

→ Logo Clearspace

To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics.



CLEARSPACE

The logo must be surrounded on all sides by an adequate clearspace — a space equal to or greater than the height of the letter “w” in “Lawrence”—on all sides as shown. Top clearspace should be measured from the top of the blue flame.



1"



1.1875"



.75"



.625"

SIZE

Proper size and positioning is critical when using the logo. If the logo is reproduced at a smaller size, the quality of reproduction or screen appearance will degrade. Please refer to the guidelines provided below.

MINIMUM SIZE

The minimum size of the primary stacked logo is 1" wide with Kansas and .75" wide without Kansas. When using the horizontal logo, the minimum width is 1.1875". The badge logo minimum is .625" in width.

MAXIMUM SIZE

There is no specific maximum size. However, the logo size should always be proportional to the content of the piece being created.