



ImageBank Guidelines for Authorized Longines Retailers

2020

Introduction	3
Article 1 / Accreditation.....	4
Not already registered?	4
Already registered?	5
Forgot password ?.....	6
Article 2 / Use of the platform	8
Navigation	8
Search.....	8
Download	8
Cart.....	10
Logout.....	10
Article 3 / Use of original material.....	11
Article 4 / Product names and reference numbers.....	12
Elegance	12
Watchmaking tradition	12
Equestrian.....	Erreur ! Signet non défini.
Sport.....	12
Heritage	12
Article 5 / Presentation of Longines	14
Article 6 / Best Practice?	15
Article 7 / Approval of website material.....	16
Article 8 / Legal.....	16

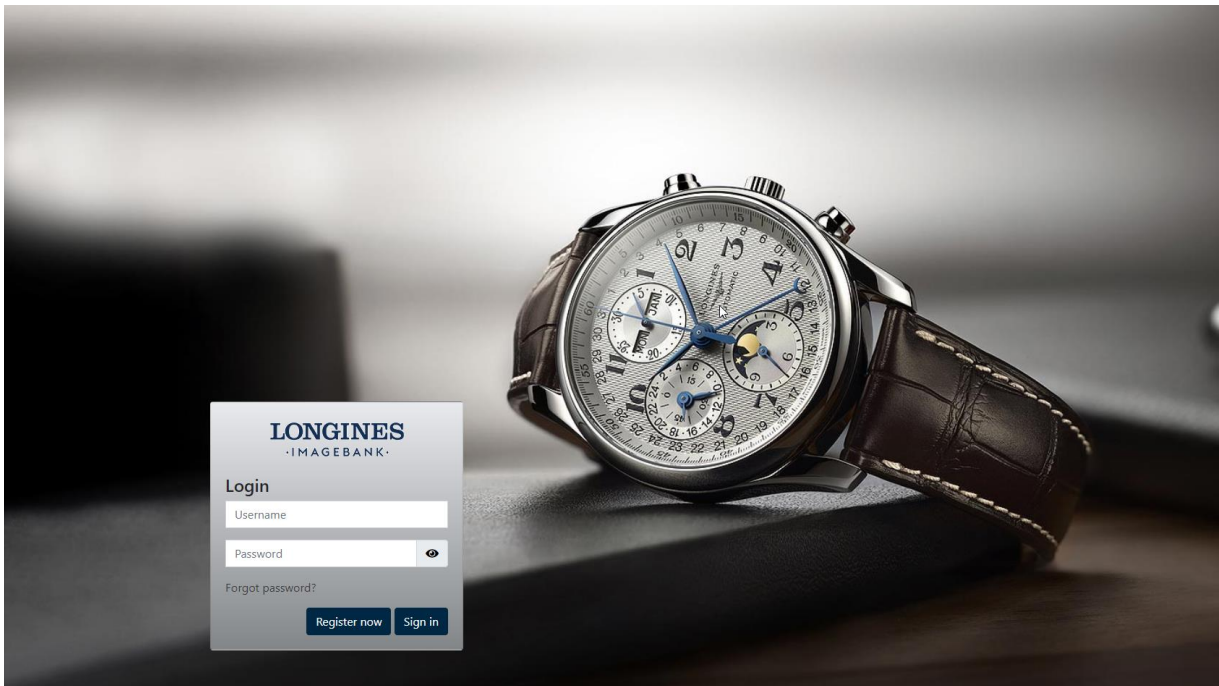


Introduction

The Longines Watch Co. Francillon Ltd. provides a digital support through the ImageBank platform for authorized Longines retailers who wish to use the brand's image and its products on their own website. This digital support includes photos of products and official logos, among other things.

Only retailers authorized by the Longines Watch Co. Francillon Ltd. are entitled to use the company's brand image and products.

The use of this digital support automatically implies that the retailer agrees to comply with the following regulations:



Article 1 / Accreditation

Retailers may only use the ImageBank electronic platform if they have been accredited by the Longines Watch Co. Francillon Ltd. Requests for accreditation may be submitted via the ImageBank platform to the following address: <https://imagebank.longines.com>.

By requesting accreditation, the retailer automatically accepts the present regulations.

☒ I have read and accept the terms relating to the [Longines Contract](#)

The Longines Watch Co. Francillon Ltd. will reply to each request for accreditation within five working days.

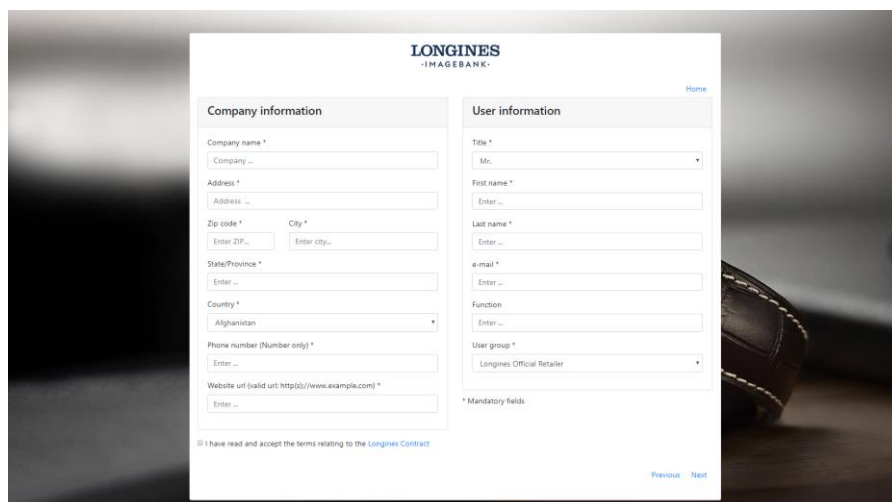
Not already registered?

1. To create an account on the ImageBank platform, please click on “Register now” button.



The screenshot shows the Longines ImageBank Login page. It features a 'Login' section with fields for 'Username' and 'Password'. Below these is a 'Forgot password?' link. At the bottom, there are two buttons: 'Register now' and 'Sign in'. A red arrow points to the 'Register now' button.

2. Then, enter the required information, fields marked with an asterisk “*” are mandatory.



The screenshot shows the Longines ImageBank registration form. It is divided into two main sections: 'Company information' and 'User information'. The 'Company information' section includes fields for 'Company name *', 'Address *', 'Zip code *', 'City *', 'State/Province *', 'Country *', 'Phone number (Number only) *', and 'Website url (valid url: http(s)://www.asample.com) *'. The 'User information' section includes fields for 'Title *', 'First name *', 'Last name *', 'e-mail *', 'Function', and 'User group *'. A 'Home' link is visible in the top right corner. At the bottom, there is a checkbox for 'I have read and accept the terms relating to the Longines Contract' and 'Previous' and 'Next' buttons.

3. Your request will be sent to the Longines HQ and you will receive a confirmation e-mail in the next day with your password.

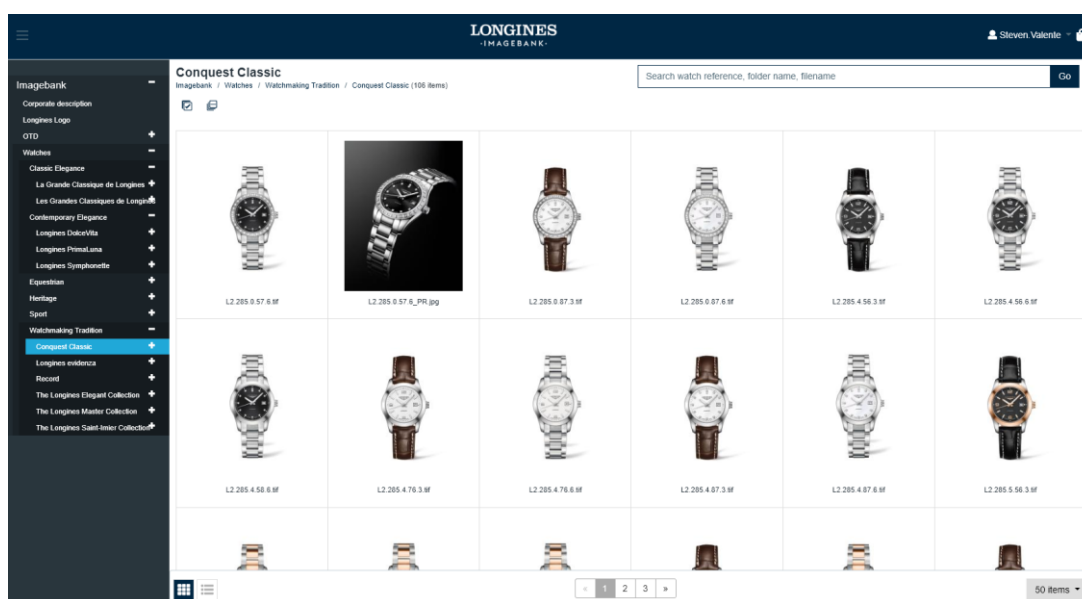
Already registered?

1. Once you receive a confirmation e-mail by Longines HQ, please enter your e-mail address and password as shown below to access the ImageBank platform



The login form features the Longines ImageBank logo at the top. Below it, the word "Login" is displayed. There are two input fields: "Username" and "Password". The password field includes a toggle icon for visibility. A link "Forgot password?" is located below the password field. At the bottom, there are two buttons: "Register now" and "Sign in".

2. Welcome on the ImageBank platform !

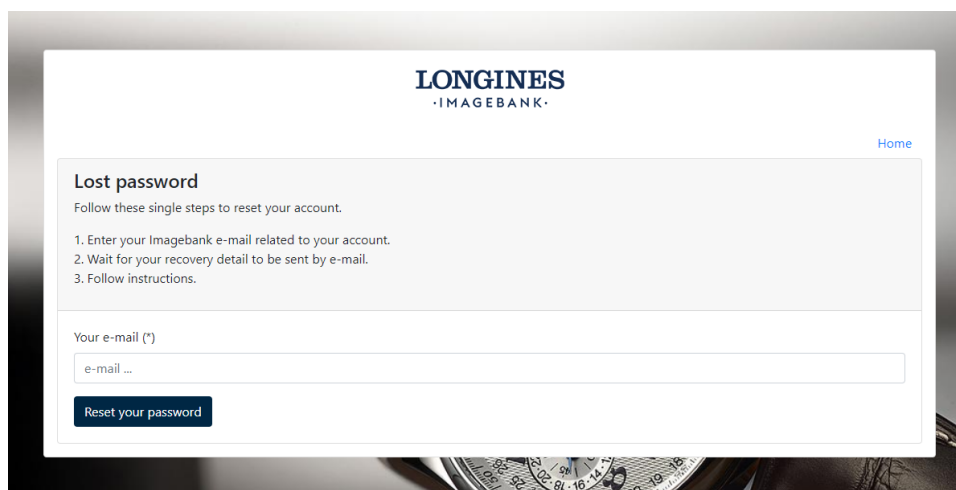


Forgot password ?



The image shows the Longines ImageBank login page. At the top is the Longines logo and '·IMAGEBANK·'. Below is a 'Login' section with a 'Username' input field and a 'Password' input field with an eye icon for toggling visibility. A red arrow points to the 'Forgot password?' link below the password field. At the bottom are 'Register now' and 'Sign in' buttons.

1. If you lost your password please, enter your e-mail address in the field and click on “Reset you password”.



The image shows the 'Lost password' page on the Longines ImageBank website. It includes the Longines logo and a 'Home' link. The page title is 'Lost password' with instructions: 'Follow these single steps to reset your account.' The steps are: 1. Enter your Imagebank e-mail related to your account. 2. Wait for your recovery detail to be sent by e-mail. 3. Follow instructions. Below the steps is a form with the label 'Your e-mail (*)' and an input field containing 'e-mail ...'. A 'Reset your password' button is at the bottom.

2. In a few minutes you will receive an e-mail like the one shown below



The image shows an email template for password reset. It has a dark blue header with the Longines logo. The main content is white and titled 'Forgot your password ?'. It addresses the user as 'Dear Dani,' and states: 'You recently requested to reset your password for your Longines ImageBank account **Dani.Heitor** Click the button below to reset it.' Below this is a 'Reset your password' button. A note says: 'If you are having trouble clicking the password reset button, please click [here](#).' The email is signed 'Longines Team'.

3. Once you've clicked on the "Reset your password" button, you will be redirected to the "Reset your password" page as below where the following rules will apply to create a new password:
 - Must be 6 - 20 characters
 - Must contain letters and digits
 - Must be different than the old password

LONGINES
-IMAGEBANK-

Home

Reset your password

Dani.Heitor

6-20 characters. Must contain letters and digits. Must be different than the old password

Password (*)

Retype password (*)

Reset your password

4. If your new password is validated by the system, a green line will be displayed around the field. Please click on "Reset your password" to reset it.

LONGINES
-IMAGEBANK-

Home

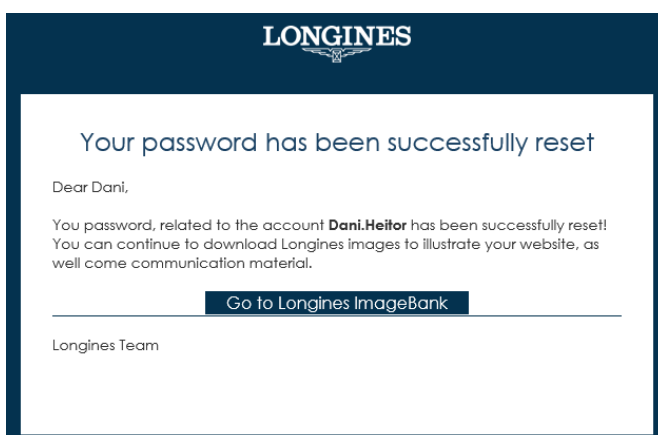
Reset your password

Dani.Heitor

6-20 characters. Must contain letters and digits. Must be different than the old password

Reset your password

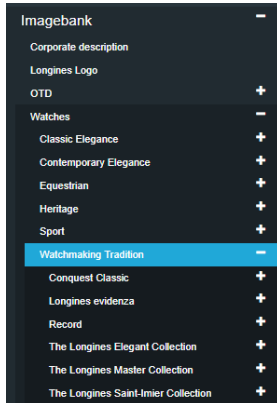
5. Then, you will receive a confirmation e-mail in your mailbox and you will have to click on the "Go to Longines ImageBank" button to be redirected on the Longines ImageBank platform and enter your new password.



Article 2 / Use of the platform

Navigation

Once you are logged in, you will find a menu on the left side with the different categories. You can travel through them by clicking on the “+” to develop sub-menus.



Search

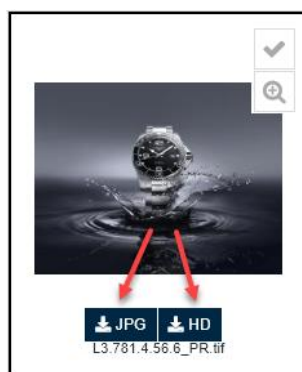
Another option to navigate within the platform is to use the search bar by introducing for example a reference, collection name, file name or a folder name.



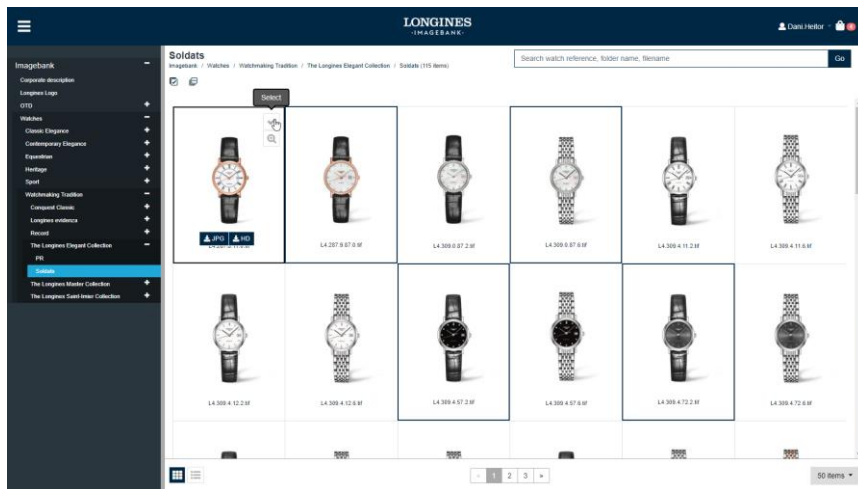
Download

To download material you have a few options:

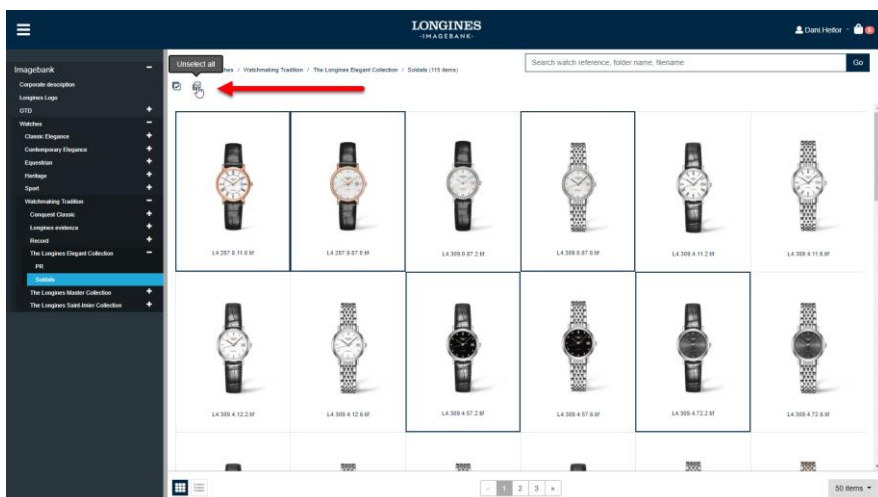
1. Download directly the content in High Resolution (original file type) or download the low resolution (usually .jpg files)
2. Preview the content in a larger size by clicking on 



3. If you want to download multiple files you can also press on the  icon. The file will be highlighted and automatically added to the cart.



4. You can also use the “select all” / “unselect all” option



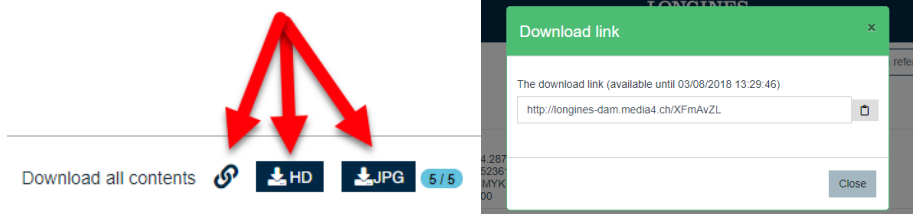
Cart

1. If you use the cart method, after you finish your selection of files, you can access and download them by clicking on the cart icon that you can find in the top right corner of the platform.



There you will find multiple options:

2. Download each file individually (on the listing)
3. Download all the files in HD and JPG version (bottom right side)
4. Get a downloadable link which you can send over (the availability date of the link is mentioned on the popup window)

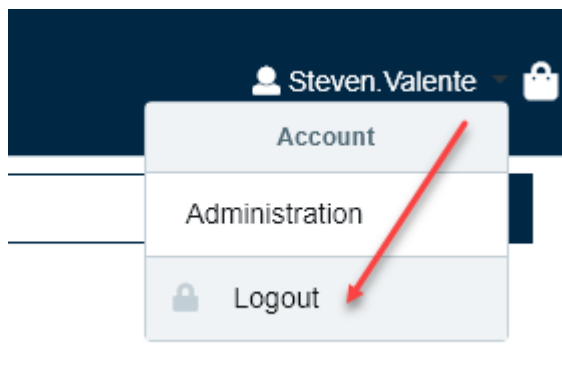


5. Clean the cart (top right side)



Logout

Did you download everything you wanted? Please click on “logout” button.



Article 3 / Use of original material

The retailer may only change the size of the photos and logos available on ImageBank whilst making sur to keep the proportions of the images. All other modifications (colours, cut-outs, omission of copyright, etc.) are strictly forbidden.

If the size of photos or logos is changed the original ratio of length to breadth must be respected, i.e. the proportions must remain unchanged.

Photos and logos may be compressed (jpg format, etc.) on the condition that the visual quality of the image is not compromised.



Article 4 / Product names and reference numbers

The retailer undertakes to include the corresponding name and reference number of the product (e.g. L2.142.O.51.2) alongside each photo.

Product names MUST be written as follows:

Elegance

- Longines PrimaLuna
- Longines DolceVita
- Longines Symphonette
- Conquest Classic
- La Grande Classique de Longines

Classic

- Présence
- Longines Lyre
- Flagship

Watchmaking tradition

- The Longines Elegant Collection
- The Longines Master Collection
- Longines evidenza
- Record
- The Longines 1832

Sport

- HydroConquest
- Conquest

Heritage

Heritage Classic

- Agassiz
- Conquest Heritage
- Flagship Heritage
- The Longines Heritage 1945
- Présence Heritage
- The Longines Heritage Classic

Heritage Diver

- The Longines Legend Diver Watch
- The Longines Skin Diver Watch

Heritage Military

- The Longines Heritage Military

Heritage Aviation

- The Longines Aviation Watch Type A-7 1935
- The Longines Aviation BigEye
- Longines Twenty-Four Hours



- The Lindbergh Hour Angle Watch
- The Longines Weems Second-Setting Watch



Article 5 / Presentation of Longines

The retailer undertakes to display the following items on their website, if possible in a section specifically dedicated to Longines:

- A high-resolution Longines logo;
- A link back to the Longines website:

International version

- www.longines.com (International / US)

Europe

- www.longines.fr (France)
- www.longines.co.uk (United Kingdom)
- www.longines.de (Germany)
- www.longines.es (Spain)
- www.longines.it (Italy)
- www.longines.ru (Russia)
- www.longines.pl (Poland)
- www.longines.com.tr (Turkey)
- www.longines.ch/it (Switzerland, Italian)
- www.longines.ch/fr (Switzerland, French)
- www.longines.ch/de (Switzerland, German)

Asia

- www.longines.cn – (China, simplified Chinese)
- www.longines.hk (Hong Kong, traditional Chinese)
- www.longines.jp (Japan)
- www.longines.co.th (Thailand)
- www.longines.co.kr (Korea)

Oceania

- www.longines.com.au (Australia)

The Longines logo and brand description are available at <http://imagebank.longines.com>.

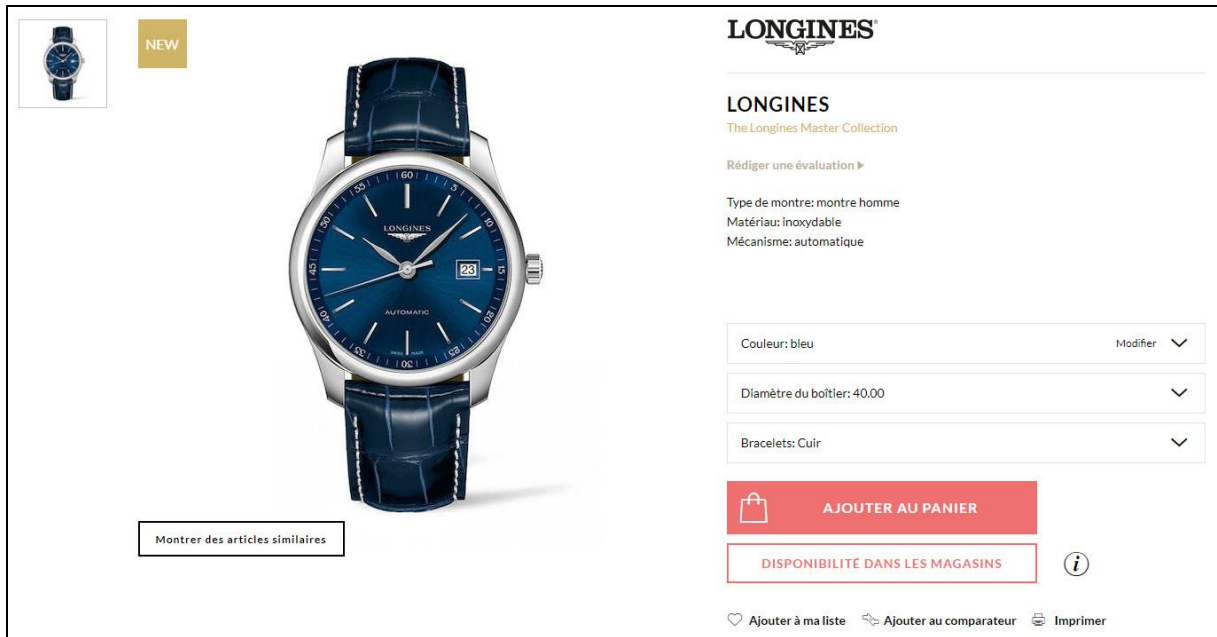
Mainly for legal reasons (observance of copyright and contract termination), the retailer should avoid publishing images of Longines ambassadors on their website.

The retailer undertakes to present the Longines brand and its products on their website in a high quality manner, and give it at least equal treatment to any other brands that may be featured on their website.

If the instructions in this document are observed, Longines undertakes to list the retailer's trading name and contact details in the Store Locator on its website.

Article 6 / Best Practice?

- The Longines logo must be present in the Longines section and every watch collection



- Collections names must be respected (Article 3)



- Watches pictures must be of high quality
- The product sheet of each watch must be respected
- It must be possible to filter watches by collection, price, gender, case size, case material...



Article 7 / Approval of website material

Authorized retailers must submit all material intended for use on websites to Longines Watch Co. Francillon Ltd. for their approval before the material is put on to the website specifying the address (URL) of the website or the planned website.

Requests for approval of website material should be sent to:

Nils Lehmann International E-Commerce Web Designer nils.lehmann@longines.com

Dani Heitor International Digital Coordinator - dani.heitor@longines.com

Steven Valente International Digital Project Manager - steven.valente@longines.com

The Longines Watch Co. Francillon Ltd. reserves the right to refuse approval of a retailer's website material if the latter has not adhered to one or more regulations.

Article 8 / Legal

Terms of use: <https://www.longines.com/terms-of-use>

Privacy Notice: <https://www.longines.com/privacy-notice>

Cookie Notice: <https://www.longines.com/cookie-notice>