



ELEVATE

Brand Book

Life is Sport and Sport Lives in Life

A person in a white canoe is paddling on a calm lake. The background features a massive, rugged mountain range with significant snow cover and rocky outcrops. The sky is overcast, and the water reflects the surrounding landscape.

Elevate was created to lift up our individual and collective spirit. In 2006, it was designed to combine innovative fabrics with urban style to develop a new brand that reflected our passion for design, innovation and personal expression.

Elevate burst onto the world stage as the 2010 Winter Olympics licensee showcasing its leading design and universal appeal. With its roots in Canada, Elevate continues to resonate with markets globally.

Style lives here



ELEVATE




ELEVATE
SPORT



Sport comes alive



ELEVATE

Life is Sport and Sport Lives in Life

One brand. Two expressions.

Together, so many ways to inspire your brand.



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