
ActiveLook®

Guidelines

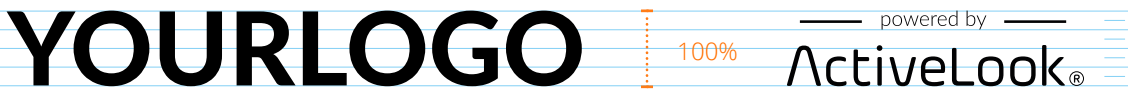
Images for website

25th August 2021

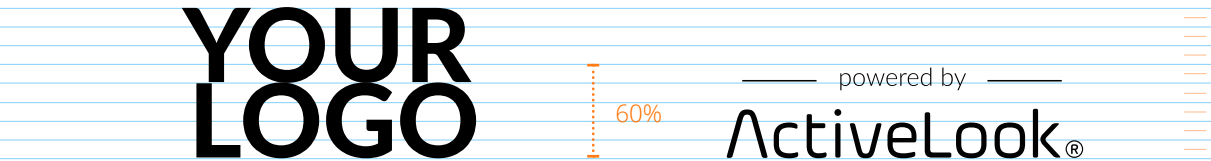
Guidelines

Usage of the *powered by ActiveLook®* badge in relationship with the brand logo - rules of proportion

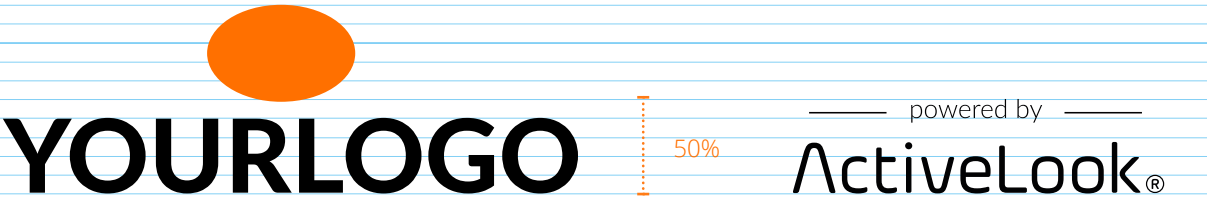
With a horizontal logotype



When you have
a vertical / stacked logotype

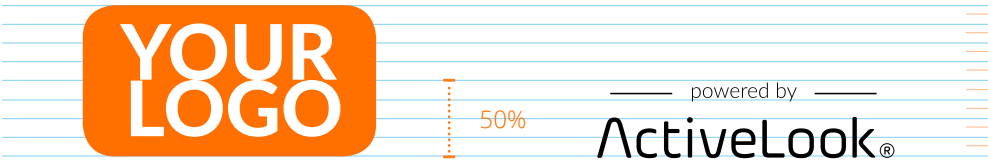


With a brandmark combined with a logotype
(vertically arranged)

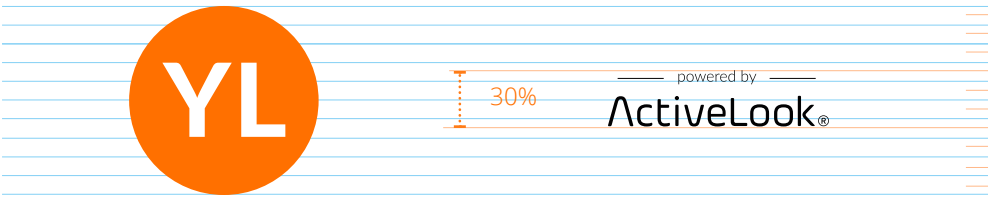


With a brandmark / when the brandmark is the predominant element

horizontal
brandmark



vertical
brandmark



Guidelines

Usage of the *powered by ActiveLook®* badge - rules of proportion for logo application on packaging

Example 1 - horizontal packaging

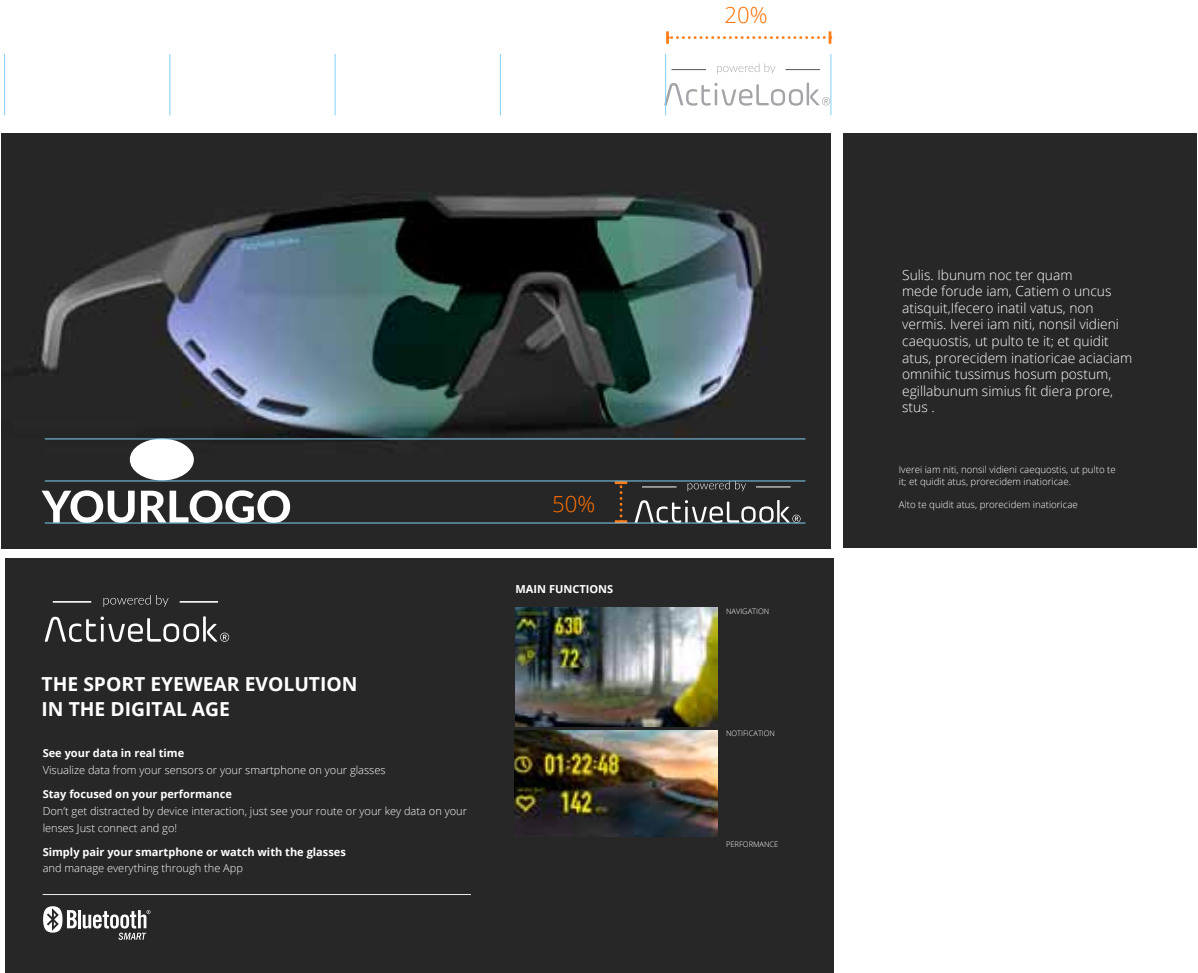
Both logos on the main side

“powered by ActiveLook®” rules:

minimum width = 20% of the box width

minimum height = 50% of brand logo's height

Specifications side



Guidelines

Usage of the *powered by ActiveLook®* badge - rules of proportion for logo application on packaging

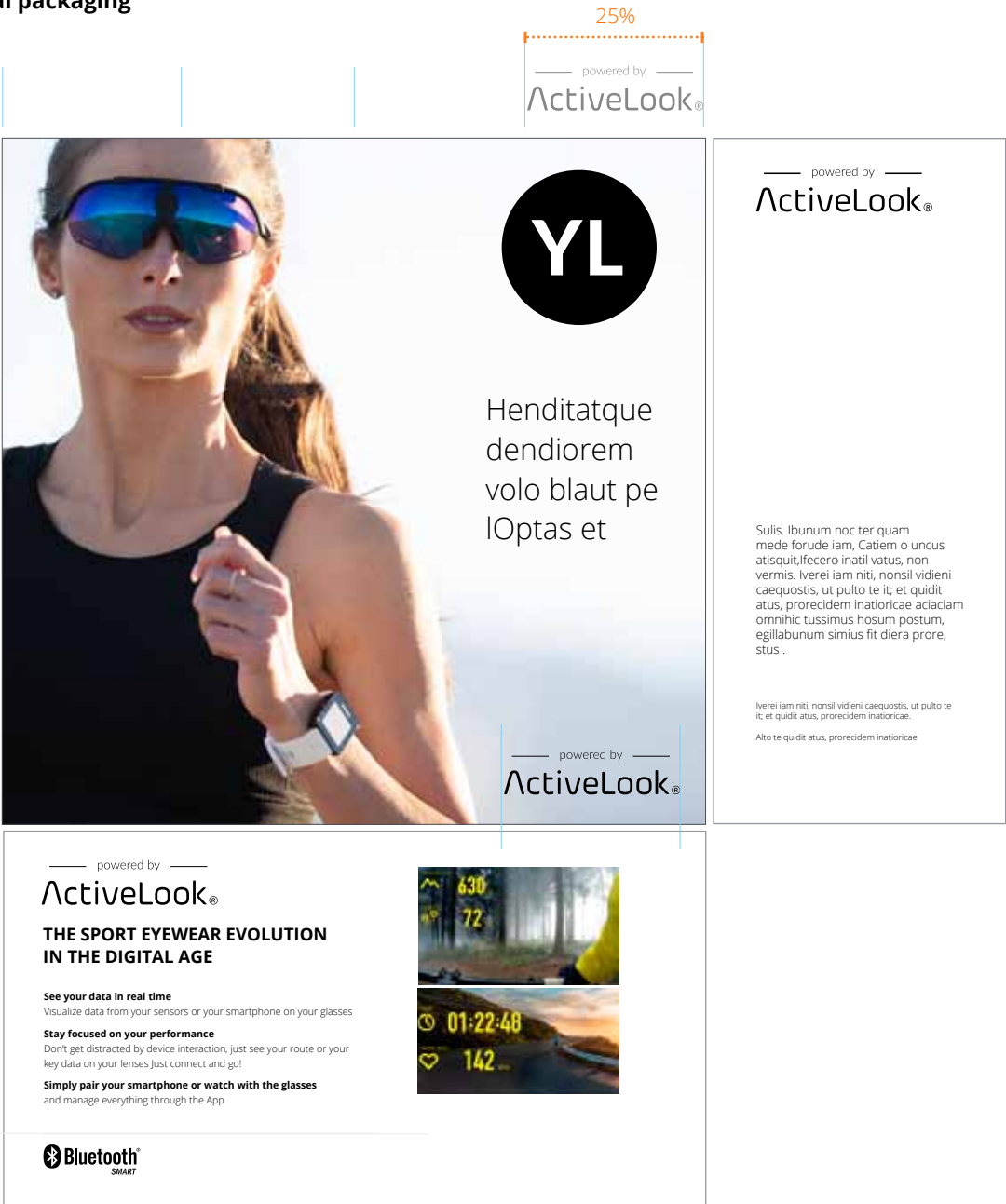
Example 2 - squared or vertical packaging

Both logos on the main side

“powered by ActiveLook®” minimum height = 50% of your logo's height

minimum width= 25% of the box width

Specifications side



Guidelines

Usage of the *powered by ActiveLook®* badge - rules of proportion for logo application on ADV

Example 1 - vertical ADV

“powered by ActiveLook®”

minimum width= 15%
of the page width

20%
powered by
ActiveLook®



YOUR LOGO

Main message



Postiuntur solupti dolore pla
venestrum acceptat la a estio cus evel molor moluptissi



The Active Sports Glasses.
Yourbrand integrate ActiveLook®, the first compact and lightweight technology to transform sport glasses into perfect visors to instantly see information and performance on your visual field.
www.yourbrand.net

powered by
ActiveLook®

main image and message

product packshot
+ body copy

ActiveLook® dedicated area
(with background):

- subjective data view
- body copy
- powered by ActiveLook® badge

Example 2 - vertical ADV

20%
powered by
ActiveLook®



Main message



The sport eyewear evolution in the digital age
The Brand sport glasses integrate ActiveLook®, the first compact and lightweight system to transform sport glasses into perfect visors to instantly see information and performance.
www-brand.com/activelook





YOURLOGO
powered by
ActiveLook®

main image and message

ActiveLook® dedicated area:

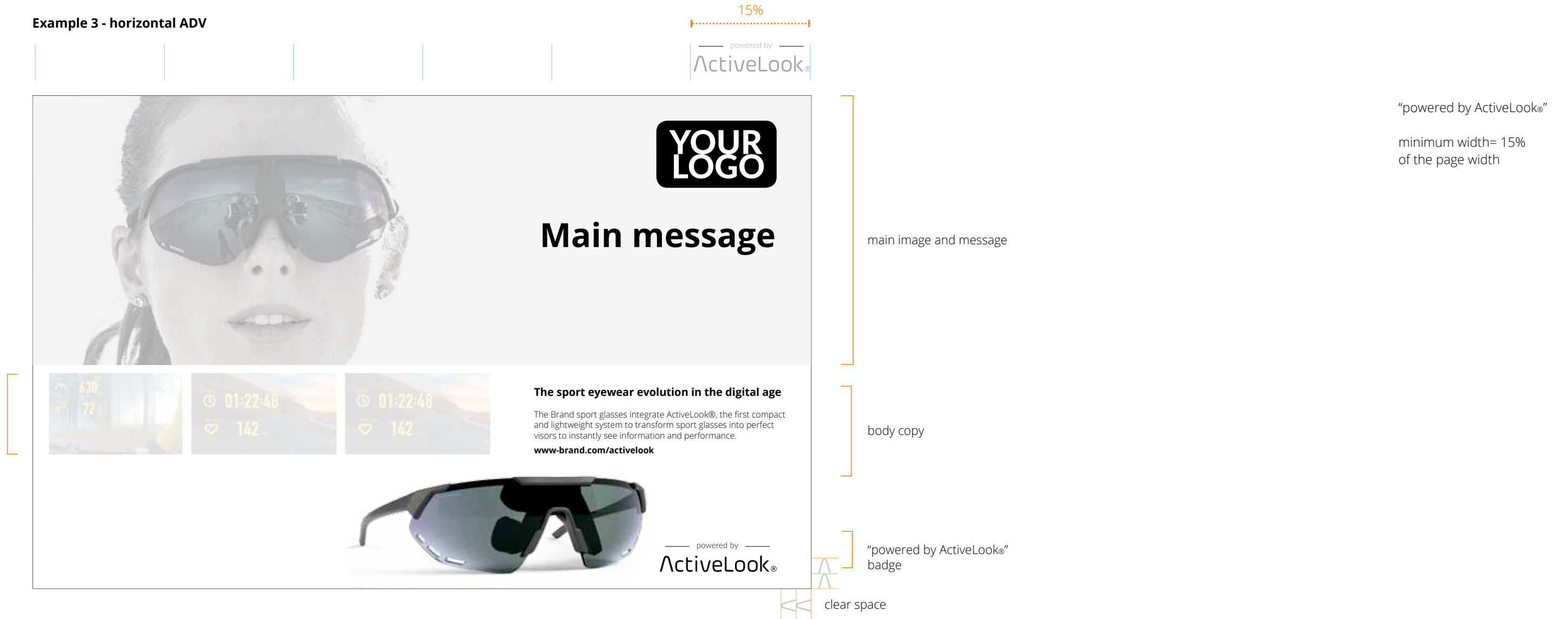
- subjective data view
- product packshot
- body copy

co-branding signature

Guidelines

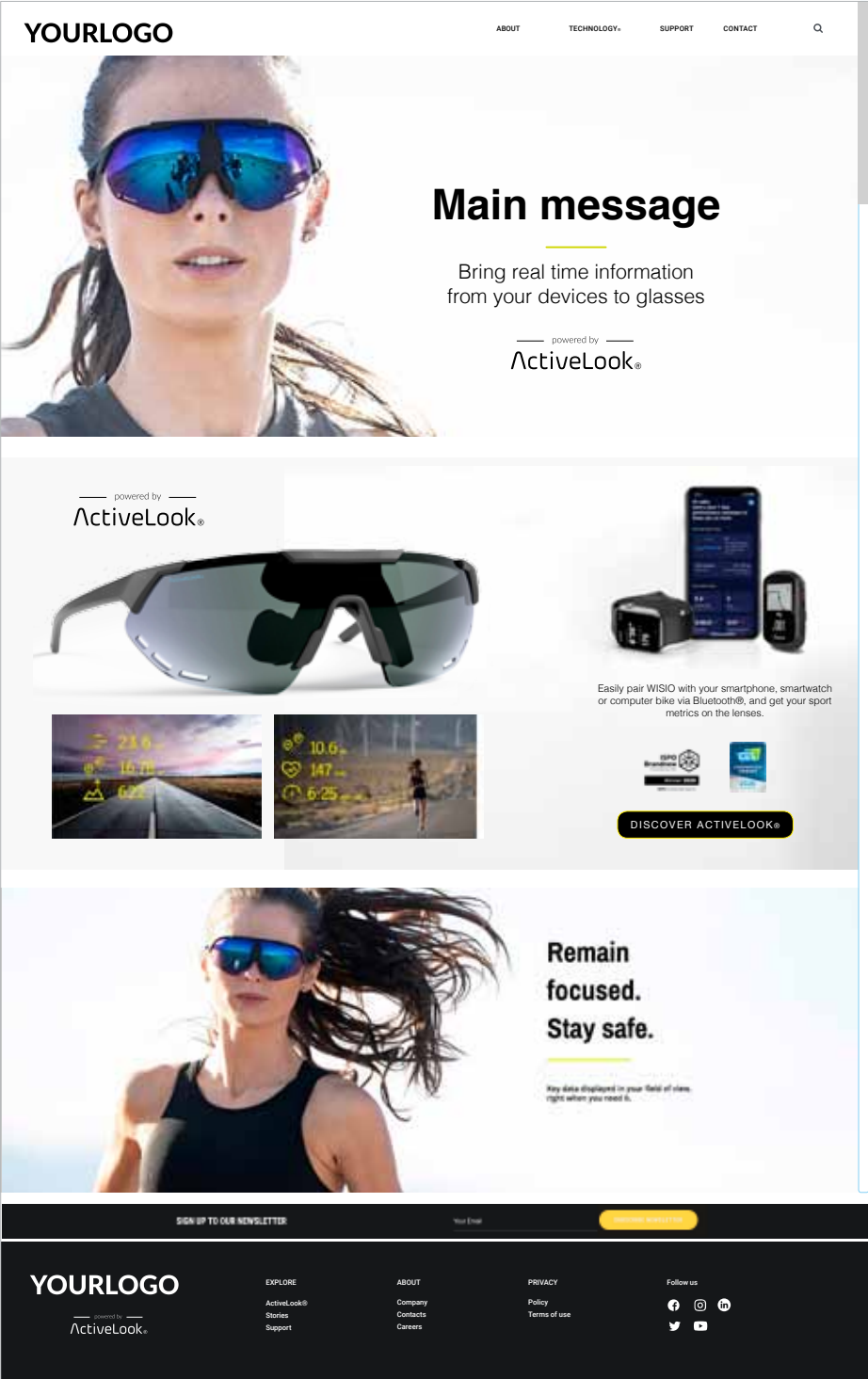
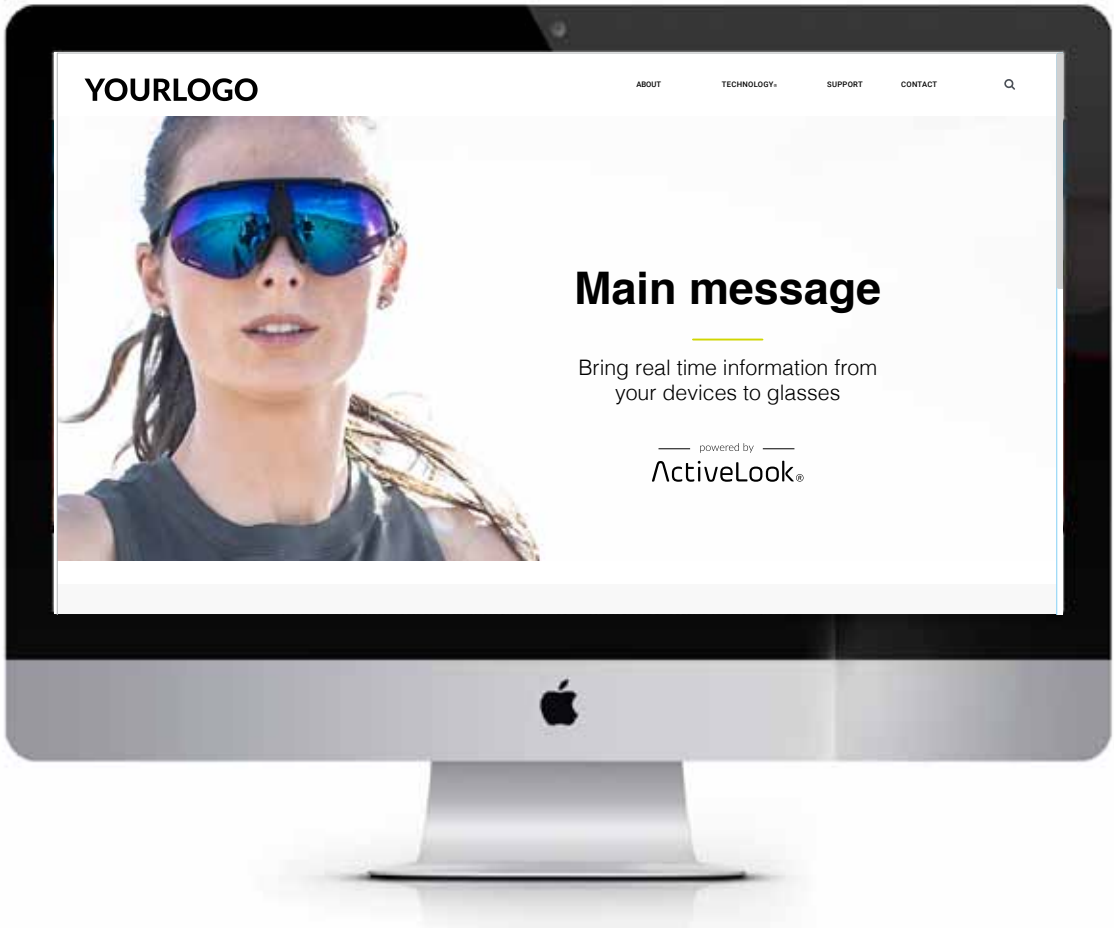
Usage of the *powered by ActiveLook®* badge - rules of proportion for logo application on ADV

Example 3 - horizontal ADV



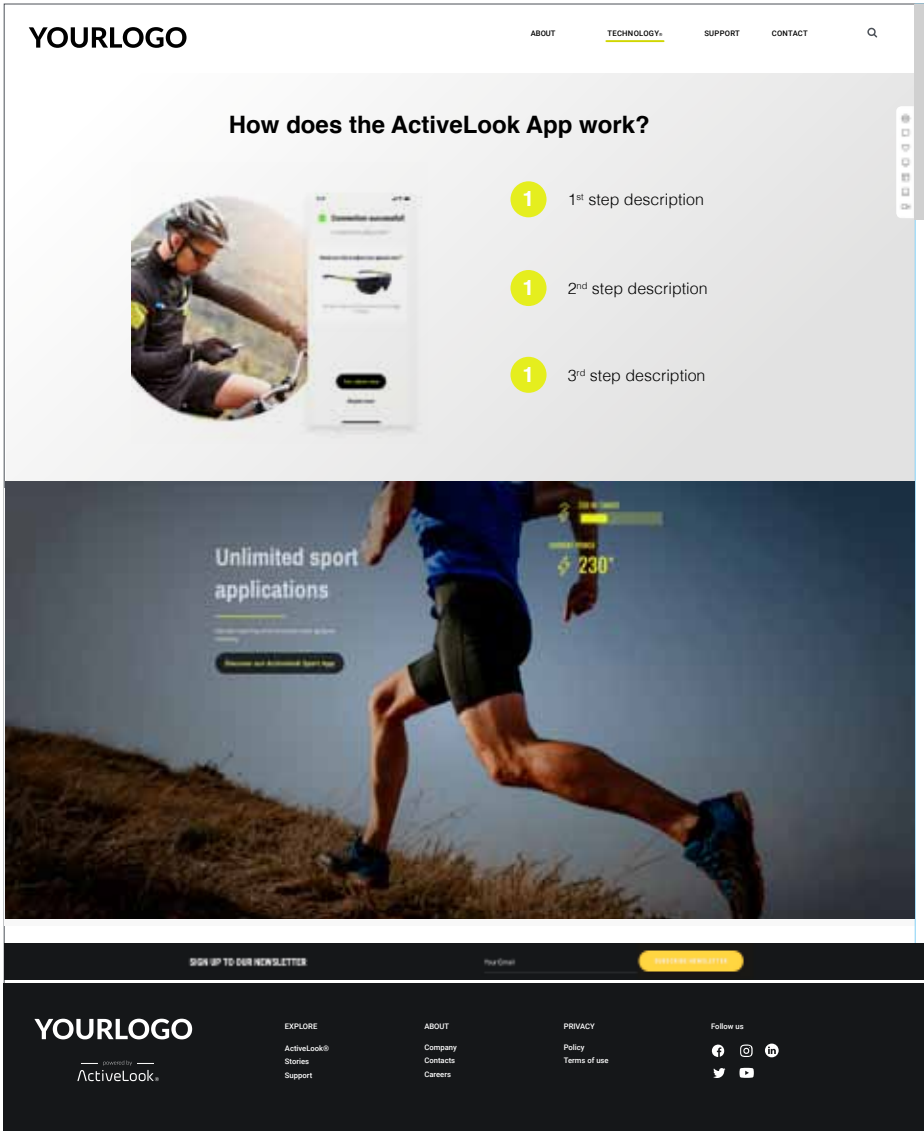
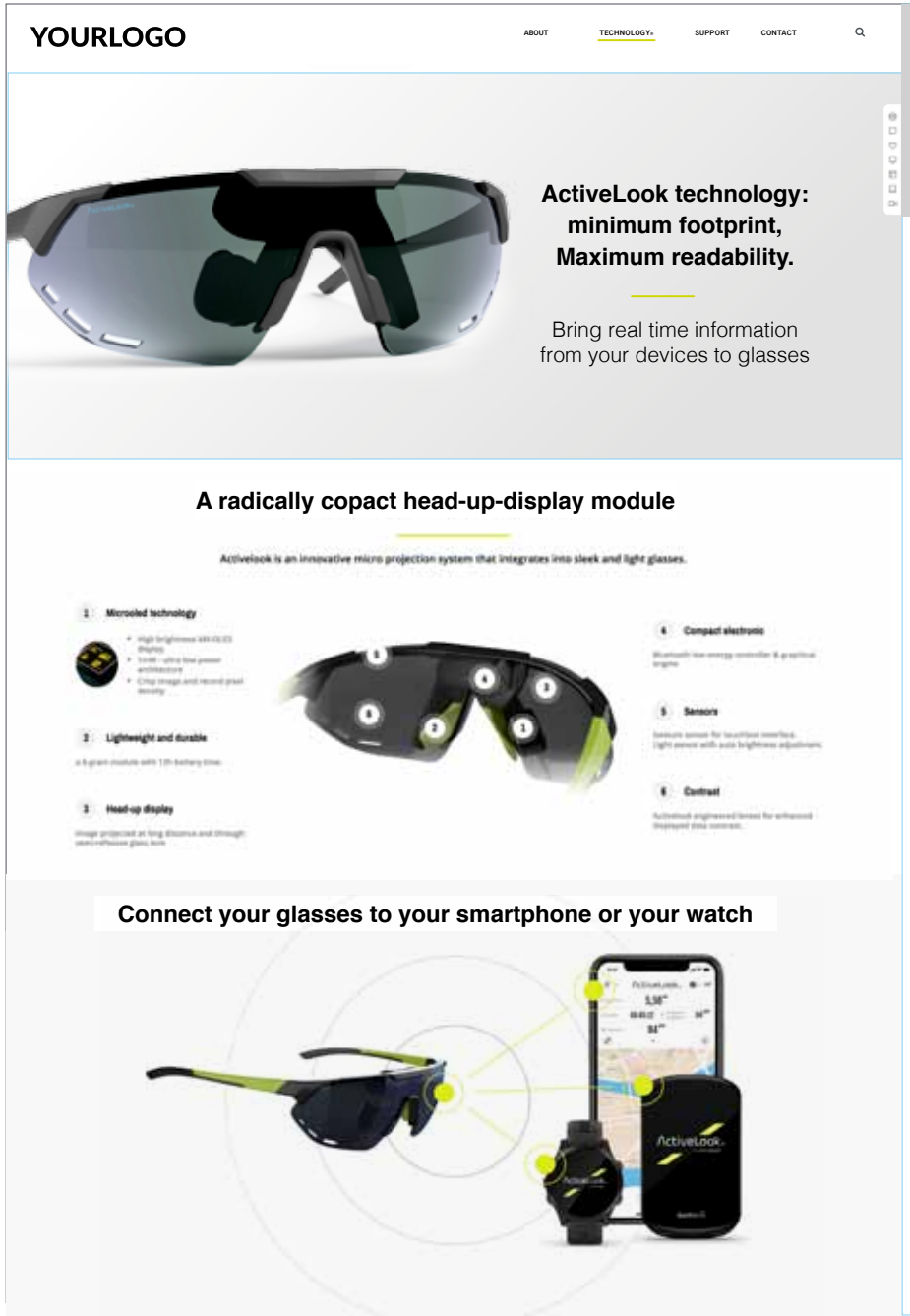
Guidelines

Usage of the *powered by ActiveLook®* badge - rules of proportion for logo application on website



Guidelines

Usage of the *powered by ActiveLook®* badge - rules of proportion for logo application on website

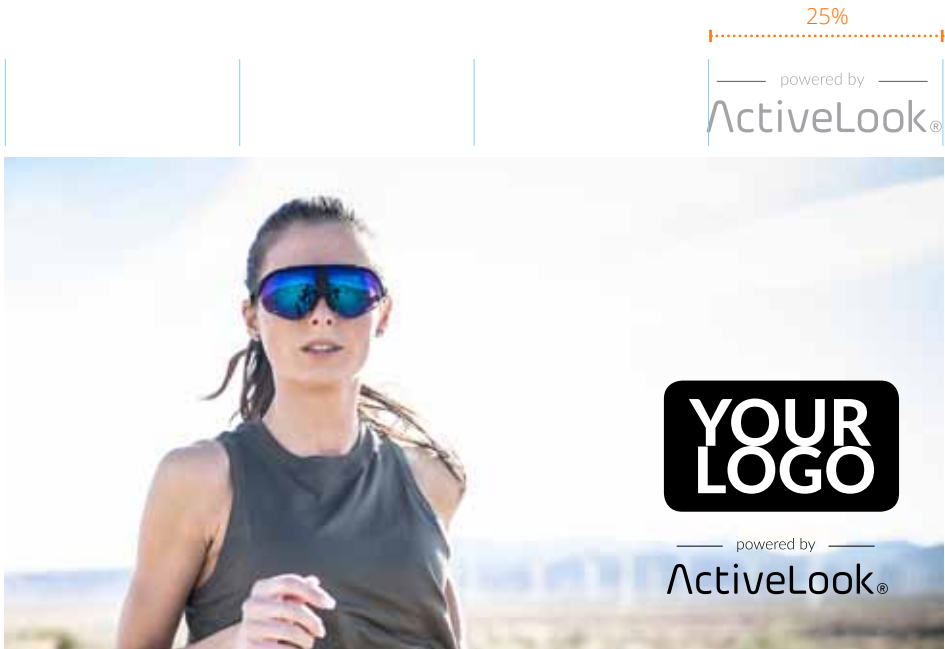


Guidelines

Usage of the *powered by ActiveLook®* badge - rules of proportion for logo application on digital ADS

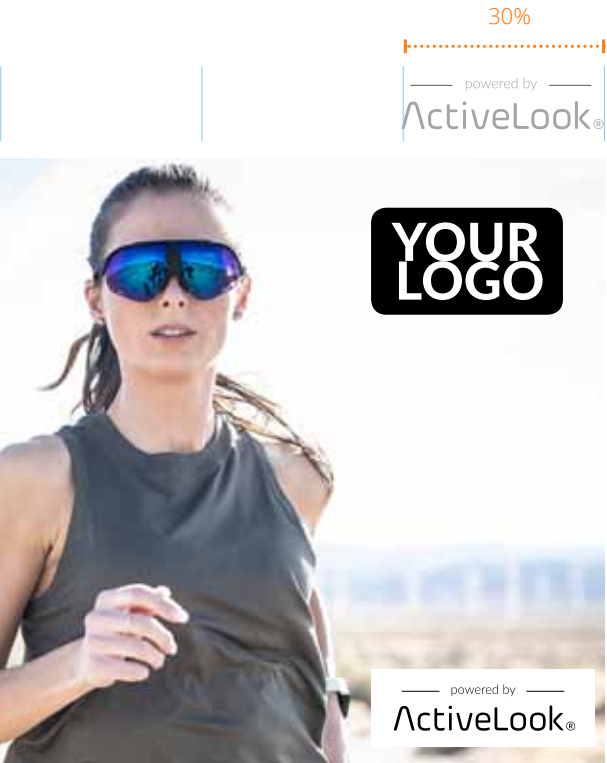
Horizontal ADS
(e.g. Facebook / LinkedIn)

images:
“powered by ActiveLook®”
minimum width
= 25% of the image width



Squared / vertical ADS
(e.g. Instagram)

images:
“powered by ActiveLook®”
minimum width
= 30% of the image width



Video - closing signature
“powered by ActiveLook®”
minimum width
= 25% of the image width



Note: a white background
label can be added to help
the logo visibility

