



**BRAND BOOK AND
GUIDELINES**

WELCOME TO THE RAMS HOUSE

There's no game like our game.
There's no town like our town.
And there's no team like this team.

Our brand is built to represent our team and our town at its best.
It is born from the way we play football.

Bold.

Original.

With a little bit of flair.

It embodies the DNA of our organization, and the spirit of Los Angeles.

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BRAND ASSETS



**Respect
the past.**

**Represent
the future.**

WAVE

The wave embodies
the LA spirit.

GRADIENT

A transition from where we've been,
to where we're going.












HORN

The horn represents
our legacy.

ITALICS

Leaning forward
and looking ahead.

Monogram Color Usage

<p>Full color mark for use on dark backgrounds with under 65% lightness</p>  <p>File: Rams_Monogram_dk-bkgrd</p>	<p>One color Sol mark for use on dark backgrounds with under 65% lightness</p>  <p>File: Rams_Monogram_lcl-sol</p>	<p>Full color mark for use on dark backgrounds with under 65% lightness</p>  <p>File: Rams_Monogram_dk-bkgrd</p>	<p>One color White mark for use on grayscale under 50% lightness</p>  <p>File: Rams_Monogram_lcl-wht</p>	<p>0% Lightness</p> <p>25% Lightness</p> <p>50% Lightness</p> <p>65% </p> <p>75% Lightness</p> <p>100% Lightness</p>
<p>Full color mark for use on light backgrounds with over 65% lightness</p>  <p>File: Rams_Monogram_lt-bkgrd</p>	<p>One color Royal mark for use on light backgrounds with over 65% lightness</p>  <p>File: Rams_Monogram_lcl-roy</p>	<p>Full color mark for use on light backgrounds with over 65% lightness</p>  <p>File: Rams_Monogram_lt-bkgrd</p>	<p>One color Black mark for use on grayscale over 50% lightness</p>  <p>File: Rams_Monogram_lcl-blk</p>	

FULL COLOR
Full color logo incorporates all colors, gradients and shading. The full color logo should be the most predominantly used logo.

ONE COLOR
When the printing or reproduction process limits the number of colors that may be used to display the mark, a one color version may be used. A one color version of the logo may also be used if approved by the Rams.









PHOTOGRAPHIC BACKGROUND
When the mark appears on a photographic background, you may use any of the color or white versions of the marks, making sure a sufficient amount of contrast appears between the photograph and the mark. If the photograph is primarily dark, use a mark specific for dark backgrounds. If the photograph is primarily light, use a mark specific for light background.

GRAYSCALE
When a print ad or visual is going to be output in grayscale, use a one color mark to provide adequate branding contrast.

LIGHTNESS RULE
Use dark background marks (top row) when backgrounds are under 65% lightness.

Use light background marks (bottom row) when background is over 65% lightness.

Ram Head Color Usage

<p>Full color for use on ALL backgrounds</p>  <p>File: Rams_Head</p>	<p>One color Sol mark for use on dark backgrounds with under 65% lightness</p>  <p>File: Rams_Head_lcl-sol</p>	<p>Full color for use on ALL backgrounds</p>  <p>File: Rams_Head</p>	<p>One color White mark for use on grayscale under 50% lightness</p>  <p>File: Rams_Head_lcl-wht</p>	<p>0% Lightness</p>
	<p>One color Royal mark for use on light backgrounds with over 65% lightness</p>  <p>File: Rams_Head_lcl-roy</p>		<p>One color Black mark for use on grayscale over 50% lightness</p>  <p>File: Rams_Head_lcl-blk</p>	<p>25% Lightness</p> <p>50% Lightness</p> <p>65% </p> <p>75% Lightness</p> <p>100% Lightness</p>

FULL COLOR
Full color logo incorporates all colors, gradients and shading. The full color logo should be the most predominantly used logo. When the printing or reproduction process limits the number of colors that may be used to display the mark or cannot reproduce a proper gradient, alternate versions of the logo are available for use with approval by the Rams.

File: Rams_Head_LIMITED_5clr_PMS.ai
File: Rams_Head_LIMITED_4clr_PMS.ai
File: Rams_Head_LIMITED_3clr_PMS.ai
File: Rams_Head_LIMITED_2clr_PMS.ai

ONE COLOR
When the printing or reproduction process limits the number of colors that may be used to display the mark, a one color version may be used. A one color version of the logo may also be used if approved by the Rams.










PHOTOGRAPHIC BACKGROUND
When the mark appears on a photographic background, you may use any of the color or white versions of the marks, making sure a sufficient amount of contrast appears between the photograph and the mark.

GRAYSCALE
When a print ad or visual is going to be output in grayscale, use a one color mark to provide adequate branding contrast.

LIGHTNESS RULE
Use dark background marks (top row) when backgrounds are under 65% lightness.

Use light background marks (bottom row) when background is over 65% lightness.

Logotype Color Usage

<p>Full color mark for use on dark backgrounds with under 65% lightness File: Rams_Logotype_dk-bkgrd</p> 	<p>One color Sol mark for use on dark backgrounds with under 65% lightness File: Rams_Logotype_lcl-sol</p> 	<p>Full color mark for use on dark backgrounds with under 65% lightness File: Rams_Logotype_dk-bkgrd</p> 	<p>One color White mark for use on dark grayscale backgrounds with under 50% lightness File: Rams_Logotype_lcl-wht</p> 	<p>0% Lightness</p> <p>25% Lightness</p> <p>50% Lightness</p> <p>65% </p> <p>75% Lightness</p> <p>100% Lightness</p>
<p>Full color mark for use on light backgrounds with over 65% lightness File: Rams_Logotype_lt-bkgrd</p> 	<p>One color Royal mark for use on light backgrounds with over 65% lightness File: Rams_Logotype_lcl-roy</p> 	<p>Full color mark for use on light backgrounds with over 65% lightness File: Rams_Logotype_lt-bkgrd</p> 	<p>One color Black mark for use on light grayscale backgrounds with over 50% lightness File: Rams_Logotype_lcl-blk</p> 	

FULL COLOR
Full color logo incorporates all colors, gradients and shading. The full color logo should be the most predominantly used logo.

ONE COLOR
When the printing or reproduction process limits the number of colors that may be used to display the mark, a one color version may be used. A one color version of the logo may also be used if approved by the Rams.

PHOTOGRAPHIC BACKGROUND
When the mark appears on a photographic background, you may use any of the color or white versions of the marks, making sure a sufficient amount of contrast appears between the photograph and the mark. If the photograph is primarily dark, use a mark specific for dark backgrounds. If the photograph is primarily light, use a mark specific for light background.

GRAYSCALE
When a print ad or visual is going to be output in grayscale, use a one color mark to provide adequate branding contrast.

LIGHTNESS RULE
Use dark background marks (top row) when backgrounds are under 65% lightness.




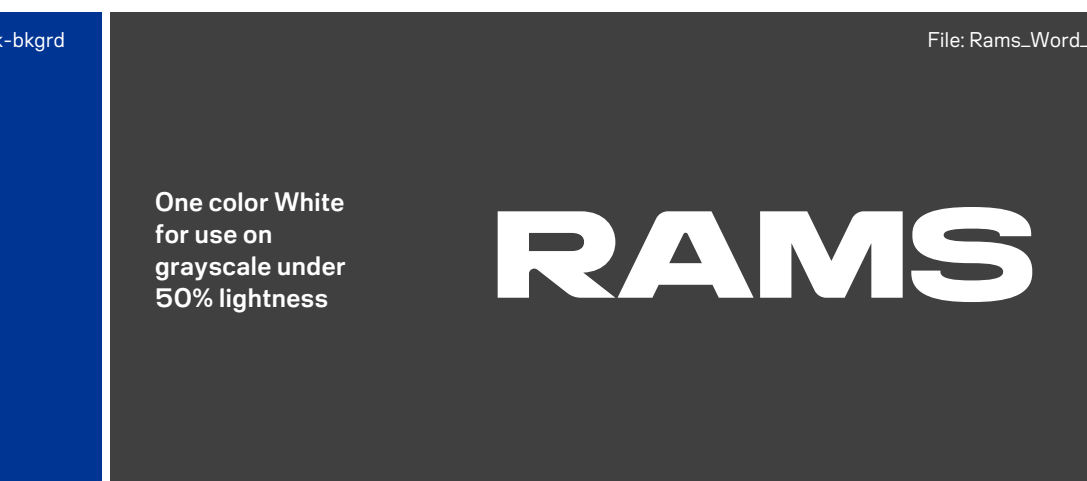




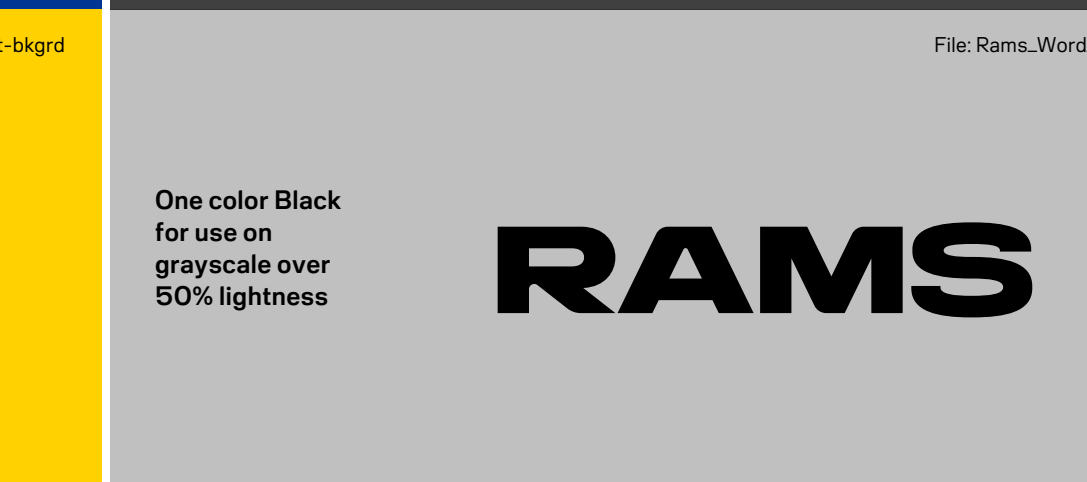
Use light background marks (bottom row) when background is over 65% lightness.

Our Modular System

By focusing on the most iconic part of the team's brand identity throughout franchise history - the Horn - the Rams discovered a modern and modular logo system for any application.



Wordmarks

<p>File: Rams_Wordmark_dk-bkgrd</p> <p>Sol mark for use on dark backgrounds with under 65% lightness</p> 	<p>File: Rams_Wordmark_lcl-wht</p> <p>One color White mark for use on grayscale under 50% lightness</p> 	<p>File: Rams_Word_dk-bkgrd</p> <p>Sol mark for use on dark backgrounds with under 65% lightness</p> 	<p>File: Rams_Word_lcl-wht</p> <p>One color White for use on grayscale under 50% lightness</p> 	<p>0% Lightness</p> <p>25% Lightness</p> <p>50% Lightness</p> <p>65% </p> <p>75% Lightness</p> <p>100% Lightness</p>
<p>File: Rams_Wordmark_lt-bkgrd</p> <p>Royal mark for use on light backgrounds with Over 65% lightness</p> 	<p>File: Rams_Wordmark_lcl-blk</p> <p>One color Black mark for use on grayscale over 50% lightness</p> 	<p>File: Rams_Word_lt-bkgrd</p> <p>Royal mark for use on light backgrounds with Over 65% lightness</p> 	<p>File: Rams_Word_lcl-blk</p> <p>One color Black for use on grayscale over 50% lightness</p> 	

PRIMARY WORDMARK

Full color wordmark logo utilizing Rams primary colors when applicable. The full color logo should be the most predominantly used logo.

ONE COLOR

When a print ad or visual is going to be output in grayscale, use a one color mark to provide adequate branding contrast.

SECONDARY WORDMARK

Full color wordmark logo utilizing Rams primary colors when applicable. The full color logo should be the most predominantly used logo.

ONE COLOR

When a print ad or visual is going to be output in grayscale, use a one color mark to provide adequate branding contrast.

LIGHTNESS RULE

Use dark background marks (top row) when backgrounds are under 65% lightness.

Use light background marks (bottom row) when background is over 65% lightness.

Helmets



File: Rams helmet side rf



File: Rams helmet side lf



File: Rams helmet 34 rf



File: Rams helmet 34 lf

PRIMARY HELMET SIDE

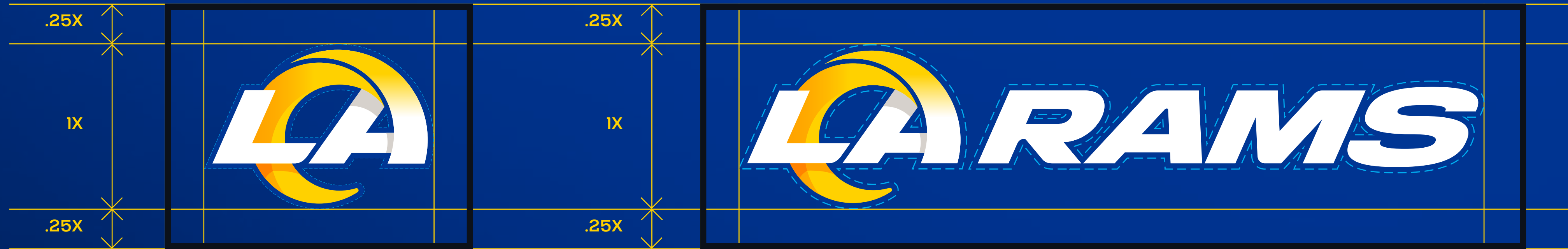
Helmet marks may only be used as a secondary brand hit and must always be approved by the Rams. If helmet mark is used in isolation, it should always be right facing.

PRIMARY HELMET ANGLED

Helmet marks may only be used as a secondary brand hit and must always be approved by the Rams. If helmet mark is used in isolation, it should always be right facing.

Logo Clearspace Guidelines

The protected area around the marks ensures that no other graphic elements interfere with its clarity and integrity.



Primary Palette

RAMS ROYAL

C100 M75 Y0 K6

R0 G53 B148

PMS 2736C

HEX #003594

SOL

C0 M9 Y100 K0

R255 G209 B0

PMS 109C

HEX #FFD100

Secondary Palette

The secondary palette should be used to compliment and accent the primary palette.

Tertiary Palette

The tertiary palette should be used sparingly and only as accents to the primary and secondary palettes.

MIDNIGHT

C81 M72 Y60 K80

R0 G8 B22

PMS BLACK 6

HEX #000816

WHITE

C0 M0 Y0 K0

R255 G255 B255

PMS 000C

HEX #FFFFFF

BONE

C3 M3 Y6 K7

R215 G210 B203

PMS WARM GRAY 1C

HEX #D7D2CB

SUNSET

C0 M41 Y100 K0

R255 G163 B0

PMS 137C

HEX #FFA300

ORANGE

C0 M61 Y97 K0

R255 G130 B0

PMS 151C

HEX #FF8200

HERITAGE

C0 M0 Y0 K0

R255 G255 B255

PMS 000C

HTML FFFFFFFF

Primary Gradients

**RAMS ROYAL
GRADIENT**

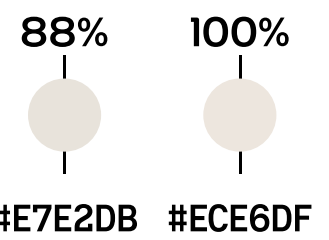
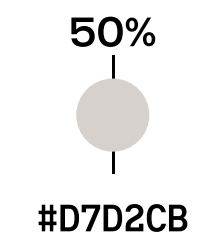
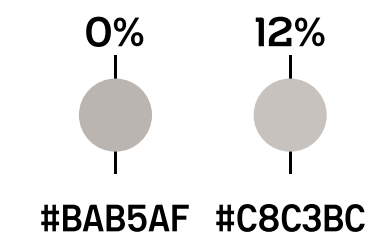
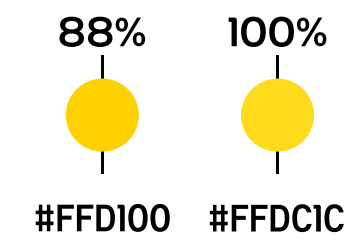
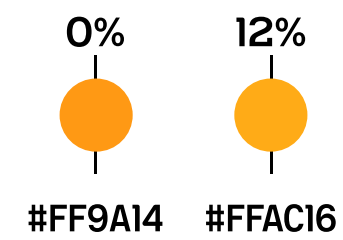
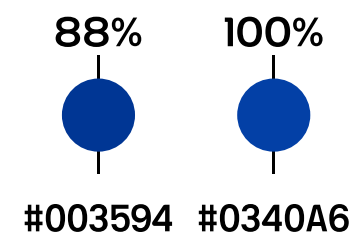
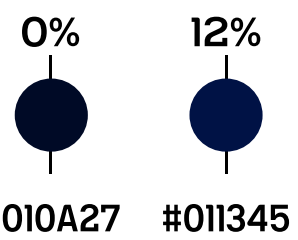
File: Rams_Royal_Gradient

**RAMS SOL
GRADIENT**

File: Rams_SoL_Gradient

**RAMS BONE
GRADIENT**

File: Rams_Bone_Gradient



Pattern Palette



Ram Heads Repeating Pattern

Rams Repeating Pattern

Horn Repeating Pattern

Wordmark Repeating Pattern

Monogram Repeating Pattern

FRFX Font Family

The FRFX Font Family was developed as a bespoke type family representative of our Defiantly Original spirit.

FRFX EXTENDED HEAVY

FRFX EXTENDED REGULAR

FRFX EXTENDED LIGHT

FRFX CONDENSED HEAVY

FRFX CONDENSED REGULAR

FRFX CONDENSED LIGHT

FRFX HEAVY

FRFX REGULAR

FRFX LIGHT

FRFX EXTRA CONDENSED HEAVY

FRFX EXTRA CONDENSED REGULAR

FRFX EXTRA CONDENSED LIGHT

This original brand font family features twelve complete upper and lowercase alphabets, spanning from traditional extended heavy to extra condensed light.

Font Hierarchy

Primary Look v.01

FRFX EXT HEADLINE

FRFX Regular sub-headline

FRFX Condensed Regular body copy.

FRFX Extra Condensed Light supporting copy.

Preferred option for always-on / football content – masculine / cutting edge

Primary Look v.02

FRFX CON HEAVY HEADLINE

FRFX Condensed Regular sub-headline

FRFX Condensed Regular body copy.

FRFX Extra Condensed Light supporting copy.

Preferred option for type heavy design – balance off visual subject

Primary Look v.03

FRFX EXTRA CON HEAVY HEADLINE

FRFX Extra Condensed Regular sub-headline

FRFX Extra Condensed Regular body copy.

FRFX Extra Condensed Light supporting copy.

Preferred option for youth and playful content – softer tone



VAMOS RAMS

With Vamos Rams we come together as a community of fans that honors the rich Latino culture integral to the fabric of Los Angeles by embracing the shared values of family, loyalty, and tradition.



We all come together to root for the Rams on game day, but we know every fan in the Rams House is unique. For our young fans in particular, we wanted to create a destination where one-handed catch TikToks reign supreme and jerseys are fashion before function. The Rams Football Academy is the official club for the next generation of Rams fans looking to get closer to the players they love and fuel the future of the Rams House.



LA 'BOLD'

LA Bold celebrates the idea that all fans can be loud, but no fan base shines brighter than ours. We celebrate the power of Angelenos to be daring - in their dreams, their actions, their day-to-day lives. We celebrate the art, culture, and people who make our city special.

PHOTOGRAPHY





LOS ANGELES
RAMS

Our Team

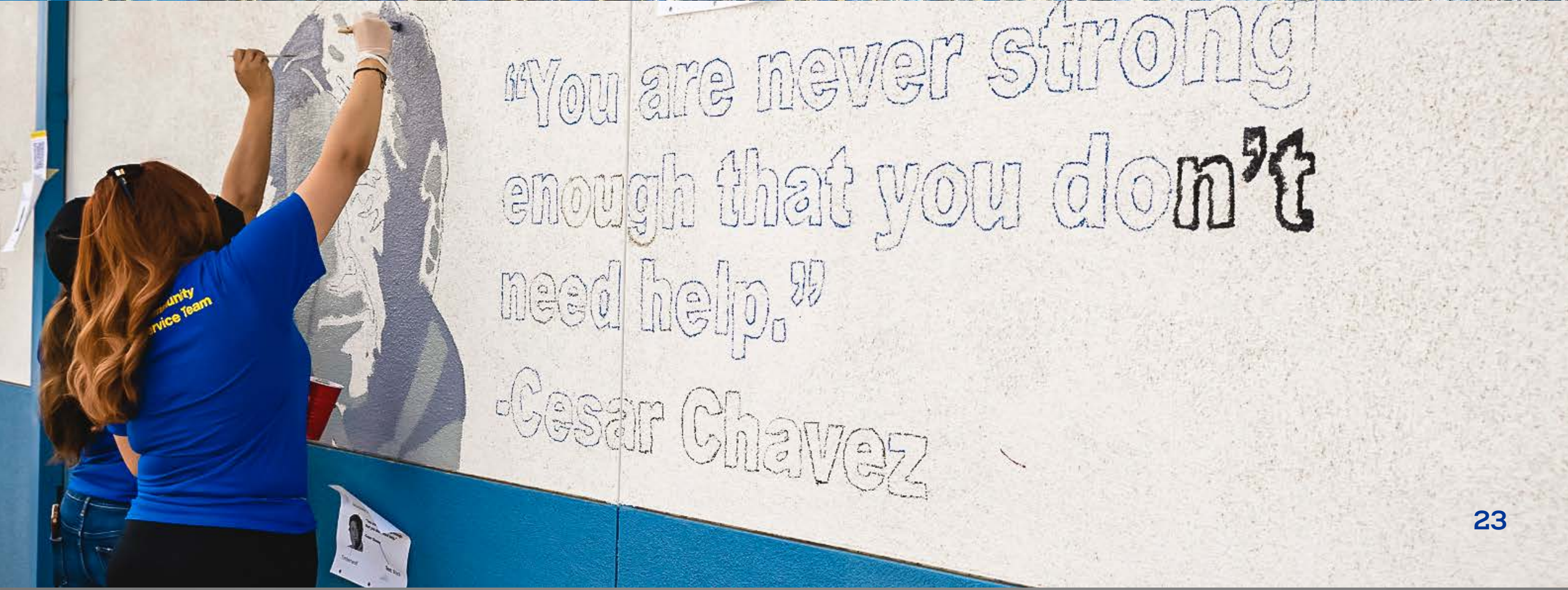
Let's emphasize the swagger of our team. Helmets off whenever possible, projecting confidence and personality both on and off the field.





Our City

Let's elevate our city through the lens of our fans. Instead of turning the camera on sunshine and beaches, we'll share the real LA that only Angelenos usually see.



"You are never strong enough that you don't need help."
-Cesar Chavez



Our Fans

Let's shoot real fans, celebrating their unique brand of swagger.



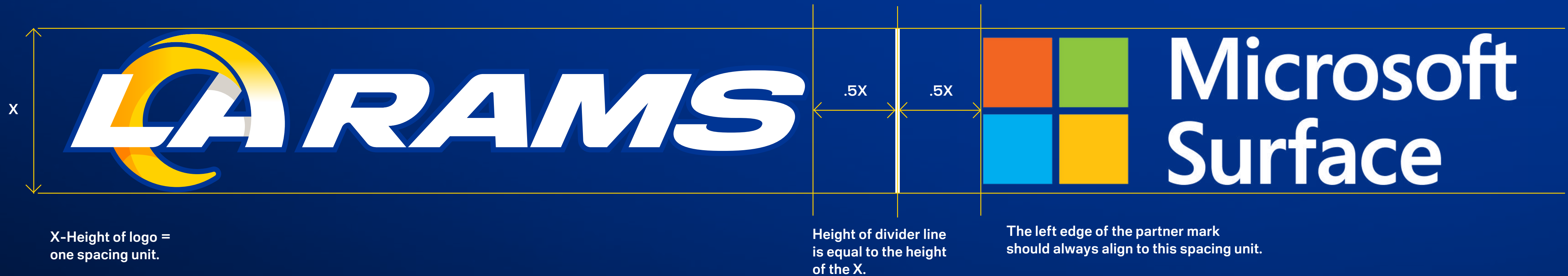
PARTNERSHIPS



Co-Branded Logo Lockups

The Rams understand the power of collaboration and partnership. Co-branded logo lockups bring together the strength and identity of both the Rams and our valued partners. Consistency is key to maintaining brand integrity. Follow our brand guidelines to ensure that co-branded lockups are properly created.

- The Rams marks should always be placed first and on the left or top of the lockup unless created by a league partner and approved by Rams Studios + Partnerships.
- The breaker line must be white for dark backgrounds and Rams Royal for light backgrounds.
- The Logotype should always be used when represented with any other brand where space permits. The Monogram can be considered where space does not but must be approved by Rams Studios + Partnerships.
- Partner marks should be scaled to approximately equal visual weight of the Rams mark.

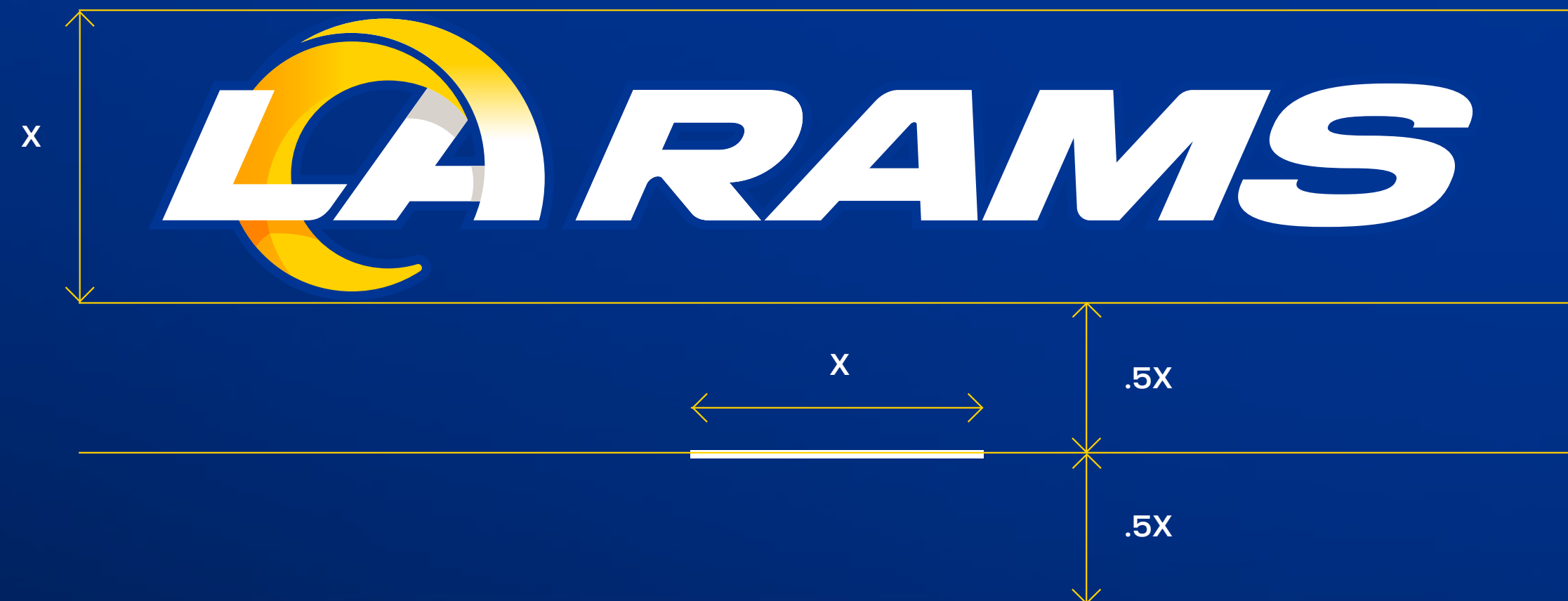


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- Partner marks should be scaled to approximately equal visual weight of the Rams mark.

X-Height of logo = one spacing unit.



The top edge of the partner mark should always align to this spacing unit.

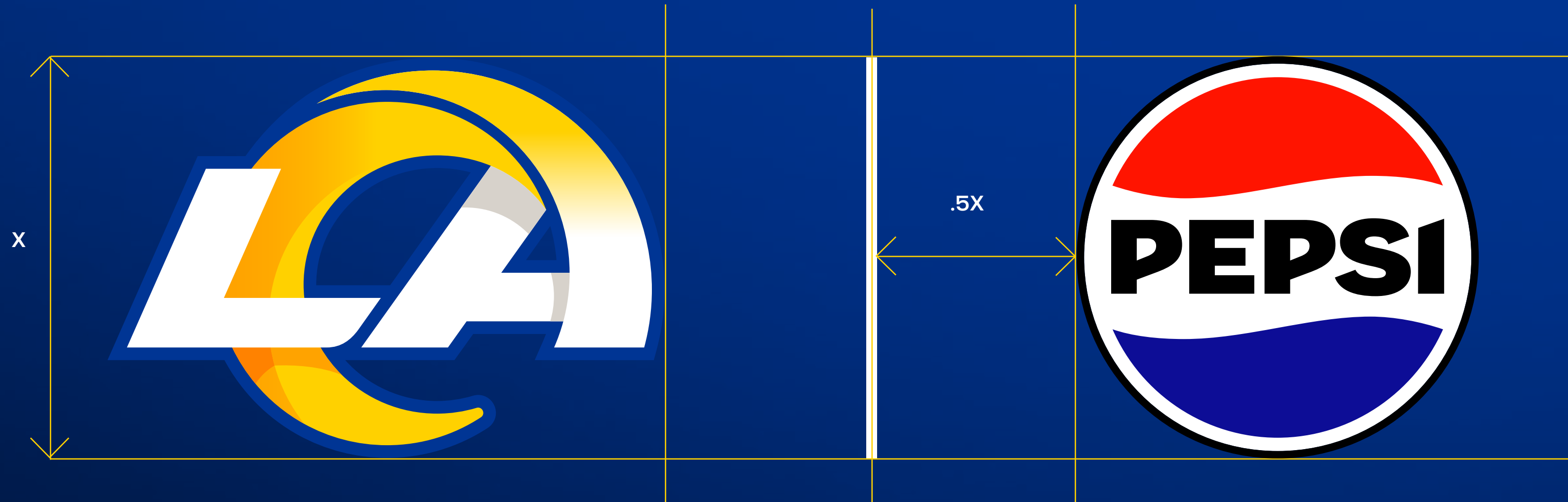


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- Partner marks should be scaled to approximately equal visual weight of the Rams mark.

X-Height of logo = one spacing unit.



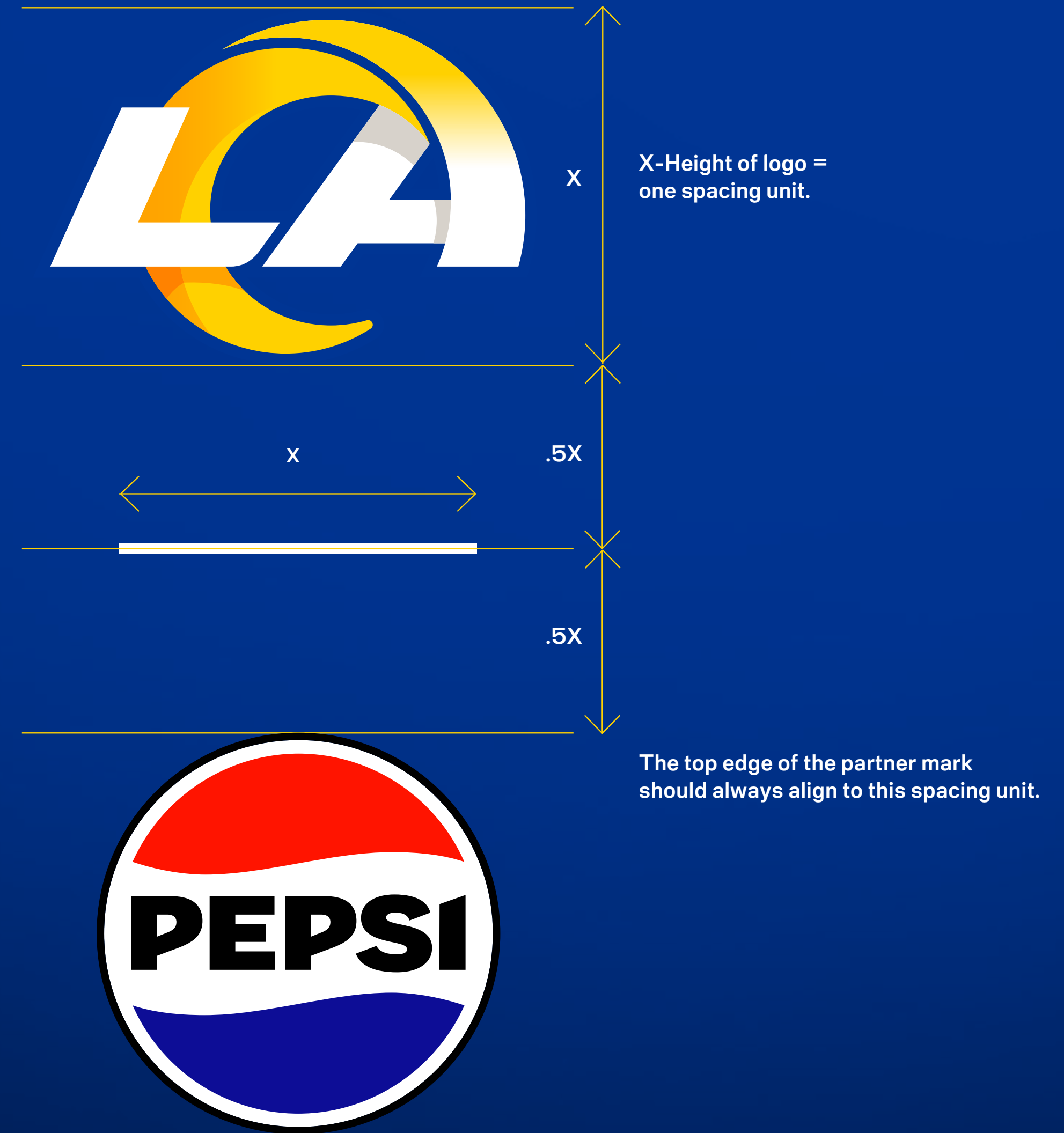
Height of divider line is equal to the height of X.

The left edge of the partner mark should always align to this spacing unit.

Co-Branded Logo Lockups

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- The Logotype should always be used when represented with any other brand where space permits. The Monogram can be considered where space does not but must be approved by Rams Studios + Partnerships.
- Partner marks should be scaled to approximately equal visual weight of the Rams mark.



Social Integration

Only league partners are allowed to be locked up directly with Rams marks on social media platforms. Any team partner who is not a league partner must be integrated into the design separate from club marks such as in a chip, using 'presented by' or organically integrated in the design.

Six-Player Rule

Partners cannot use single player likeness without an existing endorsement with that player. Without an endorsement, any creative with identifiable Rams player likeness must equally feature at least six (6) active NFL players across the entire feature / campaign. If the run of the campaign features multiple outputs, the six players can be distributed over the separate pieces. If a singular flight of creative, that singular design must feature six or more. Retired players/Legends require approval from the player directly as they are not covered within the NFLPA. Player likeness includes use of jersey number (on player, on fans, etc).

Retired Players

Only active players are covered under the NFLPA's Group Licensing Program. Any use of a player that is no longer in the NFL must receive written consent from the player to use their likeness. This includes group photography.

Competitive Deals

Active NFL player(s) with competitive endorsement deals in the sponsor's category are precluded from use.

Tattoos

Player tattoos cannot be clearly visible in any Category I group player rights usage or on any premium promotional items unless the player has documented proof he owns the copyrights to his tattoo artwork. Tattoos must be removed, blurred or illegible.

Alcohol

Social media ads for distilled spirits must be age-gated to consumers 21+. Responsible Drinking Marketing must depict and encourage only moderate and responsible drinking, incorporate responsible drinking reminders and/or initiatives, and never depict, condone, or encourage excessive or irresponsible drinking or refer in any favorable manner to the effects of intoxication on any partner-dedicated creative that promotes purchase of alcohol.

Casino + Gambling

Rams players cannot be featured on any gambling partner creative. Players cannot be used for their likeness on gambling partner creative. Community exceptions may be permitted (i.e. Pechanga Food Drive).

Super Bowl

The Vince Lombardi Trophy is not to be utilized in partner dedicated creative without league and VLT committee permission/approvals. Mention of the term 'Super Bowl' or 'The Big Game' cannot be utilized in partner dedicated creative without league permission/approvals.

Designations

Official designations are encouraged underneath partner lockups. The Los Angeles Rams ask that partners do not use 'LA Rams' in designation and instead spell out 'Los Angeles Rams' in full.

Official Partner of the Los Angeles Rams / Proud Partner of the Los Angeles Rams

INFORMATION SYSTEM





Legal Name

The Los Angeles Rams, LLC.

Other Acceptable References Include:

- Los Angeles Rams
- LA Rams
- Rams
- The Rams
- LAR (Broadcast abbreviation)

Social Hashtags

The following are branded hashtags and are listed in their correct spelling, capitalization and punctuation:

- #RamsHouse
- #LARams
- #VamosRams

Football Terms

The following are branded terms and are listed in their correct spelling:

- | | |
|-----------|----------------|
| End Zone | Preseason |
| Fan Fest | Postgame |
| Football | Postseason |
| Gameday | Quarterback |
| Halftime | Regular Season |
| Offseason | Running Back |
| Pregame | Touchdown |

Time & Date Standards

Long Dates Format:

Monday (day), July 1 (month + date), 2023 (year).
July 1 (month + date), 2023 (year).

Dates Short Formats:

Mon (day), July 1 (month + date) - no periods.
Mon (day), July 1st (month + date with ordinal) - no periods.
July 1 (month + date) - no periods.
July 1st (month + date with ordinal) - no periods.
7/1 (month number / date number).

Months:

Spell out names of months when not used to indicate a specific date.
Abbreviate Jan, Feb, Mar, Apr, May, June, July, Aug, Sep, Oct, Nov and Dec when writing out a specific date.
Ex. Sep 17

Times:

8:30 AM PT (caps, spaces, no periods).
DO NOT use PST or PDT
Keep all time structures consistent. If one time uses colon with minutes then all times need colon with minutes.
Ex. 3:15 PM and 4:00 PM

Time Zone:

Will identify specific time zones when promoting outside the local market.
Will not be used when promoting in local market.

ASSET DOWNLOADS





Rams Brand Assets





**THANK
YOU**