

LOULOU LOLLIPOP Brand Guidelines

June 2022





About Us

LOULOU LOLLIPOP is a premium lifestyle brand that creates feel-good essentials for kids 0 to 7 years old with superior quality, safe and eco-friendly materials that parents can feel good about.

Designed in Vancouver and created from the heart. We are one of the fastest growing female found and women-led kids' apparel and accessories brands in North America. We are a team with imaginative style, uncompromising safety standards, and a desire to create a better world for future generations. From our signature ultra-soft muslin and high-quality silicone to our sustainable knit fabrics, we've made sure that everything we create passes the parent test.

Our Values

Designed with Growth

Made to Last

Created with Intention



Designed for Growth

Our delightful and adorable products are designed to make memories. Crafted with care for every stage of growth, from infant to toddler and all the fun moments in between.

A young child with dark hair and skin is standing in a brightly lit room with white curtains. The child is wearing a white long-sleeved shirt and matching pants, both featuring a pattern of small, colorful illustrations of animals and plants. The child is holding a large, orange blanket with a white grid pattern, pulling it up towards their head. The child has a joyful expression, with their mouth open as if laughing or playing. The background is a simple, clean white space.

Made to Last

Designed with durability and functionality in mind, our products are tried and tested by parents like you. That means you can be confident they will hold up, no matter what life or baby throws at them.



Created with Intention

We are committed to the highest safety and sustainability standards, using eco-friendly, non-toxic materials, and ethical sourcing practices- always.

Socially Responsible Practices

All our factories are BSCI compliant – BSCI is a system that is meant to make supply chains more transparent and fairer. Their 11 core principles range from fair remuneration to no child labor, along with a step-by-step approach that enables companies to monitor, engage, get empowered and receive support to put sustainable trade at the heart of their business.

- » The Rights of Freedom of Association and Collective Bargaining
- » Fair Remuneration » Occupational Health and Safety
- » Special Protection for Young Workers » No Bonded Labour
- » Ethical Business Behaviour » Decent Working Hours
- » No Child Labour
- » No Precarious Employment
- » Protection of the Environment

BSCI code of conduct, here is more info: <https://www.amfori.org/content/about-amfori>

Sustainability - Products

Silicone

Durable and long-lasting, silicone is made from silica, derived from sand, a natural and plentiful resource.

- » using only food-grade silicone – can withstand freezing & piping hot temps
- » more durable than plastic with no harmful by-products (BPA & phthalates-free)
- » does not break down into microplastics = ocean-friendly + less harmful than plastic

Muslin

Made from a bamboo-cotton blend for breathability & softness.

- » bamboo is fast-growing and self-regenerative, highly sustainable growing process
- » highly breathable + hypoallergenic
- » digitally printed to conserve more energy and water than traditional screen printing, made with AZO-free dyes

Tencel Lyocell

Earth-friendly, sustainable production process captures and reuses 99.5% of water and energy.

- » ultra soft, wrinkle-resistant TENCEL-jersey blend
- » Standard 100 Oeko-Tex organic cotton and GRS certified plastic hardware
- » antibacterial / hypoallergenic
- » perfect for sensitive skin & eczema

More info:

- › <https://www.tencel.com/sustainability>
- › <https://www.tencel.com/fiber-story>
- › Tencel Info Sheet – PDF

TENCEL™ Lyocell

Let's learn more to know what makes TENCEL™ Lyocell the fiber of choice?

sustainable managed forests:



botanic origin



The mark of responsible forestry



"Dark-Green Shirt" in Hot Button Ranking



Feels so right

www.tencel.com

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wood



wood chips

closed loop Lyocell production:

the closed loop production process transforms wood pulp into cellulosic fibers with high resource efficiency and low ecological impact

>99% recovery of solvent



less energy

less water

pioneering REFIBRA™ technology:



involves upcycling cotton scraps along with wood pulp into new cellulosic fiber materials for clothing products

environmental features of TENCEL™ Lyocell:



uses renewable energy sources, resulting in low CO₂ emissions

derived from nature, back to nature:



biodegradable



fashion & home products



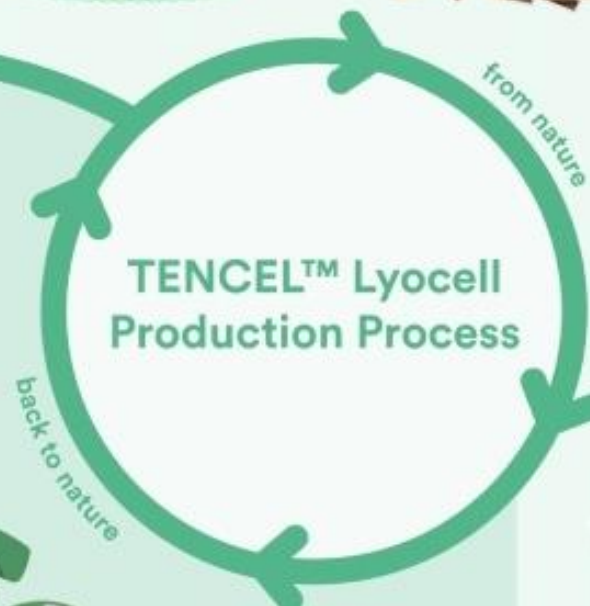
yarn & fabric



pulp



TENCEL™ Lyocell fibers



TENCEL™ Lyocell fibers can be verified in the final product



supply chain transparency

wearing comforts offered by TENCEL™ Lyocell:



TENCEL™ Lyocell applications:



EU Ecolabel - AT/018/001



Eco Color technology

TENCEL™ Modal fibers produced with this technology are certified by the EU Ecolabel*

*license no. AT/016/001



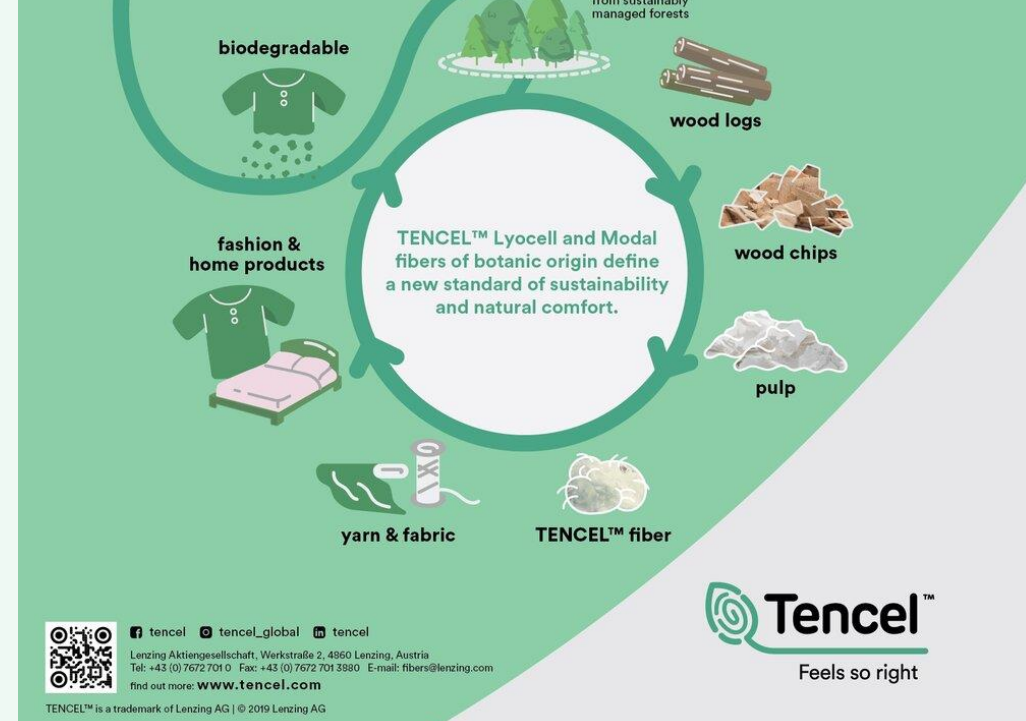
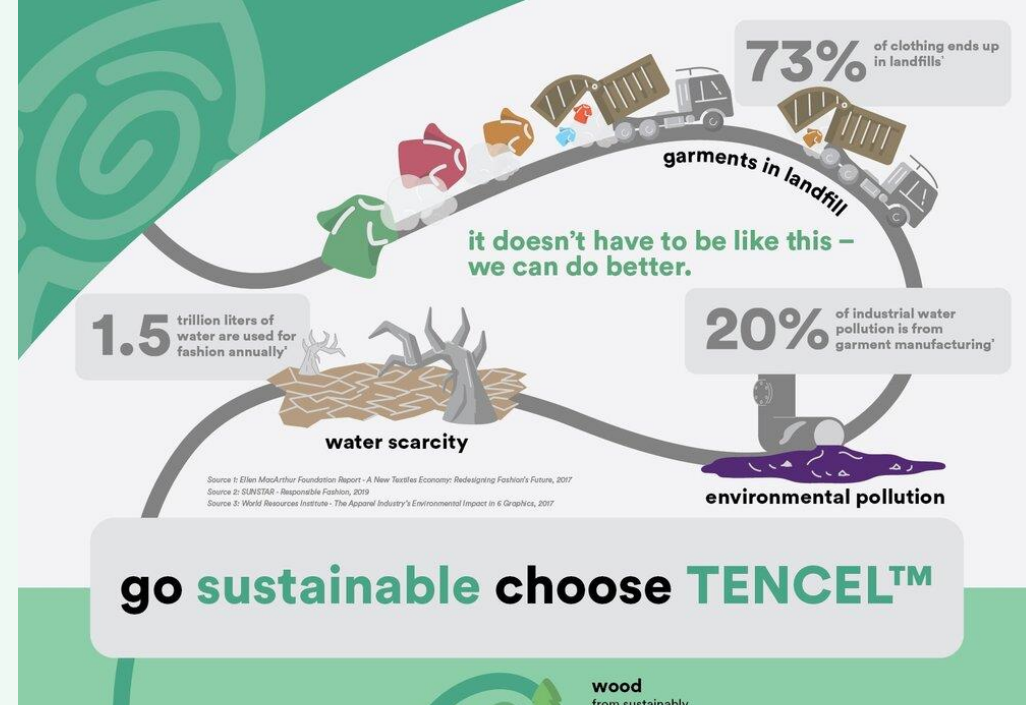
up to **50%**
less water
consumption



up to **60%**
less carbon
footprint



up to **50%**
energy saving



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**CLIMATE
NEUTRAL**



The mark of
responsible forestry



Our Products

Wear

- Sleepers
- Pjs
- Bodysuits
- Pants
- Rompers
- Accessories

Eat

- Bibs
- Silicone Placemats
- Utensils and Cups
- Dishes

Sleep & Swaddle

- Sleep Bags
- Swaddles
- Crib sheets
- Quilts

Bathe

- Hooded Towels
- Wash Clothes
- Bath Toys

Grow

- Teether
- Pacifier Clips
- Silicone Toys
- Developmental Toys

The Reason

We live in a time of continuous change. Everything around us is changing; consumer preferences, markets and technology. This results in the need for us to be viable and adaptable. For us, the brand is the starting point for all actions and really represent what we stand for. Throughout the years in business, we have grown and expanded our offerings from one category to multiple categories. Our current brand positioning and style are outdated and need to be refreshed and revitalized to meet new trends in visual appearance and to stay relevant and competitive. The market of the kids' apparel and products industry are quite matured in which there is very little differentiation among the products and prices being offered. It is becoming more and more difficult for customers to identify the objective differences among market offerings. It is more important and inarguably now that we need a strong brand to set ourself apart from competitors.

The Approach

Managing a strong brand requires continuous attention and development. To keep up with trends, changing times and our vision for Loulou Lollipop's future, the rebrand will help us align with the company's brand of offering, timeless, thoughtfully designed and socially responsible products with a sustainable focus practices. We believe continuous development will improve our position compared to our competitors and the right to exist.

By formulating new experience, content and products, the new brand design marks the exciting start of the new period for Loulou Lollipop. We are determined to be the leading brand of the most sustainable and socially responsible kids' products by committing to be carbon neutral and B-Corp certified company by 2024.

Color Palette

PRIMARY

LLL- SMOKE BLUE
sRGB 106 139 149
HEX #6A8B95
LAB 55.57, -10.63, -9.30
3526C
17-4412 TPG

SECONDARY

LLL- COPY BLACK
sRGB 75 83 96
HEX #4B5360
CMYK 72, 60, 46, 27

SECONDARY

LLL- WHITE
sRGB 255 255 255
HEX #FFFFFF
CMYK 0, 0, 0, 0

SECONDARY

LLL- ROSE GOLD
20-9904 TPM

SECONDARY

LLL- TEAL
sRGB 154 193 199
HEX #9AC1C7
CMYK 28, 7, 17, 0

SECONDARY

LLL- APRICOT
sRGB 230 180 155
HEX #E6B49B
CMYK 0,30,29,0

SECONDARY

LLL- BLUSH
sRGB 240 212 209
HEX #F0D4D1
CMYK 4 17 12 0

SECONDARY

LLL- PINK
sRGB 223 183 170
HEX #DFB7AA
CMYK 2, 29, 25, 0

TERTIARY

LLL- LIGHT PINK
sRGB 24 230 228
HEX #F4E6E4
CMYK 3, 9, 6, 0

TERTIARY

LLL- NUTMEG
sRGB 187 169 159
HEX #BBA99F
CMYK 21 38 34 0

TERTIARY

LLL- TURTLE GREEN
sRGB 139 158 161
HEX #8B9EA1
CMYK 49 30 33 0

TERTIARY

LLL- SEA FOAM
sRGB 181 193 179
HEX #B5C1B3
CMYK 21, 5, 23, 0

TERTIARY

LLL- PALE BLUE
sRGB 198 216 215
HEX #C6D8D7
CMYK 15, 2, 6, 0

TERTIARY

LLL- ARTISAN'S GOLD
sRGB 232 165 70
HEX #E8A546
CMYK 0, 35, 80, 0

The Loulou Lollipop color palette includes a range of secondary colors based on the primary values. This tonal strategy allows for color depth and visual hierarchy but reinforces a consistent color signature.

Loulou Lollipop

Loulou Lollipop



Logo

The Loulou Lollipop logo was designed to reflect the brand, who we are, and the people who make up the brand. The wordmark is drawn to capture a balance of our personality.

Hello

Hello

Hello

Typography

Our brand typefaces, Toledo and Sofia for Loulou Lollipop, were selected for their elevated and friendly look. A little quirky tilt of the 'o' in Toledo to bring in the lovable aspect of our designs.

Sofia is clean to get our messages across and compliments Toledo's elevated feel.

Thank you!