



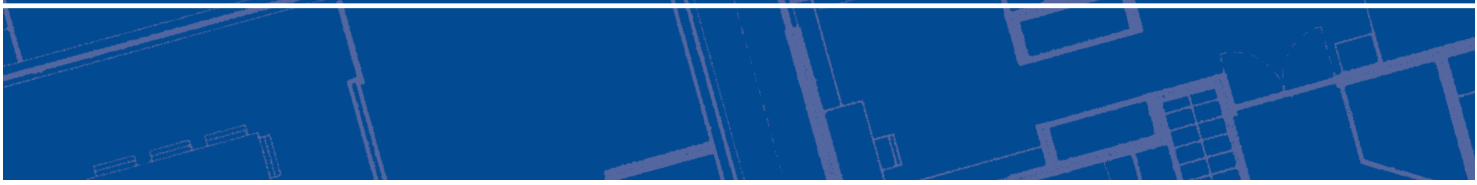
Commercial SERVICES



GRAPHIC STANDARDS

FOR LOWE'S
COMMERCIAL SERVICE
CREATIVE

GET WHAT YOU NEED. WHEN YOU NEED IT.





The purpose of this booklet is to provide the latest information regarding the applications and/or usage of the Lowe's Commercial Services logo, any accompanying Lowe's business logos, graphics, typography, legal terminology, images, and copyrights.

By providing this information, it is our intent to ensure a more comprehensive, unified look for any and all materials produced by and for Lowe's, thereby maintaining and increasing brand awareness.

If you have any questions concerning any of the following material, please call Lowe's Advertising Creative Services group at (336) 658-2526.

LOGO STANDARDS

LOGO COLORS

- PMS 280 Blue (Gable Background)
- PMS 200 Red (Inner Gable Outline)
- Black (Commercial Services Type)
- 50%Black (Outer Gable Outline)

LOGO SIZE

The size of the Lowe's Commercial Services logo will vary according to:

- The size of the printed piece
- The logo's application within the printed piece

The Lowe's Commercial Services logo should have prominent placement and page dominance. However, it should not be so large as to overpower the primary message of the printed piece.

USE OF SUPPORTING LOGOS

In most cases, a logo such as Lowe's EDLP (Everyday Low Prices), Installed Services, Commercial Credit or Special Order Sales, etc., should be secondary in size and importance to:

- The primary message of the printed piece
- The Lowe's Commercial Services logo

NOTE: Acceptable exceptions to this standard may include Lowe's Commercial Services ads where the EDLP, Installed Services, Commercial Credit, Special Order Sales or other services are the primary message represented in the printed piece.

Please contact Lowe's Advertising Creative Services group if you have any questions regarding proper logo usage.



COLOR STANDARDS

Proper color usage is vital to the effectiveness of Lowe's complete brand communication. Following these standards helps Lowe's:

- Establish brand recognition among consumers
- Build equity in the brand

BACKGROUND COLOR

Lowe's Blue

All creative associated with Lowe's Commercial Services must be built from the colors consistently used by Lowe's. Lowe's Blue should be used as:

- A background color in all creative.
- Images and artwork should be faded into or reversed out of it.

See the chart to the right for appropriate use. More detailed instructions on acceptable execution are provided in the Layout section.

RULE LINES

White

Rule lines should be set in white. This marked contrast helps the rule lines stand out against the dark imagery and Lowe's Blue background.

For rule lines on lighter colored backgrounds:

Lowe's Blue is the first alternate, Black is the second.

Contact Lowe's Advertising Creative Services group if you have any questions regarding proper usage of rule lines.

COLORS FOR INDIVIDUAL CBC SEGMENTS

All Lowe's Commercial Services materials are color-coded according to commercial segment (see the color standards at right).

If targeting several different segments in a single piece:

Use the single generic color listed in the chart to the right.

TYPOGRAPHY

All type should be set in white and reversed out against:

- The individual color block for each Commercial Services segment
- The grid structure

In the case of a light/white background, type should be set:

- Lowe's Blue is the first alternate
- Black is the second alternate

DOMINANT COLOR FOR COMMERCIAL SERVICES MATERIAL



PMS 280
Lowe's Blue

100c 72m 0y 18k
Lowe's Blue CMYK Formula

PMS MATCH COLORS FOR INDIVIDUAL COMMERCIAL SERVICES SEGMENTS



PMS 408
Generic/No Specific Market

PMS 437
Plumbing

PMS 444
Business Maintenance



PMS 457
Repair/Remodel

PMS 5405
Multi-Family Res Maintenance

PMS 554
Landscaping



PMS 696
Electrician



Type and rules: set in White
If on white background, set in
1) Lowe's Blue, 2) Black

Image: fades into Lowe's Blue

Example: segment color coding

PRIMARY IMAGES

Primary images used in Commercial Services advertising should:

- Truthfully represent each targeted segment
- Portray actual work being performed with appropriate tools in realistic settings
- Feature extreme close-up shots of products in use in actual working environments, whether actual or fabricated

Models

Models should be portrayed as:

- Actual professionals
- Realistically performing work characteristic of the targeted segment

Clothing:

- Should not be brand new, yet not worn out or too dirty
- Appropriate protective gear and accessories should be worn (according to the segment and activity shown)

Visual Tone

Photography should be:

- Full color
- Shot from dramatic angles with high-contrast lighting (See examples to the right demonstrating how to manipulate existing photography to reflect the Commercial Services visual standard).

In PhotoShop:

- Set image mode to CMYK
- Set background color to Lowe's Blue (CMYK)
- Fade/feather one edge (preferably, the bottom edge) with a minimum of 50 pixels, 100 pixels maximum.

SECONDARY IMAGES

Whenever possible, covers and backgrounds should incorporate blueprint-like drawings that blend in with:

- Images
- Text

Color:

- 70–85% Lowe's Blue

These drawings are textural elements, which are secondary in importance.

Blueprints should be relevant to the featured segment, i.e. showing a landscaping plan for the landscaper segment, electrical plans for the electrician segment, etc. They should be used on all cover materials, except for catalog covers, which incorporate the drawings in the inside front and back cover as texture. They should be noticeable, but should never overpower the primary image or text.

IMAGERY

PHOTOGRAPHY STANDARDS FOR COMMERCIAL SERVICES MATERIAL



(Left) Original image (Right) Image manipulated to meet Commercial Services standard



Original image

Manipulated image



BLUEPRINT TEXTURE FOR COMMERCIAL SERVICES MATERIAL



Blueprint texture superimposed over image, shown in 80% Lowe's Blue

IMAGERY

GRID STRUCTURE ON COMMERCIAL SERVICES MATERIAL

GRID STRUCTURE

The grid structure is the defining area for messaging.

It should be used in combination with:

- Color-coded CBC segment blocks
- DINEngschrift font
- Lowe's Commercial Services logo (in some instances)

Predominant Usage:

- On covers and spreads where a single, overarching message needs to attract immediate attention

Outside Rule Lines

2 points

Inside Rule Lines

1 point (both horizontal and vertical)

GRID POSITION

The bottom of the grid must be between:

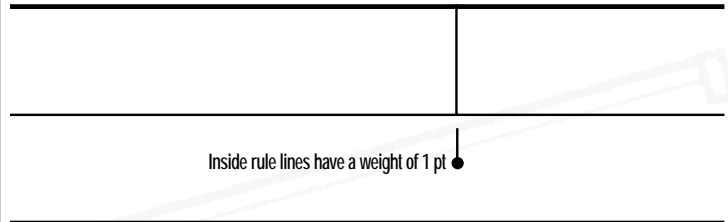
- Minimum — 1/2" from the bottom of the page
- Maximum — 1 1/2" from the bottom of the page:

Bleed

The grid should bleed off the page.

(See the guide to the right. Or contact Lowe's Advertising Creative Services group if you have any questions regarding proper usage of the CBC grid structure.)

● Outside rule lines have a weight of 2 pt



● Inside rule lines have a weight of 1 pt



● Outside rule lines have a weight of 2 pt



● Grid structure used on cover of tri-fold mailing



● Grid structure used on inside spread of tri-fold mailing

PRIMARY FONT

DINEngschrift

This font is to be used for:

- Headlines
- Subheads
- Primary body copy
- Making bold and prominent statements

Track

- -5 for body copy
- -10 for headlines

Kerning

- Characters should be close together, but not overlapping or blending together
- Kern individual characters as needed

Headlines and Subheads

- All caps

Body Copy

- Both upper and lower case

SECONDARY FONT

Helvetica

For use with body copy only when DINEngschrift seems too heavy or inappropriate, such as mailings where different types of information would be ink-jet printed according to mailing region. Examples:

- Line listings
- Address areas
- Personalized letters

Helvetica Bold and Helvetica Bold Condensed

Use these fonts in conjunction with Helvetica for:

- Pricing information
- Different types of information to be ink-jet printed according to mailing region
- Any areas that need additional emphasis

FONTS

FONT GUIDELINES FOR CBC MATERIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

DINEngschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Helvetica Bold Condensed



DINEngschrift

• Helvetica, Helvetica Bold, Helvetica Bold Condensed

SAMPLE FORMATS

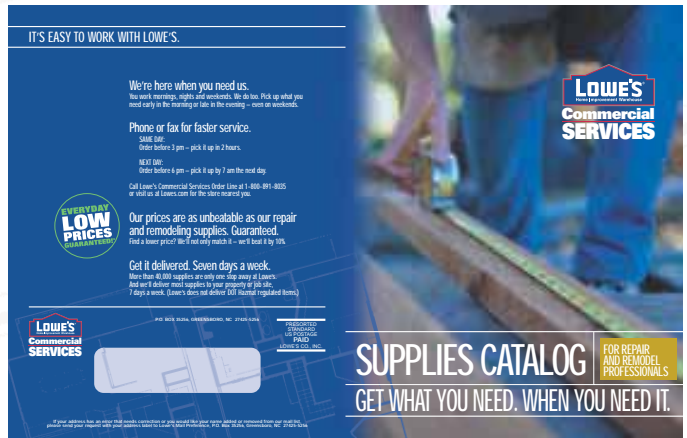
TRI-FOLD MAILING | 17 X 9 FLAT



QUAD-FOLD MAILING | 17 X 12 FLAT



CATALOG COVERS | 16.75 X 10.75 FLAT



BOOKLET | 8.5 X 11 FLAT



LEGAL STANDARDS

EVERYDAY LOW PRICE LEGAL

- Align copy left with hanging asterisks
- Font: Helvetica (minimum 6 point/6 point leading)

**We guarantee our everyday competitive prices. If you find a lower everyday or advertised price on an identical stock item at any local retail competitor that has the item in stock, we'll beat their price by 10% when you buy from us. Just bring us the competitor's current ad, or we'll call to verify the item's price that you have found. Cash (charge card) and carry purchases only. Competitor's closeout, special order, discontinued, clearance, liquidation and damaged items are excluded from this offer. On percent off sales, we will match the competitor's percent off offer. Limited to reasonable quantities for homeowner and one-house order quantities for cash and carry contractors. Current in-store price, if lower, overrides Lowe's advertised price. Price guarantee honored at all Lowe's retail locations. Labor charges for product installation are excluded from our price guarantee offer in our stores with an Installed Sales Program. Visit store for complete details.*

LOWE'S COPYRIGHT

Single-line version

- Font: Helvetica (minimum 6 point)

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Three-line version

- Font: Helvetica (minimum 6 point/6 point leading)

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