

# Loose End Brand Standards Manual Version 2.0.1

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Edited by  
Could be Worse

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December 2021

\*Updated May 2024

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## 品牌形象使用手册

Appendix:  
2024–25 Product Order Sheet

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附: 2024–25 年度产品订货单



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Loose End 是一个多出来的项目，中文名叫“多出来的”，旨在催你有多空多出来玩玩，多进来买买。

后土旦：我们有两位主创，Joe Qiao 是平面设计师，负责平面设计，另一位，也就是我，负责催 Joe 做设计。我们都是骑了很多死飞的人，在 2021 年愚人节创立了 Could be Worse。那天我们擅自篡改了上海的一些店招，比如 LuckyMart 改成 LuckyFart，安高若的 0 改成 1，十面欢腾改成下面欢腾（未遂）。为了改店招，我们买了把梯子，用完没地方放，就在每级踏板上写下马斯洛需求理论的各级需求，再用一把自行车锁，锁在最想在社会上往上爬的人最喜欢聚集的地方。

除了胡逼，Could be Worse 慢慢变成了一个创意热店，最为知名的作品应该是 Alley Donkey：模拟单车邮差日常送货任务的街头比赛。比速度，更比鸡贼，自行车不应该只是个比谁力气大的运动。AD 三年的五届里去了现所、新天地、成都 REGULAR 源野，聚集了很多跟我们一样喜欢做无聊事情的人。FREITAG 开了一辆卡车做移动签到点；Leica 提供了所有摄影器材；把相机包装盒当货物来运；Nike 为所有选手提供服装，并邀请设计师协助大家一起改造比赛服；Carhatt WIP 跟我们一起改造了 Cargo Bike，拍摄办赛过程的纪录片；三顿半让我们成为了返航计划的一部分；FOSS 和我们一起做了两台超高自行车，在 DOE 做了超大冰块让选手运水...and so on and on.

2021 年底我们得到 STANCE / BMW / Salomon 赞助，和身边朋友一起开三台车，用一个月时间绕了中国国境线小半圈。上海、广东、广西、滇藏、川藏、新藏，最后到达喀纳斯，全程 12500 公里.....2023 年又参与了保时捷的 75 周年活动，办了一场自行车比赛，驾驶 2 台 911 公路旅行来采集办赛灵感，它的纪录短片 'Nuff Said 希望能在今年跟大家见面。

本来可能更糟，后来就多出来了。从事过自行车的方方面面后，我们决定半路出家，节外生枝，创立自行车服饰品牌 Loose End。社会机器中每个真正有灵魂的人就是一支线头，他们需要穿衣服，就有了 Loose End，为生活添油加醋，为偏爱开个后门。

今年骑行市场火爆，但 Loose End 不是一个挤进赛道的淘金者，而是自行车玩了这么多年，还没赚钱去玩摩托车。我们做很多事情是因为我们本来就是这样的，我们说话只因为我们有话要说。所以希望大家买衣服的话，可以买我们的。一样是亏，不如亏地壮烈一点。

Loose End started as a creative studio named “Could be Worse,” best known for the Alley Donkey event: a street race simulating bike couriers’ daily delivery tasks. It wasn’t just about speed but also strategy, showing that cycling isn’t just a test of strength. Over three years and five editions, the event has been held in various locations like Shanghai, Chengdu, and Xiamen, gathering many like-minded people. We’ve collaborated with brands like FREITAG, Leica, Nike, Carhatt WIP, and many more.

In late 2021, the first year of Could be Worse, with support from STANCE, BMW and Salomon, we embarked on a 12,500 km road trip along the south part of China’s border. In 2023, we participated in Porsche’s 75th anniversary, organizing a bike race and capturing the journey in a short film “Nuff Said.” Screening soon.

Aside from messing around, Could be Worse gradually became a creative hot spot, best known for the Alley Donkey: a street race simulating the daily delivery tasks of bike couriers. It’s more about cunning than speed; cycling shouldn’t just be a test of strength.

待定的部分  
未完成的部分  
多余的部分  
松脱于主体的部分  
可能出差错的部分

Over three years and five editions, the event has been held at various locations like Xintiandi Shanghai, Chengdu’s REGULAR Yuan Ye, gathering many people like us who enjoy doing quirky things. FREITAG brought a truck for mobile check-ins; Leica provided all the photography equipment and packed camera boxes as cargo; Nike provided clothing for all participants and invited designers to help modify race uniforms; Carhatt WIP collaborated with us to modify Cargo Bikes and filmed a documentary of the event process; Sandunban made us part of their return plan; FOSS worked with us to create two ultra-tall bikes and made large ice blocks at DOE for participants to transport water... and so on and on.

实际上  
也可以是：

露在外面的线头

An extra project,  
its Chinese name  
means “extra” or  
“leftover.”  
幽默感。

Loose End 是一个源自单车文化的运动服饰品牌，延续了主创单位 Could be Worse 的无由自信。它还有个中文名字：“多出来的”。这个词原意是“未完成的部分”、“多余的部分”，“松脱于主体的部分”，“可能出差错的部分”。

当然也可以是“线头”，正如每个人，对于他所在的世界。

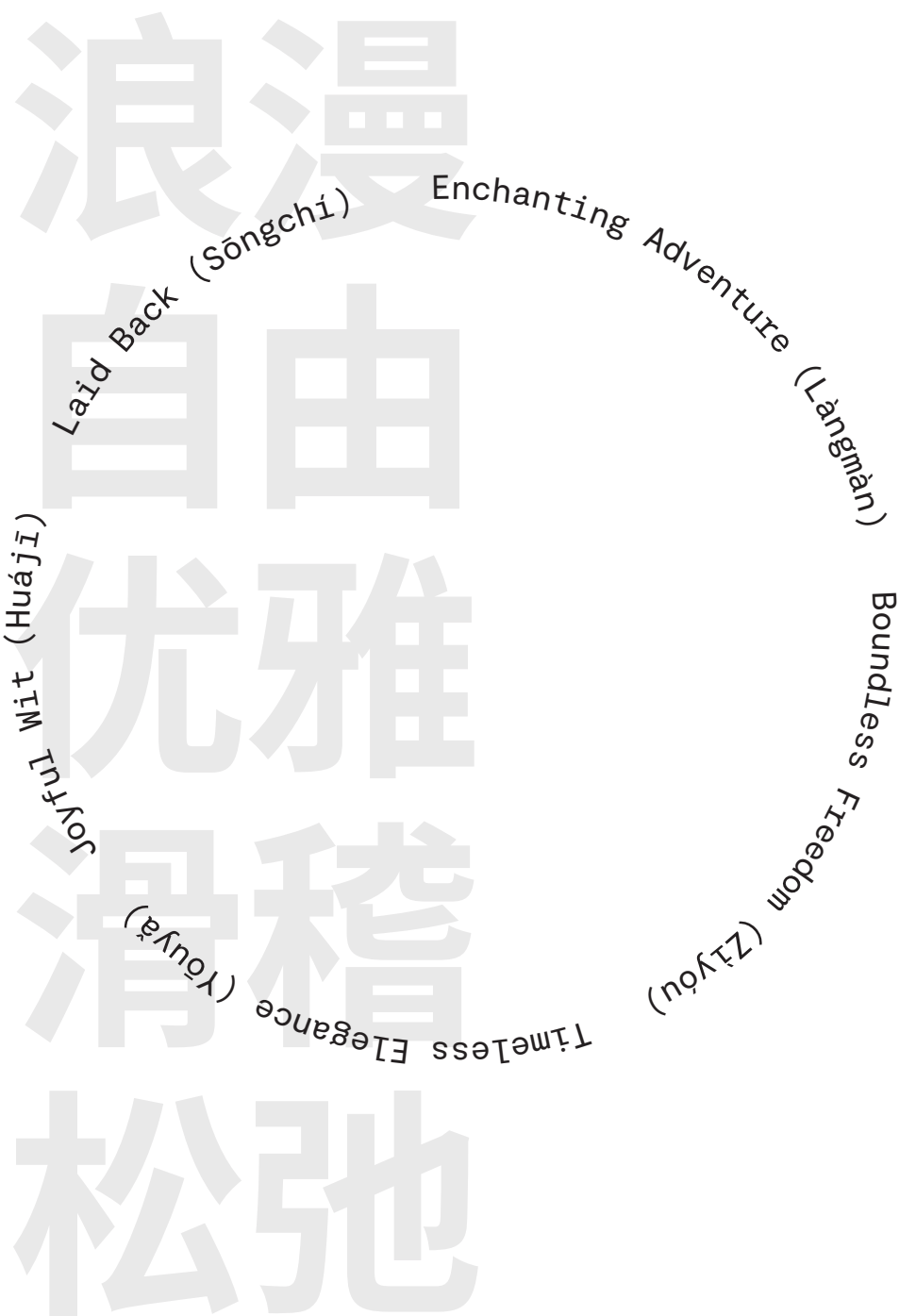
节外生枝、格格不入。本不必要存在的东西，才是自由、浪漫、优雅、滑稽和松弛的。自行车给我们的感觉是这样，所以 Loose End 的服饰，也想是这样。

Loose End is a cycling apparel brand that continues the humor of Could be Worse. It symbolizes an intentional open-endedness, suggesting that incomplete design might be a form of lasting design, integrating the wearer's behavior into the final design process.

Loose End, with its roots in cycling culture, represents freedom, romance, elegance, humor, and relaxation. Just as cycling feels, Loose End aims to embody these feelings, even when not riding.

它象征某种  
有意为之的开放结局，  
认为设计的未完成本身  
或许也是长效设计的  
一个诠释方式，意图将  
消费者的着用行为纳入  
设计生产的最后一环。  
穿着便是剪去最后的





## 线头。

Having delved into the many dimensions of cycling, we felt inspired to create a cycling apparel brand named Loose End. In a world where 'everyone is a bit of a lousy head', our brand celebrates the 'extra' in life – all those passions beyond the bike, like music, beer, and the vibrant bike sub-culture that shapes who we are and what we stand for.

The cycling market might be booming, but Loose End isn't just here to ride that wave. We're driven by our love for the culture, the camaraderie, and the creativity that cycling brings. Our voice is authentic because it's fueled by genuine passion. When you choose our apparel, you're not just buying clothes – you're embracing a lifestyle and supporting a movement, even if it means we revel in a glorious loss.

Loose End is more than a brand; its Chinese name signifies 'extra' or 'leftover.' It embodies our belief that life's extras – those quirky, unexpected interests – are what make life flavorful and fun. Loose End invites everyone to join in, to play, engage, and truly live.

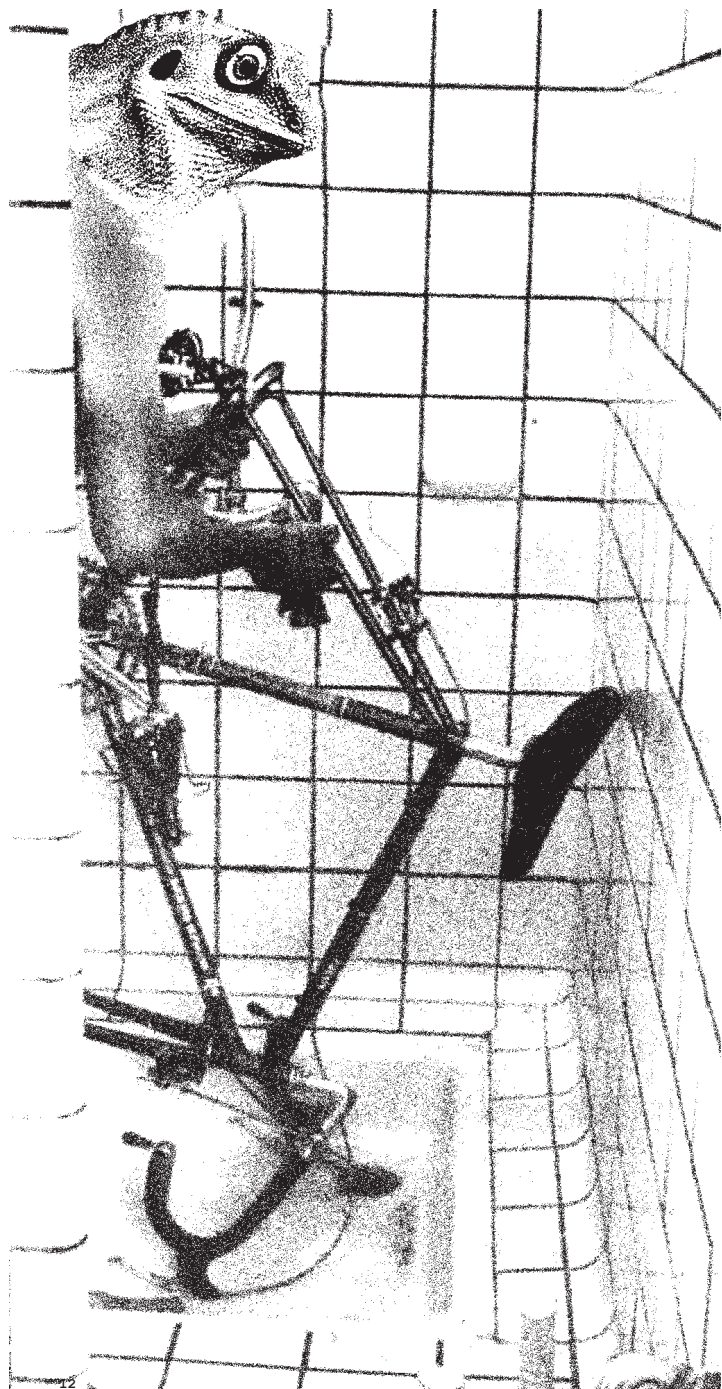
**Guided by the intuition of bike sub-culture and using clothing as medium.** This is the essence of Loose End's brand atmosphere.

以单车文化为直觉, 以服饰为媒介。  
以上便是 Loose End 的品牌氛围。

Loose End  
不杜撰细分市场，  
不绑架消费者。  
我们模糊产品的  
场景边界，  
也让你可以骑出界。

We don't make up niche market,  
nor do we manipulate consumers.

We blur the boundaries of product  
scenarios, allowing you to ride  
beyond limits.



这样的设定既符合  
皮大王们的真挚，  
又回归自行车，  
带给人们最原初的快乐。

我们最初骑上车，  
就因为它带来的自由感，  
惊讶于仅靠两个轮子  
就可以站起来，惊讶于仅靠  
自己的力量就可以贴地飞行。

This approach stays true to the genuine spirit of cycling enthusiasts, bringing us back to the core joy of cycling.

We first got on a bike for the freedom it brings, amazed at how two wheels could keep us upright, astonished at how we could glide close to the ground with just our own strength.

# 也符合本质。

...Capturing its true essence.

Rapha, Maap, CAFÉ DU CYCLIST, PEDALED 等严肃骑行品牌挤占着市场主流，成为一切专业骑行服饰的设计风向标，国内品牌的设计也一味地向“简洁”去发展，而忽略了阻碍大众购买骑行服最重要的原因：“太专业了”。

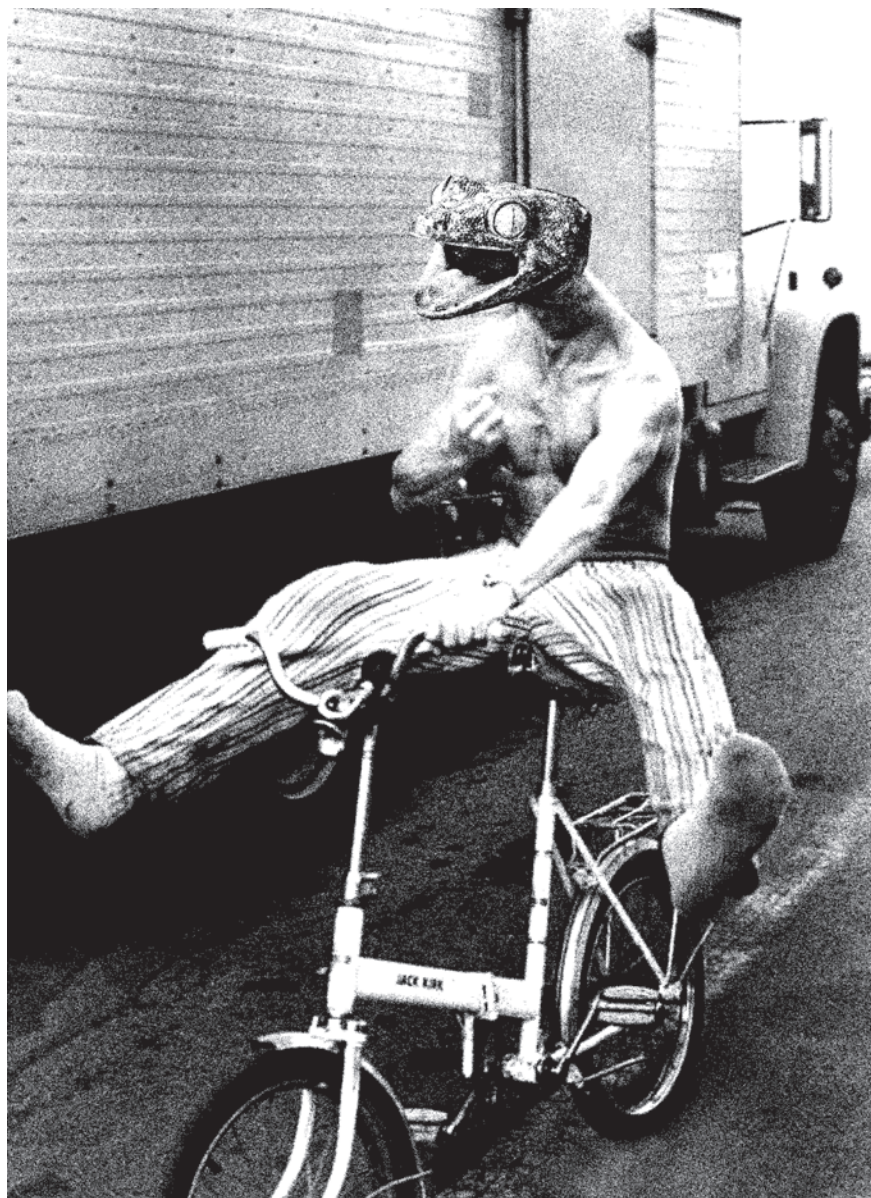
“专业”这个形容词的背后，实际上是过于严肃、乏味、和陈旧。骑行服因难以破圈，引更广泛的人群。奥运冠军骑车是生计，我们骑车是生活。浪漫只存在于刚需之外，Loose End 想让骑车回归松弛。

Brands like Rapha, Maap, CAFÉ DU CYCLIST, and PEDALED dominate the market, setting the design trends for all professional cycling apparel. Domestic brands also follow this trend towards “simplicity” and “minimalist,” ignoring the biggest barrier to mainstream consumers buying cycling clothes: “too professional.”

Behind the adjective “professional” lies an image that’s too serious, boring, even outdated. As a result, cycling apparel struggles to break into the mainstream and attract a wider audience. Olympic champions ride bikes for a living; we ride bikes for life. Romance exists beyond necessity, and Loose End wants to bring relaxation back to cycling.







在看了太多一味“简单”“干净”，但缺少生命力和独一性的标识后，Loose End 倾向用一个温润优雅的方式，呈现有棱角（线头）的滑头想法。衬线字体贯穿古今，不受时代轻易左右。字母“S”的流线形

状给相对方正的布局带来适当的调和，也暗中传达了我们对线头另一端用户的期许，愿大家都能平等愉悦地参与到 Loose End 的创意实践中来。

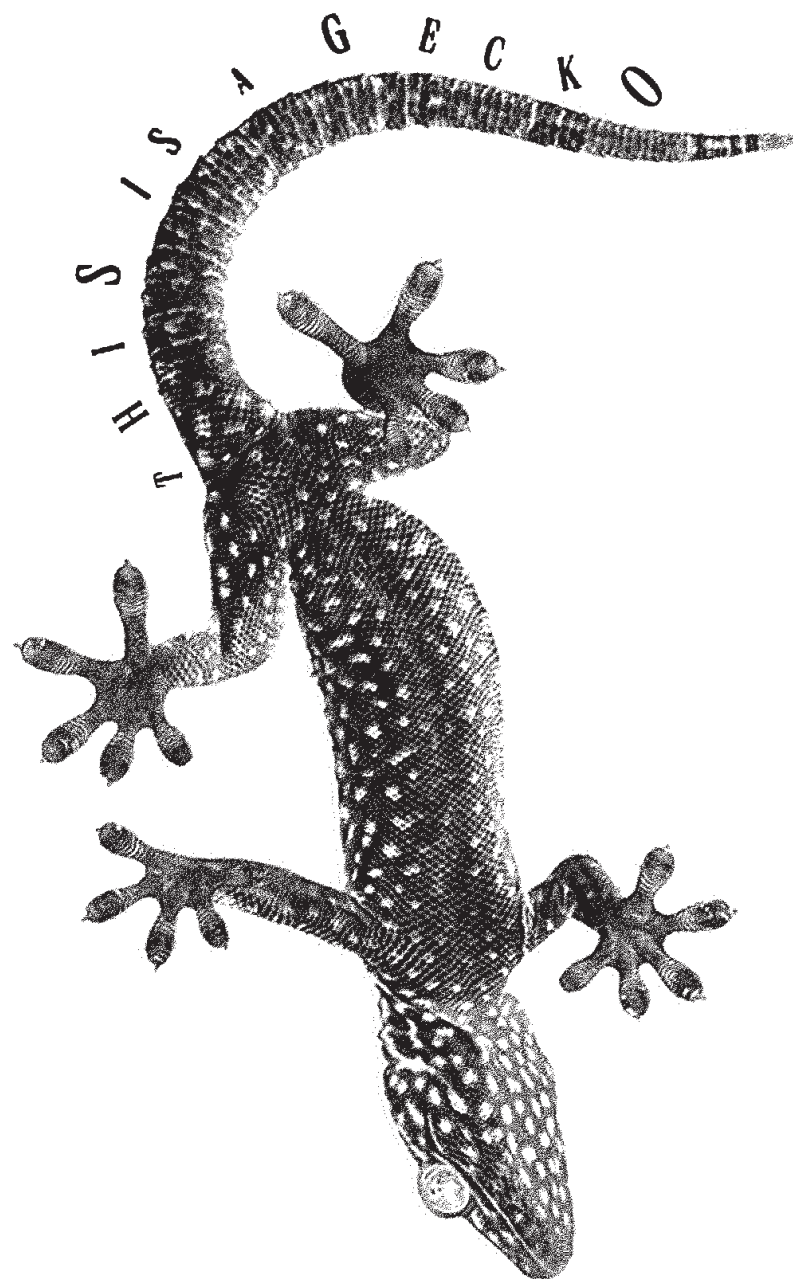
Loose End prefers to present a smooth, elegant concept with edges (loose ends). The serif font bridges the ancient and modern, resisting the influence of any particular era. The long extension of the letter “S” tail brings a balanced touch to the

otherwise square layout, subtly conveying our expectations for users at the other end of the loose ends. We hope everyone can equally and joyfully engage in the creative practices of Loose End.

LOOSE  
END

LOOSE  
END



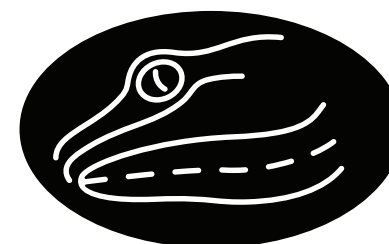
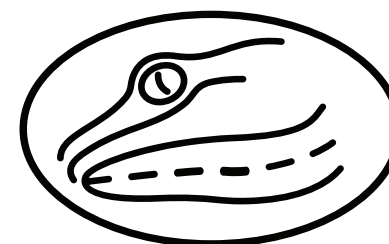


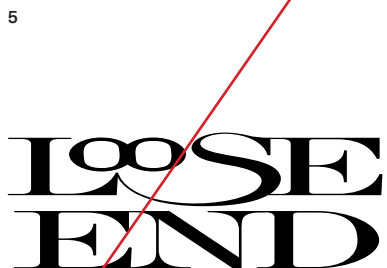
壁虎标识是 Loose End 品牌的另外一个主要视觉形象。它代表了线头松弛的那面，也暗示了品牌自行车基因一直在路上的过程。与文字标识配合

使用时，不可随意改动标识粗细或排列方式，应随时保持标识整体性统一。以及，壁虎会掉尾巴。

The gecko logo is another primary visual element of the Loose End brand. It represents the relaxed aspect of loose ends and hints at the brand's ongoing cycling journey. When used in conjunction with the

text logo, the thickness or arrangement of the logo should not be arbitrarily altered, and the integrity and unity of the logo should always be maintained. Also, geckos can shed their tails.





## 为了避免一些别扭， 请别这么使用。

Loose End logotype 的清晰度以及传播能力很大程度上取决于它在视觉上的正确呈现。Loose End 的主要 logotype 是以纯色填充的方式建立于明确的背景之上的，logotype 本体决不应该以任何形式被扭曲、轮廓化或加以多余的效果。左侧列举了一些错误示例。

To avoid awkwardness, please don't use the logo like this. The clarity and communicative power of the Loose End logotype largely depend on its correct visual presentation. The primary Loose End logotype is built on a solid color background, and the logotype itself should never be distorted, outlined, or given unnecessary effects in any form. The left column lists some incorrect examples.

1. 文字部分不应该被空心轮廓化。
  2. 文字 logo 不应被局限于任何既定的实心/空心图形中，比如示例中的圆形。
  3. 文字 logo 不应有任何形式的阴影装饰或多个 logo 的叠加。
  4. 文字部分不应被实心轮廓化，或有任何覆盖 logo 本体的形似图形。
  5. 文字 logo 不应以任何形式扭曲或形变。
  6. 文字 logo 不应叠加任何妨碍辨识度的颜色或纹路，并且应根据基线方向始终保持字母的水平呈现。
1. The text should not be outlined.
  2. The text logo should not be confined within any predefined solid/hollow shape, like the circle in the example.
  3. The text logo should not have any shadow decorations or multiple logos stacked.
  4. The text should not be solidly outlined or covered by any shape that looks like the logo.
  5. The text logo should not be distorted or deformed in any form.
  6. The text logo should not be overlaid with any color or texture that hinders recognition and should always maintain the horizontal presentation of the letters according to the baseline direction.



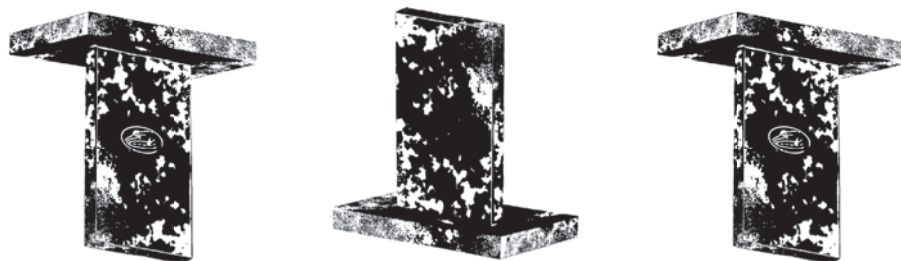
TAKE  
SOME  
*RISKS,*  
TAKE  
SOME  
TIME.

Loose End 不擅长循规蹈矩。它是创造者和使用者共享的烂摊子，并一同从中烹制快乐。我们尽可能保持一定比例的实验性质产品，给未来留些感性。

Loose End is never good at following rules. It is rather a mess shared by creators and users, from which happiness is crafted together. We try to maintain a certain proportion of experimental products, leaving enough room for positive sentiment in the future.



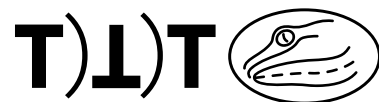
# 敢于犯错。 不知道是来自过去还是 未来,但一定不是现在。



PAS(T)

PRESEN(L)

FU(T)URE



不同于很多“过去/现在/未来”的范式化表达,说了什么又好像什么都没说。Loose End 这次想提出探讨的,是当前舆论语境是否对“活在当下”有些矫枉过正了。尤其对于设计,明明很多人有能力做出更 Timeless 的作品,但包括我们自己在内,也被高速发展的社会裹挟,不进则退,而没法给予每件作品充足的时间去推敲打磨。

Timeless design takes time.

想起一位长得比较急的友人说过“慢慢来比较快”,又想起曾经收到 FREITAG 的一份关于环保的邮件,标题是 Waste Nothing But Time.

谁都想早日过上好的日子,只是好不等于浪漫吧。浪漫往往比较慢。

Unlike many formulaic expressions of “past/present/future,” which seem to say something without actually saying anything, Loose End wants to explore whether the current discourse on “living in the moment” has gone too far. Especially in design, many people have the ability to create more timeless works, but including ourselves, we are swept along by the fast-paced society, unable to give each piece enough time for thorough refinement.

Timeless design takes time.

A friend who once said, “Slow is smooth, smooth is fast.” I also recall receiving an email from FREITAG about environmental protection, titled “Waste Nothing But Time.”

Everyone wants to live a good life as soon as possible, but good doesn’t necessarily mean

想起另一位友人 @Slipstream 说过口号 Now or Never. 那 Loose End 应该就是 sooner or later.

扯远了。我们找到数学里常用符号 T 和 L 来代表“是”与“否”,而 Past / Present / Future 三个单词还真刚好各有一个 T. 于是我们把 T 和 L 藏进去,来表达不要被当下时代局限的观念。车手最重要的是双眼,我们应该看得更远。

这就是 PPF 支线符号的来历,我们也真诚建议大家,买东西呢,就买那些,有点东西的。

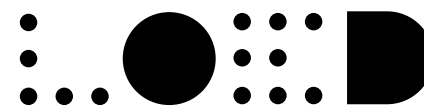
romantic. Romance often takes its time. Another friend @Slipstream once said the slogan “Now or Never.” I guess for Loose End, it should be “sooner or later.”

We found the symbols T and L, commonly used in mathematics, to represent “yes” and “no.” Interestingly, the words Past, Present, and Future each have a “T.” So, we embedded these symbols to convey the idea of not being limited by the current era. For cyclists, the most important thing is their vision; we should always look further ahead.

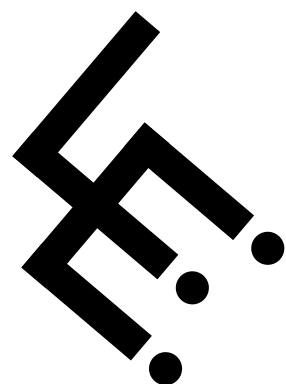
This is the origin of the PPF subline symbols, and we sincerely suggest that when you shop, watch out the timing for those that truly have something special about time.



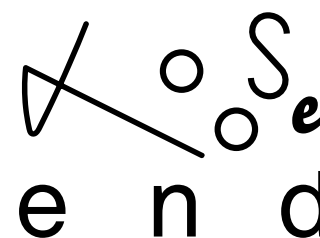
LOOSE  
eNd



Loose  
eNd



loose  
eNd



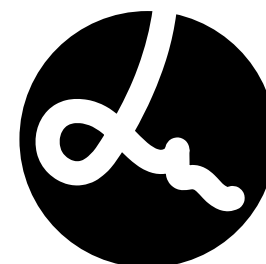
LooseEnd

LOOSEEnd



LOOSE  
eNd

L O O  
S E E  
N D \*



L'E

一些从 logotype 衍生出可用于服饰上的平面图形, 不应与主 logotype 产生任何冲突, 在品牌形象呈现时只用于辅助。

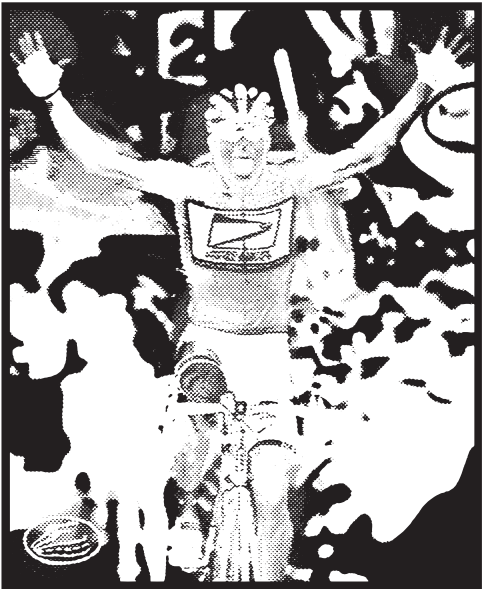
Universal Reptiles 

LOSE  
END

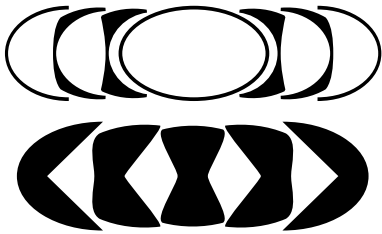
PAST  
FUTURE

PAST  
FUTURE

LOSE  
END



LC(((((SE  
EIMMND

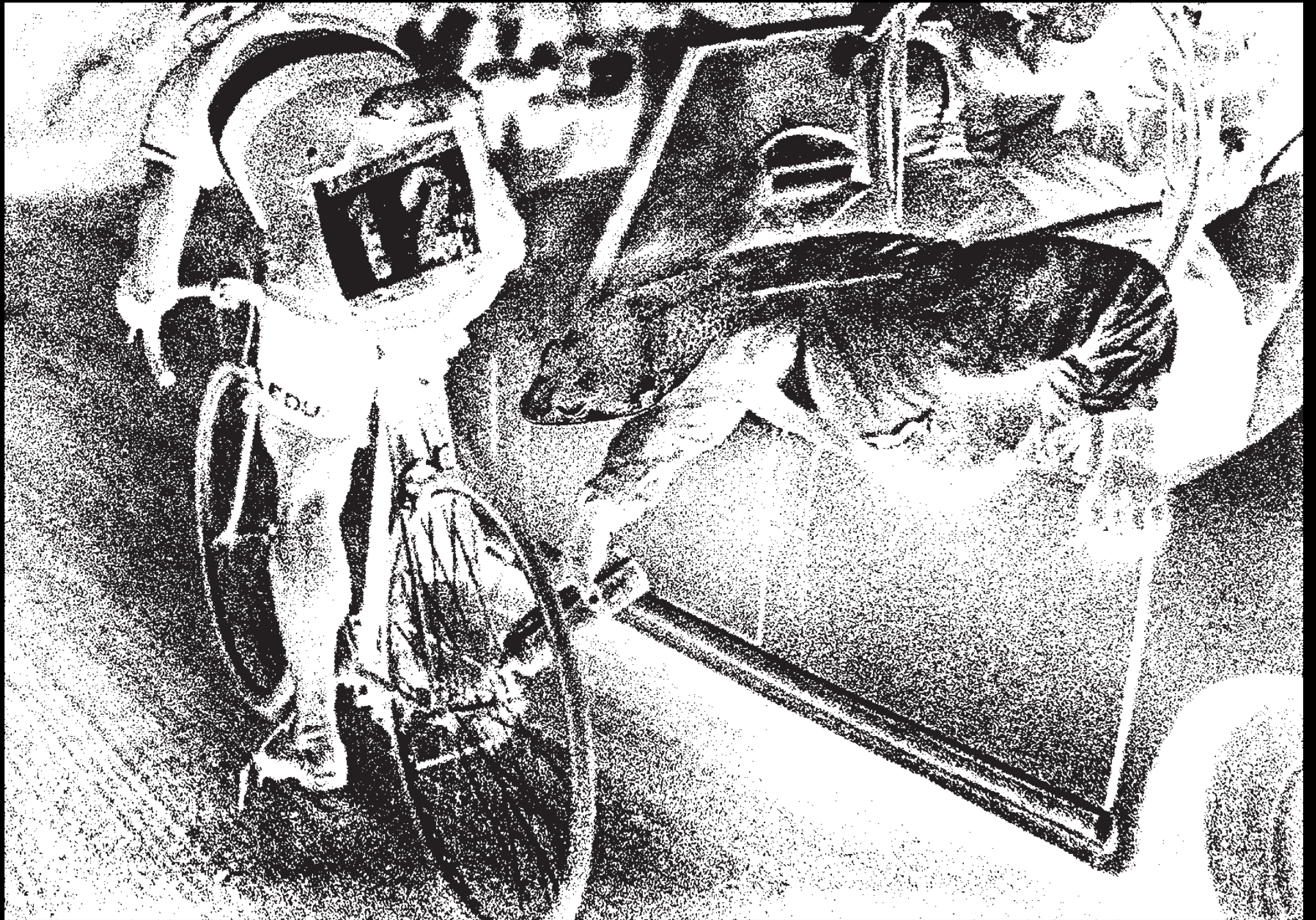


Genuine Cycling Apparel  
CIRCA. 2022 LOOSE END

PAST \* FUTURE  
PROPERLY MADE IN  
VOID SHANGHAI PRESENT

ROAD  
IS  
OVER!  
IF YOU STAY LOOSE ENOUGH





# Loose End Brand Standards Manual Version 2.0.1

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2023FW

2024SS

\*Updated June 2024  
in flux

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## Appendix: 2024–25 Product Order Sheet

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附: 2024–25 年度产品订货单





Loose End Base Layer SA22W  
多出来的女式打底衫

White

Size  
0,1,2,3,4

MSRP  
CNY ¥280

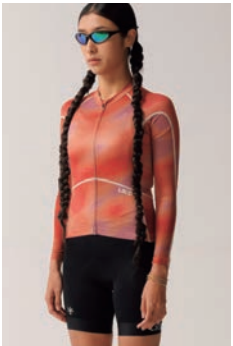
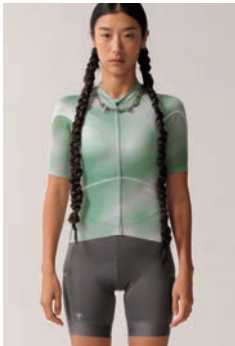
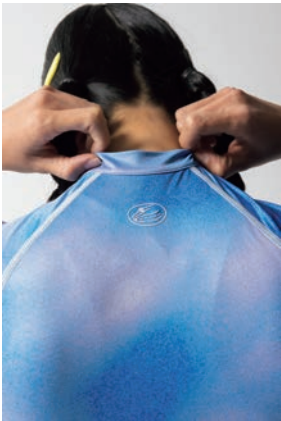


Loose End Timelapse Jersey SS23W Long Sleeve / Short Sleeve  
多出来的女式长袖/短袖骑行上衣 Timelapse

Color  
Sky Blue  
Clay Red  
Light Green

Size  
0,1,2,3,4

MSRP  
L/S CNY ¥720  
S/S CNY ¥650



从 PPF 时间跨度的主题,我们衍生出了这件衣服的印花: Time Lapse. 它有点像云朵也有点像沙丘的延时摄影。远看是足够干净的,近看又是混沌。

From the theme of PPF time span, we derived the print for this jersey: Timelapse. It looks like clouds from a distance and sand dunes in time-lapse photography up close. It's clean from afar, but chaotic up close.



Loose End Short Sleeve Puzzle Jersey SS23W  
多出来的女式短袖骑行上衣 Puzzle

Pattern	Size	MSRP
Apple Green	0,1,2,3,4	CNY ¥650







BETWEEN INTERSECTIONS...

LIES TRANSFORMATION.



# 骑行服为什么 一定要紧身呢？ 活的还不够紧吗？ 我们一开始 只是喜欢自行车的 自由、松弛和懒散。

这次我们用专业骑行服面料和工艺做了一件更日常的骑行上衣。保持高弹性、高排汗速干的运动功能，又有更休闲的观感，骑车去咖啡店也不怕尴尬了，自行车本来不就是带我们去更多目的地吗？

前短后长以及一些三两个字说不清楚的剪裁设计适应骑行的前倾体态。超薄超透 80g/m<sup>2</sup> 的立体

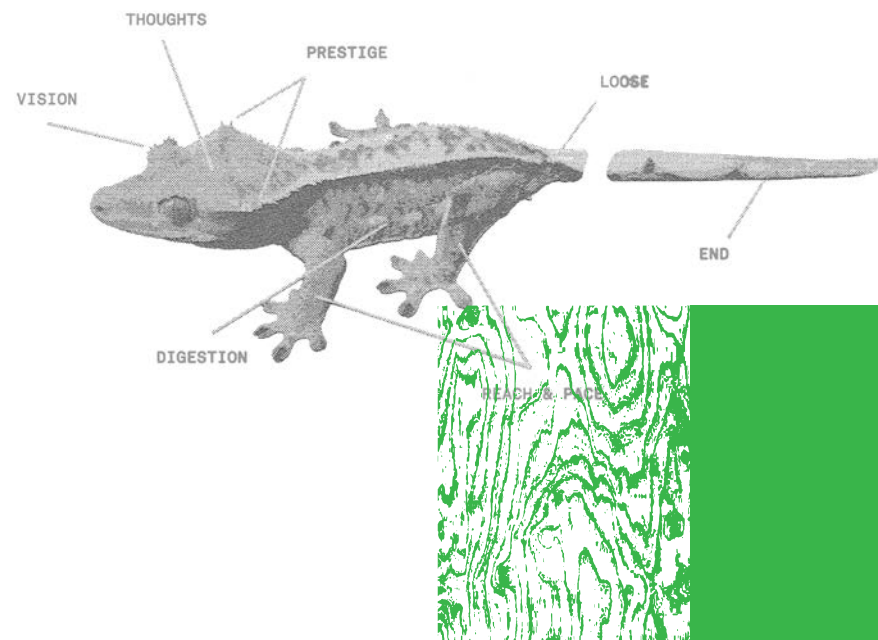
This time, we made a more relaxed cycling jersey using professional cycling fabric and craftsmanship. It maintains high elasticity, high sweat-wicking, and quick-drying functionality, yet has a more casual appearance. No more awkwardness when cycling to a coffee shop then sit back in office. Bicycles are meant to take us to more destinations.

The front-short and back-long design, along with some cut details that are hard to describe in a few words, adapt to the forward-leaning

网眼面料，即使夏季穿着也不会闷热，反而加长的袖子结合斜角袖口，连手背都保护到防晒。侧边、口袋边、肩片、下摆使用压胶打造利落整洁的观感，穿起来也减少缝线对皮肤的摩擦。

cycling posture. The ultra-thin and ultra-breathable 80g/m<sup>2</sup> 3D mesh fabric ensures no stuffiness even in summer. The extended sleeves with angled cuffs protect even the back of your hands from the sun. The sides, pocket edges, shoulder pieces, and hem use taped seams for a neat appearance and reduce friction on the skin when worn.

Why must cycling jerseys always be tight?  
Isn't life already tight enough?  
We initially loved cycling for its freedom, relaxation, and laziness.



Loose End All Day Quick Dry Jersey SS24  
多出来的休闲骑行防晒速干上衣 浅紫色

Pink &  
Lavender

Unisex Size  
0,1,2,3

MSRP  
CNY ¥870



图中模特身高体重 162 cm/45kg, 穿着 S 有点  
oversize, 建议身高 170cm 以下女生主要考虑  
XS/S 码。M/L 尺码设定上其实更考虑男生穿着。

The model is 162 cm tall and weighs 45 kg,  
wearing size S, which fits a bit oversized. We  
recommend that women under 170 cm in

height consider XS/S sizes. The M/L sizes are  
actually designed with men in mind.



Loose End All Day Quick Dry Jersey SS24  
多出来的休闲骑行防晒速干上衣 浅黄色

Cream Yellow

Unisex Size  
0,1,2,3

MSRP  
CNY ¥870



Loose End All Day Quick Dry Jersey SS24  
多出来的休闲骑行防晒速干上衣 浅绿色

Lime&  
Lemon

Unisex Size  
0,1,2,3

MSRP  
CNY ¥870



右图中模特身高体重 165 cm/50kg, 穿着 XS 刚刚好合身, 建议身高 170cm 以下女生主要考虑 XS/S 码。M/L 尺码设定上其实更考虑男生穿着。



The model is 165 cm tall and weighs 50 kg, wearing size XS, which fits normal. We recommend that women under 170 cm in

height consider XS/S sizes. The M/L sizes are actually designed with men in mind.



Loose End All Day Quick Dry Jersey SS24  
多出来的休闲骑行防晒速干上衣 深绿色

Lemon &  
Postal Green

Unisex Size  
0,1,2,3

MSRP  
CNY ¥870







SOFT SKIN EXISTS TO CRADLE THE SOLID SPIRIT,  
UPHOLDING ITS UTMOST RESILIENCE.



Loose End Merino Wool All Day Jersey SS24  
多出来的美丽奴羊毛休闲骑行防晒速干上衣

Sand &  
Grass Green

One Size (1)

MSRP  
CNY ¥1060



图中模特身高体重 162 cm/45kg, 穿着 S 有点  
oversize, 建议身高 170cm 以下女生主要考虑  
XS/S 码。M/L 尺码设定上其实更考虑男生穿着。

The model is 162 cm tall and weighs 45 kg,  
wearing size S, which fits a bit oversized. We  
recommend that women under 170 cm in

height consider XS/S sizes. The M/L sizes are  
actually designed with men in mind.

Loose End Merino Wool All Day Jersey SS24  
多出来的美丽奴羊毛休闲骑行防晒速干上衣

Available Late July

Sand, Violet &  
Grass Green

One Size (1)

MSRP  
CNY ¥1060





Loose End Reflective Logo Mitt SS24  
多出来的半指手套

Black  
Olive  
Mung Bean

Size  
S,M,L

MSRP  
CNY ¥260



Loose End 5 Panel Lightweight Cap SS24  
多出来的五片束绳小帽

Navy  
Grey  
Custard

One Size  
Adjustable

MSRP  
CNY ¥320

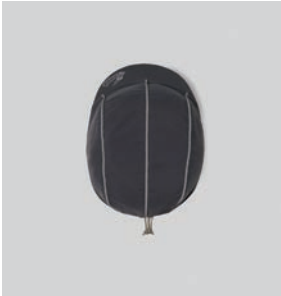


Loose End 5 Panel Reflective Cap SS24  
多出来的五片反光束绳小帽

Navy  
Grey  
Custard

One Size  
Adjustable

MSRP  
CNY ¥320



Loose End Cycling Bottle  
多出来的自行车水壶

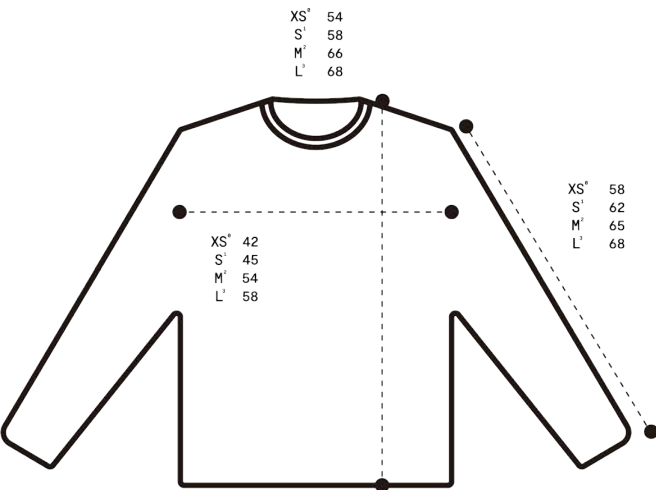
Black  
White

620ml  
with dust cap

MSRP  
CNY ¥79



All Day Jersey, Merino Tops and Base Layer – cm



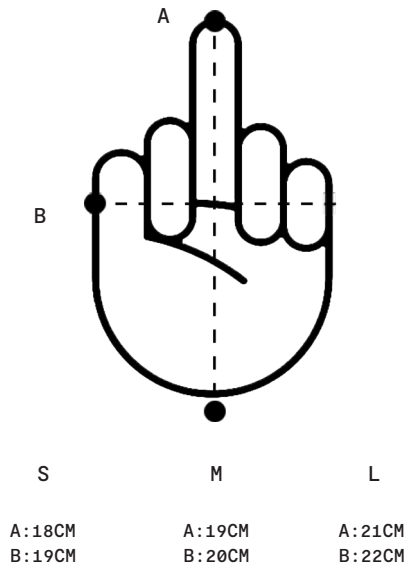
All Day Jersey & Merino Tops – kg/cm

身高 体重	40 45	45 50	50 55	55 60	60 65	65 70	70 75	75 80
175 180				S	M	M	L	L
170 175		S	S	S	M	M	L	L
165 170	XS	S	S	S	M	L	L	L
160 165	XS	S	S	S	M	L	L	
155 160	XS	S	S	M	L	L		
150 155	XS	S	M	L	L			

Jersey & Base Layers – kg/cm

身高 体重	40 45	45 50	50 55	55 60	60 65	65 70	70 75	75 80
175 180				XS	S	M	L	XL
170 175			XS	S	M	M	L	XL
165 170		XS	S	S	M	L	L	
160 165	XS	XS	S	S	M	L	XL	
155 160	XS	XS	S	M	L	XL		
150 155	XS	S	M	L	XL			

Gloves





有意为之的开放式结局。

An open-ended  
conclusion crafted  
with intent.

最好的自行车不是最快的自行车, 是最想让你骑车出门的自行车。  
Loose End 制造商品本身, 也试图用它戳一戳你, 提醒你对  
周遭的关联事物保持持续关注。

The best bike is not the fastest one, but the one that makes you  
want to go out and ride. Loose End aims to poke you with its  
products, reminding you to keep paying attention hence remain  
sensitive to the related things around you.

N

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D





Loose End Apparel  
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