UNIFORM, EQUIPMENT & MERCHANDISE LOOKBOOK



LUSAIL

85 CONCEPTS **11** CATEGORIES **12+** COLOUR THEMES EDITION 2026

INSIDE THIS BOOK

Contents

01	**Brand Mark** The leaf emblem on its own and the full LUSAIL lockup, in the brand gold and green.	2
02	**Blazers & Knitwear** Formal uniforms: blazers, sweaters and cable-knit vests with a chest badge.	11
03	**Shirt Uniforms** Everyday shirts in solid colours with contrast collars. No checks.	9
04	**Bags & Accessories** Backpacks, totes, lunch and gym bags. Large print and small 3D embroidery versions.	10
05	**Kids at School** The uniforms in real school moments: classrooms, corridors, playgrounds.	8
06	**Back-to-School Campaign** Poster-style creatives with open space left for headline text.	6
07	**With the LUSAIL Name** The full logo, emblem plus wordmark, applied across the kit.	5
08	**Classroom & Play Equipment** Desks, stools, play sets and storage in playful colour themes.	8
09	**Furniture Materials** The same emblem worked into wood, steel, fabric, acrylic, rattan, stone, foam and leather.	8
10	**Chairs & Stools** Seating types for every room: classroom, kindergarten, lab, library, outdoor and staff.	8
11	**School Materials** ID cards, books, certificates, stationery and everyday kit carrying the brand.	10

COLOUR THEMES

Brand Gold · Brand Green · Navy · Maroon · Black · Sage · Sunny Yellow · Beige

CATEGORY 01

01 Brand Mark

The leaf emblem on its own and the full LUSAIL lockup, in the brand gold and green.

LUSAIL


Gold on brand green


Green on cream


Gold on navy


Maroon on white

CATEGORY 02

02 Blazers & Knitwear

Formal uniforms: blazers, sweaters and cable-knit vests with a chest badge.



Emerald blazer, gold piping



Emerald pocket, 3D gold embroidery



Navy blazer, striped tie



Navy V-neck sweater



Maroon blazer, cream vest



Maroon blazer, small crest



Navy cable-knit vest



Emerald cable-knit vest



Maroon cable-knit vest



Charcoal cable-knit vest



Sage cardigan & pleated skirt

CATEGORY 03

03 Shirt Uniforms

Everyday shirts in solid colours with contrast collars. No checks.



Beige shirt, navy collar & cuffs



Beige & navy, worn



White shirt, emerald trim



Sky blue shirt, navy tie



Cream shirt, maroon pocket



Sage & white shirts



Sage polo, khaki shorts



Black & gold tracksuit



Black hoodie & cap

CATEGORY 04

04 Bags & Accessories

Backpacks, totes, lunch and gym bags. Large print and small 3D embroidery versions.



Emerald backpack, small emblem



Emerald backpack, large emblem



Navy backpack, badge patch



Navy backpack & lunch bag



Maroon backpack & cream tote



Maroon & cream, large print



Black backpack & gym bag



Black & gold, large print



Sage backpack & pouch



Sage backpack, large print

CATEGORY 05

05 Kids at School

The uniforms in real school moments: classrooms, corridors, playgrounds.



Beige & navy, classroom



Emerald pinafore with hijab



Sage striped tie



Sage batik, playground



Cream & maroon kindergarten



Maroon polo, reception lobby



White polo, mint corridor



Backpacks at the school gate

CATEGORY 06

06 Back-to-School Campaign

Poster-style creatives with open space left for headline text.



Giant water bottle



Backpack hero shot



Off the school bus



Spotlight desk



Giant gold pencil



Path to the future

CATEGORY 07

07 With the LUSAIL Name

The full logo, emblem plus wordmark, applied across the kit.



Emerald backpack



Navy blazer badge



Emerald vest badge



Classroom badge



Maroon full kit

CATEGORY 08

08 Classroom & Play Equipment

Desks, stools, play sets and storage in playful colour themes.



Yellow & purple desk and chair



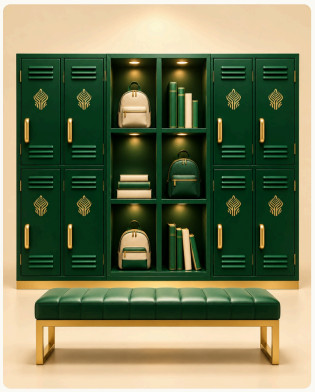
Mint & coral play stools



Sky blue & orange classroom



Pink & teal playground



Emerald & gold lockers



Navy & yellow reading corner



Lavender & lime stationery



Red & cream activity table

CATEGORY 09

09 Furniture Materials

The same emblem worked into wood, steel, fabric, acrylic, rattan, stone, foam and leather.



Oak wood, engraved



Powder-coated steel, brass badge



Velvet & bouclé, embroidered



Cobalt acrylic, frosted



Rattan & bamboo, woven



Terrazzo, gold inlay



Soft foam & vinyl, printed



Walnut & leather, debossed

CATEGORY 10

10 Chairs & Stools

Seating types for every room: classroom, kindergarten, lab, library, outdoor and staff.



Stackable classroom chairs



Pastel toddler chairs



Tablet arm lecture chair



Lab, wobble, wood & cork stools



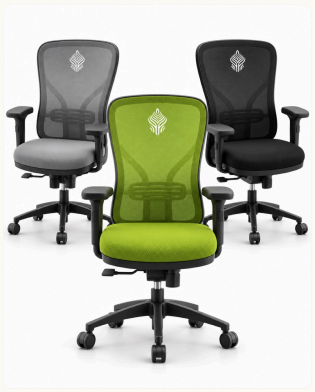
Rocking, egg & mushroom seats



Auditorium & library seating



Outdoor bench & stools



Mesh computer-lab chairs

CATEGORY 11

11 School Materials

ID cards, books, certificates, stationery and everyday kit carrying the brand.



Student & staff ID cards



Notebooks in six colours



Navy school diary



Certificate of achievement



Letterhead & stationery



Kids supplies set



Bottles & tiffin boxes



Folders & files



Badges, pins & stickers



Welcome kit box



Concept mockups for review.
Final embroidery and print artwork to be produced from the master vector logo.