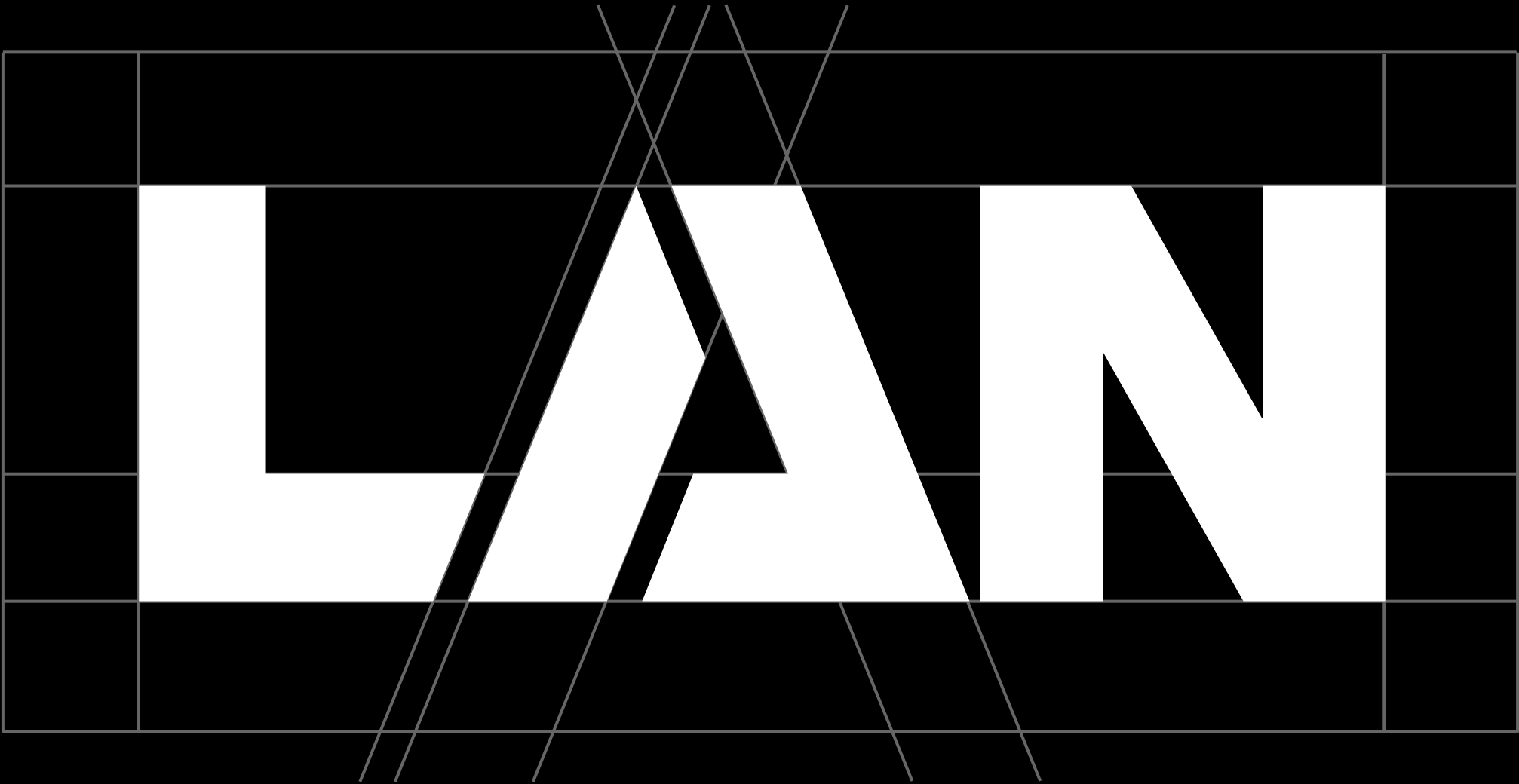


LAN

Brand Guidelines

This resource will guide you through the basic elements of the LAN identity system and explain how to apply it to various print and digital mediums. Understanding and adhering to these guidelines will be essential for maintaining a consistent brand experience.

Logo



Logo Colourways



Logo and Tagline Lockup

Vertical logo and tagline



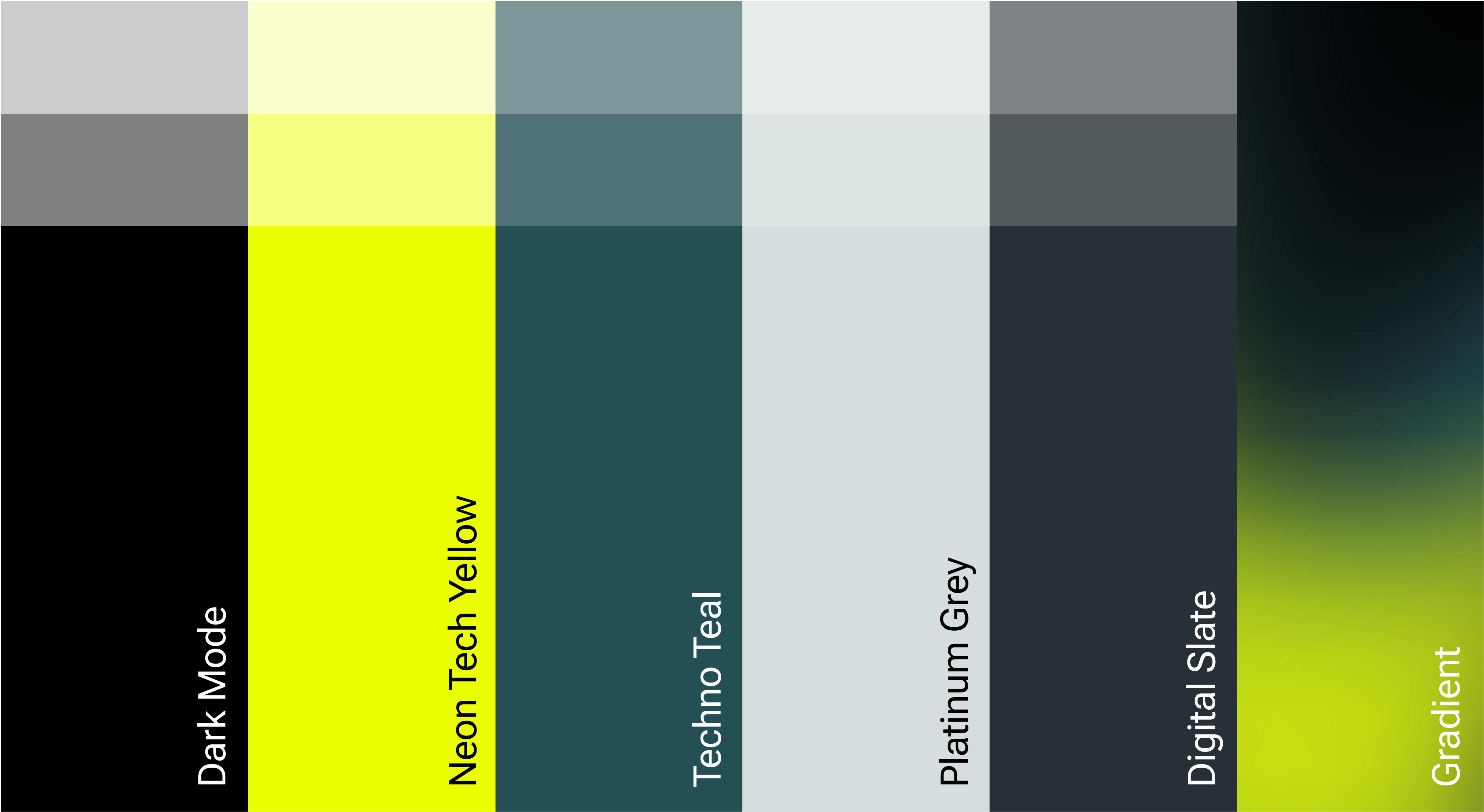
Horizontal logo and tagline



Logo and Tagline Colourways



Colour Palette



Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890&!

FLEX: LAN SEMIBOLD
FLEX: LAN REGULAR
REGULAR, MEDIUM, CONDENSED
MONO MEDIUM

[Link to download fonts.](#)

Roboto Flex Variable

LAN Regular | LAN Semibold

Roboto Condensed

Regular | Medium

Roboto

Regular | Medium | Bold

Heading

SUBHEADING

CAPTION lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad min.

TEXT lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Graphic Element



The “A” from the LAN wordmark is a flexible design element, working as both a subtle background detail or a bold graphic feature. It can stand alone or be repeated in a pattern using brand colors, varying in scale and opacity for dynamic visual impact.



Making IT Right



Branded
Collateral



Lululemon Womens Quick-Dry
Short-Sleeve Polo Shirt Straight
Hem (Black)



Lululemon Mens Evolution
Short-Sleeve Polo Shirt (Black)

Branded
Collateral

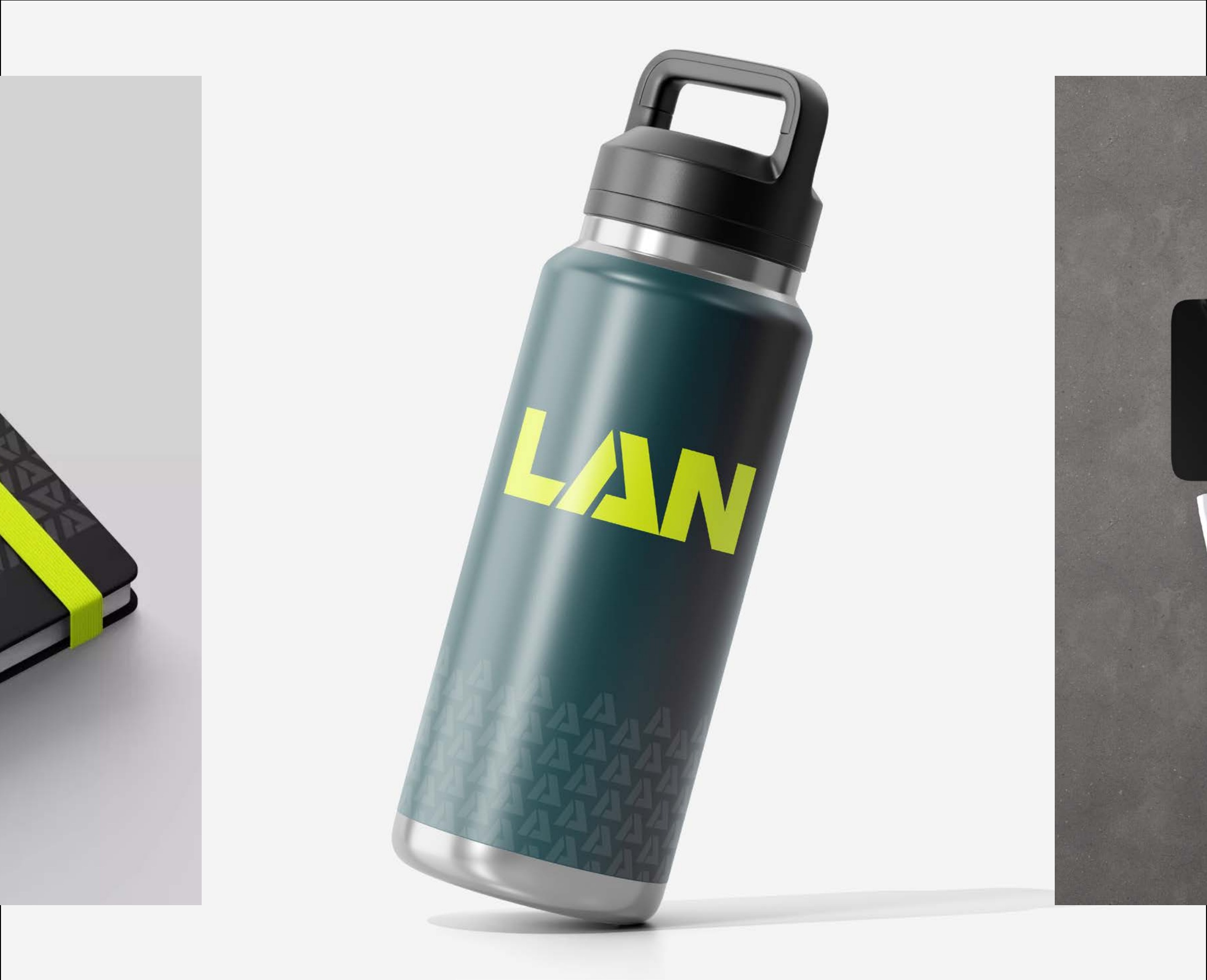


Stormtech Womens Orbiter
Softshell (Black/Carbon)

Stormtech Mens Orbiter
Softshell (Black/Carbon)



Branded
Collateral



LAN

For any questions regarding the brand guidelines,
please contact name@lansolutions.com