should be easy to read and pleasant to look at. Large, simple fonts and theme colors are always your best bet.

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Graphic Elements

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PALM TREES

These palm trees, inspired by the LA Marathon logo, can be used as a design element to represent resilience, growth, and community. They reflect LA's iconic skyline and vibrant neighborhoods. As they line the marathon course, guiding runners through the city's landmarks, the trees showcase LA's unique character and spirit.

Additionally, the palm trees are part of the LA Marathon logo to symbolize The McCourt Foundation's impact pillars: research, education, and partnerships. While each tree stands tall on its own, together they represent our mission to cure neurological diseases and empower communities to build a healthier world.



Photography

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APPROVED IMAGES

Approved images can be provided by The McCourt Foundation through a gallery with multiple options to choose from.

