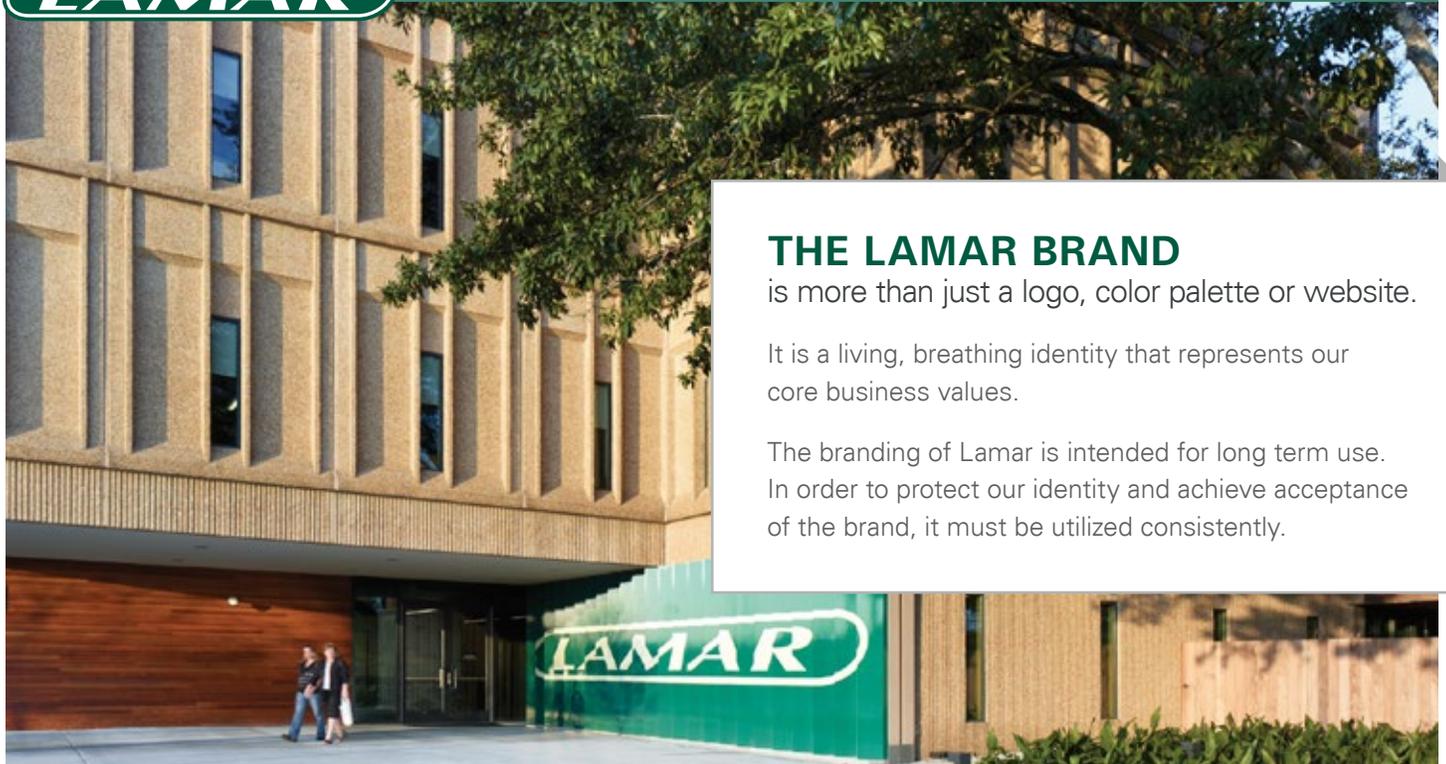


OUR OUTLOOK

LAMAR BRANDING GUIDELINES

LAMAR



THE LAMAR BRAND

is more than just a logo, color palette or website.

It is a living, breathing identity that represents our core business values.

The branding of Lamar is intended for long term use. In order to protect our identity and achieve acceptance of the brand, it must be utilized consistently.

OUR VALUES

WHAT WE STAND FOR

Our core values are the foundation of our company culture.

Safety First

Our largest audience is the driving public, and we understand that people see Out-of-Home ads while driving at high speeds. **Safety is our top priority.** We are firmly committed to the safety of the general public and would never do anything to distract drivers. In addition to following external laws and regulations, we adhere to the OAAA Code of Industry Principles. We also create and maintain safe working environments for all of our employees, whether they're working in an office or installing billboards on the interstate.

Serving Our Customers

We are dedicated to building **strong relationships**, providing **excellent customer service** and delivering **value to our customers**. We are always looking for innovative new ways to support our customers and to become an even more valued media partner.

Delivering Value While Maintaining Our Principles

As a publicly traded company since 1996, we're committed to delivering **consistent and significant** returns to our shareholders. That said, we also seek to preserve the same family values upon which our business was built in 1902.

Community Support

Our goal is to leave every place that we are privileged to operate in better than the way we found it.

We operate in hundreds of communities across the United States, Canada and Puerto Rico. We are responsible corporate citizens in the communities that we serve. We support nonprofit organizations by donating available advertising space for public service announcements. We also utilize our extensive Digital Display network to broadcast Amber, FBI, FEMA, Crime Stoppers and other emergency alerts on a local, state or national level.

Honesty & Integrity

We live by the **Golden Rule**, and we operate with honesty and integrity in every aspect of our business. We are open with our employees, transparent with our customers and loyal to the communities in which we serve.

Continuous Improvement

We strive to be the best. And more importantly, we are always focused on how we get better.

OUR LOGO

Lamar's logo is one of the most essential assets in representing the company. The logo symbolizes the rich history and characteristics of the Lamar brand. More than a logo, it embodies Lamar's core values.



The Lamar logomark is comprised of a horizontal oblong shape encapsulating the custom Lamar logotype.

The current logo is an updated version of the original Lamar logo, created over 100 years ago when our company was founded. The letters that spell out "LAMAR" were drawn by hand and do not come from a computer typeface.



REGISTRATION MARK

Lamar owns a federal registration mark for the Lamar logo depicted in the billboard placards.

The ® is **not required** to be used in conjunction with the logomark, but is recommended in certain cases.

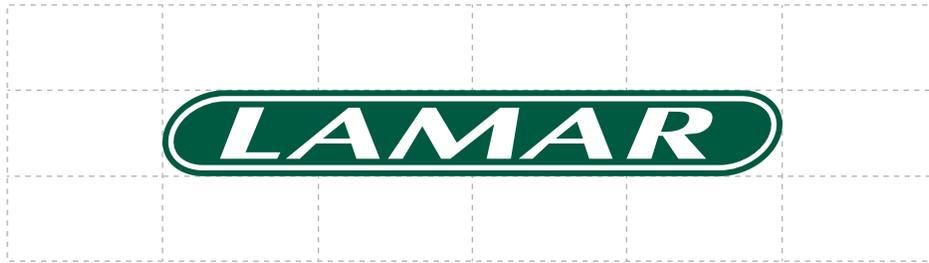
Showing the symbol with the first occurrence of the logo in a document will suffice.

Failure to place the ® symbol will not prevent Lamar from obtaining injunctive relief against trademark infringement.

OUR LOGO

The logo mark should not be recreated or manipulated.

The various elements that make up the logo must be used together as a complete logo mark, and should never be separated. In other words, don't abuse it.



Leave a comfortable amount of white space around the logo free of other graphic elements. This space should be equivalent to approximately 1/4 of the logo's width.

PLEASE DO NOT:

Distort the logo



Apply colors or themes to the logo



Use the "glossy" version of the logo



Use versions of the logo with unofficial or legacy taglines



OUR LOGO

STANDARD MARK | WITHOUT SECONDARY TAGLINE

The primary signature is a one color logomark in either Lamar green (PMS 343 CV), or 100%, 75%, and 50% tints of the black color swatch (PMS 426 C). The standard mark may also be reversed out in white over a colored background.



EXTENDED SIGNATURE | WITH SECONDARY TAGLINE

The Extended Signature combines the one-color logomark with the subtext “Advertising Company” centered below the logomark. This is the **ONLY** acceptable version of the logo featuring subtext. Our registered company name is Lamar Advertising Company (not Lamar Outdoor Advertising).



OUR LOGO

MARKET-SPECIFIC EXTENSION

The market-specific extension adds the office or market name to the right of the Lamar logo. The height of the office name is equal to the height of the logo's inner ring. This logo variation helps to distinguish an office's materials from those of another. Working examples of the market-specific logo can be seen on local lamar.com sites and in the header of some one-sheets and proposals.



| BATON ROUGE



| ALLENTOWN-LEHIGH VALLEY

The dividing line between the logo and office should be treated like the word "of", making the logo read "Lamar of ...". Therefore, do not add "of ..." or "Lamar of ..." after the line.

Do not create a market-specific logo using the extended signature.

| ~~LAMAR OF BATON ROUGE~~| ~~EVANSVILLE~~

DEPARTMENT & PROGRAM EXTENSION

The department extension creates specific logos for the various divisions of Lamar.

As in the market-specific extension, the height of the office name is equal to the height of the logo's inner ring.



| DIGITAL OUT-OF-HOME



| TRANSIT ADVERTISING



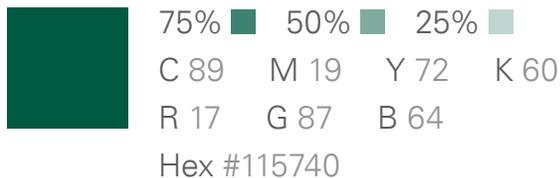
| CORPORATE

OUR COLORS

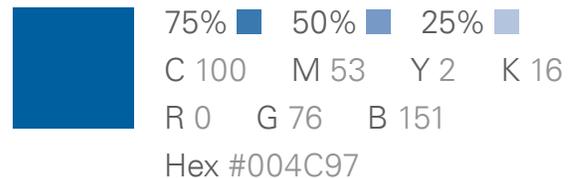
Besides the Lamar logomark, our colors are our most recognizable branding asset. They convey our personality and add life to our collateral and online endeavors.

Our main color is Lamar green, PMS 343 C. Accent colors are used to emphasize and enliven printed materials and online designs. Accent colors exist to complement our main color palette for variety. These colors add depth and dimension to the brand.

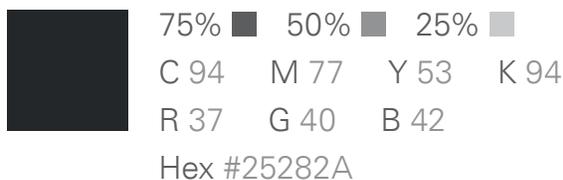
LAMAR GREEN | PMS 343 C



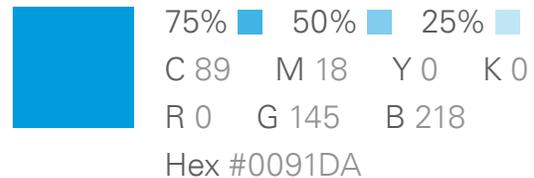
ACCENT BLUE | PMS 2945 C



BLACK | PMS 426 C



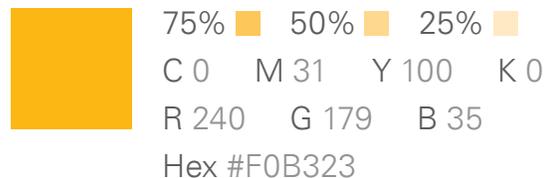
ACCENT BLUE | PMS 2192 C



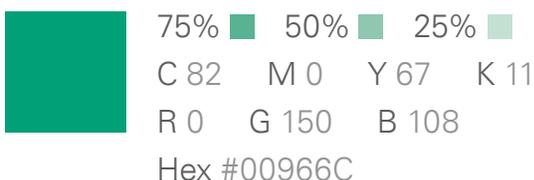
ACCENT GREEN | PMS 376 C



ACCENT YELLOW | PMS 7409 C



ACCENT GREEN | PMS 7724 C



OUR FONTS

Univers is the font family used for Lamar branded designs.
This typeface has several weights that work well for all applications.

UNIVERS 45 LIGHT | REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

UNIVERS 45 LIGHT | BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

UNIVERS 47 | CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

UNIVERS 57 | CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OUR SECONDARY FONTS

In special cases, we use secondary typefaces within our branding guidelines. These typefaces, Söhne and Jubilat, are limited and used only for distinct purposes and recipients. Here are some weight examples.

SÖHNE | BUCH (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SÖHNE | HALBFETT (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

JUBILAT | REGULAR

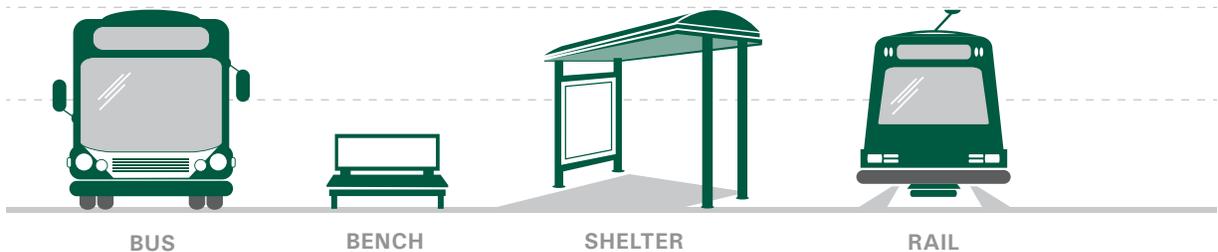
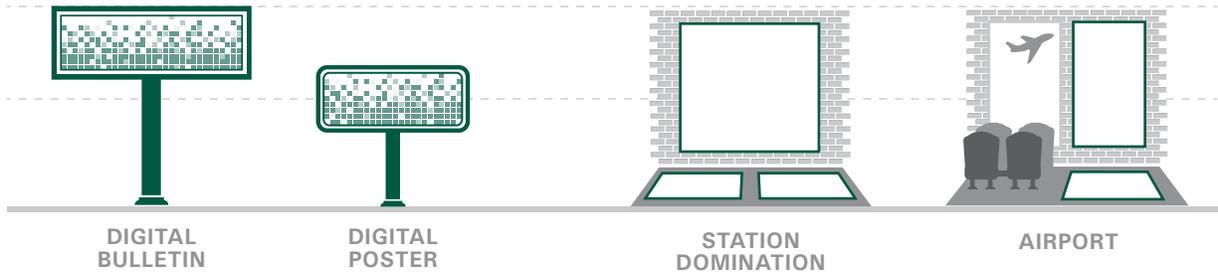
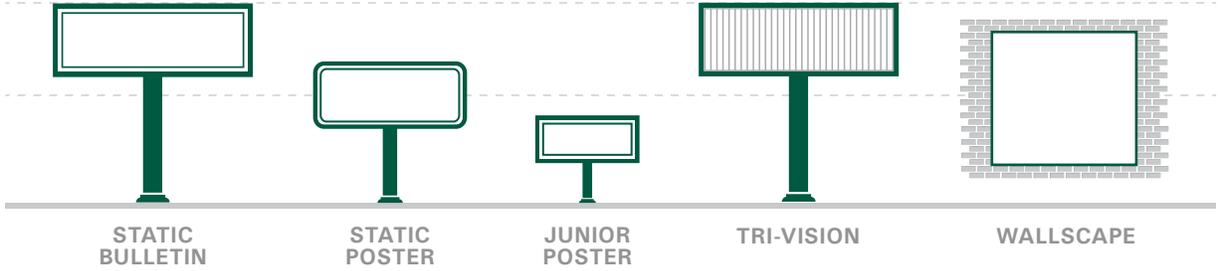
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

JUBILAT | BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OUR PRODUCT ICONS

This set of simplified icons was developed to represent each of our main products.



OUR IMAGERY

Lamar uses specific treatments on imagery to express our tone and personality. Using a semi-transparent overlay of Lamar green gives our collateral a distinct appearance. This look is generally achieved with a 80% Color Lamar Green overlay or a 75% Multiply Lamar Green overlay.

80% COLOR TRANSPARENCY
OF LAMAR GREEN (PMS 343
C) LAYERED OVER A BLACK &
WHITE PHOTOGRAPH



75% MULTIPLY TRANSPARENCY OF
LAMAR GREEN (PMS 343 C) LAYERED
OVER A BLACK & WHITE PHOTOGRAPH

Lamar branding elements and this document are available for download in the Support: Downloads section of lamar.com.

Please direct any questions or comments regarding Lamar Advertising Company branding to our **Marketing Design Team**.

mktdesign@lamar.com