1.0 Corporate Logo

- Horizontal Logo
  PMS 280 and PMS 3005

- Vertical Logo
  PMS 280 and PMS 3005
LOGO GUIDELINES

- Whenever the logo is placed over an image, moving footage, or a solid color, the white outline version must be used.
2.0 Corporate Font

“Avenir”, meaning “the future” in French, is a highly legible and versatile 20th Century font, suitable for both text and headline use.

**TYPOGRAPHY GUIDELINES**

- Font weight and point size is determined by signage dimensions and viewing distance. Judge accordingly.
- For more condensed spaces, use Avenir Next Condensed.

### Avenir Light

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

### Avenir Roman

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

### Avenir Medium

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

### Avenir Heavy

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

### Avenir Black

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```
2.1 Font Size

The use of text and imagery on signage in Lowe’s stores should adhere to the following requirements:

- Communicate in a succinct and direct manner. Most customers are shopping for specific items and do not have time to read an excessive amount of text.
- Keep product explanations simple, avoid industry jargon, and use imagery that supports your text. Be certain the information is applicable to the customer.
- Choose images that maintain a high standard of quality and clarity and include diverse people and environments. See Content Management Guidelines for more details.
- Describe the primary features and benefits of product categories. Provide the information necessary for our customers to make an informed buying decision.
- Provide detailed descriptions on packaging or brochures rather than signage. Most customers want information quickly and will not spend time poring over lengthy explanations. Messaging must catch a person’s eye within 5 seconds.
- Avoid wide paragraphs or lines of copy. Remember that your display signage, packaging, and brochures all work together to communicate your message to customers.

Below is a table of production processes and the recommended image resolution at finished size:

<table>
<thead>
<tr>
<th>Process</th>
<th>Minimum Resolution Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screen Printing: 55 lpi 110 dpi</td>
<td></td>
</tr>
<tr>
<td>Screen Printing: 65 lpi 130 dpi</td>
<td></td>
</tr>
<tr>
<td>Screen Printing: 75 lpi 150 dpi</td>
<td></td>
</tr>
<tr>
<td>Screen Printing: 85 lpi 170 dpi</td>
<td></td>
</tr>
<tr>
<td>Offset Printing: 150 lpi 300 dpi</td>
<td></td>
</tr>
<tr>
<td>Digital Printing: Varies widely depending on output device – contact your source for minimum resolution guidelines.</td>
<td></td>
</tr>
</tbody>
</table>

12 pt. type for packaging, pricing & tear pads

20 pt. type for text at eye level

48 pt. type on signs above 5′-0″ & below 7′-0″

48 pt. type on signs above 5′-0″ & below 7′-0″

60 pt. type for headers above 7′-0″

150 pt. type for overhead display panels above 10′-0″
### Colour Palette

#### CORPORATE BLUE – PMS 280

- Direct and guide customers to various areas and product departments.
- Communicate information regarding company services, policies, product information and Vendor partnerships.
- *Category Banners*
- *Uprights, Aisle Violators*
- *Product Locators*
- *Lowe’s Service Offerings, Register Shields*
- *Cash Desk Decals*

#### SECONDARY BLUE – PMS 3005

- Direct and guide customers to various areas and product departments.
- *Category Banners*
- *Uprights, Aisle Violators*
- *Product Locators*
- *Front End Signage, Enter/Exit, Washrooms*

#### CORPORATE BLUE PMS 280 AND SECONDARY BLUE PMS 3005

- The 2 blues can be used in conjunction when communicating both Directional and Product or Service Information. The usage ratio should be determined by the amount of directional information versus the product or service content.

*ALL VENDOR AND PRODUCT INFORMATION SHOULD HAVE AT LEAST 51% OF PMS 280.*

This is Lowe’s Corporate Colour used in the Lowe’s Pagoda. Communicate information regarding company services, policies, product information and Vendor partnerships.

- *Product Cards, Bay Universals*
- *Lowe’s Service Offerings, Register Shields*
- *Cash Desk Decals*
3.1 Colour Palette

VALUE CUE & PRICING

- **Contractor Yellow**
  - PANTONE 123
  - C 0 M 23 Y 91 K 0

- **Value Yellow**
  - PANTONE YELLOW 109
  - C 0 M 10 Y 100 K 0

- **Value Red**
  - PANTONE 186
  - C 12 M 100 Y 92 K 3

- **Corporate Blue**
  - PANTONE 280
  - C 100 M 72 Y 0 K 18

- **New Blue**
  - PANTONE 3005
  - C 100 M 34 Y 0 K 2

Communicate and trigger the customer of any value and price offerings.
- Price Match Messaging
- SALE Signage
- Lowe’s LOWER PRICE
- Bulk Buy

NAILED DOWN PRICE

- **NPD Red**
  - PMS 186
  - C 100 M 72 Y 0 K 18

- **NPD Yellow**
  - PMS 123
  - C 100 M 34 Y 0 K 2

CLEARANCE

- **Clearance Yellow**
  - PMS 012C
  - C 100 M 72 Y 0 K 18

CREDIT

- **Corporate Blue**
  - PMS 280
  - C 100 M 72 Y 0 K 18

- **Credit Red**
  - PMS 200
  - C 100 M 34 Y 0 K 2

- **18 Months**
- **no Interest**
  - IF PAID IN FULL WITHIN 18 MONTHS.

- **MINIMUM MONTHLY PAYMENTS REQUIRED.**

Offer applies to everything on your single receipt in-store purchase of $299 or more made on your Lowe’s Consumer Credit Card. Valid In-Store Only. Offers cannot be combined. Some exclusions apply.
## 4.0 Colour Palette & Logos for Lowe’s Services

### CONTRACTOR SERVICES

- **Contractor Yellow**
  - PMS 123
  - CMYK: C0 M23 Y91 K0
- **Corporate Blue**
  - PMS 186
  - CMYK: C0 M10 Y100 K0

Messaging regarding the Lowe’s Contractor Services and/or offerings. In conjunction with 100% BLACK, this is the approved colour palette for Contractor Services, CAP, Business Credit and Offerings.
- Contractor Services Sign
- Business Credit Signage

### COMMERCIAL SERVICES

- **Grey**
  - PMS 424
  - CMYK: C0 M10 Y100 K0
- **Corporate Blue**
  - PMS 280
  - CMYK: C0 M23 Y91 K0

Commercial Services manage large business accounts managed outside of the store environment which would include sales to national companies, government agencies, builders etc.

### INSTALLATION SERVICES

- **Corporate Blue**
  - PMS 280
  - CMYK: C0 M23 Y91 K0
- **Yellow**
  - PMS 109
  - CMYK: C0 M0 Y91 K0

Lowe’s Installation Services manage the sale of all installation projects quoted and sold within the store environment. These sales would typically involve stock and/or SOS product supplied by our Lowe’s product vendor’s, along with labour services performed by install vendors. Examples of Installation Services may be garage door opener, carpet, faucet & sinks installations and more.

### FREE IN-HOME CONSULTATION SERVICES

- **New Blue**
  - PMS 3005
  - CMYK: C0 M47 Y100 K0
- **Yellow**
  - PMS 109
  - CMYK: C0 M0 Y91 K0

Lowe’s FREE In-Home Consultation Services manage the sale of all installation projects/services quoted and sold in a Customer’s home. There is no charge for In-Home Consultations. Examples of Free In-Home Consultation Services may be roofing, painting, HVAC, design services and more.

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**Lowe's Free In-Home Consultation Services**

Examples of Services:
- **Technology and Energy Efficiency Consultations**
- **Faucet & Sinks Installations**
- **Garage Door Opener Installations**
- **Carpet Installations**
- **HVAC Services**
- **Design and Remodel Consultations**

**Messaging regarding Contractor Services**

In conjunction with 100% BLACK, this is the approved colour palette for Contractor Services, CAP, Business Credit and Offerings.

- **Contractor Services Sign**
- **Business Credit Signage**

**Commercial Services**

Managed outside of the store environment, commercial accounts include sales to national companies, offices, government agencies, builders etc.

- **Grey**
  - PMS 424
  - CMYK: C0 M10 Y100 K0
- **Corporate Blue**
  - PMS 280
  - CMYK: C0 M23 Y91 K0

**Installation Services**

Lowe’s Installation Services manage the sale of all installation projects within the store environment. These sales would typically involve stock and/or SOS product supplied by our Lowe’s product vendor’s, along with labour services performed by install vendors. Examples include garage door openers, carpet, faucets & sinks installations and more.

- **Corporate Blue**
  - PMS 280
  - CMYK: C0 M23 Y91 K0
- **Yellow**
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  - CMYK: C0 M0 Y91 K0

**Free In-Home Consultation Services**

Lowe’s FREE In-Home Consultation Services manage the sale of all installation projects/services quoted and sold in a Customer’s home. There is no charge for In-Home Consultations. Examples of Free In-Home Consultation Services may be roofing, painting, HVAC, design services and more.

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