



lululemon athletica

Brand Guide Book

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03

Introduction

Lululemon Athletica is a renowned athletic and yoga apparel maker headquartered in Vancouver, Canada. Founded as a yoga apparel retailer in 1998, the company has since expanded into 460 stores worldwide and online.

Lululemon has expanded to create a range of athletic wear proudly displaying their logos on shorts, pants, and shirts, as well as yoga accessories and lifestyle clothing.

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.



Lululemon 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.

The manifesto typography evokes different voices and the active, social and mindful nature of the lululemon community.



Lululemon Logo

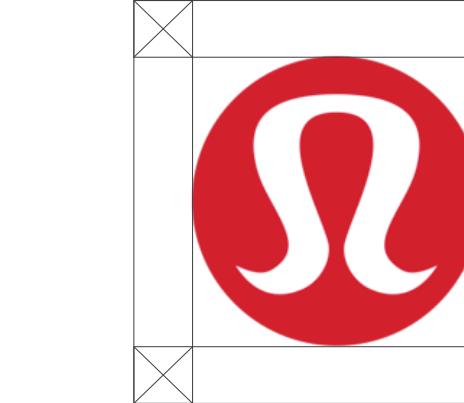
Lululemon has one of the most effectual logos out there. The tiny feminine trademark has no clear meaning, but millions consider it as a symbol of being part of a small, well-toned elite. Actually, the attraction of Lululemon's small, sexy logo could be one of the main reasons why the company is inexplicably successful in such a crowded, competitive marketplace.

The white emblem in the lululemons logo sticks out from the red background. The circle and the emblem have a black outline. The white and red color combination of Lululemon's corporate image is a sign of power and passion, while the black logotype adds a semblance of expertise and professionalism, balancing the bright emblem and adding some seriousness to it.

Lululemon Logo Usage



Clearspace



Typography

Lululemon Athletica is a Canadian yoga-inspired athletic apparel company, which produces a clothing line and runs international clothing stores from its company base in Vancouver, British Columbia, Canada.

The company wordmark is set in lowercase letters in a **sans serif** named **Trebuchet Bold**. Inspired by the sans serifs of the 1930s which had large x heights and round features, Trebuchet is a humanist sans serif designed by Vincent Connare in 1996 for the purpose of easy screen readability.

Trebuchet, designed by Vincent Connare in 1996, is a humanist sans serif designed for easy screen readability. Trebuchet takes its inspiration from the sans serifs of the 1930s which had large x heights and round features intended to promote readability on signs.

About Trebuchet Font Family

The lululemon name was chosen in a survey of 100 people from a list of 20 brand names and 20 logos. The company logo as shown features a stylized “A” that was made for the first letter in the name “athletically hip”, a name which failed to make the grade.

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Trebuchet MS Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Trebuchet MS Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

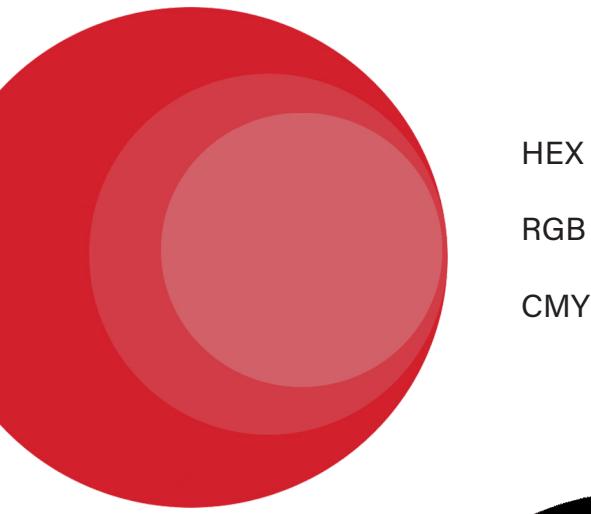
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nopqrstuvwxyz

1234567890

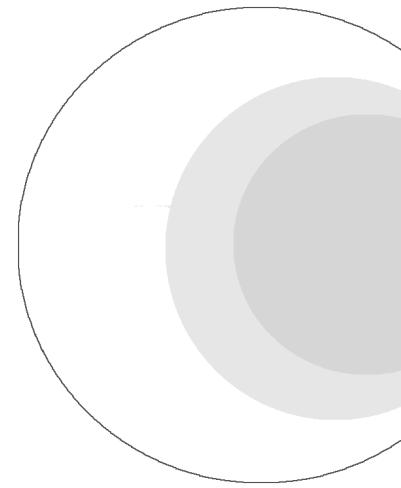


Color palette

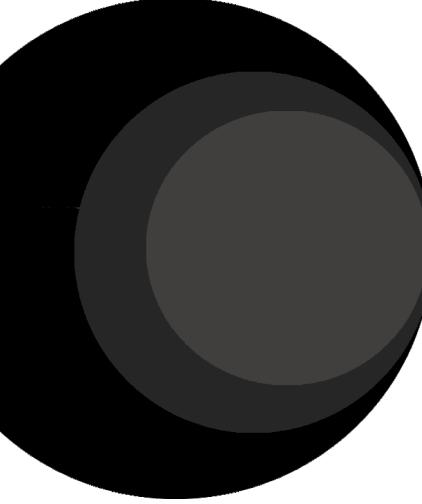
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HEX #d2202C
RGB 255,255,255
CMYK 11,100,94,2



HEX #FFFFFF
RGB 255,255,255
CMYK 0,0,0



HEX #000000
RGB 0,0,0
CMYK 0,0,100



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