Primary Logo

1 Yellow
CMYK: 0/15/100/0
RGB: 255/207/0
Pantone 109C

3 Red
CMYK: 0/100/100/0
RGB: 208/16/18
Pantone 485C

8 mm
8 mm

LEGOLAND
CALIFORNIA RESORT

56 mm

PRIMARY LOGO

4 Yellow
CMYK: 0/0/100/0
RGB: 246/236/54
Pantone Yellow 012C

2 Black
CMYK: 0/0/0/100
RGB: 0/0/0
Pantone Black

5
8 mm
8 mm

LEGOLAND
CALIFORNIA RESORT

SECONDARY LOGO

LEGOLAND
CALIFORNIA

LEGOLAND
HOTEL

1 Water Park Blue
CMYK: 53/0/11/0
RGB: 255/207/0
Pantone 306C

8 mm
8 mm

LEGOLAND
WATER PARK

THE LOGO

The LEGOLAND® logo is composed of four parts:

1 Icon

2 Park name

3 Park location

4 LEGO® logo

5 The minimum size of the primary logo for print is 56 mm wide, with the LEGO logo as 8mm x 8mm.

For digital, the minimum size of the primary logo is 169 px, with the LEGO logo as 25 px x 25 px.

The LEGO logo must be at least 10 mm when used in screen print on textiles, 12 mm when used on embroidery, and 10 mm when made as a woven textile label.

In cases where the logo becomes small, use the secondary logo to maintain the 8mm x 8mm (25 px x 25 px for digital) minimum size of the LEGO logo.
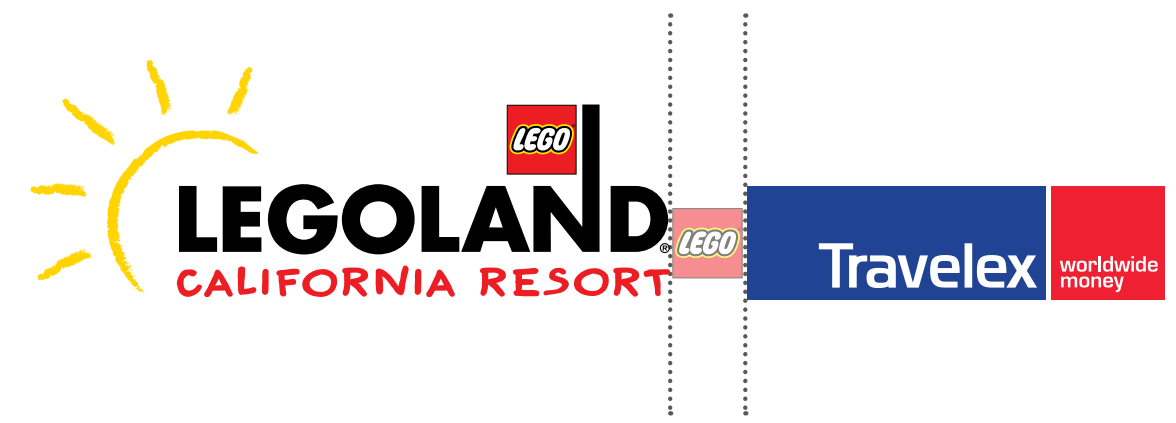
The logo can only appear
● top left corner
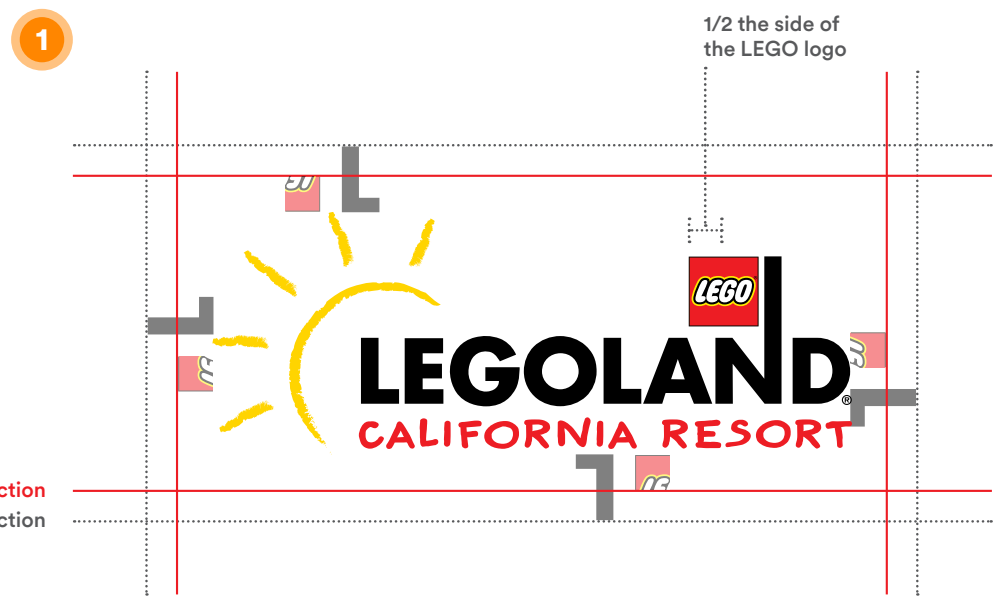● bottom right corner
● top center
All other placement must request premission.

LEGOLAND
CALIFORNIA RESORT

1

1/2 the side of
the LEGO logo

Minimum border protection
Recommended border protection

BORDER PROTECTION

1 The minimum border protection around the logo is half the size of the LEGO® logo.

For guaranteed legibility, the recommended border protection is the width of the entire LEGO logo.

For partnership lock-ups, the partnered logo must be smaller than the LEGOLAND® logo and aligned with the base of the park location.

2 For a horizontal lock-up, LEGOLAND® must always be to the left of the partnered logo, leaving the width of the LEGO® logo of border protection.

3 For a vertical lock-up, the LEGOLAND® logo must be on top of the partnered logo, also leaving the width of the LEGO® logo of border protection.

LOGOS FOR DIFFERENT BACKGROUNDS

There are different versions of the LEGOLAND® logo to accommodate for different backgrounds. The logo can never sit on a red background.

Avoid colors that vibrate against each other.

Make sure to use the appropriate logo variation to increase visibility.

1 Original logo. Must be used whenever possible before selecting other variations.

2 Use against light to medium toned backgrounds. Never use this variation on a white or yellow background.
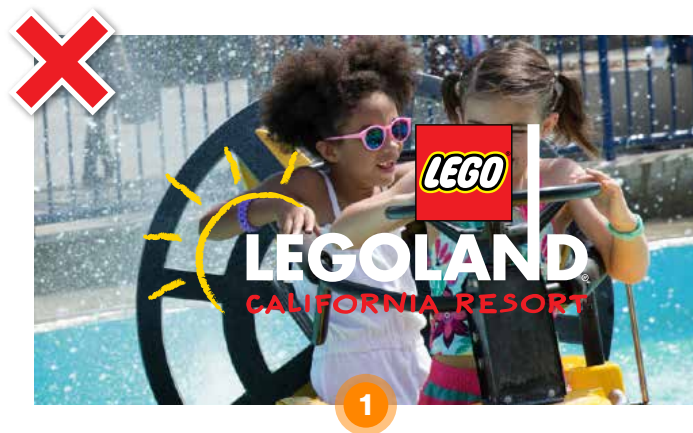
3 Use against light to medium toned backgrounds. Never use this variation on a white background.

4 Inverse logo. Use against dark toned backgrounds. This logo holds priority before selecting other inversed variations.

5 Inverse logo. Use against dark toned backgrounds.

6 Inverse logo. Use against dark toned backgrounds. This variation should only be used in cases where the yellow and the red colors are clashing with the background color.

7 Knock-out logo. Use this variation in special situations that require the logo to be a solid color.

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12

Do not place logo on a busy background.

Do not place logo on a red or poorly contrasted background.

Do not hold logo inside a color block if not necessary.

Do not tilt the logo.

Do not stretch or distort the logo.

Do not flip or reflect the logo.

Do not change the sizing and location of parts in the logo.

Do not remove parts of the logo.

Do not change the color of any part of the logo.

Do not add effects such as gradients, drop shadows, beveling or embossing.

Do not obstruct the logo with any imagery or copy.

LEGOLAND® California Resort

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LEGAL & WORD MARK

1 LEGOLAND® California Resort is the proper usage of the brand name for all materials. LEGOLAND® is always all capitalized, California and Resort are both initial capped.

Use a superscripted ® after the LEGO and LEGOLAND word marks in all headlines, and first reference in body copy on a page.

Follow the LEGO® word mark with a descriptive noun in copy.

Refer to the word mark do's & don'ts on the next page for further guidance.

2 Trademark and copyright line that is to be used in connection with LEGO® and LEGOLAND® on all materals.

The text "Minifigure" should be removed if no Minifigure is used in the art. (Minifigure is always written as one word, with a capital M.)

3 Use the shortened legal line for billboards and creative that is limited in space.

4 Social media icons in 4-Color and 1-Color

1 — LEGOLAND® California Resort

Avoid using hyphens.

2 — LEGOLAND® California Resort

Keep the word mark in one line.

3 — LEGOLAND® California Resort's

Keep the word mark singular and avoid using it in the possessive case.

4 — At LEGOLAND®, kids are heroes.

Always follow the word mark with a descriptive noun.

5 — Buy your LEGOLAND® California Resort tickets here!

Use text when mentioning the word mark in copy.

LEGOLAND-California Resort

Do not combine the word mark and other words by using a hyphen.

LEGOLAND® California Resort

Do not divide word mark at the end of a line.

LEGOLAND's

Do not use the word mark in the possessive case or in the plural.

LEGOLAND heroes.

Do not use the word mark as a noun.

Buy your [LEGOLAND logo] tickets here!

Do not insert the logo into headlines or body text.