The Lion Head logo can be used in the color variations shown below.
SECONDARY IDENTITY

The logo can be used in the color variations shown below. Taglines can be added as needed.
SECONDARY IDENTITY

The shield logo can be used in the color variations shown below.
SECONDARY IDENTITY

The wordmark logo can be used in the color variations shown below. Fresno font is the official typography for Lakeland marks.
BRAND APPLICATION

Logo's may not be manipulated for any application. Examples below.

The Lion's eye color must remain white.

Do not rotate or add graphics to logos.

Do not stretch or distort a logo in any way.

Do not place any logo on distracting backgrounds.

Do not place on different color background.