



BRAND GUIDE BOOK

LOGO

The preferred Lowe® logo is the full color logo with symbol. This should be used on light-colored backgrounds. For dark-colored backgrounds, a white logo with the symbol may be used.



CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict or lessen the impact of the mark.



The Lowe® logo may be used without the symbol in areas in which the legibility of the logo would be compromised or there is less space.



The minimum clear space is defined as the height of the E above and below and the width of the E on the left and right. This minimum space should be maintained as the logo is proportionally resized.



ALTERNATE LOGOS

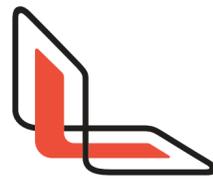
The Lowe® logo may be used without the boats tagline under certain criteria. It may be used on the boat, items that are small enough that the tagline would be illegible, or for special circumstances that must be approved by the Lowe marketing team.

LOWE®

LOWE®

LOWE ICON

The Lowe icon may be used on its own to represent the Lowe brand, such as on social media, apparel and on boats.



TYPOGRAPHY

Typography is a powerful brand tool when used consistently. These typefaces represent the clean, modern style of Lowe and should be used for all print and web applications. An example of the typography is shown to the right.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primus Semi-Bold - Used for large headlines, typically in all caps with kerning set to 50

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ClanOT Narrow Bold - May be used for headlines or subheads, typically in all caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ClanOT Book - Used for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

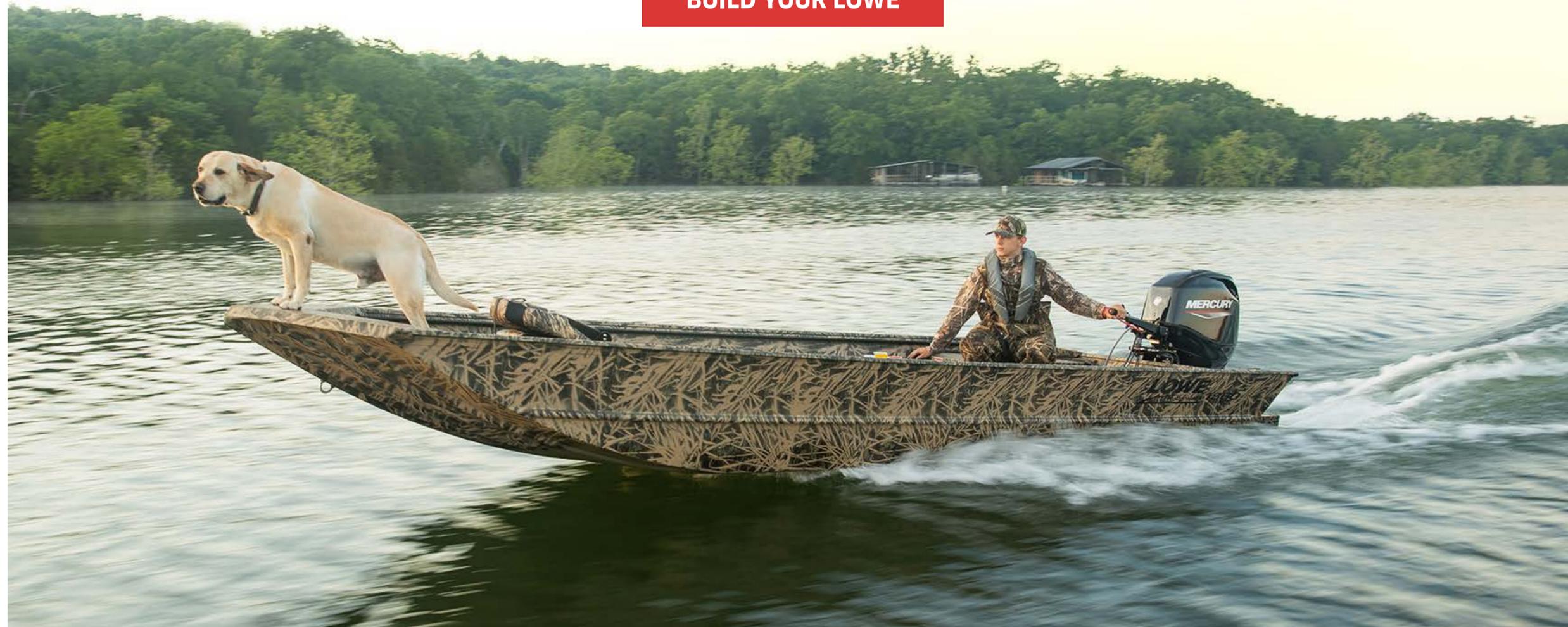
Trebuchet - Default font for programs without fonts installed

BORN FOR THE HUNT

GET ON TOP OF YOUR GAME WITH ROUGHNECK

For the true-blue outdoorsman, a Lowe Roughneck™ is the ideal companion. Over 25 years these versatile boats have gained a reputation for being one of the toughest boats you can buy. Customize your Roughneck to fit your specific needs, with options including console configurations, outboard packages, trolling motors, fishing electronics, camo paints, pedestal seats and much more. Lowe Roughneck - the toughest, hardest-working Jons available.

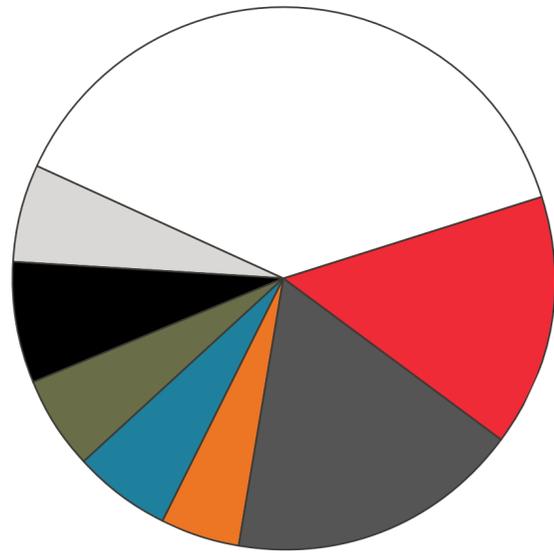
BUILD YOUR LOWE



COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.

The color palette offers warm, vibrant tones to show excitement and energy. It also offers a calmer options for a softer, sophistication. Below is an example color proportion for use on Lowe® media.



BLAZE

This is a slightly darker color than the one used in the Lowe® logo. It is ADA-web compliant but is still a very bright and vibrant color to use for attention-grabbing headlines or call to action buttons.

CMYK
8 / 92 / 83 / 0

RGB
219 / 55 / 53

HEX
db3735

PMS
711C

GRAPHITE

A dark complement to black, this color can be used in larger areas for blocks of color.

CMYK
62 / 59 / 56 / 30

RGB
86 / 85 / 85

HEX
565555

PMS
Black 7C 85%

CARROT

Made to pair with the Lowe® color Blaze from its logo, the Carrot color is bold but can be viewed in larger areas. This color is good for bold blocks of color for print.

CMYK
6 / 70 / 100 / 0

RGB
229 / 110 / 37

HEX
e56e25

PMS
158C

WATER

This color cools and calms the color palette and can be used with calmer imagery.

CMYK
85 / 40 / 30 / 0

RGB
29 / 129 / 158

HEX
1c809d

PMS
7459C

OD GREEN

This color can be used to show the rugged toughness of certain Lowe boats. It exemplifies the outdoorsman with a camouflage color.

CMYK
56 / 42 / 77 / 23

RGB
105 / 110 / 73

HEX
696e49

PMS
7762C

BLACK

This is the color used in the Lowe® logo. It is bold and dark and should be used deliberately. Body copy should be set in 100% black.

CMYK
71 / 69 / 64 / 68

RGB
0 / 0 / 0

HEX
000000

PMS
Black C

PEARL

A light complement to black, this color can be used in larger areas for blocks of color.

CMYK
5 / 5 / 5 / 0

RGB
238 / 236 / 235

HEX
eeeceb

PMS
Cool Gray 1C 50%