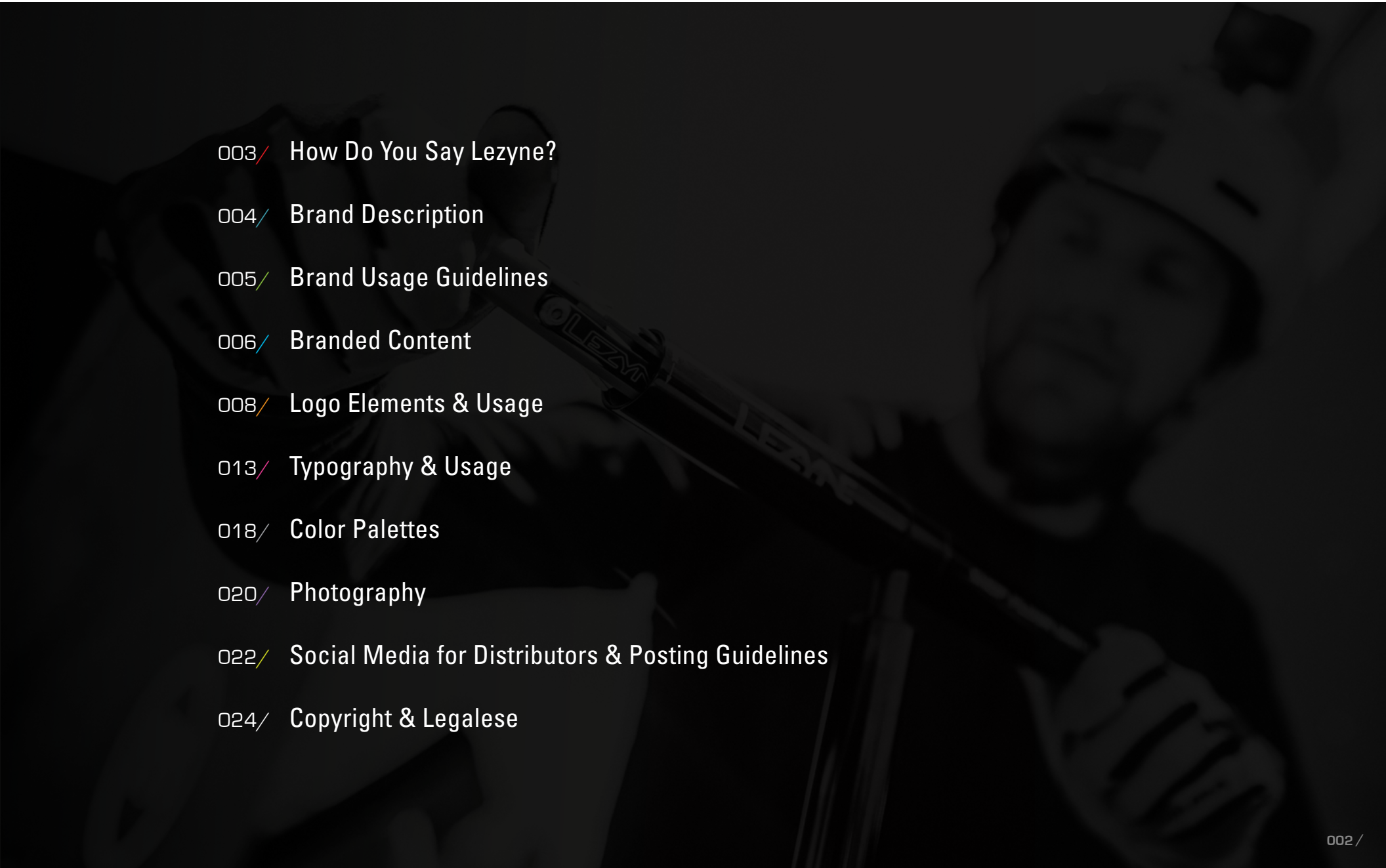




LEZYNE™

ENGINEERED DESIGN

A dark, grayscale background image showing a person's hands holding a bicycle pump. The pump has the brand name 'LEZYNE' visible on its handle. The person's face is partially visible in the background, looking towards the camera.

003/ How Do You Say Lezyne?

004/ Brand Description

005/ Brand Usage Guidelines

006/ Branded Content

008/ Logo Elements & Usage

013/ Typography & Usage

018/ Color Palettes

020/ Photography

022/ Social Media for Distributors & Posting Guidelines

024/ Copyright & Legalese

HOW DO YOU SAY LEZYNE?

A dark, high-contrast silhouette of a cyclist wearing a helmet and gloves, gripping the handlebars of a bicycle. The background is a dark, textured grey.

LEZYNE

RHYMES WITH DESIGN



LEZYNE IS ENGINEERED DESIGN

PURE FUNCTION AND CLEAN AESTHETICS
IS THE ESSENCE OF LEZYNE



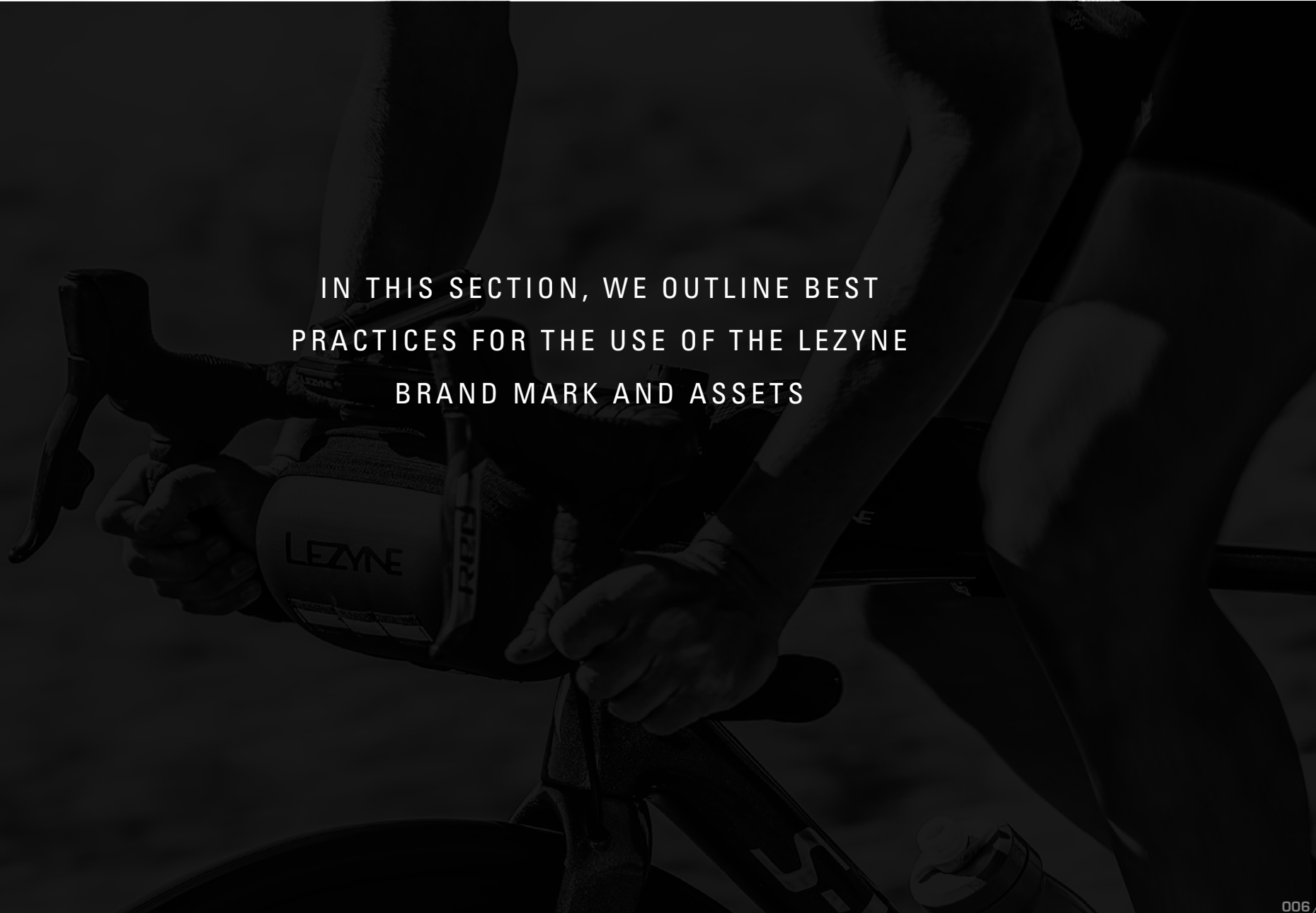
THE PURPOSE OF THESE GUIDELINES ARE TO CREATE
UNIFORMITY IN THE VISUAL IMAGE OF THE LEZYNE BRAND.

It is important that these standards are strictly followed, especially
in regard to the usage of the Lezyne logotype, colors and font choice.

This document is intended for internal use only, do not share, circulate or modify.



IN THIS SECTION, WE OUTLINE BEST
PRACTICES FOR THE USE OF THE LEZYNE
BRAND MARK AND ASSETS



Print Ad Samples



Web Ad Samples



Signage Sample



BRANDED CONTENT

Before creating any Lezyne branded content for your market, please consult Lezyne first as our marketing team can likely assist you.

We can create original artwork for digital or print needs or resize and add translations to any of our existing artwork.

Any creative content designed outside of Lezyne must strictly follow the style outlined in this document and be submitted for approval by Lezyne (submit to Dillon Clapp, Ryan Del Norte and your sales rep).

To Request any existing artwork or other brand assets, please use the Brand Asset Download Link below to download Artwork Request Form to request artwork.

Approval Contacts:

Dillon Clapp
Worldwide Marketing Manager
dillon@lezyne.com

Ryan del Norte
Art Director
ryand@lezyne.com

To access the Artwork Request form, click on the 'Brand Assets Library' link below.

[Brand Assets Library](#)



GUIDELINES FOR PRESENTING THE LEZYNE LOGOTYPE
IN A CLEAR AND CONSISTANT MANNER





LOGO ELEMENTS

The Lezyne company logo is the cornerstone of the Lezyne corporate identity and the primary common element of all Lezyne branding communications.

The Lezyne logo is comprised of two main elements and a Trademark as shown on this page:

- A) Horizontal Logotype
- B) Tag line
- C) Trademark

With few exceptions the 'TM' trademark symbol and 'Engineered Design' tag line should be used with the Lezyne company logo on the first instance of all branded business & marketing documents.

Exceptions include repeated usage of logo in the same document and space limitations.

To access logo files, click on the 'Brand Assets Library' link below.

[Brand Assets Library](#)



LEZYNE™
ENGINEERED DESIGN



LEZYNE™
ENGINEERED DESIGN



LEZYNE™
ENGINEERED DESIGN

LOGO COLOR

The Lezyne logo is a one-color identity. However, in addition to black and white (reversed out), Pewter can also be used.

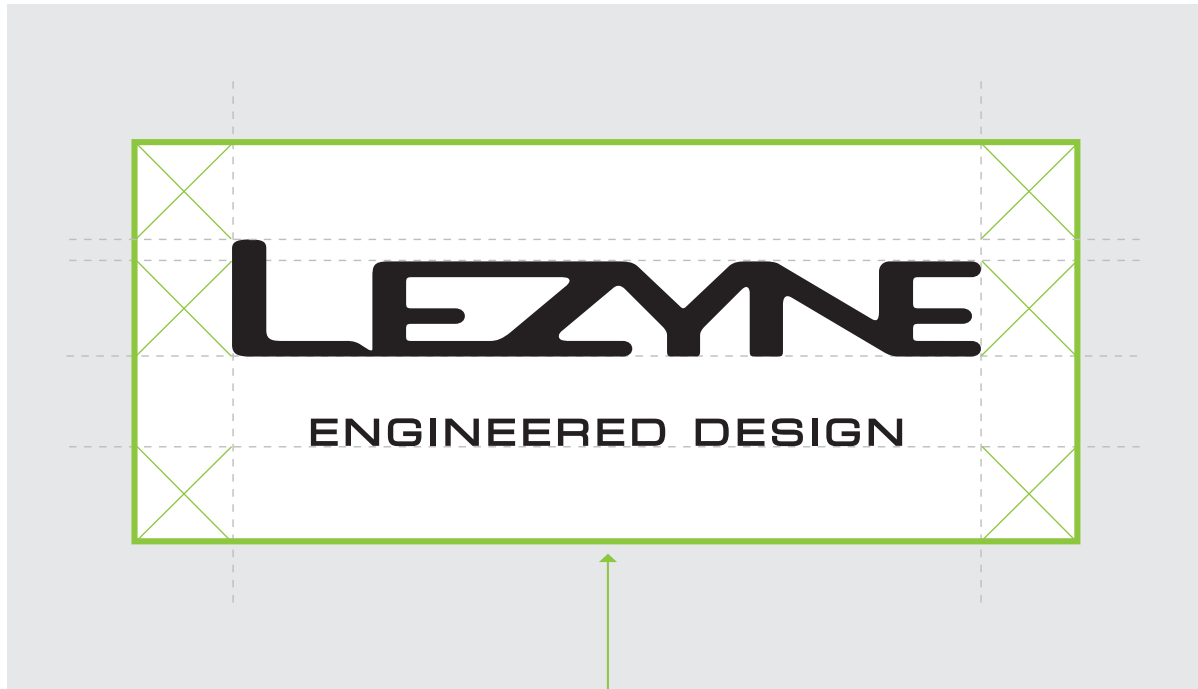
See color breakdowns below.

BLACK

RGB: 000/000/000
HEX: #000000
CMYK: 0/0/0/100
PMS: Black
GREYSCALE: 100%

PEWTER

RGB: 095/096/098
HEX: #5f6062
CMYK: 62/53/51/23
PMS: 424
GREYSCALE: 63%



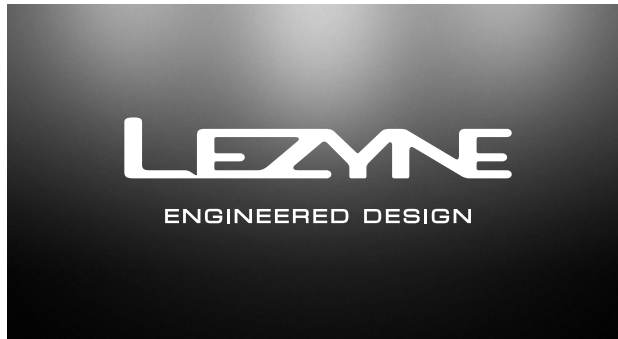
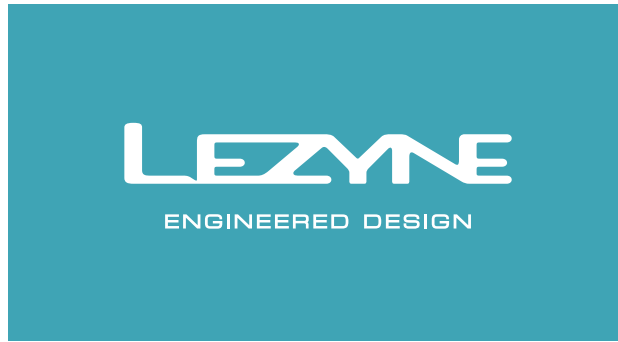
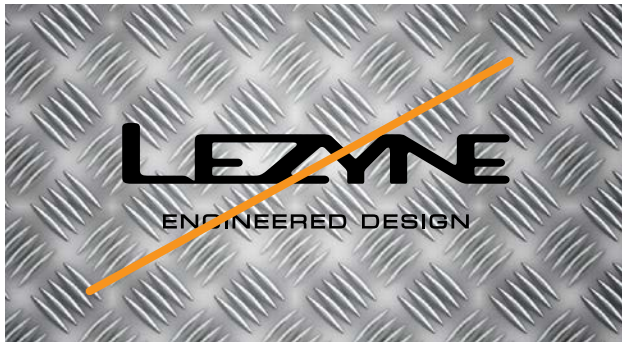
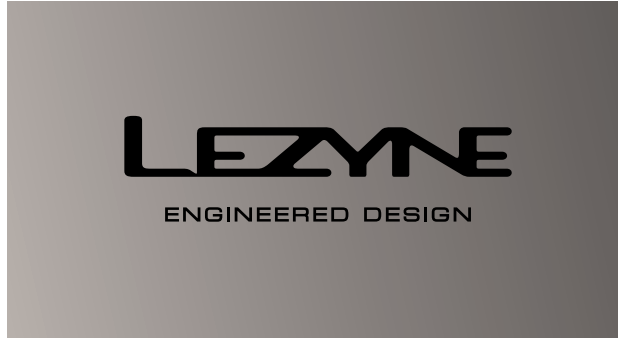
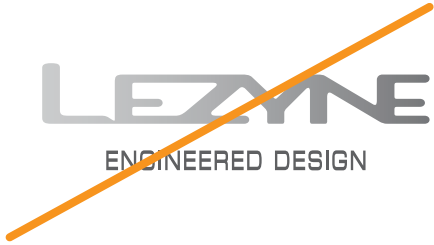
Minimum amount of 'clear space' around logotype and tagline

LOGO SPACE

Maintaining a clean and uncluttered area around the Lezyne logo maximizes the visual impact of the logo.

The 'clear space' area around the Lezyne logo should be even all around. The minimum distance between the logo and anything adjacent to it, on any side, is equal to the distance of the the height/width of the 'green X's'.

When co-branding with the Lezyne brand, please make sure the Lezyne logotype is given equal prominence with other brand logos and that there is ample space around the logotype to create separation.



NO

YES

LOGO USAGE

The Lezyne logo logotype may not be altered in any way.

Do not rotate, skew, scale, redraw, reproduce, alter or distort the Lezyne logo in any way.

Do not place the Lezyne logo on a patterned background.

Never translate the Lezyne logo into another language or change it into another character set.

Do not combine the Lezyne logo with any other element such as other logos or graphics that may seem to create a hybrid mark.

It is acceptable to use the Lezyne logo (logotype) on gradients, solid colors and over photographs provided there is enough contrast as shown on the examples.



ESSENTIAL REQUIREMENTS, GUIDELINES
AND BEST PRACTICES FOR IMPLEMENTING
LEZYNE TYPOGRAPHY STANDARDS

HEADLINE FONT: League Gothic (All Caps Only)

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUB HEAD FONT: Univers LT Std - 67 Bold Condensed (All Caps Only)

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY FONT: Univers LT Std 57 Condensed

Aabc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BRANDING FONTS

The fonts chosen to represent the Lezyne brand have been carefully selected for their simplicity, versatility and availability (in both Mac and PC environments).

Do not condense, extend or otherwise distort the fonts in any way, and do not use fonts other than those listed within this document.

These Typography guidelines apply to all advertising, branding, sales flyers, social media and videos.

To access fonts, click on the 'Brand Assets Library' link below.

[Brand Assets Library](#)

A — **HEADLINE: LEAGUE GOTHIC**

B — **SUB HEAD: UNIVERS LT STD 67 (BOLD CONDENSED)**

C — **Body Copy: Univers LT Std 57 (Regular Condensed)**

Font Usage Samples



LEZYNE
BLINDINGLY SIMPLE
STICKING OUT IS AS EASY AS STICKING IT ON.

Stick Drive — Incredibly thin and lightweight, the Stick Drive's minimalistic design is optimized for ultimate versatility and ease-of-use, yet packs up to 30 lumens of wide-angle output and offers up to 23-hours of runtime. An ingenious—and surprisingly strong—magnetic attachment system allows the light to quickly separate from the mount for quick, cable-free charging via the integrated USB stick.

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LEZYNE
YOUR ATTENTION PLEASE...
INTRODUCING ALERT LEDS

Fair Warning: That's about as polite as our new Alert LEDs get. Equipped with our custom-programmed Alert technology, the Alert LED range isn't shy about hogging the spotlight—or dialing it right back out, making these powerful LEDs the ultimate visibility solution—night and day. Once deceleration is detected, Alert-enabled lights begin glowing solid, at full strength before providing a distinct flash pattern once stopped to alert riders or vehicles behind.

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LEZYNE
PERFECT PRESSURE
PRECISION DIGITAL
HAND PUMPS

LEZYNE
PERFECT PRESSURE
PRECISION DIGITAL
HAND PUMPS

PRIMARY BRANDING FONTS USAGE

Our headlines and subheads are used to create a visual hierarchy on the page that allows us to feature information clearly.

Our headline styles have also been chosen to work well for print, web and mobile applications.

Lezyne copy hierarchy is comprised of three main elements:

- A) Headline Font: League Gothic (All Caps)
- B) Sub Head Font: Univers LT Std 67 (All Caps)
- C) Body Copy Font: Univers LT Std 57

It's ok to use the sub head font (Univers LT Std 67, in all caps) as the headline font when appropriate.

Do not modify, condense or extend any font.

To access fonts, click on the 'Brand Assets Library' link below.

[Brand Assets Library](#)

PRIMARY FONT: Univers LT Std 55 Roman

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECONDARY FONT: Arial

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

CORPORATE FONTS (SANS SERIF)

For continuity, we use one primary sans serif typeface in our communications, Univers (the Univers family). There are several style and weight options available within this font family.

When the Univers font is unavailable, Arial or Helvetica should be used. These alternatives are universally available typefaces.

These Corporate Typography Guidelines apply to all corporate business documents, correspondence and corporate marketing materials.

To access fonts, click on the 'Brand Assets Library' link below.

[Brand Assets Library](#)

PRIMARY FONT: Georgia

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECONDARY FONT: Times New Roman

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

CORPORATE FONTS (SERIF)

For continuity, we use one primary serif typeface in our communications, Georgia. Georgia should be used primarily for all business documents and extended running body copy in longer, multiple-page documents.

When the Georgia font is unavailable, Times New Roman or Minion Pro should be used. These alternatives are universally available typefaces.

These Corporate Typograpghy Guidelines apply to all corporate business documents, correspondence and corporate marketing materials.

To access fonts, click on the 'Brand Assets Library' link below.

[Brand Assets Library](#)



LEZYNE COLOR PALETTE GUIDELINES

Primary Color Palette



RGB: 000/000/000
 HEX: #000000
 CMYK: 0/0/0/100

RGB: 095/096/098
 HEX: #5f6062
 CMYK: 62/53/51/23

RGB: 255/255/255
 HEX: #ffffff
 CMYK: 0/0/0/0

Secondary Color Palette - Category Accent Colors



RGB: 074/189/238
 HEX: #4abdee
 CMYK: 71/0/0/0

RGB: 093/163/180
 HEX: #5da3b4
 CMYK: 71/17/26/0

RGB: 154/196/085
 HEX: #9ac455
 CMYK: 50/0/99/0

RGB: 216/222/80
 HEX: #d8de50
 CMYK: 20/0/98/0

RGB: 252/222/080
 HEX: #fcde50
 CMYK: 1/10/95/0



RGB: 233/152/062
 HEX: #e9983e
 CMYK: 0/49/98/0

RGB: 216/056/050
 HEX: #d83832
 CMYK: 1/99/97/0

RGB: 217/076/148
 HEX: #d94c94
 CMYK: 0/0/90/0

RGB: 079/093/160
 HEX: #4f5da0
 CMYK: 80/71/3/0

RGB: 134/102/166
 HEX: #8666a6
 CMYK: 50/70/0/0

Tertiary Color Palette - Digital Accent Colors



RGB: 077/162/226
 HEX: #4da2e2
 CMYK: 72/21/0/0

RGB: 216/033/039
 HEX: #d82127
 CMYK: 0/100/100/0

RGB: 241/090/041
 HEX: #f15a29
 CMYK: 0/85/100/0

RGB: 141/198/063
 HEX: #8dc63f
 CMYK: 57/0/100/0

RGB: 252/238/080
 HEX: #fcee50
 CMYK: 4/0/95/0



RGB: 161/161/161
 HEX: #a1a1a1
 CMYK: 71/66/63/68

RGB: 240/240/240
 HEX: #f0f0f0
 CMYK: 4/3/3/0

COLOR PALETTES

The Lezyne color palette consists of 3 levels: primary, secondary and tertiary.

The primary palette, Black, Pewter, and White are supported by a bright secondary palette.

Secondary colors serve as complementary accents to the primary palette and serve as category accent colors in our branding, adding vibrancy to the overall brand.

The tertiary palette are the colors we use to accent our digital platforms (web & apps).

Grey tones ranging from white to black can be used to extend the color range.

A dark, high-contrast photograph of a hand wearing a black work glove, holding a ratchet drive. The ratchet drive has a black handle with a silver-colored metal head. The text 'RATCHET DRIVE' is visible on the handle. The background is dark and out of focus, showing some blurred shapes and a white line.

LEZYNE PHOTOGRAPHY STYLE STANDARDS,
USAGE AND BEST PRACTICES

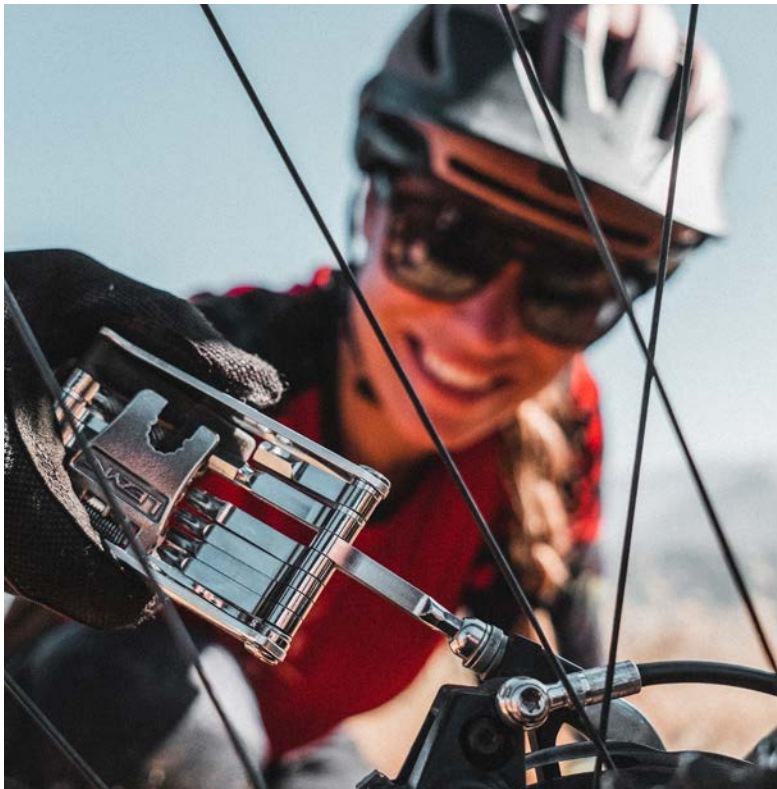


PHOTO USAGE GUIDELINES

Lezyne photos are available to use as long as you follow guidelines below.

Ok for text and/or logos can be placed over an image in areas with adequate contrast.

-

Do not place elements (type or logos) over areas of an image with inadequate contrast, or conflicting objects.

Do not stylize, edit, or modify any Lezyne images in any way.

Do not mirror / flip Lezyne images.

To access Lezyne photos, click on the 'Brand Assets Library' link below.

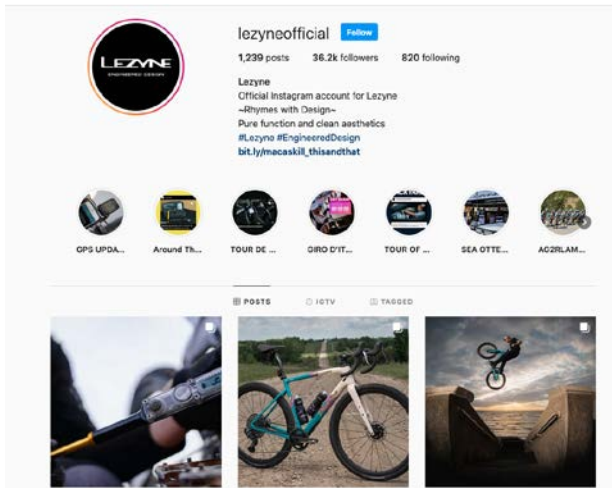
[Brand Assets Library](#)



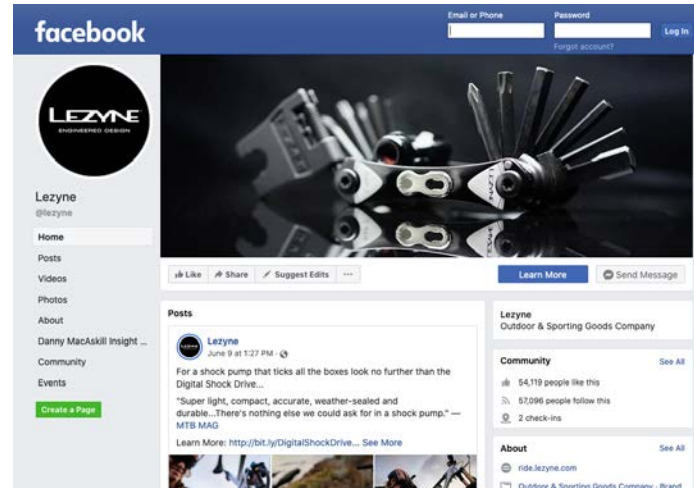
STANDARDS AND REQUIRED
PRACTICES TO ENSURE BRAND INTEGRITY
ACROSS LEZYNE SOCIAL MEDIA



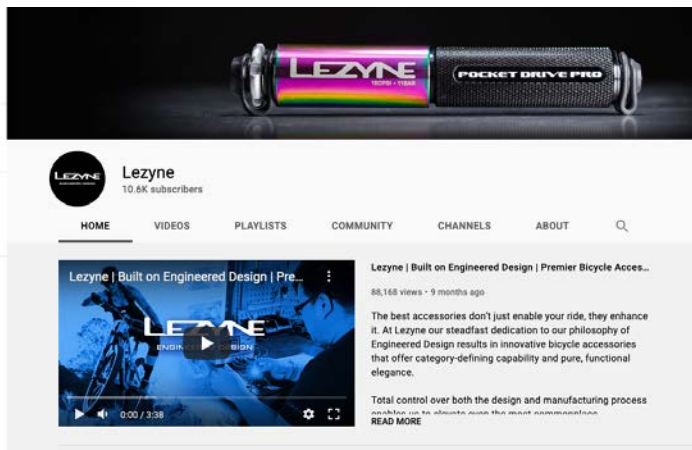
Instagram: @lezyneofficial



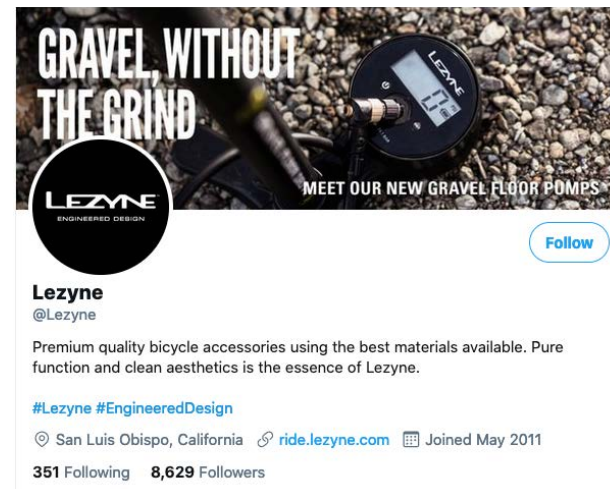
Facebook: @lezyne



Youtube: The Lezyne Tube



Twitter: @lezyne



SOCIAL MEDIA FOR DISTRIBUTORS

Distributor-created social media profiles for the Lezyne brand are allowed with the following limitations:

- The profile description must clarify that the page is acting as a distributor for Lezyne and must include the official Lezyne page for the appropriate channel.
- Content shared must tag the official Lezyne page in the content and description where possible.
- Content must include appropriate photo credits. Sponsored athlete/team content must follow their respective brand guidelines.

Official Lezyne pages to be tagged:

Facebook: @Lezyne
<https://www.facebook.com/lezyne>

Instagram: @Lezyneofficial
<https://www.instagram.com/lezyneofficial>

Twitter: @Lezyne
<https://twitter.com/Lezyne>

Youtube: The Lezyne Tube
<https://www.youtube.com/user/TheLezyneTube>

VERIFIED LEZYNE ACCOUNTS

These must be tagged when sharing Lezyne content.

[Instagram](#): @LezyneOfficial

[Facebook](#): Facebook.com/Lezyne

[YouTube](#): Youtube.com/TheLezyneTube

[Twitter](#): Twitter.com/Lezyne

[LinkedIn](#): LinkedIn.com/company/Lezyne

STYLE

Follow the Lezyne Brand Guide for photo/text/formatting usage.

HASHTAGS

General: #Lezyne #EngineeredDesign

Campaigns: Reference latest campaign info.

CUSTOMER / COMPETITOR INTERACTIONS

Always keep a positive attitude.

If you're unsure how to reply, please tag a verified Lezyne account so we can reply accordingly, or message us directly.

INTERNATIONAL LEZYNE ACCOUNTS (Approved by us)

Always keep your posts consistent with our official accounts.

Those that don't follow our brand guidelines, or do not post consistently, will be asked to be taken offline immediately.

TEXT / LANGUAGE

Always follow a similar brand message, including proper spelling and grammar.

No offensive content/language.



Use this guide when posting Lezyne related content on your approved/partner social media channels.

SOCIAL MEDIA POSTING GUIDELINES

Use this guide when posting Lezyne related content on your approved/partner social media channels.

It is very important we keep a consistent brand message and identity across all social media platforms and brand channels.

If you have any questions, please email marketing@lezyne.com

Any use of Lezyne brand assets must conform to these guidelines.

These guidelines may be modified by Lezyne at any time.

Lezyne has sole discretion in determining if use of the Lezyne assets violates these guidelines.

Lezyne may ask that you stop using the brand assets at any time.

Lezyne is the owner of all rights of this guide and the Brand Assets Library and reserves all rights.

Do not copy or distribute this guide.

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