LOGO
GUIDELINES

City of
Lubbock
TEXAS

Follow the color codes below when working with the City of Lubbock logo. These are the only colors that should be used in the logo.

City of Lubbock
TEXAS

PANTONE 305 C
C 54 | **M** 0 | **Y** 7 | **K** 0
R 101 | **G** 203 | **B** 230

PANTONE 377 C
C 61 | **M** 23 | **Y** 100 | **K** 6
R 112 | **G** 150 | **B** 61

PANTONE 300 C
C 100 | **M** 43 | **Y** 3 | **K** 0
R 0 | **G** 122 | **B** 189

C 0 | **M** 0 | **Y** 0 | **K** 100
R 35 | **G** 31 | **B** 32

MINIMUM SIZE

W 1.15"

H 0.5"

City of
Lubbock
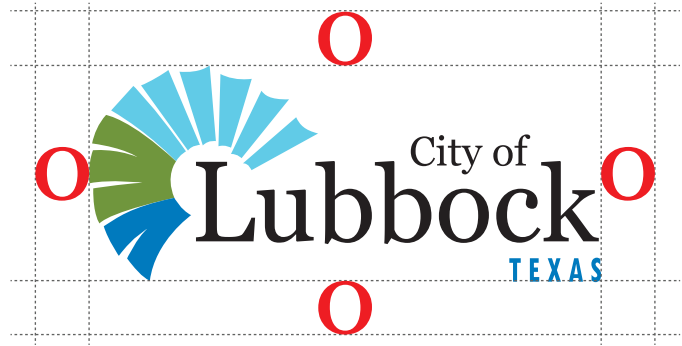TEXAS
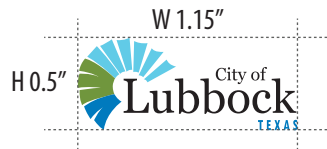
To ensure legibility of the City of Lubbock logo, never reproduce it at heights smaller than 0.5 inches and its proportional width of 1.15 inches.

CLEAR SPACE

City of
Lubbock
TEXAS

Always give the logo breathing space. It is important to leave enough room for the logo to stand out visually. The letter "o" in the City of Lubbock logo is the approximate measure to keep in mind when assigning this minimum clear space.
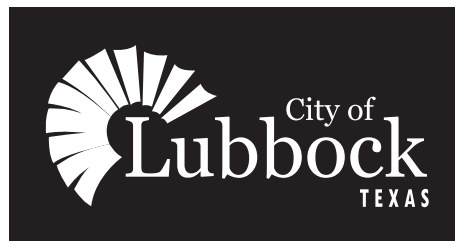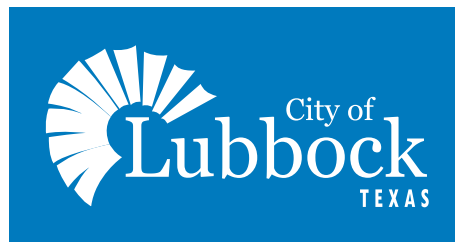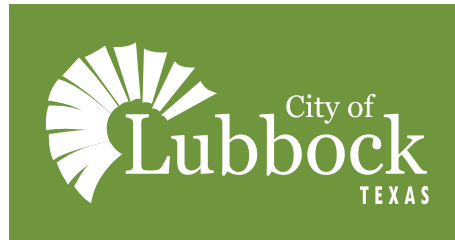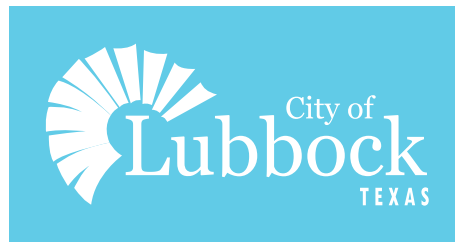
ONE COLOR USAGE

Whenever a one color version of the logo is needed, the allowed variations correspond to the logo color palette.
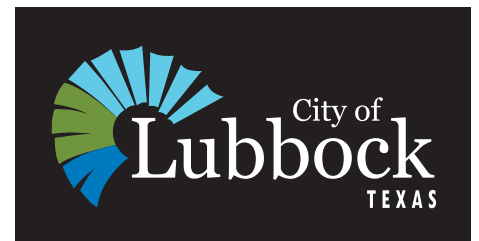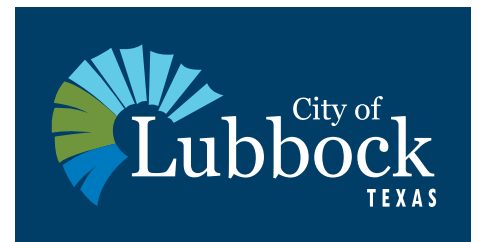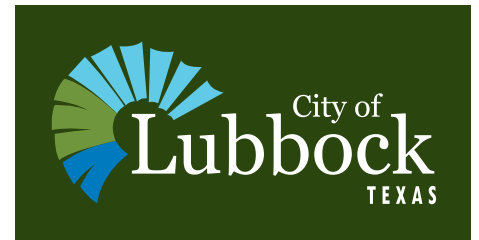
REVERSED OR WHITE COLOR USAGE

The logo color palette may also be used as background colors. In this case, the logo must be used in white color.

WHITE TEXT COLOR USAGE

Other background colors are permissible. If the official logo (with black text) does not allow for enough contrast, the text must be used in its white variation to ensure legibility.

LOGO ON COLOR BACKGROUND

Different background colors are permissible. Always try to use the official logo first (black text version). If this option does not allow for enough contrast, try any of the allowed variations described on this document.
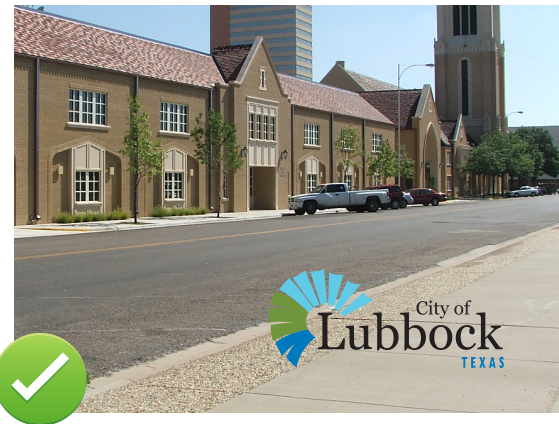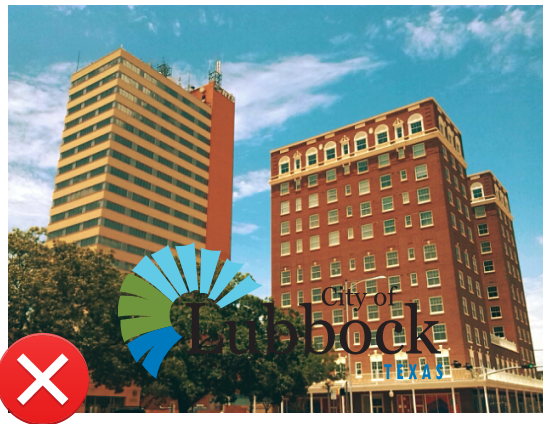
Make sure all logo elements are legible and have enough contrast to be clearly identifiable.

LOGO ON PHOTOGRAPH

The City of Lubbock logo can be used on a photographic background.

Make sure you select the right logo variation, and the right placement on the picture for the logo to be legible and clearly visible.

LOGO MODIFICATIONS

Do not stretch, condense, skew, use gradients, recolor the logo or move any of its elements.