



## VISUAL IDENTITY MANUAL

LATIN AMERICAN THEATER EXPERIMENT & ASSOCIATES

DBA / Trade Name: LATEA Theater

(+1) 212 529 1948  
lateateatro@gmail.com  
www.teatrolatea.org

107 Suffolk ST (2nd Fl)  
New York, NY 10002



## ABOUT

### **LATEA (Latin American Theater Experiment Associates)**

Is a performing arts theater company that has been a Latino cultural staple for over 30 years. Through multicultural and multidisciplinary initiatives at The Clemente, which it helped establish, LATEA assiduously promotes and produces Latino performing arts to and for Latinos and multicultural audiences.

At our theater, New York based Latino / Latin American artists can create multidisciplinary work through co-productions in a collaborative environment. Our mission encompasses producing experimental theater as well as co-producing dance, film, music, and visual arts exhibits. Our principal aim is not only to expose underserved Latino audiences to dynamic multidisciplinary performances /theater experiences but also to introduce broader audiences to work by emerging Latino/Latin American artists and others.

Since 2017, LATEA has reinvigorated its focus on three distinct initiatives: LATEA STAGE produces and hosts Latino theater, LATEA SCREEN produces new media content and holds film festivals and open screens, and LATEA MUSIC presents Latin Jazz, Afro-Caribbean rhythms, and South American genres such as Tango. Spoken word events and visual arts exhibits are also presented. A new festival dedicated to Afro-Latin cultures started in 2018 and is in its fourth year.

In honor of its mission, LATEA has adapted to the “new normal” going “Remoto” to stream original Latinx content online. This transition was accomplished with the support of the National Association of Latino Arts and Culture and the New York City Department of Cultural Affairs.

LATEA/Remoto flexes the incredibly versatile LATEA stage, effectively transforming it into a utilitarian film set for recording and live streaming theatrical, film, and music projects. Remoto proactively documents, promotes, and allows LATEA to market select stage, screen, music, and word programming online.

# ORIGEN OF THE LOGO



## LATEA

It is the acronym in English for **L**ATIN **A**MERICAN **T**HEATER **E**XPERIMENT & **A**SOCIATES

## LOISAIDA

Lower East Side in Puerto Rican Spanglish. The Lower East Side lies roughly between the Bowery and the East River and from Canal to Houston Streets.

## TEATRO & THEATER

It refers to the type of organization that LATEA represents, using the words in Spanish and English.

## EST. 1982

To refer to the years that this organization has been operational.

## As for the shape

It refers to historically used tickets, in theaters, cinemas, events, and others.



# LOGO VARIATIONS

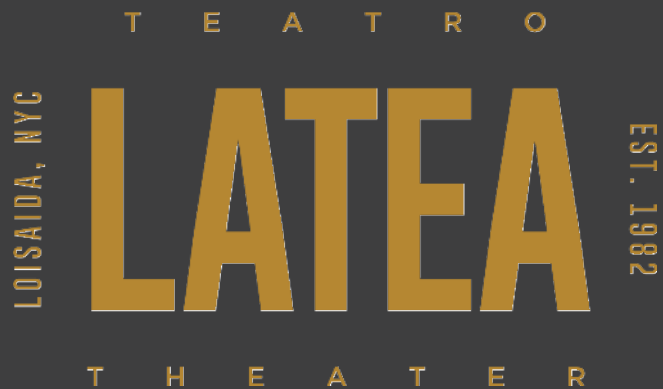
## PRINCIPAL COLOR

Logo / Text & Simbol



## VARIATION 1

Color / Text



## VARIATION 2

Color / Text / Minimal



# LOGO VARIATIONS

## BLACK

Logo / Text & Simbol



## VARIATION 1

Color / Text



## VARIATION 2

Color / Text / Minimal



LOGO VARIATIONS

**WHITE**  
Logo / Text & Simbol



**VARIATION 1**  
Color / Text



**VARIATION 2**  
Color / Text / Minimal



# COLOR PALETTE



HEX: #B48632

R: 180  
G: 134  
B: 50

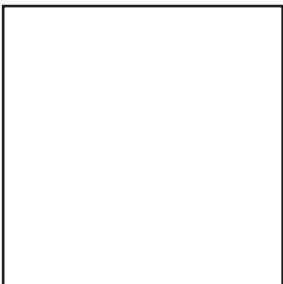
C: 27%  
M: 45%  
Y: 96%  
K: 7%



HEX: #1C1C1B

R: 28  
G: 28  
B: 27

C: 0%  
M: 0%  
Y: 0%  
K: 0%



HEX: #FFFFFF

R: 255  
G: 255  
B: 255

C: 0%  
M: 0%  
Y: 0%  
K: 0%

# TYPOGRAPHY

NEUTRA TEXT TF

NEUTRA TEXT TF (Light)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890  
!@#\$%^&\*()\_+<>?{}:"[];'./

NEUTRA TEXT TF (Book)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890  
!@#\$%^&\*()\_+<>?{}:"[];'./

NEUTRA TEXT TF (Demi)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890  
!@#\$%^&\*()\_+<>?{}:"[];'./

NEUTRA TEXT TF (Bold)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890  
!@#\$%^&\*()\_+<>?{}:"[];'./

TIMES NEW ROMAN

TIMES NEW ROMAN (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890  
!@#\$%^&\*()\_+<>?{}:"[];'./

TIMES NEW ROMAN (Bold)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890  
!@#\$%^&\*()\_+<>?{}:"[];'./

ARIAL

ARIAL (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890  
!@#\$%^&\*()\_+<>?{}:"[];'./

ARIAL (Bold)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890  
!@#\$%^&\*()\_+<>?{}:"[];'./

ARIAL (Black)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890  
!@#\$%^&\*()\_+<>?{}:"[];'./



# INCORRECT USES

1. Do not change the colors of the logo.
2. Do not place the logo on backgrounds similar to the color of the logo.
3. Do not place the logo on very vibrant backgrounds.
4. Do not place the logo on top of a busy photo or pattern.
5. Do not create any box around the logo to differentiate it from the background.
6. Do not present the logo in outline form.
7. Do not change the orientation of the logo.
8. Do not modify the dimensions of any of the elements of the logo.
9. Do not distort the proportions of the logo, do not stretch or squeeze.
10. Do not bevel or emboss the logo.
11. Do not outline the logo in any color.
12. Do not add any kind of effects to the logo.
13. Do not crop the logo in any way.
14. Do not add shadow effects to the logo.
15. Do not recreate or replace the logo with any other element.

