



Brand Guideline

v1-2026



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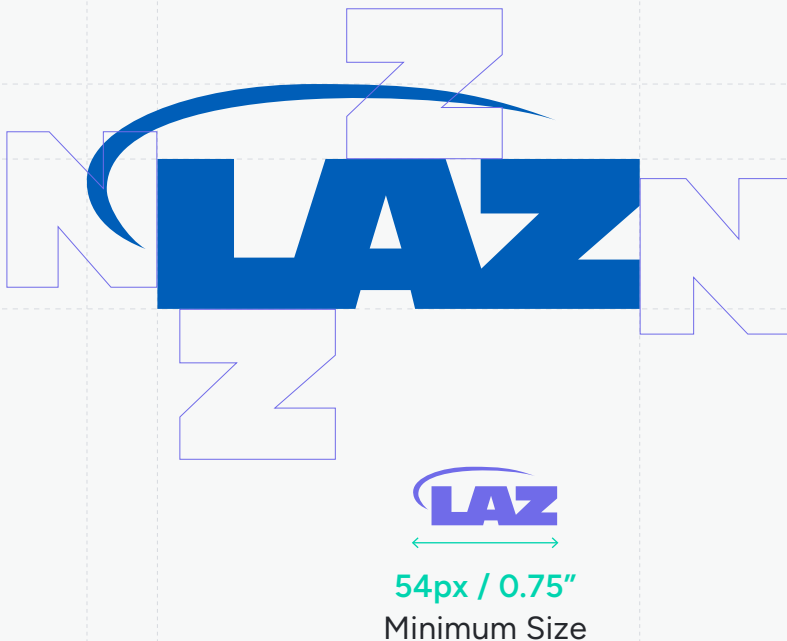
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Logo Overview

For decades, “LAZ Parking” has been synonymous with exceptional parking services. But as we've grown, so have the ways we serve our clients and partners.

Going forward, instead of using our LAZ Parking logo, we will now be using our LAZ logo (without the “Parking”). This change reflects our expanded focus beyond parking, encompassing innovative mobility solutions, technology, and customer-centric experiences.



Using The Logo

Logo Clear Space

Clear space preserves the integrity and prominence of logos.

- To ensure maximum legibility, the area around the logo should be the height of the letter "Z."
- Keep this area clear to protect the logo from interference by other design elements.



Do not use the incorrect logo version.



Do not use an incorrect color or gradient.



Do not skew or warp

Use it Correctly

- Only use the official, approved logo.
- Do not create or modify your own version.
- Avoid placing the logo in crowded spaces.
- Never use the logo as part of a sentence or phrase.
- Use only approved colors.
- Do not stretch, distort, or rotate the logo.

Multiple file formats are available. Use the following as a guide:

- **AI or EPS Format:** Vector formats suitable for screen and print at any size.
- **PNG Format:** Raster format with a transparent background, ideal for screen use. Do not scale up.

Logo Variations



Primary Logo

[Download Here >](#)



Black Logo

[Download Here >](#)



White Logo

[Download Here >](#)

Service Lines

LAZ Logo

Primary logo always in Primary LAZ blue color.

Service Line

Replace placeholder text. Primary LAZ blue color, left-aligned.



Brand Colors

Below are the approved colors that are to be used when promoting LAZ products and services in any print or digital collateral.

Name	Digital	Print	Description
 Blue 600	#005EB8	 PANTONE® 2945C	<u>Primary LAZ blue</u>
 Blue 400	#36A1FA	 PANTONE® 279C	<u>Secondary LAZ blue</u> , accent color
 Blue 900	#0B3B6F	 PANTONE® 654C	Text color
 Blue 100	#E0EEFE	 PANTONE® 642C	Background and stroke color
 Gray 950	#25272C	 PANTONE® 426C	<u>Default</u> text color
 Gray 600	#596170	 PANTONE® 4130C	Light text color
 Gray 200	#D7DAE0	 PANTONE® Cool Gray 3C	<u>Default</u> stroke color
 Gray 100	#EDEEF1	 PANTONE® Cool Gray 2C	Dark background
 Gray 50	#F7F8F8	 PANTONE® Cool Gray 1C	Light background

	Name	Digital	Print	Description
	Blue 300	#20B2E7		Accent Color
	Teal 500	#00D4AF		Accent color
	Orchid 500	#706BE9		Accent color
	Yellow 50	#FCFFD5		Accent color

Brand Typography

The Figtree type family was specifically chosen for its clean, sophisticated appearance and versatility.

Figtree is a Google font.

Figtree Light

Figtree Regular

Figtree Medium

Figtree Semibold

Figtree Bold

Figtree Extrabold

Figtree Black

[Download Here >](#)

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtUu

VvWwXxYyZz

0123456789

Typography Hierarchy

Type of
Brand

Heading 1 / Figtree - SemiBold
Font Size: 65 pt
Leading: 60 pt
Tracking: -10 pt
Color: #25272C

Logo
Overview

Heading 2 / Figtree - SemiBold
Font Size: 40 pt
Leading: 40 pt
Tracking: -10 pt
Color: #005EB8

Using The
Logo

Heading 3 / Figtree - SemiBold
Font Size: 16 pt
Leading: 16 pt
Tracking: 10 pt
Color: #005EB8

Logo Clear
Space

Leading / Figtree - SemiBold
Font Size: 14 pt
Leading: 14 pt
Tracking: 10 pt
Color: #25272C

Clear space preserves the integrity
and prominence of logos.

Paragraph / Figtree - Regular
Font Size: 12 pt
Leading: 16 pt
Tracking: 0 pt
Color: #25272C

Brand Iconography



[Download Here >](#)

Service Lines



Universities



Hospitality



Technology



Healthcare



Events



Government



Transportation



Airports

All Icons



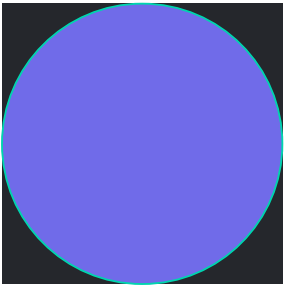
Social Media

LinkedIn @laz-parking

[Download Here >](#)

Account Photo

400 x 400 px



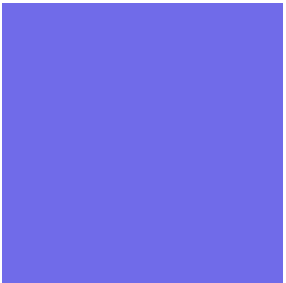
Account Cover

1584 x 396 px



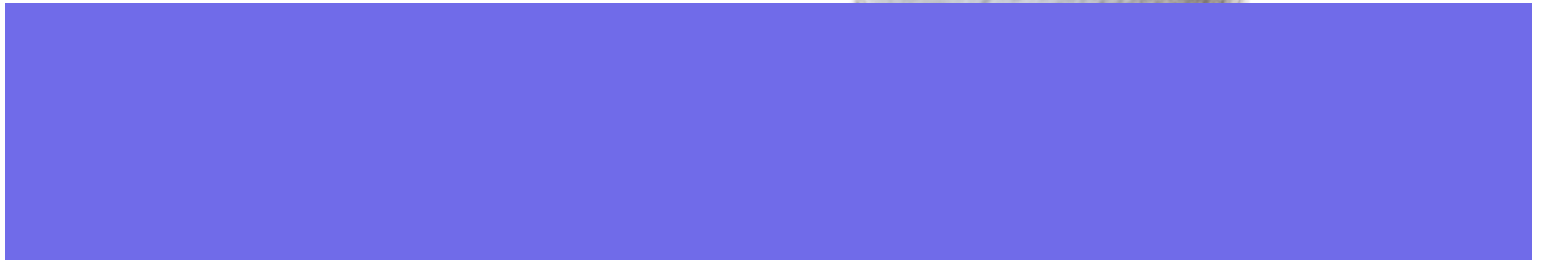
Company Photo

400 x 400 px



Company Cover

2256 x 382 px

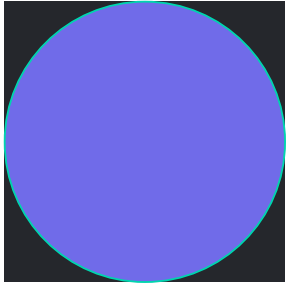


Instagram @laz_parking

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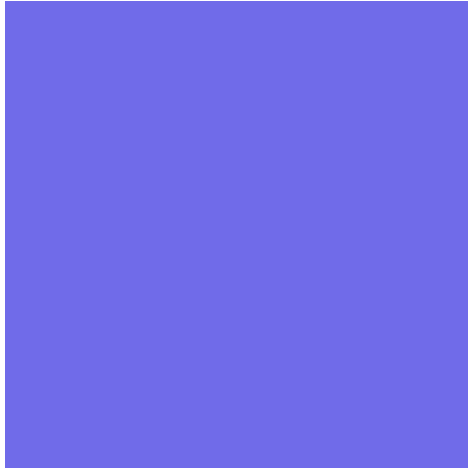
Account Photo

400 x 400 px



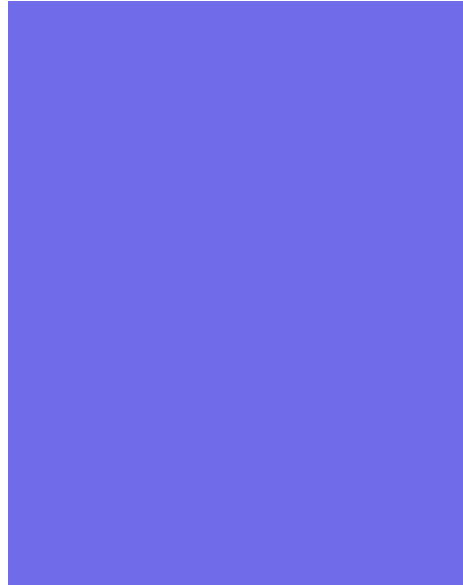
1:1 Post

1080 x 1080 px



4:5 Post

1080 x 1350 px



9:16 Stories, Reels

1080 x 1920 px

