LA:RISE

BRAND STYLE GUIDE

2026

As of July 2019, LA:RISE has a new logo. These guidelines detail proper usage. Please visit Redefine Alliance's website to retrieve logo files: https://redefinealliance.org/logos/



Old Logo

Do not use the old logo on any materials.

The LA:RISE logo is a universal signature we use across all our communications. We want the logo to be instantly recognizable. This Branding Style Guide will help all our partners, supporters, and social enterprises use our logo consistently. The following pages describe the do's and don'ts of logo usage, brand colors, and typography (fonts). Please visit Redefine Alliance's website to retrieve logo files: https://redefinealliance.org/logos/



Master Logo

File name: LARISE_NewLogo_Color_CMYK.eps



Minimum Height

The logo minimum width is .75".



Maximum Height

There is no maximum size defined for this logo.



Safe Area

Always allow a minimum space around the logo.

The LA:RISE secondary logos are placed on collateral that uses solid fields of blue or black color. The grayscale b/w logos can be used on collateral that isn't printed in color. If you need to place the logo over a field of color other than blue, be sure use the white box logo. Please visit Redefine Alliance's website
to retrieve logo files: https://redefinealliance.org/logos/



Master Logo with LA:RISE Blue Background

Use file: LARISE_NewLogo_Color_BlueBackground_CMYK.eps



Master Logo with White Box*

Use file: LARISE_NewLogo_WhiteBox_CMYK.eps

*White box logo is shown on green color as an example.



Grayscale B/W Logo with Black Background

Use file: LARISE_NewLogo_BW_BlackBackground.eps



Grayscale B/W Logo

Use file: LARISE_NewLogo_BW.eps

Please don't edit, change, distort, recolor, or reconfigure the logo. See the examples below on what not to do with the LA:RISE logo.



Do not stretch or distort

Keep logo files at 100%.



Do not stretch or distort

Keep logo files at 100%.



Do not outline logo box

Display logo cleanly on a solid white, blue or black background.



Do not place logo over image

Display logo cleanly on a solid white, blue or black background.



Do not crop logo artwork

Display logo with full LA skyline to keep integrity of logo.



Do not change skyline

Display logo with full LA skyline properly to keep integrity of logo.



Do not use alternate background colors

Display logo cleanly on a solid white, blue or black background.



Do not fill logo with solid colors

Display logo with gradient to keep intergrity of logo.

Please use the following brand colors and typography (fonts) specified below. LA:RISE uses Proxima Nova for all paragraph and headlines. You can access Proxima Nova with a Adobe Creative Cloud account: https://fonts.adobe.com/fonts/proxima-nova.

Brand Colors

CMYK / RGB Color Mixtures

LA:RISE Blue
CMYK: 110/45/0/18
RGB: 0/101/164

LA:RISE Orange
CMYK: 7/78/100/1
RGB: 231/83/0

LA:RISE Gray
CMYK: 0/0/0/68
RGB: 113/115/117

LA:RISE Gray can be used as tints (see examples below):

LA:RISE Gray
25%

LA:RISE Gray
60%

LA:RISE Gray
80%

Brand Typography (Fonts)*:

Primary Headline Font:
Proxima Bold Caps 23/27 – LA:RISE Blue

LA:RISE—LOS ANGELES REGIONAL INITIATIVE FOR SOCIAL ENTERPRISE

Secondary Headline Font:
Proxima Bold Caps 23/27 – LA:RISE Blue

TACKLING HOMELESSNESS WITH JOBS

Paragraph / Body Copy:
Proxima Regular 11/14.5 – LA:RISE Blue

Currently unemployed and seeking long term employment, and have experienced one of the following life circumstances: previously or currently homeless, have been incarcerated, or on parole or probation.

Additional Title Font:
Proxima Bold 11/14.5 – LA:RISE Orange

Tackling Homelessness with Jobs

**The content shown above is used only to display the typeface (font). For brand messaging, please refer to https://redefinealliance.org/logos/*

LA:RISE is funded and supported by multiple City and County partners. We would like to ensure these relationships are recognized and also let residents of LA City and County know when public dollars are being utilized for programming, specifically for LA:RISE. When identifying LA:RISE in your written communications, please include the funder logos (which can be downloaded here: https://redefinealliance.org/logos/) and the following language:

LA:RISE Funder Logos:

LA:RISE Funder Language:

"LA:RISE is a project funded by the City of Los Angeles, and the County of Los Angeles Measure H Funds."

" LA:RISE is managed by the City of Los Angeles Economic and Workforce Development Department (EWDD), LA County Workforce Development, Aging & Community Services (WDACS), and Redefine Alliance."



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