

**lululemon**



**athletica**

*brand guidelines*

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lululemon

# Brand History



lululemon is a yoga-inspired, technical athletic apparel company for women and men. What started as a design studio by day and yoga studio by night soon became a standalone store in November of 2000 on West 4th Avenue in Vancouver's Kitsilano neighbourhood.



## OUR VISION

Founded by Chip Wilson in Vancouver, Canada in 1998, lululemon is a yoga-inspired, technical athletic apparel company for women and men. What started as a design studio by day and yoga studio by night soon became a standalone store in November of 2000 on West 4th Avenue in Vancouver's Kitsilano neighbourhood.

Our vision for our store was to create more than a place where people could get gear to sweat in, we wanted to create a community hub where people could learn and discuss the physical aspects of healthy living, mindfulness and living a life of possibility. It was also important for us to create real relationships with our guests and understand what they were passionate about, how they liked to sweat and help them celebrate their goals. Today, we do this in our stores around the globe.

## OUR PRODUCT

Our first designs were made for women to wear during yoga. Through plenty of feedback from our guests, ambassadors and elite athletes, we now design for yoga, running, cycling, training and most other sweaty pursuits for women and men. Not to mention, our designers are athletes and sweat-minded people, too.

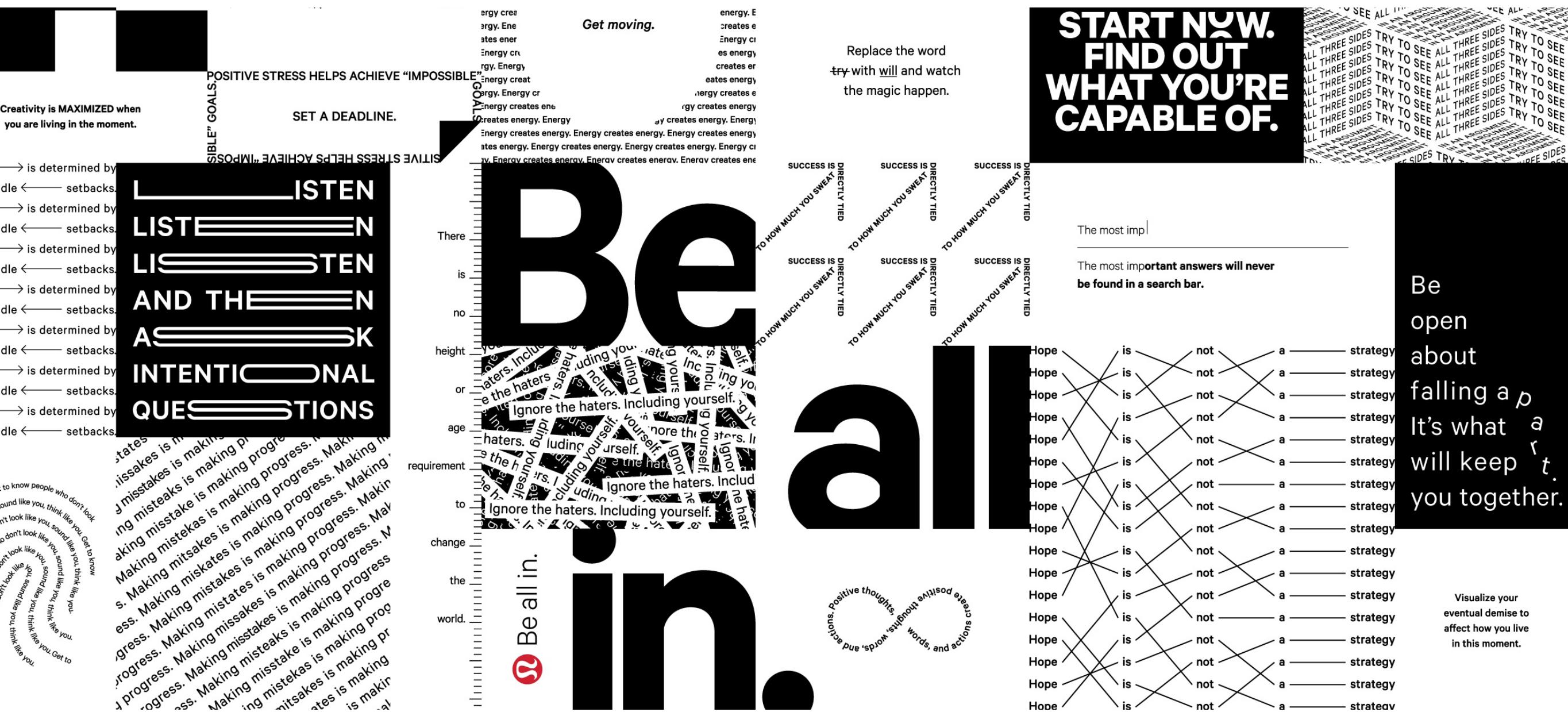
## OUR BEST LIFE

A constant that has never wavered is our desire to empower people to reach their full potential through providing the right tools and resources, and encouraging a culture of leadership, goal setting and personal responsibility. Our core values of personal responsibility, entrepreneurship, honesty, courage, connection, fun, and inclusion are lived by our people every day and are at the heart of our unique company culture.

We live a life we love. We set our goals to align with our vision, and it's why, so often, our one-year goals become today's reality.

# Manifesto

Our manifesto is one way we share our culture with the community. It's an evolving collection of bold thoughts that allow for some real conversations to take place. Get to know our manifesto and learn more about what lights our fire.



# Colour Palette



## The Primary Colour Incubation Red

represent or provide feeling:

- passion
- positive
- warm
- take care
- share
- union
- community
- chic
- unique
- energy

**The Secondary Colours** are expressive, youthful and lively, providing contrast and harmony to the key slate colour. The colours have been selected for its printability and ability to maintain consistency across many media. In each case, only two tints are required to create the colours in CMYK - a benefit for reproduction quality.

## Primary

**HEX #** D41935  
**C0 M100 Y81 K4**  
**R212 G25 B53**

*Incubation Red*



## Secondary

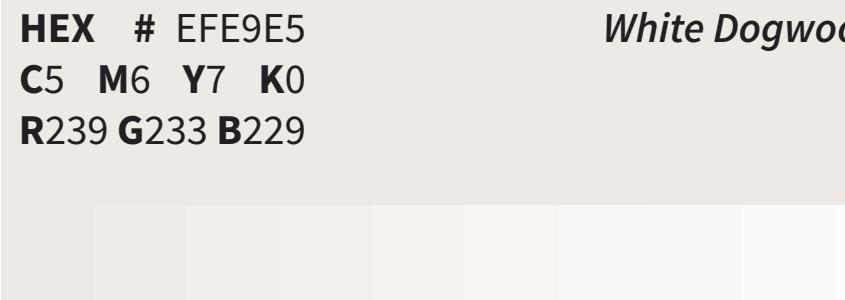
**HEX #** 000000  
**C75 M68 Y67 K90**  
**R0 G0 B0**

*Black*



**HEX #** EFE9E5  
**C5 M6 Y7 K0**  
**R239 G233 B229**

*White Dogwood*



# Typography

**Source Sans Variable** has been specially selected for Lululemon Athletica to act as the typeface for logo and core identity implementation. The Source Sans Variable type has been selected to complement the typeface to be used in all graphically-designed material.



## Regular

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890,.?!@#\$%^&\*(-)\_

## Light

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890,.?!@#\$%^&\*(-)\_

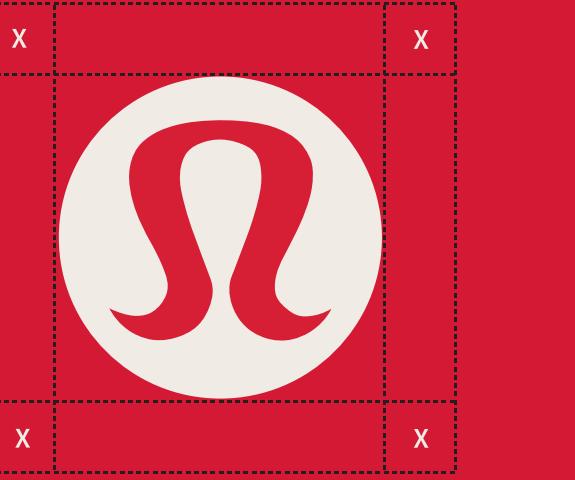
## Bold

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890,.?!@#\$%^&\*(-)\_

## Black

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890,.?!@#\$%^&\*(-)\_

# Logo Guideline



**Clear Space** is a padded area, defined by **X**, surrounding the logo that should be kept free of any intruding elements.

This Clear Space ensures the logo is given a chance to represent the brand without distractions.

**The area defined by X is a guide; no magic formula is used.**

To apply **Clear Space** to the other logo lock-up's, a good rule of thumb is:

**1.5x the Cap Height** (height of uppercase letter).

The **Clear Space** can be increased, or carefully decreased if needed, on a case-by-case basis.

**Never** distort or change our logo in anyway. Do not use elements of our logo seperately and never shorten our name to "lulu".

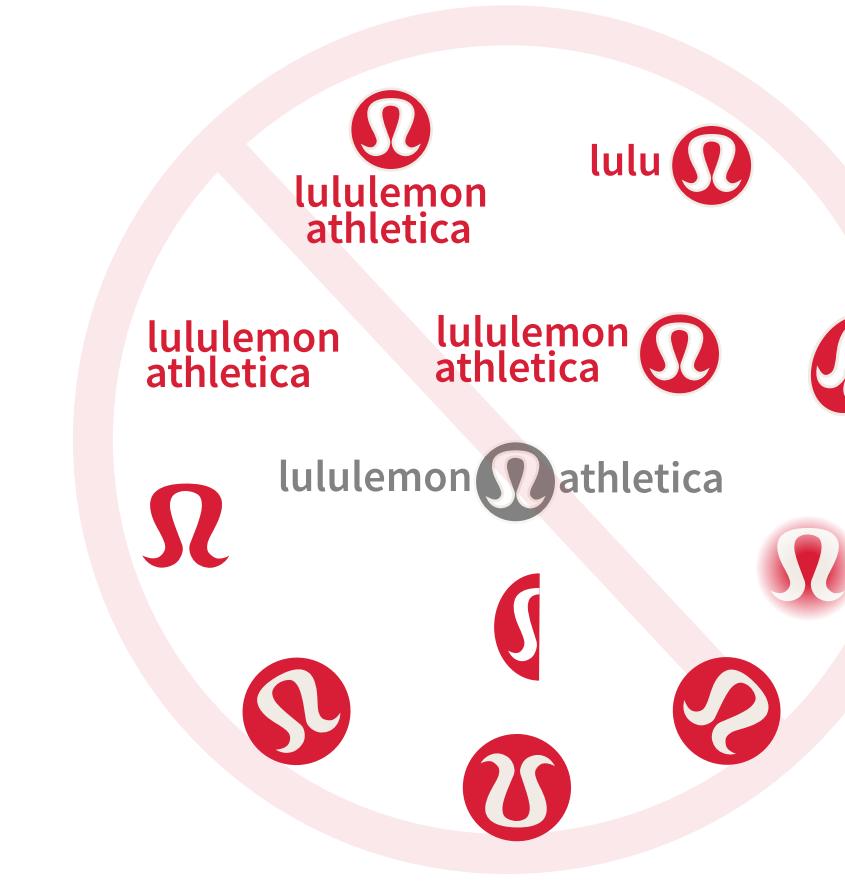
**Don't** use the stylized "A" without the rest of the logo design. It looks naked and lonely.

**Don't** cut the logo off or crop it. This is something our brand team may do in special cases but it's preferable to keep it intact.

Our brand team may rotate the logo in special cases but please **avoid** doing so yourself.

We **don't** co-brand, which means we never place our logo beside other company's logos.

Finally, please always make sure our logo appears crisp and clear.



# Stationary



Envelope



Letterhead

Business Card



Pinky Ko  
Public Relations Director  
pinkyo@lululemon.com  
lululemon athletica 1818 Cornwall Ave,  
Vancouver, C.B. V6J 1C7  
(123)432-5678



Gift Card

# Online Store

We've got apps to help you train for a half marathon and get the gear you need to take you there.

## iOS

Be ready for all your sweaty pursuits with gear for running, cross-training and yoga. You'll find high-quality photos of product taken from every angle and a zoom-in feature that lets you nerd out hard on every technical detail.

### FEATURES:

- create an account to make check-out a breeze
- use Touch ID to make sign-in easy; rest assured, your fingerprint data is protected and safe
- use the store locator to find a store near you
- add products to a Favourites list
- buy and send electronic gift cards directly to your family and friends' email
- update your profile and subscribe to product emails in the improved Account settings
- iPhone 6/6+ friendly

### WHAT'S NEW:

- inventory-check your local store and find out right from your phone if your size and colour are in stock

Requires iOS 11.0 or later. Compatible with iPhone, iPad and iPod Touch.  
appsupport@lululemon.com

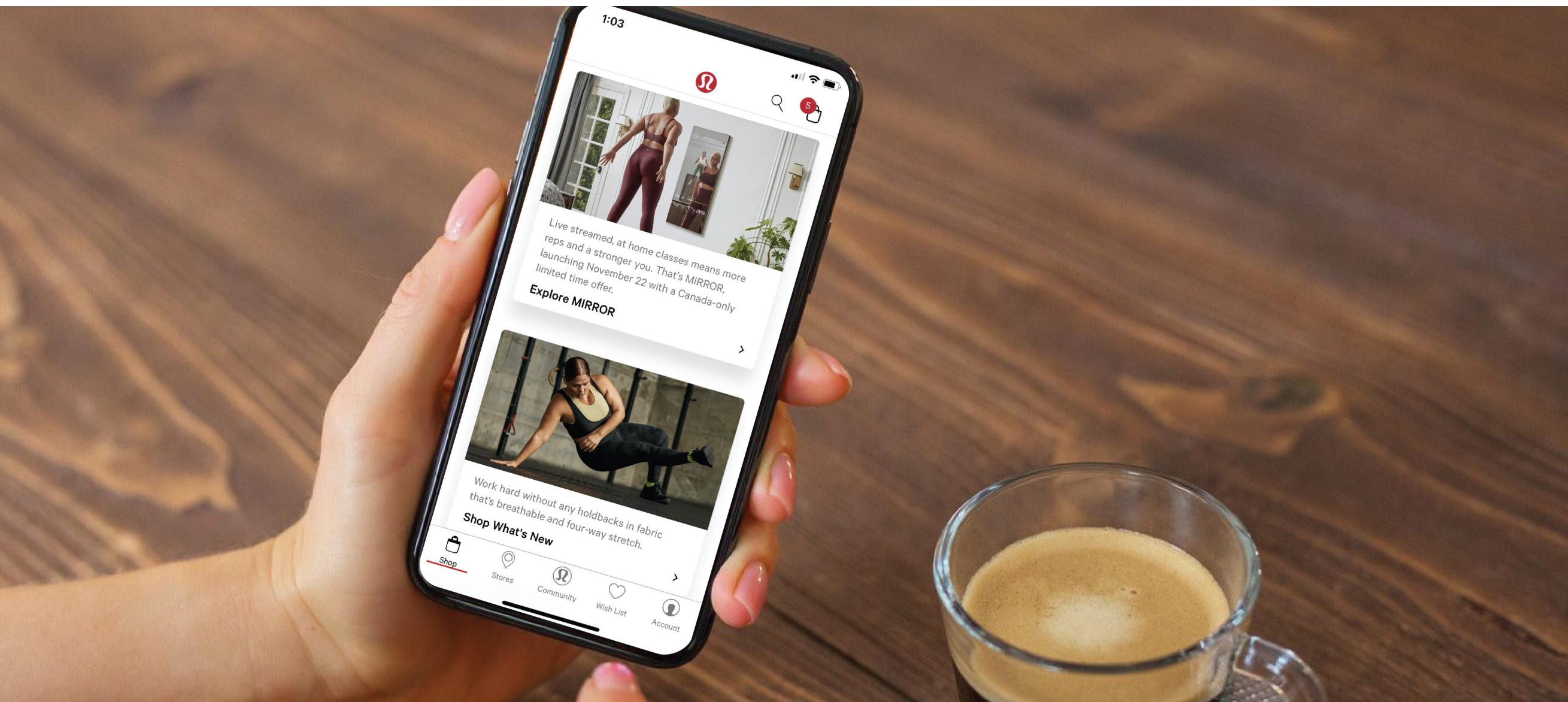
## Android

Our newly-launched Android app is now ready and equipped with everything you'll need to find the perfect gear. Browse products and get through our check out process quickly and efficiently. And of course, standard shipping is always complimentary.

### FEATURES:

- zoom in to our high-quality photos of product
- learn about all the technical details of each product
- view star ratings and reviews of products
- create an account to make check-out a breeze
- use the store locator to find a store near you

Requires Android 5.0 (Lollipop) or later.  
appsupport@lululemon.com



# Products

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## Women

Designed for style, comfort & performance. Less stress, more sweat. Embrace your practice. Technical gear for yoga, running, training, swim or travel.

## Men

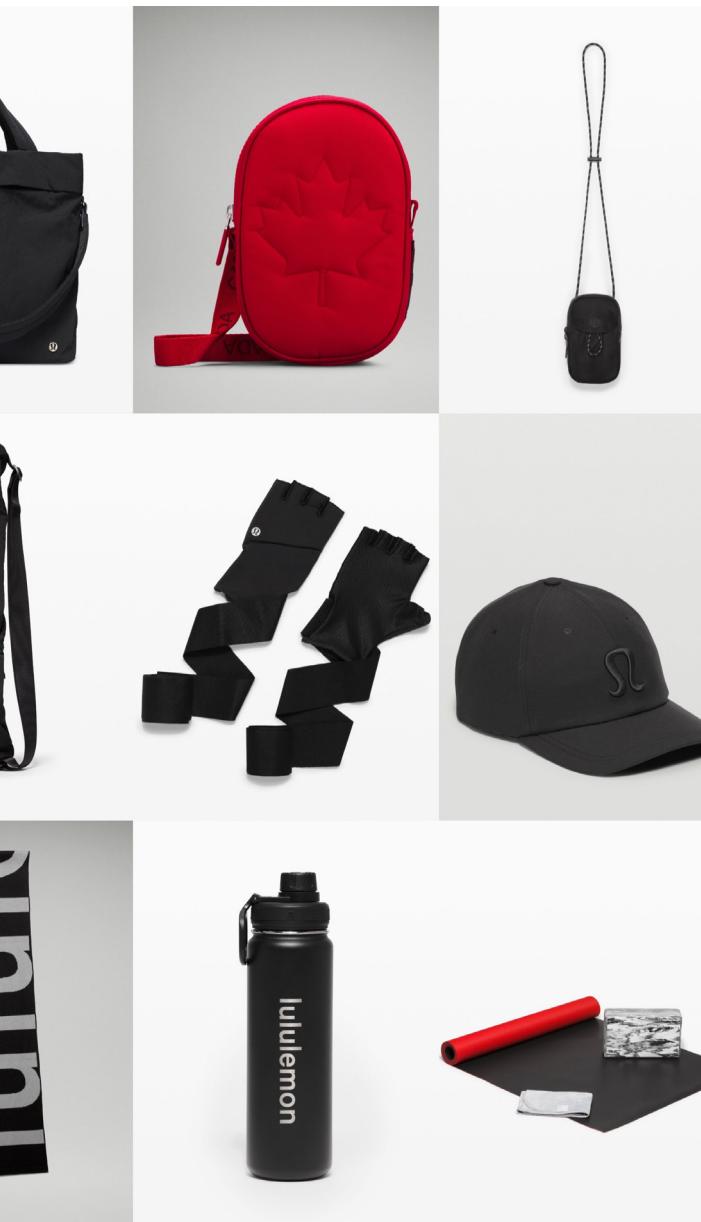
Men's training, yoga, and run gear built for the body in motion. Keep moving in technical fabrics engineered to handle some serious sweat.

## Accessories

In addition to clothing, we also sell accessories such as bags, socks, and yoga mats.

## Mirror

Smart home gym. 50+ genres with new Live Classes every week and thousands of on-demand classes in 5- to 60-minute sessions, and beginner to expert levels. Real-time optimizations based on your preferences and personal profile. You pick your own music. Sync to The Mirror via Bluetooth to measure your heart rate. MIRROR's algorithms track your results and build you a personalized program.



# Stores

lululemon, which was started out in Canada, but soon spread to the United States. The company currently has outlets in North America, Europe, and the Asian Pacific region. lululemon has grown considerably from its beginnings out of a single design/yoga studio in Canada to operating a total of over 500 stores around the world. As of January 2021, approximately 315 of lululemon's company-operated retail stores were specifically located in the United States.



# lululemon and Yoga

We know that yoga rejuvenates our bodies and calms our minds, and one of the ways we practice giving without expectation is by sharing our love for yoga.



**lululemon**



**athletica**

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