Brand Guidlines

Lively

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About The Company

Lively creates high-performance women's athletic wear made from natural, sustainable materials like organic cotton and bamboo. We are a women based company that started with 2 sisters who had a goal to make gym/workout clothes not only look and feel great but reduce environmental impact as well.

Our mission is to support active lifestyles while reducing our environmental impact—because you shouldn't have to choose between feeling good, looking good, and doing good for the planet.

The Tagline

"Naturally You"

The Logo

To use in vertical spaces:

Lively

Logo Misuse

Do not distort or strech the logo

Do not use any colour for the logo that is not part of the approved colours

Do not rotate the logo at any angle other than 180 or 90 degrees

Clear Space

Ensure there is enough clear space around the logo on all sides to make it clear. Use the capitol “L” in each logo as a guide for how much space to leave around the edges.

Typography

H1
Minerva Modern - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
~!@#$%^&*()_+?

H2
Roboto - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
~!@#$%^&*()_+?

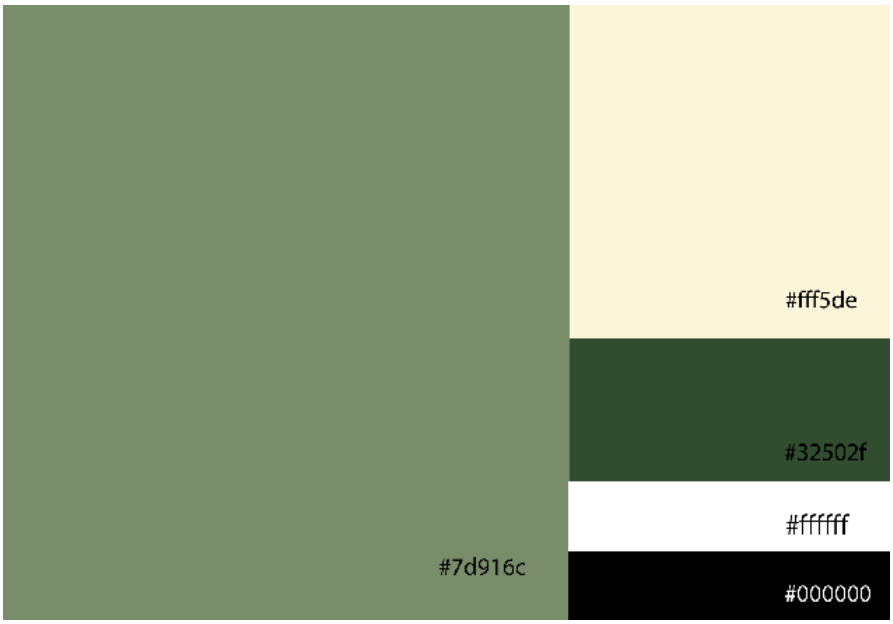
Body

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

~!@#$%^&*()_+?

Colours

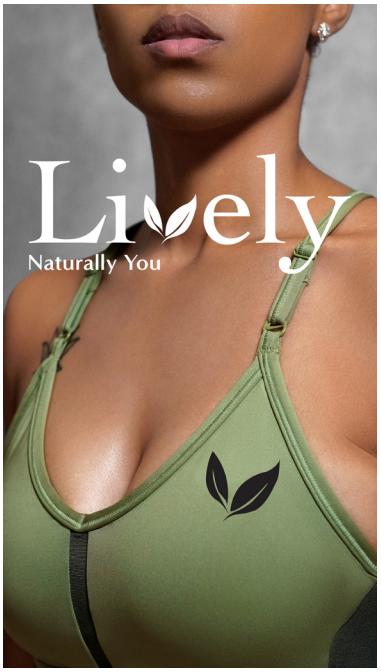


Photography

Photography used should be simple, bright, with a neutral background and no distracting elements. There should be enough empty space around the model for text to go. Models should look strong and confident while including women of colour for diversity.

Promotional Materials

Advertising and orher promotional materials should include more of an editorial feeling where text is overlayed, within the image, but with a simple clean feeling.



Mockups

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