

LDBK

**BRAND
GUIDELINES**

PURPOSE

The LBK Brand is a community initiative to promote a common values and advocacy for the city of Lubbock. Its purpose is to connect our citizens, visitors and neighbors with local businesses and organizations in an effort to define the character of our city and drive our community forward.

The Brand is dedicated to showcasing the diversity of our community while encouraging an “it takes us all” mentality. Through a unified program, each effort to include the Made in LBK or LBK Brand strives to feature the quality of Lubbock-based products and services to all.

BRAND IDEA

Lubbock is a place for social, economic, educational and cultural groundbreakers.

BRAND STORY

In Lubbock, we are groundbreakers. Lubbock was once a small trading town, but that was a long time ago, back when the buffalo roamed. A lot's changed since then. It had to.

You see, our location meant we couldn't just copy other places. It wasn't going to work that way on the South Plains of West Texas. We had to develop our own way of being. And so the ones who made it in Lubbock's early days were the ones who challenged the status quo and created their own opportunities.

That spirit lives on. We don't do things the way they've always been done. Just because they've always been done that way. If we did, the world wouldn't have Buddy Holly, NASA scientists, or weatherproof cotton, to name a few.

We've never been people that play it safe. Why would we start now? They say that fortune favors the bold. We say fortune favors Lubbock. It's in our blood to build new ways forward. Let's celebrate that and see it in each other so the world does too.

BRAND PRINCIPLES

› GRIT // Spirit of determination; Firmness of character; Unbeatable spirit; Resilience

A West Texan's grit is a dynamic combination of hard work, resilience, and determination which together empower our citizens to progress. Grit is driven from one's conviction and persistence to keep pursuing against all odds.

› INGENUITY // Visionary; Forward-thinking; Innovative; Creative

Founded on the pioneering spirit of our city's settlers, Lubbock people prosper by conjuring a forward-thinking approach. Our community is an incubator for innovation as we continue to invest and support those with big ideas who are looking for groundbreaking ways to evolve.

› FEARLESSNESS // Courage; Opportunistic; Spirited; Adaptable

The impetus of a West Texan's fearless spirit is the original idea to settle a land unknown, to start a life and pursue their passion. Our people foster the confidence and spirit to step into uncharted territory to stake their claim and create the life they envision.

› IT TAKES US ALL // Oneness; Motivated by similar ideals and values; Working toward a common goal

Lubbock's diverse population is motivated by the unifying commitment to our West Texas values that fosters a spirit of collaboration. Support of and from our community is a key component which defines the character of our citizens and drives our city forward.

LOGO USAGE

The LBK Brand is created to be used by businesses, community groups, and nonprofits connecting citizens and businesses with the community. The logo can be used in conjunction with business logos. The community will be provided a black and white version of the logo for general use.

› **COLOR OPTIONS** // For color codes, businesses have the option of using its respective color for promotional materials or advertising placements. For community events or national holidays, a common logo may be provided by Market Lubbock, Inc. for use (i.e. Breast Cancer Awareness Month, Pride Month).

› **ASSET BANK** // To download the LBK logo, please visit **MARKETLUBBOCK.ORG** and complete the signed waiver for appropriate usage.

› **APPROVED TAGLINES** // Businesses and organizations have the ability to join the LBK Brand with taglines mentioned below along with their business logo and tagline if they so choose. The LBK Brand will not be permitted to be used in proximity to obscene imagery and/or language. Examples of approved taglines include:

POWERED *by*
LBK

MADE *in the*
LBK

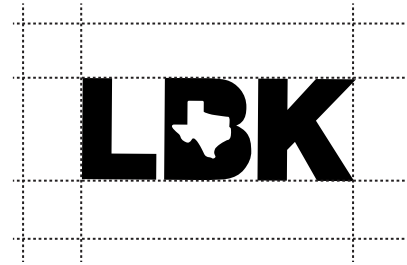
CLEARANCE & SIZING

- › **SIZING** // To provide the best legibility, the logo shall be no smaller than a proportional width of 1 inch.
- › **SPACING** // While the Brand may be used in conjunction with another logo, always give the logo white space. It is important to leave enough room for the logo to stand out visually.

MAIN LOGO



(Not actual size, for reference only.)



LOGO WITH TAGLINES



UNAUTHORIZED USAGE

Do not stretch, compress, rotate or distort the logo in any way, do not use other fonts for the taglines, do not increase the size of the tagline so that it is wider than the logo, do not add your own tag to the main logo, do not remove any elements, do not resize or reposition elements, do not remove or replace the shape of Texas with any other shape, do not change the kerning, avoid placing over busy photos or backgrounds, do not use gradients. **The logo must always be kept true to its original design and must never be changed under any circumstances. If you have any questions regarding proper usage, please contact Market Lubbock, Inc.**



EXAMPLE OF USAGE



CONTACT

ASSET BANK

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QUESTIONS

For questions regarding the LBK brand, usage, and design elements
email **lbkbrand@marketlubbock.org**.