Building a better community—together.

As your local chamber, we are the hub for all businesses and organizations looking to thrive.

Serving the communities of Westchester, Marina del Rey, Playa Vista, Playa del Rey, Del Rey, Ladera Heights, and surrounding areas since 1953, our mission is to promote business and enhance the vitality of the community.
The LAX Coastal area covers from “soar to sand”—just like our logo.

The LAX Coastal Chamber of Commerce represents the communities surrounding LAX, the tech hub of Silicon Beach/Playa Vista, our coast/marina, and everything in between.

Our logo represents the areas we cover as well as the relationships we build, showing that while companies and professionals might stand apart, we are all connected within the flow of our great LAX Coastal community.

We have pride in the work we do to support our members and local business climate, so we ask that you treat our brand with pride as well.
Using Our Logo

Minimum size 0.75"w

Original Logo to be used over white or light-colored backgrounds

Color/White Variant to be used over grey or medium-colored backgrounds

White Logo to be used over black or dark-colored backgrounds

Black Logo to be used ONLY with black-and-white documents
**The LAX Coastal Chamber is vibrant. We are rich in relationships and colors.**

The colors of the LAX Coastal Chamber are true and bright; representing multiple shades of sky and surf while offering a clear contrast for friendly, eye-catching design.

Our logo colors should be used for the original logo, keeping a consistent brand and aesthetic.

Our overlay gradients use our logo colors to create colorful depth within images, allowing for eye-catching backdrops and backgrounds.

Our design colors should be used for Chamber promotional materials. White, black, and dark blue are primarily used for paragraph text. Yellow and light blue are primarily used for display headers and design elements. Grey is primarily used for secondary elements and strokes.
OUR COLORS

Yellow for headers and display elements

Logo Blue for color transparency overlay

Light Blue for design elements

Dark Blue for paragraph text

Yellow for design elements
As your local Chamber, we are here to support—and to stand out.

The typefaces used by the LAX Coastal Chamber were chosen for their legibility, crisp appearance, and uniqueness.

Using sans-serif typefaces helps reinforce the Chamber as an open and friendly organization, offering a calming and stabilizing aura.

By staying away from traditional and more well-known fonts, the Chamber is showing that we are one-of-a-kind and able to stand out from the crowd—while still offering a reliable, dependable service.

Mixing in a dynamic font like Arca Majora also allows the Chamber to display that, even though we are a respected and professional organization, we still have our fun side!

**Kelson Sans**

<table>
<thead>
<tr>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>AaBbCcDdEeFfGgHhIiJjKkLlMm</td>
</tr>
<tr>
<td>NnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
</tbody>
</table>

Kelson Sans Light

Kelson Sans Medium

Kelson Sans ExtraBold

Kelson Sans is remake of the original Kelson type family – designed by Bruno Mello from São Paulo, Brazil. Kelson Sans is our primary typeface, used for headers and paragraph text.

For headers, Kelson Sans is often used in all caps, using both Light, Medium, and ExtraBold weights to highlight importance. E.g.:

WE ARE YOUR LOCAL CHAMBER

**Arca Majora III**

<table>
<thead>
<tr>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>

Arca Majora Heavy

Arca Majora is an all-uppercase geometric sans-serif from Hanken Design Co.

Arca Majora is used for large, specialty headers, to make an impact. Arca Majora can also be used with a stroke. E.g.:

WELCOME • WELCOME
OUR TYPOGRAPHY

- **Arca Majora** for dynamic headlines
- **Kelson Sans Medium** for document headers
- **Kelson Sans Light** for paragraph text
- **Kelson Sans ExtraBold** for headers with an impact

**Digital Advertising Opportunities**

**Weekly E-Newsletter**

**Join those who are Making a Difference.**
For inquiries and support, please contact the LAX Coastal Chamber of Commerce at:

laxcoastal.com
310.645.5151 / info@laxcoastal.com