



**Leave every place
better than you found it.**

What We Stand For

Our core values are the foundation of our company culture.

Committed to Safety

Our largest audience is the driving public, and we understand that people see out of home ads sometimes driving at high speeds. Safety is our top priority. We are firmly committed to the safety of the general public. 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 a more valuable media partner.

Delivering Shareholder Value with Principles

As a publicly traded company since 1996, we are committed to delivering attractive returns to our shareholders. We also seek to preserve the same family values upon which we have built the business since 1902.

Community Support

Our goal is to leave every place where we are privileged to operate better than we found it. We operate in hundreds of communities across the United States and Canada. We are responsible corporate citizens in the communities we serve. We support nonprofit organizations by donating 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 our communities.

Always Improving

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

**Treat others like
you want to be treated.**

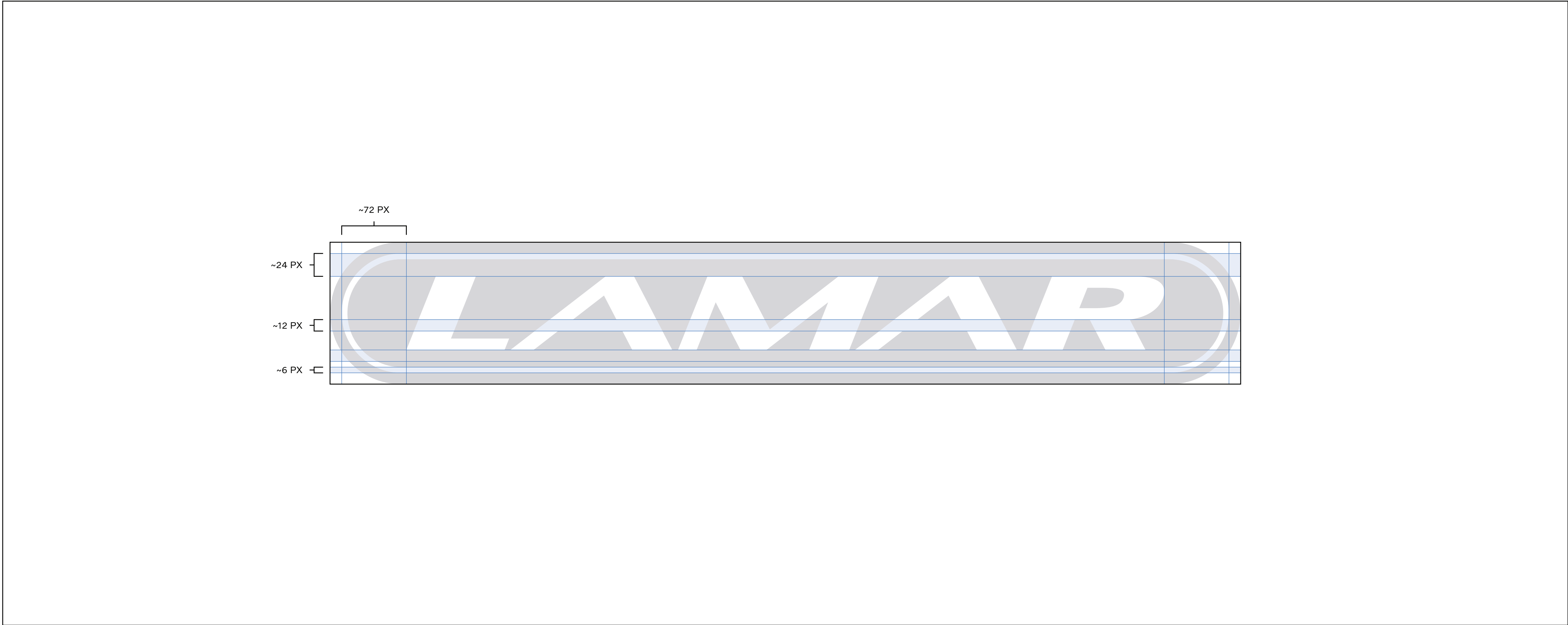
O1	Logos	1–11
O2	Typography	12-18
O3	Colors	19-20
O4	Patterns	21-24
O5	Additional Assets	25-32

Logos

01



Given the unique structure of our originally hand-drawn letterforms, we developed an underlying grid to optically balance and align this updated mark.



Leave a comfortable white space around the logo, free of other graphic elements.
This space should be equivalent to approximately 1/2 of the logo's height.





We use our Alternate Logomark in cases where the logo will be a smaller size, and the inner stroke needs greater visual emphasis and weight. If the displayed size is smaller than 1.5”, this version will work best.



Lamar owns a federal registration mark for the Lamar logo depicted in our billboard placards. The ® is not required to be used in conjunction with the logomark, but is recommended in certain cases.



Registration Mark ®
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.

This version of our logo combines the one-color *LAMAR* logomark with the subtext “Advertising Company” below or to the right of the mark. Our registered company name is Lamar Advertising Company (not Lamar Outdoor Advertising). Do not use this logo version for an application where the finished size will be less than 1.5” wide.



Our office-specific logo variation accomodates our network of offices across the US and Canada by customizing the logo with an office name. Select either a horizontal or vertical layout depending on how the logo is being used. In the horizontal layout, we include “of” so that the logo reads “Lamar of [Office Name]” from left to right.





Similarly to our office-specific logo, this version represents the various programs and divisions within Lamar. Select either a horizontal or vertical layout depending on how the logo is being used.



Use these visual do nots as a reference point for our primary mark and any other logo or asset associated with our brand.



Do not use the logo outline as a standalone element





Do not isolate the *LAMAR* letters without approval





Do not distort the logo





Avoid off-brand colors





Avoid gradient colors or patterns



Avoid poor contrast



Do not use retired logo versions



Do not use retired logo taglines



Do not use locally-created logos without approval



Typography

02

This is our primary typeface, Franklin Gothic, a sans-serif typeface designed by American type designer Morris Fuller Benton in 1902 (the same year we founded). Franklin Gothic evokes an undertone of timelessness, the perfect choice to carry Lamar's message for decades to come.

Franklin Gothic

Download Franklin Gothic

Franklin Gothic Light
Franklin Gothic Regular
Franklin Gothic Medium
Franklin Gothic Bold

Franklin Gothic

AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe

Download Franklin Gothic Condensed

Franklin Gothic Condensed Book
Franklin Gothic Condensed Medium
Franklin Gothic Condensed Demi

Franklin Gothic Condensed

AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe

We opted to complete our type paring with Termina to counter Franklin's no-nonsense posture. Its condensed x-height and overall bubbly proportions make this the optimal choice to inject a much-needed sense of personality and loudness into our brand.

Termina

Download Termina

Termina Light
Termina Regular
Termina Medium
Termina Demi
Termina Bold
Termina Heavy

Termina

AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe
AaBbCcDdEe

Brand Guidelines

H1, Large Headline — Termina, Medium

132 pt / -2% kerning / 90% leading

It's good to see you. You belong here.

H2, Medium Headline — Franklin Gothic, Regular

86 pt / -2% kerning / 105% leading

Become a part of the landscape.
Let them fly over, we're here to stay.

H3, Subheadline — Franklin Gothic Condensed, Medium

46 pt / 0% kerning / 115% leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vel nisi felis. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Body Copy — Franklin Gothic, Regular

24 pt / 0% kerning / 160% leading

Apply Now

Apply Now

CTAs — Franklin Gothic, Medium

24 pt / 0% kerning / 140% leading

Colors

03

Lamar’s primary colors are Lamar Green, a lighter Cypress green, along with white and black. A selection of secondary and tertiary colors inspired by the outdoors is available to enhance Lamar-branded items. To maintain brand recognition, accent colors should be used in conjunction with the primary colors.

Primary Colors

PANTONE® 343 C
Lamar Green

#115740
R 17 G 87 B 64
CMYK (89, 19, 72, 60)

PANTONE® 7723 C
Cypress

#4E9C79
R 78 G 156 B 121
CMYK (69, 0, 54, 7)

PANTONE® N/A
White

#FFFFFF
R 255 G 255 B 255
CMYK (0, 0, 0, 0)

PANTONE® Black 6 C
Black

#000000
R 0 G 0 B 0
CMYK (0, 0, 0, 100)

Secondary Colors

PANTONE® 290 C
Sky

#BCE3F9
R 188 G 227 B 248
CMYK (23, 0, 1, 0)

PANTONE® 296 C
Midnight

#141F33
R 20 G 31 B 51
CMYK (100, 73, 28, 86)

PANTONE® 7545 C
Asphalt

#404856
R 64 G 72 B 86
CMYK (58, 32, 18, 54)

PANTONE® N/A
Canvas

#F7F5F2
R 247 G 245 B 242
CMYK (3, 3, 6, 7)

PANTONE® 135 C
Marigold

#FFCA63
R 255 G 202 B 99
CMYK (0, 21, 76, 0)

Tertiary Colors

PANTONE® 279 C
Cobalt

#2F96F4
R 47 G 150 B 244
CMYK (68, 34, 0, 0)

PANTONE® 804 C
Safety

#FF9852
R 255 G 152 B 82
CMYK (0, 40, 68, 0)

PANTONE® 1797 C
Berry

#D92632
R 217 G 28 B 50
CMYK (2, 97, 85, 7)

Tertiary colors are intended for stand-alone applications like promotional items and for web accessibility purposes. These colors should be used sparingly when combined with primary and secondary colors.

Lamar

Colors

20

Patterns

O4

This pattern of stylized topography represents our ability to advertise everywhere.
Use the following examples as a reference for applications.



Base  Stroke  Opacity - 20% Overlay



Base  Stroke  Opacity - 10% Overlay

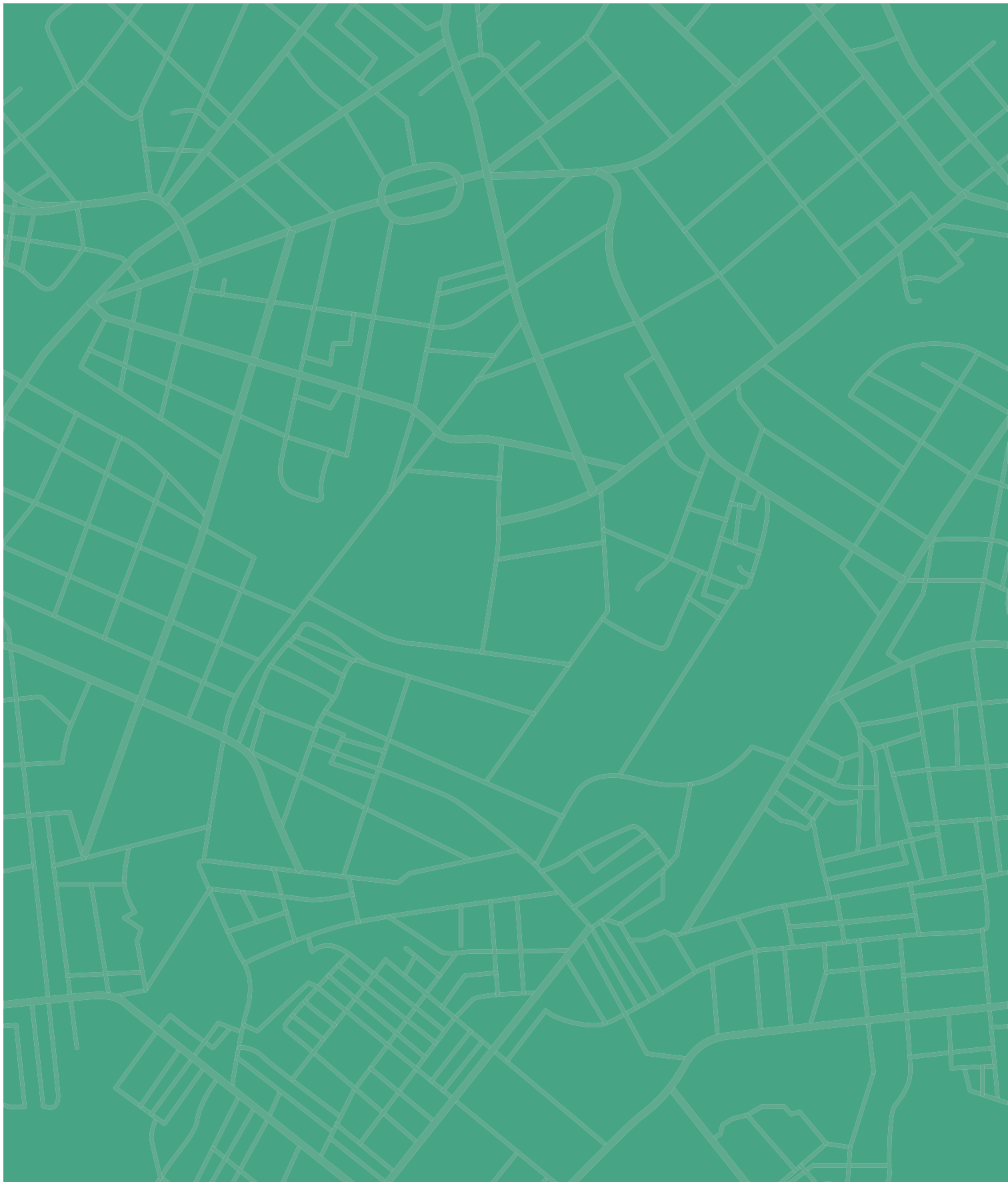


Base  Stroke  Opacity - 5% Normal

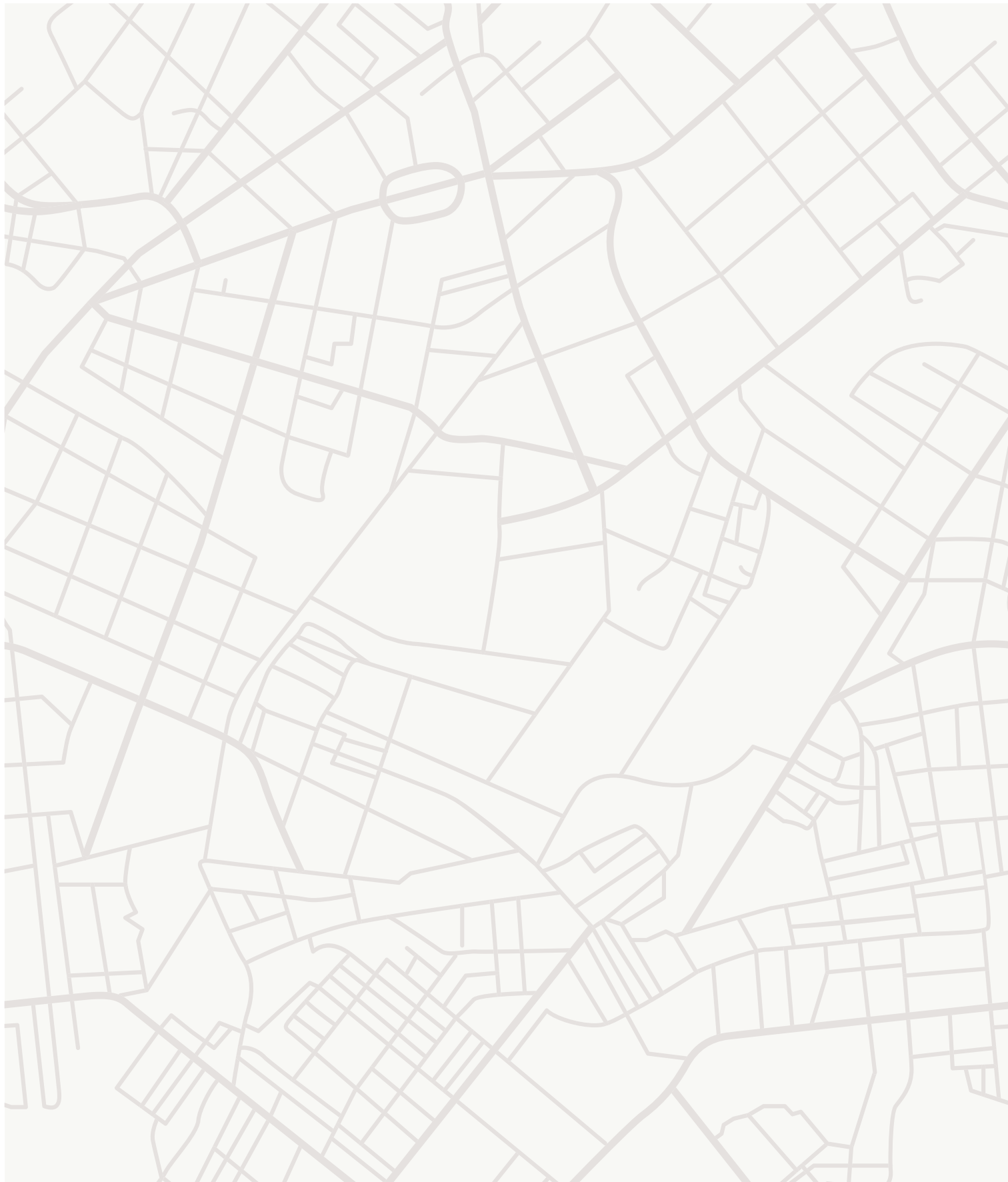
We utilize market map line drawings as background patterns - of specific cities where we operate, and of general “anywhere USA” maps. Use the following examples as a reference for applications.



Base  Stroke  Opacity – 20% Normal



Base  Stroke  Opacity – 10% Normal



Base  Stroke  Opacity – 10% Normal

The tree ring pattern represents our history and tradition as a well-established company.
Use the following examples as a reference for applications.



Base  Fill  Opacity - 10% Overlay



Base  Fill  Opacity - 10% Overlay



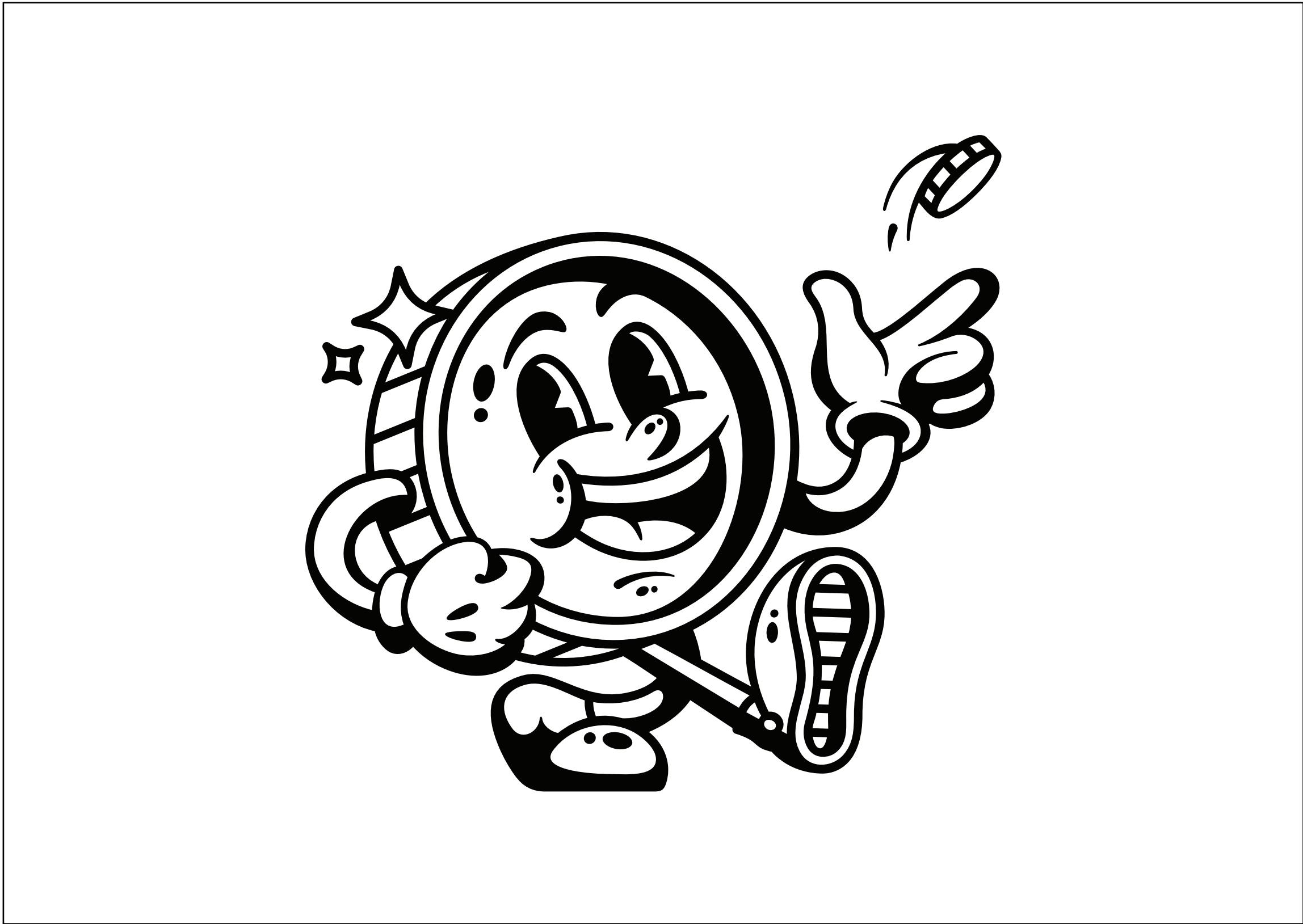
Base  Fill  Opacity - 5% Multiply

Additional Assets

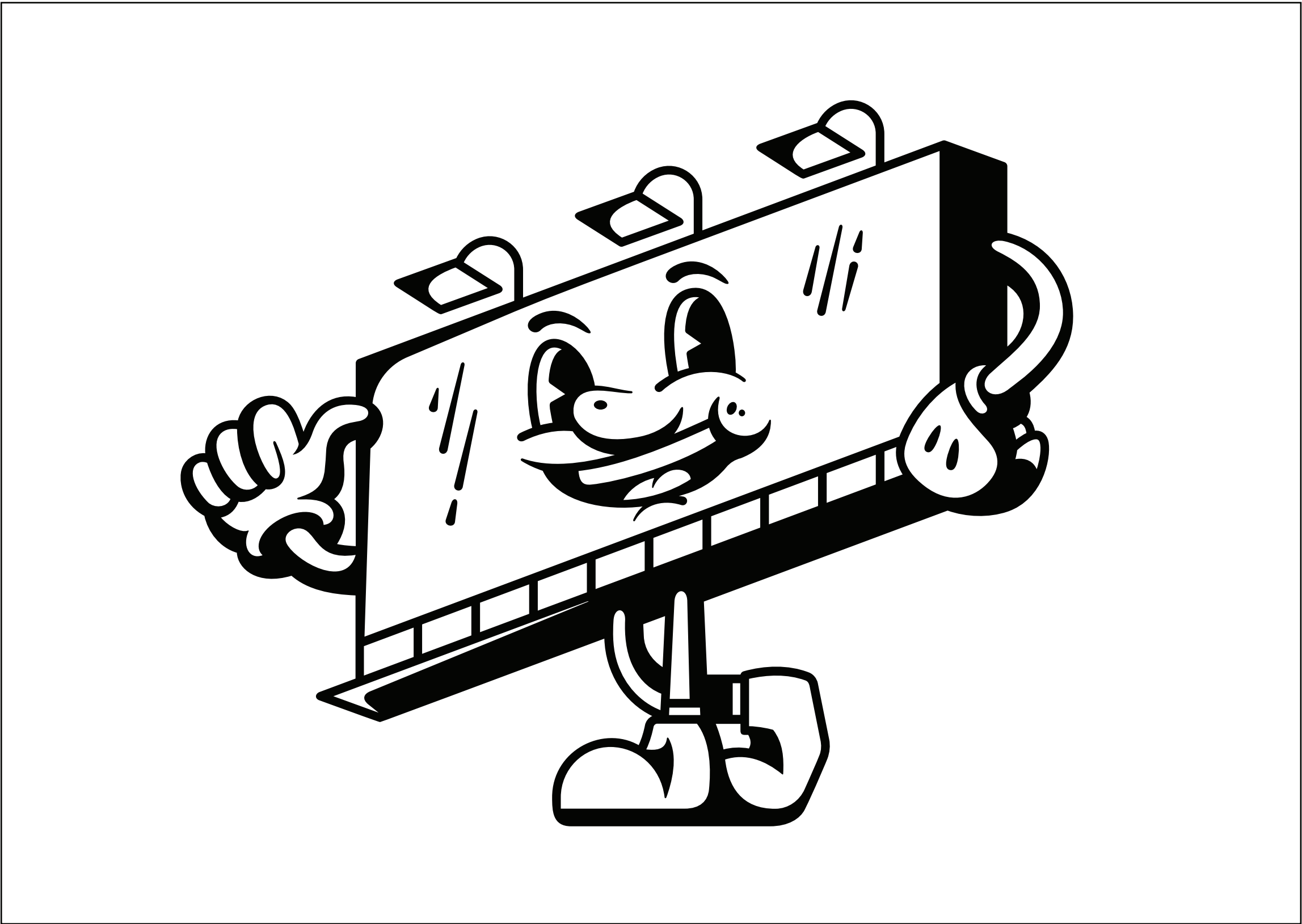
05

Our mascots, Lenny and Billy, are designed to give our visual applications more personality and approachability. They appear selectively when needed.





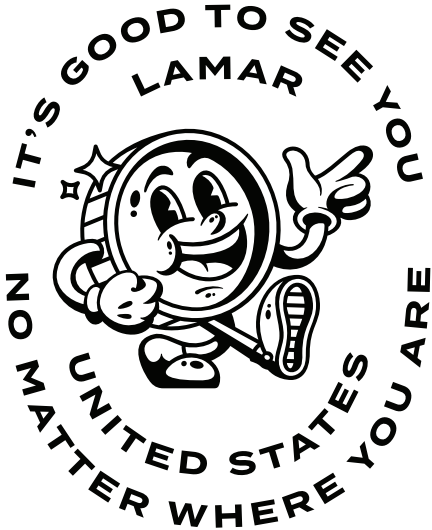




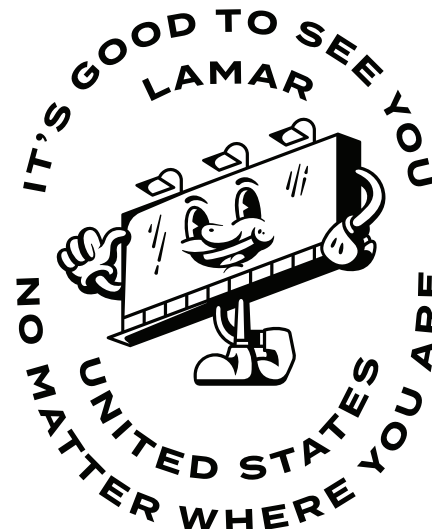
Lenny the Penny



Billy the Billboard



A selection of badges is available to bring some additional flair to branded applications by presenting elements of our logo and typefaces in different ways. These assets are reserved for use by Lamar’s internal design departments and graphic artists. To request use for your project, contact the Marketing Design Team (mktdesign@lamar.com).

The Lamar Heritage Script is a decorative branding element in a vintage style. It is a nod to our long company history. It is not intended to replace the primary Lamar logo mark, and is best used in environments where the viewers are very familiar with our brand.

Heritage Script



Heritage Script — Inverse



Heritage Crest



Heritage Crest — Inverse

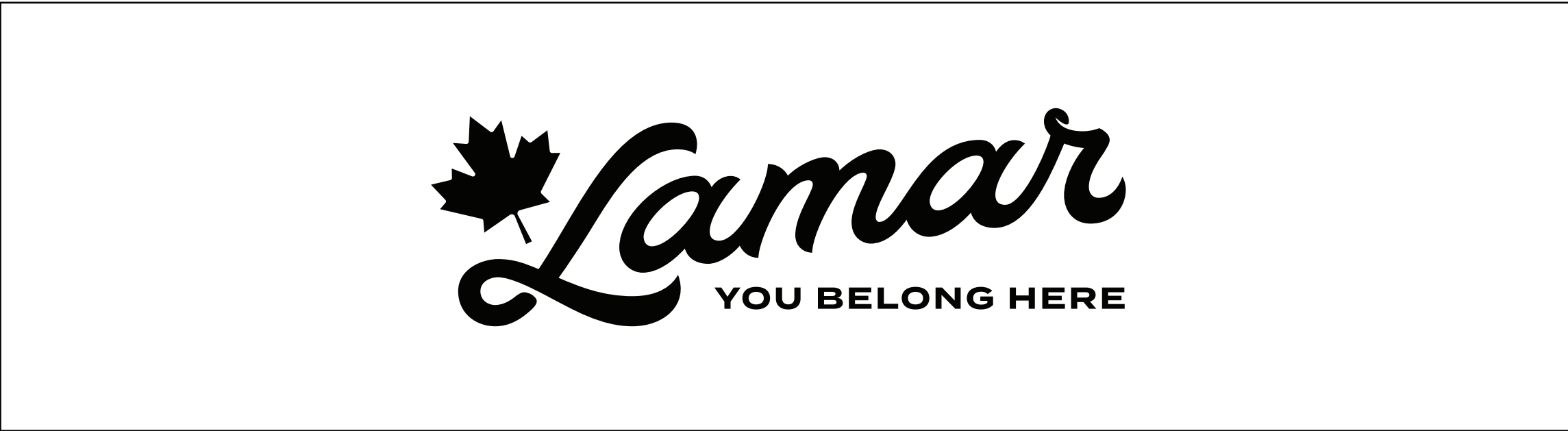


We are proud to operate in both Canada and the United States. Country-Specific Heritage Marks are available for offices who want to show their pride on apparel and other specialty applications.

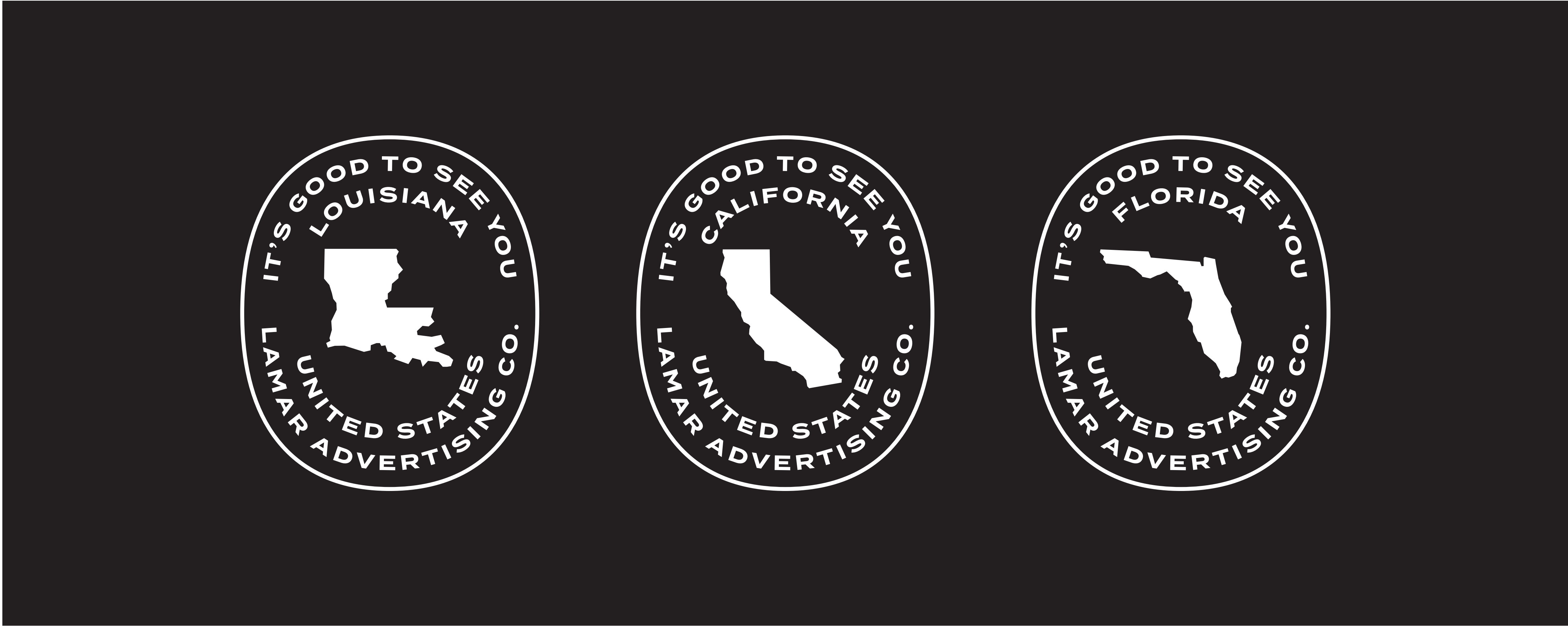
United States



Canada



We designed our state badges to bring a sense of pride no matter where you are.
Customized state badges will be available from the Marketing Department.



City badges represent the many communities that Lamar is privileged to operate in. “It’s good to see you, no matter where you are” -- from Salem, Oregon to Providence, Rhode Island -- and everywhere in between. Customized city badges will be available from the Marketing Department.



You belong here.

Lamar logos are available for download and usage according to these guidelines.

[Click Here to Download Lamar Logos](#)

If you have questions about Lamar's branding or you would like to request usage of restricted assets or brand elements, please contact the Lamar Marketing Design Team at mktdesign@lamar.com.
