



Vendor Advertising & Marketing Requirements:

Mexico's Visual Standards Guide Signage and Packaging Guidelines were developed to enforce the Lowe's Brand architecture in the store environment. Because these guidelines are developed and refined based on Consumer research as well as on historical data indicating best practices for Visual Merchandising in the Lowe's Mexico retail warehouse environment, compliance to the directives outlined in Mexico's Visual Standards Guide Signage Guidelines must be followed by all of Lowe's product vendors. To reference this information, please visit www.loweslink.com or contact Lowe's Marketing Department at MexicoMktg@lowes.com.

Lowe's has established guidelines for Content Management to ensure consistency and accuracy of media assets. Content is defined as photography, product copy specifications and logos for advertising purposes.

The vendor is responsible for providing Lowe's Mexico with photography and advertising information according to the specifications outlined in the Content Management Guidelines. Lowe's Mexico strongly recommends the use of professional photographic studios when working on Lowe's projects, as these studios could meet Lowe's standards.

The guide contains the following topics to aid you in developing advertising collateral that will be accepted by the Lowe's production and creative department.

1. Advertising Requirements
2. Content Management Guidelines
3. Vendor Responsibilities
4. Color Image Specifications
5. Copy Specifications
6. Logo Specifications
7. Color Proofing Specifications
8. Standards for Color Proofs
9. Required documentation and forms
10. Listing of photography studios

To access this information and much more, please visit www.loweslink.com or MexicoMktg@lowes.com.