



**BRAND
IDENTITY**

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Introduction

Introduction

The aim of the visual identity for LAZ Parking and its brands is to enable the companies to ensure consistency in their communications and to be easily recognized wherever they communicate and on all the media that they produce.

It plays a **key role in strengthening our image** and forms a strong visual link between each company and its partners, as well as between the brands and their target groups.

The graphic guidelines are a tool listing all the layout rules to be observed, with illustrations showing the possible applications on various media.

Designed to assert a single, strong image, which will be easily recognizable on all communications media, the visual identity must be adhered to and complied with by all personnel at LAZ.

These graphic guidelines concern the visual identity of LAZ Parking.

Introduction



LAZ Parking Division/SILO



LAZ Municipal Parking

LAZ Event Parking

LAZ Parking Companies



Family Of Companies

LAZ Parking Internal



LAZ Parking Corporate Logotype



LAZ Parking Corporate Logotype

Introduction

This logotype is the fundamental core element of LAZ Parking's visual identity.

It must be used in compliance with the rules relating to the following points, which must not be altered:

- Design
- Colors to be used
- Placement (exclusion area & clear space)
- Minimum size

It is only by strict compliance with these rules that we can guarantee a strong and consistent brand image is transmitted on all media.



LAZ Parking Corporate Logotype

Design

The LAZ Parking logotype is the brand's signature.

It is composed of three inseparable elements:

- The name LAZ, in its distinctive typeface
- The grey "swoosh" element
- The baseline Parking in its distinctive typeface

The three elements of the logotype must always be kept together and the same proportions maintained.



LAZ Parking Corporate Logotype





Colors


The color references for the logotype are:

- Pantone® 201C red for the name LAZ
- Pantone® Cool Gray 5C for the swoosh and the baseline Parking
- Pantone® 287C blue for the LAZ blue background

Depending on the type of application, the color logotype can be used:

- In Pantone® or in quadrichrome, for printing purposes
- In RGB, for on-screen purposes

			
PANTONE® COLORS			
201 C	Cool Gray 5 C	287 C	
FOUR-COLOR PROCESS COLORS			
C : 000 M : 100 Y : 063 K : 029	C : 000 M : 000 Y : 000 K : 029	C : 100 M : 068 Y : 000 K : 012	
SCREEN COLORS			
R : 177 G : 000 B : 053	R : 200 G : 201 B : 202	R : 000 G : 076 B : 147	



LAZ Parking Corporate Logotype

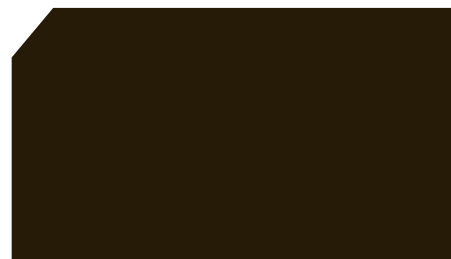
Monochrome

There are two types of monochrome logotype:

- The black monochrome logotype is to be used wherever possible (fax, administrative documents).
- The grey monochrome logotype may be used for specific (top-end) publishing communications. This logotype is not recommended for use with signage applications.

The monochrome logotype may be used in the following ways:

- In Pantone® or in a four-colour process version for printing
- In RGB for screen use



PANTONE® COLORS

Black C

FOUR-COLOR PROCESS COLORS

C : 085

M : 085

Y : 080

K : 100

SCREEN COLORS

R : 000

G : 000

B : 000

LAZ Parking Corporate Logotype



PANTONE® COLORS

Cool Gray 5 C

FOUR-COLOR PROCESS COLORS

C : 000
M : 000
Y : 000
K : 029

SCREEN COLORS

R : 200
G : 201
B : 202

LAZ Parking Corporate Logotype

Exclusion Area

The exclusion area is an area of non-interference around the logotype upon which no other graphic or textual element may encroach.

Its dimensions are determined by the height of the letter Z in the LAZ name.

This minimum exclusion area is to be complied with right around the perimeter of the logotype for all types of use. It is proportional in size to the logotype itself.



LAZ Parking Corporate Logotype

Clear Space

A clear space is to be left around the logotype when it is used to sign publishing documents.

For these purposes, a clear space for the signature equivalent to two letter Z's is to be left around the logotype for greater protection against unwanted encroachment.



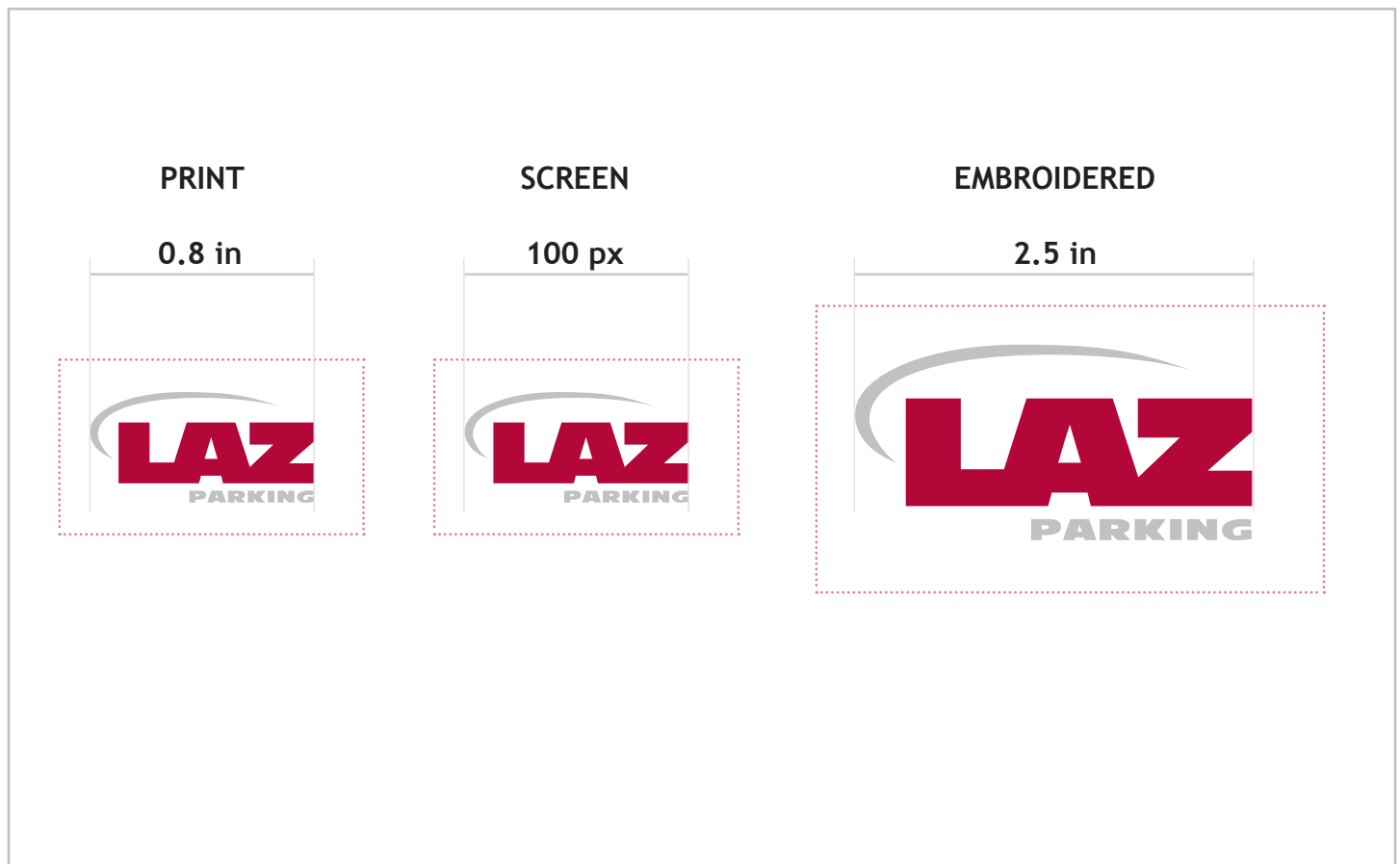
LAZ Parking Corporate Logotype

Minimum Size

In order to optimize legibility, the logotype must be of the required minimum size. Any use of a logotype that is smaller in size is prohibited.

The minimum size may vary depending on the application:

- 0.8 inches for printed documents
- 100 pixels for screen applications
- 2.5 inches for embroidery applications



LAZ Parking Corporate Logotype

Various Backgrounds

The logotype may be placed against different backgrounds.

Some examples of applications are shown below and on the next page:

- On LAZ blue, black and white backgrounds: color logotype
- On dark to mid-range backgrounds: white monochrome logotype
- On light background: black monochrome logotype

It is always essential to ensure that the logotype is as legible as possible.

Note: the LAZ full color logotype should be used whenever possible.



LAZ Parking Corporate Logotype



Sample of logotype use on various backgrounds

LAZ Parking Corporate Logotype

Restrictions

The illustration on the next page shows a number of ways in which the LAZ logotype must **NOT** be used.

This list is not exhaustive.

To avoid errors, the source files available for download from the “Logotype” section must be used and you must be familiar with the rules governing use of the logotype.

Some comments relating to the different illustrated scenarios are listed below:

Do NOT:

- 1: Use another color.
- 2: Modify an institutional color.
- 3: Mix the monochrome logotype and the color logotype.
- 4: Locate the logotype inside a shape.
- 5: Use a fancy typeface.
- 6: Use a typeface other than that specified.
- 7: Redesign the logotype.
- 8: Change the proportions of any of the elements in the logotype.
- 9: Locate the logotype inside a block.
- 10: Distort the logotype.
- 11: Apply contours.
- 12: Use one of the elements of the logotype in isolation.
- 13: Create your own logotype.
- 14: Use a low resolution resulting in a pixelized logotype.
- 15: Apply an effect.
- 16: Fail to observe the exclusion area.
- 17: Position elements in another way than that specified.
- 18: Use the logotype for another purpose than intended.
- 19: Remove one of the elements of the logotype.
- 20: Position the logotype over an image.

LAZ Parking Corporate Logotype



DONT'S

LAZ Parking Corporate Logotype

“Partners In Parking™” Tagline

The utilization and application of the LAZ tagline, “Partners In Parking™”, are subject to guidelines.

Its use varies according to the type of communication in which it is included. The tagline may be placed in two different alignments: vertical or horizontal.



Horizontal alignment

Tagline specifications
Font: Georgia
Style: Bold Italic

LAZ Medical Logotype

PARTNERS
IN PARKING



Vertical alignment



Tagline specifications
Font: Trebuchet
Style: Bold

LAZ Parking Shareholding Partner

VINCI Park Corporate Logotype

Colors

The color references for the logotype are:

- Pantone® 280C blue for the name VINCI Park
- Pantone® 485C red for the connectors emblem

Depending on the type of application, the logotype can be used:

- in Pantone® or in quadrichrome, for printing purposes
- in RGB, for on-screen purposes

		
PANTONE® COLORS		
280 C	485 C	
FOUR-COLOR PROCESS COLORS		
C : 100 M : 072 Y : 000 K : 018	C : 000 M : 100 Y : 091 K : 000	
SCREEN COLORS		
R : 000 G : 068 B : 137	R : 226 G : 000 B : 037	
		

LAZ Parking Division/ SILO Logotypes

LAZ Medical Logotype



LAZ Medical Logotype

Design

The LAZ Medical logotype is composed of four inseparable elements:

- The name LAZ, in its distinctive typeface
- The grey “swoosh” element
- The baseline Medical Parking, in its distinctive typeface
- The blue “cross”

The four elements of the logotype must always be kept together and the same proportions maintained.

It is only by strict compliance with these rules that we can guarantee a strong and consistent brand image is transmitted on all media.



LAZ Medical Logotype





Colors

The color references for the logotype are:

- Pantone® 201 C red for the name LAZ and the baseline Medical Parking
- Pantone® Cool Gray 5C for the swoosh
- Pantone® 287 C blue for the cross

Depending on the type of application, the logotype can be used:

- In Pantone® or in quadrichrome, for printing purposes
- In RGB, for on-screen purposes

			
	PANTONE® COLORS		
	201 C	Cool Gray 5 C	287 C
	FOUR-COLOR PROCESS COLORS		
	C : 000 M : 100 Y : 063 K : 029	C : 000 M : 000 Y : 000 K : 029	C : 100 M : 068 Y : 000 K : 012
	SCREEN COLORS		
R : 177 G : 000 B : 053	R : 200 G : 201 B : 202	R : 000 G : 076 B : 147	

LAZ Medical Logotype

Monochrome

- There are two types of monochrome logotype:
- The black monochrome logotype is to be used wherever possible (fax, administrative documents).
 - The grey monochrome logotype may be used for specific (top-end) publishing communications. This logotype is not recommended for use with signage applications.

- The logotype may be used in the following ways:
- In Pantone® or in a four-color process version for printing.
 - In RGB for screen use.



PANTONE® COLORS
Black C
FOUR-COLOR PROCESS COLORS
C : 085
M : 085
Y : 080
K : 100
SCREEN COLORS
R : 000
G : 000
B : 000

LAZ Medical Logotype



PANTONE® COLORS

Cool Gray 5 C

FOUR-COLOR PROCESS COLORS

C : 000
M : 000
Y : 000
K : 029

SCREEN COLORS

R : 200
G : 201
B : 202

LAZ Medical Logotype

Division/SILO Color Theme

LAZ Medical SILO use a dedicated color theme which is consistent with the SILO brochure and inserts as well as the PowerPoint template.

The color theme is described below. When using the LAZ Medical color theme, the white monochrome logotype shall be applied.



PANTONE® COLORS

287C 60% Tint

FOUR-COLOR PROCESS COLORS

C : 060
M : 041
Y : 000
K : 007

SCREEN COLORS

R : 109
G : 135
B : 186

LAZ Medical Logotype

Exclusion Area

The exclusion area is an area of non-interference around the logotype upon which no other graphic or textual element may encroach.

Its dimensions are determined by the height of the letter Z in the LAZ name.

This minimum exclusion area is to be complied with right around the perimeter of the logotype for all types of use. It is proportional in size to the logotype itself.



LAZ Medical Logotype

Clear Space

A clear space is to be left around the logotype when it is used to sign publishing documents.

For these purposes, a clear space for the signature equivalent to two letter Z's is to be left around the logotype for greater protection against unwanted encroachment.



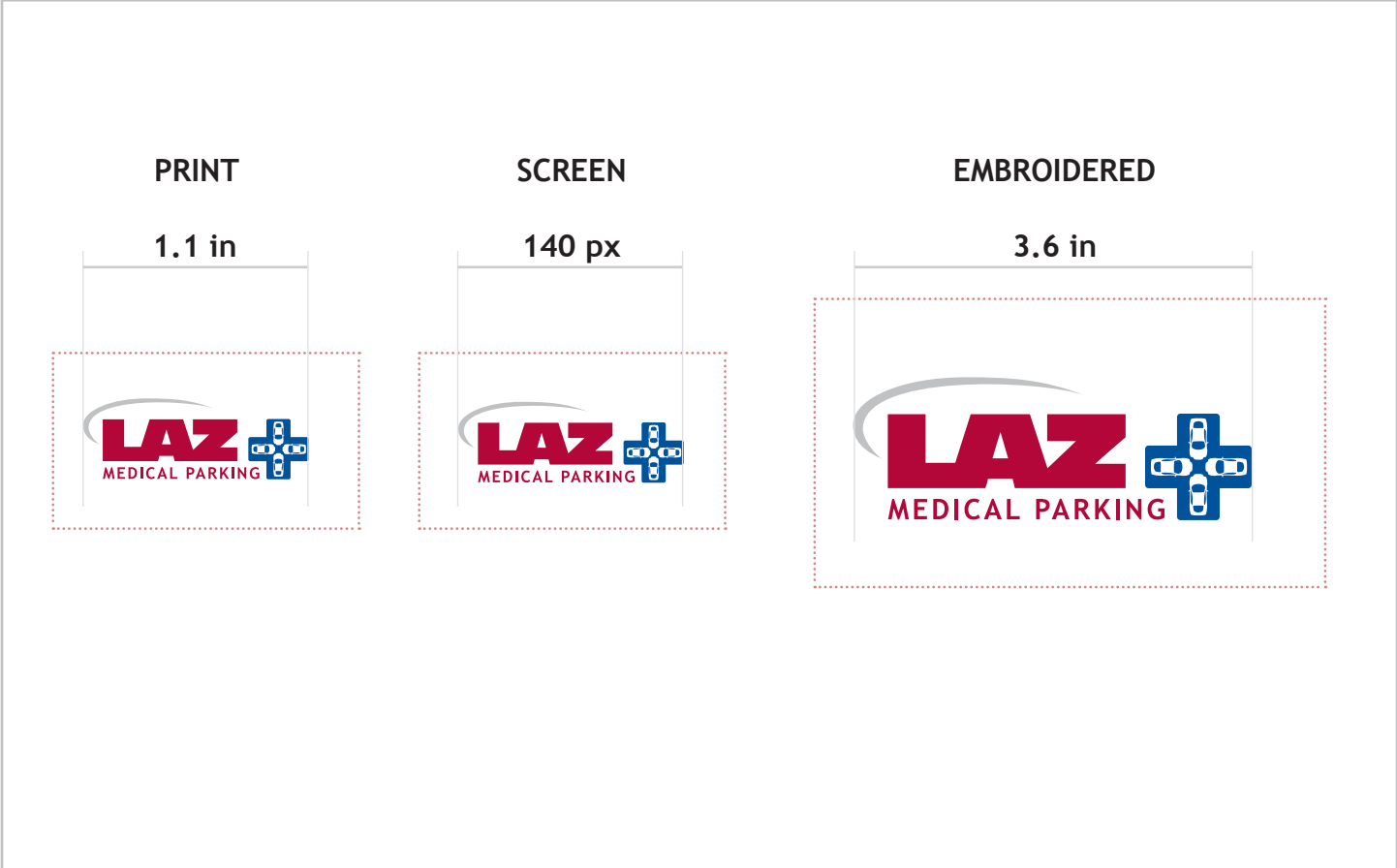
LAZ Medical Logotype

Minimum Size

In order to optimize legibility, the logotype must be of the required minimum size. Any use of a logotype that is smaller in size is prohibited.

The minimum size may vary depending on the application:

- 1.1 inches for printed documents
- 140 pixels for screen applications
- 3.6 inches for embroidery applications



LAZ Medical Logotype

Various Backgrounds

The logotype may be placed against different backgrounds.

Some examples of applications are shown below and on the next page:

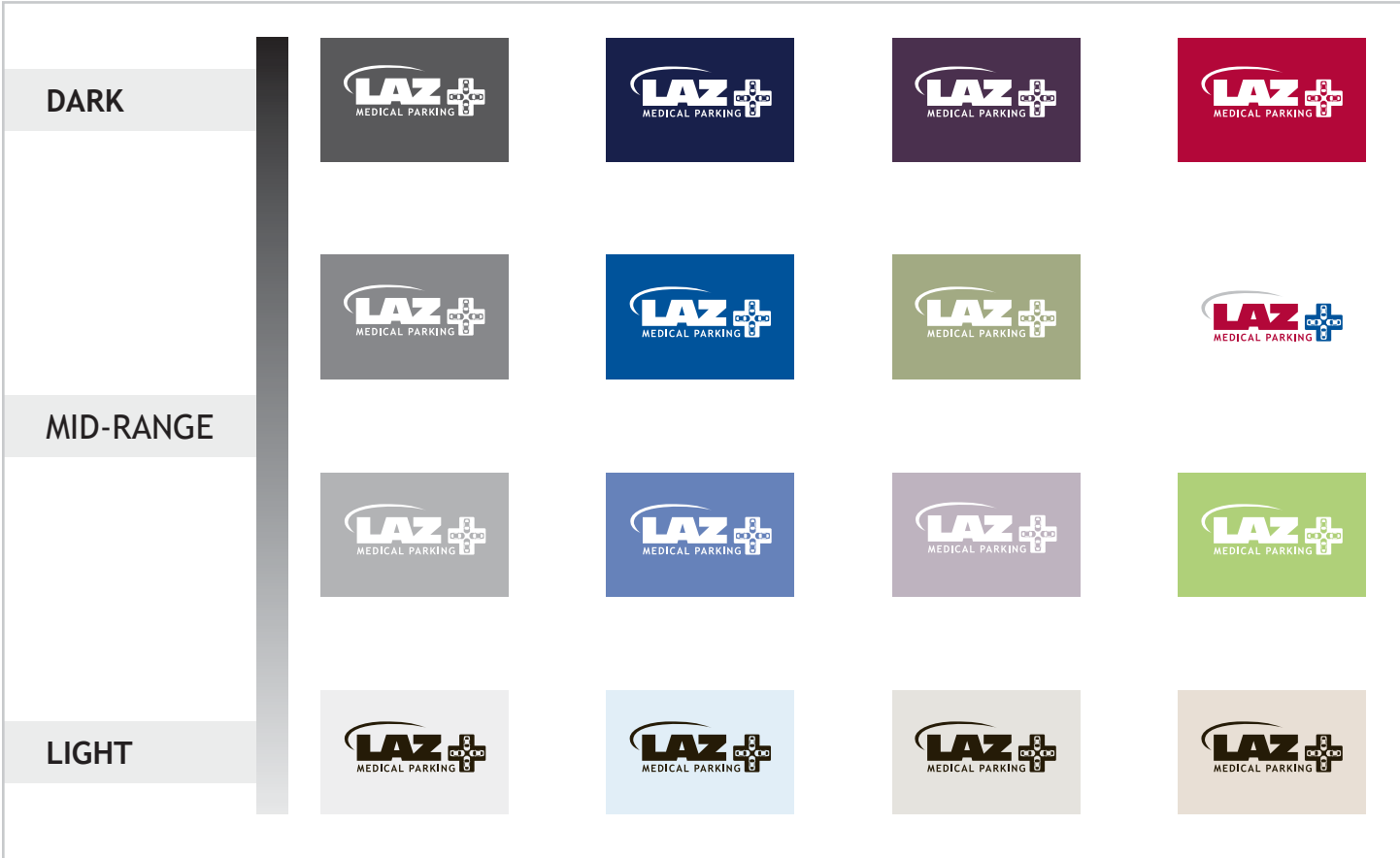
- On black and white backgrounds: color logotype
- On dark to mid-range backgrounds: white monochrome logotype
- On light background: black monochrome logotype

It is always essential to ensure that the logotype is as legible as possible.

Note: the LAZ Medical full color logotype should be used whenever possible.



LAZ Medical Logotype



Sample of logotype use on various backgrounds

LAZ Medical Logotype

Restrictions

The illustration on the next page shows a number of ways in which the LAZ Medical logotype must **NOT** be used.

This list is not exhaustive.

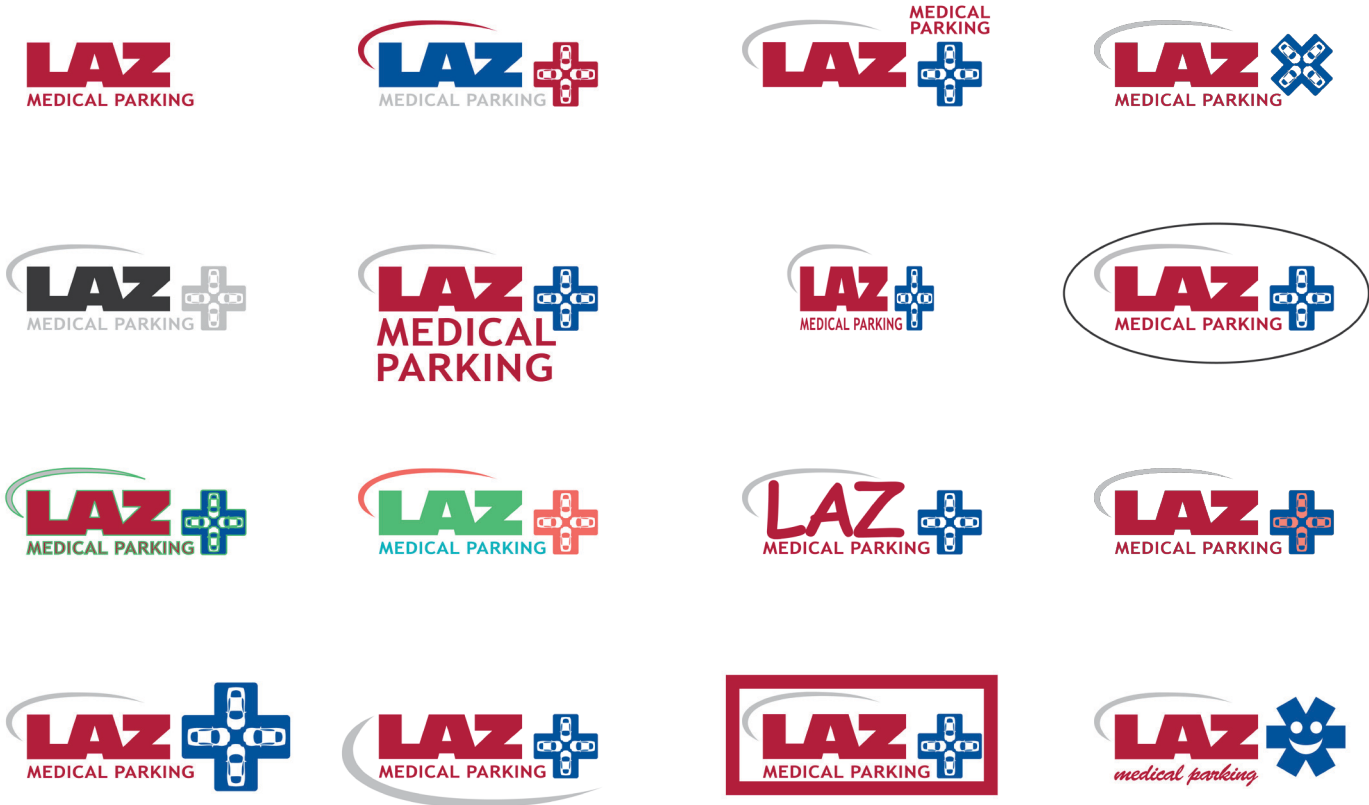
To avoid errors, the source files available to download from the “Logotype” section must be used and you must be familiar with the rules governing use of the logotype.

Some comments relating to the different illustrated scenarios are listed below:

Do NOT:

- 1: Use another color.
- 2: Modify an institutional color.
- 3: Mix the monochrome logotype and the color logotype.
- 4: Locate the logotype inside a shape.
- 5: Use a fancy typeface.
- 6: Use a typeface other than that specified.
- 7: Redesign the logotype.
- 8: Change the proportions of any of the elements in the logotype.
- 9: Locate the logotype inside a block.
- 10: Distort the logotype.
- 11: Apply contours.
- 12: Use one of the elements of the logotype in isolation.
- 13: Create your own logotype.
- 14: Use a low resolution resulting in a pixelized logotype.
- 15: Apply an effect.
- 16: Fail to observe the exclusion area.
- 17: Position elements in another way than that specified.
- 18: Use the logotype for another purpose than intended.
- 19: Remove one of the elements of the logotype.
- 20: Position the logotype over an image.

LAZ Medical Logotype



DONT'S

LAZ Medical Logotype

“Partners In Caring” tagline

The utilization and application of the LAZ Medical tagline, “Partners In Caring”, are subject to guidelines.

Its use varies according to the type of communication in which it is included.

There are two variations

- The tagline is included in the LAZ Medical logotype below the base line.
- The tagline is vertically aligned and located above the LAZ Medical logotype (see brochure and PowerPoint template for reference).



LAZ Medical Logotype

**PARTNERS
IN CARING**

**PARTNERS
IN CARING**



Tagline specifications
Font: Trebuchet MS
Style: Bold

LAZ Ultimate Hospitality Logotype



LAZ Ultimate Hospitality Logotype

Design

The LAZ Ultimate Hospitality logotype is composed of four inseparable elements:

- The name LAZ, in its distinctive typeface
- The grey “swoosh” element
- The in-square U
- The baseline “Ultimate Hospitality” in its distinctive typeface

The four elements of the logotype must always be kept together and the same proportions maintained.

It is only by strict compliance with these rules that we can guarantee a strong and consistent brand image is transmitted on all media.



LAZ Ultimate Hospitality Logotype





Colors

The color references for the logotype are:

- Pantone® 201 C red for the name LAZ, the three square corners and the baseline
- Pantone® Cool Gray 5C for the “swoosh” element
- Pantone® 116 C yellow for the top corner of the square

Depending on the type of application, the logotype can be used:

- In Pantone® or in quadrichrome, for printing purposes
- In RGB, for on-screen purposes

			
	PANTONE® COLORS		
	201 C	Cool Gray 5 C	116 C
	FOUR-COLOR PROCESS COLORS		
	C : 000 M : 100 Y : 063 K : 029	C : 000 M : 000 Y : 000 K : 029	C : 000 M : 016 Y : 100 K : 000
	SCREEN COLORS		
R : 177 G : 000 B : 053	R : 200 G : 201 B : 202	R : 255 G : 211 B : 000	

LAZ Ultimate Hospitality Logotype

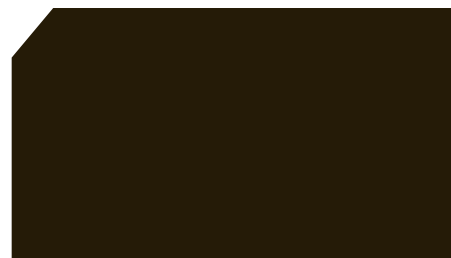
Monochrome

There are two types of monochrome logotype:

- The black monochrome logotype is to be used wherever possible (fax, administrative documents).
- The grey monochrome logotype may be used for specific (top-end) publishing communications. This logotype is not recommended for use with signage applications.

The logotype may be used in the following ways:

- In Pantone® or in a four-color process version for printing.
- In RGB for screen use.



PANTONE® COLORS

Black C

FOUR-COLOR PROCESS COLORS

C : 085

M : 085

Y : 080

K : 100

SCREEN COLORS

R : 000

G : 000

B : 000

LAZ Ultimate Hospitality Logotype



PANTONE® COLORS

Cool Gray 5 C

FOUR-COLOR PROCESS COLORS

C : 000
M : 000
Y : 000
K : 029

SCREEN COLORS

R : 200
G : 201
B : 202

LAZ Ultimate Hospitality Logotype

Division/SILO Color Theme

LAZ Ultimate Hospitality SILO use a dedicated color theme which is consistent with the SILO brochure and inserts as well as the PowerPoint template.

The color theme is described below. When using the LAZ Ultimate Hospitality color theme, the color logotype shall be applied.



PANTONE® COLORS

Black C

FOUR-COLOR PROCESS COLORS

C : 085
 M : 085
 Y : 080
 K : 100

SCREEN COLORS

R : 000
 G : 000
 B : 000

LAZ Ultimate Hospitality Logotype

Exclusion Area

The exclusion area is an area of non-interference around the logotype upon which no other graphic or textual element may encroach.

Its dimensions are determined by the height of the letter Z in the LAZ name.

This minimum exclusion area is to be complied with right around the perimeter of the logotype for all types of use. It is proportional in size to the logotype itself.



LAZ Ultimate Hospitality Logotype

Clear Space

A clear space is to be left around the logotype when it is used to sign publishing documents.

For these purposes, a clear space for the signature equivalent to two letter Z's is to be left around the logotype for greater protection against unwanted encroachment.



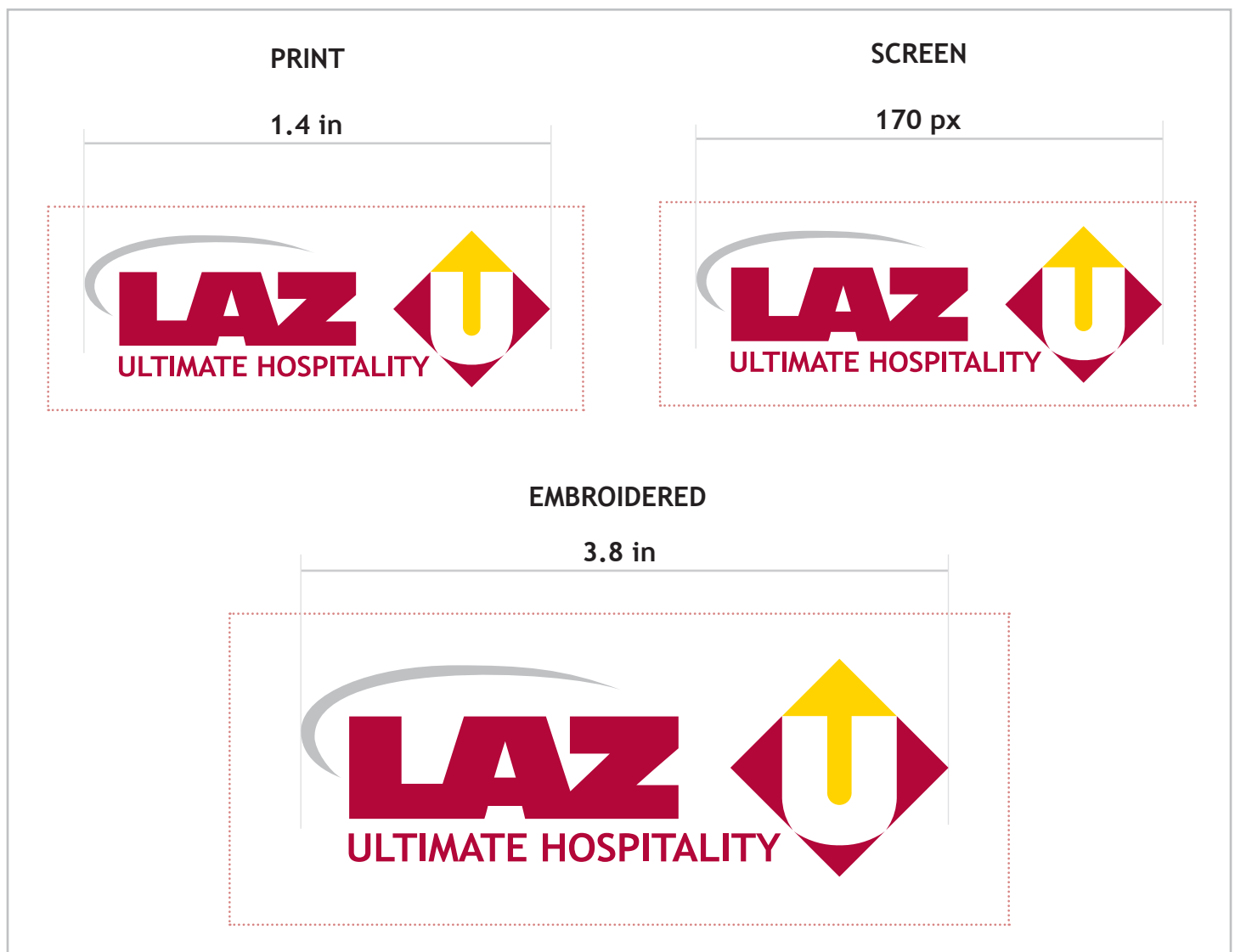
LAZ Ultimate Hospitality Logotype

Minimum Size

In order to optimize legibility, the logotype must be of the required minimum size. Any use of a logotype that is smaller in size is prohibited.

The minimum size may vary depending on the application:

- 1.4 inches for printed documents
- 170 pixels for screen applications
- 3.8 inches for embroidery applications



LAZ Ultimate Hospitality Logotype

Various Backgrounds

Some examples of applications are shown below and on the next page:

- On black and white backgrounds: color logotype
- On dark to mid-range backgrounds: white monochrome logotype
- On light background: black monochrome logotype

It is always essential to ensure that the logotype is as legible as possible.

Note: the LAZ Ultimate Hospitality full color logotype should be used whenever possible.



LAZ Ultimate Hospitality Logotype



Sample of logotype use on various backgrounds

LAZ Ultimate Hospitality Logotype

Restrictions

The illustration on the next page shows a number of ways in which the LAZ Ultimate Hospitality logotype must **NOT** be used.

This list is not exhaustive.

To avoid errors, the source files available to download from the “Logotype” section must be used and you must be familiar with the rules governing use of the logotype.

Some comments relating to the different illustrated scenarios are listed below:

Do NOT:

- 1: Use another color.
- 2: Modify an institutional color.
- 3: Mix the monochrome logotype and the color logotype.
- 4: Locate the logotype inside a shape.
- 5: Use a fancy typeface.
- 6: Use a typeface other than that specified.
- 7: Redesign the logotype.
- 8: Change the proportions of any of the elements in the logotype.
- 9: Locate the logotype inside a block.
- 10: Distort the logotype.
- 11: Apply contours.
- 12: Use one of the elements of the logotype in isolation.
- 13: Create your own logotype.
- 14: Use a low resolution resulting in a pixelized logotype.
- 15: Apply an effect.
- 16: Fail to observe the exclusion area.
- 17: Position elements in another way than that specified.
- 18: Use the logotype for another purpose than intended.
- 19: Remove one of the elements of the logotype.
- 20: Position the logotype over an image.

LAZ Ultimate Hospitality Logotype



DONT'S

LAZ Ultimate Hospitality Logotype

“Opening Doors For People” tagline

The utilization and application of the LAZ Ultimate Hospitality tagline, “Opening Doors For People”, are subject to guidelines.

Its use varies according to the type of communication in which it is included.

There are two variations

- The tagline is included in the LAZ Ultimate Hospitality logotype below the base line.
- The tagline is vertically aligned and located above the LAZ Ultimate Hospitality logotype (see brochure and PowerPoint template for reference).



LAZ Ultimate Hospitality Logotype

**OPENING
DOORS
FOR PEOPLE**

**OPENING
DOORS
FOR PEOPLE**



Tagline specifications
Font: Trebuchet MS
Style: Bold

LAZ Fly Logotype



LAZ Fly Logotype





Colors


The color references for the logotype are:


- Pantone® 201C red for the name LAZ and the baseline
- Pantone® Cool Gray 5C for the swoosh and the plane
- Pantone® 287C blue for the name FLY

Depending on the type of application, the logotype can be used:

- In Pantone® or in quadrichrome, for printing purposes
- In RGB, for on-screen purposes

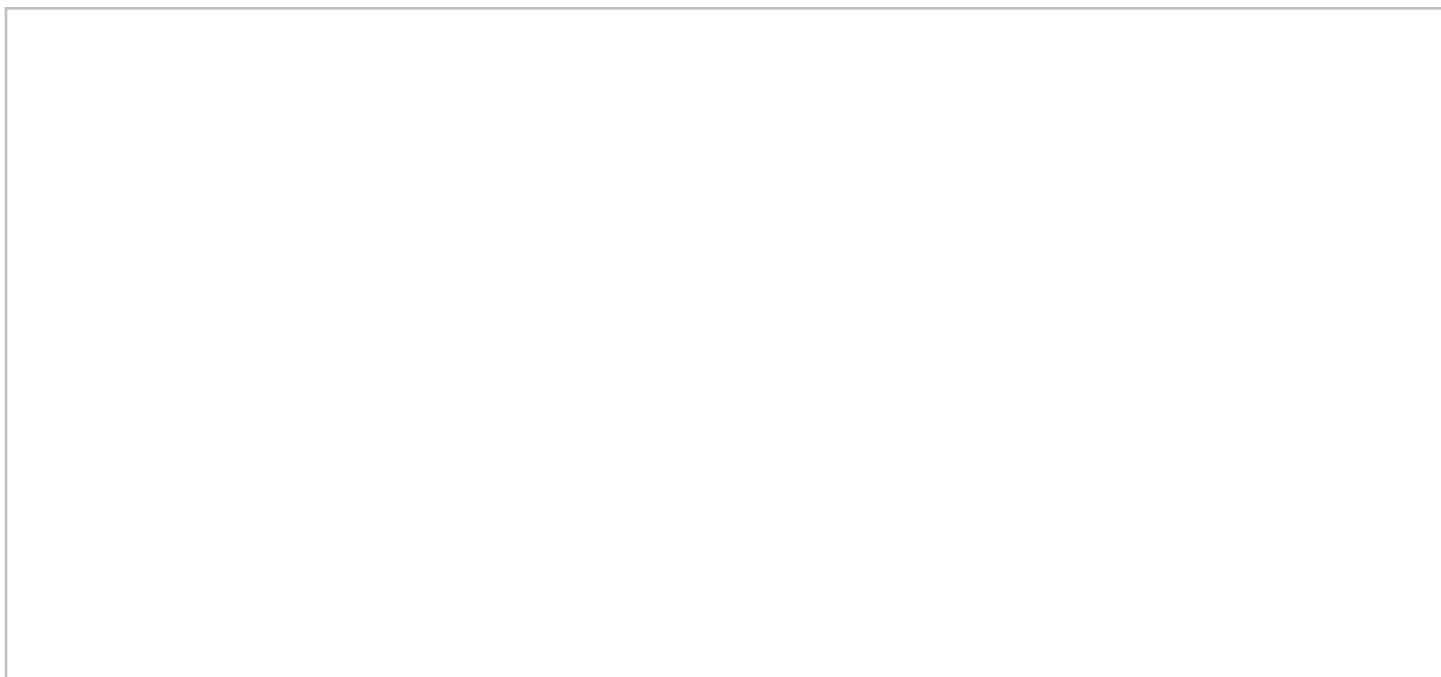
			
PANTONE® COLORS			
201 C	Cool Gray 5 C	287 C	
FOUR-COLOR PROCESS COLORS			
C : 000 M : 100 Y : 063 K : 029	C : 000 M : 000 Y : 000 K : 029	C : 100 M : 068 Y : 000 K : 012	
SCREEN COLORS			
R : 177 G : 000 B : 053	R : 200 G : 201 B : 202	R : 000 G : 076 B : 147	



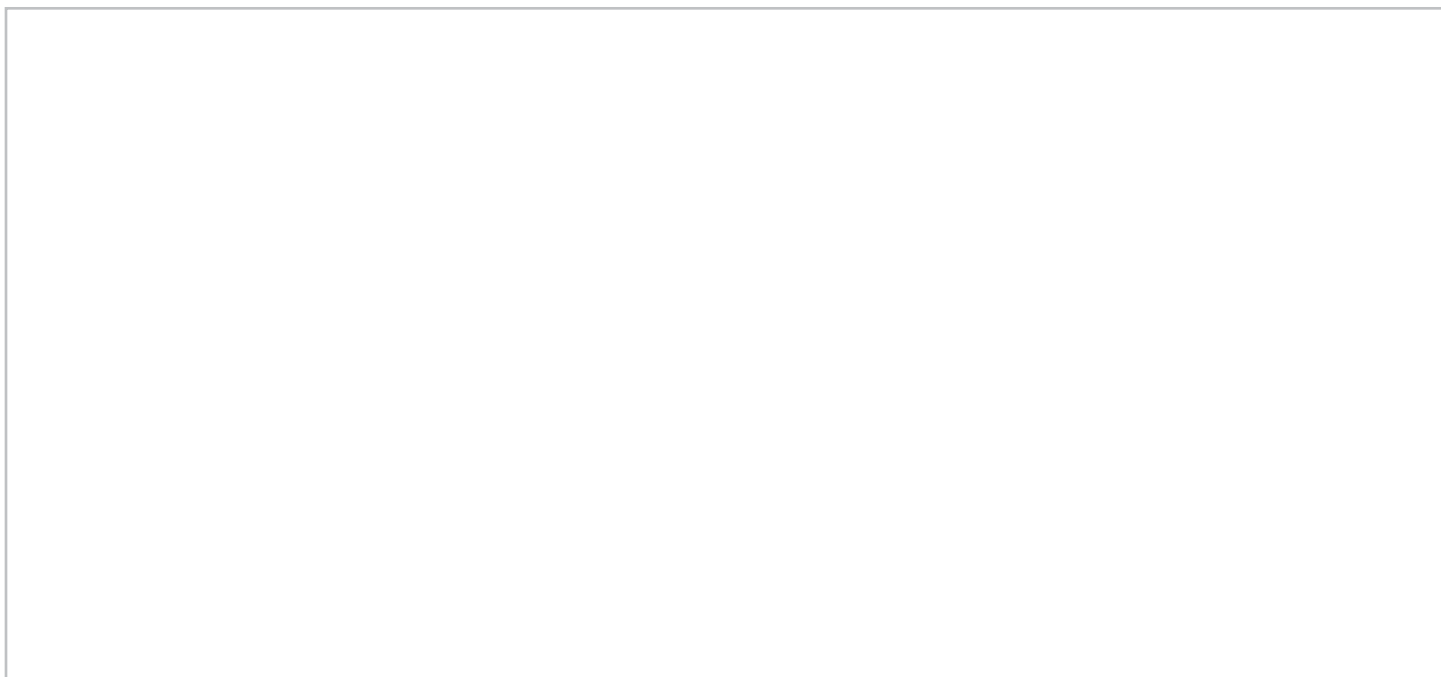


Specific to Bradley Airport location

LAZ Municipal Parking Logotype



LAZ Event Parking Logotype



LAZ Parking Companies Logotypes

Sunset Parking Service Logotype



Sunset Parking Service Logotype

Colors



The color references for the logotype are:

- Pantone® 1788C red for the “shirt” element
- Pantone® 287C blue as main color

Depending on the type of application, the logotype can be used:

- In Pantone® or in quadrichrome, for printing purposes
- In RGB, for on-screen purposes



	
PANTONE® COLORS	
1788 C	287 C
FOUR-COLOR PROCESS COLORS	
C : 000	C : 100
M : 084	M : 068
Y : 088	Y : 000
K : 000	K : 012
SCREEN COLORS	
R : 230	R : 000
G : 071	G : 076
B : 042	B : 147

Sunset Parking Service Logotype

Various Backgrounds

The logotype may be placed against different backgrounds. Some examples of applications are shown below.



Ultimate Parking Logotype



Ultimate Parking Logotype





Colors

The color references for the logotype are:

- Pantone® 201 C red for the name Ultimate and the three square corners
- Pantone® Cool Gray 5C for the baseline Hospitality
- Pantone® 116 C yellow for the top corner of the square

Depending on the type of application, the logotype can be used:

- In Pantone® or in quadrichrome, for printing purposes
- In RGB, for on-screen purposes

			
	PANTONE® COLORS		
	201 C	Cool Gray 5 C	116 C
	FOUR-COLOR PROCESS COLORS		
	C : 000 M : 100 Y : 063 K : 029	C : 000 M : 000 Y : 000 K : 029	C : 000 M : 016 Y : 100 K : 000
	SCREEN COLORS		
	R : 177 G : 000 B : 053	R : 200 G : 201 B : 202	R : 255 G : 211 B : 000

Ultimate Parking Logotype

Various Backgrounds

Some examples of applications are shown below:

- On black and white backgrounds: color logotype
- On dark to mid-range backgrounds: white monochrome logotype
- On light background: black monochrome logotype

It is always essential to ensure that the logotype is as legible as possible.

Note: the Ultimate Parking full color logotype should be used whenever possible.



Family Of Companies Logotype



Family Of Companies

Family Of Companies Logotype

Design

The Family Of Companies logotype gathers the three company logotypes:

- LAZ Parking
- Sunset Parking Service
- Ultimate Parking (only the U-square symbol is used).

The logotype is declined in two variations:

- With the baseline “Family Of Companies”
- Without the baseline “Family Of Companies”



Family Of Companies

Ultimate Parking Logotype

Various Backgrounds

Some examples of applications are shown below:

- On black, blue and white backgrounds: color logotype
- On dark to mid-range backgrounds: white monochrome logotype
- On light background: black monochrome logotype

It is always essential to ensure that the logotype is as legible as possible.

Note: the Family of Companies full color logotype should be used whenever possible.








LAZ Parking Internal Logotypes

LAZ Parking Internal Logotypes

LAZ Charitable Foundation logotype

- The color references for the logotype are:
- Pantone® 201 C red for the name LAZ and the baseline “Charitable Foundation”
 - Pantone® 287 C blue for the Heart
 - Pantone® Cool Gray 5C for the swoosh

			
	PANTONE® COLORS		
	201 C	Cool Gray 5 C	287 C
FOUR-COLOR PROCESS COLORS			
	C : 000 M : 100 Y : 063 K : 029	C : 000 M : 000 Y : 000 K : 029	C : 100 M : 068 Y : 000 K : 012
SCREEN COLORS			
	R : 177 G : 000 B : 053	R : 200 G : 201 B : 202	R : 000 G : 076 B : 147







LAZ Parking Internal Logotypes

LAZ Innovation Awards logotype

The color references for the logotype are:

- Pantone® 201 C red for the name LAZ and the middle arrow
- Pantone® 287 C blue for the name “Innovation Awards” and the rounded-corner square
- Pantone® Cool Gray 5C for the swoosh

			
PANTONE® COLORS			
201 C	Cool Gray 5 C	287 C	
FOUR-COLOR PROCESS COLORS			
C : 000 M : 100 Y : 063 K : 029	C : 000 M : 000 Y : 000 K : 029	C : 100 M : 068 Y : 000 K : 012	
SCREEN COLORS			
R : 177 G : 000 B : 053	R : 200 G : 201 B : 202	R : 000 G : 076 B : 147	

LAZ Parking Internal Logotypes

LAZ “30 Years” logotype



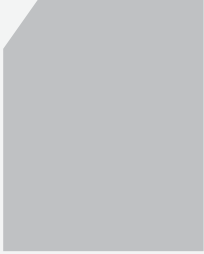

ON WHITE BACKGROUND


The color references for the logotype are:

- Pantone® 201 C red for the tagline “Of Parking Cars”
- Pantone® 287 C blue for the 30-disc and “Years”

ON LAZ-BLUE BACKGROUND

- Pantone® Cool Gray 5C for the tagline “Of Parking Cars”

			
PANTONE® COLORS			
201 C	Cool Gray 5 C	287 C	
FOUR-COLOR PROCESS COLORS			
C : 000 M : 100 Y : 063 K : 029	C : 000 M : 000 Y : 000 K : 029	C : 100 M : 068 Y : 000 K : 012	
SCREEN COLORS			
R : 177 G : 000 B : 053	R : 200 G : 201 B : 202	R : 000 G : 076 B : 147	



LAZ Parking Typeface

LAZ Parking Typeface

Trebuchet typeface

LAZ Parking uses the TREBUCHET typeface.
This typeface must be used for all publishing formats.

TREBUCHET is available in four different weights: Regular, Italic, Bold & Bold Italic.
ARIAL is to be used for office software that does not allow use of the TREBUCHET typeface.

TREBUCHET Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

TREBUCHET Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

TREBUCHET Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

TREBUCHET Bold Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

LAZ Parking Typeface

Letter Case

The following letter case must be respected for all publishing formats:

- The name LAZ is upper case.
- Only the first letter P of the name Parking is upper case, other letters are lower case.

LAZ Parking



DONT'S



Laz Parking
Laz parking
LAZ parking
laz Parking

laz parking
laz PARKING
LAZ PARKING
Laz PARKING

LAZ Parking Online Portal

**Use and download of Logotypes/
Brand Identity Material**

LAZ Parking Online Portal

Download

The brand identity material is downloadable on the LAZ Parking Portal:

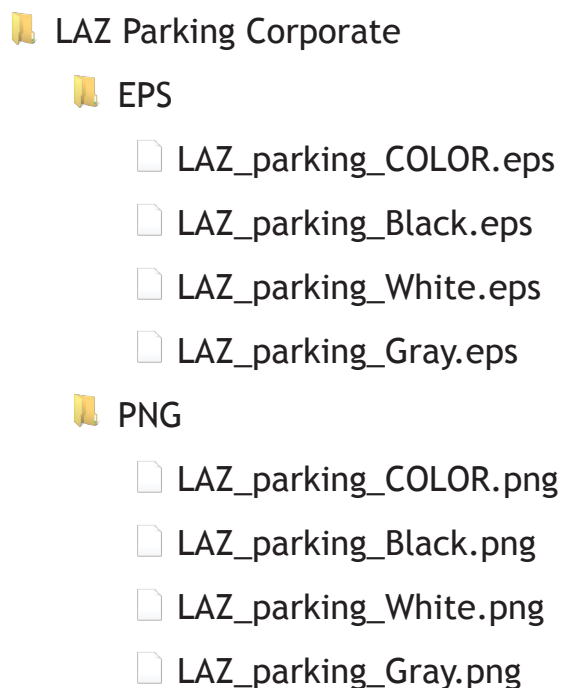
www.lazportal.com

Note: Personal Username and password are required to access the portal.

Use of the logotype files

The logotypes are available in two different file formats:

- In .png format (image format, similar to .jpeg), for electronic use in Windows and PC based documents (presentation/memo/proposals etc.).
- In .eps format (vector format), for print purposes (uniform vendors / printers, etc.).



Example: LAZ Parking Corporate folder organization

LAZ Parking Online Portal

LAZ Portal Structure

[LAZ Parking Portal](#)

- 📁 Marketing
 - 📁 Marketing Resources
 - 📁 Logo and Brand Identity
 - 📁 LAZ Parking Corporate
 - 📁 LAZ Parking Shareholding Partner
 - 📁 VINCI Park Corporate Logotype
 - 📁 LAZ Parking Division/ SILO Logotypes
 - 📁 LAZ Medical Logotype
 - 📁 LAZ Ultimate Hospitality
 - 📁 LAZ Fly Logotype
 - 📁 LAZ Parking Companies Logotypes
 - 📁 Sunset Parking Service
 - 📁 Ultimate Parking
 - 📁 Family Of Companies
 - 📁 LAZ Parking Internal Logotypes
 - 📁 LAZ Parking Charitable Foundation
 - 📁 LAZ Parking Innovation Awards
 - 📁 LAZ Parking 30 Years



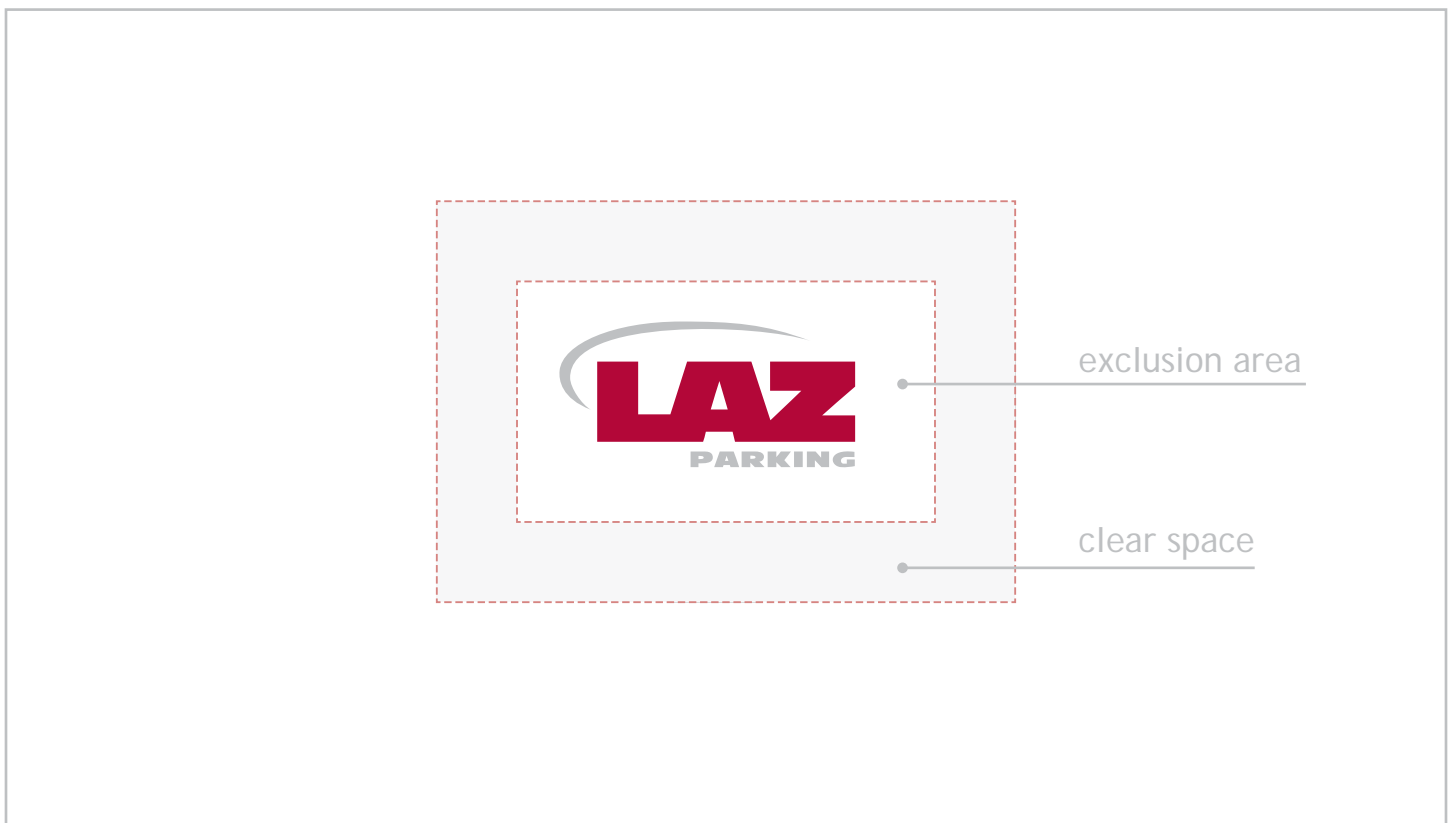
Appendix - Clear Space & Exclusion Area Examples

Exclusion Area:

NO graphical or textual elements may encroach this area whether they are LAZ-related or external elements.

Clear Space:

- ONLY LAZ-related elements (logotypes, baselines...) are allowed to encroach this space.
- Any external element is forbidden.



Appendix - Clear Space & Exclusion Area Examples



Alliant

LAZ
PARKING

PARKING
SUNSET
SERVICE

External element (not LAZ-related)
CAN'T encroach any of both areas

LAZ-related element
- can't encroach Exclusion Area
- allowed in Clear Space

Appendix - Clear Space & Exclusion Area Examples

