# lululemon athletica

Style Guide

Brief Background

After 20 years in the surf, skate, and snowboard business, founder Chip Wilson took the first commercial yoga class offered in Vancouver and found the result exhilarating. The post-yoga feeling was so close to surfing and snowboarding that it seemed obvious that yoga was an ideology whose time had come (again). Cotton clothing was being used for sweaty, stretchy yoga and seemed completely inappropriate to Chip, whose passion lay in technical athletic fabrics. From this, a design studio was born that became a yoga studio at night to pay the rent. Clothing was offered for sale and an underground yoga clothing movement was born. The success of the clothing was dependent on the feedback from yoga instructors who were asked to wear the products and provide their insights.
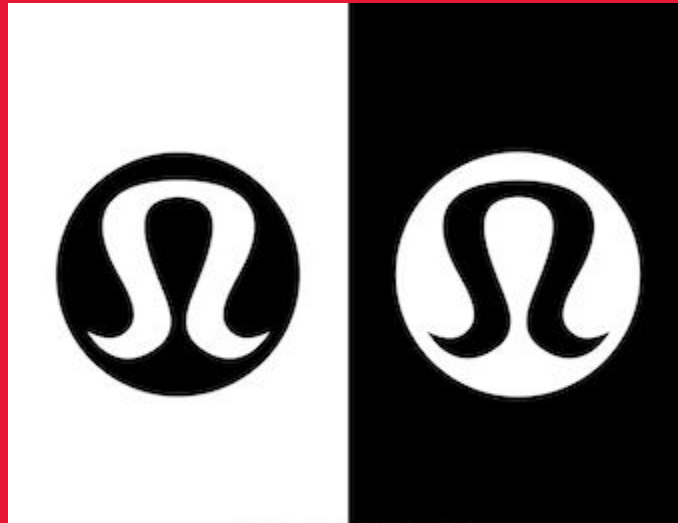
Logo

The positive image of the logo is the preferred use. When producing the logo in black and white, the identity must be black, never grey. The logo can be printed as a negative (in reverse as white), when it needs to stand out for a dark background.

Positive: Black

Positive: PMS 431

Negative: White
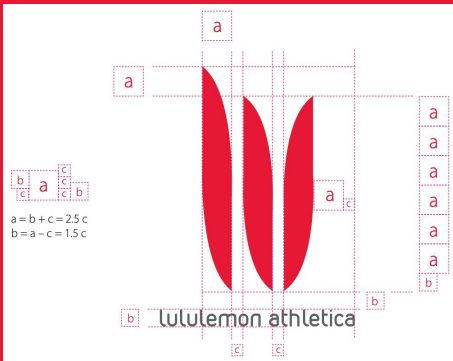
The Safe Zone is the minimum distance that any other elements can be placed around the logo. The Logo is displayed to the best effect when surrounded with a Safe Zone, so no other predominant elements (like type or graphic elements) would interfere with its integrity. To ensure consistency, the logo must always be reproduced using original artwork.

a = b + c = 2.5 c
b = a – c = 1.5 c

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Alternative Logo

In addition to the primary logo, Lululemon Athletica has an alternate logo that is used on their actual clothing. This logo is to only be used on merchandise where the primary logo is used to represent the entire company. This logo uses the same colors as the primary logo and can be white and black, white and red, or grey.
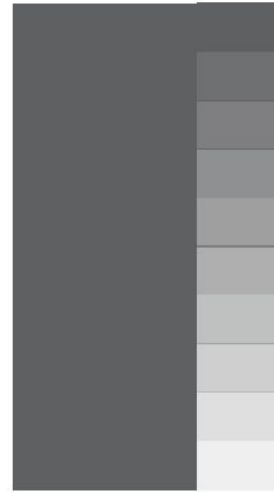
Color Palette

The Primary Color, PANTON 186 C, is reserved for the logo. The Secondary Colors provide contrast and harmony to the main color. The colors have been selected for its printability and ability to maintain consistency across media.
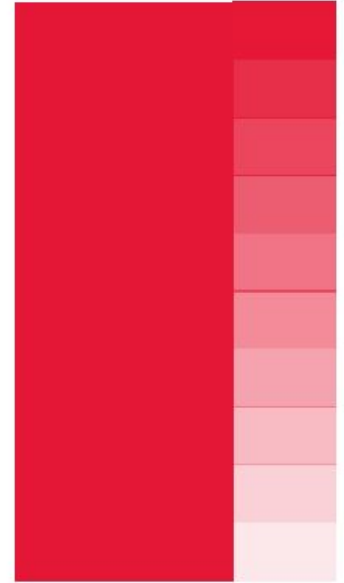
Secondary
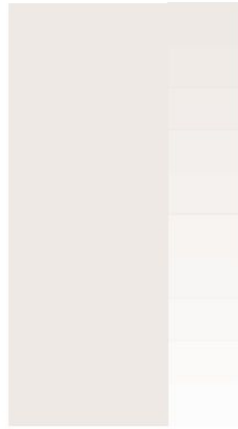
Secondary

Primary

PANTONE Warm Gray 1 C
C=0, M=2, Y=3, K=6
R=239, G=233, B=229

PANTONE 425 C
C=0, M=0, Y=0, K=77
R=95, G=96, B=98

PANTONE 186 C
C=0, M=100, Y=81, K=4
R=227, G=24, B=55

Patterns and Styled Imagery

Lululemon's styled imagery should always inspire a healthy lifestyle through photos. It is important to include nature photos as well as photos of people/athletes. These photos should be soft and comforting because Lululemon is based on practicing the relaxing sport: yoga.
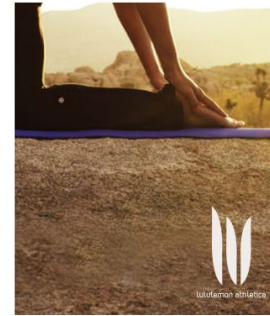
Fonts

Primary

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.?!@#$%^&*

VDS Regular

Secondary

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.?!@#$%^&*

Myriad Pro   Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.?!@#$%^&*

Myriad Pro   Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.?!@#$%^&*

Myriad Pro   Light Italic

VDS is Lululemon Athletica's primary font. VDS type has been selected to be used in graphically-designed material. Lululemon's secondary font is Myriad Pro. Myriad Pro Light is suitable for use in small sizes. Myriad Pro Regular is recommended for use in small sizes as negative text against a photographic background.