

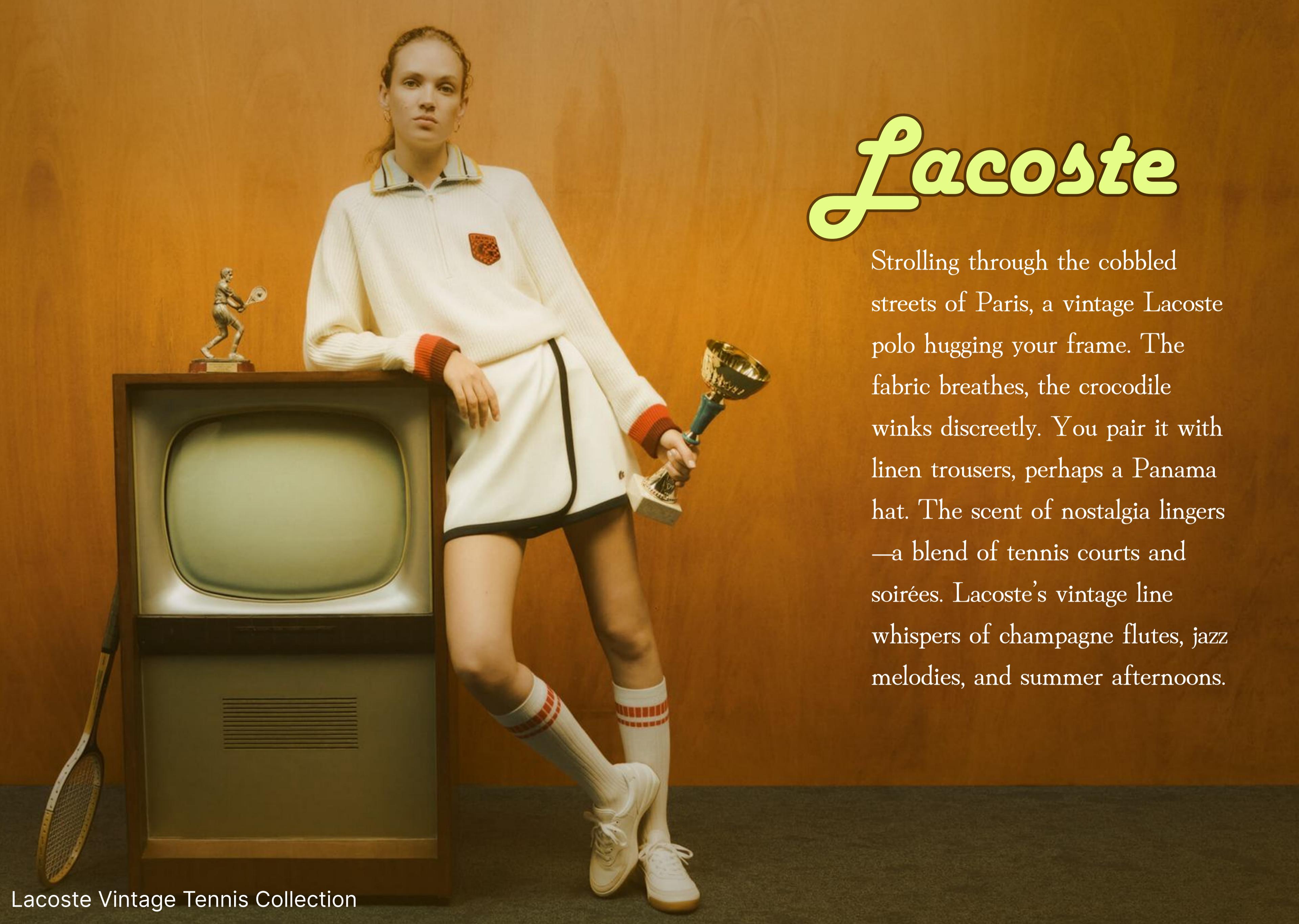


LACOSTE

Vintage Chic

Maison founder René Lacoste, coexists harmoniously with fluid, enveloping outerwear. Knitted collars, elastic heat-heating, and light nylon padding breathe new life into vintage silhouettes, creating a captivating blend of styles and eras¹. If you're charmed by the visual aesthetics of yesteryears, Lacoste's original logo design from 1933 to 1984 also offers a fascinating glimpse into how branding can evolve with the zeitgeist



A woman in a vintage Lacoste tennis outfit, consisting of a white ribbed polo shirt with a small crocodile logo on the chest and white shorts with a black belt, is leaning against a vintage television set. She is holding a trophy in her left hand. The television is a large, boxy model with a wooden cabinet and a CRT screen. A small bronze statue of a tennis player is on top of the television. The background is a warm, orange-tinted studio backdrop.

Lacoste

Strolling through the cobbled streets of Paris, a vintage Lacoste polo hugging your frame. The fabric breathes, the crocodile winks discreetly. You pair it with linen trousers, perhaps a Panama hat. The scent of nostalgia lingers —a blend of tennis courts and soirées. Lacoste's vintage line whispers of champagne flutes, jazz melodies, and summer afternoons.



Black

#000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 1



**Palm
Leaf**

#2F4B2A
RGB: 47, 75, 42
CMYK: 0.37, 0, 0.44, 0.71



Tangerine

#F29100
RGB: 242, 145, 0
CMYK: 0, 0.40, 1, 0.05



Tidal

#E5FD86
RGB: 229, 253, 134
CMYK: 0.09, 0, 0.47, 0.01



White

#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Color



Evoking sophistication, nature's embrace, and the warmth of a sunset. Imagine a vintage Havana soirée—the clink of glasses, the sway of palm trees, and the promise of adventure. This palette invites you to dance between elegance and escapade, where every hue tells a story.

Harlow Solid Italic

Aa Bb Cc Dd Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

123456789

Typography

Hina Mincho

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

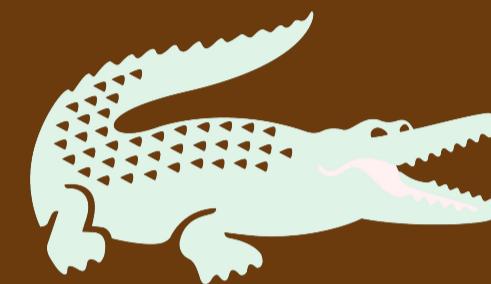
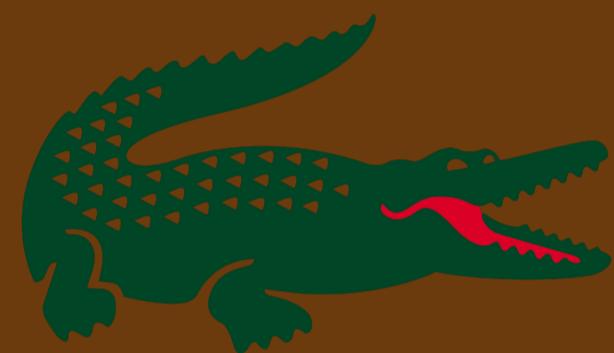
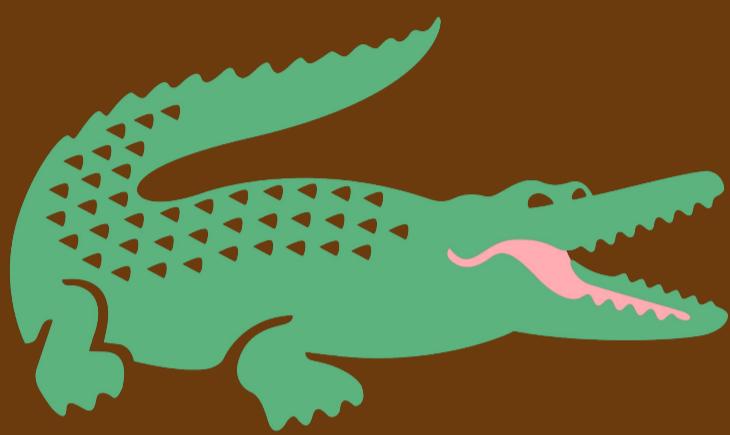
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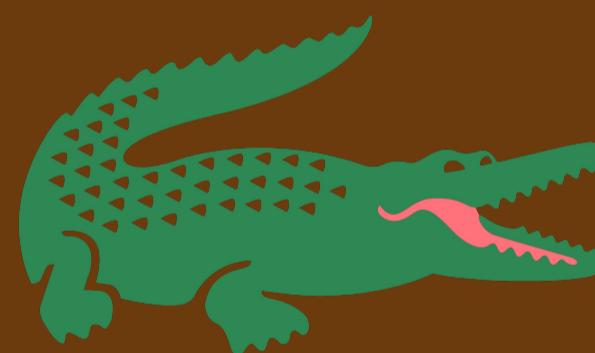
Logo Use



Logo without word mark and in any color as long as all dimensions and scaler are intact.



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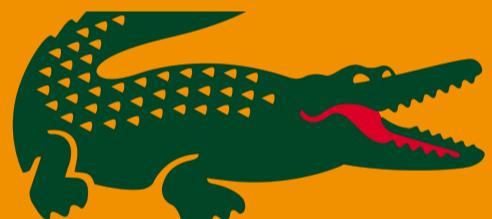
LACOSTE

Logo with word mark and in any color as long as all dimensions and scaler are intact.

Logo Misuse

LACOOSTE

Word mark with either wrong typeface
and/or wrong spelling



I ACOSTE

Logo cropped or layered with other images
that don't pay respect to clear space



Either image mark or word mark stretched
or altered out of original dimensions



Fake Lacoste logo example

Brand Presentation

General

- Warm colors
- High Contrast
- High Depth
- Chic look
- Nonchalant Vibe
- Company Colors always present
- At least 1 image mark on any image

Models

- Diversity inclusion forward
- Exude confidence
- Warm tone filters
- Public scenery
- Green accents with apparel



Lacoste Summer Athletic Collection 2024

Lacoste x Dennis

René Lacoste, the French tennis player, revolutionized tennis fashion by introducing the lightweight polo shirt made from “petit piqué” cotton in 1933. The iconic Lacoste polo featured a crocodile logo, symbolizing René’s nickname.

Beyond tennis, Lacoste’s global impact extends to fashion and lifestyle, embodying excellence, passion, and fair play.

During the 1950s, Lacoste clothing began to be exported worldwide, becoming a transgenerational icon. Beyond products, Lacoste embodies a sporting spirit that guides its collections and societal commitments



Founder of Lacoste, René Lacoste



2024 and Beyond

Lacoste continues its legacy at the Miami Open, a highlight on the tennis calendar. The tournament staff, officials, and ball kids don Lacoste's signature French style.

Tennis stars like Daniil Medvedev, Bernarda Pera, Grigor Dimitrov, and newcomer Arthur Fils represent Team Lacoste, wearing custom kits and embodying the brand's dedication to excellence and innovation in sport.

Professional Tennis
player Novak Djokovic



Lacoste Vintage spring collection 2023



Men's G80 Club Popped Heel Sneakers



Men's The Blend Monogram Canvas Backpack



Unisex Organic Cotton Twill Cap



Women's L. 12.12 Concept Petit Pique 12-Card Zip Wallet