

Lowe's logo standards

Lowe's logo placed on white

The Lowe's logo must stay PMS 280 or RGB breakdown.



Primary color

PMS 280

Secondary color

PMS 299



#004990

R 0
G 73
B 144

#15B6E5

R 21
G 182
B 229



Lowe's logo used on a color or photo

The white outline logo is the preferred usage on solid color backgrounds and photos. If the white outline poses legibility issues, it's acceptable to use the blue logo.

