

LAZ Parking Logo

Quick Reference Guide

1 Main Usage

2 Other Usages

In the event that you are creating collateral for a special occasion and none of the options featured here suit your needs, please reach out to marketing@lazparking.com to discuss.

3 Minimum Width

Web / Screen > 100 px
Printed > 0.8 in
Embroidered > 2.5 in

4 Brand Colors

Color



Black Monochrome



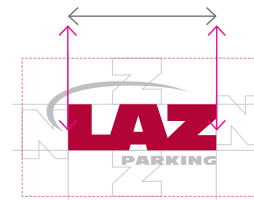
White Monochrome



Gray Monochrome



Width



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

5

LAZ Font

Use ROBOTO font for all publishing formats. Only when Roboto is not available, use ARIAL.

The company name "LAZ" must always be in CAPS - never "Laz", even when used in body copy.

6

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.

Roboto Regular
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Bold Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789



All elements must be outside of the Clear Space perimeter.