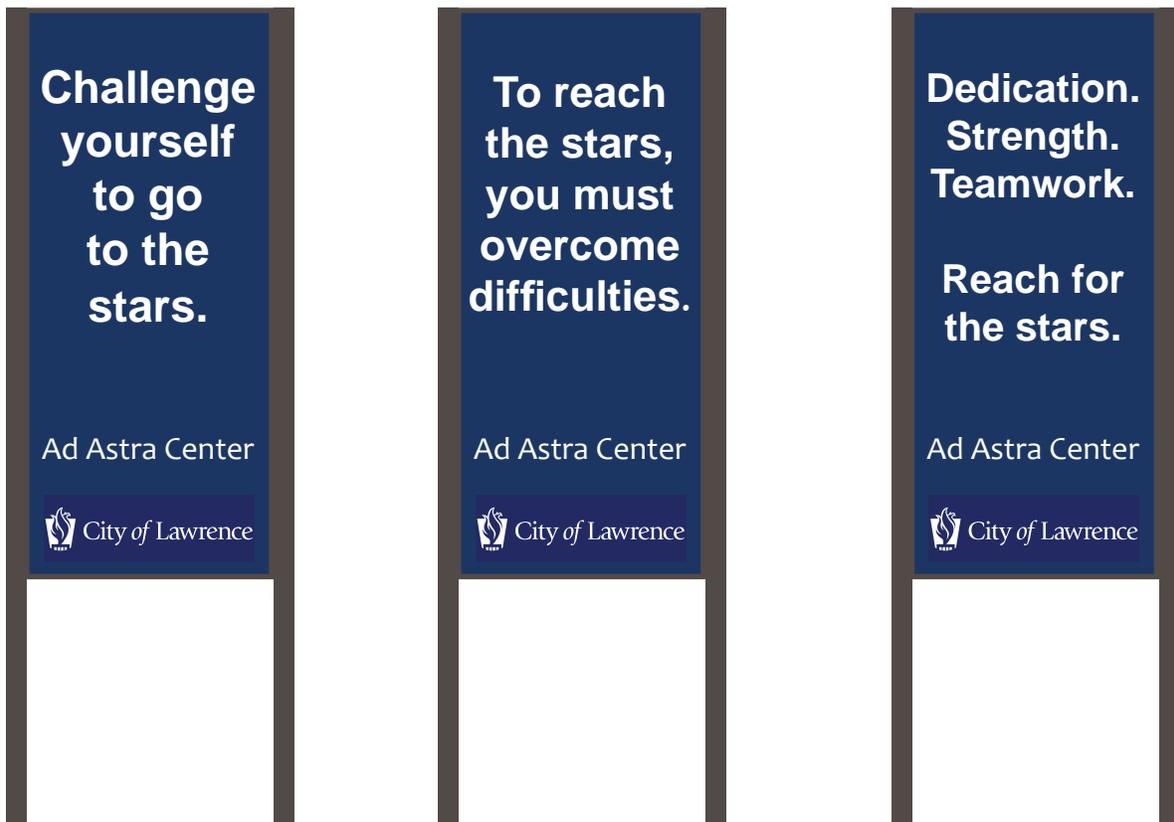


Lawrence Ad Astra Center (or Astra Center) Latin: “to the stars”

The Kansas State motto is “Ad astra per Aspera,” meaning to the stars with difficulty was chosen by the State because it refers to the pioneering spirit of the early settlers, and the difficult times Kansas went through when becoming a state. Anti-slavery forces and slavery proponents fought in the electoral process as well as on the battlefield. Lawrence was a central location in this fight for freedom. Ad Astra would be used in marketing to illustrate how the facility is there to help residents and users achieve their aspirations and ‘reach the stars.’”

These images are generated for City Commission discussion purposes only to relay how the naming of the recreation center can be utilized as a theme and carried through with signage/graphics at the facility. Graphics and brand guidelines would be applied for consistency once naming decisions are finalized. The intent of this demonstration is to show how a story can be told through naming and other imagery at the site.



OneLawrence Center

This option takes ownership of this facility by placing Lawrence in the name. In sports, being #1 is seen as being a winner. OneLawrence is a single meeting place for all people – residents and visitors – to gather, celebrate and come together.

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Kanza Center

This recommendation ties the recreational center into the geographic and cultural history of our area and connects the facility to the natural beauty of the site. The Kanza Indians were native people who inhabited Lawrence. The name for our State is derived from Kanza. Kanza ties to other natural areas including the Wakarusa and Kaw Rivers.

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