



PRIMARY LOGO

## LOS ANGELES LAKERS Official Colors

Lakers Gold	Pantone 123	30m/94y	253r/185g/39b
Lakers Purple	Pantone 526	79c/100m/12k	85r/37g/130b
Lakers Black	Pantone Black	30c/100m	6r/25g/34b
Lakers Light Purple	Pantone 265	54c/56m	129r/119g/183b



Black & White Logo

## TYPE

### LOS ANGELES LAKERS

Helvetica Bold

### LOS ANGELES LAKERS

Bodoni Poster  
(Modified - Extended 125% / Sheared 25°)

## WORDMARKS



Stacked wordmark

### LOS ANGELES LAKERS

Horizontal wordmark



Uniform wordmarks

## LOGO ON COLORED BACKGROUNDS



## SECONDARY LOGO



This logo sheet is not for color. Please refer to Pantone and process breakdowns above.

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