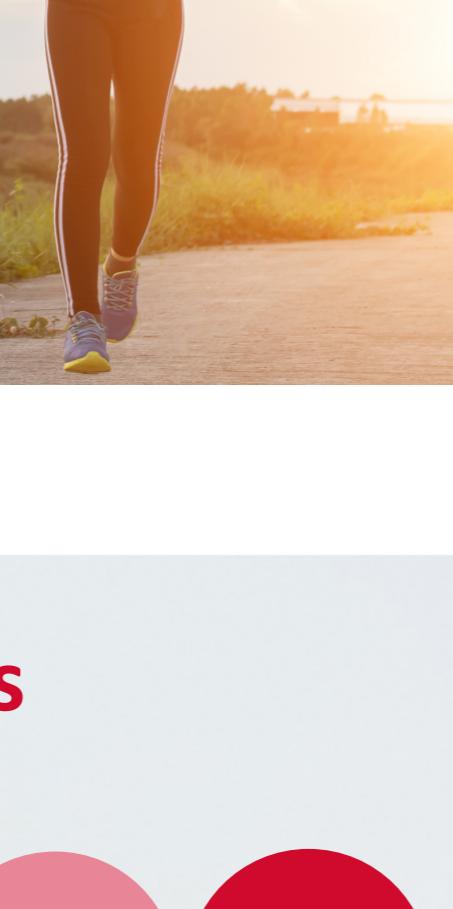


Lululemon Brand Guidelines

Tagline

"Lululemon creates components for people to live long, healthy, and fun lives."



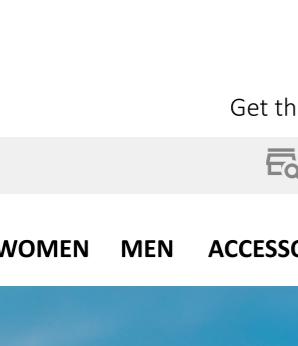
Brand Colors



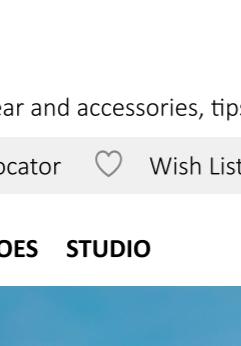
Black #000000 White #FFFFFF Myrtle Green #297373 Rose Pompadour #E88596 Crimsen Red #D00A2C

Logo Variations

Main



Black & White



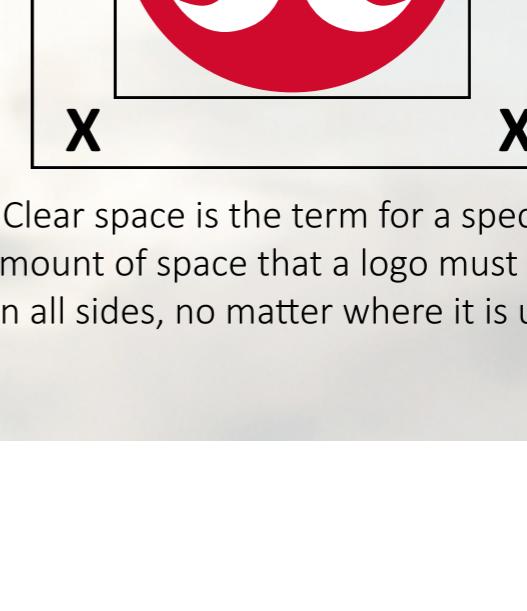
Wordmark

lululemon **athletica**

Brand Story

Lululemon is a well-known athletic apparel and lifestyle brand founded in 1998 by Chip Wilson in Vancouver, Canada. The brand's story is rooted in a passion for fitness and a commitment to creating innovative and high-quality athletic wear.

Logo Clearspace



Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used.

Typography

Calibri Bold

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

Calibri Regular

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

Calibri Light

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

Keywords

Lululemon	Outdoors	Belt Bag
Athleisure	Game Gear	Shoes
Apparel	Align	Athletic

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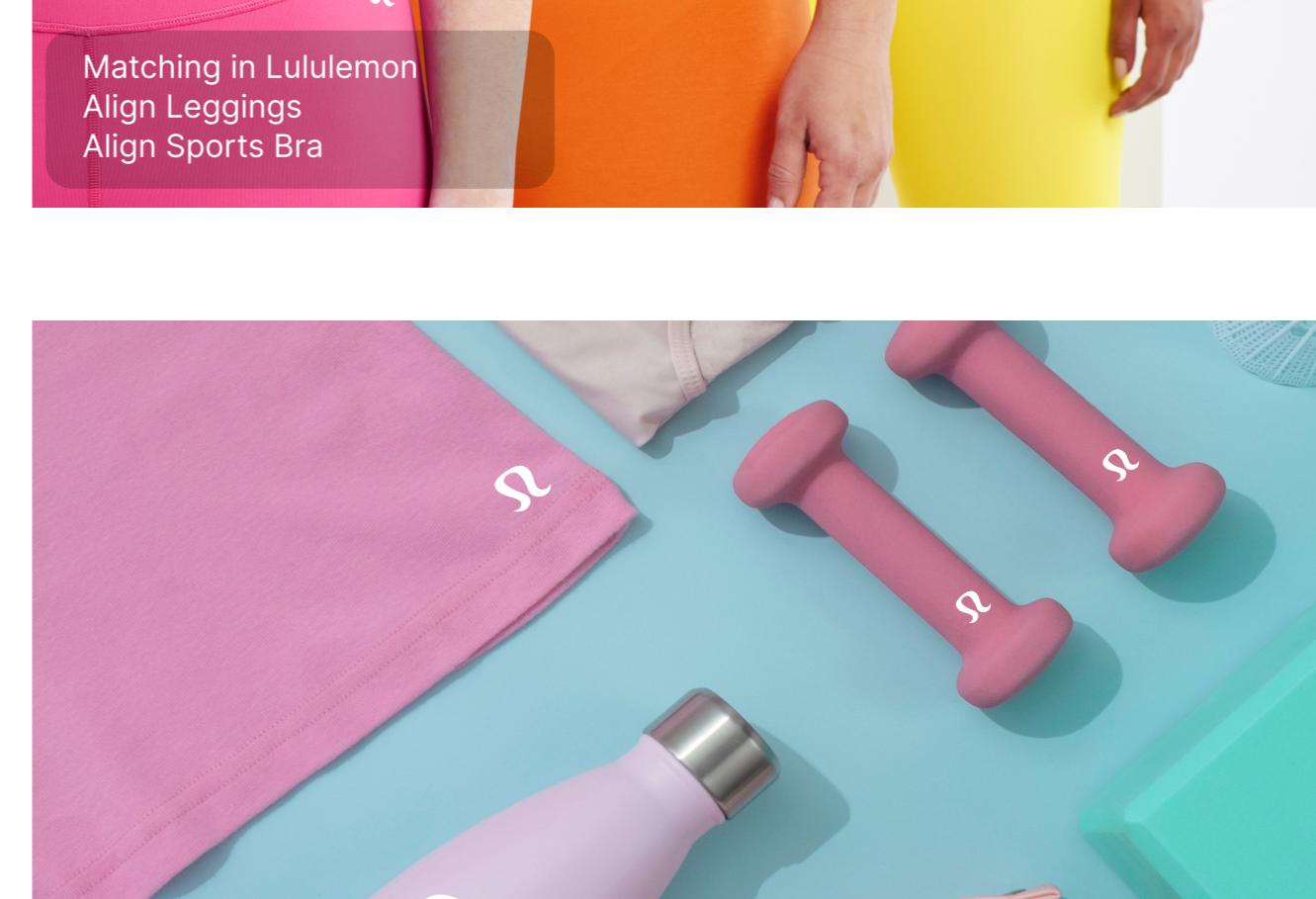
WOMEN MEN ACCESSORIES SHOES STUDIO Sign In

lululemon

Woman's What's New
Men's What's New
All Woman's
All Men's
All Shoes
All Accessories

THE ENVITAL SPORTS BRA
SHOCKING SUPPORT

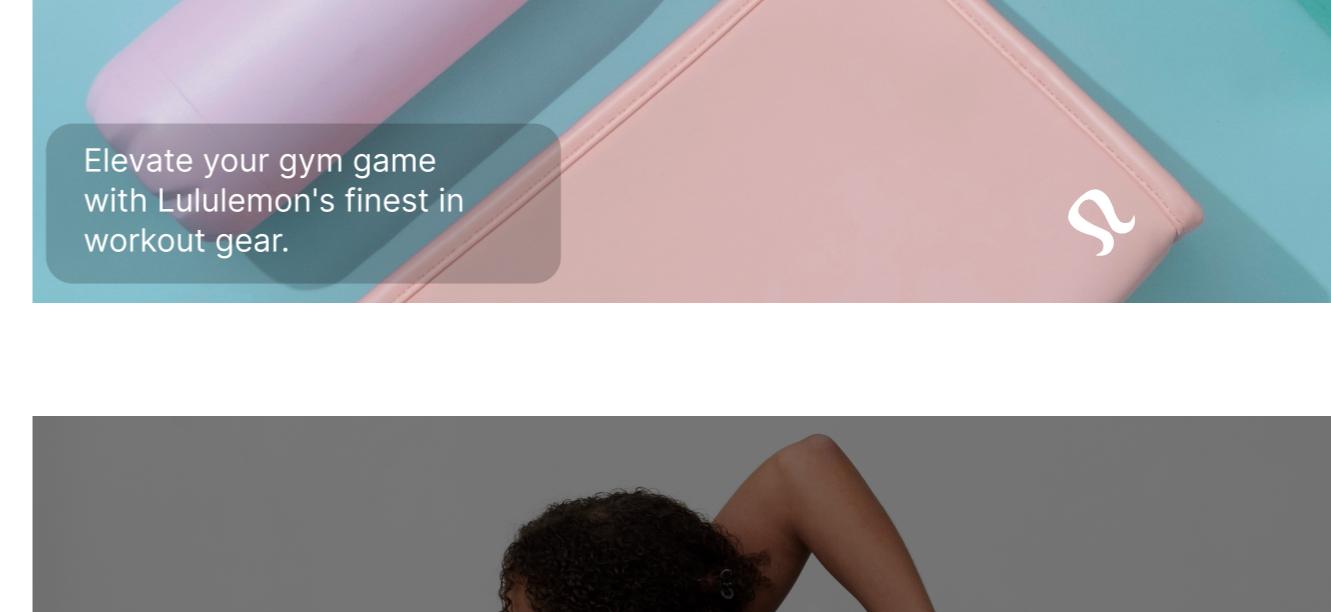
SHOP WHAT'S NEW



Packaging



Tag used on our products



Analytics

85%

Woman



15%

Men

