



UNIQLO

Brand Style Guide

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Brand Overview

Brand Name and Origins

UNIQLO is a Japanese casual wear clothing brand that opened its first store in June 1984, under the name “Unique Clothing Warehouse.” Due to an error during the registration of the brand in Hong Kong, the “C” in the extended name was misread as “Q”, which later led to it being rebranded as UNIQLO across Japan, by the current chairman and CEO, Tadashi Yanai. In September 1991, our parent company “Ogori Shōji” renamed itself as “Fast Retailing” and expanded its network to 100 stores across Japan, by April 1994.

UNIQLO’s sole objective was to create high quality yet affordable, well-designed functional clothing. This led to it adopting the SPA manufacturer retailer model which focused on in-house designing, production, and marketing. As UNIQLO gained popularity for its signature apparel like fleece jackets and basics, it opened its first international store in the UK in 2005, further expanding to the United States, South Korea, China, and other Asian countries.

Its strong commitment towards offering innovative and stylish apparel, prompted it to introduce innovative fabrics such as AIRism and Heattech, gaining a global recognition. Today, UNIQLO is the world’s 12th largest clothing retailer. It is a global brand with a significant presence that continues to expand, while prioritizing not only their innovative clothing offerings but also sustainability to reduce its environmental footprint.



Simple Made Better

Brand Purpose

UNIQLO believes in “Simple Made Better” i.e., evolving and innovating everyday essentials into highly perfected clothes that reflects the originality and ingenuity infused into them. UNIQLO’s objective is to provide value and affordability to its customers by making high quality fashion accessible to a broader audience, thereby, enhancing their daily lives. Through its “LifeWear” philosophy, UNIQLO aims to provide lifestyle-oriented fashion that is simple, functional, and high quality. *“One that is always evolving with life’s needs in mind.”*

Going beyond its desire for providing “LifeWear”, UNIQLO has adopted a sustainability mission statement – “Unlocking the Power of Clothing”; which takes into consideration its three pillars – People, Planet, Society. Through its “Doraemon Sustainability Mode”, UNIQLO plans to transform the world and our future step by step, by taking swift and decisive actions with respect to their business.

Brand Promise

UNIQLO is dedicated to providing its customers with meticulously crafted, high-quality clothing that offers timeless designs, allowing customers to move freely and confidently in their everyday lives. Our promise is to create functional styles using innovative technologies that not only provides long-lasting satisfaction to the customers but also prioritizes their comfort and optimal fit at an affordable price range.

“Our clothes are simple and essential yet universal, so people can freely combine them with their own unique styles, in any way they choose, every day of the year. UNIQLO is more than just a clothing brand. But a way of thinking. A steady consciousness of constant change, diversity, and the challenging of conventions. UNIQLO believes that everyone can benefit from simple, well-designed clothes. Because if all people can look and feel better every day, then maybe the world can be a little better too. UNIQLO still strives onwards and upwards. Not in pursuit of perfection, but in evolution.”

- UNIQLO’s Promise

Brand Values

UNIQLO's brand values are more than just its products and sales. They reflect its core beliefs, objectives, culture, and how they are perceived by the target audience. It represents the core principles that shape UNIQLO's brand identity and its relationship with the stakeholders.

Innovation and Technology

UNIQLO is sincere about promoting innovations and latest technological advancements in the clothing industry. To meet the ever-changing needs and preferences of the customers, and continuously upgrade our products we heavily invest in research and development.

Simplicity

At UNIQLO we strive to create simple yet timeless clothing styles beyond the excessive wavering trends; those that remain relevant over an extended period of time.

Quality and Affordability

Due to the customer-centric approach that prioritizes customer satisfaction, UNIQLO is committed to provide apparels that are not just of exceptional quality but also affordable for a wide range of audience. The aim is to offer clothing that is reliable and durable and reflects the brand's remarkable craftsmanship.

The Three Pillars

Keeping in mind the three pillars – People, Planet, and Society, UNIQLO is determined to ensure that *“everyone's lives across the globe are enriched by our clothes.”* It aspires to incorporate diversity in the workplace environment and change people's lives for the better by giving back to the communities both at national and international level.



Brand Personality

UNIQLO as a brand, exudes a neat, simplistic, and minimalistic vibe that is evident through its products and overall brand presentation. The uncluttered aesthetics and the emphasis on functionality and practicality reflects UNIQLO's approach to fashion. Its penchant for technology integrated apparel showcases its desire to stay ahead of fashion trends and promote year-round wardrobe staples over those with limited longevity. Through its bright red color, UNIQLO defines its brand personality as:

- Bold – One that does not conform to the evolving trends and is clear and vocal about their core beliefs.
- Sincere – Being genuine, empathetic, and inclusive through every action.
- Sophisticated – Evident in the products that prioritize elegance with comfort.
- Innovative – Having an imaginative, original, and forward-thinking mindset.

"Made For All"

UNIQLO's slogan directly portrays its inclusive brand identity i.e., its apparel transcends the gender, race, age, size, disability, occupation, and any other identifications of an individual. The focus is to provide everyday essentials that are universal and can easily be put together to form an outfit, unique to that individual. It is not about style but the basics.

Brand Positioning

A Brand's position represents its perceived value in the minds of its customers. Having a strong brand positioning gives you an edge over your competitors i.e., customers are able to identify the differentiating factors that make your brand unique among others.

UNIQLO positions its brand to provide value to its wide customer base by offering clothing and apparel that is high-quality, casual, timeless, affordable, innovative, functional and aligns with the modern lifestyles. With a customer-centric approach, UNIQLO prioritizes the preferences and needs of its customers by emphasizing social responsibility in its brand positioning, thereby, satisfying not just the conscious consumer base but also the planet.

Brand Positioning Statement

A brand positioning statement aids a brand to define itself to its customers. An exceptional positioning statement that communicates the unique value of the brand, evokes the feelings of attachment in the minds of its consumers.

“For individuals in the age range of 18-40 who are actively seeking high quality, affordable and functional clothing, UNIQLO is the only brand among all fast-fashion retailers that offers timeless, innovative, and versatile wardrobe staples that are always evolving with life's needs in mind. Leveraging the latest technological advancements in the clothing industry, we aim to challenge the conventions, to meet the needs and preferences of our customers while maintaining our sustainability mission statement.”

- UNIQLO Brand Positioning Statement

The Three Cs Model

The three Cs Model of brand positioning is a framework that is used to analyze and develop strategies on the three key elements of a market: Consumers, Competitors, and Company.

- **Consumer Analysis**

To create a strong **resonance** with its customers, UNIQLO positions its clothing as being modern lifestyle oriented and emphasizes values that resonate with the customers. It highlights the special technological features such as AIRism and Japanese Heattech that aligns with the consumer preferences within an affordable price range. By using customer-centric approaches and conducting detailed target market segmentation, UNIQLO gains insights to incorporate all that is **relevant** to its consumers. The brand pays special attention to delivering what it claims and being as **real** as possible without using exaggerated connotations in their positioning statement.

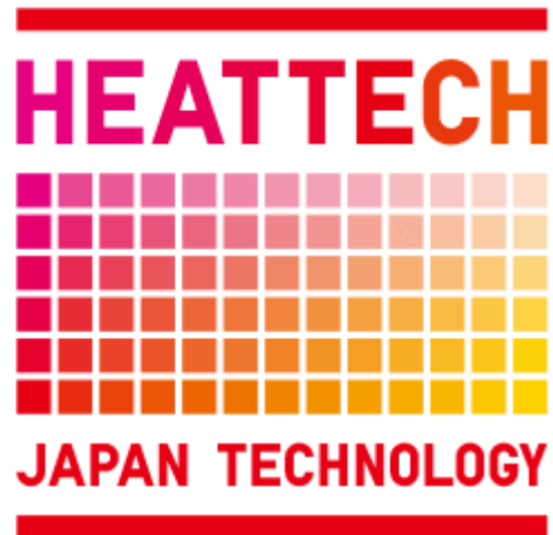
- **Competitive Analysis**

Just like its audience, UNIQLO has a broad spectrum of competitors ranging from fast fashion retailers to lifestyle clothing brands. To showcase its **distinctiveness** and maintain a competitive edge, UNIQLO constantly refines its strategies by analyzing those of its competitors. It further presents differentiating features of simplicity, affordability, timelessness, and excellent quality in its apparels. By offering clothing that prioritizes comfort and **durability** for all, the brand aims to appeal to its customers for a prolonged period by consistently evolving alongside them. The Japanese Heattech technology and AIRism are two most popular trademarks of UNIQLO that aids in increasing the **defensibility** of its product's value claims of innovative and technological clothing.

AIRism
comfort conditioning technology

Delightful Tech for Skin

Aggregated, ultra-fine fibers quickly work to absorb and disperse sweat.
Super smooth and super sleek texture that glides on skin—not against it.



- **Company Analysis**

UNIQLO's positioning statement is infused within every aspect of its operations. From supply chain management to emphasis on innovation, from value-driven pricing strategies to its commitment towards sustainability, UNIQLO ensures its **feasibility** in the highly competitive retail market. Through its exceptional customer service and personalized marketing strategies, UNIQLO focuses on building customer loyalty and retention, contributing to the brand's ongoing **favorability**. It further captures value in the marketplace by actively delivering its product and service claims, made in its brand positioning statement. Also making sure that the message being delivered through its advertisement campaigns, global ambassadors and models, perfectly align with the brand's overall image and identity. Through this UNIQLO is able to claim the title of an authentic brand, one that customers find genuine and have **faith** in.

Brand Visual Foundation

UNIQLO's strong visual identity is based on the key fundamentals of simplicity and minimalism that is apparent in its logo, color, typefaces, and overall design elements. The iconic red and white colors represent the flag of Japan, where the brand first originated.

Logo History

Since its founding, UNIQLO has had 4 variations of its logo, with its current red-and-white emblem symbolizing its clear connection with Japan. The earliest of the logos was in function from 1984 to 1991, and featured the original name of the brand, "Unique Clothing Warehouse." With a white background, the design displayed dark brownish shade of red with a straightforward and simple font. In 1991 the logo underwent some changes and incorporated the English name "UNI-QLO", that unlike the current logo was broken into two parts with a hyphen. It placed the two human characters in the logo, inside a dark wine-red box. The third variation of the brand's logo was in operation between 1998-2009 and displayed its English name, where "UNI" formed the first line, and "QLO" came under it. The grayish-white letters were put inside a square of a deep dull shade of red. Similar to the old logo, the current English logo split the word "UNIQLO" into two parts, but instead replaced the dull red with a bright shade of red and the letters into a clean white.



Business Logo



UNIQLO has two official business logos: one is for UNIQLO Japan, and another is in English for the international audience. The primary logo features the brand's English name in bold white uppercase letters, within a red square and is often used on varied colored backgrounds. Representing the brand's minimalistic and contemporary approach, the logo displays clean lines without any complicated layouts and is simple yet bold.

Secondary Marks and Symbols

The secondary logo of the brand is used for UNIQLO Japan and is written in katakana, a writing system for foreign words. The bold red and white color symbolizes the Japanese flag, thereby, establishing a strong brand identity.

UNIQLO has some other variations of its standard logo that are used for specific purposes. The black UNIQLO logo has the exact same text but in a black square. It is often used in our marketing and branding materials, and where the red logo doesn't seem to fit right or is not too evident. To ensure the legibility and visual appeal of the brand logo, UNIQLO uses a wide variety of logos with different colorful backgrounds but the exact same text as in the official logos.

Another prominent logo is the Green UNIQLO logo that signifies the brand's sustainability mission statement: "Unlocking The Power of Clothing."

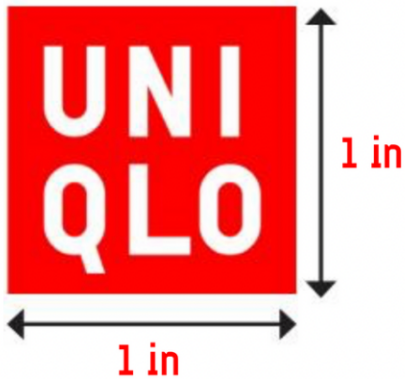


LifeWear



Size and Spacing

The minimum logo size for UNIQLO is 1 x 1 inches (W x H).



Both official business logos are to be positioned in a way that a whitespace exists in between, to remove any overpowering visual elements. This condition is to be taken into consideration whenever creating a UNIQLO logo with different backgrounds. When using these colour variations (only if necessary):

- Both Japanese and English logos must be placed adjacent to each other
- The black and white UNIQLO logo must only be used in a situation where official red logo is not suitable.
- No outlines on the logo. Always leave whitespace.
- No adjustments to the opacity of the logo.
- Even with color variations the text must always remain white.

Logo Restrictions

For a streamlined and consistent communication across all channels, it is highly essential that the proportions, positioning, or the core characteristics of the logo remains unchanged.

- The logo's orientation should not be changed.
- The logo should not be cropped.
- The logo's proportions should not be changed.
- The logo's colors should not be inverted.
- The colors of the font-face should remain white regardless of background change.
- The logo's font-face must remain centered and not moved.
- No effects must be added to the logo. (Eg. Shadows)
- Do not mix the two official logos. Always leave the whitespace
- A different font-face must not be used.

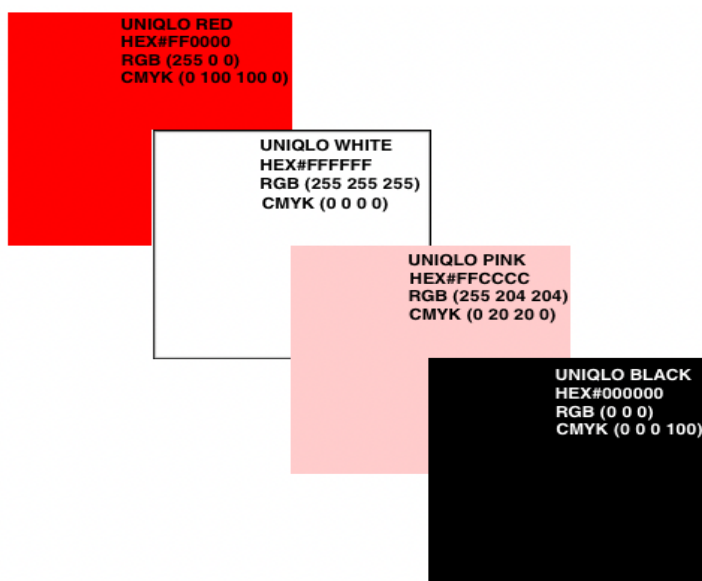
Brand Colors



Primary & Secondary

UNIQLO's primary color palette includes a vibrant red, also called "UNIQLO Red" and white. It is an essential part of the brand's visual identity, that represents passion and simplicity. While red is associated with evoking the feelings of passion and energy, the white color exhibits simplicity and a clean aesthetic.

The secondary color palette covers lighter shades of red/pink as well as a blend of black and white. The black-white combination denotes the versatility and can only replace the red-white one if the latter lacks legibility due to specific backgrounds or to create a visual impact.



Extended Color Palette

The extended color palette is used to represent UNIQLO's specific product lines and brand marketing materials. It often includes a range of neutral tones such as beiges, grays, browns, to complement the signature bright red. UNIQLO also makes use of variations of the primary and secondary colors to address specific marketing campaigns and its products in general.



ORANGE
HEX#F05B00
RGB (240 91 0)
CMYK (0 62 100 6)



DEEP SKY BLUE
HEX#44C1FF
RGB (68 192 254)
CMYK (73 24 0 0)



GOLDEN YELLOW
HEX#FFDD00
RGB (254 220 0)
CMYK (0 13 100 0)



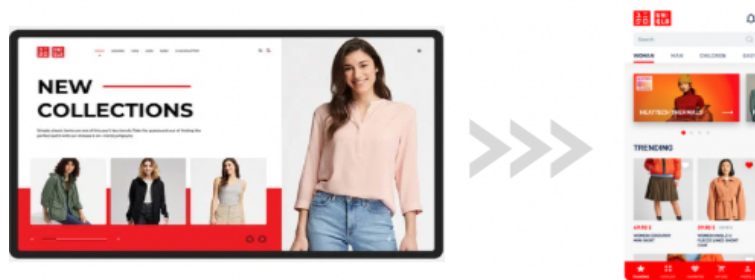
HOT PINK
HEX#F20085
RGB (242 0 132)
CMYK (0 100 45 5)

Accessibility

UNIQLO places a strong emphasis on accessibility for its target audience. Using customer-centric approaches to cover a diverse consumer base, UNIQLO focuses on providing an affordable pricing range for wardrobe staples that are not just high in quality but are also stylish. Its value for diversity is also evident in the advertising campaigns, that uses models and ambassadors from wide-ranging cultures and backgrounds as a representation of their target audience.

Online

By maintaining a strong online presence (on both web and mobile), UNIQLO allows a diverse audience including those who are differently abled, to easily access their digital platforms in order to browse or shop the products at the comfort of their homes. Through its neatly organized website showcasing the visually soothing red-white color palette, UNIQLO captures the attention of the audience, compelling them into creating an emotional bond.



Products

UNIQLO isn't limited to an inclusive audience. It pays a great deal of attention to including a broad range of sizes from XXS to 3XL in its products to accommodate varied body shapes and types.

Design

Use of the two primary colors red-white must be consistent throughout the brand materials to facilitate a smooth communication with the audience. The secondary colors are to be used only when necessary and not to overshadow the primary color combination. The positioning of the colors must always maintain the clean, minimalistic vibe of the brand.

Typography

Primary Font(s)

To illustrate the fundamentals of its brand identity, UNIQLO uses clean and modern typography. It typically uses the Sans-Serif fonts that are customized and adapted from the typeface family FF DIN in bold. The uppercase roman letters on the English logo are monospaced and centered, while the Japanese logo displays four Katakana characters that are separately placed with thick strokes and straight edges.

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

Secondary Font(s)

Across its webpages and other digital platforms, UNIQLO uses Helvetica Neue as its secondary font. It is mainly used when writing detailed information on the product descriptions.

**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
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Type Scales

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Typography Principles

To maintain a consistent brand image that is streamlined across all channels, it is important to utilize typography in the correct manner.

- The fonts must be consistent across various brand materials.
- The fonts selected must align with UNIQLO's brand identity.
- UNIQLO should only use typefaces such as sans-serif, that displays its minimalistic and clean visual identity.
- Only the significant colors in the brand color palette must be displayed in its typography.
- Fonts and typography which are legible to a wide audience is to be used.
- No effects such as shadows must be used.
- No unnecessary outlines to be made.
- The English and Japanese logo font must be monospaced and centered.
- The text color on the logo must remain white even with colorful backgrounds.
- Typography for different languages must be consistent across all channels, to evoke the same emotions in customers on a global level.

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