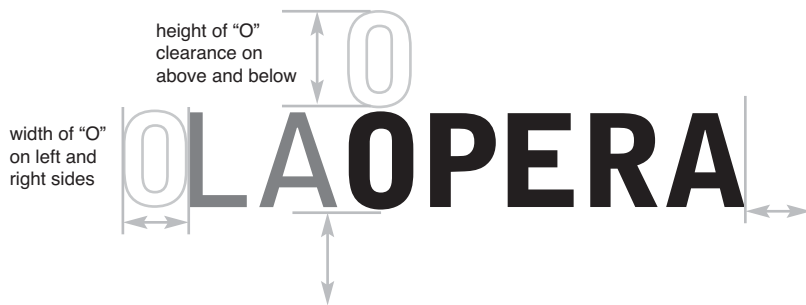


# Usage

**CLEARANCE** — The wordmark should be given plenty of ‘breathing room’ — use the “O” as a minimum height and width to be kept around the mark. Clearance should only be broken for addition of director credits (*see below*).



**DO NOT DISTORT** the LA Opera logo – do not stretch it or condense it in a single direction. Any re-sizing of the logo must be done *in proportion*.



**COLOR** — With permission, and only under the consultation of a company graphics manager, the color scheme of LA Opera assets can be adjusted for specialized usage. An example would be re-coloring the logo to reflect a 2-color metallic PMS scheme.

Please contact Keith Raiville ([krainville@laopera.com](mailto:krainville@laopera.com)) for print matters or Bryan Mendoza ([bmendoza@laopera.com](mailto:bmendoza@laopera.com)) for web uses.

LA OPERA

## Director Credits

Please use the LA Opera wordmark in tandem with credit lines for the company’s directors. The wording of the titles must be exactly as below, and the names must be on separate lines.

LA OPERA

PLÁCIDO DOMINGO ELI AND EDYTHE BROAD GENERAL DIRECTOR

JAMES CONLON RICHARD SEAVER MUSIC DIRECTOR

~~PLÁCIDO DOMINGO ELI AND EDYTHE BROAD GENERAL DIRECTOR~~

~~JAMES CONLON RICHARD SEAVER MUSIC DIRE~~

Names are to be stacked, *never set on one line*.