

# LAB

# Final Round

Mar 12, 2022

Today's agenda

**01 Final Mark & Typography**

**02 System In Use**

**03 Photography**

**04 Color**

**05 Q+A**

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## Mission

As Los Angeles Ballet embarks on a new era, we embrace what has always made the city of Los Angeles so special — the place to dream big. Los Angeles Ballet signifies LA's imaginative spirit of what is possible, what is unique, and what is the future. Ballet is an exceptional craft that flourishes through the talents of a broader creative network. It is a transcendent art form that we believe should be shared with, and enjoyed by, as many people as possible

## The Idea

## Art For All

The new LAB logo more prominently features “LA,” and literally connects the letterforms of the A and B to firmly tie the company to its location. A bold, contemporary and slightly quirky type includes special glyphs that create a sense of belonging and connection.

Art For All

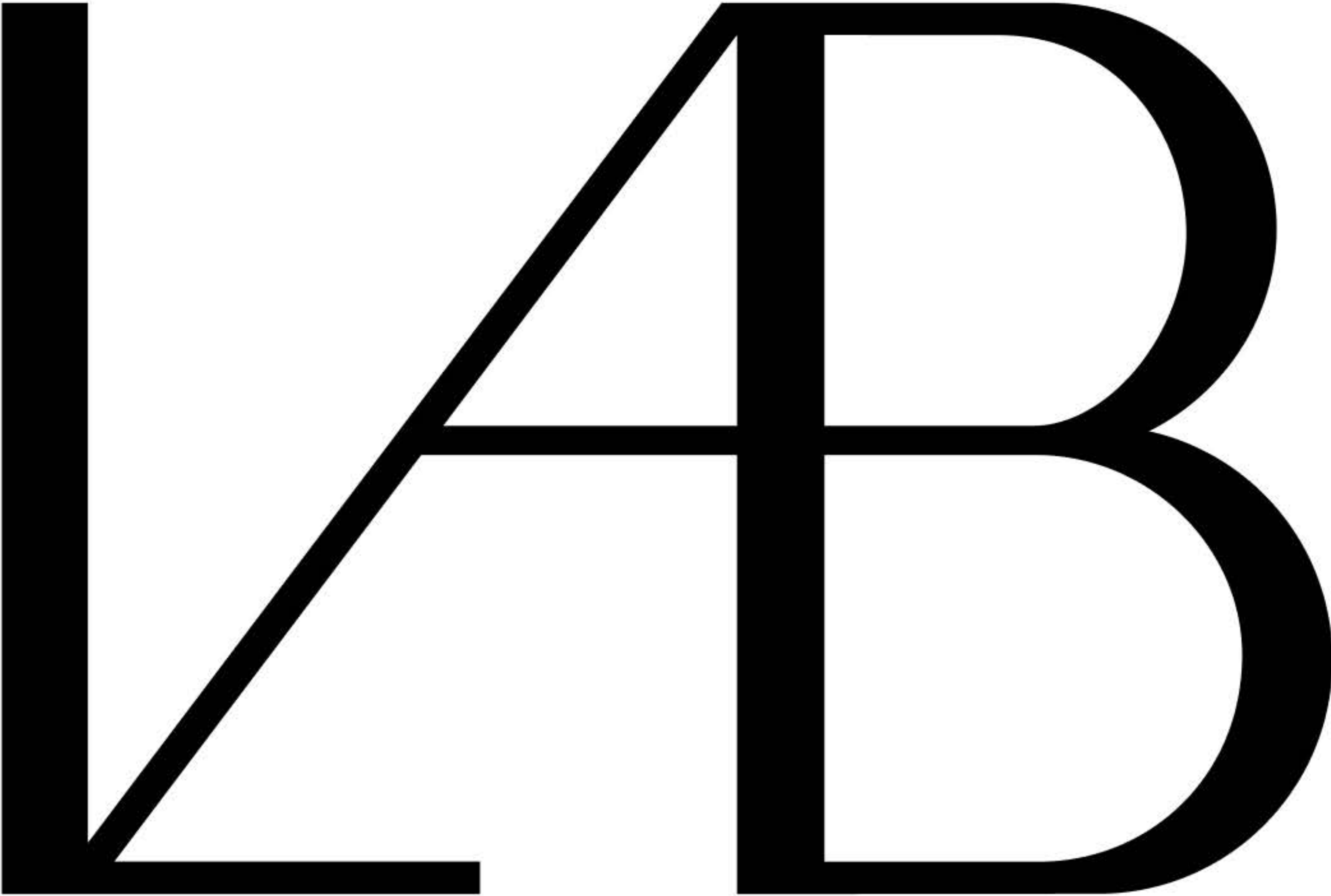
The Eames' philosophy on design was that it should be available to all people, and their belief in democratic design is what we try to uphold today.



The Idea



UPDATED LOGO





# Meaning built into the mark

01  
Subtle balance of old and new

02  
Gestural movement of dance

03  
The spirit of Los Angeles, upward mobility. "Dream big"

04  
A and B to firmly tie the company to its location. Creating a sense of belonging and connection

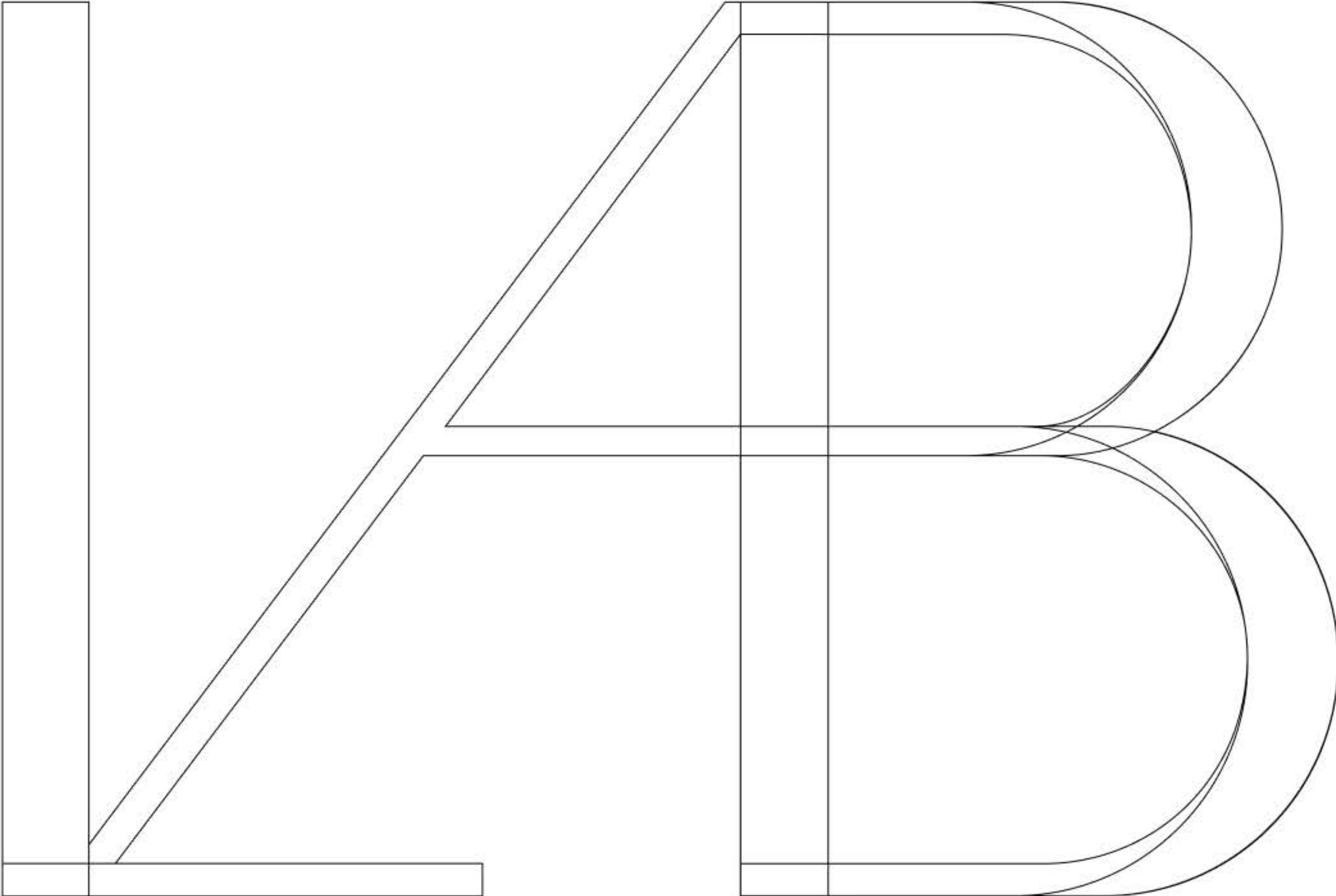


The spirit of Los Angeles, upward mobility. "Dream big"

Gestural Movement Of Dance

A and B to firmly tie the company to its location. Creating a sense of belonging and connection

CONSTRUCTION



LAB

LAB

LAB

LAB



LAB

A monogram consisting of the letters 'L', 'A', and 'B' in a serif font. The 'L' is on the left, the 'A' is in the middle, and the 'B' is on the right. The 'A' is tilted to the right, and its right side overlaps with the left side of the 'B'.

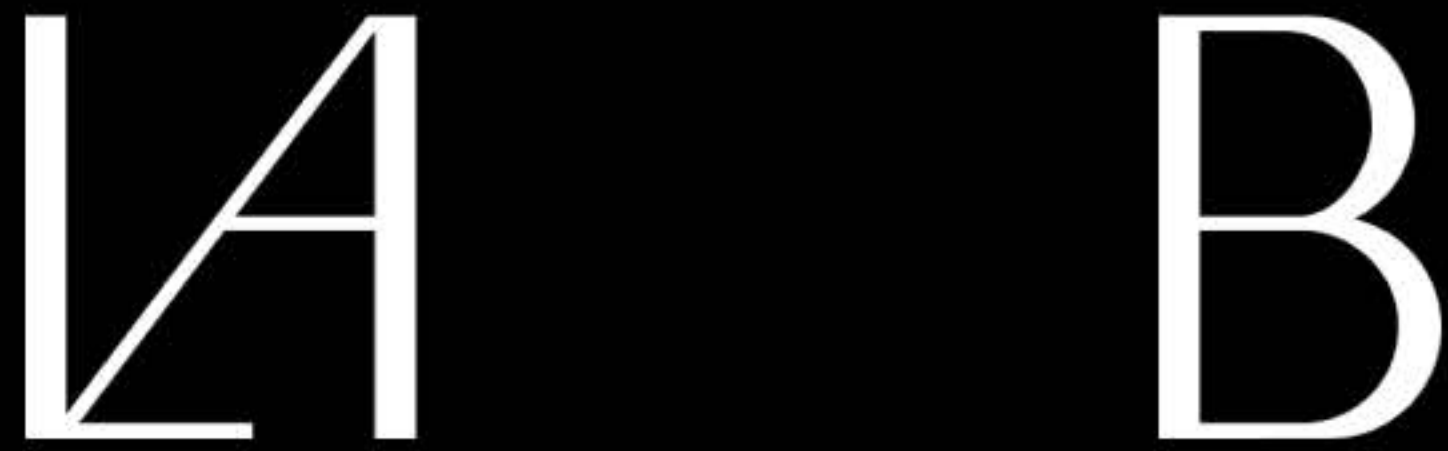
Penché



LAB

A monogram consisting of the letters 'L', 'A', and 'B' in a serif font. The 'L' is on the left, the 'A' is in the middle, and the 'B' is on the right. The 'A' is tilted to the right, and its right side overlaps with the left side of the 'B'.

Croisé Derrière



LAB

A monogram consisting of the letters 'L', 'A', and 'B' in a serif font. The 'L' is on the left, the 'A' is in the middle, and the 'B' is on the right. The 'A' is tilted to the right, and its right side overlaps with the left side of the 'B'.

Choreographed Split



LAB

A monogram consisting of the letters 'L', 'A', and 'B' in a serif font. The 'L' is on the left, the 'A' is in the middle, and the 'B' is on the right. The 'A' is tilted to the right, and its right side overlaps with the left side of the 'B'.

Freeform

LAB

Los Angeles  
Ballet

LAB Los Angeles  
Ballet



LAB Los Angeles  
Ballet



LAB

Los Angeles  
Ballet



LAB

Los Angeles  
Ballet





LAB Los Angeles  
Ballet

The logo consists of the letters 'LAB' in a large, bold, serif font, followed by the words 'Los Angeles' and 'Ballet' stacked vertically in a smaller, sans-serif font. Light blue horizontal and vertical lines are overlaid on the text to indicate alignment and spacing.



LAB Los Angeles  
Ballet

The logo consists of the letters 'LAB' in a large, bold, serif font, followed by the words 'Los Angeles' and 'Ballet' stacked vertically in a smaller, sans-serif font. The spacing between the letters and words is consistent with the top-left version.



LAB  
Los Angeles  
Ballet

The logo consists of the letters 'LAB' in a large, bold, serif font, followed by the words 'Los Angeles' and 'Ballet' stacked vertically in a smaller, sans-serif font. Light blue horizontal lines are overlaid on the text to indicate the baseline for each element.



LAB  
Los Angeles  
Ballet

The logo consists of the letters 'LAB' in a large, bold, serif font, followed by the words 'Los Angeles' and 'Ballet' stacked vertically in a smaller, sans-serif font. The spacing between the letters and words is consistent with the top-left version, and light blue horizontal lines are overlaid on the text to indicate the baseline for each element.



LAB

LOS ANGELES  
BALLET

LAB LOS ANGELES  
BALLET



LAB LOS ANGELES  
BALLET



LAB

LOS ANGELES  
BALLET



LAB

LOS ANGELES  
BALLET





LAB  
LOS ANGELES  
BALLET

The logo consists of the letters 'LAB' in a large, bold, serif font. The letter 'A' is formed by a diagonal line from the top-left to the bottom-right, and a vertical line from the top-right to the bottom-left. To the right of 'LAB', the words 'LOS ANGELES' and 'BALLET' are stacked in a smaller, bold, sans-serif font. Light gray construction lines are visible: a vertical line between 'LAB' and 'LOS ANGELES', a horizontal line through the middle of 'LAB' and 'LOS ANGELES', and another horizontal line through the middle of 'LAB' and 'BALLET'.



LAB  
LOS ANGELES  
BALLET

The logo is identical to the one in the top-left, but without the construction lines.



LAB  
LOS ANGELES  
BALLET

The logo features the 'LAB' monogram above the stacked words 'LOS ANGELES' and 'BALLET'. A thin horizontal line is positioned directly beneath the 'LAB' monogram.



LAB  
LOS ANGELES  
BALLET

The logo features the 'LAB' monogram above the stacked words 'LOS ANGELES' and 'BALLET'. There is no horizontal line beneath the 'LAB' monogram.

## Typography Introduction

A contemporary take on a traditionally modern typographic style, the use of Founders Grotesk recalls the visual language employed during LA's mid century urban development while its circular letterforms allude to ballet dancer's infinitely flexibility.

# Founders Grotesk

AaBbCcDdEeFfGgliJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
0123456789

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Los Angeles Ballet

LAB

5:46



losangelesballet



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**Los Angeles Ballet**

Los Angeles Ballet known for its superb stagings of the Balanchine repertory, stylistically meticulous classical ballets & commitment to new works.

[www.losangelesballet.org](http://www.losangelesballet.org)

11755 Exposition Blvd, Los Angeles, California

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LAB

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Los Angeles  
Ballet

LAB

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# Heritage

Our photography pays respect to LA's most famous muralist Kent Twitchell. The subjects are always against simple but bold backdrops. The idea is for the human or dancer to become the spotlight.



## Mood

The overall mood for our photography is one of power, honesty, modern elegance, and unapologetic style.

- Both B&W and color imagery
- Imaginative
- Transcendent
- Sophisticated
- Minimal
- Raw
- Cinematic
- Universal (macro) / Personal (micro)

# Mood

Both B&W and color imagery, Imaginative, Transcendent, Sophisticated,  
Minimal, Raw, Cinematic, Universal (macro) / Personal (micro)



# Lighting

Lighting should feel cinematic, with hard, clean shadows to create mid-to-high contrast lighting. Compositions and color temperature should feel dynamic.





# Motion

We let the moment tell the story.



It can be the perfect moment, where all elements of lighting, the person, and composition come together to create a cinematic image.



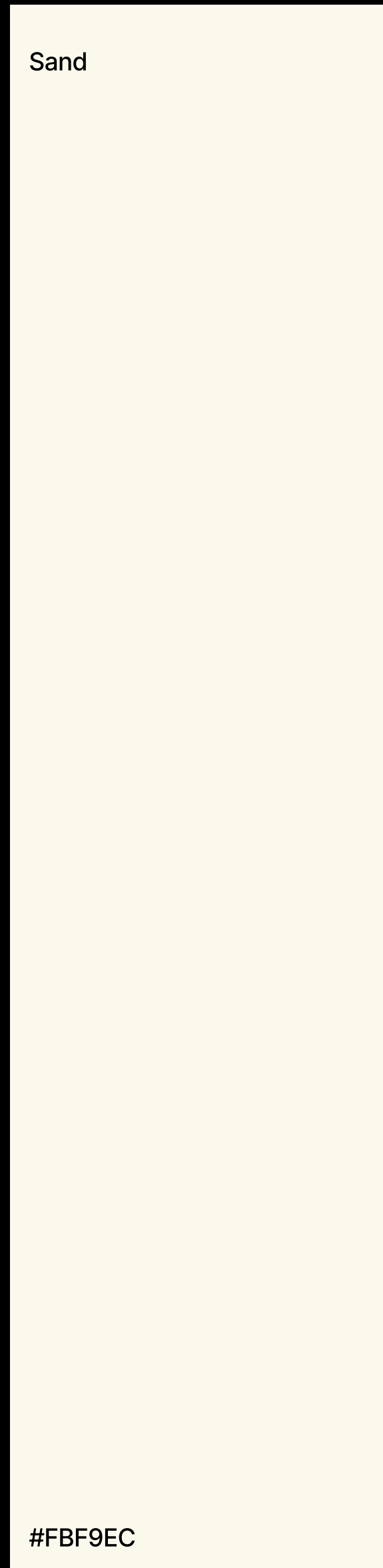
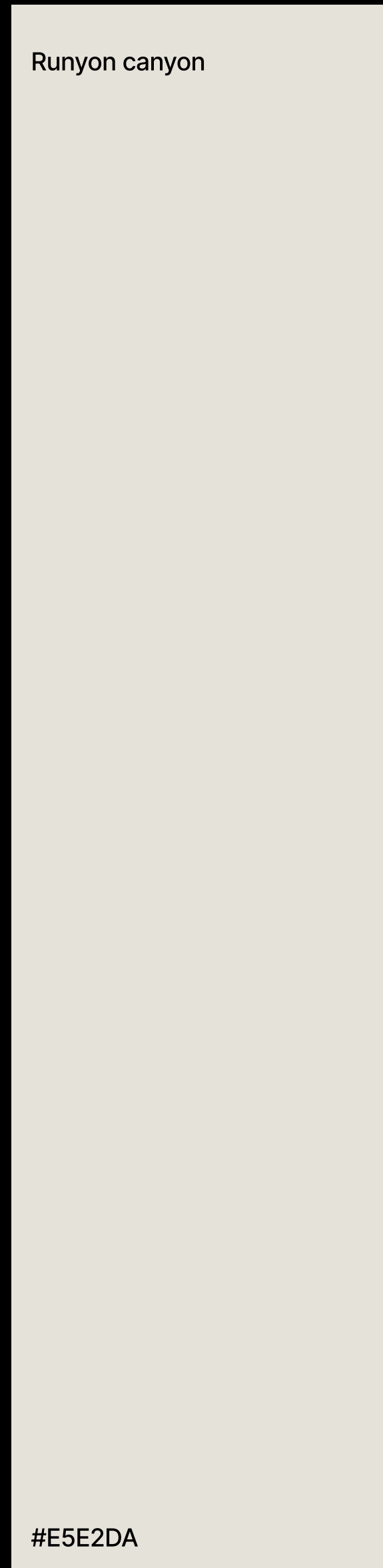
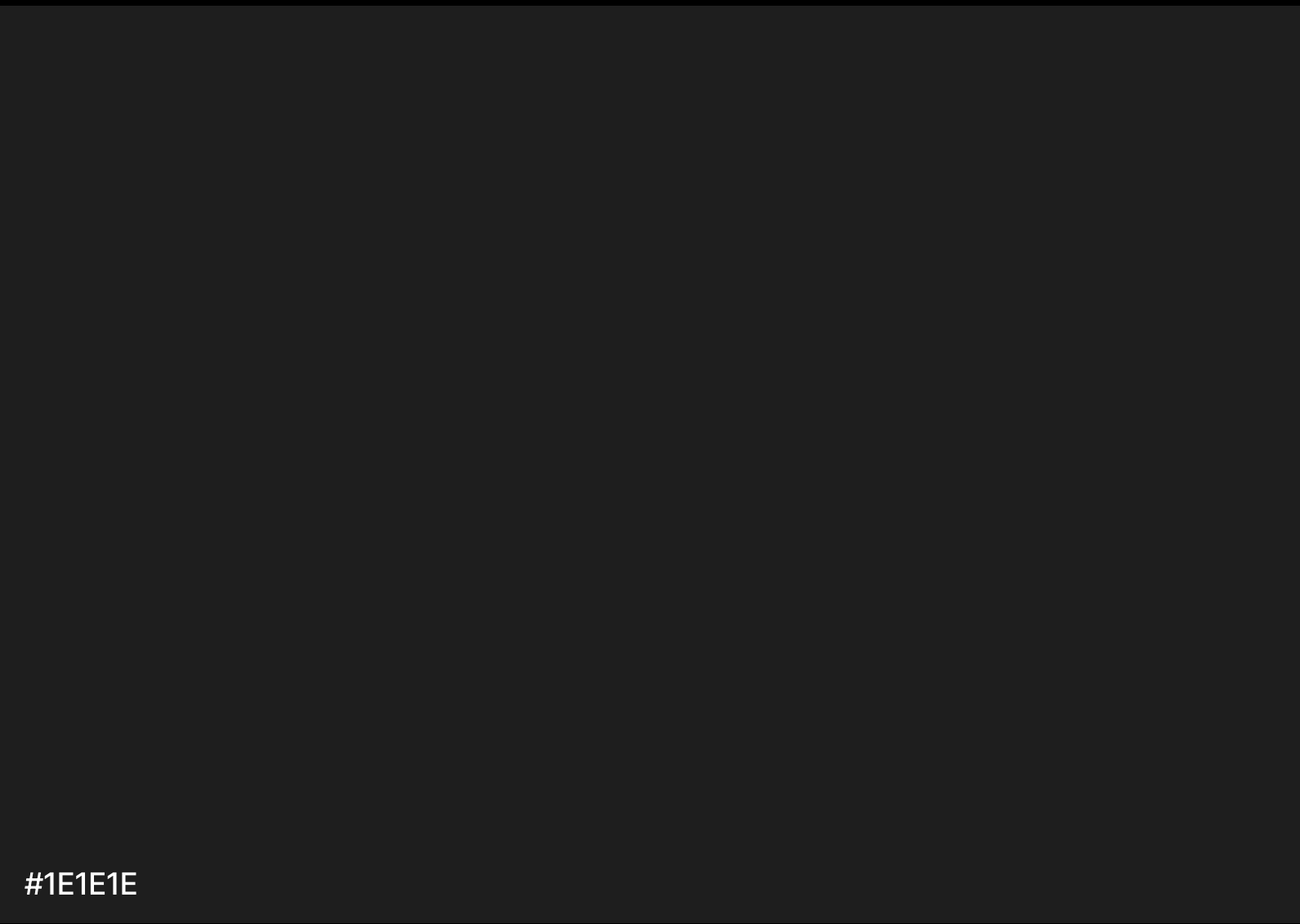
But it can also show intensity, action and uncertainty without perfect composition. Sometimes, the imperfect tells the story better.

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# Color Overview

Honoring LA'S natural environment  
For the LAB brand, its naturalistic palette reflects the local environment.



# Color

It's available in both black and white. A brand that can express its own voice through the content.  
A color system that acts as the curator of space.



# Responsive Color

Secondary colors used in layouts may be selected directly from artist supplied imagery or chosen to complement an image.

