

**LOWA**  
simply more...

A top-down view of a design workspace. In the center, a large, tangled mass of multi-colored threads (black, blue, green, orange, brown) is spread out. To the right, there are several rectangular fabric swatches in various colors, including a prominent dark blue one. Above the threads, a stack of colorful fabric samples is visible. The background is covered with faint technical sketches and drawings, including a detailed view of a shoe sole and other geometric patterns. The overall scene suggests a process of material selection and design development.

# LOWA BRAND USAGE GUIDE

# PRODUCT NAMING CONVENTIONS

- When used in product catalogue headline, **product name** must be all in CAPS. When used in copy descriptions or website, OK to use mixed-case for product name e.g. “Renegade”.
- **GTX** must always be in CAPS
- **WS** must always be in CAPS
- **Mid, Lo** – OK to use in CAPS if headline, mixed-case otherwise
- **RD** always in CAPS (it’s initials for Ralf Dujmovits)
- **All acronyms** such as “ATC”, “ATS”, “PFC”, “FG”, “QC”, “OP” (as in Coyote OP) must always be in CAPS
- **Active Creme** (not Crème on price lists or Footworks)
- **Rose** (not Rosé)







# BRANDED COMPONENTS

- When written-out, **GORE-TEX** must always be in CAPS but registration mark is not needed if registration info is included within the document or website
- **GORE-TEX SURROUND**® must be in CAPS with ® registration mark on SURROUND
- **VIBRAM**® must always be in CAPS, with ® registration mark
  - VIBRAM® Alp Trac®
  - VIBRAM® Rock Trac®
  - VIBRAM® Trac® Lite II
- **PrimaLoft**® must have “L” as initial CAP, with ® registration mark

# LOWA TECHNOLOGIES

- Use mixed-case for DuraPU<sup>®</sup>, DynaPU<sup>®</sup> and DynaPU+<sup>®</sup>, always with ® registration mark
- MONOWRAP<sup>®</sup> must always be in CAPS with ® registration mark
- LOWA Flex<sup>®</sup>
- Flexfit<sup>®</sup>
- X-Lacing<sup>®</sup>
- FLEXFIT SYNCHRO<sup>®</sup> must always be in CAPS with ® registration mark
- LOWA<sup>®</sup> (sole name) must always have ® registration mark  
e.g. LOWA<sup>®</sup> Multi Trac<sup>®</sup> II
- LOWA<sup>®</sup> Multi Trac<sup>®</sup> always with registration mark
- LOWA<sup>®</sup> Surround Trac<sup>®</sup> always with registration mark
- LOWA<sup>®</sup> Hybrid Trac<sup>®</sup> always with registration mark
- LOWA<sup>®</sup> Sneak Trac<sup>®</sup> always with registration mark



# LOGO SIMPLY MORE

Brand Name

The logo for LOWA, featuring the word "LOWA" in a bold, green, blocky font with a blue outline.

Brand Promise

**simply more...**

LOWA simply more ...

Our brand name stands for tradition. In 1923, company founder LOrenz WAgner dared to have great courage and risked the unknown with his double-stitched rogue oxfords.

'Simply more' is not merely a slogan. It also describes our overriding quality standards. We do not simply make premium mountain and outdoor footwear. Rather, we bring together a passion for the outdoors with innovative technology, functional materials and a sustainable corporate philosophy.

# LOGO SIMPLY MORE



## Spacing

In order not to compromise the effect of the logo, all other elements must be placed with appropriate spacing. The minimum spacing between the logo and other elements is the height of the letter 'L'. This standard defined space results directly from the structure of the logo. Thus, it grows or diminishes in size proportionately to the logo size used.



# LOGO SIMPLY MORE



## Color Usage

In addition to the shape, the logo is also identifiable by the color composition of green and blue.

Everywhere the logo can be used in color, the logo should indeed be used in color.

Fixed color values are defined for various applications (refer to the chapter, 'Color').



## b/w Usage, primary

If a colour rendering of the logo is not possible, there also exists the possibility of a b/w reproduction.

On light or busy backgrounds (e.g. photos), the primary version with a black outline is used.



## b/w Usage, reverse

If a color rendering of the logo is not possible, there is also the possibility of a b/w reproduction.

On dark backgrounds, the reverse version with a white outline is used.

# LOGO SIMPLY MORE



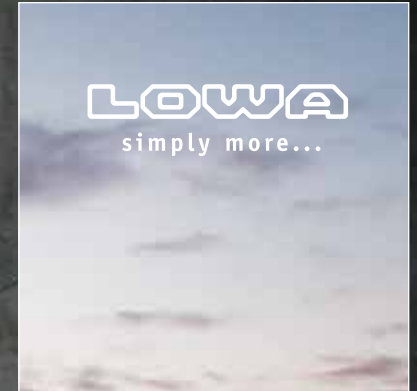
Standard Color Usage



b/w usage on light backgrounds



b/w usage on dark backgrounds



b/w usage on dark backgrounds



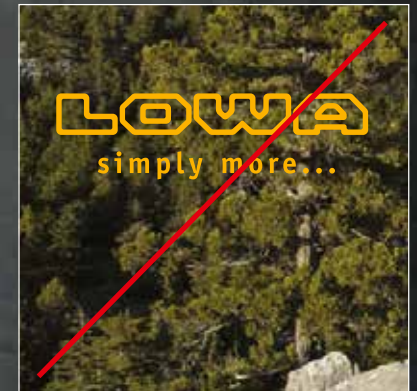
Avoid color versions on busy backgrounds



Avoid drop shadows



Avoid a solid color logo lettering in b/w usage



Avoid non-standard colors in any usage



# LOGO MADE IN



Rotation 13°, usage on light backgrounds



Rotation 13°, usage on dark backgrounds



Rotation 13°, usage on light backgrounds



Rotation 13°, usage on dark backgrounds

# LOGO MISCELLANEOUS



Retro Logo 1923 (Heritage applications)



LOWA Kids (Applications with kids as the target demographic)



LOWA Task Force Logo



LOWA Task Force Logo on slate background

# COLOR DEFINITIONS

## LOWA

### LOWA GREEN

L55 a-64 b30 H169.6 S100 L30.6

C90 M0 Y90 K0 R75 G166 B85  
PANTONE 347  
HEX #4ba655

### LOWA BLUE

L31 a-3 b-41 H205.8 S100 L26.9

C100 M70 Y20 K0 R47 G79 B144  
PANTONE 7685  
HEX #2f4f90

## Index

### MOUNTAINEERING

L43 a65 b36 H347 S72.9 L39.0

C20 M100 Y80 K0 R172 G27 B58  
PANTONE 711  
HEX #ac1b3a

### ROCK CLIMBING

L40 a-10 b-18 H336 S47.6 L28.4

C55 M10 Y0 K60 R83 G107 B130  
PANTONE 2167  
HEX #536b82

### TREKKING

L65 a32 b75 H39 S73.9 L46.7

C0 M50 Y100 K10 R207 G146 B31  
PANTONE 145  
HEX #cf921f

### ATC

L46 a-34 b26 H103 S29.8 L40.2

C70 M0 Y80 K40 R89 G133 B72  
PANTONE 7741  
HEX #598548

### ATS

L62 a-24 b62 H70 S62.9 L41.2

C45 M0 Y100 K25 R148 G171 B39  
PANTONE 377  
HEX #94ab27

### EVERYDAY

L67 a-38 b-13 H182 S35.0 L61.4

C70 M0 Y32 K0 R122 G189 B191  
PANTONE 2397  
HEX #7abdf



# COLOR DEFINITIONS

## Extras

### KIDS

L78 a22 b74 H43 S78.6 L59.6

C0 M35 Y85 K0 R233 G188 B71  
PANTONE 142  
HEX #e9bc47

### COLD WEATHER BOOTS

L79 a-14 b6 H126 S18.2 L78.4

C35 M5 Y30 K5 R190 G210 B192  
PANTONE 622  
HEX #bed2c0

### HUNTING

L83 a6 b30 H45 S50.0 L75.7

C12 M22 Y45 K0 R224 G208 B162  
PANTONE 468  
HEX #e0d0a2

### MOUNTAIN HUNTING

L61 a19 b58 H42 S53.8 L46.7

C25 M48 Y93 K5 R183 G145 B55  
PANTONE 7510  
HEX #b79137

### TASK FORCE

L62 a-5 b13 H72 S11.7 L58.2

C45 M30 Y50 K10 R156 G161 B136  
PANTONE 5635  
HEX #9ca188

### TF – HEAVY DUTY BOOTS

L35 a8 b8 H22 S12.6 L34.1

C40 M50 Y50 K55 R98 G84 B76  
PANTONE 7519  
HEX #62544c

### TF – LIGHT WEIGHT BOOTS

L57 a-16 b17 H92 S15.8 L52.9

C50 M16 Y57 K26 R134 G154 B116  
PANTONE 2263  
HEX #869a74

### TF – MULTIFUNCTION BOOTS

L65 a4 b30 H47 S28.0 L58.0

C27 M31 Y59 K14 R178 G165 B118  
PANTONE 7503  
HEX #b2a576

### WORK

L31 a-23 b-35 H202 S94.2 L27.1

C100 M20 Y0 K50 R4 G87 B134  
PANTONE 3025  
HEX #045786