THE BRAND BOOK

LAZ Parking Branding Guidelines

V2.02

LAZ PARKING

02

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LAZ PARKING

introduction

The LAZ Parking Branding Guidelines were designed to ensure the delivery of a strong, consistent, visual identity across any platform and to promote brand recognition.

These guidelines must be adhered to and complied with by all LAZ employees and external partners.

Signage Guidelines

Please refer to the separate "Signage System Guide" when designing signs for LAZ locations (see page 19).

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INTRODUCTION

Division Logos

LAZ Parking Division Logos include LAZ products, divisions and/or companies and are typically used in client or customer-facing applications.

Internal Logos

LAZ Parking Internal Logos are used for internal promotion (programs, values, etc.) and are not typically used in client or customer-facing applications.

LAZ Parking Corporate Logo

LAZ Parking Division

LAZ Parking Internal

LAZ PARKING

corporate logo

The LAZ Parking Corporate Logo is the key element of LAZ Parking's visual identity.

The design, colors, clear space and minimum size requirements must be strictly adhered to and remain unaltered.

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CORPORATE LOGO

Design

The LAZ Parking logo is composed of three inseparable elements:

• "LAZ" in its distinctive font
• The "swoosh" element
• "PARKING" in its distinctive font

These three elements **must always be kept together** and the same proportions must always be maintained.

CORPORATE LOGO

Colors

The LAZ Parking logo is comprised of the following colors:

- Pantone® 201C red ("LAZ")
- Pantone® Cool Gray 5C (swoosh and "PARKING")
- Pantone® 287C blue (LAZ blue background)

Depending on the type of application, the color logo can be used:

- In Pantone® or in CMYK for printing purposes
- In RGB or in HEX for on-screen purposes

PMS:	201 C
CMYK:	000, 100, 063, 029
RGB:	177, 000, 053
HEX:	#B10035

PMS:	Cool Gray 5 C
CMYK:	000, 000, 000, 029
RGB:	200, 201, 202
HEX:	#C8C9CA

PMS:	287 C
CMYK:	100, 068, 000, 012
RGB:	000, 076, 147
HEX:	#004C93

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CORPORATE LOGO

Monochrome

There are three monochrome logos:

- Black monochrome
- White monochrome
- Gray monochrome

The monochrome logo may be used in the following ways:

- In Pantone® (excluding white monochrome) or in CMYK for printing purposes
- In RGB or in HEX for on-screen purposes

Black Monochrome

White Monochrome*

Gray Monochrome (Cool Gray 5C)

*Blue background is for illustrative purposes only.

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CORPORATE LOGO

Clear Space

Clear Space is the area of empty space surrounding the logo. The Clear Space dimensions are determined by the height of the letter Z in "LAZ" in proportion to the logo.

NOTHING can be inside the perimeter of the Clear Space.

Clear Space

All elements must be outside of the Clear Space perimeter.

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CORPORATE LOGO

Minimum Size

In order to optimize legibility, the logo must be of the required minimum size. Any use of a logo that is smaller in size is prohibited.

The minimum size may vary depending on the application:

- 0.8 inches for printed documents
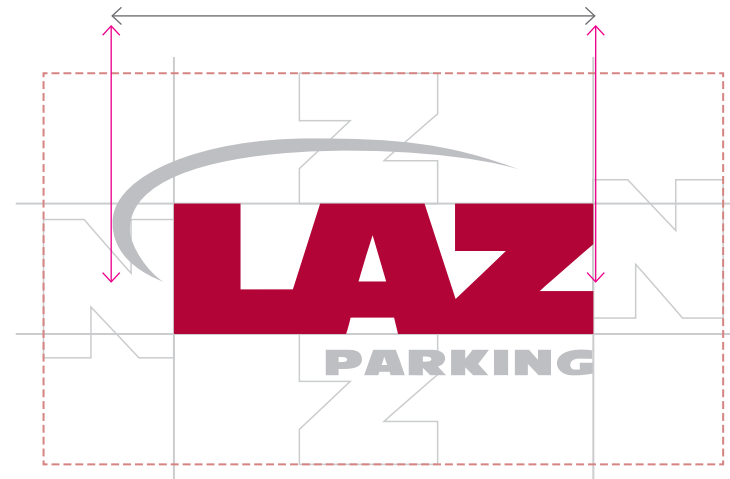- 100 pixels for screen applications
- 2.5 inches for embroidery applications

0.8 in (print)
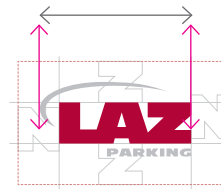
100 px (screen)

2.5 in (embroidered)

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CORPORATE LOGO

Various Backgrounds

The logo color will vary depending on the background color.

- If the background is LAZ blue, black or white, use the color logo.
- If the background is dark to mid-range, use the white monochrome logo.
- If the background is light, use the black monochrome logo.

Note: The color logo should be used whenever possible.

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CORPORATE LOGO

Restrictions

The LAZ logo must adhere to the restrictions below:

• Don't alter the color
• Don't place inside of a shape
• Don't change the font
• Don't redesign
• Don't change element proportions
• Don't distort
• Don't apply ANY effect
• Don't use the elements in isolation
• Don't use a low resolution logo
• Don't disrupt the Clear Space
• Don't reposition the elements
• Don't use for unintended purposes
• Don't remove one of its elements
• Don't position over an image

To avoid errors, download the source files from the Downloads page at www.lazparking.com.

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CORPORATE LOGO

"Partners In Parking™" Tagline

The "Partners In Parking™" tagline is available in two different alignments: vertical alignment and horizontal alignment.

Horizontal Alignment

Tagline Specifications
Font: Roboto
Style: Bold Italic

CORPORATE LOGO

"Partners In Parking™" Tagline

The "Partners In Parking™" tagline is available in two different alignments: vertical alignment and horizontal alignment.

PARTNERS IN PARKING™

Vertical Alignment

PARTNERS IN PARKING™

Tagline Specifications
Font: Roboto
Style: Bold

font

LAZ Parking's font is ROBOTO.

This font must be used for all printing, web and publishing formats.

ARIAL is to be used for emails, presentations or any materials that may be displayed on a computer that doesn't have ROBOTO.

ROBOTO can be downloaded at no cost (see page 19).

Please use these fonts wherever possible. Until new templates become available, the use of Trebuchet MS (LAZ Parking's previous font) is acceptable.

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FONT

Roboto

ROBOTO is available in 12 different weights.

Weights available for everyday use are Regular, Italic, Bold and Bold Italic.

Roboto Regular

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto Italic

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto Bold

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto Bold Italic

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

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FONT

Letter Case

The following letter case must be respected for all publishing formats:

- "LAZ" is upper case
- Only the first letter of Parking is upper case, all other letters are lower case

✅ LAZ Parking

❌ Laz Parking
Laz parking
LAZ parking
laz Parking
laz parking
laz PARKING
LAZ PARKING
Laz PARKING

download materials

The majority of our branding material is housed on our website's Downloads page where it can be accessed publicly. Branding material can also be accessed internally via the LAZ Portal or by many, through a folder under "My Documents."

Contact the Home Office Marketing Team for more information.

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DOWNLOAD MATERIALS

Division Logos

Visit the Downloads page at www.lazparking.com for the complete suite, along with instructions for their use.

Internal Logos

Visit the Marketing tab at www.lazportal.com for the complete suite, along with instructions for their use.

Font

Visit https://google.com/fonts to download Roboto.

Signage System Guide

Visit www.lazportal.com to view the "Signage System Guide."

www.lazparking.com

www.lazportal.com

https://google.com/fonts