

The logo for 'Bad Boys for Life' is centered on a black background. It features the words 'BAD BOYS' in a large, bold, white, sans-serif font. Above this text is a thick white horizontal bar. Below 'BAD BOYS' is another thick white horizontal bar, and the words 'FOR LIFE' are written in a smaller, bold, white, sans-serif font between these two bars.

BAD BOYS **FOR LIFE**

Brand & Asset Guidelines



Assets

BAD BOYS
FOR LIFE

WILL SMITH MARTIN LAWRENCE

BAD BOYS
FOR LIFE

Title Treatment

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

(standard)
*usually preferred

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

(bold)

Font

*Please note: Talent names must be kept above
the title treatment at 25% of title

BAD BOYS FOR LIFE



[Click Here for One Sheet](#)



[Click Here for Horizontal
One Sheet](#)

BAD BOYS
FOR LIFE

WILL SMITH MARTIN LAWRENCE



**IN THEATERS
JANUARY 17**

FOR LIFE

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*Please note: Talent names are
tied to title treatment

[Click Here for OOH Art](#)

BAD BOYS FOR LIFE



[Click Here for Trailer 1](#)



[Click Here for Trailer 2](#)

BAD BOYS

FOR LIFE



Approved Stills