BRAND GUIDELINES

The Ebell of Los Angeles

THE EBELL
OF LOS ANGELES

THE LOGO + USAGE

The Ebell of Los Angeles logo should never be changed. The color, along with the spatial and proportional relationships of the logo elements are predetermined and should not be altered for any reason.

The brand mark may be used on its own.

In order to maintain legibility, the logo must have a minimum size for both printed and digital versions.

The logo can be no less than 1.25 in wide when printed. The logo can be no less than 90 pixels wide when displayed digitally.

Primary Logo

THE EBELL
OF LOS ANGELES

Brand Mark

Minimum Size

THE EBELL
OF LOS ANGELES

Width = 1.25 in

THE LOGO
COLOR USE

The Ebell of Los Angeles logo may be used in color, reversed out on a dark background, or in black and white.

Color

Black + White

Reversed

THE LOGO MISUSE

Unacceptable Usage:

1. Do not change the colors of the logo.
2. Do not alter or change the type.
3. Do not rearrange any part of the logo.
4. Do not skew.

1

2

3

4

LOGO SPACING

The Ebell of Los Angeles logo should not be placed too close to a graphic, photo or edge. The spacing indicated is the minimum amount of area required around the logo.

.25 inches of space around logo

PRIMARY FONT
ADOBE GARAMOND PRO

This font should be used in all of The Ebell of Los Angeles' collateral and communications to project a consistent identity. This includes promotional materials, advertising, digital assets, and printed materials.

Font Attributes:
· Timeless
· Historic
· Elegant

ADOBE GARAMOND PRO

THE QUICK BROWN FOX JUMPS OVER THE
the quick brown fox jumps over the lazy dog
1234567890

Regular	Italic	Bold
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890	*ABCDEFGHIJKLM* *NOPQRSTUVWXYZ* *abcdefghijklmnopqr* *stuvwxyz* *1234567890*	**ABCDEFGHIJKLM** **NOPQRSTUVWXYZ** **abcdefghijklmnopqr** **stuvwxyz** **1234567890**

ACCENT FONT
ADOBE GARAMOND PRO ITALIC SWASHES

This is an additional part of the Adobe Garamond Pro Font available for the tagline and other accented text. It is intended to be used sparingly when the need calls for a more sophisticated look. This should never be used as body copy, only headlines and titles.

It can be used in all of The Ebell of Los Angeles' collateral and communications to project a consistent identity. This includes promotional materials, advertising, digital assets, and printed materials.

Adobe Garamond Pro Italic Swashes

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

1234567890

SECONDARY FONT
FREIGHT SANS PRO

This font is to be used in combination with the primary font of The Ebell of Los Angeles on collateral and communications as an alternate body copy or headline copy. This includes promotional materials, advertising, digital assets, and printed materials.

Font Attributes:
· Humanistic
· Warm
· Youthful

FREIGHT SANS PRO

THE QUICK BROWN FOX JUMPS OVER THE
the quick brown fox jumps over the lazy dog
1234567890

Book	*Italic*	**Bold**
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890	*ABCDEFGHIJKLM* *NOPQRSTUVWXYZ* *abcdefghijklmnopqr* *stuvwxyz* *1234567890*	**ABCDEFGHIJKLM** **NOPQRSTUVWXYZ** **abcdefghijklmnopqr** **stuvwxyz** **1234567890**

FONTCOMBINATIONS

Adobe Garamond Pro and/or Freight Sans must be utilized in all communications.

HEADLINE ONE

Subline if Needed

Aximentorem qui ut aut hiciliquid quam et aceatissit auda doluptur aut que voluptatur moditis alignis reium volluptatius doloreh entibusCus, con cus doluptat fugitae prere nam ad quas reruntiore provit volorum vel idustiunto mintiorem de videbit hari cum quate del exceres apit que la se voloreptatem aut la volest, sintis volupta vid earum, que venisit iorepere sit volupta tessus recto cusdaec aboreribus aut odis acid.

Headline / Adobe Garamond / Kerning 110
Subline / Adobe Garamond Pro Bold / Kerning 20
Body / Freight Sans Book

HEADLINE THREE

Subline if Needed

Aximentorem qui ut aut hiciliquid quam et aceatissit auda doluptur aut que voluptatur moditis alignis reium volluptatius doloreh entibusCus, con cus doluptat fugitae prere nam ad quas reruntiore provit volorum vel idustiunto mintiorem de videbit hari cum quate del exceres apit que la se voloreptatem aut la volest, sintis volupta vid earum, que venisit iorepere sit volupta tessus recto cusdaec aboreribus aut odis acid.

Headline / Freight Sans Book / Kerning 110
Subline / Freight Sans Bold / Kerning 20
Body / Freight Sans Book

Accent Headline Two

Subline if Needed

Aximentorem qui ut aut hiciliquid quam et aceatissit auda doluptur aut que voluptatur moditis alignis reium volluptatius doloreh entibusCus, con cus doluptat fugitae prere nam ad quas reruntiore provit volorum vel idustiunto mintiorem de videbit hari cum quate del exceres apit que la se voloreptatem aut la volest, sintis volupta vid earum, que venisit iorepere sit volupta tessus recto cusdaec aboreribus aut odis acid.

Headline / Adobe Garamond Pro Bold / Kerning 110
Subline / Adobe Garamond Pro Bold / Kerning 20
Body / Adobe Garamond

HEADLINE FOUR

Subline if Needed

Aximentorem qui ut aut hiciliquid quam et aceatissit auda doluptur aut que voluptatur moditis alignis reium volluptatius doloreh entibusCus, con cus doluptat fugitae prere nam ad quas reruntiore provit volorum vel idustiunto mintiorem de videbit hari cum quate del exceres apit que la se voloreptatem aut la volest, sintis volupta vid earum, que venisit iorepere sit volupta tessus recto cusdaec aboreribus aut odis acid.

Headline / Freight Sans Bold / Kerning 110
Subline / Freight Sans Bold / Kerning 20
Body / Adobe Garamond

THE COLOR PALETTE

Use of color for the printed and digital brand. The following palette has been selected for use in all communications. Lighter tints of these colors are also allowed, but the logo may only be used with a 100% tint.

Palette Attributes:
A combination of bold and soft colors, they speak to strength and empowerment while hinting to a subtle femininity. Rooted in the aesthetic aspects of The Ebell of Los Angeles' historic architecture, the palette is both vintage and contemporary.

○ - Key brand color

* - These will be referred to throughout the document as deep colors

EBELL RED*

PANTONE 201C
CMYK 7 | 100 | 68 | 32
RGB 157 | 34 | 53
HEX #9D2235

BRONZE

PANTONE 481
CMYK 5 | 23 | 27 | 10
RGB 211 | 187 | 168
HEX #D3BBA8

SILVER

PANTONE 427
CMYK 7 | 3 | 5 | 8
RGB 208 | 211 | 212
HEX #D0D3D4

PLUM*

PANTONE 222
CMYK 20 | 100 | 22 | 61
RGB 108 | 29 | 69
HEX #6C1D45

MINT

PANTONE 7464
CMYK 35 | 0 | 18 | 0
RGB 160 | 209 | 202
HEX #A0D1CA

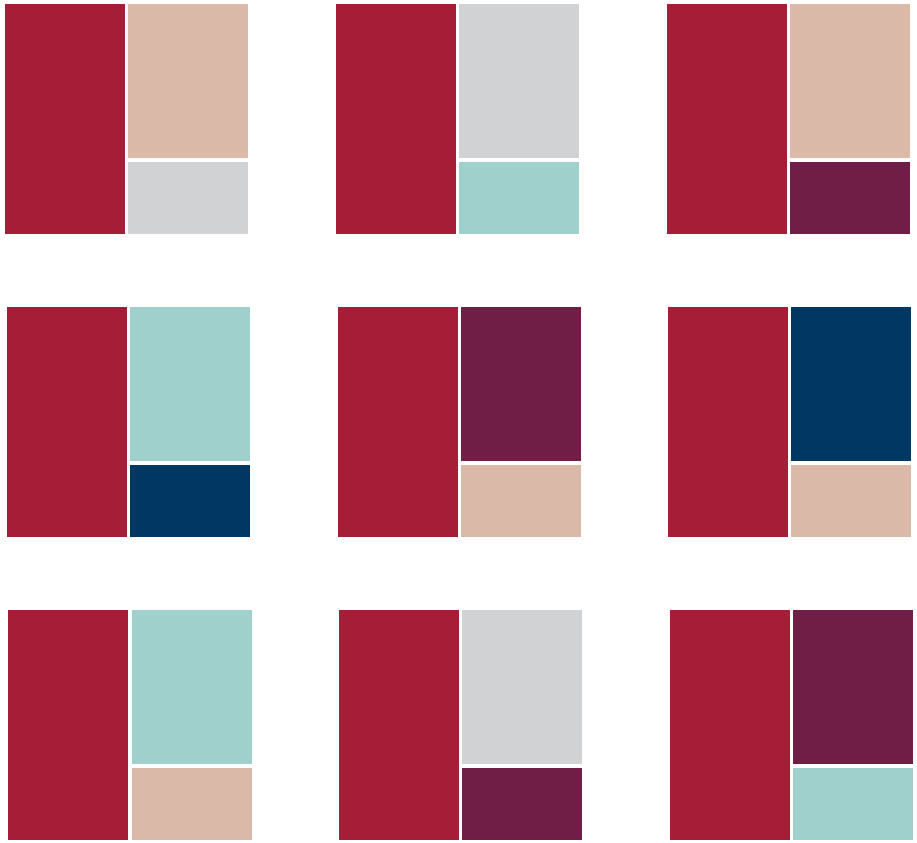
BLUE VELVET*

PANTONE 2955
CMYK 100 | 60 | 10 | 53
RGB 0 | 56 | 101
HEX #003865

PREFERRED COLOR COMBINATIONS

When designing for The Ebell of Los Angeles, choose your color story and stay consistent. Only choose from the provided palette. Ebell Red anchors all design. Other colors can be used in any combination*.

*It is important to note that the preference is for deep colors to be used in combination with the subtler colors to offer balance.



PHOTOGRAPHY GUIDELINES

Photography provides an easily accessible and powerful representation of the historical and current significance, as well as the architectual beauty of The Ebell of Los Angeles. The photography should reinforce the notion of embracing The Ebell of Los Angeles' rich past while highlighting the excitement and relevance of its future.

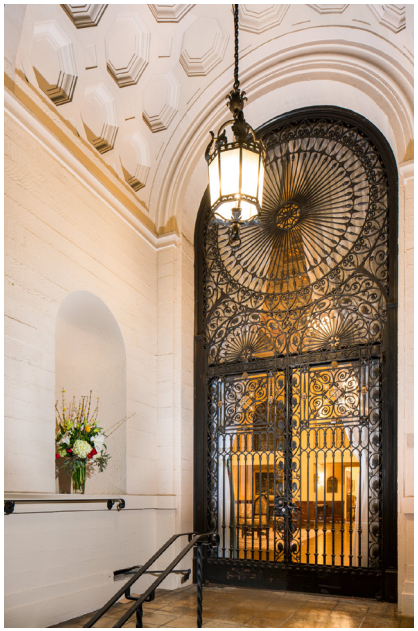
The photography is built upon three pillars; Architecture, History, and People.

Photography Guidelines:
1. Images must be 300 dpi full size. Images for electronic or digital communications should be 72 dpi at full size.

2. Avoid using images that are out of focus, low resolution, or too darkly lit.

3. Images should not be stretched, colored, or cropped in a way that diminishes their impact.

4. It is a preference to utilize professional photography.



THE EBELL
OF LOS ANGELES

Women Making History

THE EBELL
OF LOS ANGELES

Give Back. Look Forward.

THE EBELL
OF LOS ANGELES

Community of Women. Legacy of Action.