

Lowe's Logo Standards



PMS **280 C**

CMYK
100 94 28 23

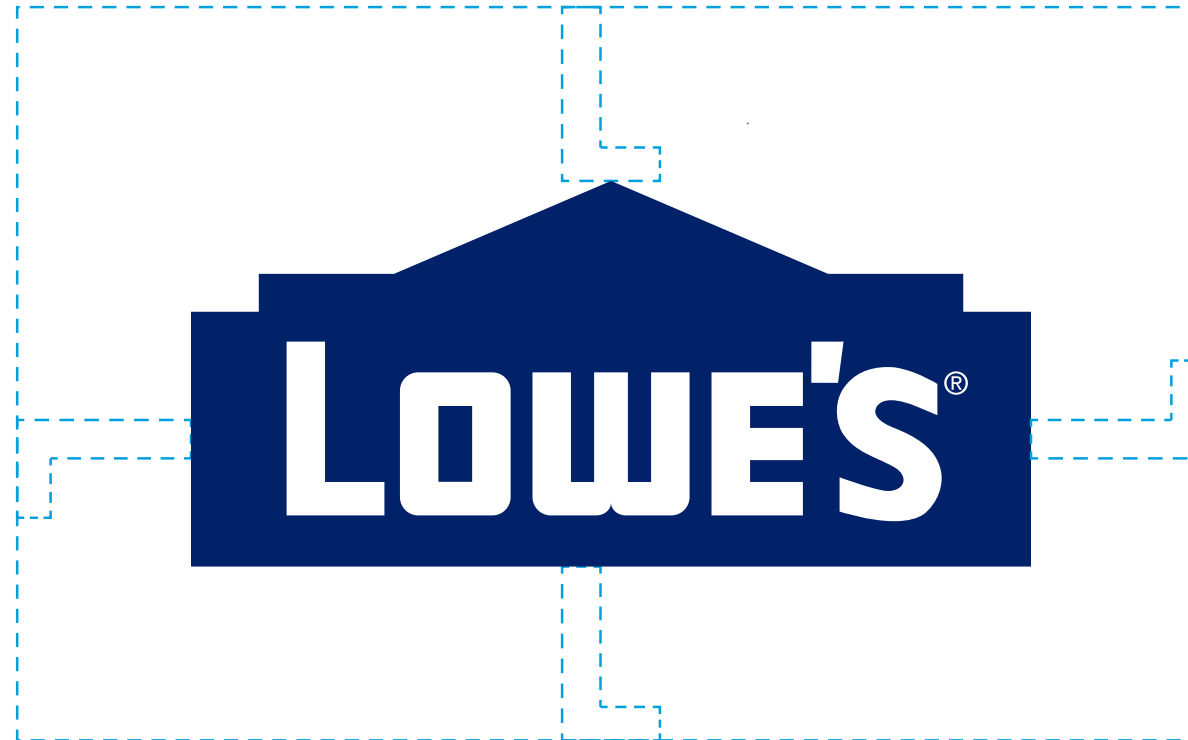
RGB
1 33 105

HEX/HTML
#012169



The white outline logo is the preferred usage on solid color backgrounds and photos. This outline logo should only be white, **it should never be blue**. If the white outline logo poses legibility issues, it is acceptable to use the blue background logo.

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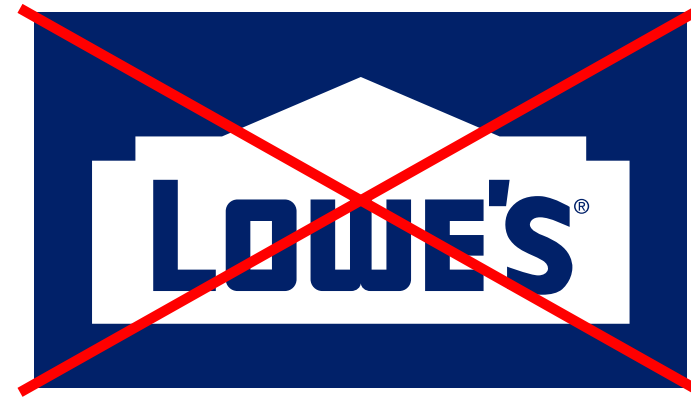


The clearance to the top and bottom and left and right sides of the logo is equal to the L in Lowe's logo.

Lowe's Logo — Do not



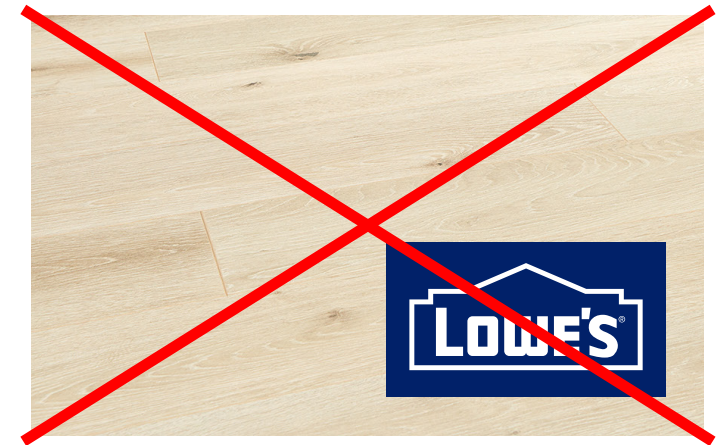
Do not change the color of the logo.



Do not use the blue version on dark images.



Do not use the white outlined version on light images.



Do not use a colored box behind the logo.