



LOS ANGELES KINGS®

OFFICIAL TEAM LOGOS & JERSEYS



1

PRIMARY LOGO



2

SECONDARY LOGO



3

*This Alternate embroidery logo is not to be used without specific prior written permission from the NHL Quality Control Department. It is for limited use only.

PRIMARY EMBROIDERY LOGO

LOS ANGELES KINGS.

4

WORDMARK

LA KINGS™

5

ALTERNATE WORDMARK



HOME JERSEY



AWAY JERSEY



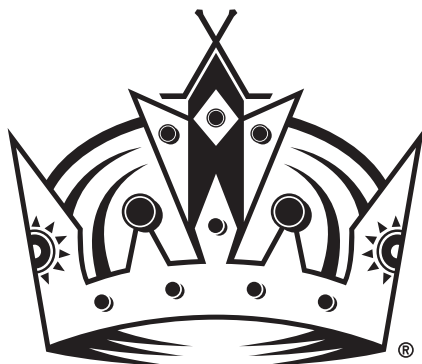
THIRD JERSEY

LOS ANGELES KINGS PURPLE PANTONE 2755 • LOS ANGELES KINGS METALLIC SILVER PANTONE 877
LOS ANGELES KINGS BLACK PANTONE PROCESS BLACK



LOS ANGELES KINGS®

OFFICIAL TEAM LOGOS & JERSEYS



PRIMARY LOGO



SECONDARY LOGO

LOS ANGELES KINGS®

WORDMARK

LA KINGS™

ALTERNATE WORDMARK

LOS ANGELES KINGS PURPLE PANTONE 2755 • LOS ANGELES KINGS METALLIC SILVER PANTONE 877
LOS ANGELES KINGS BLACK PANTONE PROCESS BLACK

Digital art available from J. Patton Sports Marketing, Inc. phone 770.612.0476, fax 770.612.0439
email: logos@jpattonsports.com or log on to: www.logosondemand.net



LOS ANGELES KINGS[®]

TRADEMARK USAGE GUIDELINES



Current logo shown at 2.5" wide
Trademark shown at .13" tall



Current logo shown at 1.5" wide
Trademark shown at .13" tall



Current logo shown at 1" wide
Trademark shown at .0975" tall



Current logo shown at .5" wide
Trademark shown at .073" tall

Printed trademarks cannot fall below the minimum size of .073".

Should this size not be applicable to your product, prior approval from NHL Quality Control is required.

All individual logos in the NHL style guide have had their trademarks ungrouped from the logo as to allow for scaling of trademark size independent of logo. In order to maintain legibility of the trademark at small size, the above guidelines have been set forth.