GRAPHIC STANDARDS
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 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.
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

**COLOR STANDARDS**

PMS MATCH COLORS FOR INDIVIDUAL COMMERCIAL SERVICES SEGMENTS

- PMS 280
  - Lowe's Blue
  - 100c 72m 0y 18k
  - Lowe's Blue CMYK Formula

- 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.

Example: segment color coding

Image: fades into Lowe's Blue
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.
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.)
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
SAMPLE FORMATS

TRI-FOLD MAILING | 17 X 9 FLAT

QUAD-FOLD MAILING | 17 X 12 FLAT
IT'S EASY TO WORK WITH LOWE'S.

We're here when you need us.
Closed holidays
Mon-Fri: 5am-11pm
Sat: 6am-11pm
Sun: 7am-6pm

Phone or fax for faster service.

Our prices are as unbeatable as our repair
and remodeling supplies. Guaranteed.

Get it delivered. Seven days a week.

If your address has an error that needs correction or you would like your name added or removed from our mail list, please send your request with your address label to Lowe's Mail Preference, P.O. Box 35256, Greensboro, NC 27425-5256.
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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