



SouJEL

yoga active wear



Introduction

INTRODUCTORY LETTER

Scarlett Oneal and Lauren Dinka hoped to create a yoga clothes apparel line that would be desired for young college women who embrace the yoga culture. The atmosphere of the brand and store are meant to create an environment that embraces the Florida climate and lifestyle. We wish to encourage young women to embrace their bodies through colorfully designed clothes and pursuing healthy lifestyles through yoga.

We emphasize these ideals through our logo, advertisements, and our main fractal patterning used in all our products. This fractal patterning refers to mirror images and how we see our selves, hopefully in a positive light.

HOW TO USE THIS MANUAL

When referencing this manual please consider these guidelines.

Use our trademark/logo correctly and consistently throughout all forms of documentation, design, and publication.

Do not modify or else the message we wish to communicate through our brand is lost or altered.

Use only the colors and typography listed when associating our brand.



SoulFL

MISSION STATEMENT

SoulFL is a yoga apparel company that promotes positive self image in it's customers. Through products of varying colors and patterns and a stretchy material that can be tightly fitted, young women can find their perfect fit. Our clothes will be worn in a manner that allows women of all sizes and colors to feel comfortable in our clothes as well as within their own bodies.

OUR VISION

SoulFL hopes to expand it's products and build a community with the residents in Florida. We hope to inspire young women all around to not only live healthy lifestyles but understand that they are beautiful in every way.

COMPETITION

LULULEMON

The products offered by this business are quality activewear for both men and women. However, Lululemon does tend to lean toward a more feminine market, targeting activities dominated by the female demographic.

The products tend to stay in the realm of active-wear, but they do also offer merchandise that supports these products. An example being: yoga mats for the consumers who make yoga purchases.

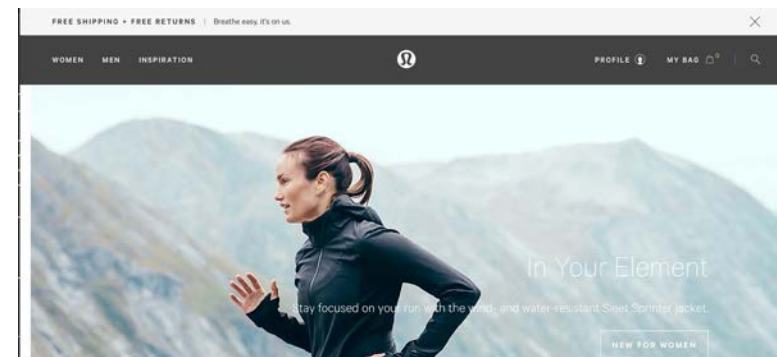
The users of these products are typically young adult or adult women who live a healthy active lifestyle. They are consumers who love to keep life moving, but want to do it in comfort and style.

Lululemon not only sells their products online on a global scale, they also have stores and showrooms all around the world. Their most common use of marketing is by means of social media. They use social media to connect with their main audience, young adult women who enjoy saying active. They also feature ads in magazines that usually feature a woman matching their target demographic.



Through means of social media sites, like Instagram, Facebook, and Twitter, Lululemon displays their products on actual people in every day situations. This showcases their products in a way that will attract their targeted consumer.

They also post videos to these social media platforms that show women being active in ways like: dancing, doing yoga, running, or training. This promotes their active young woman brand, and shows how their products can promote this lifestyle. They also post short high-quality videos on their YouTube channel. These act as commercials that are intended to draw their audience in and appeal to their desired lifestyle.



ZELLA

Zella, a child company under Nordstrom, is marketed as being affordable, designer active-wear for women. Although, they do cater to both men and women, from kids to adults, they draw most of their products toward the young adult female demographic.

They offer a wide selection of activewear apparel, mainly focusing on yoga and running. This includes stretch pants, yoga pants, sports bras, tank tops, jackets, and various other merchandise to support these products.

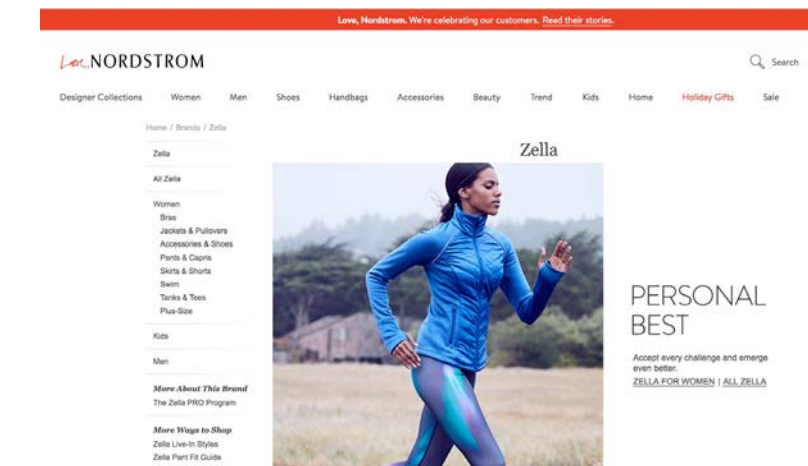
The main users of these products are women who enjoy being lively and partake in activities like Yoga, running, or training of some kind. These women are typically in the age range of 18-24 but can also stretch to 30.

Their products are marketed mainly by an online presence. They maintain a presence online through their parent company: Nordstrom. Through social media, they showcase models wearing their apparel and participating in activities. They do



tend to show the targeted demographic (young adult women) most often in these ads.

Their marketing seems to stem through the branch of their parent company, and through that main companies image. So, they have to rely on the support of Nordstrom to have an stand in social media and even print. They are part of the Nordstrom catalog, but without this main company, they are fairly lost in the world of activewear.





LILY LOTUS

This brand offers yoga and active apparel for young energetic women. The style is very up beat and slightly bohemian, appealing to a younger demographic of women who enjoy living an active and healthy lifestyle.

They offer a range of products needed in the yoga world, more specifically activewear clothing like yoga pants, tank tops, outer wear, and sports bras. They also sell novelty items like bags and journals that match their bohemian style.

The users of these products are young women, approximately in the age range of 18-24, who enjoy living an active lifestyle. To go further, these women enjoy a natural feel in their style and connect with energetic, lively clothing, which is what Lily Lotus focuses on.

Lily Lotus markets there products both in stores in their headquarters of Hawaii, and also online. Their most common means of sale is through their website store. Most people are connected to this store through their presence in social media,

which showcases yoga events and young women wearing their offered products.

I do think their methods are successful because they are showcasing their product to the fullest ability of what is will be used for.



MIKA

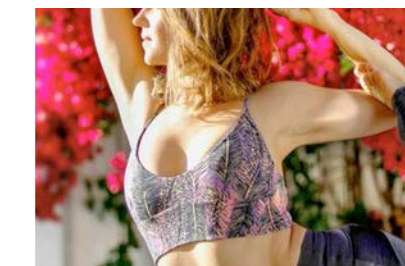
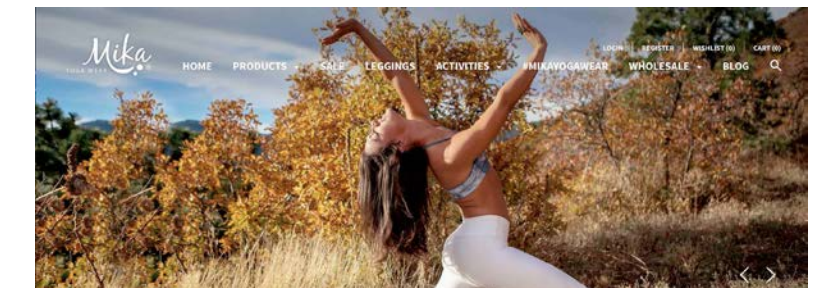
The products they market are affordable, feminine workout wear for women. They portray themselves as business who understands the uniqueness each body type has and try to produce products that encompass all of these factors.

They offer the typical shirts, shorts, and leggings. Bu they also have a swimwear, a collection made specifically of cotton, clothes made for leisure, bodysuits, mats, leg warmers, headbands, tanks, and jewelry. They also have a collection for men which are just shorts and pants. They sell various types of clothing but advertise different collec-tions with specific styles and features.

Their present products are being marketed through social media such as facebook, twitter, Instagram, and pinterest. But they have also had features done on them through magazines such as 303 magazine which is a lifestyle, fashion, culture, and entertainment publication. They have a website and users are directed to it through social media but they also have stores located around the world. The material they use vary with their products and

collections but most of their products are 90% polyester and 10% Lycra. Some of their higher end and expensive products are biodegradable and made out of 90% polyamide and 10% elastene.

They should advertise that fact more so through social media or through their interviews with magazines. I think by marking themselves in that industry they could gain new following.



MONTIEL

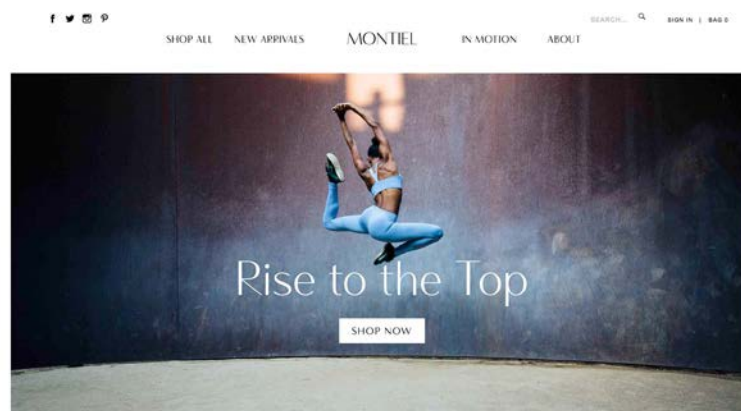
The products being marketed are women's workout gear, mostly clothes. They don't sell any other related products besides women's clothes specifically, bras, bottoms, camis, tanks, and long sleeves. Their targeted demographic appears to be active young adults who are enthusiastic in getting fit and being active in exercise.

Their products are being marketed through social media and a newsletter customers subscribe to for information on new products. The material they use vary among their products such as their bras are 90% Supplex and 10% Lycra, their leggings are 25% spandex and 75% nylon, and their tanks are polyester 79%, tinsel 14%, and spandex 7%.

They use social media in an organic fashion where they do no paid advertising or PR through it's mediums. Facebook and Instagram are its main platforms but they also play roles in twitter and Pinterest. The social media platforms lead to their website where they sell their product. They have had celebrities wear the product and bring awareness to the brand as well as reach those

celebrities' fans. They use Facebook for more conservative women in their 30s and Instagram to reach a younger demographic.

They have used all the right hashtags and reached out to people who embrace the yoga culture, both people who stay active but also embrace the fashion. They used two different media platforms to reach two different demographics successfully and without paying for advertising. By not having to actually pay for much advertising they can sell their product at a higher price as well as afford the clothing quality they promote.



LIQUIDO

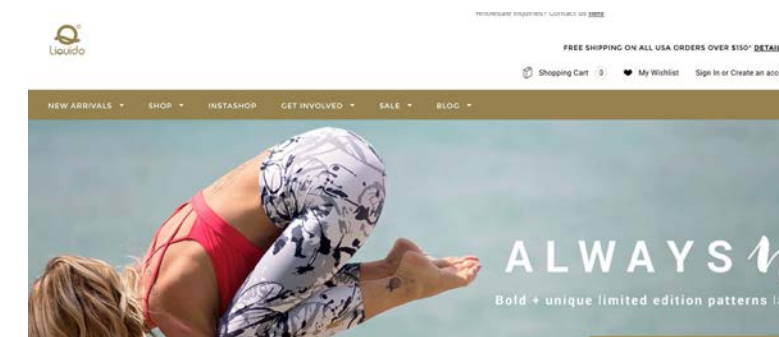
They design limited edition all day activewear that can be worn all through the day. They sell other products besides the typical leggings, shorts, tanks, bras, bandeaus, and jackets. They also sell beach wear as well as clothes for men and kids. They sell sunglasses and mala.

Their main demographic are young adult women who practice yoga or love to wear fashionable active wear. They attract vibrant women who lead healthy lifestyles.

Their products are marketed through social media, their website and through avid yoga enthusiast bloggers. They use Facebook, Instagram, Pinterest, and twitter. The material they use are mostly 90% Nylon and 10% Spandex, they use Lyrca fabric technology. They market mostly in Brazil, where the company was founded, but have expanded their product to the United States and Australia. The products are being marketed through images of young women wearing brightly colored leggings and tanks with extravagant patterns. These women are shown in different yoga positions, showing

the flexibility of the product as well as the various styles. They are marketing to young women mostly from 18-25, but they also market to older health and fitness nuts in their late 20's to early 30's.

They grew through word of mouth in South America and found popularity with that. They now have over 80 stores in Brazil alone. Their patterns, their fabric quality, and the message they promote have helped them expand and reach the hearts of many young women. They could improve their standing in Australia and United States through not just an active social media account but by reaching the hearts of the respective country's celebrities and have them endorse their products.



RESEARCH

- The goal of yoga can be different among individuals, ranging from spiritual, philosophical, or simply fitness needs.
- 36.7 million Americans or 15% of US adults practice yoga in the US
- 72% of yoga practitioners are women
- Yoga practitioners report spending over \$16 billion on yoga clothing, equipment, classes and accessories since the end of 2015
- Yoga practitioners are 20% more likely to have a positive self-image as compared to the general population

DEMOGRAPHIC

The demographic of our company consists of young women, in the age range of 18-24 years old. These women are most likely college students, or recently out of college. They would have a focus in living an active lifestyle or participate in the yoga lifestyle.

SURVEY

- 18-24 (7)
 - 25-34 (3)
 - 45-54(4)
 - 65-74(2)
 - Female (15)
 - Male(1)
1. Do you have a need/interest in yoga apparel? Why or why not?
 2. What are some of your favorite features that your yoga clothing offer?
 3. What type of patterns, colors, and materials appeal to you?
 4. What other must have items do you bring with you to do yoga?
 5. Do you prefer buying apparel from a specific brand or do you focus on affordability?
 6. Does it matter to you that your yoga clothes are sustainable or not? Why or why not?
 7. Do you prefer to purchase apparel online or in a store?
 8. How do you hear about clothing brands/stores? (advertisements, friends, etc.)

Common answers:

Comfort is most important

Prefer muted, natural tones

Enjoy patterns

Don't have a preference on sustainability

Buy from stores, not online

Choose affordability over brand name



Identity

SYMBOL

The symbol of the SoulFL logo consists of elements that represent our company. It is a human figure in a sitting position with the arms curving up and a swirl in the torso. The sitting position of the figure represents a traditional sitting pose of yoga, where the practitioners hands are facing upward. It also represents the concept of a soul of a being with the swirl in the center of the figure.



SYMBOL

LOGOTYPE



SoulFL

SYMBOL



LOGOTYPE

SoulFL

ARRANGEMENT

The SoulFL logo only has three approved arrangements. These arrangements are shown about and include: a stacked or linear orientation. The logo mark may also be shown standing alone as shown on the left page.

TYPOGRAPHY

For the logotype, we decided to use a Serif font, Abhaya Libre, that included curvilinear aspects to it. We felt these elements would match the young and feminine brand. For other copy used throughout our brand, we utilized a San Serif, Century Gothic. This font is very bubbly while still maintaining humanist characteristics, which we felt paired well with the serif.

LOGOTYPE:

Abhaya Libre SemiBold
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz

SUPPORTING TEXT:

Century Gothic Regular
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz

LOGO COLOR

The logo can only be shown in these colors, the company pattern containing these colors, or the use of traditional black and white.



PANTONE SOLID UNCOATED 5275 U



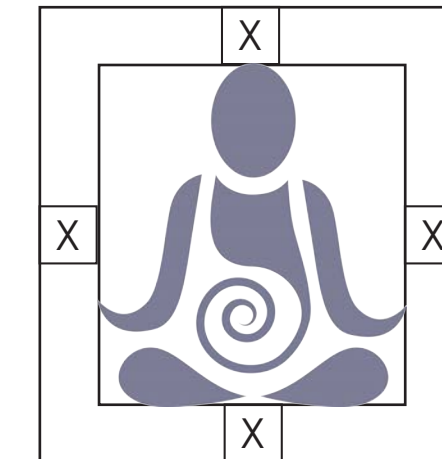
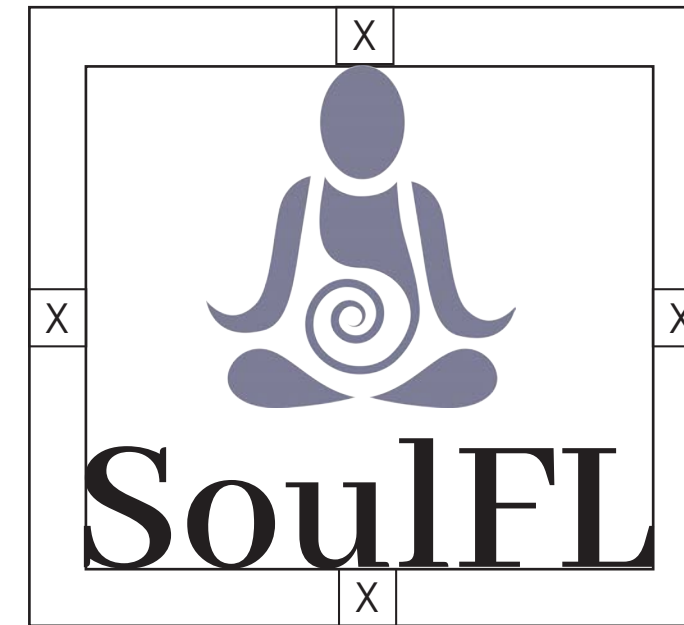
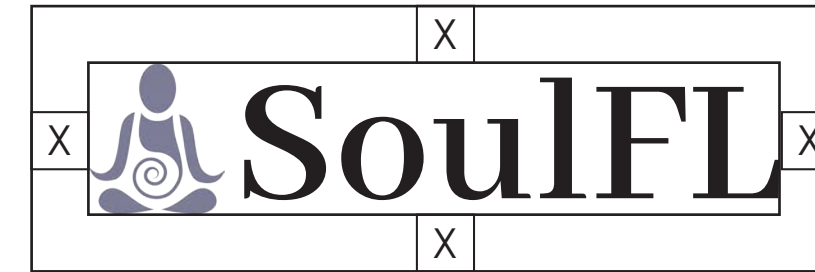
PANTONE SOLID UNCOATED 5015 U



PANTONE SOLID UNCOATED 624 U

VARIATIONS

The SoulFL logo can be shown with many color variations from the colors listed on the previous page. For the most part, the logo color will match the logotype color. However, it is also acceptable to mismatch the colors between the logo mark and the logotype as long as the colors used are one of the four accepted for allowed usage.



SPACING

The spacing or the "clear space" (space around the brand mark), is needed to emphasize the brand mark. This is so the mark does not get lost on documentation or other occurrences where it is used. The cap height of the logotype as indicated as "X." The closest any element may appear to the logo is "X."

SIZING

The sizing and resizing of the SoulFL logo is allowed as long as the proportions remain listed as below in the scaling process. Once the logo is scaled down to the 1 Inch area, it may begin to lose readability. Scaling any further down is discouraged.



TAGLINE

The tagline for the SoulFL company is "Yoga Active Wear." This tagline clearly encompasses what our company is and can be understood quickly and easily by the viewer. This tagline will sit below the SoulFL Logotype, in the same font, and will fall directly under the "u" and "L" of "SoulFL".



IMPROPER LOGO USAGE

The SoulFL logo can only be used in the ways we have listed on previous pages. The next page will explain thoroughly what not to do in regards of using and changing our company logo.



Do not put logo mark on the right side of the logotype



Do not change the logotype case



Do not change the size ratio of the logotype



Do not scew or warp the mark



Do not change the colors beyond the color options



Do not turn the logo mark



Do not cut parts of the logo off



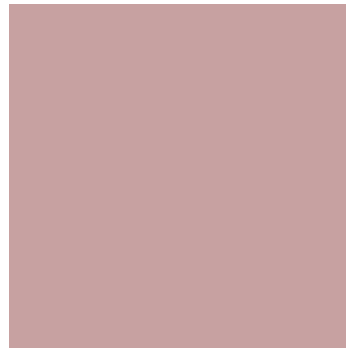
Do not change the logotype font

COLOR PALETTE

This company color palette is the same as the logo color palette. We wanted to maintain a sense of unity within all aspects of our company, and utilizing a consistent color palette will help with that.



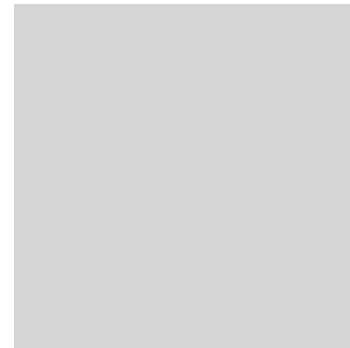
PANTONE SOLID
UNCOATED 5275 U



PANTONE SOLID
UNCOATED 5015 U



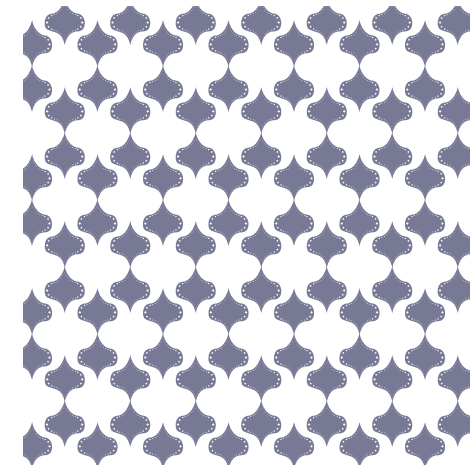
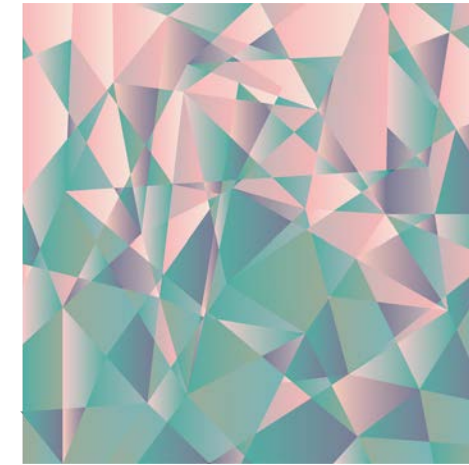
PANTONE SOLID
UNCOATED 624 U



PANTONE SOLID
UNCOATED COOL
GRAY 1 U

PATTERNS

There are technically four patterns that are repeatedly used throughout all elements of the SoulFL company. Three of these patterns are the same, as shown on the left side of this page, but simply use different color gradients. These three main patterns showcase our main brand image in regards to representing a reflective surface. This pattern has refractive elements, much like the ocean water with the sunset colors reflecting off of it. This also matches our note of self reflection, and looking within oneself to find beauty or empowerment.



These are the reasons this pattern is seen throughout our brand and most of our provided elements. We want to constantly reinforce this idea and have this pattern always associated with our company. The last pattern shown on the bottom right, is more inspired by Indian culture. Yoga derives from India and we wanted to add an element of this culture into our products as a way of paying respects to the originators of the lifestyle we are promoting.



Stationery

BUSINESS CARDS

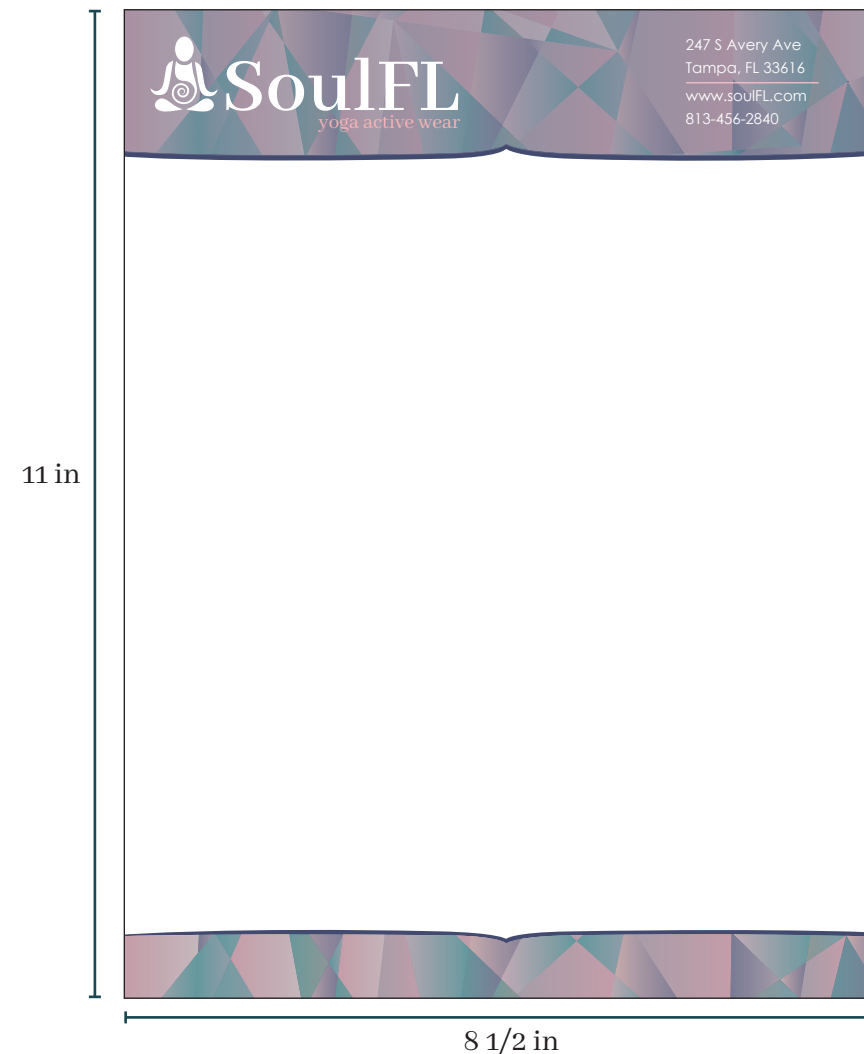


SouFL Business cards can be seen with a unique shape found in Indian culture. The fractal pattern reinforces mirror images and how we see our selves. The card will be found at the register at all stores.

Another alternative business card design reinforces that mirror image notion with the logo being mirrored on both sides.



LETTERHEAD

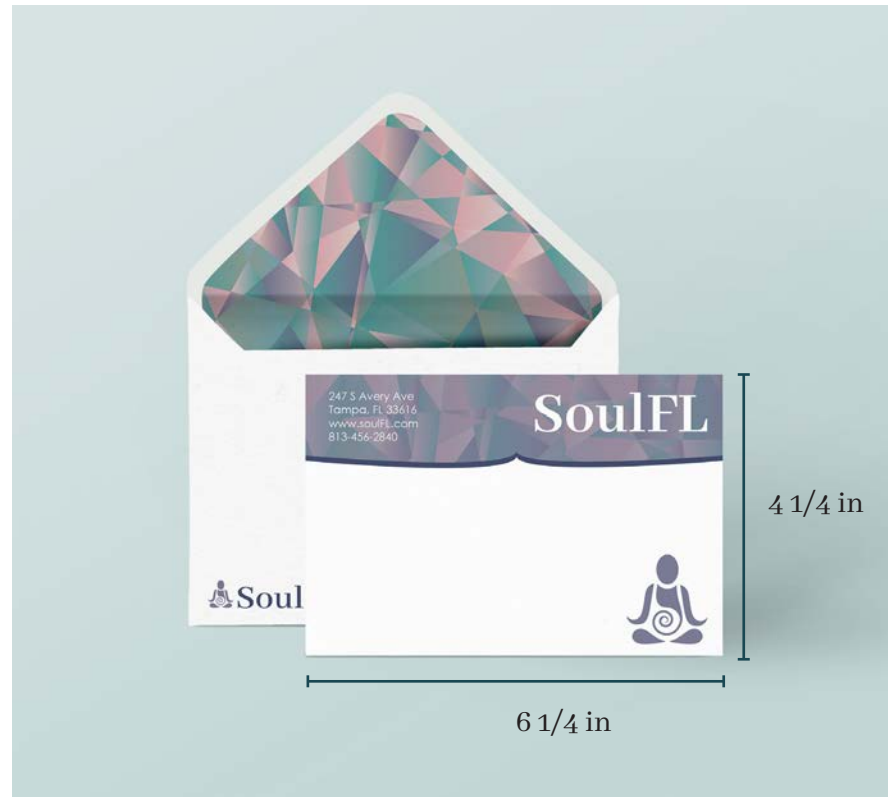


The letterhead will mirror the business cards design to have a clean shape to type the main message on.

The letterhead's purpose is for business related inquiries by the company and will be shipped in a SouFL envelope as well.

Margins: 1 in all around

ENVELOPES



The Square Envelopes are used for marketing and promotional purposes specifically for the customers when we send out new product information or notices on yoga classes/events.



The Standard Envelopes are used for letters that are sent from the company for business related purposes.

Stamp goes in the right corner if needed.



Products

TANK TOPS



Tank Tops come in various colors associated with the brand. Designs and patterns include the familiar fractal pattern associated with the brand's image as well as other patterns found in Indian patterns.

90% Polyester 10% Spandex
Comes in all sizes and plain colors as well.
Price : \$40

SPORTS BRAS



Sports bras also come in many patterns and colors.

90% Polyester 10% Spandex
Comes in all sizes
Price: \$25

LEGGINGS



Leggings also come in many patterns and colors.

90% Polyester 10% Spandex
Comes in all sizes
Price: \$50



YOGA MATS



SoulFL yoga mats are made of a natural and recycled rubber. Naturally grippy surface and eco-friendly.

PVC-free
Price: \$30

WATER BOTTLES



Water Bottles have an easy sip straw that make hydrating much easier. Stainless Steel material to keep your water cool and any other liquids hot.

Reusable
Price: \$15

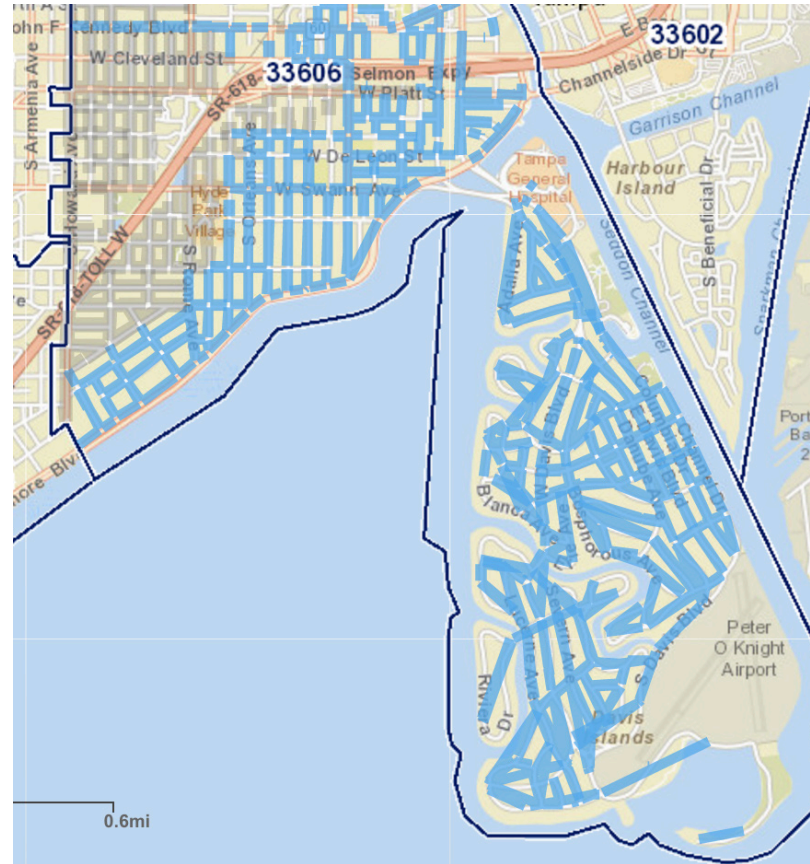


Store

LOCATION

The SoulFL store will be located in the Davis Island area of Tampa, FL. This is just south of Downtown Tampa, and is still near the University of Tampa. However, it is also surrounded by beachy and waterfront area.

Roughly 5,800 addresses are located in the area we want to market to, and 30% of the people are between the ages of 18-24. This encourages us that this is a good place to locate our store. We will be able to comfortably fit in this area and also advertise to the people who live here.



GOAL

The goal of our store is to cohesively act as both a yoga apparel shop and yoga studio. SoulFL would act as a general local hub for all things yoga. People could come here to relax and browse, experience an offered class upstairs, or just to hear the latest news about the yoga lifestyle and local events going on.

DESIRED LOOK

Our store will be warm and light. It will have elements of nature incorporated, and will utilize our brand's pattern and color palette. We want to stay young and exciting without overwhelming our visitors with bright colors and geometric shapes. Our customers should feel both calm and lively when they walk in our store.

DOWNSTAIRS

The downstairs area of the SoulFL store will be where our products are located. The store will be fun, and energetic while still maintaining elements of nature to keep things calm and matching the yoga lifestyle. Products will be hung on wall racks and central decorated tables in a boutique style. We want this to feel high end, without the prices and the stuck up feeling.



UPSTAIRS

The upstairs part of our store will be where yoga classes are held three times a week: Monday, Wednesday & Friday. The vibe of this area will be clean and open. We want to incorporate the pink of our brand colors into this room, making it vibrant but not overwhelming. Classes for the upstairs portion will start at \$15 a class.





Marketing

BILLBOARD/OUTDOOR ADS



SoulFL's billboard design is meant to advertise to young college women passing by. The message speaks to women in support of positive body image.

The billboard directs people to the website.



The posters outside a resort are promoting the brand to tourists and locals frequenting community pools and resorts in Florida.

Large lifestyle posters promoting positive self image and a healthy lifestyle.

Directs back to the website.

POSTERS & SIGNAGE



Storefront signage shows sales or deals going on inside the store. Outdoor posters show half of the logo and is still recognizable to show symmetry and balance.

Indoor Signage reinforces those same deals while hanging around the store.

Materials for Storefront signage: canvas cloth
Materials for indoor signage: white matte luster paper

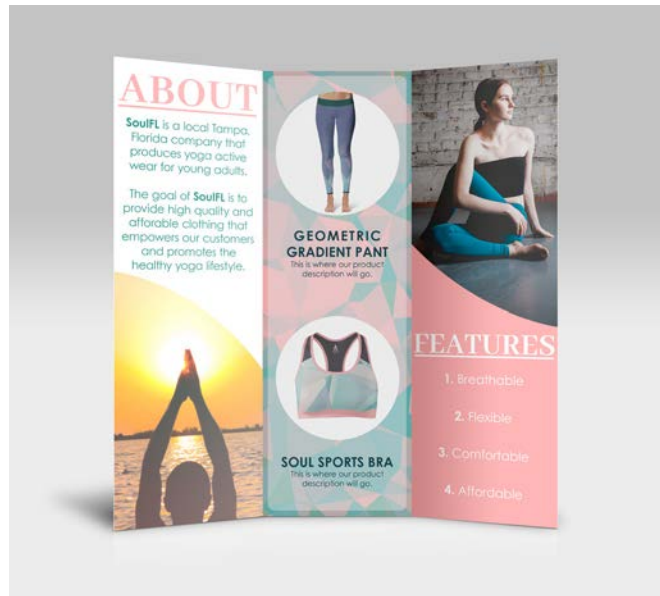


BROCHURE



Brochures are created to be given out at yoga classes as well as hang in the store itself for customers to grab. These brochures will promote the brand as well as get people more aware about the benefits of yoga on one's state of mind and body.

Featured in the brochure will be:
 Information on the SoulFL Products.
 Features found in our products
 Information about yoga



DIRECT MAIL AD

The direct mail ad will be sent out to surrounding neighborhoods that have a majority of female college students.

Will include a 5% off entire order coupon



YOGA CLASS FLYER

11 in

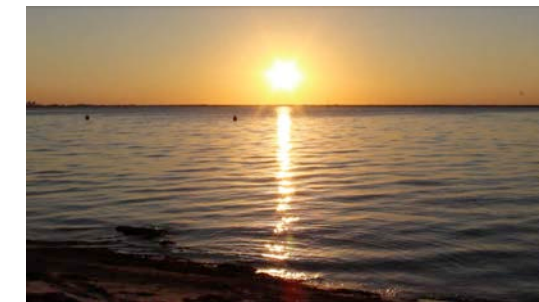
8 1/2 in

This flyer will have specific information on yoga classes being featured in the yoga studio upstairs in SoulFL stores. They will be hung around the store for customers to see.

Yoga classes will be every week as well as having special classes on the beach in the morning.

The flyer could be sent out in the SoulFL Square envelopes to surrounding neighborhoods or stores in the area.

COMMERCIAL



The SoulFL commercial is geared toward positive self image while leading a healthy active lifestyle. The two girls are sitting on the beach, watching the water but as the music (Scars to Your Beautiful by Alessia Cara) starts to pick up and spread it's message, the girls begin to do yoga on the beach. They watch the sunset over the water while practicing yoga and enjoying nature.

Near the end of the commercial, the products roll over the screen. They are then followed the message "Feel beautiful in your body & our clothes" which is the core message of the SoulFL company. Promoting self image, and



Promotional

GIFT BAG

This gift bag is 100% reusable and will be handed out during our store's grand opening. Inside the bag will be a tank top, water bottle, and a small snack bag that may include nuts and granola bars. These will be handed out to the first 50 customers and a way to say thank you for the immediate support.

This gift bag is a way to raise moral for our customers and create a positive customer experience for when the store first opens. We are hoping this item will promote brand loyalty and encourage customers to come back.

We will also be selling this reusable bag Online for \$15.

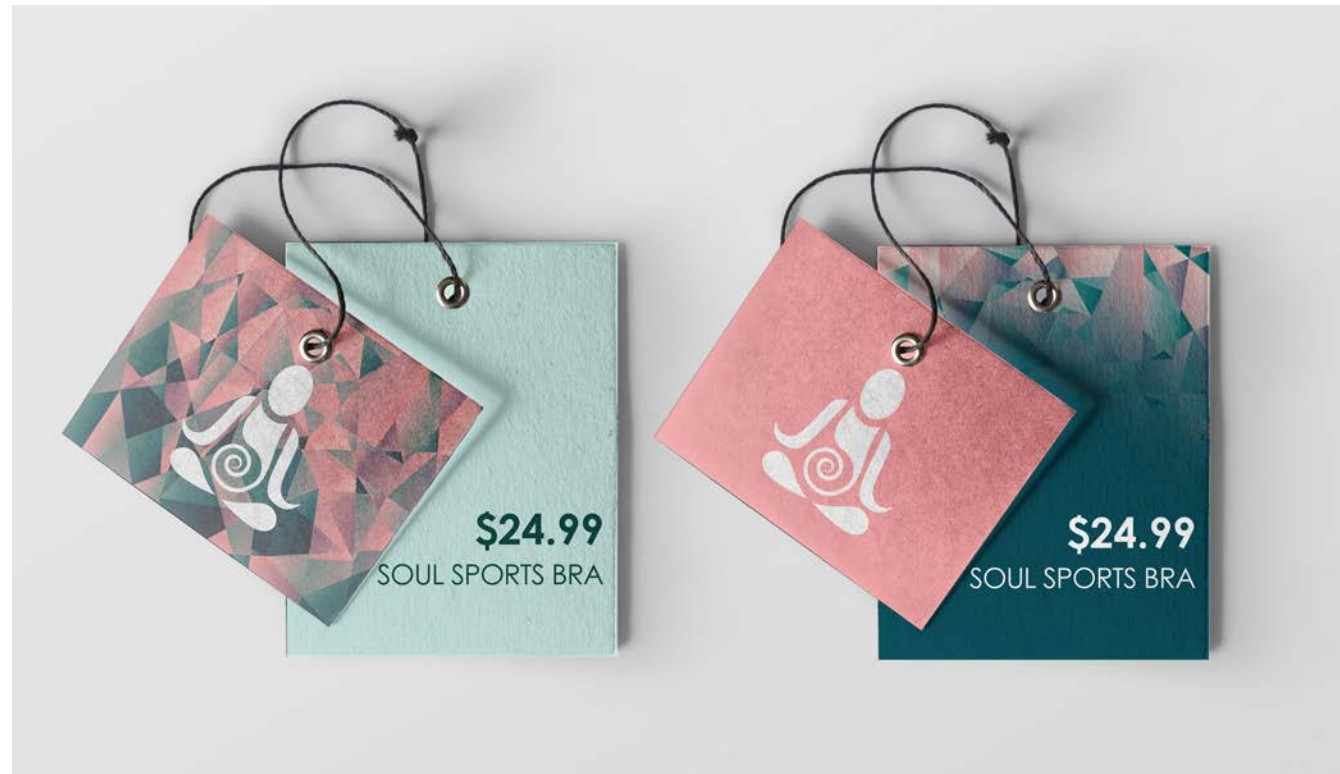




Miscellaneous

CLOTHING TAGS

These are the tags that will accompany our clothing. They will explain the pricing, sizing, and specifics of the clothing material. We decided to create variations of these tags as a fun element throughout the store. These designs still include the company color scheme, and pattern.



SHOPPING BAGS

Our in-store shopping bags will be reusable cloth bags with a patterned logo on the front, and the pattern on the side as well. In order to promote reusing this bag, we will give 5% off the customer's entire order if they bring our bags back to use.



EMPLOYEE NAME TAGS

Each employee will wear a name tag that states their name and their position. This is so the customer knows who is helping them, and can easily discuss their needs with the employee.



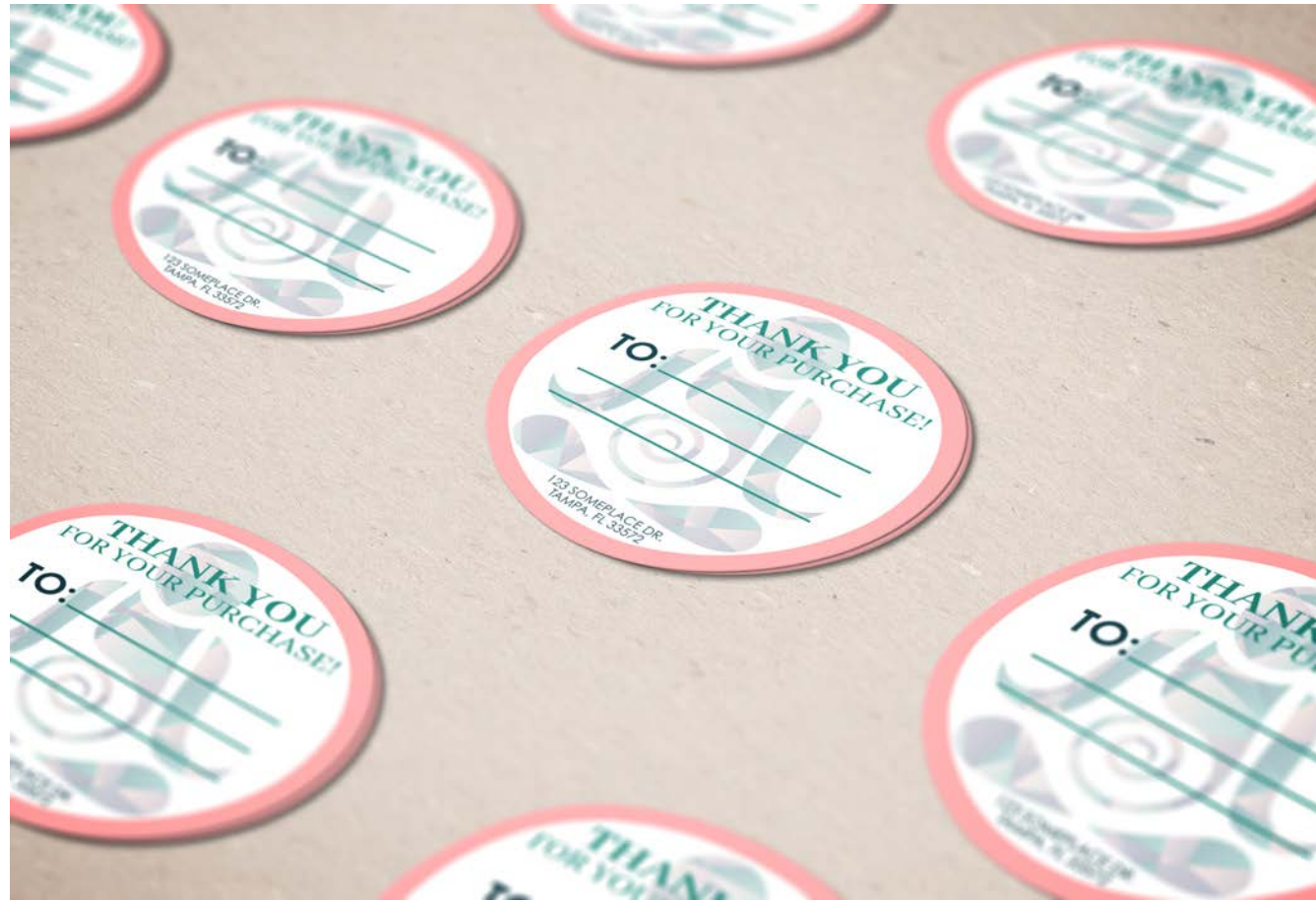
EMPLOYEE UNIFORMS

The SouFL employees will not be required to wear a standard uniform to work as most tradition companies may require. They will be provided a t-shirt with the SouFL logo on it. They will be required to wear their name tag with this shirt, but are allowed to wear jeans, or leggings to accompany this shirt.



MAILING STICKERS

These are stickers that will be attached to any Online order box. They will include our address at the bottom, and a personalized address for the receiver in the center on the lines. The design of the sticker includes a patterned SoulFL logo in the background, paired with matching brand elements like the pink from the color scheme and the matching fonts allowed for our brand.



ONLINE ORDER BOX

This is an example of what our online order box will look like. It will have our logotype on top, so it's the first thing the customer sees. Also, it will have the brand pattern overlapping toward the inside of the box, implying where the customer should open to receive their products.





Website

HOME PAGE - LAPTOP



The home page will have a easy clean look that feature the logo, brand colors, and links to other pages within the site.

The home page reinforces the positive self image our brand encourages.

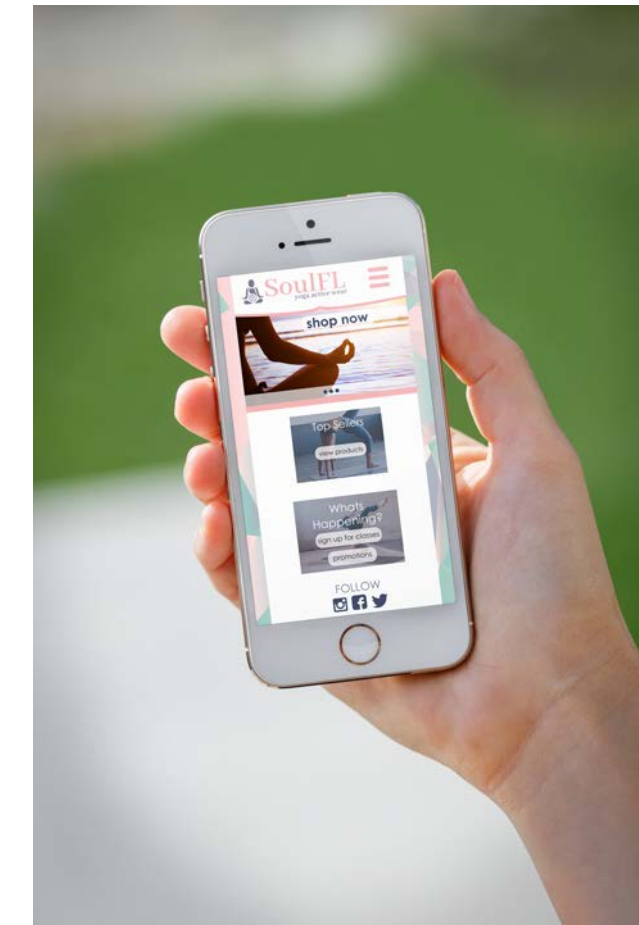
There will be pages for products, information on yoga classes, and a contact page.

Abhaya Libre is used only for the logo type. Century Gothic is used for all other typography used in the website.

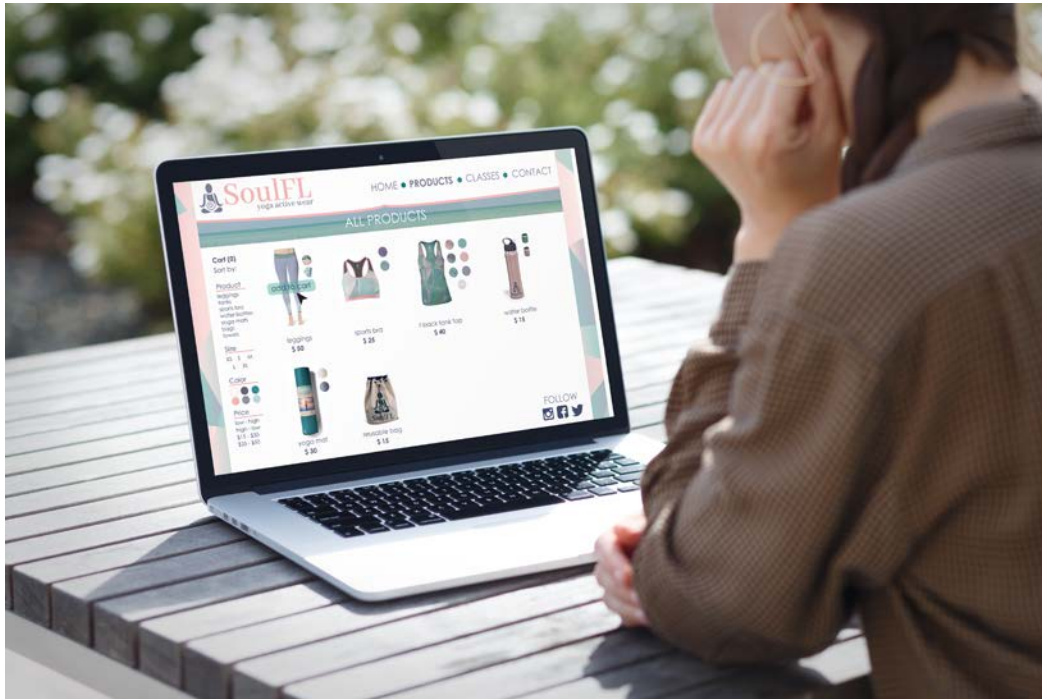
HOME PAGE - IPAD



HOME PAGE - IPHONE



PRODUCTS PAGE - LAPTOP



The products page will have every product sold by SoulFL on the screen. Each product is shown with its varying colors or patterns.

The products can be sorted by product type, sizes, colors, and price.

When you hover over a product you can add the product to your cart for online purchases.

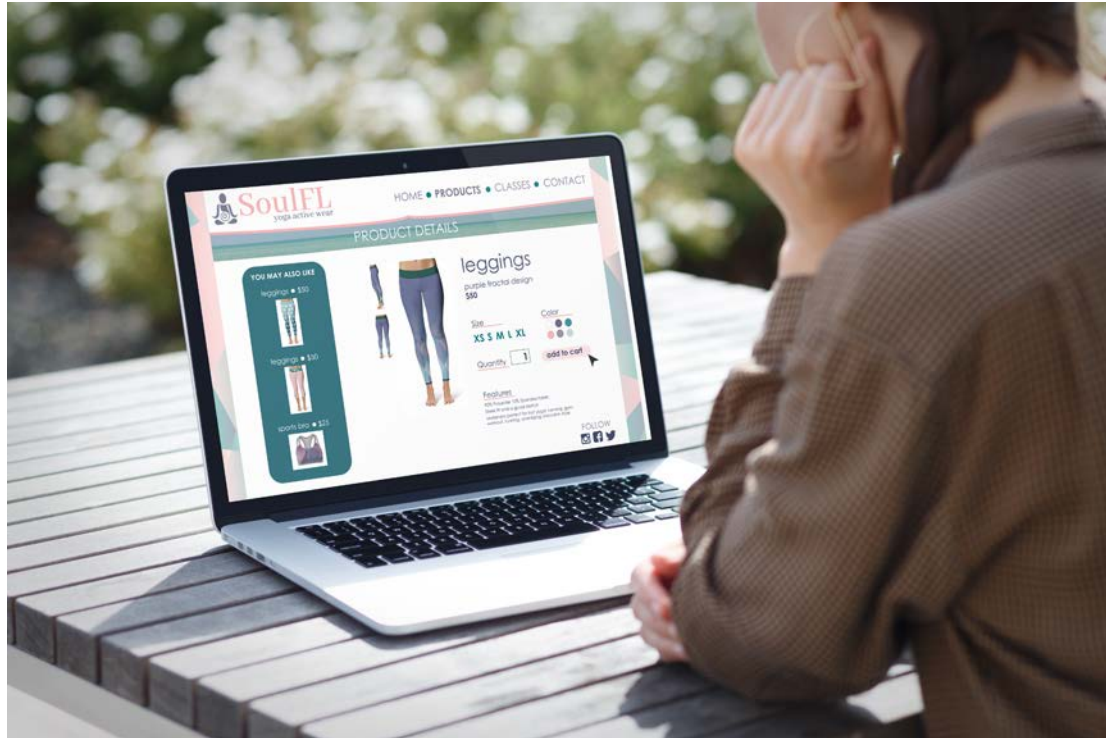
PRODUCTS PAGE - IPAD



PRODUCTS PAGE - IPHONE



SINGLE PRODUCT PAGE - LAPTOP



When clicking on a specific product they will be directed to it's own page for an easy order. Customers can see the sizes and colors found for that product. Other points of view of the product is shown as well.

There will be a description about that product's specific features.

A panel can be seen on the left to show other similar products that the customer might want to look at as suggestions.

SINGLE PRODUCT PAGE - IPAD



SINGLE PRODUCT PAGE - IPHONE

