lula

2021 BRAND GUIDELINES

The Lula Brand.

The following pages will (brand)guide you through the proper usage of the Lula brand. They will assist you in designing and producing compelling communications with consistency, creativity, and flexibility. Many of the standards set forth in this guide depend on size, proportion, an position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to these design standards will ensure that the Lula brand is always expressed clearly and with quality.

0.0 /

Contents.

lula *2021 Brand Guidelines*

1.0 /

Our Wordmark.

The wordmark is an integral part of the Lula brand and should be used thoughtfully and consistently.

The Lula logo should always be surrounded by a generous field of clear space to ensure its legibility and impact. This isolates the logo and protects it from competing visual elements such as text and supporting graphics.
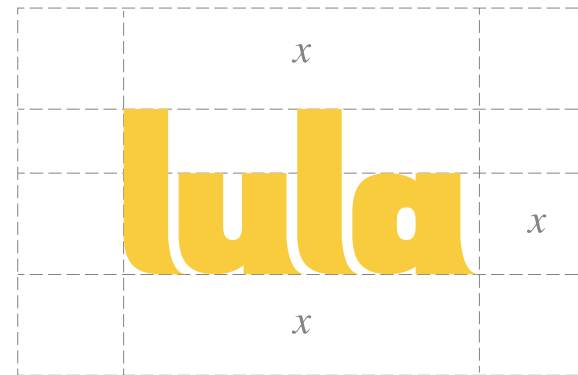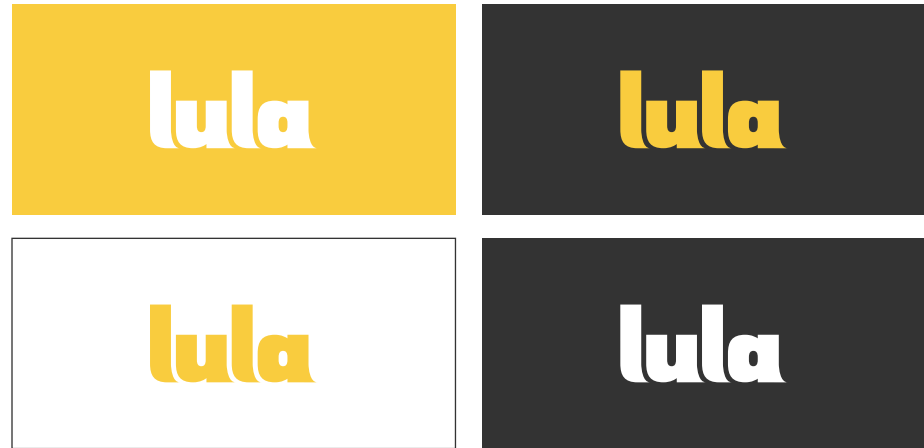
Figure A

Figure B

All you need.

Note: *As shown in figure A, the absolute minimum amount of clear space that should surround the logo in any application is equal to 'X' or half of that.*

1.1 /

Alternate Usage & Background Control.

Most often the wordmark will be displayed in its monochrome format but may be adapted for and colored backgrounds. For every wordmark and background combo, there should never be more than two colors.

Proper Use

Improper Use

Note: *These background exclusions apply to paragraph and body copy as well.*

2.0 /

Our Color Palette.

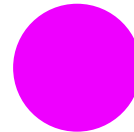Color is an integral part of the Lula story and the primary palette is a key indicator of our brand.
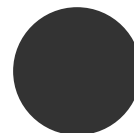
Primary Palette

HEX: #F9CC3E
RGB: 249, 204, 62
CMYK: 2%, 18%, 86%, 0%

HEX: #EE00FF
RGB: 238, 0, 255
CMYK: 33%, 82%, 0%, 0%

HEX: #333333
RGB: 51, 51, 51
CMYK: 69%, 62%, 62%, 58%

3.0 /

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

01 Bold

02 Sem

03 Reg