Lowell™

Distributed Audio, Power & Rack Solutions

VISUAL BRAND GUIDE

Welcome,

To Our Visual Brand Guide

LOWELL MFG. CO. is a PROUD USA MANUFACTURER specializing in high-quality, USA-certified steel racks, professional grade power products and distributed audio solutions. With a commitment to excellence, and a solid foundation of more than 75 years in manufacturing, we deliver reliable and innovative solutions to meet our customers needs.

THIS GUIDE has been created to ensure consistency across all forms of visual communication regarding our brand and our products. From colors and typography to logos and imagery, we ask that you uphold our brand's integrity by closely following these guidelines. Thank you!

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Our Logo,

Described & How To Use It

THE WORD-MARK LOGO has three elements — the company name, the period, and the tagline. These three elements should always be used together, and should never be altered in any way by outside vendors. **This logo should be used in most cases.**

THE LOGO MARK consists of the "L" from the primary logo and three rings that represent the three product lines of Lowell: Racks, Power and Distributed Audio. This mark is used as a secondary logo in conjunction with the main logo for advertising, social media, and communications from the company. It is also used on select products as a visual brand mark. **The logo mark should never be used by outside vendors.**

ANY ALTERATION of the Lowell logos or tagline is considered misuse.

WORD-MARK LOGO – PRIMARY

Lowell™
Distributed Audio, Power & Rack Solutions

STANDARD
Pantone 2757 C
Tagline is Black

Lowell™

REVERSED
For dark backgrounds

LOGO MARK – SECONDARY (not for outside vendor use)



STANDARD
Pantone 2757 C



REVERSED
For dark backgrounds

Request digital artwork by emailing *marketing@lowellmfg.com*

Do not alter the design or color of these Logos in anyway.

Guidelines,

To Keep In Mind

THE SAFE AREA surrounding the word-mark logo and logo mark must be kept free of any text or graphical elements. Leaving space around them ensures that it stands out on all communications.

MEASURE the safe area with the height of the center of the “O” in the word-mark logo. The minimum clear space must always be the height of the “O” center on all sides of the logos.

CONSISTENCY is the mark of a strong brand, and any changes to our logos is considered misuse.

A few examples of incorrect usage are shown here. Only use digital artwork supplied to you by Lowell.

Request digital artwork by emailing us at *marketing@lowellmfg.com*

SAFE AREA

Reference





INCORRECT USES (not limited to)



DO NOT
Distort or skew the Logos



DO NOT
Rotate the Logos



DO NOT
Use any color NOT specified for the Logos on page 4 of this guide







05.

06.

Typefaces,

In Our Logo

THE LOWELL LOGO consists of “Neue Haas Grotesk Display Pro 2 95 Black Italic” for the word-mark, and “Proxima Nova Regular” for the tagline.

THE WORD-MARK logo uses a mix of font tracking and height adjustments to create a bold and unique look for the company name. A rounded period added to the end emphasizes that Lowell is all you need. Period.

THE TAGLINE is sized to fit from the front lower corner of the first “L” to the lower back corner of the last “L” in the word-mark logo. It lists the three products lines of Lowell and should never be altered in any way by outside representatives or vendors.

Neue Haas Grotesk Display Pro 2
95 Black Italic
Pantone 2575 CP

Lowell™

Distributed Audio, Power & Rack Solutions

Proxima Nova
Regular
Pantone Process Black C

Neue Haas Grotesk Display Pro 2
95 Black Italic
Pantone 2575 CP

Color Palette,

For Our Logo

THE PRIMARY COLOR PALETTE is designed to convey strength, and confidence. It consists of Pantone 2575 CP and Pantone Process Black C. **This color combination should be used in most cases.**

THE SECONDARY PALETTE is designed for use when colors are limited or legibility is a concern. Pantone Process Black C should replace Pantone 2575 CP if used on a white or light background when color is not an option. For dark backgrounds the logo and tagline should be reversed out to all White. **Only use the secondary color palette when the primary color palette will not work.**

We believe that maintaining a consistent color palette for our logos is a vital part of a strong brand.

Color values referenced from
Pantone Color Bridge Coated.

PRIMARY PALETTE

Pantone 2575 CP
CMYK 100 | 95 | 4 | 42
HEX 001E60

100% 75% 20%

Pantone Process Black C
CMYK 0 | 0| 0 | 100
HEX 2C2A29

SECONDARY PALETTE

100% 75% 20%

Pantone Process Black C
CMYK 0 | 0| 0 | 100
HEX 2C2A29

White / Paper
CMYK 0 | 0| 0 | 0
HEX ffffff

07.

08.

Brand Typography,

Helvetica Inserat & Neue LT Std

TYPOGRAPHY is used to establish a strong visual hierarchy, provide a visual balance, and set the overall tone of a design project. Lowell's brand typography conveys strength, clarity, and flexibility for a variety of situations.

HELVETICA INSERAT is an Open-Type display, san-serif font primarily used for headlines. Though Helvetica Neue Lt Std 77 Bold Condensed may also be used when appropriate.

HELVETICA NEUE LT STD is an Open-Type san-serif font family. It is available in a large number of weights. These weights range from very thin to very bold, condensed or Roman, and offer a wide range of flexibility in our typography. Preferred Helvetica Neue LT Std fonts are listed here.

Aa.

Headings

Helvetica Inserat LT Std

Aa.

Headings and Subheadings

Helvetica Neue LT Std | 77 Bold Condensed

Aa.

Paragraph Text

Helvetica Neue LT Std | 45 Light

Aa.

Paragraph Text - for emphasis

Helvetica Neue LT Std | 45 Light Italic

Aa.

Table Body Text

Helvetica Neue LT Std | 47 Light Condensed

Aa.

Table Headings & Notes

Helvetica Neue LT Std | 47 Light Condensed Oblique

Brand Color Palette,

For Visual Consistency

THE PRIMARY COLOR PALETTE is designed to convey strength, confidence, and energy. It consists of blues and blacks, which should be used with ample white space to achieve a strong, crisp and clean look.

THE SECONDARY PALETTE is designed to convey creativity, adaptability, and approachability. These accent colors should be used sparingly, and should never overwhelm or detract from the primary palette's overall aesthetic.

We believe that maintaining a consistent color palette across all media is a vital part of a strong brand.

Color values referenced from
Pantone Color Bridge Coated.

09.

PRIMARY PALETTE

Pantone 2575 CP
CMYK 100 | 95 | 4 | 42
HEX 001E60

100% 75% 50%

Pantone Process Cyan C
CMYK 100 | 0 | 0 | 0
HEX 009FDF

100% 75% 20%

Pantone Process Black C
CMYK 0 | 0| 0 | 100
HEX 2C2A29

Pantone 2575 CP
100%

Pantone Process Cyan C
100%

SECONDARY PALETTE

100% 75% 50%

Pantone 3517 CP
CMYK 3 | 100 | 91| 6
HEX BA0020

100% 75% 50%

Pantone 158 CP
CMYK 0 | 62 | 95 | 0
HEX E87722

100% 75% 50%

Pantone Process Yellow C
CMYK 0 | 0 | 100 | 0
HEX FAE100

100% 75% 50%

Pantone 3507 CP
CMYK 35 | 0 | 90 | 0
HEX ADCB00

10.

Photography,

Product Imagery

PRODUCT PHOTOGRAPHY is shot to showcase our products and their best features. A white background is used for a clean and high-contrast presentation.

THE PRIMARY PRODUCT IMAGE is a top-down view at a slight 35° angle. This can be from the left or right depending on placement of the image in a projects layout.

SECONDARY PRODUCT IMAGES are shot straight on from the front, side, rear, top and bottom when appropriate. These are used as support images showing overall product design and features.

CLOSE-UP IMAGES are used to draw attention to the specific and unique features of a product.

PRIMARY IMAGE EXAMPLE



Primary Image
DAT24-4224

SECONDARY IMAGE EXAMPLES



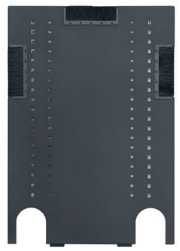
Front
DAT24-4224



Side
DAT24-4224



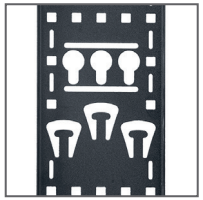
Rear
DAT24-4224



Top
DAT24-4224

CLOSE-UP IMAGE EXAMPLES









Photography,

Background Imagery

STOCK IMAGES should convey a sense of the environments where our products are used every day. These images should feel natural and not posed. They should be shot with clear lighting, and not be soft or to harsh.

COLOR FILTERS may be used if appropriate for the layout being designed. Colors should be chosen from the brand color palette (pg 9) to help build and strengthen the Lowell Visual Brand.

CONSIDERATIONS

- Photos should represent authentic market workplace environments.
- Photos should represent all audiences.
- Photos should convey confidence, innovation, approachability, and professionalism.













11.

Contact Information: Lowell Manufacturing Company 636-257-3400 | 800-325-9660 | marketing@lowellmfg.com www.lowellmfg.com