

CITY OF LAWRENCE

LOGOMARK VERSIONS & USAGE

UPDATED 2-5-24



SOLID

The solid logomark contains a white fill behind the wording. This is used when placed on dark, color and image backgrounds.

This version is our primary choice when choosing a graphic asset to represent the city brand.



OUTLINE

The outline logomark has both a white fill and outline.

This version is generally used when the white fill of the logomark loses definition, or the entire logomark occupies negative space.



1 COLOR

The 1 color logomark is generally used only for specific applications where full color can't be produced, or for specific artistic applications.

BRAND PALLET

Lawrence Blue

C100 M92 Y30 K23
R0 G39 B104
HEX #002768

Lawrence Red

C17 M100 Y87 K8
R190 G10 B47
HEX #BE2032

Dark Gray

C0 M0 Y0 K90
R65 G64 B66
HEX #414042

Light Gray

C0 M0 Y0 K65
R119 G120 B123
HEX #77787B