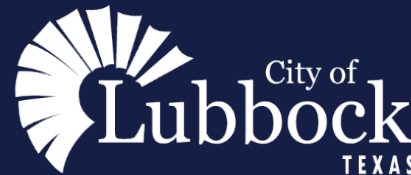


THE REBRAND

2023

Presented by Communications & Marketing

Item 1.1 | 08.22.2023



**COMMUNICATIONS
& MARKETING**

A brand is more than a logo...

For a municipality, it is the culture and essence of its community and its leadership. A good municipal brand attracts others to it, and inspires residents and staff to share their local pride.

It is the first thing many people see of the organization.





City of Lubbock Brand Principles

Service
Trustworthiness
Loyalty
Energy
Integrity
Security
Collaboration
Quality

Brand Idea

City of Lubbock is a service-focused organization, staffed by unique and talented individuals who care about the community of social, economic, educational and cultural groundbreakers whom they serve.





City of
Lubbock
TEXAS



THE NEW LBK

New Primary Logo



New Secondary/Departmental Logo



**COMMUNICATIONS
& MARKETING**



New Color Palette

PANTONE 2925 C

Trust
Peace
Loyalty
Competence

C 70 | M 16 | Y 0 | K 0

R 0 | G 156 | B 222

PANTONE 2768 C

Compassionate
Peaceful
Steadfast
Integrity

C 100 | M 87 | Y 0 | K 50

R 7 | G 29 | B 73

PANTONE 7480 C

Fiscal Strength
Growth
Progress
Quality

C 84 | M 0 | Y 90 | K 4

R 0 | G 191 | B 111

PANTONE 7549 C

Enthusiasm
Creativity
Determination
Attraction
Success

C 0 | M 27 | Y 100 | K 0

R 255 | G 182 | B 0

PANTONE 48-8 C

Hope
Energy
Optimism
Kindness

C 0 | M 98 | Y 86 | K 0

R 214 | G 46 | B 47

RICH BLACK

Formality
Security
Sophistication
Strength
Authority

C 75 | M 68 | Y 65 | K 90

R 40 | G 40 | B 41

Primary Logo with the Community Logo



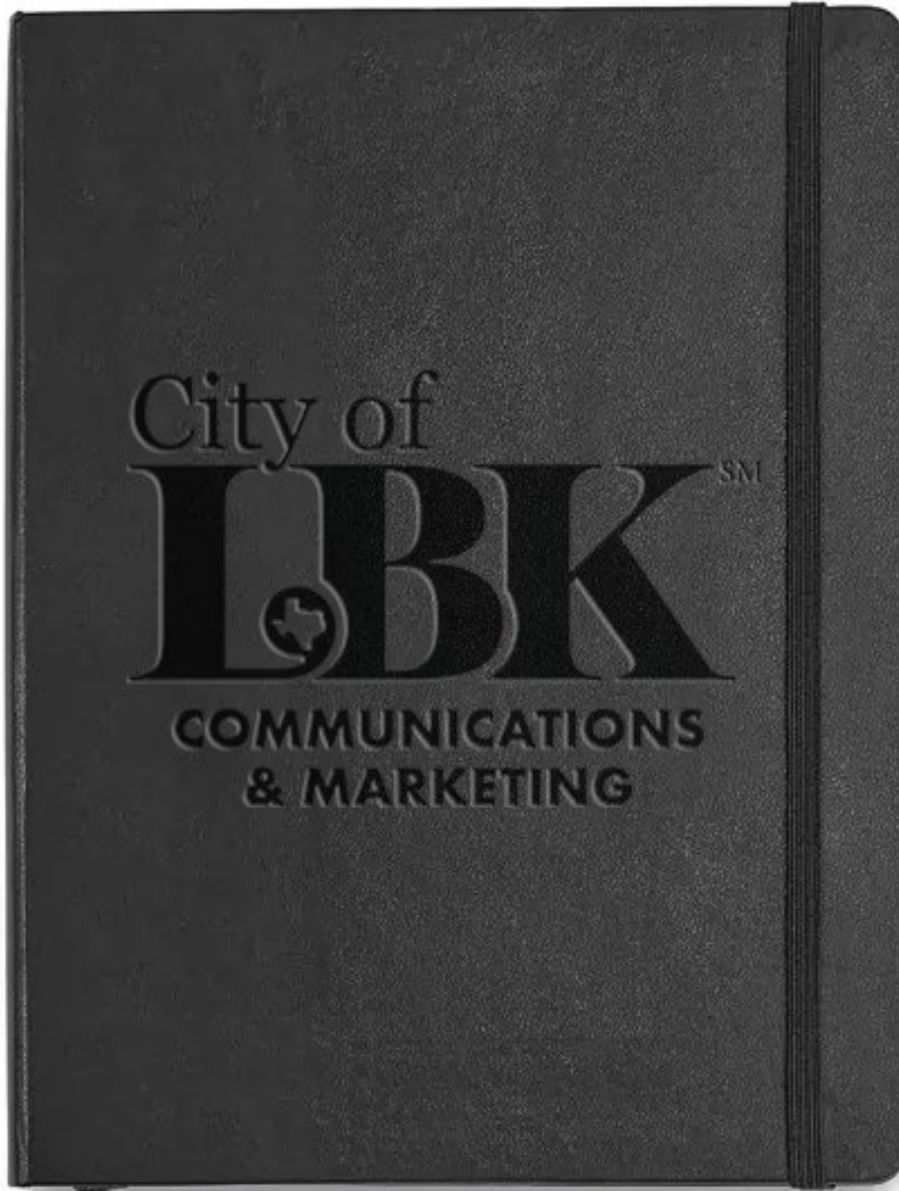
City Vehicles



City Apparel



Branded Materials



Water Towers



Business Cards



THANK YOU
FOR YOUR TIME



Special thanks to City Graphic Designers Alicia Rodriguez & Anna Brooks