

2022

L'ATTITUDE



BRAND GUIDELINES.

and design standards

LOGO OVERVIEW.

The Primary Logo is the main identifier of our brand, services and experiences. It should be used in every communication, whether digital or printed.

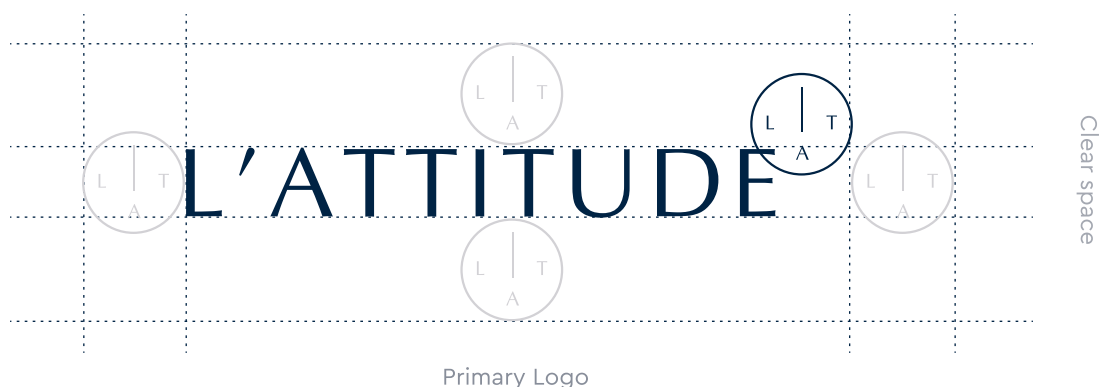
The Secondary Logo and Symbol should be used as a visual shorthand where brand awareness is already established. Both are intended as a complement to our Primary Logo and should not be considered a replacement for it.

All logos should be considered pictorial marks, and not a combination of text and graphic elements. Only use existing logo files; do not attempt to recreate the logo under any circumstance.

The L'ATTITUDE logo must always be legible and maintain the integrity of its form. To maintain impact, keep a minimum amount of space around the logotype. Do not place other elements or text within the safety area or position the logotype too near a page edge.

The clear space is measured by the height of the letter "L" in the logotype. Allow a minimum of the height of the "L" on all sides, and more when space allows.

LOGOTYPE



CORRECT USAGE

Minimum width for print 1.5in



Minimum width for print 1in



Minimum width for print 0.5in



Minimum width for web 250px



Minimum width for web 100px



Minimum width for web 100px



CORRECT / INCORRECT USAGE.

The following examples illustrate some, but not all, of the potential misuses of the L'ATTITUDE logo suite.

DARK AND LIGHT

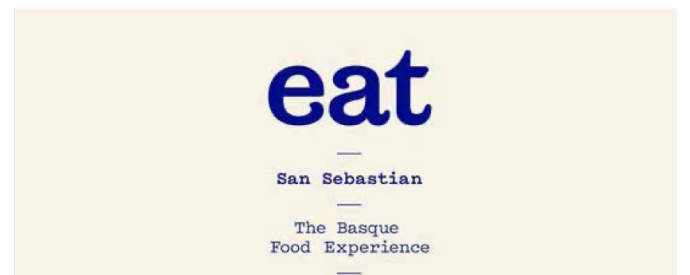
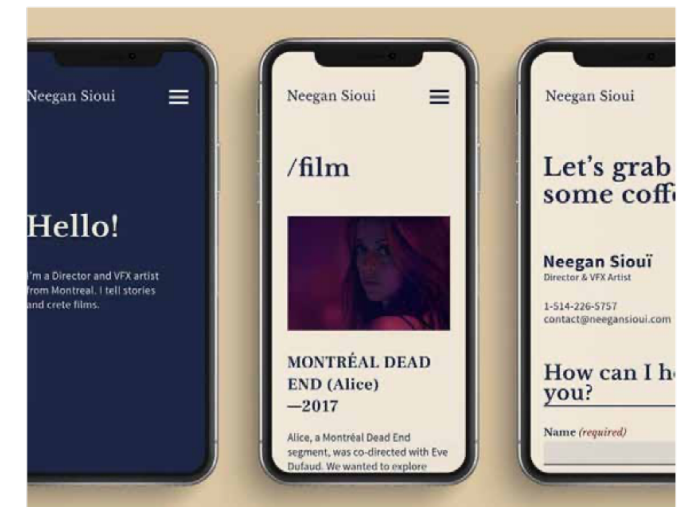
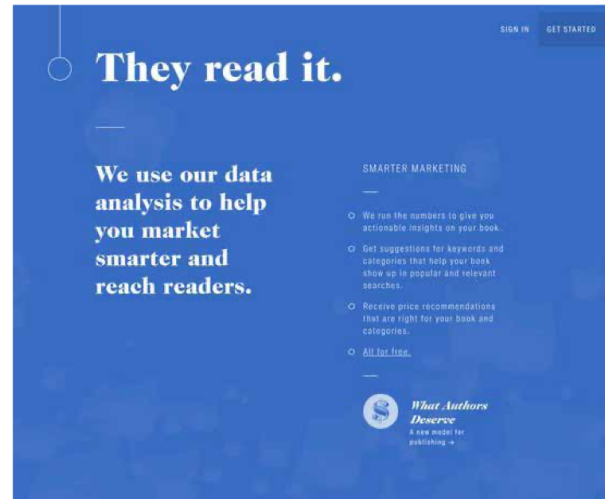
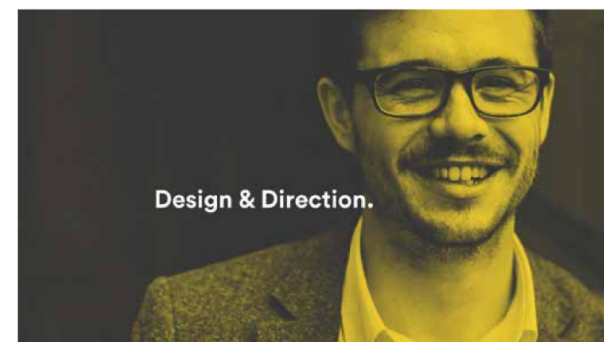
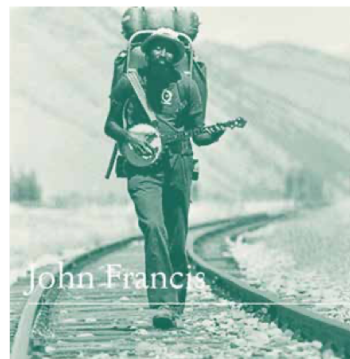
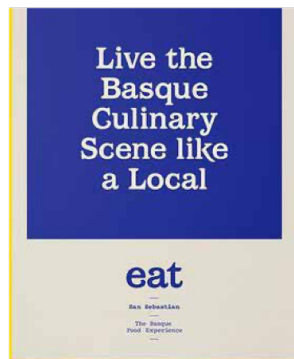
COLOR PALETTE.

CMYK 93 / 83 / 51 / 66
RGB 8 / 20 / 44
HEX #08142C

CMYK 8 / 5 / 13 / 0
RGB 231 / 231 / 218
HEX #E7E7DA

CMYK 53 / 30 / 8 / 0
RGB 123 / 157 / 196
HEX #7B9DC4

CMYK 34 / 25 / 0 / 63
RGB 8 / 31 / 95
HEX #081F5F



TYPOGRAPHY AND TEXT HIERARCHY.

Typographic hierarchy is form of visual hierarchy in an overall document. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for L'ATTITUDE layouts.

CONTENT, BODY, HEADLINE AND CALLOUT TYPOGRAPHY

HEADLINE

Main Headline
Montserrat Bold, 58pt

**HEADLINE
CALLOUT**

Secondary Headline,
Montserrat Bold, 48pt

SUBHEAD

Subhead,
Montserrat Bold, 34pt

EYEBROW HEADLINE

Subhead,
Montserrat Bold, 24pt

L'ATTITUDE will further catalyze the need to invest, support, do business with U.S. Latinos, and help build the U.S. Latino brand in our country.

Body Text,
Cera Pro, 18pt

L'ATTITUDE will further catalyze the need to invest, support, do business with U.S. Latinos, and help build the U.S. Latino brand in our country.

Secondary Body Text,
Cera Pro, 16pt

L'ATTITUDE

THE NEW MAINSTREAM ECONOMY

L'ATTITUDE is an annual event platform, and a purpose-driven mindset. Join Latino entrepreneurs, business professionals and celebrities, in this one-of-a-kind experience.

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