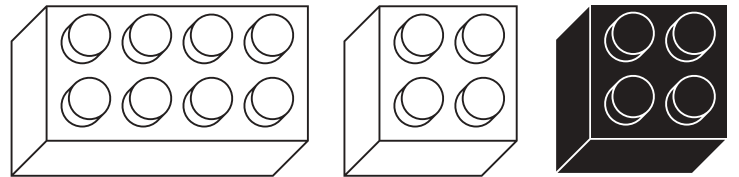




LEGOLAND[®] CALIFORNIA



Typeface

The LEGO Company has chosen Gill Sans as the typeface to be used for many applications. It is available in several different weights but LEGO stationery uses only Gill Sans Regular and Gill Sans Bold.

ABCDEFGHIJKL
MNOPQRSTU
VWXYZabcdefghi
jklmnopqrstuvw
xyz1234567890

ABCDEFGHIJKL
MNOPQRSTU
VWXYZabcdefghi
jklmnopqrstuvw
xyz1234567890

CORRECT



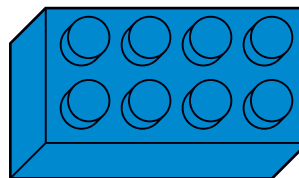
INCORRECT



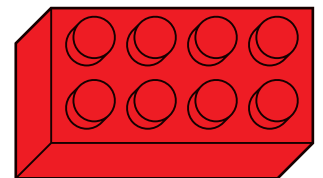
When the logo is used with text the space surrounding the logo must have a space around it that equals the height of the basis logo type. When LEGOLAND[®] California and LEGO[®] are used the ® is superscript in copy/text. LEGOLAND[®] California should always appear on the same line.



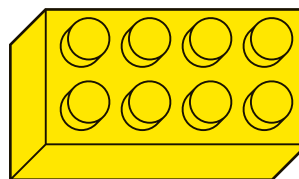
www.legoland.com



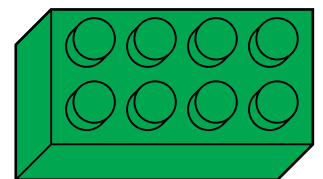
LEGO Blue
PMS 300 C
100% C
45% M



LEGO Red
PMS 485
100% M
100% Y



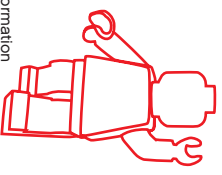
LEGO Yellow
Elements: PMS 109 C
15% M 100% Y
Logo: PMS 012 C 100% Y



LEGO Green
PMS C
100% C
100% Y

LEGOLAND®
related
identities

LEGOLAND logo must be at least 56mm wide



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date 01.01.06



The LEGO® corporate colours

The LEGO® corporate colours are an integrated part of the corporate identity of the LEGO Group. The primary colours shown below communicate creativity and fun, and are thus a strong visual manifestation of the LEGO brand.



















The corporate colours must be used on all materials (2D and 3D) branding the LEGO Group and its products.

The four primary corporate colours each have one darker and two lighter shades. These have been created so that the choice of colour can be varied.

We recommend that you use a colour sample for approval of the colour scheme and nuances before production. Contact Graphic Center, Quality & Support on +45 7950 6070 for more information on the LEGO corporate colours.

The LEGO Brick colours

In the LEGO Brick colour manual you will find guidelines for colours used in production of bricks, 3D materials and colour correction of our pack shots (product photos). The Brick colour manual is primarily for internal use and can be found on the LEGO Web.

 <p>Red Extra Light/Pantone 162 C CMYK: C0 M30 Y30 K0 RGB: R244 G180 B153</p>	 <p>Yellow Extra Light/Pantone 113 C CMYK: C0 M3 Y19 K0 RGB: R254 G246 B210</p>	 <p>Blue Extra Light/Pantone 290 C CMYK: C30 M5 Y0 K0 RGB: R174 G213 B241</p>	 <p>Green Extra Light/Pantone 580 C CMYK: C30 M0 Y30 K0 RGB: R179 G217 B180</p>
 <p>Red Light/Pantone 1625 C CMYK: C0 M50 Y50 K0 RGB: R235 G127 B96</p>	 <p>Yellow Light/Pantone 114 C CMYK: C0 M10 Y70 K0 RGB: R255 G219 B75</p>	 <p>Blue Light/Pantone 298 C CMYK: C70 M10 Y0 K0 RGB: R49 G161 B224</p>	 <p>Green Light/Pantone 345 C CMYK: C45 M0 Y45 K0 RGB: R138 G197 B143</p>
 <p>Corporate Red/Pantone 485 C CMYK: C0 M100 Y100 K0 RGB: R220 G0 B20 NCS*: S1085-Y90R RAL*: 3020</p>	 <p>Corporate Yellow/Pantone 109 C CMYK: C0 M15 Y100 K0 RGB: R255 G207 B0 NCS*: S0575-Y05FR RAL*: 1021</p>	 <p>Corporate Blue/Pantone 300 C CMYK: C100 M45 Y0 K0 RGB: R0 G92 B173 NCS*: S2065-R90B RAL*: 5017</p>	 <p>Corporate Green/Pantone 347 C CMYK: C100 M0 Y100 K0 RGB: R0 G139 B42 NCS*: S2570-G20Y RAL*: 6029</p>
 <p>Red Dark/Pantone 484 C CMYK: C0 M100 Y100 K40 RGB: R140 G0 B8</p>	 <p>Yellow Dark/Pantone 124 C CMYK: C8 M27 Y100 K0 RGB: R233 G172 B0</p>	 <p>Blue Dark/Pantone 2955 C CMYK: C100 M45 Y0 K40 RGB: R0 G58 B113</p>	 <p>Green Dark/Pantone 349 C CMYK: C100 M0 Y100 K40 RGB: R0 G89 B26</p>

*The NCS (Natural Colour System) and RAL values are only to be used as overall guidelines.

The LEGO® corporate colours

Black, white and grey Pantone 421 are secondary colours.
Pantone 421 acts as unifier and foundation.

When printing only the black colour, it is recommended to
print 40 cyan (C) and 100 black (K).



Grey Extra Light/Pantone Cool Grey 1
CMYK: C4 M3 Y3 K10
RGB: R224 G224 B224



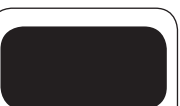
Grey Light/Pantone Cool Grey 3
CMYK: C5 M4 Y4 K24
RGB: R190 G190 B190



Unifying Grey/Pantone 421 C
CMYK: C12 M9 Y10 K25
RGB: R172 G172 B172
NCS*: S5502-B
RAL*: 7038



Grey Dark/Pantone 424 C
CMYK: C5 M4 Y4 K62
RGB: R100 G100 B100



Corporate Black/Pantone Black
CMYK: C0 M0 Y0 K100
RGB: R00 G00 B00
NCS*: 8801-R87B
RAL*: 8022



Corporate White/Pantone White
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
NCS*: 0402-Y43R
RAL*: 9003

The NCS (Natural Colour System) and RAL values are only to be used as overall guidelines.

