Dear readers,

This document aims to facilitate the use of our image throughout your media (print, web, product...). We wish to display a coherent brand image across all supports. Please respect the following guidelines with rigor and consistency to help us in this process.

Thank you in advance for your valuable collaboration.
Since LOOK’s inception more than 50 years ago, we have dedicated our energy and creativity in building the products of tomorrow, mastering the carbon technology and nurturing a unique French craftsmanship.

For the years to come, we will continue to imagine and create products that are not only beautiful and exceptionally performing but full of character and…panache.

We are proud of what we make, and together with our athletes we are the very craftsmen of Victory.
Any communication must strictly follow the guidelines illustrated in the graph opposite. The aim is to structure and target communication to ensure it adheres to the image and values of the LOOK brand at all times.
MARKERS

KEYWORDS

MADE BY LOOK

CARBON

FRENCH MANUFACTURING
CONCEPTION
KNOW-HOW
DESIGN OFFICE
ENGINEERING
PRODUCTION
OWNERSHIP
CRAFTSMANSHIP
PATIENCE

PERFORMANCE

OLYMPIC GAMES
INNOVATION
FRENCH TECH
PATENT
MATERIAL
HUMAN POWER
ATHLETES
CHAMPIONS
CHALLENGE
SELF-ACCOMPLISHMENT
TOUR DE FRANCE

CHARACTER

PANACHE
ART
EMOTION
LEGEND
HERITAGE
AVANT-GARDE ATTITUDE
FRENCH SPIRIT
REBELLION
CYCLING CULTURE
FAMILY SPIRIT
COMMUNITY
AESTHETISM
MONDRIAN

#CARBONCORE

#LOOKAHEAD

#RIDEYOURDREAM
MOOD BOARD

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Our taglines are important parts of our identity. We have 3 taglines you may use depending on the message. 
RIDE YOUR DREAM is a reference to the emotions and experience when riding LOOK Products. CARBON CORE defines the essence of our manufacturing Know-how, the DNA of the LOOK brand. LOOK AHEAD evokes the performance, the race spirit.
Our signature is naturally a powerful symbol with a strong visual impact, recognizable by all. Each and every one of us can identify, to a higher or lesser degree, with its shapes and color combinations.

However, we believe it is necessary to reconsider the use of this signature to continue to develop and enhance its strength. Evolution provides new dynamic, allowing the integration and adaptation to current trends and ideas. The LOOK CORPORATE logo represents our heritage and will always be at the heart of the brand identity.

This is the institutional logo of the LOOK brand. It is directly inspired by the works of Piet Mondrian, drawing its identity from the principles of cubism and abstract art the artist exploited. It is used exclusively on a white background, for either digital communication or print on a flat surface.
This is the monochrome version of the institutional logo, allowing for superimposition over an image or colored background. It is used exclusively for digital communication or print on a flat surface.
This is the **product logo** of the LOOK brand, the emblematic signature previously used on the downtube of our frames. Dynamic, harmonious and easily adaptable to the diverse volumes of products, it is used is strictly reserved for all products in the LOOK range.
With the evolution of digital media, it is apparent that our logo does not adapt well to circular shapes. An alternate version has been created for the purpose of social media only. To ensure consistency, please apply LOGO LOOK RS.ai logo on all LOOK Cycle, INSTAGRAM, FACEBOOK, TWITTER, YOUTUBE, STRAVA etc...

This is the new signature LOOK present on all of our corporate documents. To work on a white background as far as possible.
OUR COLORS

The LOOK logo colors are standardized. They cannot be modified under any circumstances. Depending on the support, they are applied in Pantone or four-colour print, paint (RAL), textile dye or adhesive.
The white background is an integral part of the LOOK signature as it guarantees the proper illustration of the LOOK brand codes. The LOOK logo may not be modified under any circumstances. Priority must be given to a white background when using the LOOK CORPORATE.ai logo. The correct logos for use on a black background are LOOK CORPORATE WHITE or BLACK.ai.
LOGO RULES

NEUTRAL AREA & SIZE

A minimum neutral area must be observed to ensure the clarity and readability of the LOOK logo. This area is defined by the “L” in the LOOK font: the height of the letter defines the area which must remain neutral around the logo.

It is important that the logo be protected from any graphics, taglines, photos, names or fonts which may affect its readability. The neutral area guarantees the visual impact of the logo while also serving as a safety margin if the logo is located on the edge of the support.

MINIMUM PRINT SIZE
WIDTH: 17mm
HEIGHT: 6mm

STANDARD PRINT SIZE
WIDTH: 26mm
HEIGHT: 12.277mm

MAXIMAL PRINT SIZE
WIDTH: 45mm
HEIGHT: 15.785mm

MINIMUM WEB SIZE
WIDTH: 59px
HEIGHT: 20.6px

STANDARD WEB SIZE
WIDTH: 76px
HEIGHT: 26.6px

MAXIMAL WEB SIZE
WIDTH: 108px
HEIGHT: 35.9px
The position of the LOOK logo may vary depending on page layout or support. The examples opposite illustrate the correct placement options. Bottom right / Top right / Bottom center.
The aim of this document is to explain the visual codes specific to the LOOK brand, and to demonstrate the loss of identity when these are altered. The examples opposite illustrate some common "variations," as well as some which have been tolerated in the past.
LOGO RULES

MISUSE OF LOGO

LOOK AERO logo on print media.

LOOK CORPORATE logo over an image.
The WORK SANS font was chosen for its similarities with the LOOK CORPORATE logo font. All fonts must be purchased and may not be used without license. They are available for sale on digital platforms.

- Font must be used exclusively in UPPERCASE
- Coherent use of the hyphen
- Font may be used with an inclination of 6°
The HELVETICA LT STD font was chosen for its minimalist aesthetics and clean lines but also for the wide choice of weights. All fonts must be purchased and may not be used without license. They are available for sale on digital platforms.

Helvetica Light LT Std
ABCDEFGHJKLMNPQRSTU VW XYZ
abcdefghijklmnopqrstuvwxyz
0123456789!£$%^&*( )<>,.;:'"

Minimum
Print Size
15 pt

Minimum
Web Size
11 pt

Maximum
Print Size
18 pt

Maximum
Web Size
18 pt

Helvetica Roman LT Std

Minimum
Print Size
8 pt

Minimum
Web Size
8 pt

Maximum
Print Size
10 pt

Maximum
Web Size
10 pt
The following segmentation present our new own LOOK graphic language for all product ranges. The aim of this ranking is to enhance LOOK brand identity with strong, consistent & personal signs in echo with LOOK practices & typography.

Road segmentation are built with straight lines in regard of the road itself & the representation of speed.

Mountain segmentation are built around triangle, with gradual graphic design from soft to hardest practices.

Urban segmentation shows with circle line hybrid & comfort practices.

Track segmentation is a metaphor of the ring of the track.

E-bike segmentation symbolize electric power for all practices.

These pictograms must be used with relative range naming to ensure good understanding of this segmentation.
# Branding

- **Pictogram Segmentation**

## Bike Pictogram Segmentation

<table>
<thead>
<tr>
<th>Category</th>
<th>Pictogram 1</th>
<th>Pictogram 2</th>
<th>Pictogram 3</th>
<th>Pictogram 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road</td>
<td>Triathlon</td>
<td>Aero</td>
<td>Altitude</td>
<td>Endurance</td>
</tr>
<tr>
<td>Mountain</td>
<td>Gravel</td>
<td>XC</td>
<td>All Mountain</td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-Bike</td>
<td></td>
<td></td>
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</table>

## Pedal Pictogram Segmentation

<table>
<thead>
<tr>
<th>Category</th>
<th>Pictogram 1</th>
<th>Pictogram 2</th>
<th>Pictogram 3</th>
<th>Pictogram 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race</td>
<td></td>
<td>Gravel</td>
<td>XC</td>
<td>Enduro</td>
</tr>
<tr>
<td>Gravel</td>
<td></td>
<td></td>
<td></td>
<td>DH</td>
</tr>
<tr>
<td>Comfort</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Powermeter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trekking</td>
<td></td>
<td>Urban</td>
<td>Spinning</td>
<td></td>
</tr>
</tbody>
</table>
The aim of this document is to present three photographic atmospheres which reflect the image of LOOK. Any image touch-ups must follow these guidelines.
Sometimes, a photo has the right angle and captures the right emotion, yet the colors do not do it justice. In this case, and to ensure coherence and harmony across all photographic media, we recommend the use of the PHOTO SETTING TEMPLATE.psd. This template comprises two settings layers, which can of course be adapted for each specific image.

**Specific Settings**

<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUE / SATURATION</td>
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<tr>
<td>HUE</td>
<td>-5</td>
</tr>
<tr>
<td>SATURATION</td>
<td>-39</td>
</tr>
<tr>
<td>LUMINOSITY</td>
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</tr>
<tr>
<td>LUMINOSITY / CONTRAST</td>
<td></td>
</tr>
<tr>
<td>LUMINOSITY</td>
<td>0</td>
</tr>
<tr>
<td>CONTRAST</td>
<td>64</td>
</tr>
</tbody>
</table>
LOOK is first and foremost a creator of exceptional products. To highlight their qualities, the following guidelines must be adhered to.

SHOWCASE THE PRECISION AND MECHANISMS, as in the watchmaking industry.

FOCUS ON MATERIAL to trigger maximum emotion and to show the texture of the product.

LIGHT WITH LOW-ANGLED, SUBTLE LIGHT to give objects volume and add warmth to technological aspect.

SHOW HANDS AT WORK, FOCUS ON THE WORKMANSHIP with similar color harmonies: use soothing and de-saturated colors. Avoid black and white which is too historic and nostalgic, choosing instead colors which will firmly place the manufacturing process in the modern era.
Outside of the manufacturing context, the product must be presented as the centerpiece of a unique environment. Cycling is also the opportunity to discover new landscapes, new colors, new scents and sensations.

THE MAGNIFICENCE AND WIDE OPEN SPACES OF NATURE, calling for unique experiences.

DYNAMIC SETTINGS with winding roads, topography, wind and sun... locations where the force of the elements is tangible (images which touch our senses: mist, forest scents, hot tarmac...).

LOW-ANGLED LIGHT which highlights nature, captures the energy and emotion of the moment, produces the most exceptional photos: sunset and sunrise.

UNDEFINED, SHADED COLOURS, avoiding too much boldness of light, which encourage shared moments.
MOOD BOARD

PHOTOGRAPHIC UNIVERSE
THE HUMAN DIMENSION

It is very important to include the human dimension in the world of cycling. Use documentary-style images to capture the physical effort, the joy, the failure and disappointment, the passion...

BEFORE OR AFTER IMAGES, rather than the more common action shots.

THE PHYSICAL DIMENSION, focus on skin: beads of sweat, goosebumps, muscle contraction, clenched hands...

DETERMINED, DIRECT AND HONEST GAZES.