

The **LOOK** Company®

VISUAL ENGAGEMENT
SOLUTIONS FOR SPORT



THE LOOK COMPANY

The Look Company is an award winning international visual engagement company. For over 20 years, we have been perfecting our digital printing processes and have won multiple international awards for print quality from FESPA, the worldwide industry association of wide format digital printers. Notably a Gold Medal in 2016, 2017, 2019, and 2020, and the 2018, 2019 Premier Print Award from the Printing Industries of America Association.

Our solutions provide everything you need to fully outfit your sports venue or event. This includes field-of-play, VIP and premium seating areas, sponsor branded areas, concourse wayfinding, stadium exteriors, locker rooms, as well as business and team operations.

As a print partner, we have produced visual solutions for stadiums in the Canadian Football League, Canadian Premier League and U Sports. We have been involved with the 2010 Olympics, the FIFA Women's World Cup, the Pan Am Games, the World Cup of Hockey, Major League Baseball, The National Hockey League, the Canada Games, the G7 Summit, the Calgary Stampede and several other international sporting events.



COMPLETE SOLUTION PROVIDER

We offer a full range of integrated services with a team of experienced specialists to transform your sport environments into engaging and memorable brand experiences. We can work in collaboration with an existing team or take on the full scope of requirements.

Our project capabilities include:

- ✓ End to end project management
- ✓ Project liaison management between stakeholders
- ✓ Concept and brand guideline development
- ✓ Scoping of facility for real-estate spectaculars and hardware determination
- ✓ Survey and CAD as-built drawings
- ✓ Engineering to regulatory and physical requirements for weight, wind load and facility standards
- ✓ Technical drawings and product development services
- ✓ Design application of brand and sponsor integration
- ✓ Complete project production
- ✓ Full service installation
- ✓ Ongoing venue maintenance and conversions for temporary events

“Your approach and results delivered are, in a word, outstanding. It is an absolute pleasure to showcase our building and our facilities and proudly tell everyone that the look of our facility was delivered exceptionally by The Look Company”

— Craig Reynolds, President & CEO,
Saskatchewan Roughriders Football Club.
Mosaic Stadium.





MOSAIC STADIUM

This 30,000+ seat capacity, stadium build features our full use of services including scoping, design, production and installation. The Look Company handled all aspects of the stadium graphics including field-of-play, concourses, wayfinding, premium seating and VIP areas, custom entrance gates, ticket office, retail store, team and business operations.





Pitt Country

Welcome to Pitt Country

adidas®







SECTION
224-228

SECTION
106-128



SECTION
610-619
SECTION
510-523



HARVARD'S
STUDIO 620



AGT
FOODS

LOUNGE



**NORTH
SOUTH**

CLUB



 **SASKATCHEWAN ROUGHRIDERS**

01212242

DAYS

HOURS

MINUTES

SECONDS







TIM HORTONS FIELD

The re-build of Tim Hortons Field presented The Look Company the opportunity to refresh and revitalize the home of the Hamilton Tiger-Cats. Working closely with football operations, The Look Company developed the visuals and design application for the field-of-play, operations, training facilities, fan experience zones, sponsored zones, VIP lounges and exterior treatments. Our project management team then implemented the production and installation of every element within Tim Hortons Field.

WINTER-CATS

WINTER-CATS



F HONOUR



74 PETE NEUMANN 16 WILLIE BETHEA 75 TOMMY JOE COFFEY 9 JOE ZUGER RALPH SAZIO 14 BOB KHOUSE 53 VINCE SCOTT 61 JOHN BARRISH 55 BILL DANAYCHUK 77 GREGOR CONNOR 94 PAUL ROBALGOSTON

FirstOntario
CREDIT UNION

MEMBERS SUITE LEVEL

LEVEL



FirstOntario
CREDIT UNION

CANADIAN FOOTBALL HALL OF FAME



106

EXIT SORT E





FORGE FC

Forge FC joined the Tiger-Cats at Tim Hortons Field in 2019. The Look Company collaborated with the operations crew to create a system that allowed them to do a full change out for the soccer team. Using a polywoven with block out, the stadium staff is able to transform the entire field-of-play, cover some seats and update the broadcast visible fascia from black and gold to orange and grey for every game.









TERRAIN *Tim Hortons* FIELD



CANADIAN
PREMIER LEAGUE



FORGE FC v YORK9 FC
INAUGURAL MATCH

50 / 50
2,157

FORGE FC	0	20:34	0	YORK9 FC
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FORGE FC 0-0 YORK9 FC

PLAY
CARSTAR
CANADIAN PREMIER LEAGUE
Tim Hortons
FirstOntario
ON the RUN
one SOCCER
macr





U SPORTS

University athletics has been an excellent venue for The Look Company to bring its combined knowledge of retail, stadium and court graphics. Our turn-key programs produce a cohesive look across all venues in the athletics department.



Queen's
175
YEARS

QUEEN'S

CLXXV

Queen's
175
YEARS

QUEEN'S

CLXXV

Queen's
175
YEARS

CLXXV



76:00
GO 2
TOL 0
GUEST 0
BALL ON QTR 12
sza

NEVER SURRENDER

Catherine Centre



HERITAGE CLASSIC

PREGAME

STATS	SCORE
1ST PERIOD	0-0
2ND PERIOD	0-0
3RD PERIOD	0-0
TOTAL	0-0

PLAYERS ON ICE

TEAM	PLAYER	MIN
W	ANDERSON	00:00
W	BERGLUND	00:00
W	BLAIR	00:00
W	BRUNO	00:00
W	CHAPMAN	00:00
W	COLE	00:00
W	DEWINTER	00:00
W	FRITZ	00:00
W	GAGLIARDI	00:00
W	GRANT	00:00
W	HALL	00:00
W	HART	00:00
W	HENNING	00:00
W	HORN	00:00
W	JOHNSON	00:00
W	KOENIG	00:00
W	LANE	00:00
W	LEWIS	00:00
W	MACDONALD	00:00
W	MANNING	00:00
W	MORSE	00:00
W	MURPHY	00:00
W	NEASE	00:00
W	PERKINS	00:00
W	REID	00:00
W	ROBERTSON	00:00
W	SMITH	00:00
W	STANLEY	00:00
W	TALBOT	00:00
W	THORNTON	00:00
W	WALTON	00:00
W	WELLS	00:00
W	WILSON	00:00
W	WYATT	00:00
W	ZACHARY	00:00
W	ZEMERCO	00:00
W	ZWISLOCKI	00:00
W	UNASSIGNED	00:00
A	ANDERSON	00:00
A	BERGLUND	00:00
A	BLAIR	00:00
A	BRUNO	00:00
A	CHAPMAN	00:00
A	COLE	00:00
A	DEWINTER	00:00
A	FRITZ	00:00
A	GAGLIARDI	00:00
A	GRANT	00:00
A	HALL	00:00
A	HART	00:00
A	HENNING	00:00
A	HORN	00:00
A	JOHNSON	00:00
A	KOENIG	00:00
A	LANE	00:00
A	LEWIS	00:00
A	MACDONALD	00:00
A	MANNING	00:00
A	MORSE	00:00
A	MURPHY	00:00
A	NEASE	00:00
A	PERKINS	00:00
A	REID	00:00
A	ROBERTSON	00:00
A	SMITH	00:00
A	STANLEY	00:00
A	TALBOT	00:00
A	THORNTON	00:00
A	WALTON	00:00
A	WELLS	00:00
A	WILSON	00:00
A	WYATT	00:00
A	ZACHARY	00:00
A	ZEMERCO	00:00
A	ZWISLOCKI	00:00
A	UNASSIGNED	00:00

NHL

HERITAGE CLASSIC

Time Honored



NHL HERITAGE CLASSIC

The 2019 Tim Hortons Heritage Classic marked the 4th NHL outdoor game that The Look Company was involved with. In close collaboration with the NHL, our team worked on the design, production and installation, providing fans and players alike, with an unforgettable experience within the venue and throughout the City of Regina.

We produced the full scope of required elements including the pre-game experience, field-of-play signage, upper facias, retail, hospitality areas, hotels, airport and wayfinding signage. All branding required temporary placement, without damaging existing signage and structures and The Look Company accomplished a clean decommission, leaving Mosaic Stadium in pristine condition.





Gate 3

Tim Hortons  HERITAGE CLASSIC

Gate 3

PROUD FOUNDING PARTNER 

EXIT ONLY

ENTRANCE

ENTRANCE

ENTRANCE

FLOOR TICKET LANE

EXPRESS NO BAGS

“ The Look Company was a valuable asset in helping the NHL deliver a very successful, top notch branded experience for the 2019 Tim Hortons Heritage Classic. Their institutional knowledge of Mosaic Stadium, project management, production, printing, fabrication and installation was extremely beneficial in our planning and execution to deliver a World Class event. Bottom line, TLC went above and beyond and delivered exceptional results. ”

— Paul Conway,
VP, NHL Creative. The National Hockey League



2019

REGINA
SASKATCHEWAN









The **LOOK** Company

MACKINNON

Reebok

ANDESK

NHL STADIUM SERIES

The 2020 NHL Stadium Series outdoor game took place on the campus of the U.S. Air Force Academy in Colorado Springs. The Look Company produced and installed all of the branded elements to transform this football stadium into an NHL arena including FanFest, concourse and field-of-play graphics surrounding the rink.



GATE
2

STADIUM SERIES
AIR FORCE ACADEMY • ESTABLISHED 1967

Express Lane
-No Items-

Gate
2

NO RE-ENTRY



STADIUM SERIES

STADIUM SERIES

STADIUM SERIES
AIR FORCE ACADEMY 2020
@MILITARIANSPORTS

DISCOVER
MGM

GEICO

powered by 24/7
DUNKIN'

WAGNER

TRULY

Great Clips

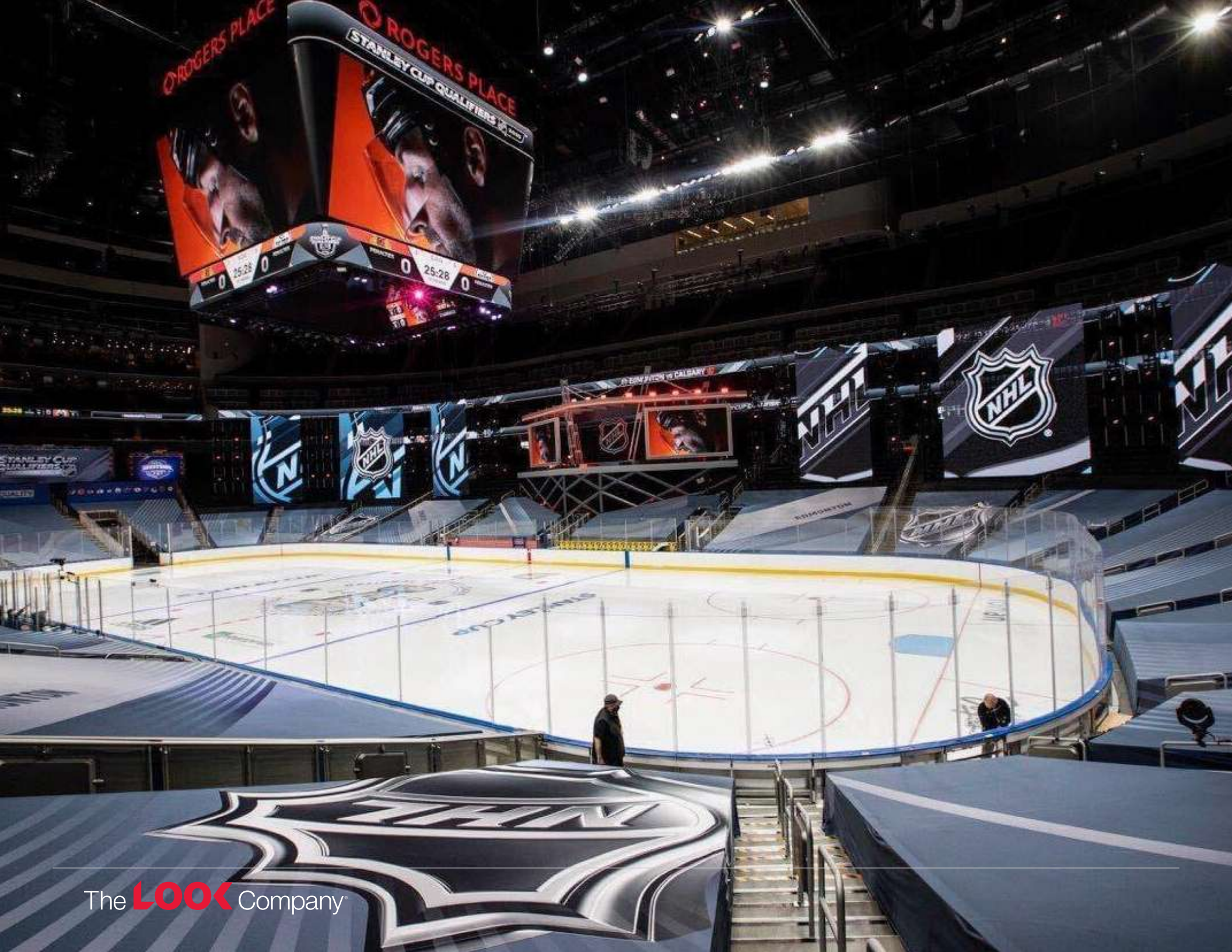
STADIUM SERIES 2020

LA

STADIUM SERIES 2020

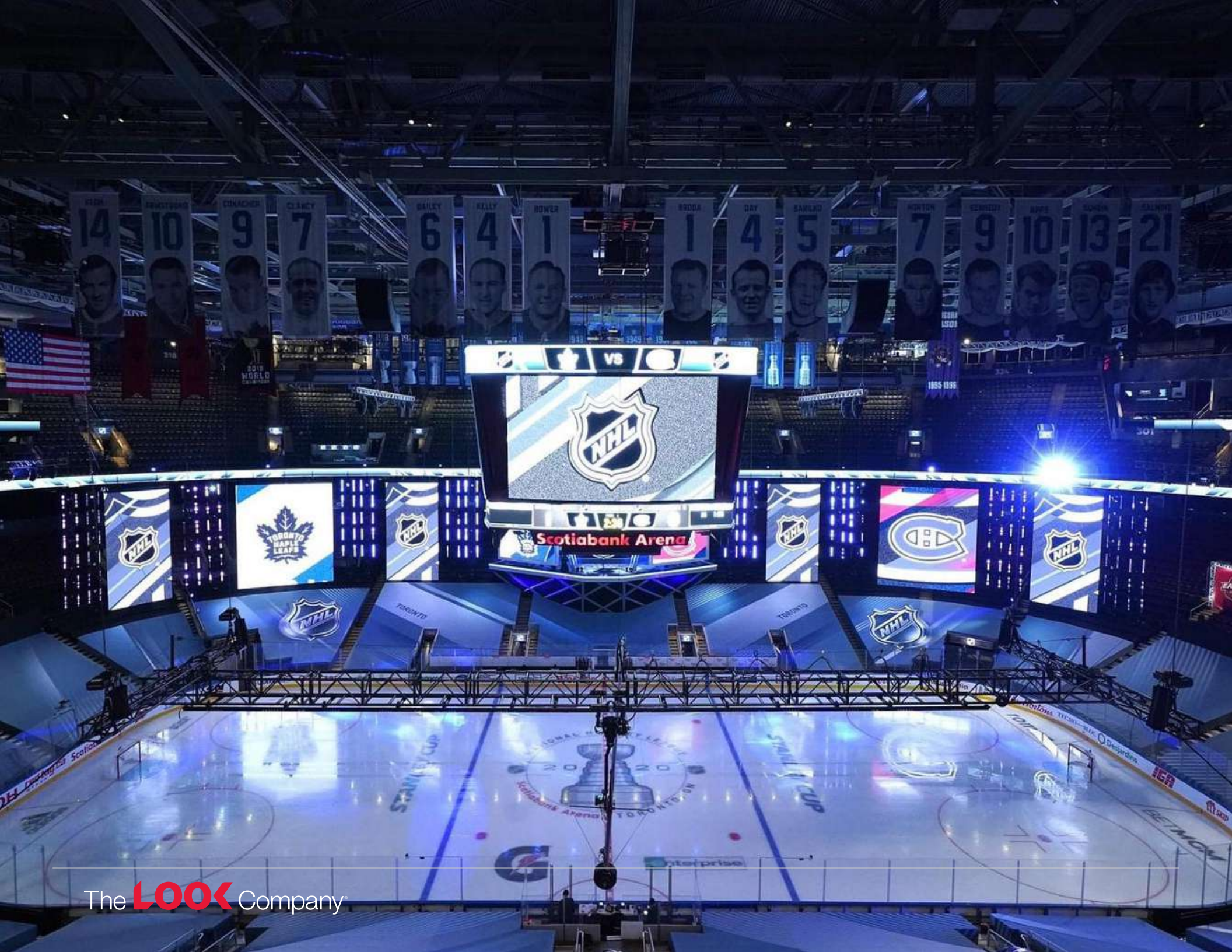
30 2:15 20

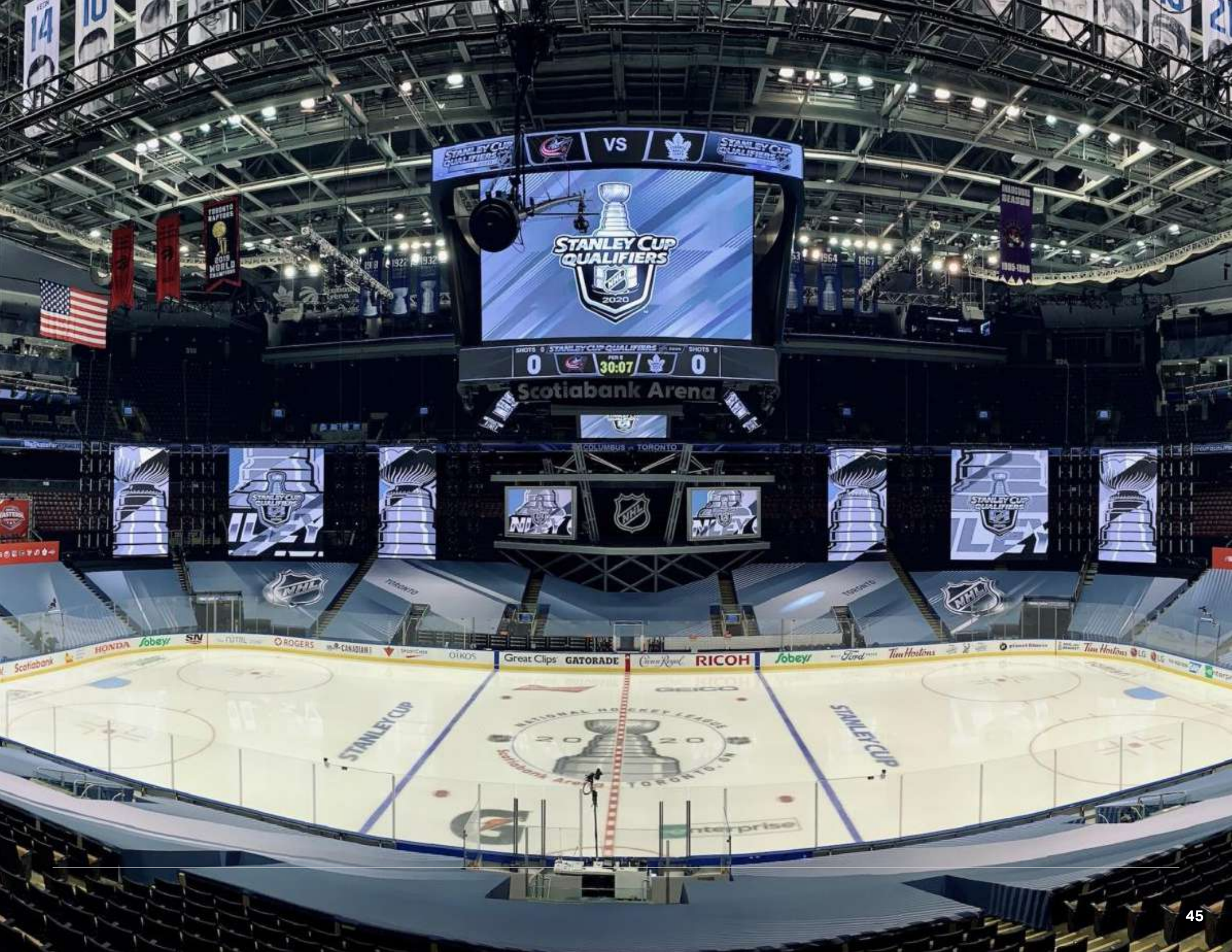
LOADING ZONE



NHL BUBBLE

The Look Company produced the seat covers used by the National Hockey League at both Scotiabank Arena in Toronto and Rogers Place in Edmonton for the 2020 hub city season, Stanley Cup Playoffs and Stanley Cup Final. In total, 61,716 sq. ft. of fabric was printed for both the Toronto and Edmonton venues.





STANLEY CUP QUALIFIERS VS STANLEY CUP QUALIFIERS

STANLEY CUP QUALIFIERS 2020

SHOTS 0 STANLEY CUP QUALIFIERS PER 5 SHOTS 0

0 30:07 0

Scotiabank Arena

COLUMBUS vs TORONTO

NHL NHL NHL

Scotiabank HONDA Jobey SIN FUTUR ROGERS CANADIAN SHIP CANADA OIKOS Great Clips GATORADE Crown Royal RICOH Jobey Ford Tim Hortons LG

STANLEY CUP

NATIONAL HOCKEY LEAGUE

2020

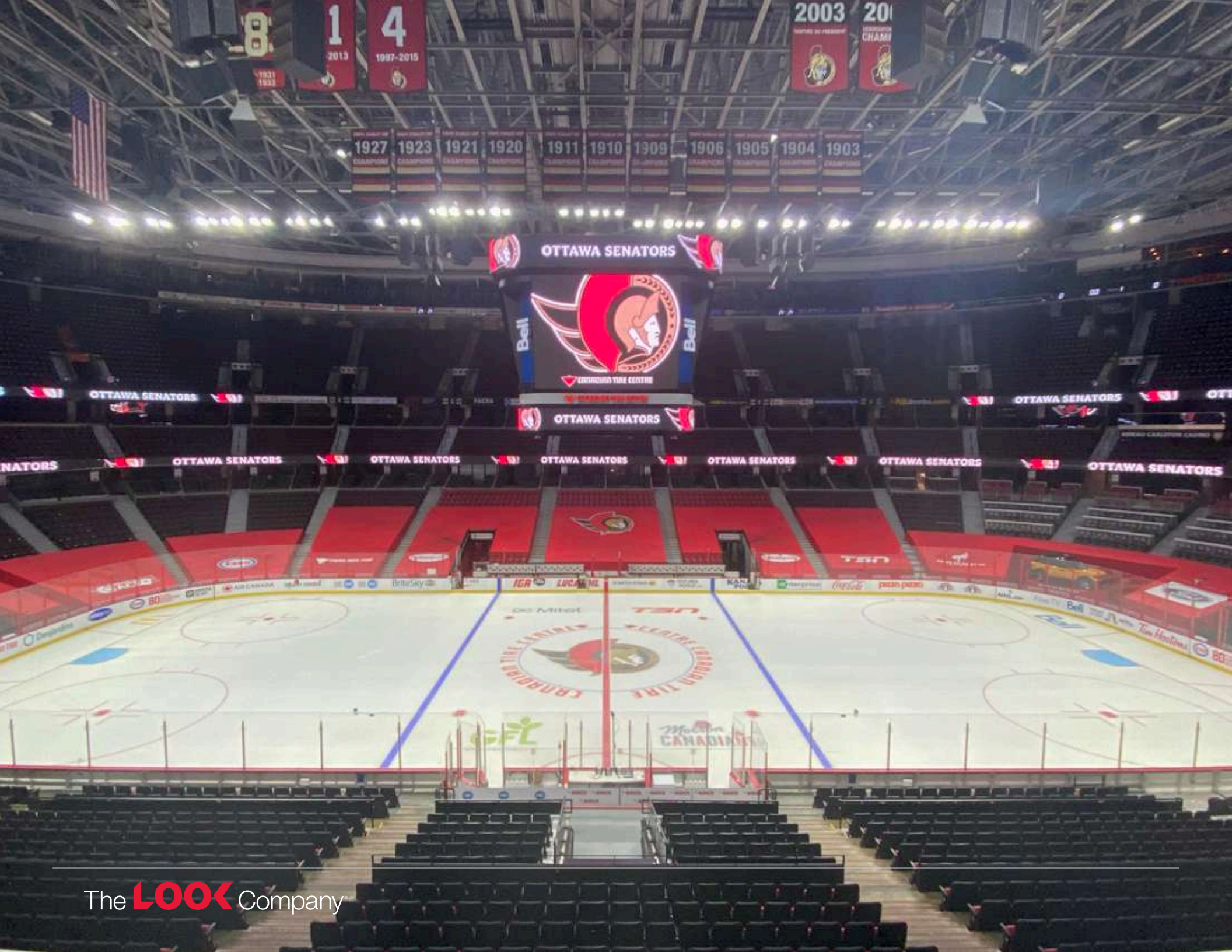
Scotiabank Arena TORONTO, ON

Enterprise



WINNIPEG JETS AND OTTAWA SENATORS

We worked with the Winnipeg Jets and the Ottawa Senators to get their arenas ready for their 2021 return to play at home. This included customized framing systems and branded broadcast visible graphics to cover the seating areas at MTS Bell Place in Winnipeg and Canadian Tire Centre in Ottawa.







GULFSTREAM PARK

RACE 1 11:03

1	50
2	48
3	254
4	42
5	41
6	29
7	88
8	Scr
9	Scr

WINNER THE WHEELS BROTHERS



xpressbet.com

INFO:
Race: 1
MTP: 88
Time: 11:04

ODDS FOR RACE 1

1	4-5	50	Scr
2	50	5-2	
3	2	15	
4	99	Scr	

PLACE POOL TOTAL 648

1	104	18	Scr
2	24	238	
3	182	94	
4	6	Scr	



Advertising banners along the track fence including: xpressbet, Pegasus World Cup 2019, REINLAND, and NBC Sports.



PEGASUS WORLD CUP INVITATIONAL

The Pegasus World Cup Championship Invitational Series takes place at Gulfstream Park in Miami. It is highlighted by the richest stakes on dirt and turf in North American horse racing. For race day, The Look Company installed branding throughout the venue on race day including the entrance gates, paddock, walkout, infield, building fascias, scale house and winner's circle.

GULFSTREAM PARK

xpre



GULFSTREAM
PARK

NBC
Sports



PEGASUS
WORLD CUP
2019/
CHAMPIONSHIP
INVITATIONAL
SERIES



S WORLD CUP
2019 / CHAMPIONSHIP
INVITATIONAL
SERIES



PECO







MAKERS WANTED BAHAMAS BOWL

This annual NCAA Bowl Game features the C-USA vs the MAC conference champions at Thomas Robinson Stadium in Nassau. TLC has worked on several events in the Bahamas including CARIFTA, the Commonwealth Youth Games and the IAAF World Relay Championships. The Look Company continued this partnership with updated sponsor branding, design and production for the 2018 game.








67 + 2018
CHARLEVOIX

G7 SUMMIT

The G7 Summit is the meeting of world leaders to discuss various agenda points addressing global issues. The Look Company provided an exceptional branding experience working hand-in-hand with the Government of Canada to produce a unique environment.







BIOSTEEL
ALL CANADIAN
23

ALL CANADIAN
BIOSTEEL
BASKETBALL GAME

ALL CANADIAN
BIOSTEEL
BASKETBALL GAME

PLAYERS, FAMILY,
NBA & MEDIA

JAMAL
MURRAY

The **LOOK** Company

HDA

BIOSTEEL ALL CANADIAN BASKETBALL GAMES

The BioSteel All Canadian basketball games bring together the top men's and women's players to showcase the country's talent. The Look Company outfitted both the University of Toronto and the Athlete Institute, including production of on court and hoop PSV graphics, hanging banners, court-side A-frames, custom stair graphics and exterior venue graphics.



#I DONKIPTOTHE NORTH

JAMAL MURRAY

THON MAKER

BRINSTE

I CANADIAN

SHARILGEIOUS-ALEXA

JALEN POYSER

JAHVON BLAIR

D'SHAE Bissett

JUSTIN JACKSON

JEROME DESROSIERS

NEVELL

HOWARD WASHINGTON

MATTHEW NEUFELD

NELSON

KYLE ALEXANDER

JORDY TSHIMANGA

CHRISTIAN DAVID

ABU KIGAB

DANILO DJURICIC

MARCO BARR

KOBY MCEWAN

COREY JOHNSON

EMMANUEL AKOT

JERMAINE HALEY

NATE DARLING

IAHA MIKE

MARQUELL FRASER

AWAK PIOM

NICKEIL ALEXANDER

-WALKER

EDDIE EKIV

GRANT SHEPHARD

GODWIN BOAHEN

KALIF YOUNG

STEFAN SMITH

THONY LONGPRE

SHAMIEL STEVENSON

JOSIP VRAKIC

U OF PITTSBURG

SANTA CLARA U





ATHLETE INSTITUTE CAMPUS

Orangeville Prep is Canada's premier highschool prep basketball program competing in the Ontario Scholastic Basketball Association. It's home gym is located at The Athlete Institute, a sports venue, complete with multiple facilities and a 100+ person residence. A rebrand with their elite Nike partner allowed The Look Company to transform their gymnasium and bring this new look to life.







WORLD CUP OF HOCKEY 2014



WORLD CUP OF HOCKEY FAN VILLAGE

This Fan Festival saw visitors from multiple countries around the world as they gathered to enjoy the excitement of international hockey competition. In association with BaAM Productions, TLC produced all printed graphic elements for scaffolding, staging, flags and fences.







NHL CENTENNIAL CLASSIC

The Centennial Classic, NHL 100 and their Alumni games were all a part of the NHL's 100th Anniversary celebrations. BAaM productions and TLC focused on providing branding for exceptional fan experiences in both Ottawa and Toronto.

The production required a number of elements including scaffolding and fence coverage, field-of-play signage, VOM branding and directional elements. Each venue also required temporary coverage of competing brands.



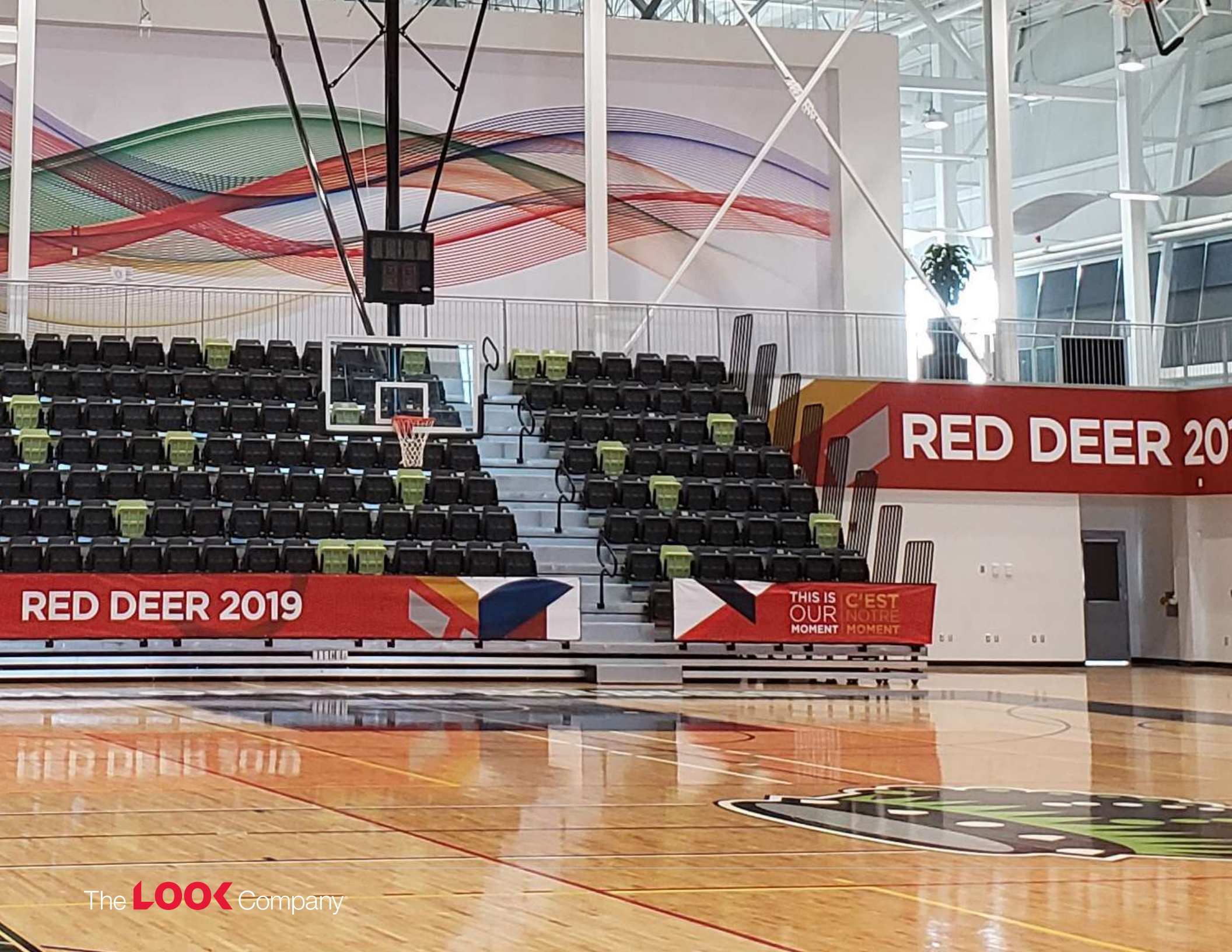
The LOOK Company





CANADA GAMES

The Look Company has a 20 year relationship with the Canada Games as their official design and branding partner. We work with the Canada Games Council and each host society to create the look and feel for each city. We design, produce and install across all venues.



RED DEER 2019

RED DEER 2019

THIS IS OUR MOMENT
C'EST NOTRE MOMENT







PHILIPPINES
30TH SEA GAMES 2019



The **LOOK** Company





INTERNATIONAL EVENTS

With offices in North America, the Middle East and Europe The Look Company applies the same commitment to print quality anywhere in the world. We can provide project management and support internationally, while continuing to deliver extraordinary sport environments that are beyond expectations.



ANOC
ANOC WORLD
BEACH GAMES
دورة الألعاب الصيفية الشاطئية
لانتخاب اللجنة الأولمبية الوطنية
قطر 2019
QATAR | 12-16 | 2019

التنس الشاطئية
BEACH TENNIS



أكتوبر
OCTOBER
12-16 2019
#AWBC2019

ANOC
ANOC WORLD
BEACH GAMES
دورة الألعاب الصيفية الشاطئية
لانتخاب اللجنة الأولمبية الوطنية
قطر 2019
QATAR | 12-16 | 2019

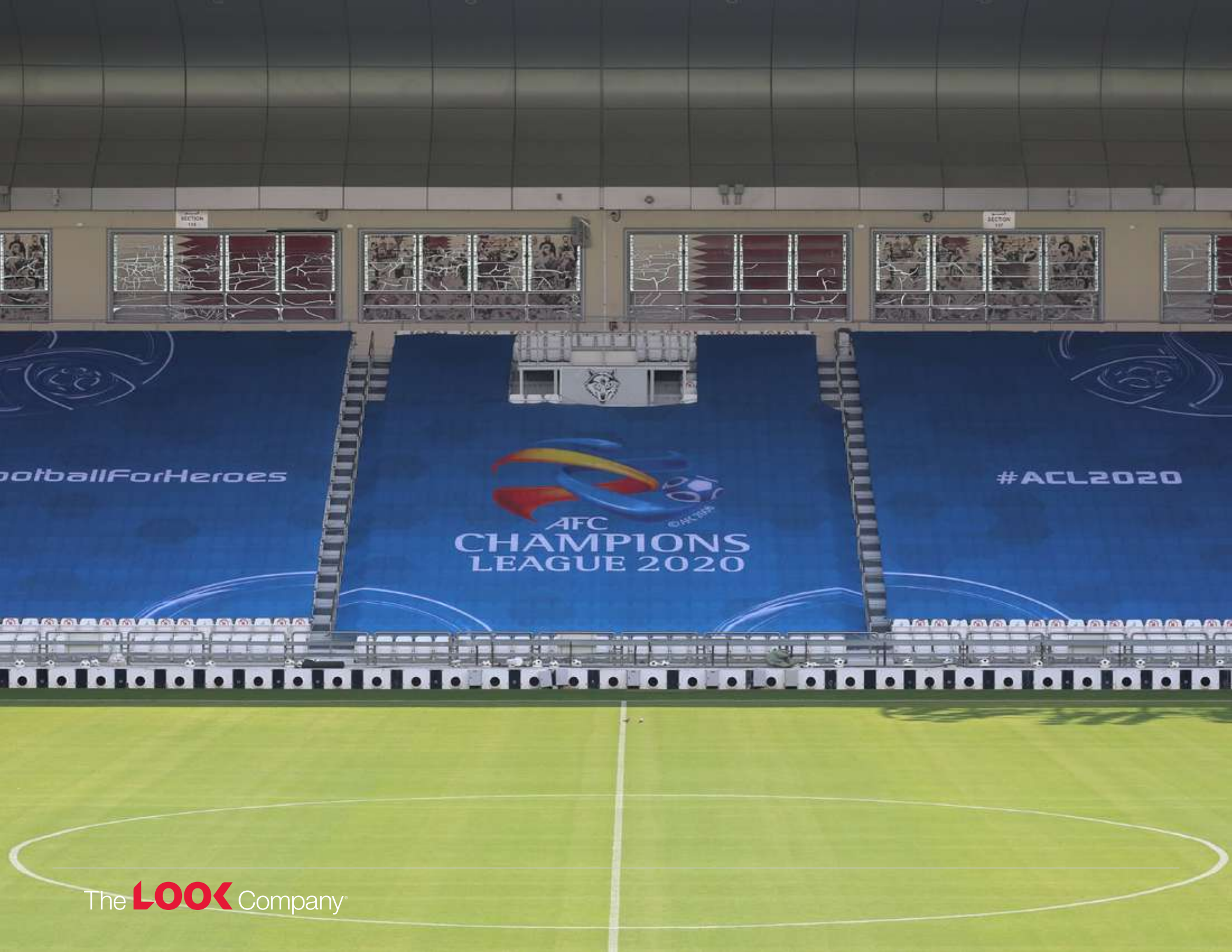
التنس الشاطئية
BEACH TENNIS



WORLD BEACH GAMES
دورة الألعاب الصيفية الشاطئية
لانتخاب اللجنة الأولمبية الوطنية
قطر 2019
Katar
ASPIRE

The LOOK Company





WHAT WE DO

✓ Wall Treatments

✓ Banner Stand

✓ Window Treatments

✓ Exterior Signage

✓ Wayfinding

✓ PSV Applications

✓ Field-of-Play Coverage

✓ VOM Coverage

✓ Scaffold Branding

✓ Banner Stands

✓ Tower & Gantry Covers

✓ Fence Scrim

✓ Temporary Structure Covers

✓ Stage Branding

✓ Banner Poles

✓ Flags

✓ Stadiums

✓ Vomitories

✓ VIP Facilities

✓ Field-of-Play

✓ Lounges

✓ Training Facilities

✓ Operations / Offices

✓ Retail

✓ Concourses

✓ Building Facades

*The Look Company partners with
teams, venues, events and brands
around the world to build unique and
innovative brand experiences.*

The **LOOK** Company®

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Canada • USA • France • Switzerland • Qatar