

# 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