

BRAND GUIDE BOOK





OUR STYLE

- 04 About Us
- 05 Brand Pillars
- 06 Customer
- 11 Voice & Personality
- 12 Tone

OUR IDENTITY

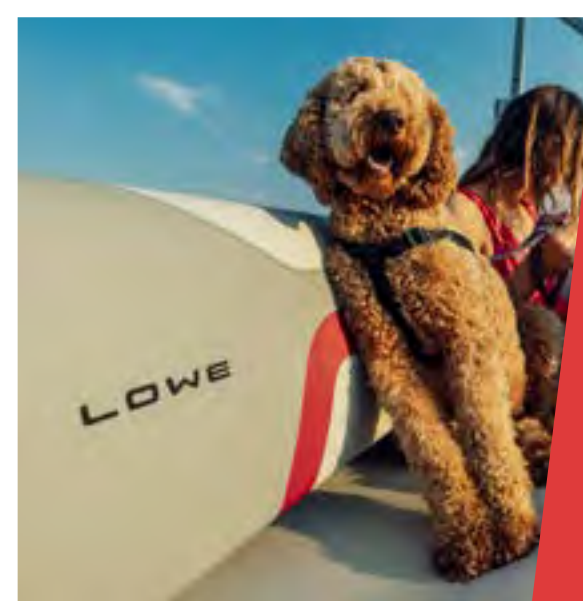
- 14 Logo
- 15 Logo Usage
- 18 Icons
- 19 Fonts
- 20 Color Palette

OUR DESIGN

- 22 Imagery
- 26 Typography
- 27 Design
- 28 Video
- 29 Social Media



OUR STYLE



WE ARE LOWE

Lowes Boats was founded in 1971 with a core mission: to build quality boats for outdoor-loving families. From big-water Deep-Vs to bass tournament contenders, and from utility boats to luxury pontoons, there's a Lowe in the fleet for you and your crew, no matter where you explore on the water.

BRAND PILLARS

With every step, a Lowe Boat delivers unrivaled performance, inspires with bold design and creates the most fun on the water.



LIVE IN THE CUSTOMER'S SHOES

Have an understanding and deep empathy for customer needs.



NEVER COMPROMISE ON QUALITY OR SERVICE

Strive to exceed customer expectations, delivering the highest quality craftsmanship and consumer assistance.



CREATE PRODUCTS THAT EXCITE

We do bold, we do exciting, we do fun. We are the masters of fun on the water.



DELIVER INDUSTRY-LEADING VALUE

Building purposeful product through years of experience, delivering everything you need and more than what's expected.



WHO WE ARE

LOWE CUSTOMER

The Lowe customer is diverse—from 20-something couples to empty-nesters—but all share a passion for the outdoors and a desire to experience life in the moment. Their demeanor can be described as bold, upbeat, and adventurous, with a drive to enjoy every moment of every day. They are honest and family-oriented, and play as hard as they work.

OUR VOICE & PERSONALITY

Lowe is a vibrant and experienced brand that challenges preconceptions. It is bold and full of energy, tempered by the confidence that over 50 years of boating imparts. The voice is passionate about good times on the water, inviting all people to incorporate boat recreation into their lives. It balances a bold, active outlook with a down-to-earth familiarity, using fresh but not juvenile and informed but not technical language.





RUGGED & ADVENTUROUS

We live for adventure with family and friends—and crave the lessons we learn from them. Every boat we build is designed to spark the explorer's spirit and challenge us to go further and see more, all while making memories that will live forever.

- ✓ Highlight features with gritty storytelling
- ✗ Don't be overly sentimental

Though all Lowe branding should convey a sense of adventure, the RUGGED & ADVENTUROUS voice is felt most strongly in the Roughneck, Deep-V Fish, and Mod-V Fish families.



HONEST & DOWN TO EARTH

We know we've already earned your trust, and we want to keep it. That's why we give you the raw information you need without exaggerating or underplaying our products.

- ✓ Speak concisely and explain complex concepts in simple terms
- ✗ Don't talk down to the reader or drop overly technical terms

The HONEST & DOWN-TO-EARTH voice is a characteristic that permeates the Lowe brand, but is focused most strongly in the Pontoon, Mod-V Fish, and Deep-V Fish boats.



EXCITING & DRIVEN

We speak with enthusiasm and energy, informed by the hard-won knowledge that comes from half a century of boat building. We've learned a lot about design and innovation in our time, but we don't rest on our laurels.

- ✓ Use vibrant, unexpected language that excites and paints a vivid picture
- ✗ Don't come across as arrogant or try too hard to be artificially "hip"

The EXCITING & DRIVEN voice spans the entire Lowe portfolio, but is more pronounced in the Pontoon, Mod-V, and Bay boats.



INCLUSIVE & WELCOMING

Whether your friends and family look like the traditional idea of anglers or like a new wave of boaters, we're happy that you're here. We welcome new friends from across the spectrum of society.

- ✓ Blend traditional language with forward-looking, inclusive language and storytelling
- ✗ Don't use harsh or exclusionary language

The INCLUSIVE & WELCOMING voice can be seen across all boats in the Lowe brand, but they are virtues emphasized in the Pontoon and Deep-V Fish & Ski segments.

OUR TONE

YOU JUST WON THE LAKE

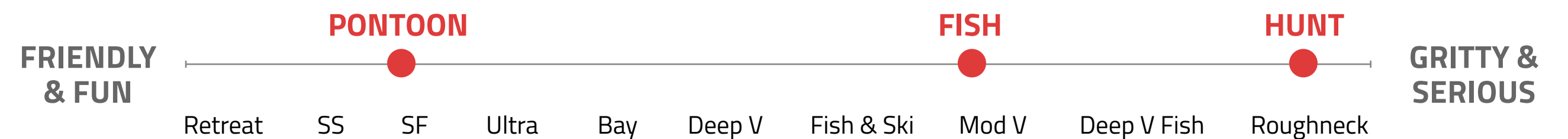
Fueled up. Gear stowed. Friends on board. Throttle down. Let's go.

You're bringing everything to the day, and the potential is electric. The water is smooth as glass in front of you, and the outboard cuts a wake of pure energy behind you. A frisbee flies and there's a backstroke race to retrieve it. The stern jumps up and then down as your shameless brother does a cannonball off the bow. You cast toward the shore, run your crankbait past a stump and it bounces off, pausing for a strike. A fish jumps, the music thumps, and laughs pierce the air like sonic arrows.

There's never been a day like this. And it's just getting started.

TONE SCALE

The Lowe tone exists on a scale that runs from recreational through fishing to hunting. On the recreational side—for pontoons and fish & ski deep-Vs—it tends toward family-oriented, fun language. As it moves into pure fishing and hunting, the tone becomes grittier and more rugged. This scale is meant to be a starting point only—tone depends on multiple factors, including channel and subject matter.



HEADLINE EXAMPLES

PONTOON

Get Your Lake Vibe On

FISH

Built for the Way You Fish

HUNT

Work Hard. Hunt Harder.



**OUR
IDENTITY**

LOGO

PRIMARY 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.



LOWE LOGO WITHOUT SYMBOL

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.



LIMITED USE LOGO & SYMBOL

LIMITED USE 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 SYMBOL

The Lowe icon may be used on its own to represent the Lowe brand, such as on social media, apparel and on boats. The symbol should not be used alone as a replacement for the Lowe logo on collateral such as ads or banners.



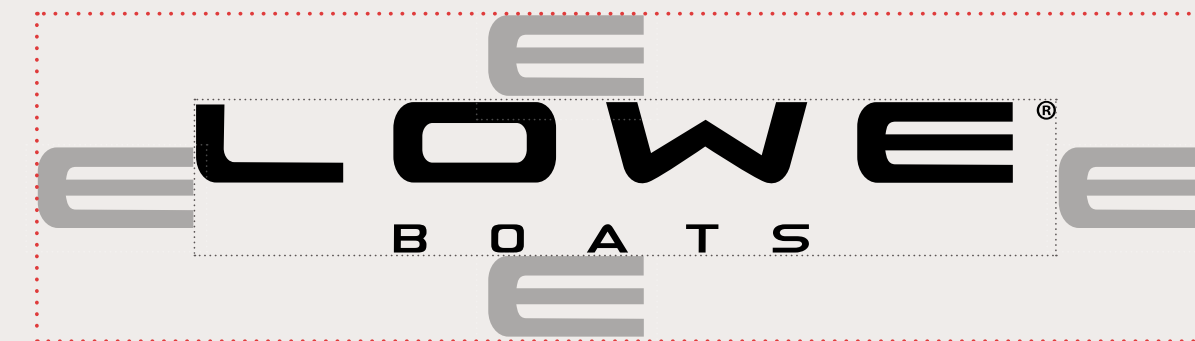
LOGO USAGE

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.



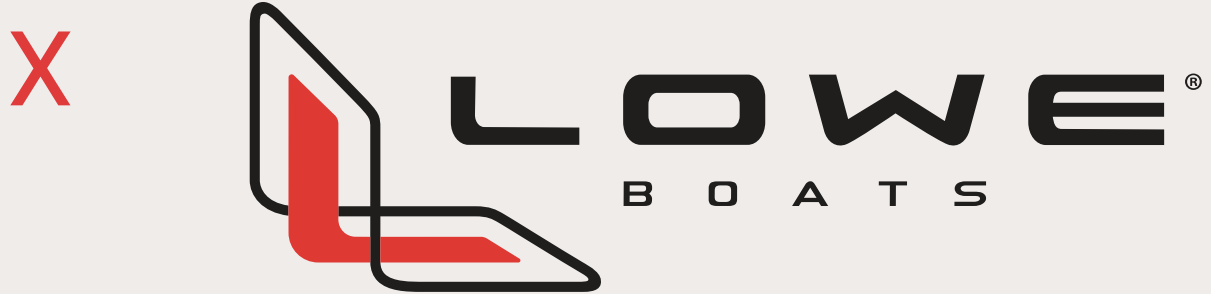
The minimum clear space is defined as the height of the E above and below and the width of the E on the left and right. This minimum space should be maintained as the logo is proportionally resized.



INCORRECT LOGO USAGE



The Lowe logo should not be stretched or squished to a different proportion.



The placement of the symbol should not be changed from the original placement.



Do not change the spacing or thickness of letters.



The color of the symbol should not be altered.



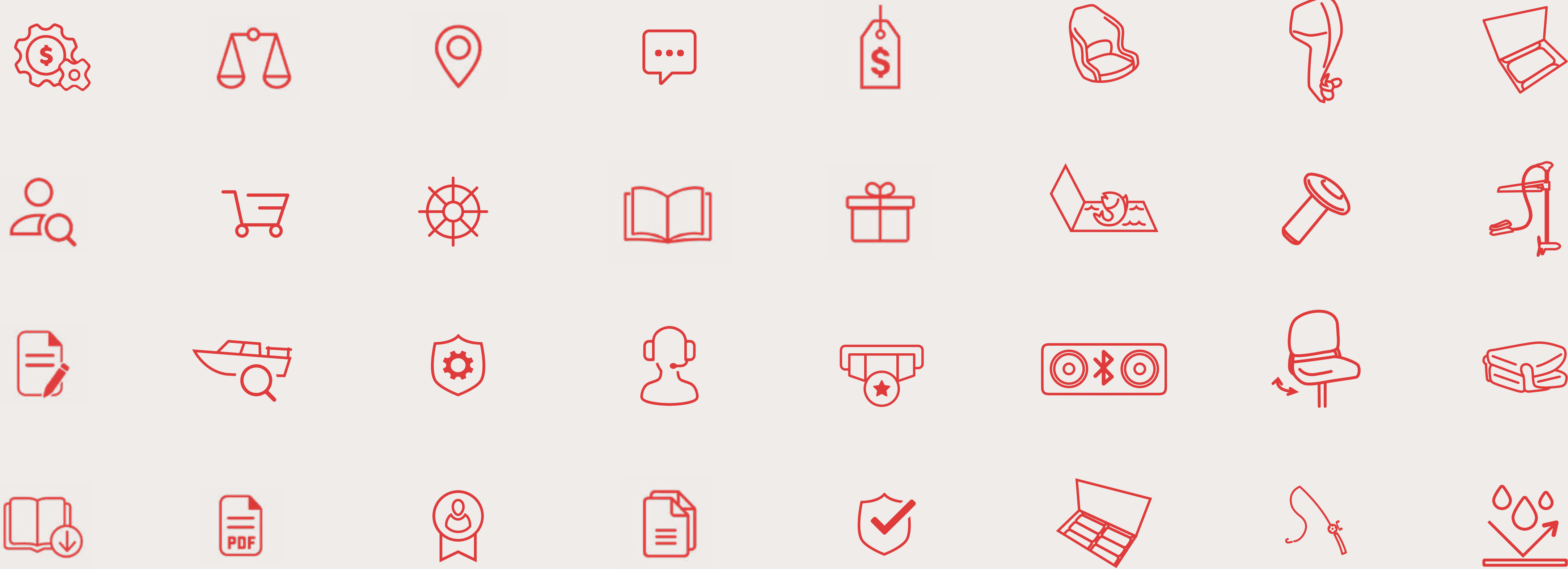
Do not use another font for the Lowe logo.



Do not select a logo to provide low legibility or use a drop shadow on the logo.

ICONS

Lowes uses icons liberally on the web and in print, to have a friendly way of interacting with the customer. Lowe icons are thinner stroke line drawings in either red or white.



FONTS

**ABCDEFGHIJ
KLMNOPQR
STUVWXYZ**

TITILLIUM WEB BOLD
Google font used on web and email for headlines and subheads, typically in all caps.

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

VARELA ROUND REGULAR
Google font used on web and email for boat titles and secondary headlines, typically in all caps.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

TITILLIUM WEB REGULAR
Google font used on web and email for body copy.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

TREBUCHET
Default font for programs such as Microsoft Word or Microsoft PowerPoint without Lowe fonts installed.

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.



<p>BLAZE This slightly darker color than the one used in the Lowe logo to be ADA-web compliant. This is used for attention-grabbing headlines and call to action buttons.</p>	<p>CMYK 8 / 92 / 83 / 0</p>	<p>RGB 219 / 55 / 53</p>	<p>HEX db3735</p>	<p>PMS 711C</p>
<p>GRAPHITE A dark compliment to black, this color can be used in larger areas for blocks of color.</p>	<p>CMYK 62 / 59 / 56 / 30</p>	<p>RGB 86 / 85 / 85</p>	<p>HEX 565555</p>	<p>PMS Black 7C 85%</p>
<p>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.</p>	<p>CMYK 71 / 69 / 64 / 68</p>	<p>RGB 0 / 0 / 0</p>	<p>HEX 000000</p>	<p>PMS Black C</p>
<p>PEARL A light compliment to black, this color can be used in larger areas for blocks of color.</p>	<p>CMYK 5 / 5 / 5 / 0</p>	<p>RGB 238 / 236 / 235</p>	<p>HEX eeeceb</p>	<p>PMS Cool Gray 1C 50%</p>
<p>WATER This color cools and calms the color palette and can be used with calmer imagery.</p>	<p>CMYK 85 / 40 / 30 / 0</p>	<p>RGB 29 / 129 / 158</p>	<p>HEX 1c809d</p>	<p>PMS 7459C</p>
<p>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.</p>	<p>CMYK 6 / 70 / 100 / 0</p>	<p>RGB 229 / 110 / 37</p>	<p>HEX e56e25</p>	<p>PMS 158C</p>
<p>OD GREEN This color can be used to show the rugged toughness of certain Lowe boats. It exemplifies the outdoorsman with a camouflage color.</p>	<p>CMYK 56 / 42 / 77 / 23</p>	<p>RGB 105 / 110 / 73</p>	<p>HEX 696e49</p>	<p>PMS 7762C</p>



**OUR
DESIGN**

FISHING IMAGERY

Fishing boat imagery shows anglers and families having fun rigging lures, casting, fishing, landing fish, and posing with their catch for photos. Talent should look serious about fishing, but smiling and engaged with each other, enjoying their time in the outdoors. The boat should be shown both running and at rest, and interior features should be highlighted in use.

Lowe photography should be adjusted to have vibrant and saturated colors, with rich black shadows. The shots should feel warm overall, with pops of vibrant reds. Images should have increased clarity, so that they are crisp and the subject pops.



PONTOON IMAGERY

Pontoon boat imagery shows family and friends active and happy on the water swimming, eating, talking, goofing off, fishing, and posing for photos. Talent should have a youthful, spontaneous attitude, full of smiles and joy, savoring every moment. The boat should be shown both running and at rest, and interior features should be highlighted in use.

Lowes photography should be adjusted to have vibrant and saturated colors, with rich black shadows. The shots should feel warm overall, with pops of vibrant reds. Images should have increased clarity, so that they are crisp and the subject pops.



HUNTING IMAGERY

Hunting boat imagery depicts gritty scenes of waterfowl hunters prepping for an outing, actively hunting, and returning with game. Talent should be dressed in camo gear, with serious but not menacing expressions, enjoying their time outdoors. Care should be taken to show safe and legal hunting practices, observing local seasons and regulations. Expired animals should be shown—if at all—with respect. The boat should be shown running and at rest, highlighting durability, performance, and interior features.

Low photography should be adjusted to have vibrant and saturated colors, with rich black shadows. The shots should feel warm overall, with pops of vibrant reds. Images should have increased clarity, so that they are crisp and the subject pops.

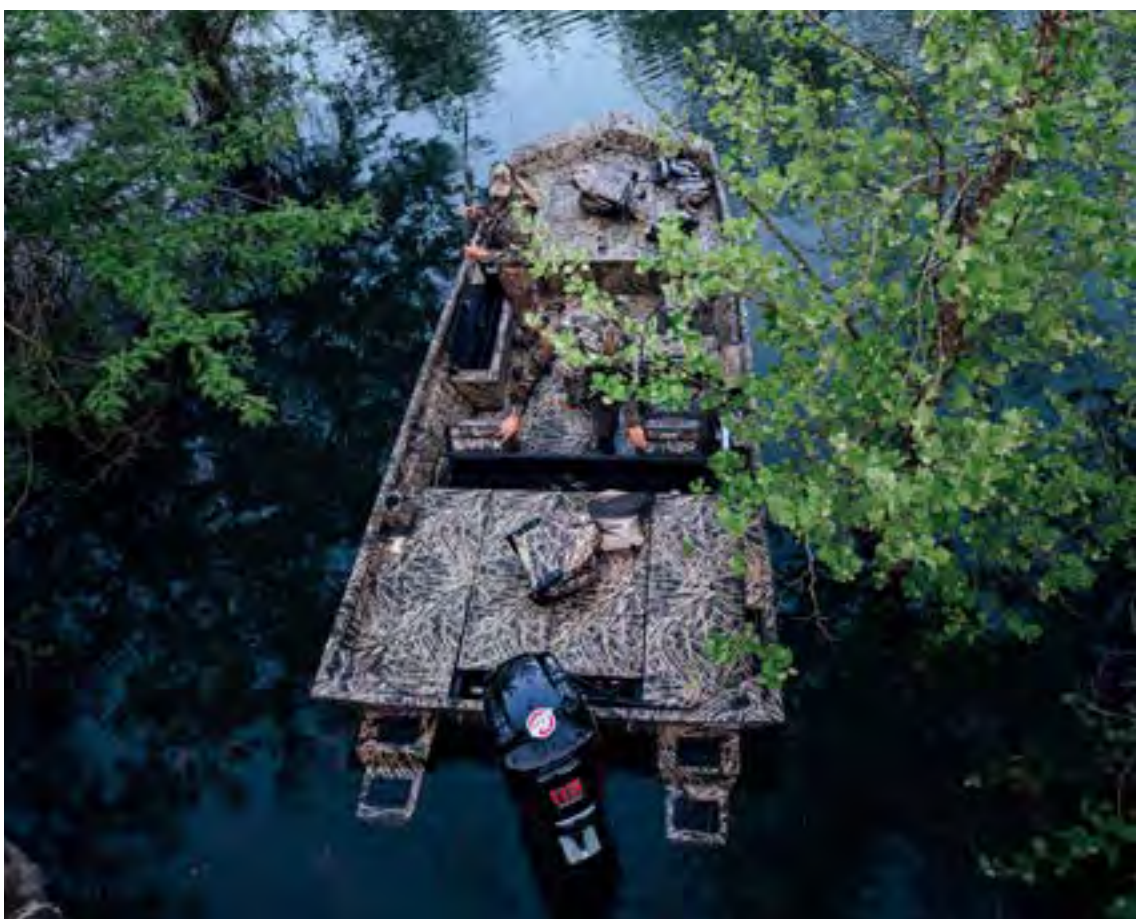


IMAGE GUIDE



FAMILY TIME

Lowe is an accessible, friendly brand bringing people together—families, friends, and pets.



HIGH ENERGY

Happy, fun energy injected into the brand in driving, fishing, and pontoon fun.



BOLD DESIGN

The newly redesigned logo and styling is important to highlight. Angles, textures, and bright pops of color.



IN THE WILD

Amidst beautiful settings, the boat is the highlight of the photo.



LIVING IT UP

Tell a visual story about fun, inclusive, and exciting times on the water.



PEOPLE

Down-to-earth, outdoorsy, accessible, friendly. Diversity should always be considered when choosing talent.



WARDROBE - FISHING

People should be casual and comfortable, and be appropriately dressed in primarily neutral-toned outdoor gear. There may be small pops of bright color (preferably red/orange). Camo and plaid are acceptable, but other patterns, large logos and writing should be avoided.



WARDROBE - PONTOON

People should be casual and comfortable, but should not look sloppy. Clothing can be a little more colorful than fishing, but busy patterns, large logos and writing should be avoided. Some swimwear is acceptable, but most adults should be covered up.

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. Examples of the typography are shown to the right.

Ideally, headlines are big and bold in all caps in Clan Narrow Bold with a tighter leading to produce a block of text. The preferred option is left justified, but may be changed per application. Typically the headline is presented in 100% opacity, but supported copy may be combined in a transparency such as shown in “Color Guide” or “Salt” to the right.

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. Lowe Roughneck - the toughest, hardest-working Jons available.

[BUILD YOUR LOWE](#)

COLOR GUIDE

SS PONTON BOATS

SALT

RUNS IN YOUR VEINS

[LEARN MORE](#)

YOUR JOURNEY BEGINS HERE

STEP 1

REGISTER YOUR BOAT

Visit nasbla.org or your state's Department of Natural Resources website to learn how to register your boat before you leave the dock.

DESIGN

DESIGN

Design can vary, but should carry the Lowe's youthful excitement through. Large headlines in Clan Bold are often used and can be clipped around parts of the imagery for more interaction.

LOWE STRIKE

The angled line element used in some designs is referred to as the Lowe strike. This may be used in blaze color or in a white overlay effect. The strike may be used to separate sections or provide interest.

ANGLES

When using an angled element, the shape should be set to 7° or -7°. The angle may be rotated or reflected. Smaller angle shapes paired with larger of the same color should have a gradient and be slightly transparent. Smaller angle shapes may also be a white gradient with a slight transparency over a photograph.

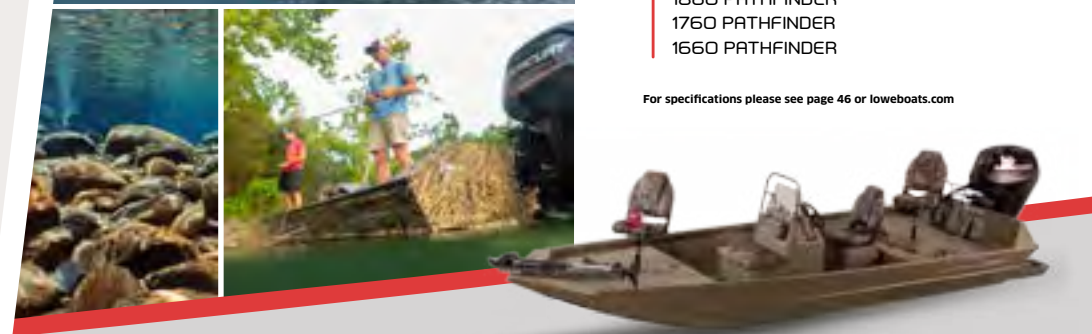


ROUGHNECK TUNNEL JET & PATHFINDER

Tunnel Jet Jons hold a special place in the hearts of river anglers because they go where other boats can't and catch fish that have never seen a lure. Proven all-aluminum Lowe® construction means lasting durability and a smooth ride, while an array of options mean you can tailor your Tunnel Jet to meet your specific needs.

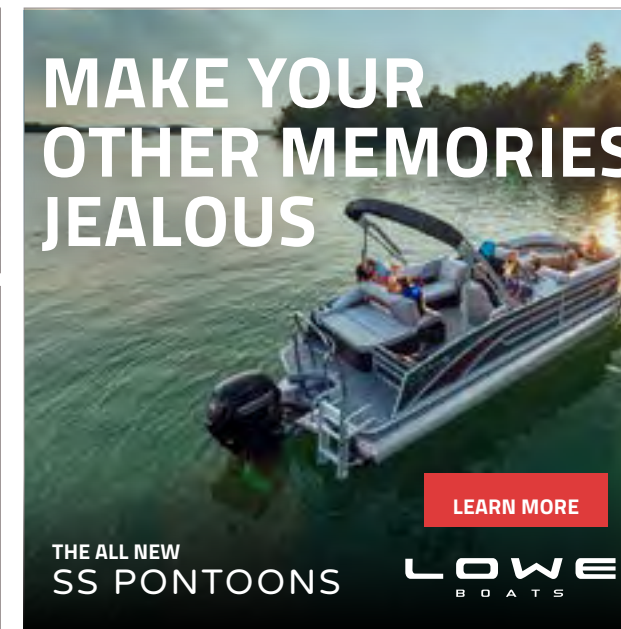
- 1850 TUNNEL JET
- 1850 PATHFINDER
- 1760 PATHFINDER
- 1650 PATHFINDER

For specifications please see page 46 or loweboats.com



SHALLOW WATER CHAMPION

A weight-forward center-console design and a raised transom on a tunnel hull means that the Lowe Roughneck 1850 Tunnel Jet can access water that other boats must pass by. The design helps protect your jet outboard from damage even in rocky river shallows.



LEARN MORE



MEET THE ALL-NEW BAY SERIES

The all-new Bay Series unlocks inshore adventure and releases the fierce angler inside you. These fast, shallow-drafting bay boats pack fishability, performance, and all-welded aluminum durability into a stylish package that looks as good as it fishes.



HIGH-PERFORMANCE PAD HULL
Mod-V shape gives you speed and control



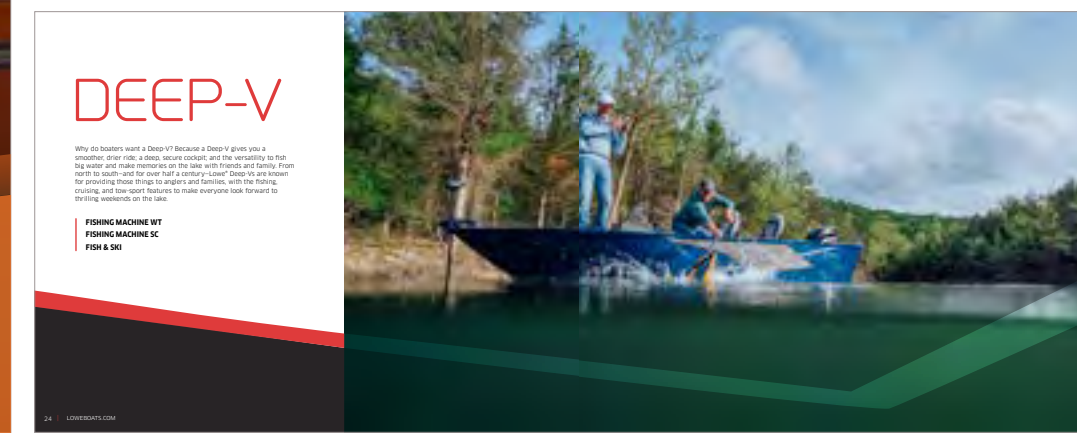
SLEEK CENTER CONSOLE
T-top-ready console offers a commanding view



WATER-RESISTANT BOW STORAGE
Large, raised gasket seal keeps your gear dry

VISIT LOWEBOATS.COM TO CHOOSE YOUR BAY BOAT

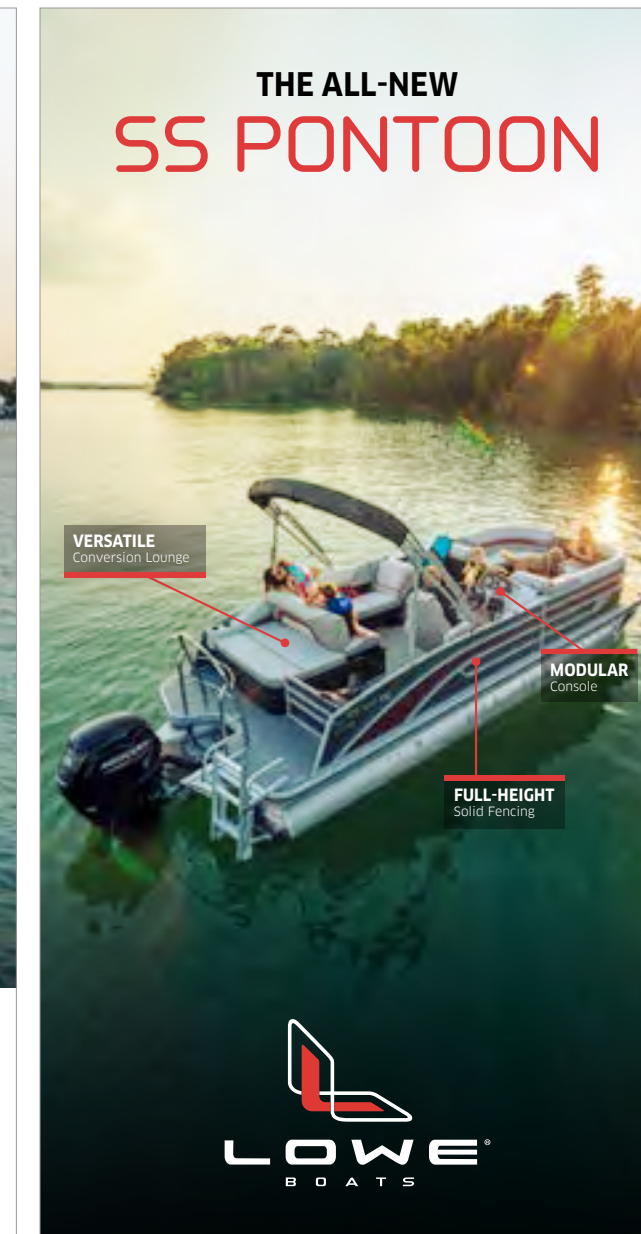
LOWE BOATS



DEEP-V

Why do anglers want a Deep-V? Because a Deep-V hull cuts through choppy water, absorbs bumps and bruises, and provides a smooth, stable ride. The Deep-V hull also provides a smooth, stable ride, and the Deep-V hull is built to last. The Deep-V hull is built to last, and the Deep-V hull is built to last.

FISHING MACHINE BY FISHING MACHINE CO. FOR A DAY

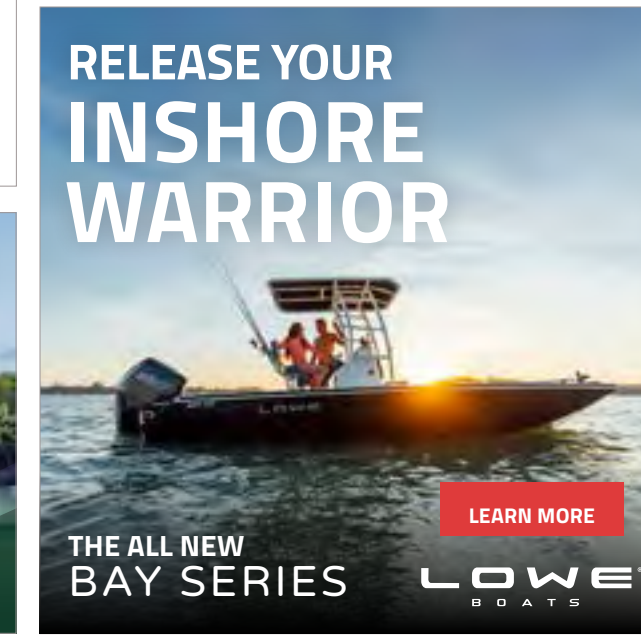


VERSATILE Conversion Lounge

MODULAR Console

FULL-HEIGHT Solid Fencing

LOWE BOATS



LEARN MORE

THE ALL-NEW BAY SERIES

LOWE BOATS



Experience the bold future of Lowe Boats. With a broad selection of fishing, pontoon, and jon boats to choose from, there's a Lowe for everyone that loves being on the water.

EXPLORE THEM ALL AT LOWEBOATS.COM

LOWE BOATS

VIDEO

The approach to color and lighting for photography should be replicated in video, including vibrant and saturated colors, with rich black shadows. When editing video content, choose footage that best embodies Lowe's youthful but confident personality. Be mindful of a viewer's typical attention span based on placement—content should always remain fun and engaging.

TITLE CARD

Title cards, if used, should maintain Lowe branding with colors and styling. Use a saturated layer of color over imagery, typically black or orange.

END CARD

Showing the Lowe logo is important to retain brand recognition. The video should display the Lowe logo and URL with options for animation with the Lund strike and options for color within the Lund color palette.

LOWER THIRD

When calling out a speaker on a video, a gray bar with 7° angle, as shown on the bottom right, should be used to maintain the Lowe styling. Clan Bold in all caps should be used for the person's name and Clan Regular for their title. The Lowe logo without symbol may be shown throughout video, small and in a corner.

MUSIC

Music should be chosen carefully to make sure Lowe is represented in a youthful, friendly and energetic way. Fishing videos can lean more toward country and pontoons toward pop.



SOCIAL MEDIA

Social media should portray Lowe in the same energetic and confident style that drives the brand elsewhere. However, a slightly more casual, everyday tone can be used in images, video and copy, showing the product being used in real situations while retaining the feel of vibrancy and ease of use Lowe is known for.

PAID VERSUS ORGANIC

Paid social ads should be treated with a slightly more formal style and voice, with CTAs that direct the consumer to the Lowe website. Organic social can be more varied, with a casual, more homegrown style depending on the purpose of the post.

VOICE

The Lowe voice—energetic and bold—should be retained unless quoting customers or in user-generated content (UGC).

IMAGES

Social images should be treated with the same color guidelines as other Lowe images, with the exception of some UGC or event-based content.

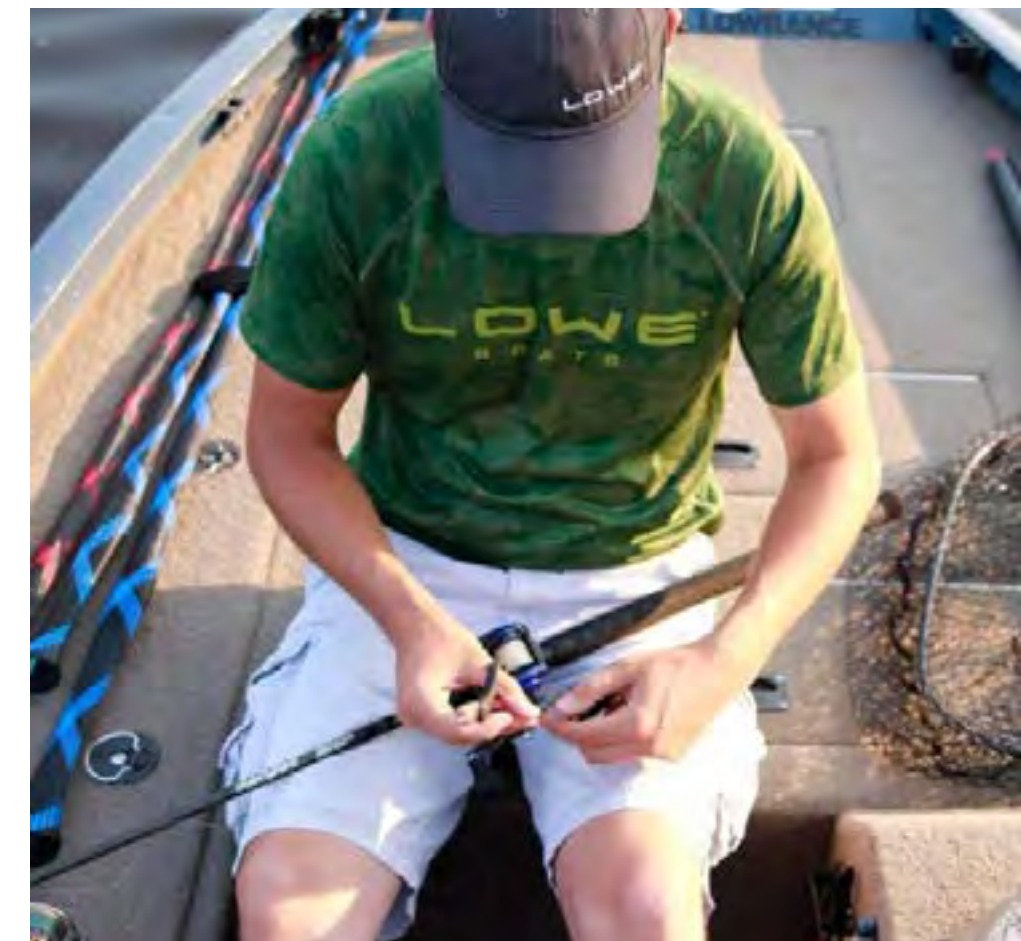
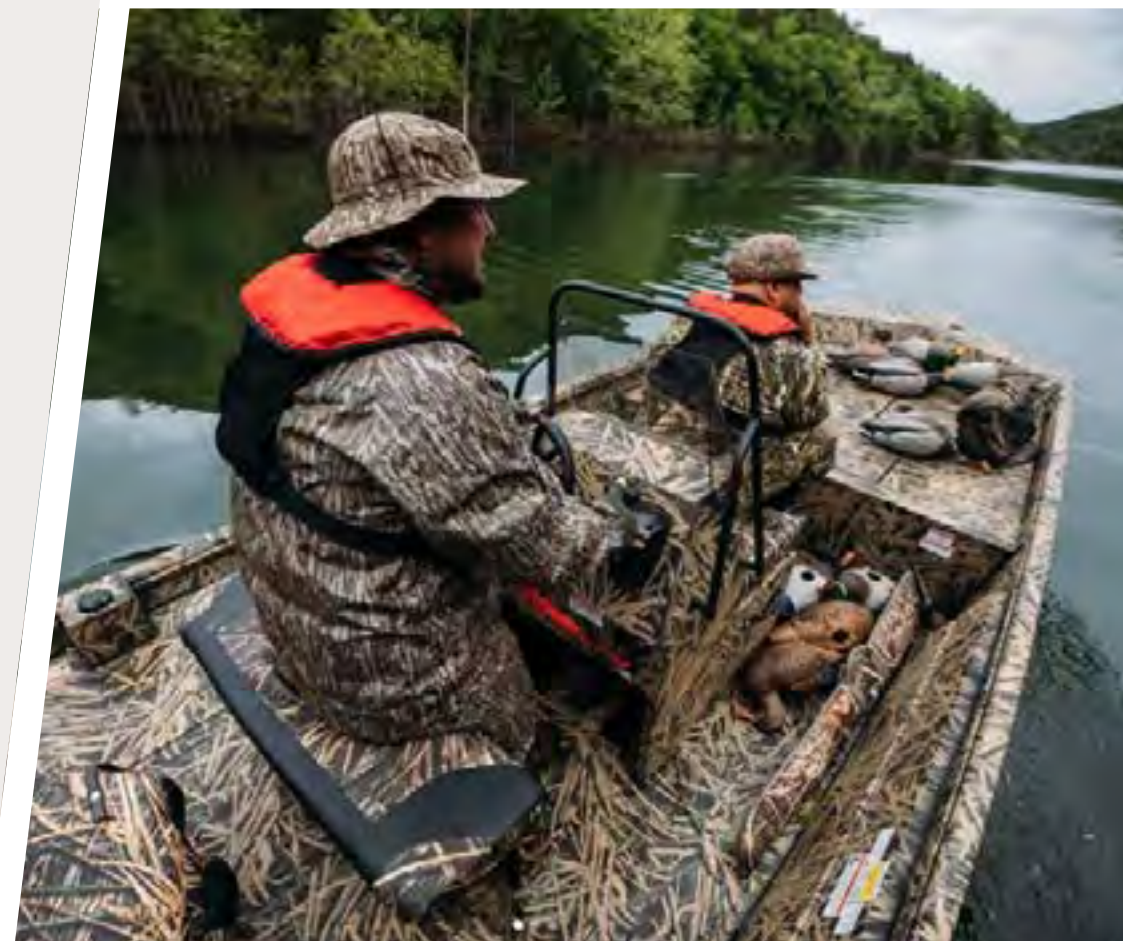
USER-GENERATED CONTENT

User-generated content should be vetted for quality and proper tone, while not being restrained to the point of looking too formal.

TEXT

Type on images should be used sparingly and should always use our brands fonts.

- | | |
|--|---------------------------|
| ✓ Speak in a conversational tone | ✗ Get long-winded |
| ✓ Bullet points perform well | ✗ Disparage competitors |
| ✓ 2nd person viewpoint preferred | ✗ Be overly hip or trendy |
| ✓ Ask questions to invite conversation | ✗ Get too technical |



CONTACT

A photograph of a man and a woman on a white motorboat. The man is at the helm, wearing a blue long-sleeved shirt and a black life vest. The woman is seated next to him, wearing a red top and a black life vest. They are both smiling and looking towards the camera. The boat is moving across a body of water, leaving a white wake behind it. The sky is clear and blue.

BRAND MANAGER

Emma Penzenstadler
emma.penzenstadler@brunswick.com

SALES & CUSTOMER SERVICE MANAGER

Stephanie Jackson
sjackson@lowe.com

LOWE BOATS

2900 Industrial Dr.
Lebanon, MO 65536
(800) 641-4372
www.loweboats.com



© 2023 Lowe Boats. All rights reserved. *Not all processes, features and statements apply to every Lowe boat model. All prices and specifications subject to change. Lowe reserves the right to discontinue models or change prices, specifications, materials, equipment, color or design at any time without notice and without incurring obligations. Some models are shown with optional features and equipment. Outboard model weights shown in this catalog reflect the approximate weight of the boat only, and do not include weights of the outboard motor or accessories installed. Many boats featured in this catalog are shown with available options. Confirm availability of all accessories and equipment with an authorized Lowe dealer prior to purchase. The information in this catalog is believed to be correct and current at the time of printing. Lowe assumes no responsibility for errors in type, in print or in photos.

