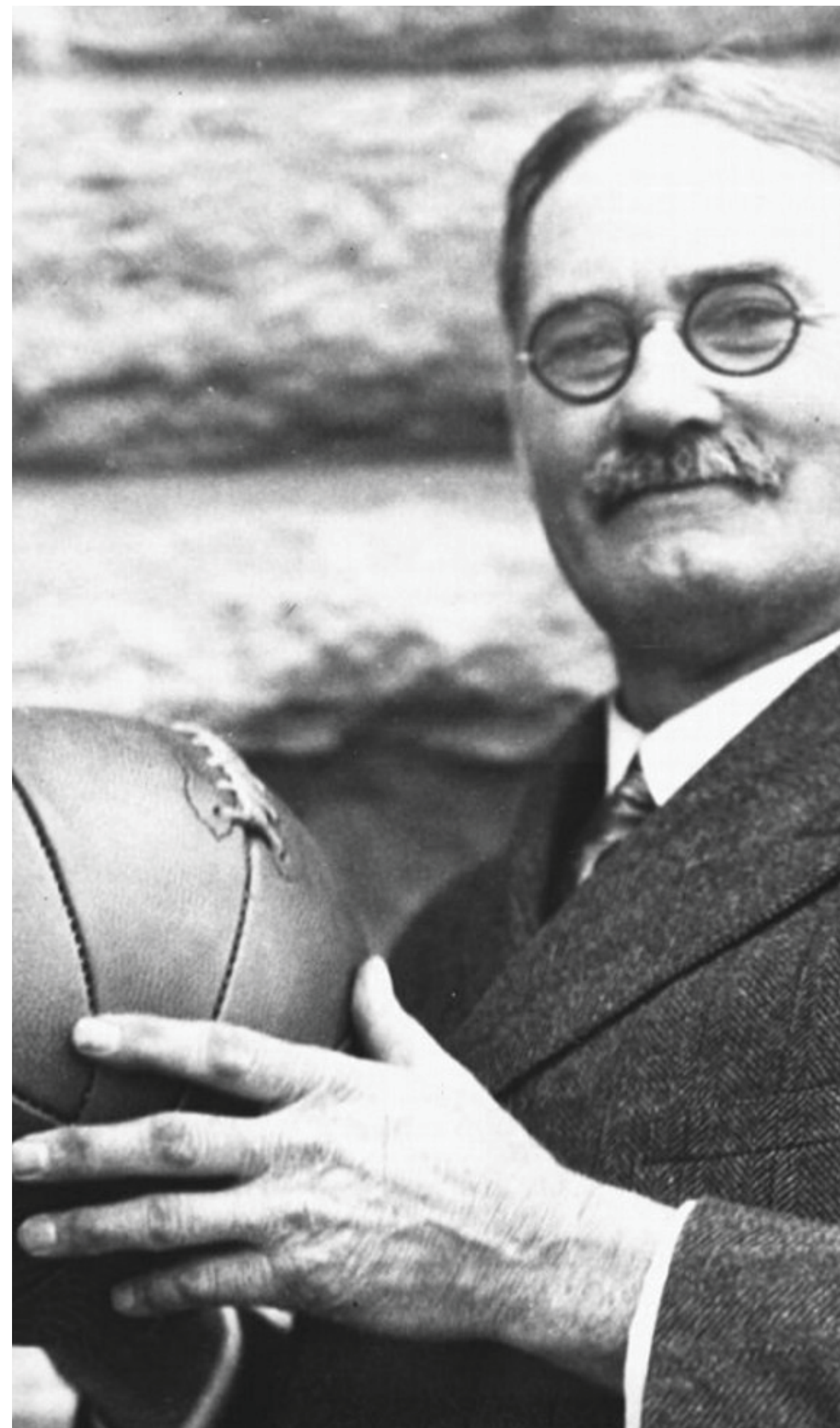




**NAISMITH  
HALL**





This logo is a nod to James Naismith – the founder of basketball. The icon is an abstracted basketball net. The curved type balances the modern icon and evokes a sense of movement. This logo option is steeped in Kansas University pride and history yet it is simple enough to stand on its own without knowing the story behind it.



**NAISMITH  
HALL**





# NAISMITH HALL





# NAISMITH HALL

LAWRENCE KANSAS



# NAISMITH HALL

LAWRENCE KANSAS



PRIMARY LOGO



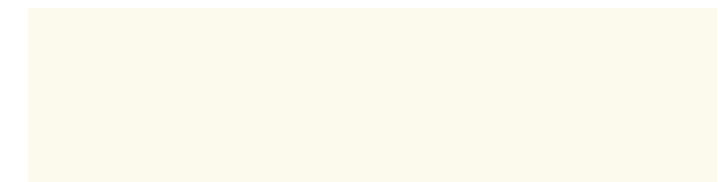
SECONDARY LOGO

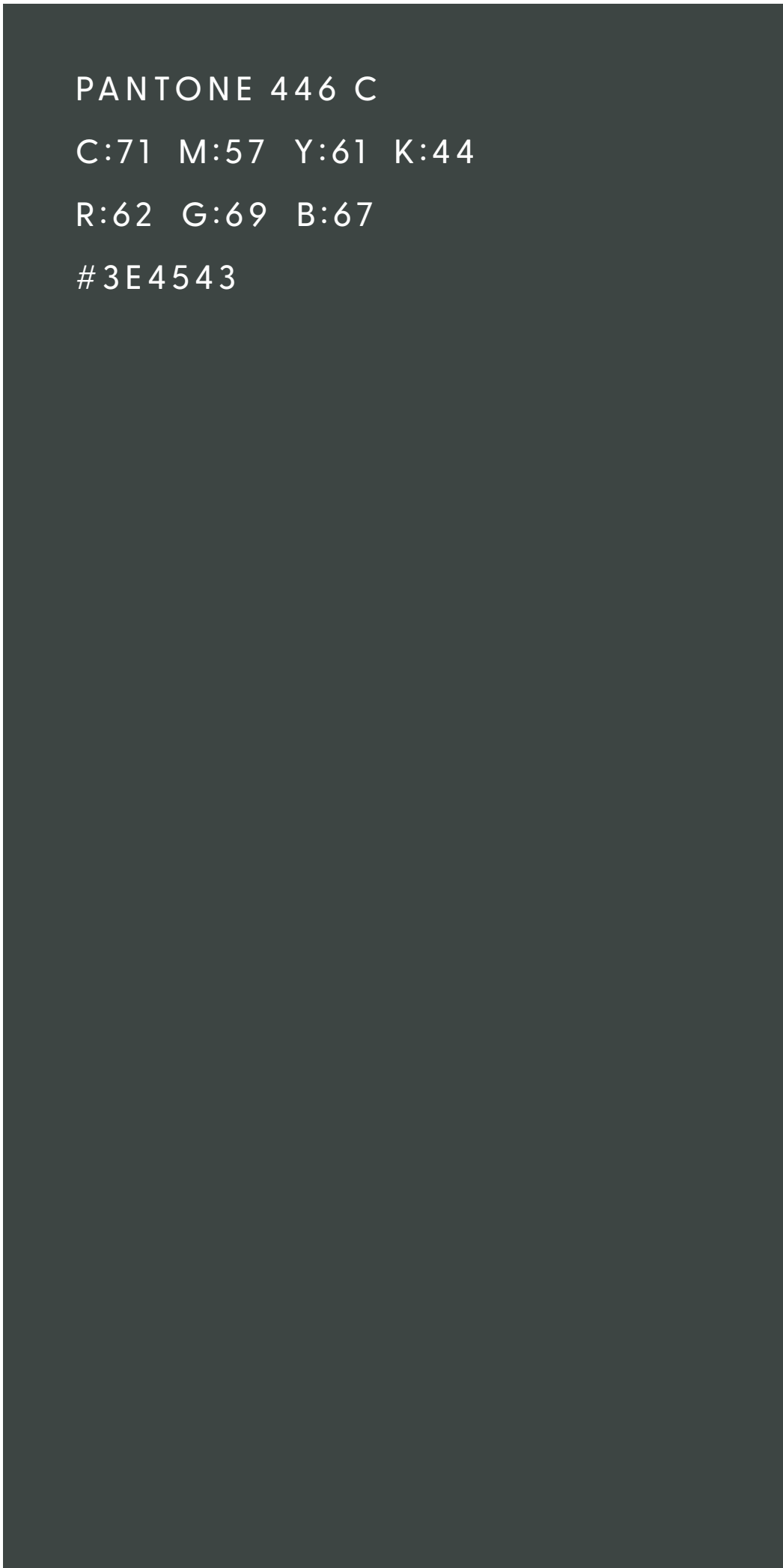


BRAND ICON



BRAND COLORS





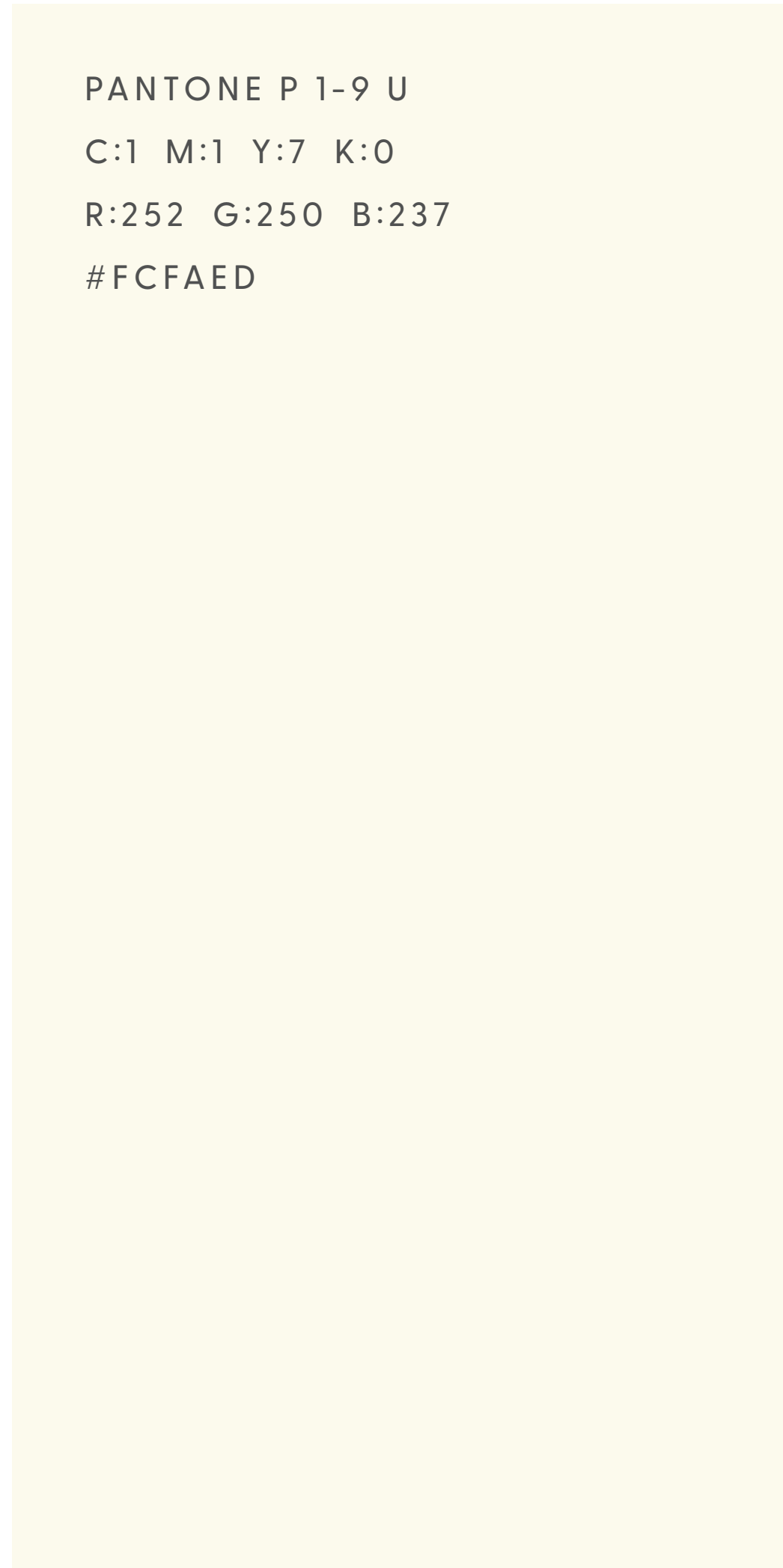
PANTONE 446 C  
C:71 M:57 Y:61 K:44  
R:62 G:69 B:67  
#3E4543



PANTONE 5523 C  
C:29 M:10 Y:16 K:0  
R:186 G:205 B:207  
#BACDCF



PANTONE 7577 C  
C:7 M:61 Y:87 K:0  
R:215 G:130 B:75  
#D7824B



PANTONE P 1-9 U  
C:1 M:1 Y:7 K:0  
R:252 G:250 B:237  
#FCFAED





**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

FUTURA PT DEMI

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

FUTURA PT LIGHT

