

# Lafayette Bicentennial | LOGO USAGE

The Lafayette Bicentennial logos are for you to proudly utilize to celebrate the 200th birthday of the City of Lafayette in 2025. If you have questions about the usage of the logos please contact David Huhnke | [dhuhnke@lafayette.in.gov](mailto:dhuhnke@lafayette.in.gov)

## PRIMARY LOGOS | PREFERRED

### 4 process color; light backgrounds

This is the primary logo and should be considered first when applying to layouts. Logo may be used with or without line and years. Do not place logo on a busy background. Leave clear space all around the logo for easy recognizability.



## PRIMARY REVERSED LOGOS

### 4 process color; dark backgrounds

This is the primary logo and should be considered first when applying to layouts with dark backgrounds. Logo may be used with or without line and years. Do not place logo on a busy background. Leave clear space all around the logo for easy recognizability.



## PRIMARY 1 COLOR & 1 COLOR REVERSED LOGOS

### 1 color; light backgrounds & dark backgrounds

This is the primary logo and should be considered when applying to layouts that are not 4 color process. Logo may be used with or without line and years. Do not place logo on a busy background. Leave clear space all around the logo for easy recognizability.



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## HORIZONTAL LOGOS

### 4 process color; light backgrounds

This is the horizontal logo and should be considered only when the primary logo will not work in a layout. Do not place logo on a busy background. Leave clear space all around the logo for easy recognizability.



## HORIZONTAL REVERSED LOGOS

### 4 process color; dark backgrounds

This is the horizontal reversed logo and should be considered only when the primary logo will not work in a layout. Do not place logo on a busy background. Leave clear space all around the logo for easy recognizability.



## HORIZONTAL 1 COLOR & 1 COLOR REVERSED LOGOS

### 1 color; light dark backgrounds & dark backgrounds

This is the horizontal logo and should be considered only when the primary logo will not work in a layout and when applying to layouts that are not 4 color process. Do not place logo on a busy background. Leave clear space all around the logo for easy recognizability. .



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## LAFAYETTE BICENTENNIAL COLORS

200 red: 19C 80M 79Y 7K

200 blue: 82C 42M 24Y 2K

200 yellow: 13C 33M 95Y 0K

200 purple: 31C 31M 0Y 20K

200 green: 63C 30M 58Y 6K

## LAFAYETTE BICENTENNIAL FONTS

Grad Regular

Acumin Pro Medium

American Typewriter Regular