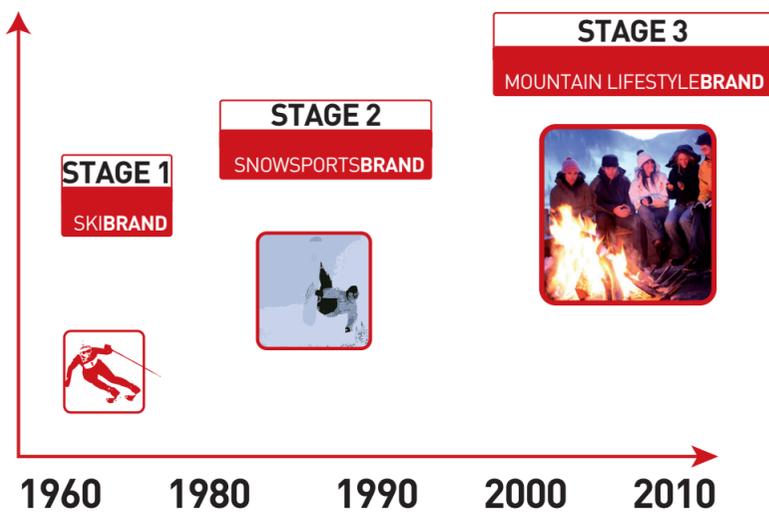


1. WHY A NEW LOGO FOR ROSSIGNOL ?

- A decision as a symbol of a new step in the evolution of Rossignol Brand



Rossignol will be entering into yet another new stage in its brand development, evolving from a snowsport-specific brand, to a **Mountain Lifestyle Brand**. Rossignol's new phase includes product design and development for all year-round mountain sports and culture, and the lifestyle that goes along with this. The new logo is a strong symbol of this most recent evolution. In short, we aim to be known as the most progressive and authentic mountain brand on the market.

- To gather all Rossignol activities under one single logo and build a strong and consistent image.
> Hardgoods, Ski, Snowboard, Nordic, Softgoods. All year round.



A new Ad Campaign based on a modern and consistent treatment of the new logo for unmistakable identity and brand recognition. Pure and aesthetic images of athletes that convey emotions, dreams and a progressive attitude that embodies the Mountain Lifestyle by Rossignol.

2. RE-BIRTH OF THE ORIGINAL R

**Step into the future with respect to the past.
 The mark of the mountains.**

A new visual identity for a new Rossignol, with more lifestyle focus than ever before, strongly supports Rossignol's branding as a Pure Mountain Company. This is a strong and universal message, which expresses a clear ambition: to become the brand for everyone who shares Rossignol's passion for the mountain lifestyle.

Embracing the power and familiarity of the classic 'R' (born in 1965), the new logo presents a strong, simple message: "This is made by Rossignol". We want to emphasize that Rossignol's products are made by people committed to perfection, and who have a deep understanding of the mountain lifestyle and environment. The 'R' represents a unification of purpose, of direction and of reason.

It is **THE** mark of the authentic mountain lifestyle brand.



Strong attribution and recognition

The perfect combination of modernity and authenticity

ROSSIGNOL
 PURE MOUNTAIN
 COMPANY



A logo, symbol of Rossignol strong roots and unique identity.
 A modern, sustainable and legible new typography.
 A clear statement : Pure Mountain Company. A strong and universal message, a clear brand territory.

III. APPLICATIONS EXAMPLES



Brand visibility at Retail / POP



On Terrain Applications