

COMFORT STUDIO BUILDING SIGNAGE

To access La-Z-Boy Comfort Studio Logo information, log onto the website www.la-z-boy.com/styleguide. This website contains pertinent information for all sign companies to reference when creating and designing an exterior sign.

The website includes the following:

Logo Guidelines

Composition

Proportion

Color Specifications

Don'ts for the logo

Trademark Information

Logo Downloads

EPS

JPEG + PNG

English and French Option

Signage and Fleet

Exterior

Interior

Fleet Graphics

Pantone Colors:

The "Z" oval and "Comfort" are Pantone color 2495C. The light blue in "Studio" is 2915C. If using the horizontal logo, the line between La-Z-Boy and Comfort Studio should also appear in 2915C.

Possession of Logo:

Store name must not show possession of the word La-Z-Boy. Please see example.

INCORRECT:

CLASSIC FURNITURE

L A Z B O Y
ComfortStudio®

CORRECT:

CLASSIC FURNITURE
featuring:

L A Z B O Y
ComfortStudio®

Vertical

L A Z B O Y
ComfortStudio®

Horizontal

L A Z B O Y | ComfortStudio®

L A Z B O Y
ComfortStudio®

Live life Comfortably.®

ILLUMINATED CHANNEL LETTERS

Stacked or horizontal

Illuminated Channel Letters (stacked or horizontal)



3635-22 3M
Dual Color
Black



White



3M 3630-167
Bright Blue
Pantone 2495C



3M 3730-57L
Olympic Blue
Pantone 2915C

LAZBOY: 3M 3635-22 dual color black film

Z Logo: 3M 3630-167 Bright Blue with white "Z"

COMFORT: 3M 3630-167 Bright Blue

STUDIO & VERTICAL BAR: 3M 3730-57L Olympic Blue

LA-Z-BOY Letters

- Aluminum backs
- Black Aluminum returns
- 1" Black trim caps
- White acrylic face w/1st surface black dual color film
- White LED

Comfort Letters

- Aluminum backs
- Aluminum blue returns Pantone+ 2495C
- 1" Blue trim caps Pantone+ 2495C
- Flush mount
- White acrylic faces w/1st surface blue vinyl
3M 3630-167 Bright Blue
- White LED

Z logo

- Aluminum back
- Blue Aluminum returns PMS 2495C
- 1" Blue trim cap PMS 2495C
- Flush Mount
- White acrylic faces w/1st surface dual color black film
- White LED

Studio Letters and Vertical Bar

- Aluminum backs
- Aluminum Blue returns Pantone+ 2915C
- 1" Blue trim cap Pantone+ 2915C
- Flush Mount
- White acrylic faces w/1st surface blue vinyl 3M 3730-57L
Olympic Blue
- White LED
- Registered mark after the "O" per art files

FREESTANDING PYLON OR MONUMENT SIGNAGE

Comfort Studio

- White background
- Black: LA BOY
- Logo Oval Blue 3M 3630-167 - white Z
- Studio Light Blue 3M 3730-57L
- Registered mark after “O”
- Sizes vary per location



White



3M 3630-167
Bright Blue
Pantone 2495C



3M 3730-57L
Olympic Blue
Pantone 2915C



All Exterior Sign Proposals must be approved by La-Z-Boy Incorporated prior to manufacturing. This assures that the La-Z-Boy Logo is being properly represented. Please submit all exterior sign proposals to Kelly Grimm for review and approval.

All guidelines pertain to both building and freestanding pylon or monument signage.

La-Z-Boy Contact:

Kelly Grimm

PM Store Development - Comfort Studio,

International and Special Projects

kelly.grimm@la-z-boy.com

734-384-6280

L A Z B O Y
ComfortStudio®

Live life Comfortably.®