VISUAL IDENTITY MANUAL

LATIN AMERICAN THEATER EXPERIMENT & ASOCIATES
DBA / Trade Name: LATEA Theater

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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.
LATEA
It is the acronym in English for LATIN AMERICAN THEATER EXPERIMENT & ASSOCIATES

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 & Symbol

VARIATION 1
Color / Text

VARIATION 2
Color / Text / Minimal
LOGO VARIATIONS

WHITE
Logo / Text & Simbol

VARIATION 1
Color / Text

VARIATION 2
Color / Text / Minimal
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
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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
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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
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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
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TIMES NEW ROMAN (Bold)
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ARIAL (Regular)
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ARIAL (Bold)
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ARIAL (Black)
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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.
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13. Do not crop the logo in any way.
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