



2023 BRAND BOOK

The Lyle & Scott brand story & visual identity guideline.

Foreword

This brand book shares our story, heritage, legacy and our future. It aims to give you help on using our visual identity, guidance on our tone of voice and an understanding of our shared mission and values, which guide everything we do.

INTRO

Our brand book

Lyle & Scott has a history as diverse and rich as its British heritage. With a leading role in so many different cultural, sartorial and sporting movements, and a story that spans generations, it's no wonder that the brand can mean something different depending on who you ask. This book is to aid in telling this story, and to guide the pages still being written by the champions and ambassadors of the brand today.

CONTENTS

STORY Our beginning Our Eagle Our brand	04-12
LEGACY Our evolution Our movements	13-20
CUSTOMERS Demographic Customer profile	21-23
COLLECTION	24-28
DIRECTION	29-31
MARK Our logo Our colours Our typography	32-57
VOICE	58-60
PHOTO-ALBUM	61-78
CONTACTS	79-80

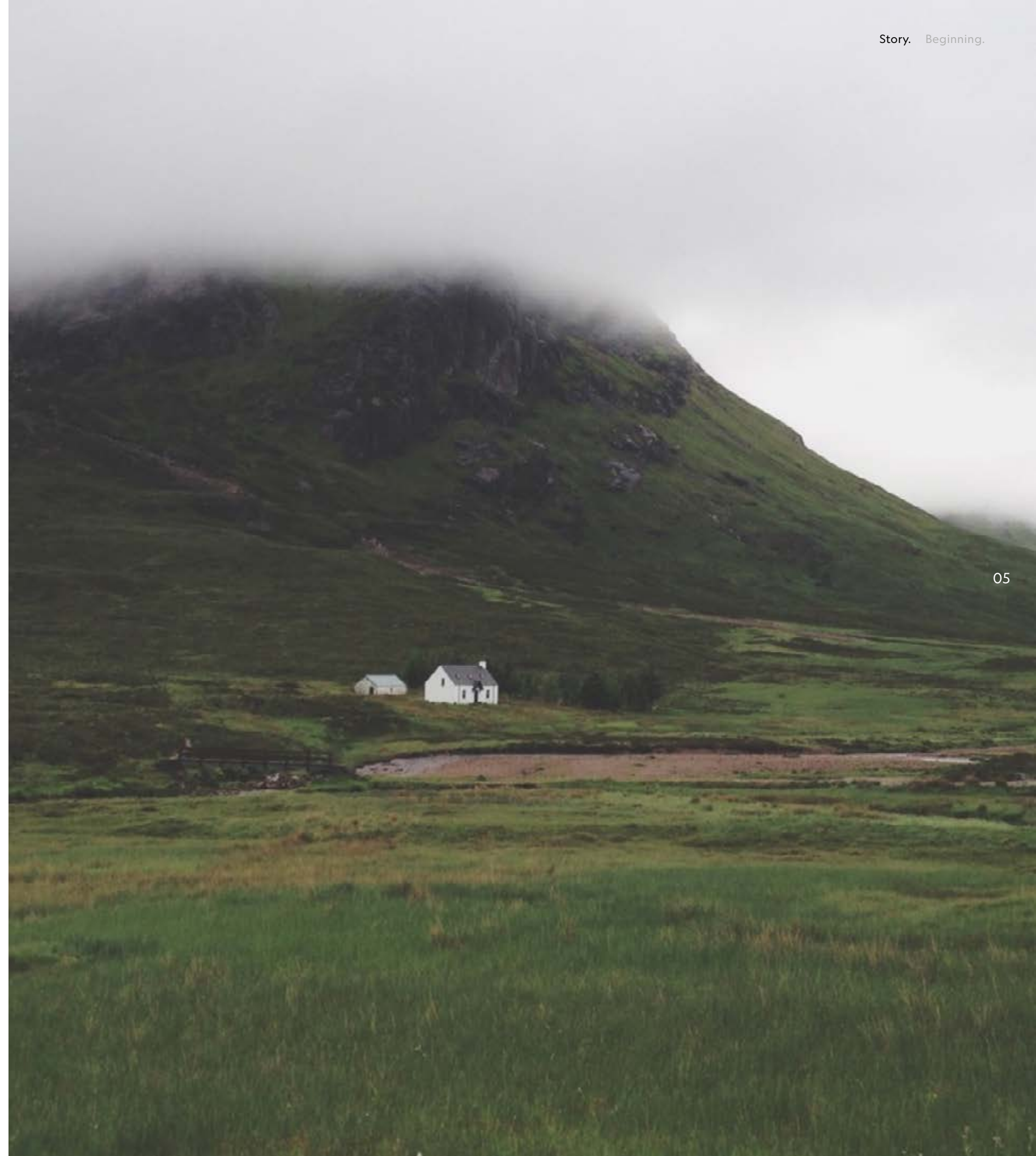
OUR STORY

Our beginning _ Our Eagle _ Our brand

OUR BEGINNING

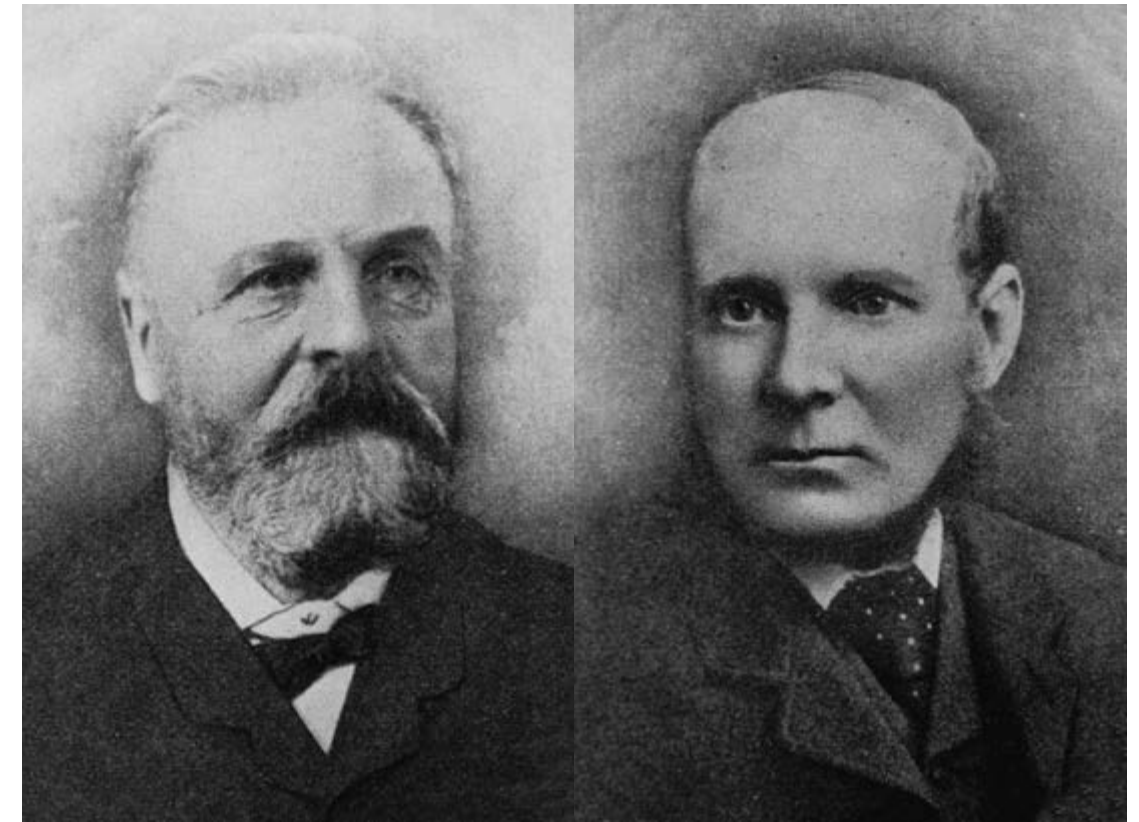
Almost 150 years of heritage

Every great story has a beginning... Born of humble beginnings in the Scottish town of Hawick, Lyle & Scott has forged a path of innovation and style spanning almost 150 years. With a start in knitwear, founders William Lyle and Walter Scott opened their first factory with a modest £800 loan and a vision of placing quality and craftsmanship above all else. Making a mark with high quality knitted undergarments, their dedication to their craft and William Lyle's mantra of "good work makes more work" were reflected in their growing popularity, with operations tripling in size by 1910.





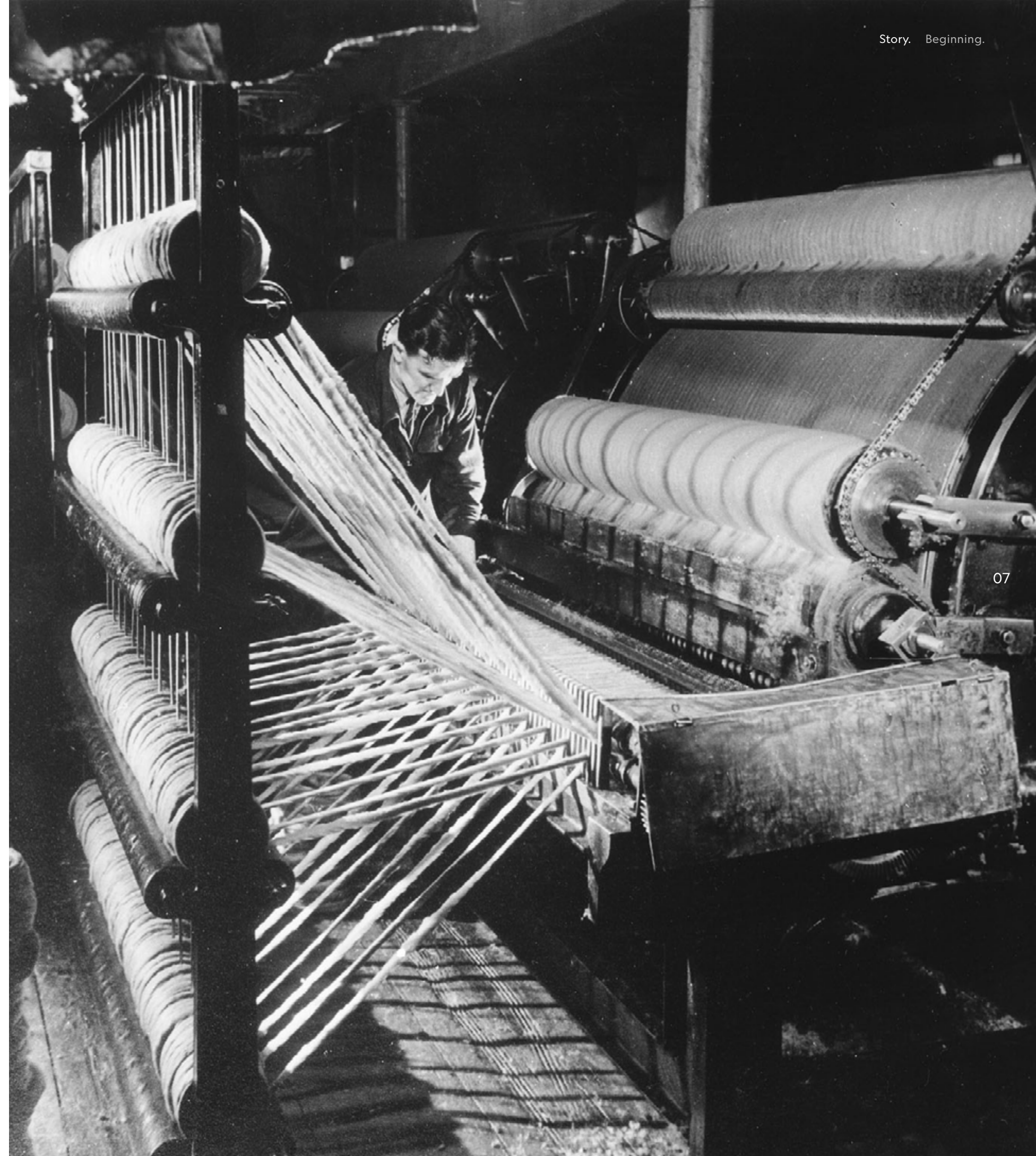
Lyle & Scott factory and warehouse, Hawick, circa 1980s.



William Lyle and Walter Scott.



Lyle & Scott factory by Walter Nurnberg O.B.E in 1953.



OUR EAGLE

Our iconic landmark

Lyle & Scott's history on the golf course has shaped much of the brand in its current form today. The marriage of performance and style, the dedication to innovation and integrity and the iconic golden Eagle. Launched with the brand's collection of golf wear in the 1960s, the emblem was inspired by the eagles of Gleneagles golf course, which are unique to Scotland and pay homage to the brand's roots.

Adorned by titans of the game, the Eagle quickly became an iconic badge and symbol of not having to choose between form and function. Soaring through the 70s and 80s, the Eagle has become a permanent fixture on all garments and is a symbol of both Lyle & Scott's heritage and the qualities that our customers respect and seek.

The golden eagle, only found within the UK in Scotland, is a symbol of our Scottish heritage.





The eagle has been symbolic of many things over the centuries: inspiration, creativity, victory, longevity, speed, courage, skill, precision, diversity, loyalty, pride, strength and royalty. Qualities and values that are all reflective of the Lyle & Scott brand. We wear it with pride upon our chests.



“
For every man
in the world to
proudly own
a piece of
Lyle & Scott.
”

Our brand vision.

OUR BRAND

Our vision

Inspiring, innovative, and multi-faceted, yet remaining firmly guided by our principles of integrity, authenticity and an impeccable sense of style.

Lyle & Scott continues to add to an already rich history by championing quality, innovation and good taste. Our customers are diverse, but hold in common a trust in our commitment to these values, and a shared belief in our ambitions and expertise. They look to the golden Eagle as a proud affirmation of our mastery of modern style.

OUR BRAND

Our values

RESPECT THE PAST

Heritage

A foundation of almost 150 years has been laid, making Lyle & Scott the brand that it is today.

As we continue to write our history, we stand on the shoulders of giants. The master craftsmen and founders of the brand, as well as the friends and family we have made in music, sport and British youth culture. Honour, learn from and be true to our history and heritage in all things.

EYES FORWARD

Future

Innovation is part of our brand DNA. Pushing boundaries, being curious and always looking to improve. This drive to be curious and improve is what makes Lyle & Scott the brand it is today.

Make fantastic product, innovate, and continue our sentiment of “good work makes more work”.

ALWAYS DELIVER

Quality

Lyle & Scott has always been a supplier of crafted, purpose-built, high quality garments with an eye on style. Whether it be supporting athletes and athletes-to-be on their sporting journey, or ensuring that our customers are outfitted to look their best, we always ensure that we supply and deliver only the best.

OUR INTEGRITY

Voice

If you do something, do it properly. With a wit and irreverence that keeps us interesting and real, share authentic stories, communicate honestly and always pave our own way.

OPENNESS FOR ALL

Inclusivity

We value the individual, and our culture is one of openness. One of our core principles has always been to be a brand for all, and this diversity and inclusiveness is why Lyle & Scott has been woven throughout the rich history of Britain, and now the world.

OUR LEGACY

Our evolution _ Our movements

OUR EVOLUTION

Yesterday to today

William Lyle's mantra of "good work makes more work" seemed to prophesise the years to come, as Lyle & Scott found their garments going from factory to catwalk, golf course, football stadium, terraces and concert halls.

From golf course to football pitch, during the emergence of terrace culture, football fans championed the brand as a badge of style and prestige. While concert halls and indie bands likewise adopted the brand, the golden Eagle was to become synonymous with British sub-cultures and youth movements; an honour still maintained to this day.

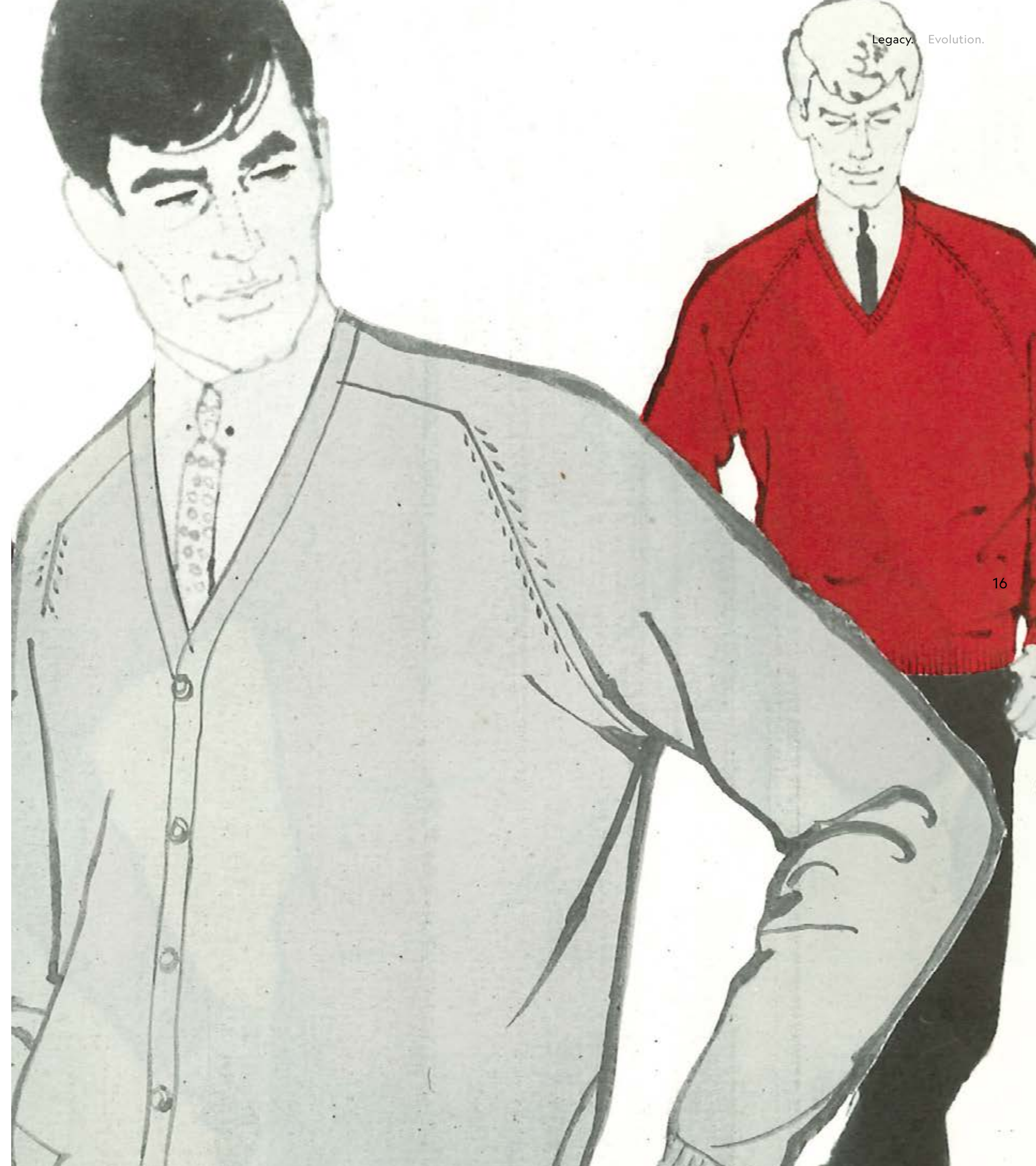


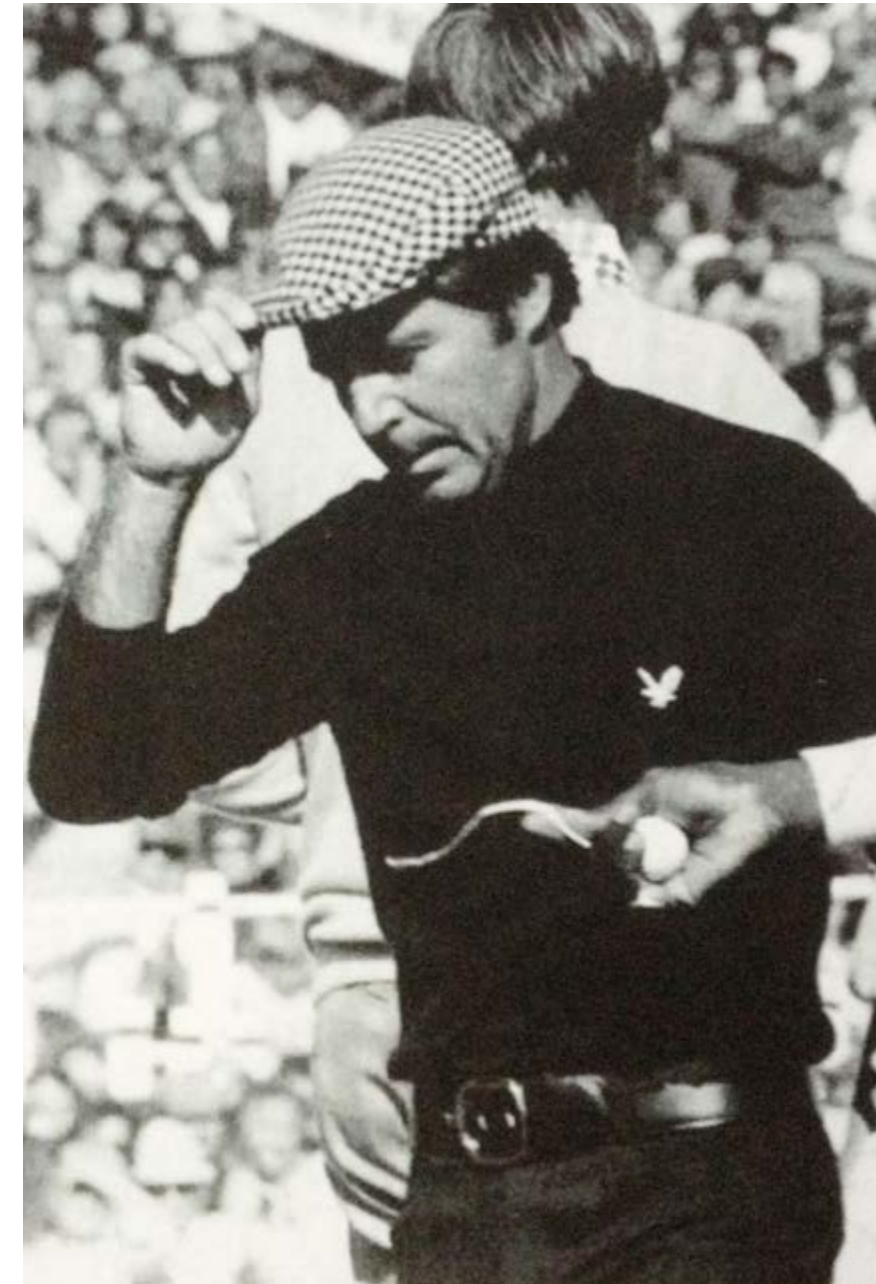
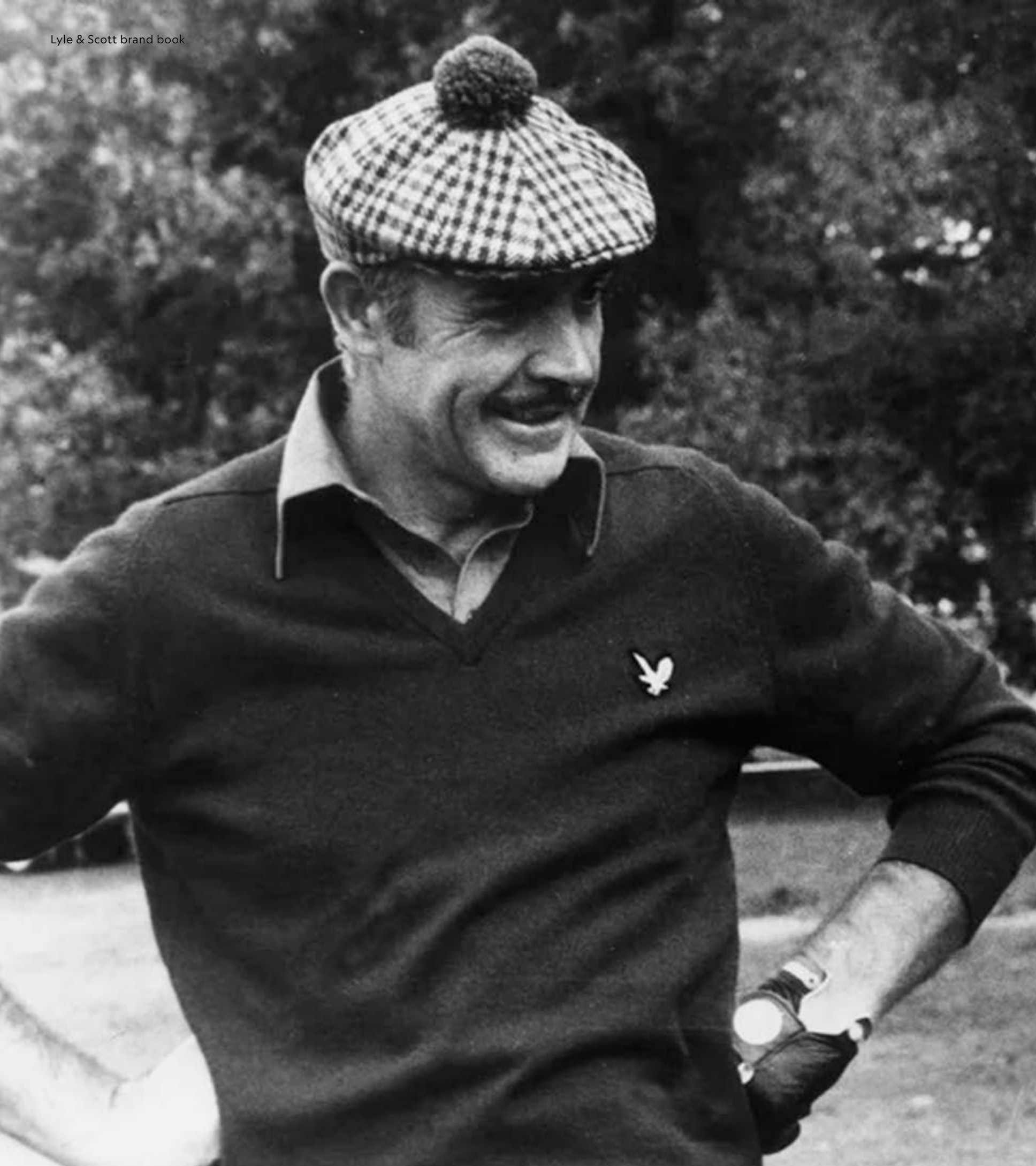


Recognised for their quality and craftsmanship, in the 1950s Lyle & Scott secured partnerships and collaborations with the likes of Yves Saint Laurent, Chanel and most famously with Christian Dior, in a dual branded collection that secured their fashion credentials.



In the 1960s, experimentation with colour and bolder designs caught the eyes of Mod culture, with Lyle & Scott becoming a mainstay in British men's fashion. This fresh take on design also made a splash on the golf course, due to the previously unseen marriage of performance and style. This resulted in Lyle & Scott's golf line being adorned by some of the game's greatest throughout the 70s and 80s.





Adorned by celebrities and golf titans such as Gary Player, Arnold Palmer, Jack Nicklaus and Greg Norman in some of golf's most legendary moments, the Eagle quickly became an icon and a symbol of not having to choose between form and function.



A subculture that was born on the streets and the terraces, the Casuals movement was organic and passionate. Like the mods before them, the Casuals were trendsetters, albeit accidentally; what had originally started out as sartorial rivalry and one-upmanship quickly became an almost dogmatic approach to fashion.





OUR MOVEMENTS

Iconic movements

Four stand out milestones in particular have captivated people's imaginations, and have defined the brand as the one we know today, as well as continuing to inspire our future.



HIGH FASHION

Collaborations with high fashion houses for luxury womenswear defined Lyle & Scott's fashion credentials and status as a knitwear expert. Most famously the Christian Dior cashmere collaboration.

1950s



DISRUPTING GOLF

Emergence as an innovator and pioneer for the game of golf. Blending performance and style, adorned by giants of the game, and birthing the iconic golden Eagle logo.

1960s



THE CASUAL MOVEMENT

Subcultural movement on the European football terraces saw the brand transcend the game of golf and establish itself as a fashion brand for the youth.

1980s



RE-ANIMATE VINTAGE

Launch of the Vintage collection saw Lyle & Scott adopted by musicians and concert goers, becoming strongly associated with indie band culture and prominent within British youth culture.

2000s

OUR CUSTOMERS

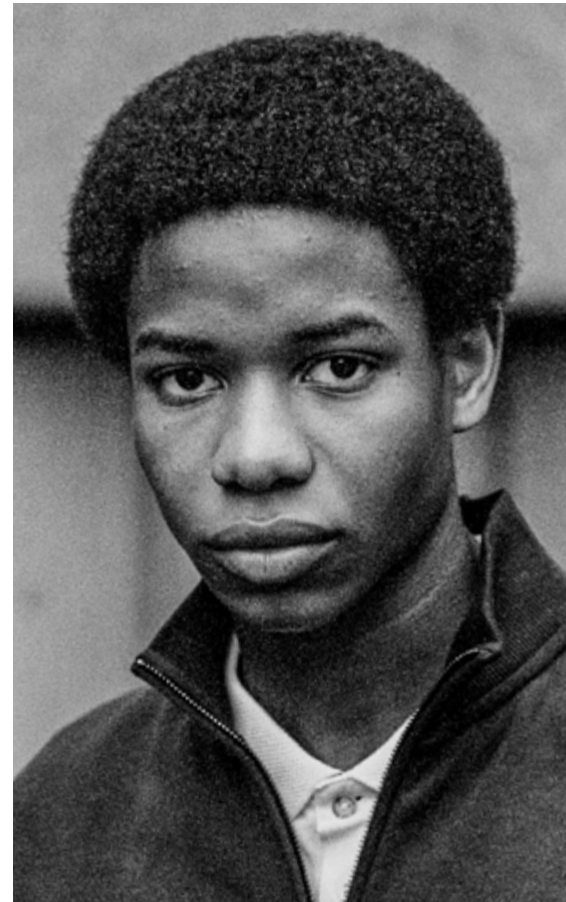
Demographic _ Customer profile

OUR CUSTOMERS

Customer demographics

Our diverse history means that to many people, we mean something different. A customer's relationship with our brand will differ and evolve, depending on their age.

Our customers range in age from 16 to 60. Our dynamic product range, with several collections, makes us relevant to all. We break our customer base down into the four age brackets shown here: customers aged 24-34 are our target demographic group, and those aged 35-44 make up our largest demographic.



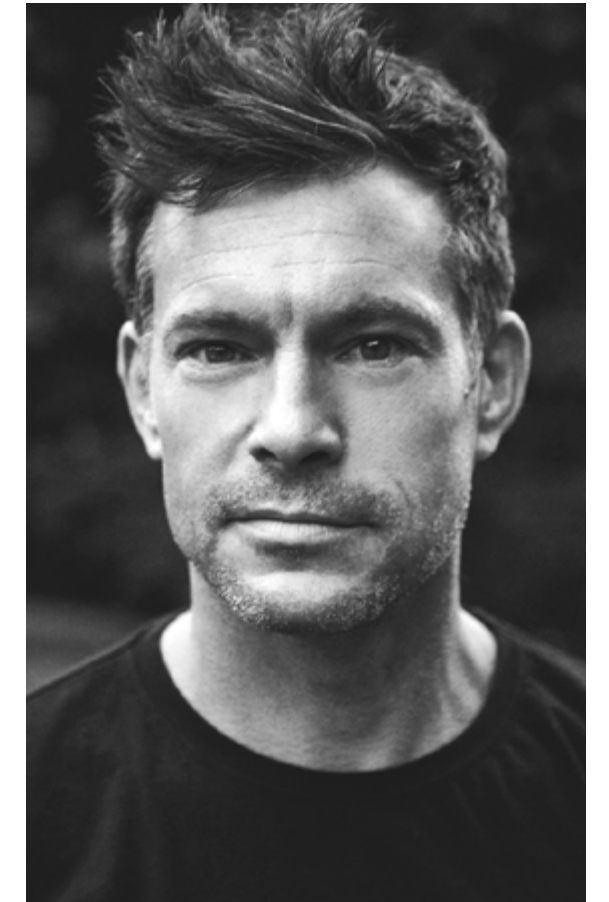
16-24



25-34



35-44



45+

Target Demographic

Largest Demographic



JACK

Target customer profile

AGE: 28 | **LOCATION:** Balham, London | **OCCUPATION:** Media

Moved down to London for university and now works for a media agency. He flat-shares in Balham, London and when he's not looking for the next gig ticket, he's socialising with friends. He commutes on his bike and uses public transport to get around.

He is quietly confident when it comes to fashion and wants to be comfortable but smart and relevant with timeless style. He takes inspiration from Instagram, GQ and Esquire.

He plays 5-a-side football once a week with his work colleagues and supports his home club Salford FC.

His typical look doesn't take too much thought and can be worn for most occasions, mixed up with some accessories or additional layers to shift the styling.

OUR COLLECTIONS

Product collections

OUR COLLECTIONS

Introduction

Lyle & Scott offers product ranges across a broad spectrum, ensuring a well-rounded range keeping up with the modern man's lifestyle. A clear division of offerings, paired with honest and authentic communications, ensure that we can support our consumers across all their styling and performance needs.

Our main ranges are womenswear and Vintage for menswear, providing quality essentials and forming the largest part of our business portfolio. Our additional menswear ranges comprise our capsule and performance collections.

Our directional fashion capsules collection includes Casuals, Archive and Black Eagle. Our sports DNA is represented in our performance collection, which includes Sports, Outdoor-wear and our all important Golf collection, ensuring that form and function need not be independent of each other.

Our range offerings cover a diverse set of sartorial needs and age segments. From the concert halls to the boardroom, from the golf course to the gym - Lyle & Scott has always equipped and supported our stylish and loyal customers across the globe, and will continue to do so.



OUR COLLECTIONS

Our 5 collections comprising men's, women's and performance

MEN'S

WOMEN'S

Main collection

Capsule collections [Directional collections]

Performance collections

Main collection



MENSWEAR [VINTAGE]



ARCHIVE



SPORTS



GOLF



WOMENSWEAR

Our collections also feature accessories, footwear and licensed products comprising kidswear, underwear, watches and eyewear.

OUR COLLECTIONS

Collection concepts and target consumers

MEN'S

WOMEN'S

Main collection

Capsule collections [Directional collections]

Performance collections

Main collection



MENSWEAR [VINTAGE]

Lyle & Scott's main lifestyle collection. Quality daily-wear essentials.

TARGETING | 16-60
Looking for everyday quality

FOCUS | Quality essentials

ARCHIVE

Inspired by our archive dating back to 1950. Original designs re-imagined for today.

TARGETING | 16-24
Looking to trend-set

FOCUS | Re-imagined retro

SPORTS

Fully- functioning sportswear, infusing tech with fashion for the everyday athlete.

TARGETING | 16+
Looking for technology and style

FOCUS | Active sportswear

GOLF

High quality golf-wear designed to look good on and off the course.

TARGETING | 16-60
Looking for performance and style

FOCUS | Golf-wear

WOMENSWEAR

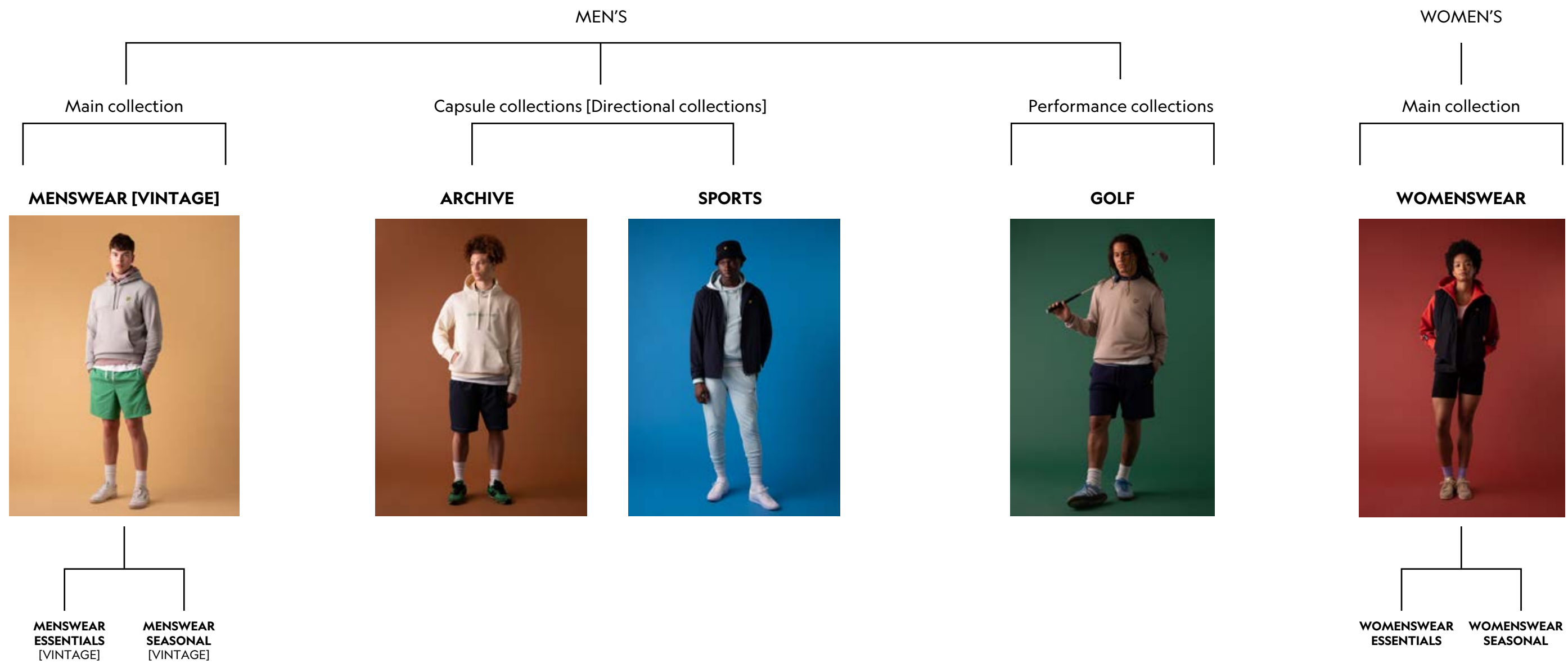
Quality daily-wear essentials with a core sustainability focus.

TARGETING | 16-24
Looking for everyday quality

FOCUS | Quality essentials

OUR COLLECTIONS

Sub-categorisation within our collections



OUR DIRECTION

Brand direction

OUR DIRECTION

Brand direction introduction

With customer service excellence and technological agility considered as givens, brands need to tell their story and to use that story to build ongoing and meaningful relationships with their customers.

With a diversity of consumers as rich as Lyle & Scott's, a clear and defined approach of honesty and integrity is paramount in reaching consumers in a way that rings authentic and true.

Three clear channels of communication that resonate with our consumer base are Fashion, Sport and Music.



OUR DIRECTION

Who we are and where we are going.

Below are the six pillars that represent the brand of Lyle & Scott. We can talk about the subjects below with authority and genuine authenticity. This is who we are.



FASHION

First and foremost, we are a fashion brand. This has been central to Lyle & Scott's DNA since it's shift from utilitarian undergarments to premium women's knitwear in the 1950's.



FOOTBALL

Football is front and centre of everything Lyle & Scott do. We focus on fan culture and grassroots development. We exist in the area where fashion, community and football meet.



GOLF

Since the 1960's we have been disrupters to the world of golf. Adorning champions and pushing the envelope of the normally conservative golf attire, while remaining fit for purpose at the highest level.



BRITISH

We are proudly British brand, founded in the Scottish boarders that we still call our home.



HERITAGE

With a history dating back to 1874, we have the right to talk about our heritage and cultural touch points that have been a part of in our long and distinguished history. We communicate this heritage in a contemporary way that does not feel dated.



KNITWEAR

Since the birth of Lyle & Scott we have been a knitwear brand. We will always be a knitwear brand, with a home in Hawick - a town synonymous with producing some of the world's finest knitwear.

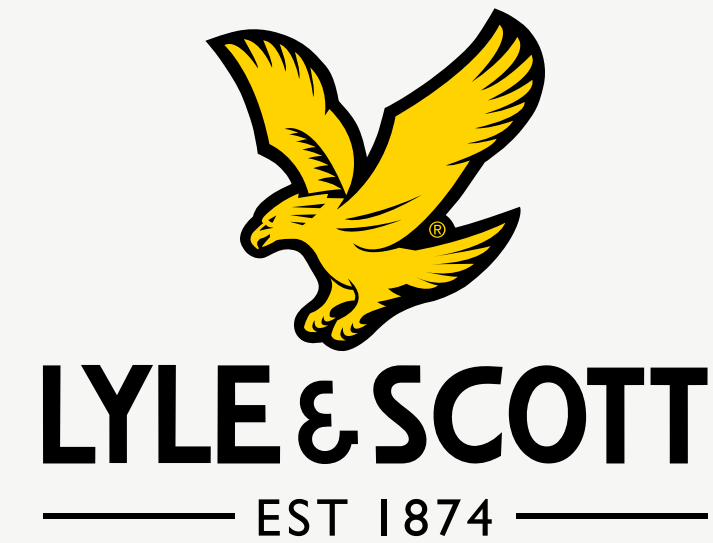
OUR MARK

Our logo _ Our colours _ Our typography

OUR LOGO

About

Our iconic golden Eagle logo is very important to our brand. It has seen evolutions and modernisations throughout the decades and this is how it appears today. It is imperative that we protect and safeguard our logo. This section explains all logo variations and the correct applications. In verbal communication, we always refer to our Eagle as our 'golden Eagle' or our 'iconic Eagle', but never a 'yellow Eagle'. It must always face to the left as it appears here and must never be flipped to face the opposite direction.



Please refer to the relevant Toolkit Guideline for execution. These can be requested from the brand team. Contact details can be found on the back page of this document.

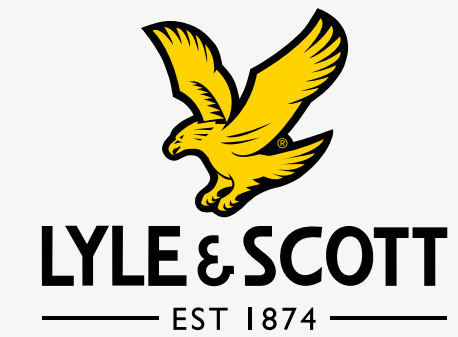
LOGO VARIATIONS

4 Logo variations

Our logo consists of two elements: the golden Eagle brandmark and the Lyle & Scott wordmark. There are 4 logo variations that can be used. The composite logo should be used as the primary logo. Alternatively, the wordmark (with or without EST 1874) and the golden Eagle brandmark may be used separately.

Please refer to the relevant Toolkit Guideline for execution. These can be requested from the brand team. Contact details can be found on the back page of this document.

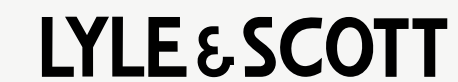
THE COMPOSITE LOGO



THE WORDMARK + EST 1874



THE WORDMARK



THE GOLDEN EAGLE BRANDMARK



LOGO USAGE

4 Logo variations usage

THE COMPOSITE LOGO

The composite logo must only be used once in any environment, on any one product, piece of packaging or print.



THE WORDMARK

Multiple applications of the word mark may be used, but it must not be placed near to the composite logo or the Eagle brandmark logo. See the following page for examples.



THE GOLDEN EAGLE BRANDMARK

Multiple applications of the Eagle may be used, but it must not be placed near to the composite logo or the wordmark logo. See the following page for examples.

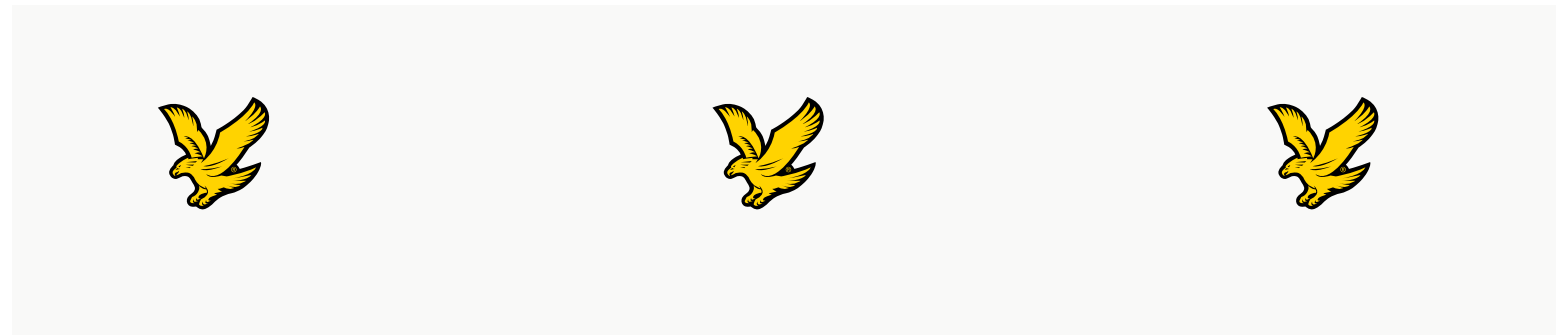


LOGO USAGE

Logo variations - usage

ACCEPTABLE

Multiple applications of the brandmark Eagle logo may be used, such as in this example below.



Multiple applications of the wordmark logo may be used, such as in this example below.



UNACCEPTABLE

Multiple applications of the brandmark Eagle logo may be used, but not in conjunction with the wordmark logo, such as in this example below. Even when abiding the clearzones they, must not appear together.



Multiple applications of the wordmark logo may be used, but not in conjunction with the brandmark Eagle logo, such as in this example below. Even when abiding the clear-zones, they must not appear together.



LOGO USAGE

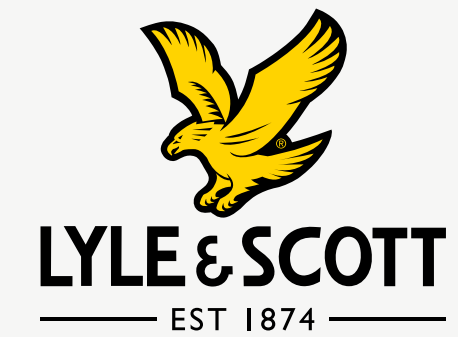
Colour versions

Our full colour logos must be used where possible. In instances where colour reproduction is not possible, our monochrome logo may be used. Both the composite logo and the Eagle landmark may be used in this way, as demonstrated on the following page for clarity.

The monochrome logo must be used for special effects and print processes such as embossing, debossing, spot UV print and foil blocking, as the black Eagle keyline is removed to exposed the detailed silhouette of the bird.

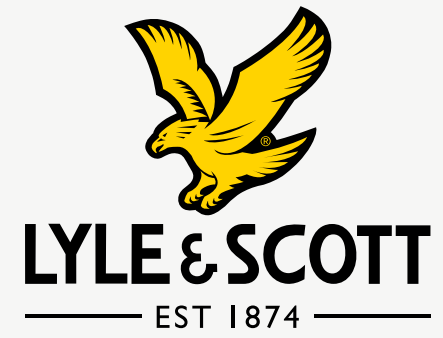
Please refer to the relevant Toolkit Guideline for execution. These can be requested from the brand team. Contact details can be found on the back page of this document.

BLACK-TEXT VERSION



WHITE-TEXT VERSION





LYLE & SCOTT



BLACK-TEXT VERSIONS _ FOR USE ON LIGHT BACKGROUND



LYLE & SCOTT



WHITE-TEXT VERSIONS _ FOR USE ON DARK BACKGROUND

MONOCHROME LOGO

Logo usage

Our full colour logos must be used in all instances. For occasions when colour reproduction this is not possible, our monochrome logo may be used. Both the composite logo and the Eagle brandmark may be used in this way, this is demonstrated on the following page for clarity.

The monochrome logos must be used for special effects and print processes such as; embossing, de-embossing, spot UV print, and foil blocking because the Eagle keyline is removed to expose the detailed silhouette of the bird.



Please use the black monochrome logo on white or light backgrounds and use the black monochrome logo on black or dark backgrounds.

MONOCHROME LOGO

Logo usage

BLACK MONOCHROME

For use on white or light backgrounds



WHITE MONOCHROME

For use on black or dark backgrounds



CATEGORY LOGOS

Our 4 category-specific logos

Our composite logo is our preferred logotype in most applications. We have 4 category-specific logos which can also be used when required for Golf, Fitness or Junior. All the same composite logo rules apply to these category logos. They should be used as black on light backgrounds or white on dark backgrounds.

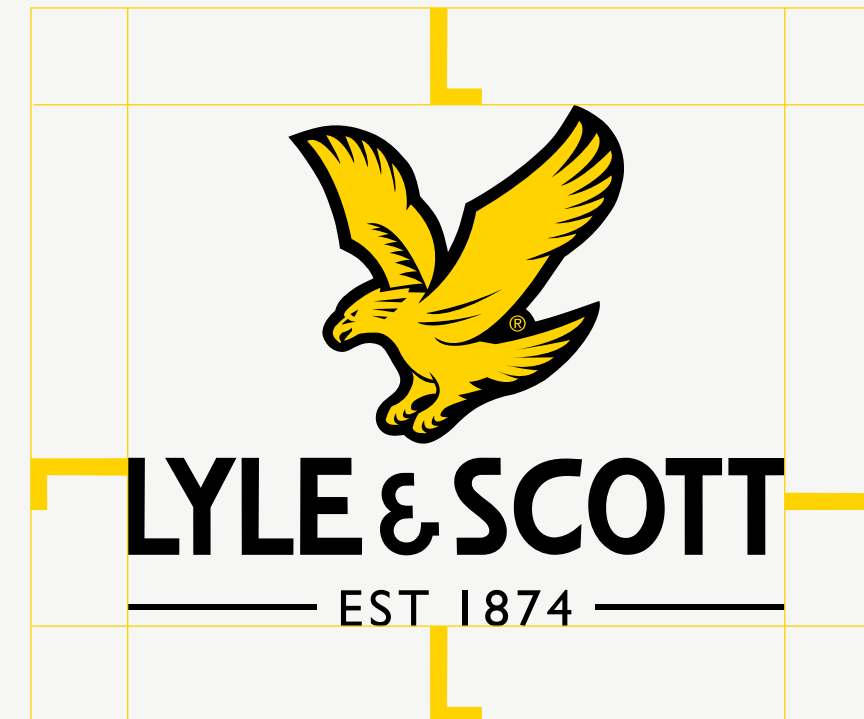


Please refer to the relevant Toolkit Guideline for execution. These can be requested from the brand team. Contact details can be found on the back page of this document.

CLEAR ZONES

Logo usage

In order to guarantee the integrity of our logo, 'clear zones' have been defined in order to protect and give adequate space to our logos. No text or graphics should be placed within this space. The clear zone rules illustrated here apply to all of our logotypes, including all colour versions, monochrome versions and category-specific logos.



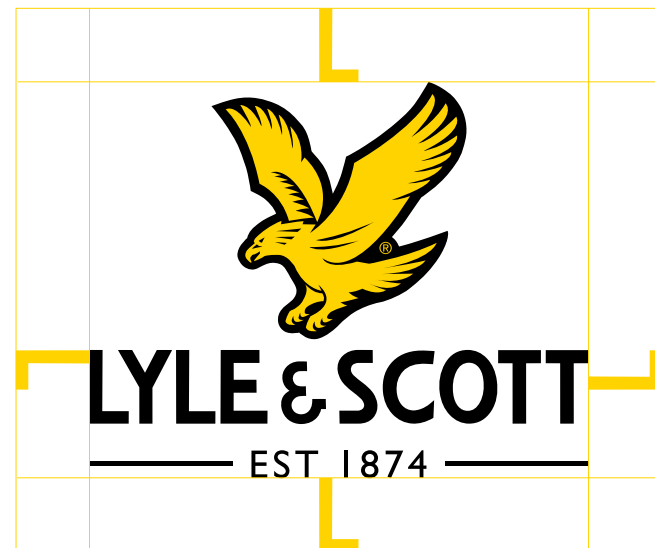
Please refer to the relevant Toolkit Guideline for execution. These can be requested from the brand team. Contact details can be found on the back page of this document.

CLEAR ZONES

Logo usage

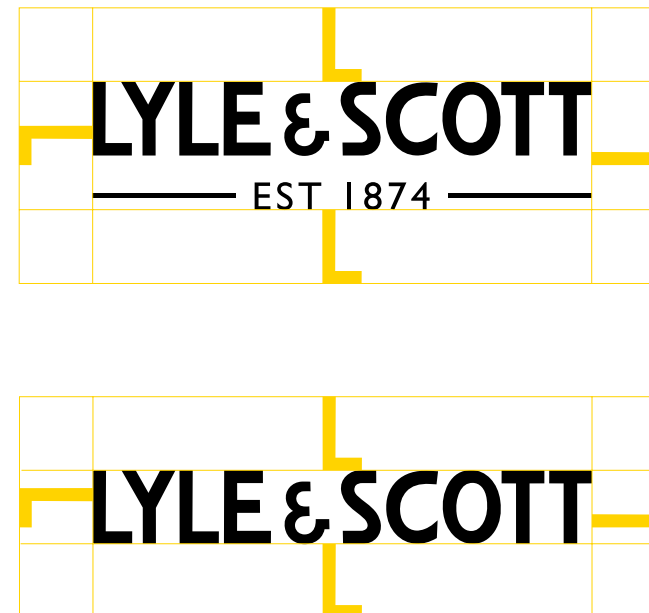
THE COMPOSITE LOGO

Clear space around the logo is equal to the cap height of the L.



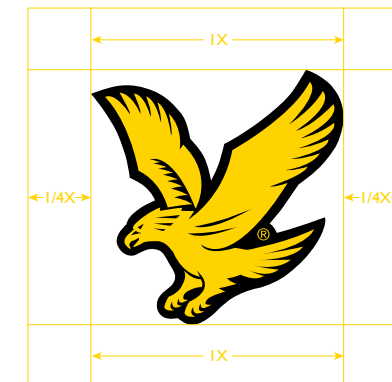
THE WORDMARK

Clear space around the logo is equal to the cap height of the L.



THE EAGLE

Clear space around the logo is equal to 1/4 the width of the Eagle. Do not place any other logo's or branding around the Eagle.



LOGO SCALE

Minimum sizes

FOR PRINT

Our logo is scalable but has a minimum size for print.

COMPOSITE LOGO

12 mm wide

WORDMARK

10 mm wide

EAGLE BRANDMARK

6 mm wide

FOR DIGITAL

Our logo is scalable but has a minimum point size for digital use.

COMPOSITE LOGO

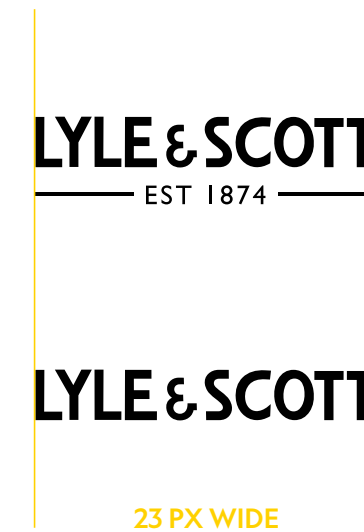
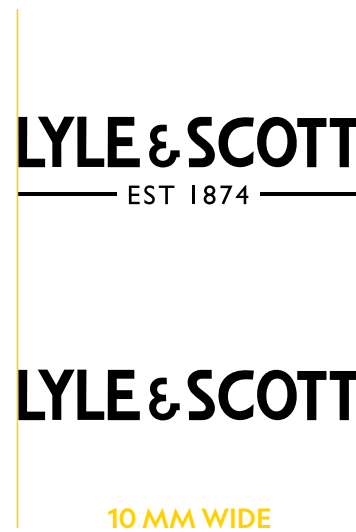
30 pixels wide

WORDMARK

23 pixels wide

EAGLE BRANDMARK

15 pixels wide



For illustrative purposes only. Not to scale.

EAGLE MISUSE

Our Eagle must always face left

All four logo variations must remain as supplied, and must not be flipped or altered in any way. Our golden Eagle landmark must always **face to the left**, and must never be flipped to face the opposite direction, whether on printed or digital material, or on any physical item displayed and positioned at retail. An example of this might be an Eagle plaque displayed at POS.

THE GOLDEN EAGLE
BRANDMARK



THE COMPOSITE LOGO



THE WORDMARK + EST 1874



THE WORDMARK



LOGO MISUSE

Unacceptable logo treatment examples

NEVER FLIP

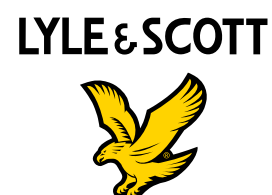
Never flip the Eagle or any of the logo variations, either in print or displayed at POS. The Eagle must always face to the left.



LYLE & SCOTT

NEVER RECOMPOSE

Never recompose or reconfigure any of the logo elements, and do not place the Eagle brandmark and the wordmark near to each other - keep separate.



LYLE & SCOTT

NEVER ALTER COLOURS

Never substitute or alter the colour of any logo element, not even for other brand colours. They must be used exactly as supplied.



LYLE & SCOTT

NEVER ALTER EAGLE

Never alter the outline colour around the Eagle brand-mark. It must always remain black against any background colour.



NEVER ROTATE

Never alter the angle or orientation of the logos. The brand team must approve any proposal to do so otherwise.



LYLE & SCOTT

NEVER DISTORT

Never distort the logo in any way. Constrain proportions when scaling logos. Do not stretch or squash the logos into spaces.



LYLE & SCOTT

NEVER APPLY EFFECTS

Never apply any graphical effects to any of the logos, such as drop shadows or key-lines.



LYLE & SCOTT

Our logo is sacrosanct, we strive to keep a clear and consistent brand image. In order to retain our integrity and maintain a strong brand identity, the original artwork must always be used and remain unaltered, and logo clear zones must be followed.

BRAND NAME AS TEXT

Consistency rules

When mentioning our brand name in text, it is important to keep consistency. We should always follow the 'case' style of the text in which it appears. If in upper-case, it should be written in upper-case and if in sentence case, it should be written in lower-case with 'L' and 'S' capitalised, as with any name. We always use an ampersand between the two names with a space either side, and never use the written word 'and'. The only exception to this is for website url and social media hashtags. The logos themselves (composite or wordmark) must never be inserted into body copy.

AS PLAIN TEXT

Lyle & Scott

WEBSITE URL

www.lyleandscott.com

SOCIAL MEDIA HASHTAG

#LyleandScott

Please refer to the relevant Toolkit Guideline for execution. These can be requested from the brand team. Contact details can be found on the back page of this document.

BRAND NAME AS TEXT

Do and don't examples

DO

Acceptable use of the brand name in text.

As plain text

Do capitalise the names and use a space each side of the ampersand.

Lyle & Scott

In Paragraphs: Follow the case-style of the text

Do follow the sentence-case style

Born of humble beginnings in the Scottish town of Hawick, Lyle & Scott has forged a path of innovation and style spanning almost 150 years.

Do follow the upper-case style

BORN OF HUMBLE BEGINNINGS IN THE SCOTTISH TOWN OF HAWICK, LYLE & SCOTT HAS FORGED A PATH OF INNOVATION AND STYLE SPANNING ALMOST 150 YEARS.

DON'T

Unacceptable use of the brand name in text.

As plain text

Don't use lowercase for L and S:

lyle & scott

Don't remove spaces either side of the ampersand:

Lyle&Scott

Don't use 'and' instead of the &:

Lyle and Scott

Don't abbreviate:

L&S

Don't use lower-case for L and S on social hashtags:

#lylescott

In Paragraphs: Follow the case-style of the text

Don't go against the sentence-case style:

Born of humble beginnings in the Scottish town of Hawick, LYLE & SCOTT has forged a path of innovation and style spanning almost 150 years.

Don't go against the upper-case style:

BORN OF HUMBLE BEGINNINGS IN THE SCOTTISH TOWN OF HAWICK, Lyle & Scott HAS FORGED A PATH OF INNOVATION AND STYLE SPANNING ALMOST 150 YEARS.

Don't insert our logo or word-mark into text:

Born of humble beginnings in the Scottish town of Hawick, **LYLE & SCOTT** has forged a path of innovation and style spanning almost 150 years.

ROYAL WARRANT

Approval and usage

Lyle & Scott was granted the Royal Warrant by appointment to HRH the Duke of Edinburgh in 1975. This exclusive mark represents a remarkable achievement and reinforces the heritage and quality of the Brand. It is not used as an element of the brand identity, but it can be used specifically on our knitwear products and certain items of packaging and company stationery. To use the Royal Warrant, approval must be requested and granted by Lyle & Scott head office.

If you wish to use the Royal Warrant, you must apply to Lyle & Scott head office in London for approval before use and any requests must be accompanied by a draft layout or artwork with an explanation of the intended use. The rules governing use of the Royal Warrant are very explicit and incorrect usage may result in Lyle & Scott losing the Royal Warrant and the right to use it.

USAGE | We only ever use these monochrome versions shown with all five lines of text. The minimum size is 10 mm high for print. It can only appear once per product. It can be used more than once, if it cannot be seen at the same time, for example at the front and back of a shopping bags. It must only be used on a plain background without pattern or photograph, and use the black logo on white or light backgrounds and the white logo on black or dark backgrounds. It may be permitted for distributors and licensees to have limited use of the Royal Warrant on certain items of stationery or signage.

EXCLUSIONS | It cannot be used in the labelling or advertising of Lyle & Scott products made outside of Hawick and it must never be used without the five lines of text below. It specifically must not be used on flags on show-grounds, company uniforms and promotional gifts, buses, taxis or trains or in Yellow Pages or similar trade directories.



BY APPOINTMENT TO
H.R.H. THE DUKE OF EDINBURGH
SUPPLIERS OF KNITWEAR
LYLE & SCOTT
HAWICK



BY APPOINTMENT TO
H.R.H. THE DUKE OF EDINBURGH
SUPPLIERS OF KNITWEAR
LYLE & SCOTT
HAWICK

PARTNER LOGO LOCK-UPS

Examples

There are times when our brand is affiliated with another brands and the Lyle & Scott logo needs to appear alongside another partner logo. For example, during collaborations and partner initiatives. On this occasion, any partner brand lock-up required must be created by the Lyle & Scott brand team specifically and guidelines / artwork will be supplied to the relevant parties. The following page demonstrates acceptable / unacceptable examples.

On products, partner logo's may be placed alongside our Eagle brandmark, provided that they are clearly separated from each other, such as on this example opposite. Lyle & Scott logo's must not be touched, or infringed upon, by any other partner logo or branding and plenty of space must be given between the two elements. Our logo's must remain visually isolated from any other partner logo and for this reason, due to scale and lack of space, we do not combine our logos with partner logos on product swing-tags or neck-labels.

Should you need to place the Lyle & Scott logo alongside another logo, for any form of partnership or collaboration, you must request this from our brand team, whereby a bespoke creation will be made and supplied to you. Alternatively, you may propose artwork for our approval by completing the 'Trademark Usage Authorisation' form, which can be requested from our brand team. Contact details for our brand team can be found at the back of this document.



PARTNER LOGO LOCK-UPS

Do and don't examples

DO

Lock-up the Lyle & Scott brandmark or wordmark with a partner brand horizontally. Place an 'X' between the logos and give equal space between the two elements.



DON'T

Lock-up the Lyle & Scott brandmark or wordmark with a partner brand vertically (stacked). This could be perceived as a composite logo and is unacceptable.



PRODUCT LABELS

Rules and examples

LOGO ELEMENTS TO EMPLOY

These are the logo elements to be used on product neck labels and product swing tickets. Please take note of the maximum application usage permitted.

COMPOSITE LOGO
1X application swing ticket only

WORDMARK
1X application neck label only

EAGLE BRANDMARK
1X application per product

EMPLOYED EXAMPLES

These examples show our logo elements correctly applied to a product neck label and a product swing ticket.

PRODUCT NECK LABEL

PRODUCT SWING TICKET

APPLIED TO PRODUCT

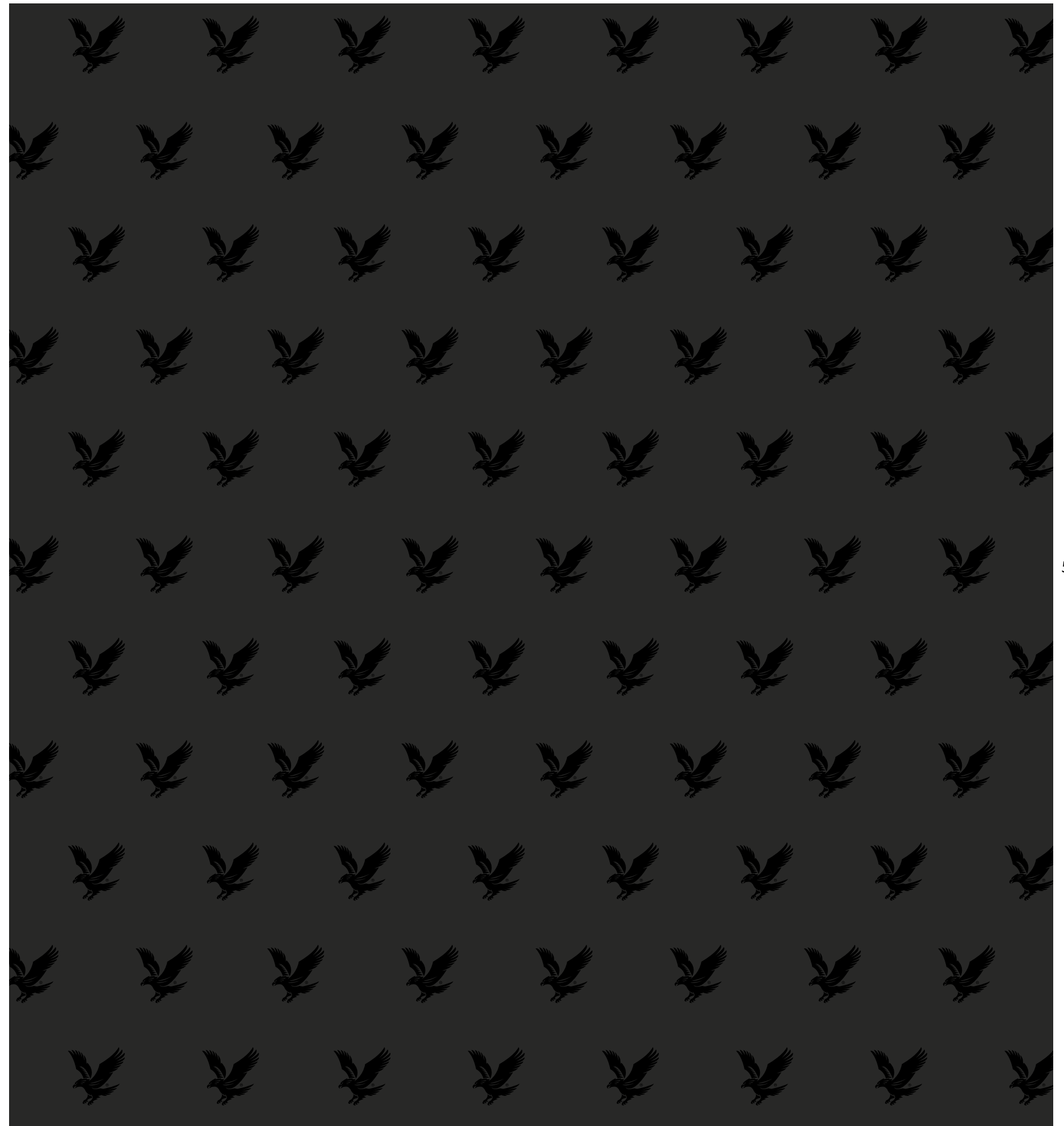
The Vintage composite logo is used here as an example - other collection logos should be used where appropriate in the same way and following these same rules.

GRAPHIC ELEMENT

Repeat logo pattern

We have a repeat logo pattern that uses our brandmark Eagle. This can be used on things such as tissue paper for our packaging or on brand stationary. We use it subtly, and only ever in black or white, with special effects such as Spot UV varnish for the Eagle. This repeat pattern can be requested from our brand team; no replicas are to be used.

If you wish to use this repeat logo pattern you must request sign off from the brand team.



OUR COLOURS

Primary and secondary colours

Lyle & Scott yellow is our primary brand colour. It's derived directly from our iconic golden Eagle and it defines us as a brand. It's a strong and bold colour which should be used sparingly as an accent colour to our secondary colours, to create highlight and for moments of stand out. We always use 100% of the brand yellow and no tints. Our secondary colours of black, white and grey are the key colours we use across all brand communications.

Primary colour
CMYK C0 M17 Y100 K0
RGB R255 G209 B0
HEX #FFD100
PMS 109C
RAL 1021

Secondary colour
CMYK C0 M0 Y0 K0
RGB R255 G255 B255
HEX #FFFFFF
PMS 109C / 109U
RAL 9016

Secondary colour
CMYK C60 M40 Y40 K100
RGB R0 G0 B0
HEX #000000
PMS Black C
RAL 9017

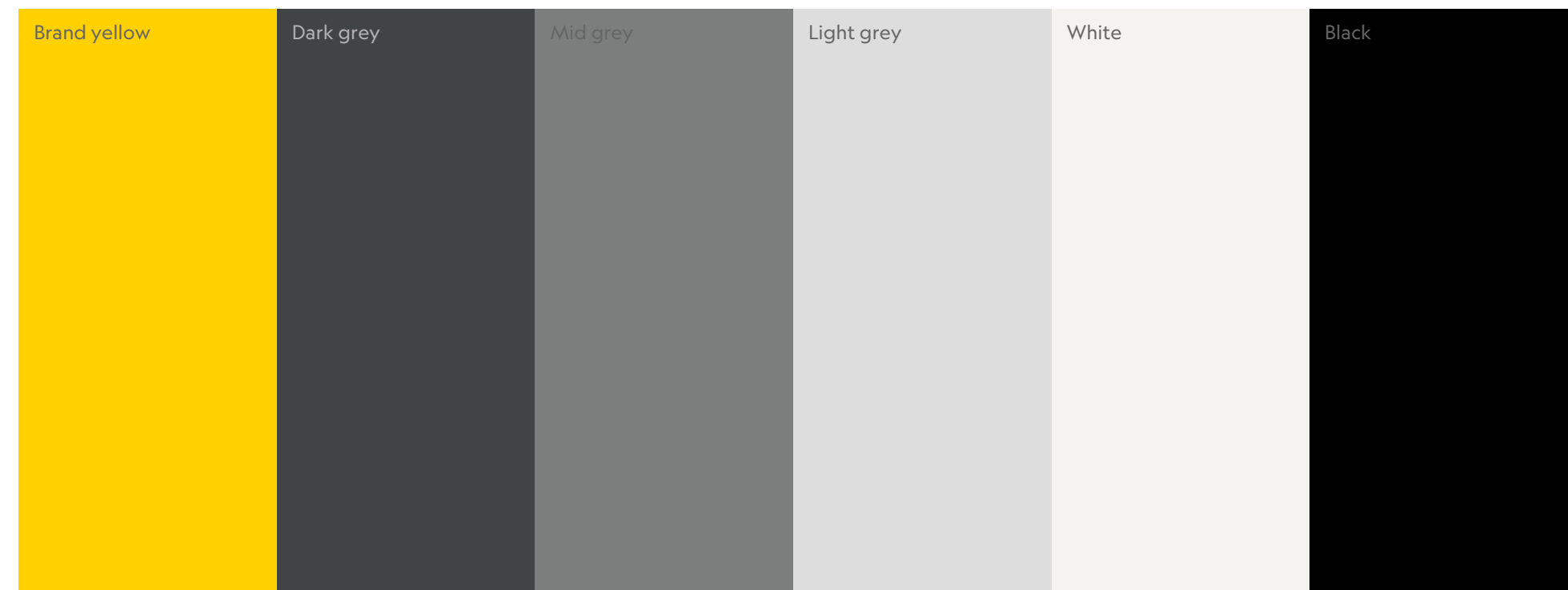
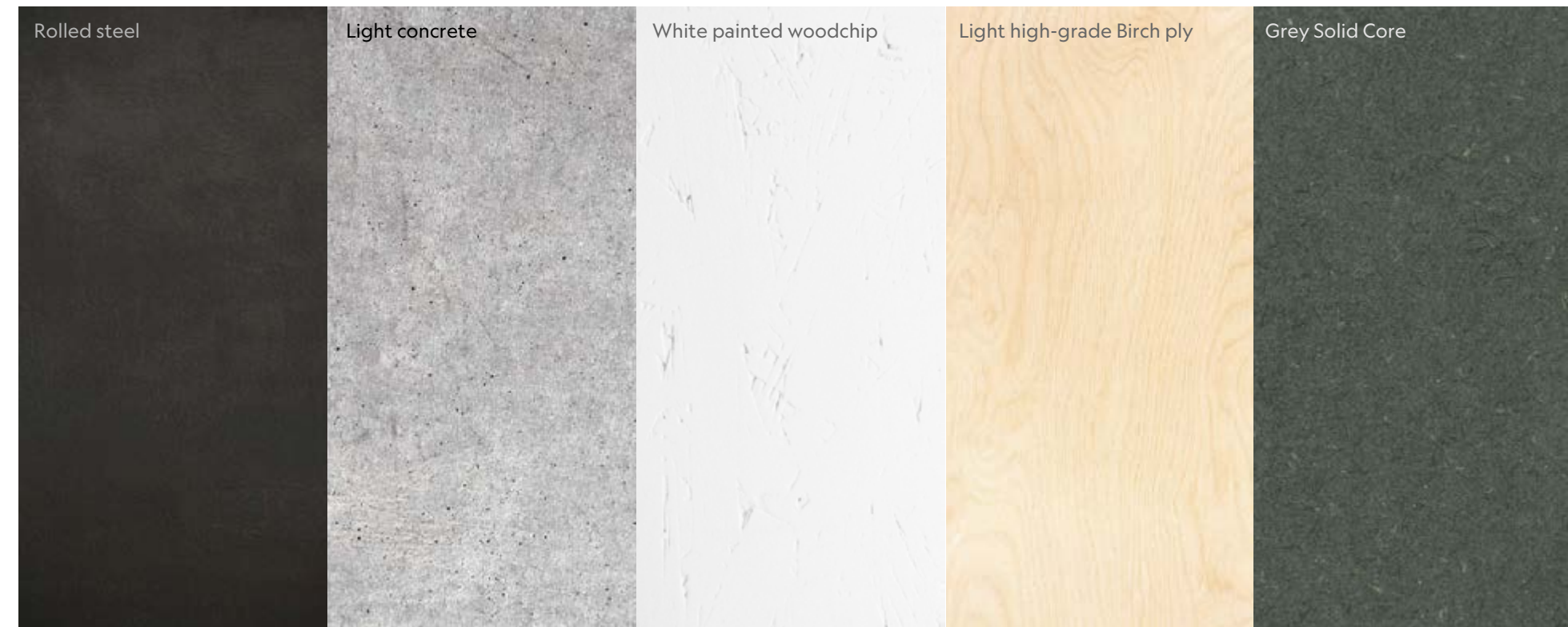
Secondary colour
CMYK C5 M5 Y5 K20
RGB R200 G200 B199
HEX #C8C8C7
PMS Cool Grey 2
RAL 7047

Please refer to the relevant Toolkit Guideline for execution. These can be requested from the brand team. Contact details can be found on the back page of this document.

OUR MATERIALS

3D Materials and colour palette

This is our physical spaces materials and colour palette. We use this palette across our retail environments as well as for Lyle & Scott's corporate interiors.



Please refer to the relevant Toolkit Guideline for execution. These can be requested from the brand team. Contact details can be found on the back page of this document.

OUR TYPOGRAPHY

Primary typeface

Geograph is our primary typeface. This geometric sans serif typeface is clean, functional and contemporary and gives a confident personality to the Lyle & Scott brand, forming part of our visual identity. It is a multiplexed font, which comes in six weights plus italics, giving us flexibility to communicate the varying content across our brand. It is used in bold weight for headlines and title, and in regular or light weight for body copy. We use our primary typeface for all web applications.

Please request our brand fonts from the brand team.

PRIMARY TYPEFACE - GEOGRAPH

GEOGRAPH
geograph

Aa

PRIMARY TYPEFACE

Geograph typeface

TYPEFACE - GEOGRAPH

Upper + lowercase

GEOGRAPH
geograph

LETTER FORMS AND WEIGHTS

Weights

THIN
LIGHT
REGULAR
MEDIUM
BOLD
BLACK

Letterforms + characters

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890@£€&

OUR TYPOGRAPHY

Accent typeface

Span is our secondary accent typeface. This classic yet charismatic serif typeface is elegant and charming, and brings a traditional and crafted feel to the brand, which nods to Lyle & Scott's heritage and exudes luxury. It is a multiplexed font, which comes in five weights, plus italics. We use it in regular and light weight as an accent font to contrast bold titles, and for special features such as quotations and statements. Due to its decorative nature and legibility we tend not to use our accent typeface for web application.

"Flaunting its engraved heritage with sweeping serifs and sculptural forms, Span's elegant design bridges the contemporary and traditional, it exudes luxury and charm."

Please request our brand fonts from the brand team.

ACCENT TYPEFACE - SPAN

SPAN
span

Aa

ACCENT TYPEFACE

Span typeface

TYPEFACE - GEOGRAPH

Upper + lowercase

SPAN DEMO
span demo

LETTER FORMS AND WEIGHTS

Weights

THIN
LIGHT
REGULAR
SEMIBOLD
BOLD

Letterforms + characters

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890@£€&

OUR VOICE

Attitude and tone

OUR VOICE

Our attitude and tone.

The voice of Lyle & Scott is one of a British sartorial institution.

Our voice should be confidence inspiring and one that speaks with authority, but never patronising or belittling. Bold copy that is intelligent, authentic, never too formal and with an accessibility and to-the-point nature that lets consumers know that they are being served and not sold to.

It should be memorable and make people confident in knowing that they are talking to masters of modern style. But don't force it. First and foremost, the copy must serve a purpose. If you can add a flourish, without compromising functionality, do so. If you can't, then leave it as it is.

“
Our voice is British,
knowledgeable,
inspirational, inclusive,
confident and heard, but
one that is always polite
and without attitude.
”

Our voice

We are always

CONFIDENT
BRAVE
AUTHORITATIVE
MEMORABLE
UNCONVENTIONAL
INCLUSIVE
ASPIRATIONAL
TRANSPARENT
TIMELESS

We are never

~~**APOLOGETIC**~~
~~**COCKY**~~
~~**BELITTLING**~~
~~**STUFFY**~~
~~**PATRONISING**~~
~~**BLAND**~~
~~**TACKY**~~
~~**TRANSACTIONAL**~~
~~**INDECISIVE**~~

OUR PHOTO ALBUM

Photographic direction

OUR PHOTO ALBUM

Photographic Direction

Authenticity and storytelling should be at the heart of all Lyle & Scott photo shoots, and the brand should always be shown in the best possible light. Shoots should feel genuine and relatable, yet maintain a premium and aspirational undertone. The classic and timeless nature of the brand should shine through, yet balance with a direction that is current and contemporary in look and feel.

Lyle & Scott is as diverse and inclusive as is Britain. Direction should therefore be inclusive, representative and proudly reflective of our roots; a modern Britain that rings true to our consumers. Model selection should reflect the brand as well as the respective collection. Poses relaxed, a little attitude and personality, allowing individuality to shine through to create engaging and emotive real moments.

Separate guidelines on gradings, locations, models and aesthetic are available.











OUR CONTACTS

BRAND TEAM

For all queries

EMAIL: brand@lyleandscott.com

