Brand Review.
L'ORÉAL.

Let's find out how L'ORÉAL is using fonts across their digital touchpoints.

Keep scrolling if you want to:

- See how loreal.com has evolved this past year
- Discover L'ORÉAL's digital font ID
- Know what challenges and opportunities arise with fonts
- Explore how fonts can contribute to sustainability
- Collaborate with Monotype to take your font game to the next level!

L'ORÉAL in 2019.
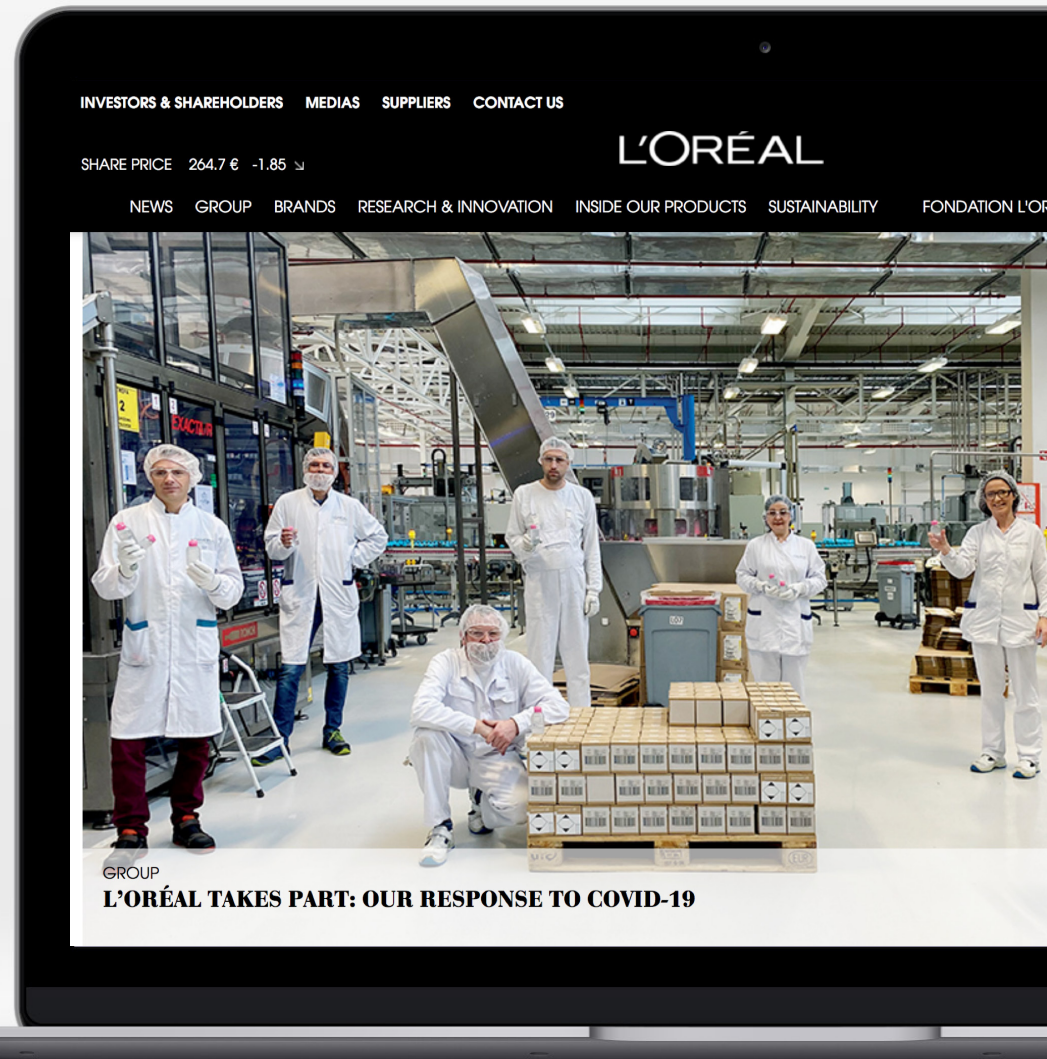
loreal.com

Navigation Bar / Menus.
▪ Avant Garde Gothic ITC W02 Med
▪ Avant Garde Gothic ITC W02 Demi
▪ Avant Garde Gothic ITC W02 Book

Headers.
▪ Bauer Bodoni W02 Bold

Webfonts (.woff/.woff2 files) are essential to impose your online visual identify. Pairing a sans serif, Avant Garde Gothic, with a serif, Bauer Bodoni, adds structure to the UI.
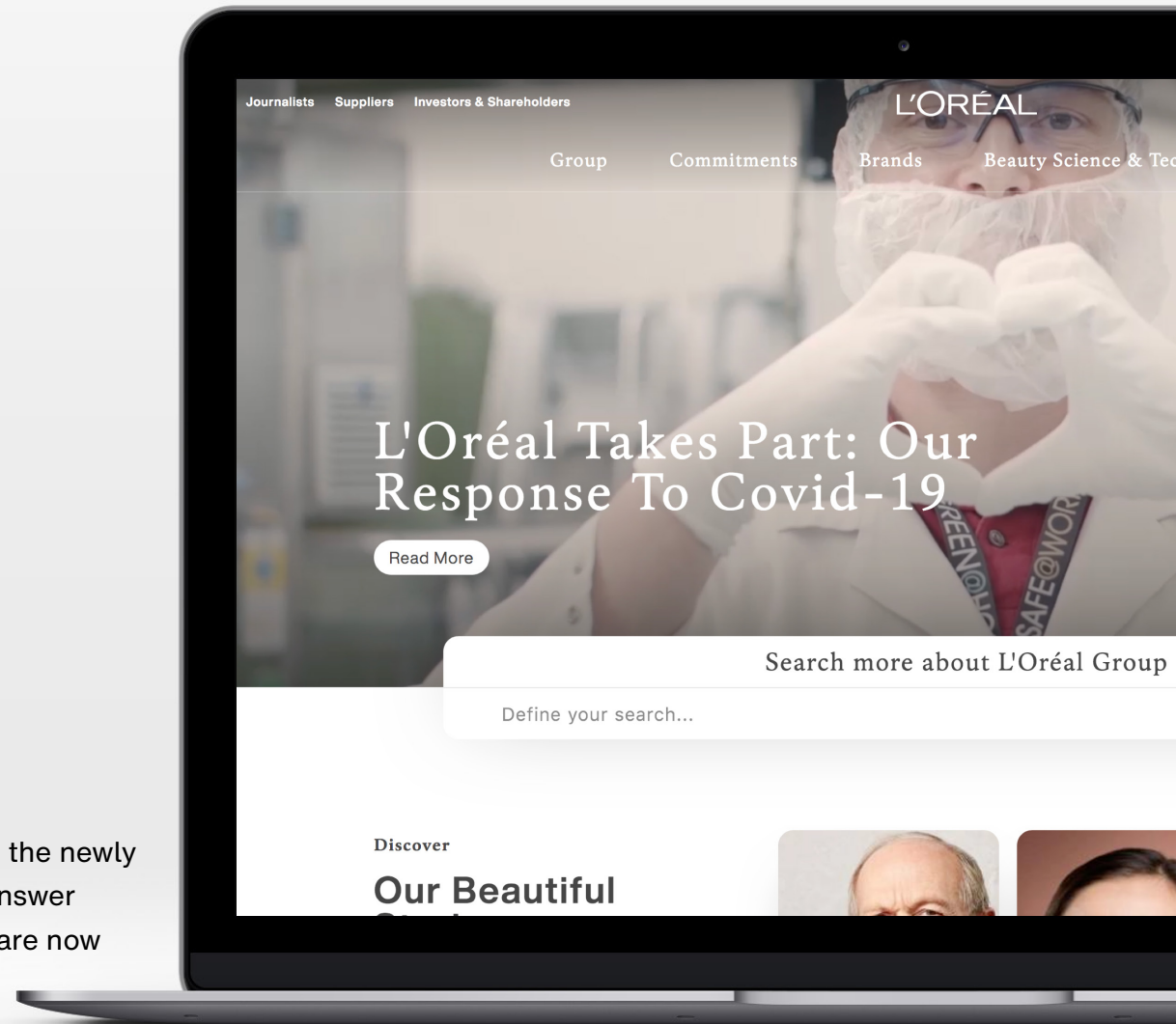
L'ORÉAL in 2020.

loreal.com

Body / Search Bars.
- Helvetica Now Display W05 Reg
- Helvetica Now Display W05 Lt
- Helvetica Now Display W05 Bd

Headers / Menus.
- Halesworth eText Bold
- Halesworth eText Medium

In 2020, loreal.com has been upgraded by incorporating the newly released Helvetica Now typeface, specifically made to answer today's digital requirements. Paired with Halesworth we are now seeing a new life brought to the entire website.

Digital font ID.

L'ORÉAL in 2019.

Bauer Bodoni Black

ACEIĄÇËÎĄČĐĚŁŃŻ | aceiąçëîąčđěĺ

Fundamentally, computers just deal with numbers. They store letters and other characters by assigning a number for each one.

L'ORÉAL in 2020.

This is
Helvetica® Now.

Halesworth Regular

ACEIĄÇËÎŁ | aceiąçëîł | 019,?%

Fundamentally, computers just deal with numbers. They store letters and other characters by assigning a number for each one.

Do you know your brands' digital font ID?

LANCÔME

YVES SAINT LAURENT

ARMANI

KIELH'S

BIOTHERM

URBAN DECAY

SHU UEMURA

IT COSMETICS

HELENA RUBINSTEIN

RALPH LAUREN FRAGRANCES

VIKTOR&ROLF

CACHAREL

DIESEL

CLARISONIC

YUE SAI

ATELIER COLOGNE

VALENTINO

L'ORÉAL PARIS

GARNIER

MAYBELLINE NEW YORK

NYX PROFESSIONAL MAKEUP

STYLENANDA

DECLÉOR

ESSIE

NIELY

DARK & LOVELY

MAGIC MASK

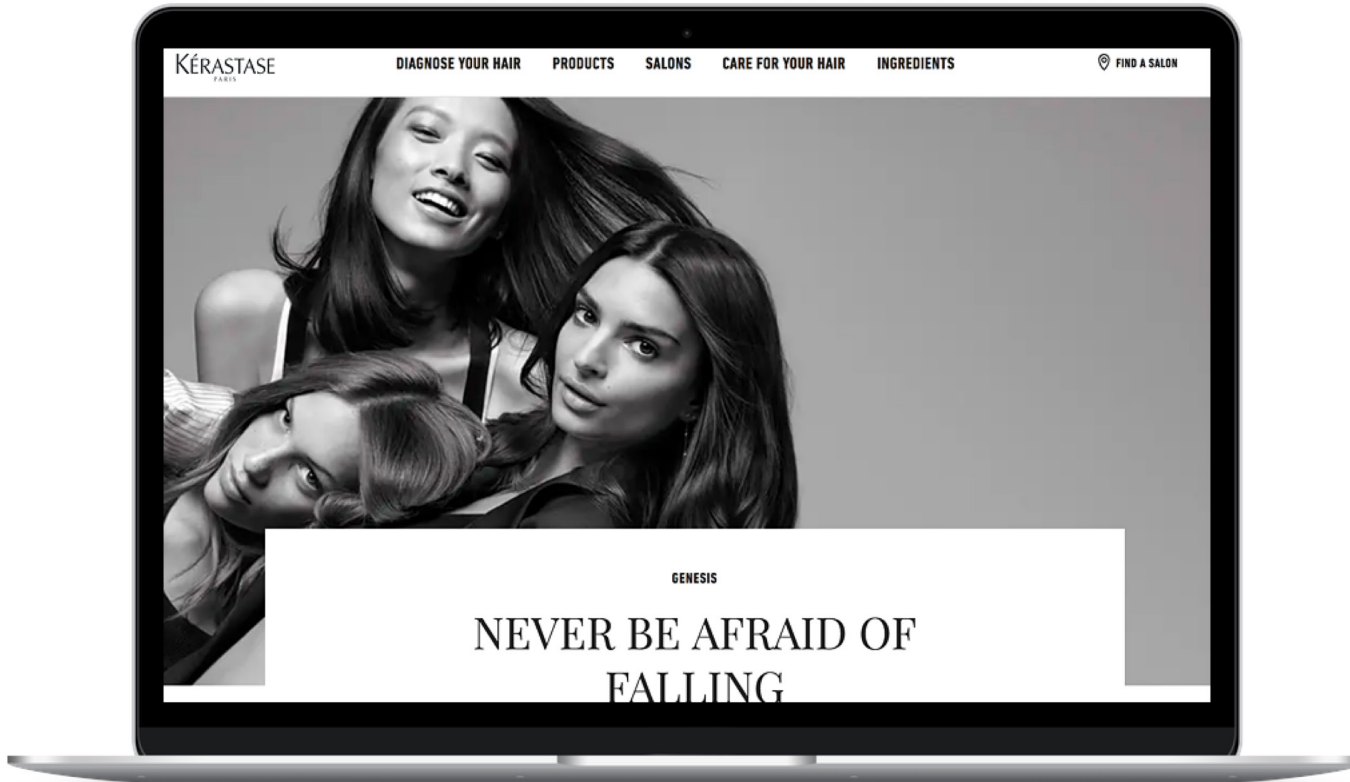L'ORÉAL PROFESSIONNEL

REDKEN

KERASTASE

MATRIX

PUREOLOGY

LA ROCHE-POSAY

VICHY

SKINCEUTICALS

CERAVE

HELVETICA

BIG CASLON

GILL SANS

DIN NEXT
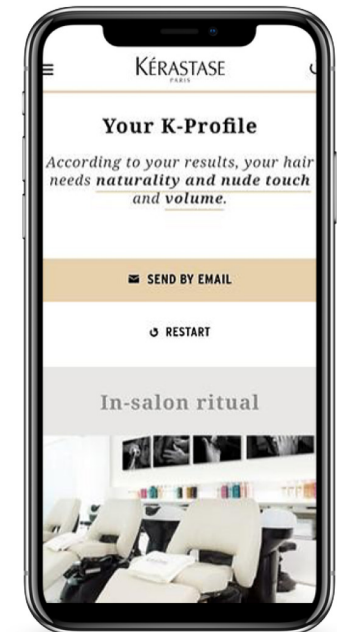
ROCKWELL

DIDOT

CENTURY GOTHIC

Behind the scenes.
Or how to leverage your full font potential!

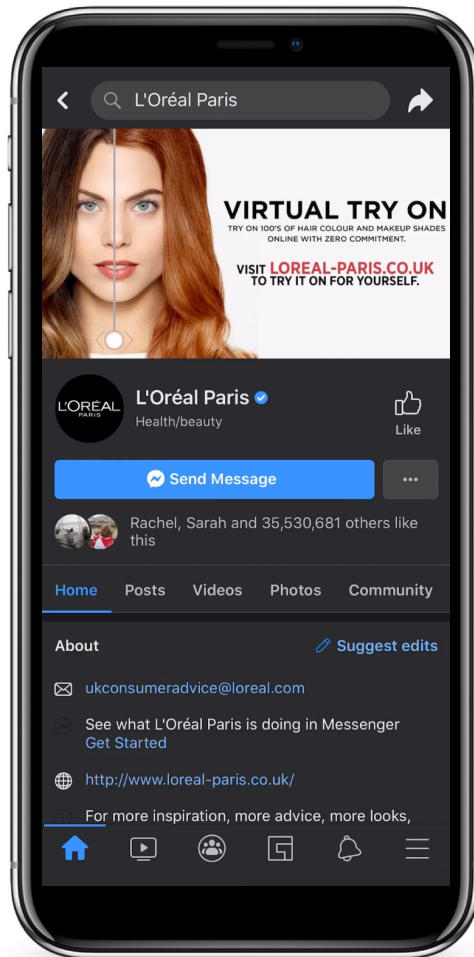# Are there any cross-platforms inconsistencies?
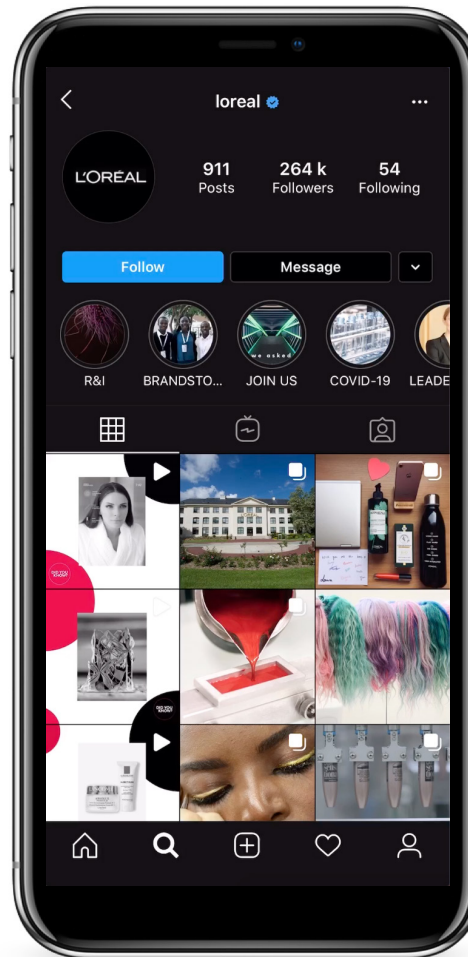
Web.

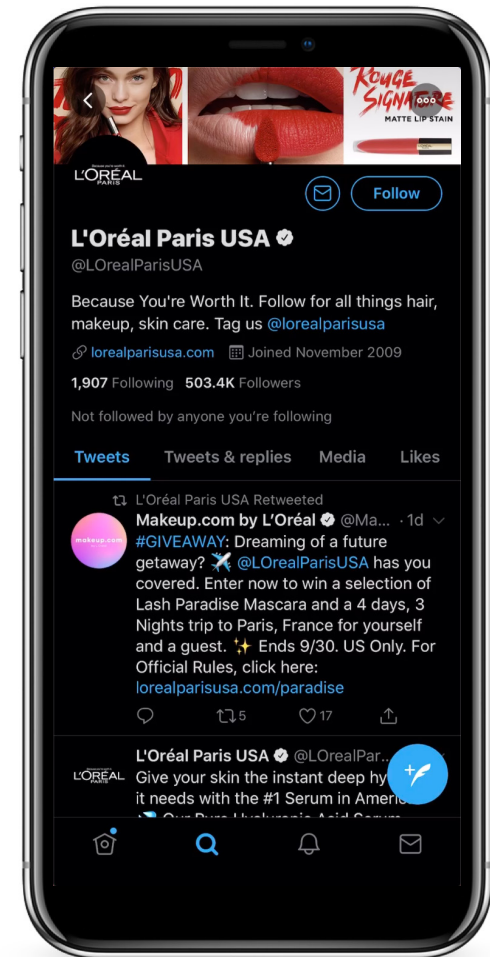**Mobile apps.**

What about social media platforms?

Facebook.

Instagram.

Twitter.

When it comes to complex scripts*...

... most of L'ORÉAL websites are using

*Complex scripts: Chinese, Japanese, Korean, ...

System fonts.

- ▪ **Desktop format**

- ▪ **Not optimised for web**

- ▪ **Not consistent with Latin**

- ▪ **Impact the brand identity**

And because we know you care about the planet...

You can make sure you've optimised your ink and paper usage with the right typeface!

Font	Ink usage	Paper usage
Helvetica Neue LT 55 Roman	**Base**	**Base**
Helvetica Now Display	-6.2%	-4%
Helvetica Now Display Light	-31%	-4.8%

Font	Ink usage	Paper usage
Helvetica Neue LT 57 Bold	**Base**	**Base**
Helvetica Now Display Bold	-9.2%	-4.3%
Helvetica Now Display Medium	-25.3%	-7%

L'ORÉAL & Monotype.

88% of the typefaces used by L'ORÉAL* are available in the Monotype library.
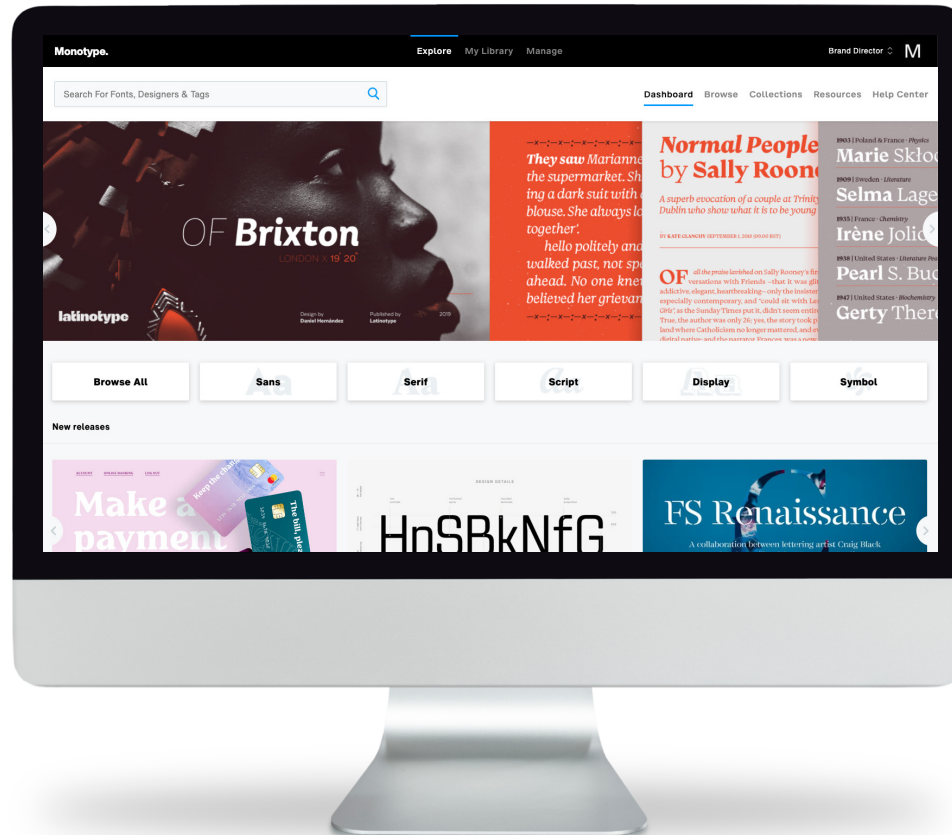
*L'ORÉAL web luxe division.

This is the Monotype font solution…

Library.

+28,000 font files

+4,800 font families

Including:

• Monotype

• Linotype

• ITC

• FontSmith
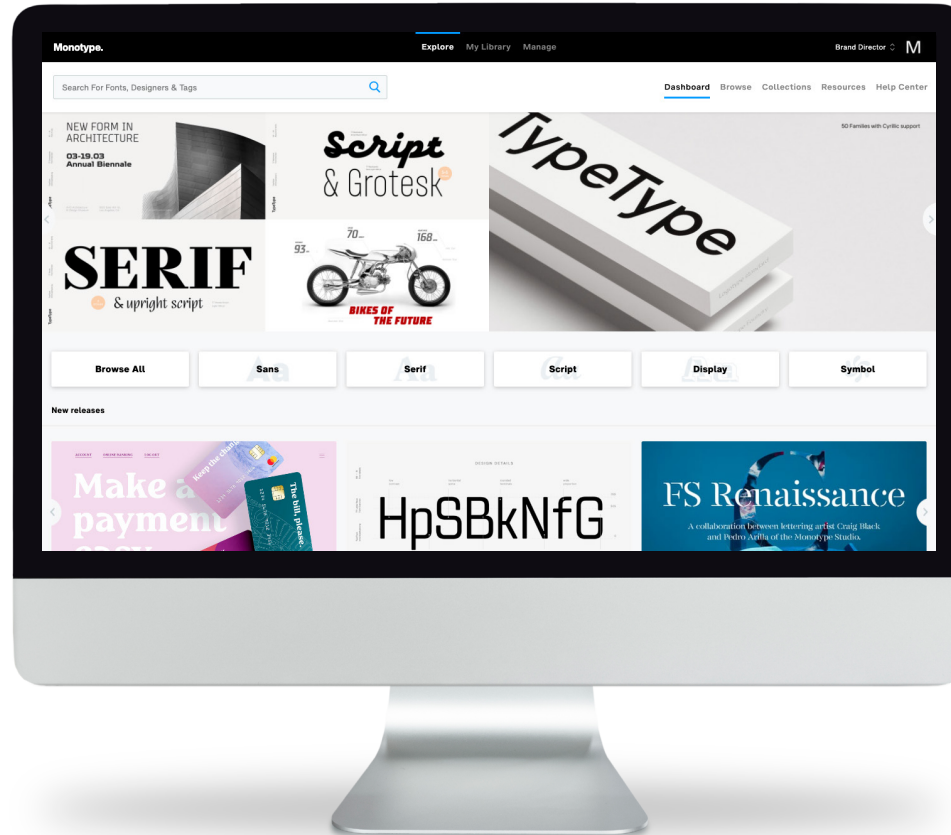
• FontFabric

• …

Font management.

Enterprise tools to:

• Organise

• Manage

• Centralise

• Distribute

• Collaborate

• Ease compliance

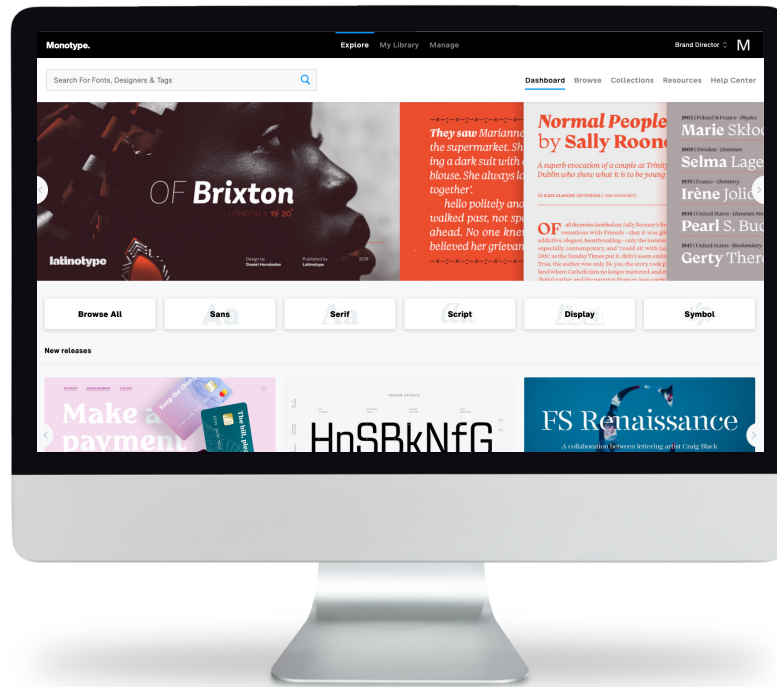# ...where you can easily collaborate...

Monotype.

L'ORÉAL.
LANCÔME
YVES SAINT
LAURENT
ARMANI
KIELH'S
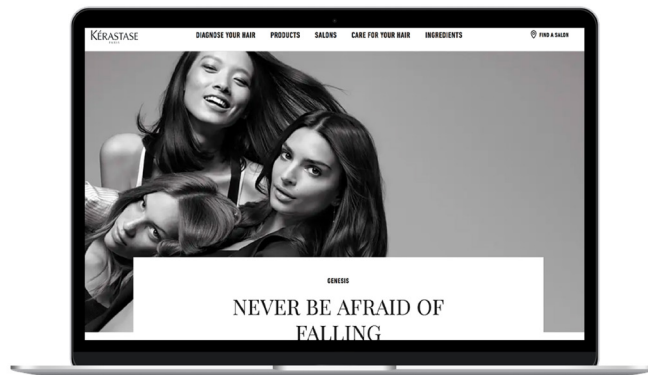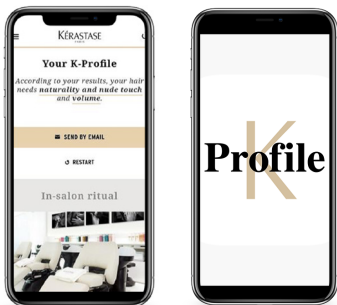BIOTHERM
URBAN DECAY
SHU UEMURA
IT COSMETICS

- Agencies
- Partners
- Contractors
- Suppliers
- Printers
- Freelancers

...and serve all your physical and digital touchpoints...

Digital marketing.

Print packaging.

...to connect with your global audience.

Desktop.

Server.

Web.

Digital marketing.

Mobile apps.
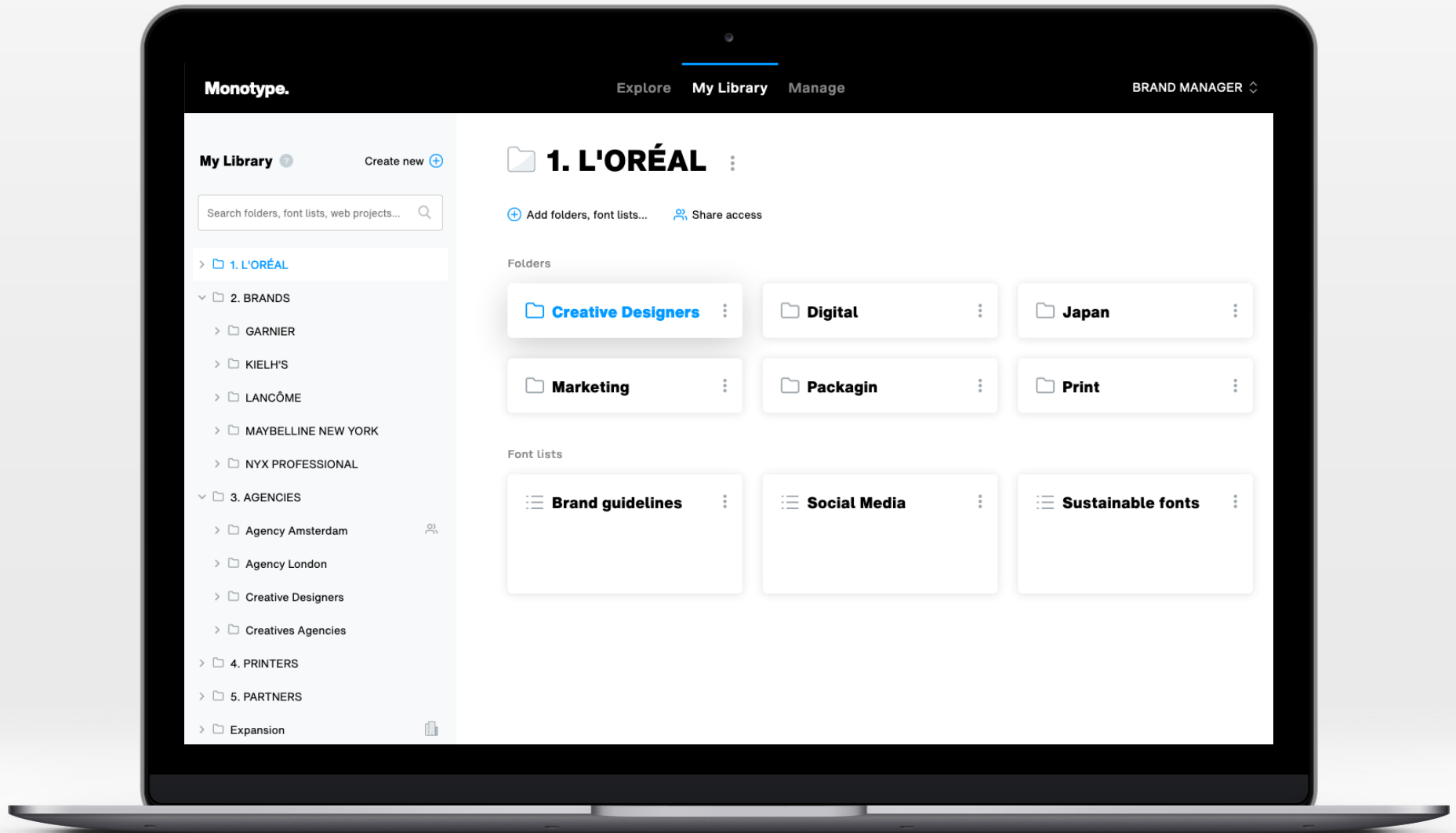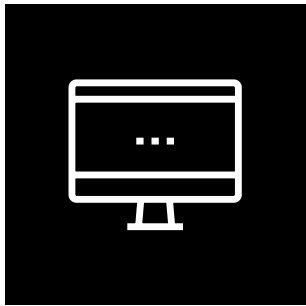
Preview of L'ORÉAL in the Monotype font solution.
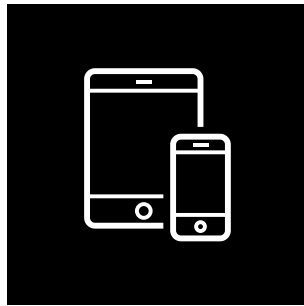
Font licensing 101.

Font licensing.

Font licenses can appear overwhelming in their complexity. The contracts themselves are full of legal jargon and seemingly arcane restrictions on usage. In reality, font licenses are fairly straightforward as long as you understand their individual parts.
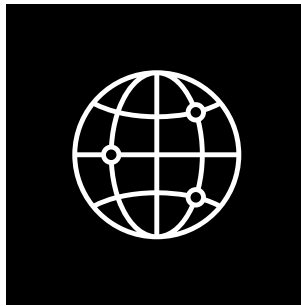
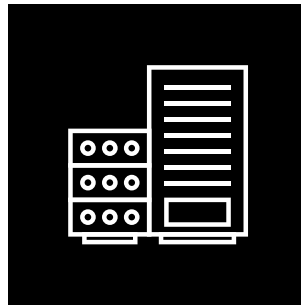**Desktop.**
Install on computers for use in design programs.

Mobile app.
Embed in mobile app.

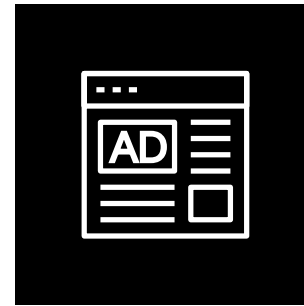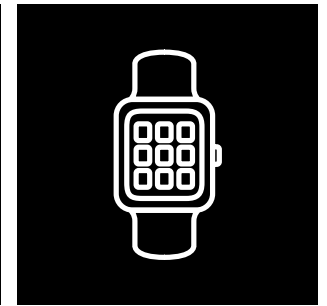**Webfont.**
Embed in code for websites, digital ads and email.

Server.
Generate reports online, use in cloud-based SaaS environments.

Digital marketing.
Digital banner ads and email.

Emdedded products.
Software apps, hardware and auto.

M.

One world. One Monotype.

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