

Guidelines

The “Lowe’s Foods Script” is the official, visual representation of our brand. Through its uniqueness, simplicity and nostalgia, it aims to embody the new Lowe’s Foods shopping experience.

The Lowe’s Foods Brand Guidelines establishes official policy and standards for the design of Lowe’s Foods stationery, product labels, publications, flyers, signage, web and other applications. Adhering to these standards will help ensure that all communications present a uniform image of Lowe’s Foods.

The logo and official name have trademark protection and use of the logo or name other than that prescribed below is prohibited. The logo must be produced in true color or black and should not be changed in any way except to enlarge it or reduce it proportionally.

There is a protected area surrounding the logo equivalent to the height and width of the entire logo in which no text or graphics may be incorporated.

Design or color alterations to the specifications are prohibited without the consent of Lowe’s Foods Creative Manager.

Questions concerning the use of the Lowe’s Foods logo and name should be directed to neil.davis@lowesfoods.com or phone (336) 775-3027.

Primary Logo

PRIMARY LOGO (*DO’S AND DONT’S*):

DO’S

Space Around the Logo: When possible, always leave the logo some space to breath. Use backgrounds that consist of

solid “Brand Palette” colors unless otherwise directed.

Negative: It is allowable to display the logo in it’s negative form (Black & White) when necessary.

DONT’S

1-3. Orientation: Do not stretch, skew, rotate, or otherwise alter the original appearance/orientation of the logo.

4. Composition: Do not alter the original composition of the logo. Do not attempt to separate or resize any element of the logo independent of the other.

5. Color: Do not display the primary logo in any color other than the “Lowe’s Foods Green” and White.

6-7. Backgrounds: Do not use the negative logo on backgrounds that are too light or cluttered. Also, do not display the logo on background colors.

Available Formats: **EPS** | **GIF** | **JPG** | **PDF**

Official Color Usage

The official Lowe’s Foods logo color is:

Pantone 357C, made up of:

- 85% Cyan
- 0% Magenta
- 100% Yellow
- 55% Black (Key)

* When printing in black and white, the logo should be produced in Black.