



FOR THE RUNNERS OCEANS

RUNTASTIC SPECIFIC
VISUAL GUIDELINES



WHY?

While adidas provided many detailed documents, including the campaign visual guidelines, there are still some specific Runtastic topics that are left unanswered. This document aims to bring clarity to those blurry areas, by adding or adapting the visual guidelines to better suit Runtastic needs.



WORKFLOW

FILE SAVING

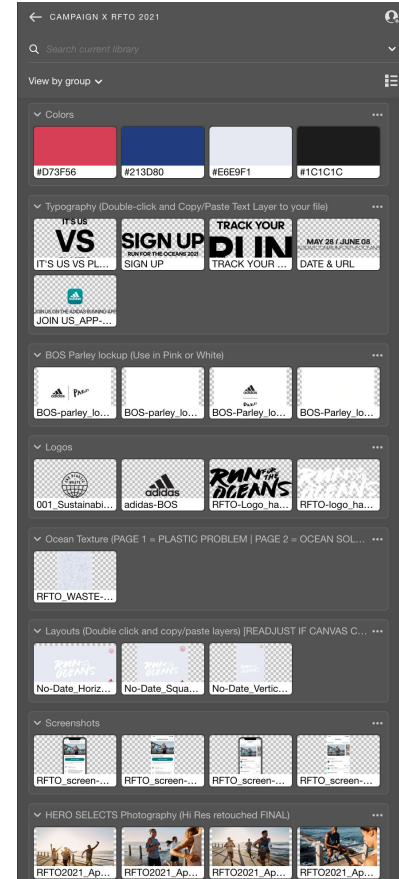
- Campaign Drive folder to share assets with external partners/adidas (create a sub-folder) <https://drive.google.com/drive/folders/1GfEcRkctQIIH5oTzzD1aHRidpiuBq9G?usp=sharing>
- Open files for designers only:
- smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/RFTO_2021
- Exported assets for stakeholders (or open files if they requested it):
smb://share/runtastic/Design/04_Marketing/campaigns/run-for-the-oceans/2021

CREATIVE CLOUD LIBRARY

If you need an invite to join the library or have trouble joining it, please reach out to NED (ned@runtastic.com)
For an optimised workflow, choose the **“View by Group”** and in the library settings **“Always show names”**

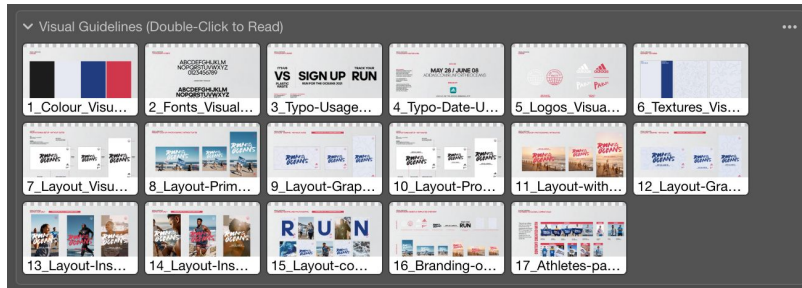
HOW TO USE?

- Join the *Campaign x RFTO21* CC library via [this link](#)
- Drag & Drop assets to your design open files
- Or double-click + copy & paste to your file if you need a text layer or a group containing multiple layers.
- This document will not provide too many details about each section of the CC Library because it is already explained in the adidas visual guidelines (layouts, typography...) – see the next slide for more information on that topic



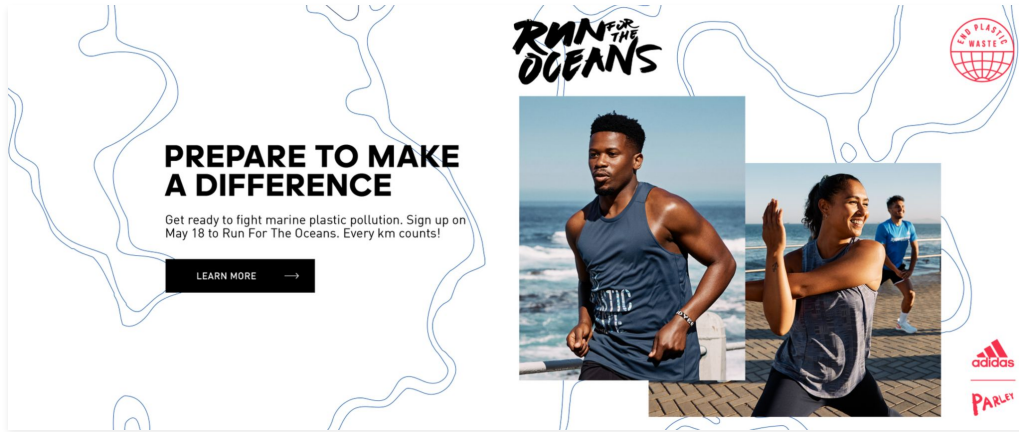
ADIDAS VISUAL GUIDELINES

- Before creating any asset for the campaign, it is required to read the [RFTO Visual Language Deck \(adidas\)](#) – it is a condensed version of what can be found in the [RFTO 100 Days Market Update](#) (also recommended to read to get more context about the campaign)
- To not have to search for information during the campaign creation process, the most important slides of the visual language deck are directly added in the CC library: double click on the thumbnail to open it and be able to read the slide



ADIDAS – RFTO21 TEASE ASSETS

- adidas shared with us an overview of the Tease phase assets that will be visible on their channels: [Invision Link](#)
- Here are a few layout examples to take inspiration from:



Picture in picture on top of the texture. Interesting for web, banners, social media...
Note: **the white background is not part of the provided campaign assets**, it is normally light blue

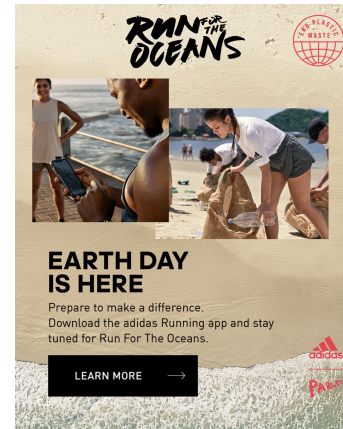


Photo texture background is only used for the Earth Day communication

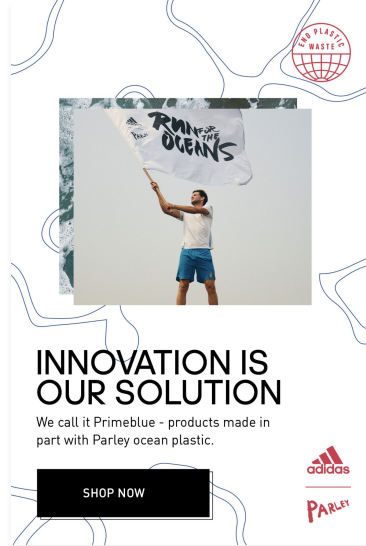
ADIDAS – RFTO21 TEASE ASSETS



Combining multiple photos to build a story or show various athletes at once



Logos can be moved and their scale adapted



Picture in picture with a texture photo



Logos can be switched to white if necessary

BACKGROUNDS

Graphic texture waste / ocean:

- The ocean texture is the main one, we should only use the waste texture for assets referring to the problem of plastic pollution.
- The graphic texture should not be used on large canvas with lots of blank spaces. It is best to use a photo instead to convey more emotions
- The background color is light grey #e6e9f1 – the texture should not be put on top of a white background – it is breaking the campaign guidelines (adidas did it on their ecom assets)
- Never place the texture lines below the logos, and try to avoid putting texts on top of the lines as much as possible
- If the background is too distracting or makes it too hard to read the text, there is the possibility to reduce the texture layer opacity down to 50% max (adidas did this on some of their assets) [\[see example on the right\]](#)

Photography background:

- For 2D, photo as background should be used whenever possible – the graphic texture is only a replacement for specific use cases (small canvas, showing a screenshot, text heavy assets, adding some rhythm to a video etc...)
- A subtle darkening overlay can be added to increase the logos readability



BG Opacity 100%: distracting and makes it harder to read the logo



BG Opacity 50%: cleaner layout and increased readability

ICONS / ILLUSTRATIONS

There is no dedicated icon set / illustration style for RFTO based on the adidas visual guidelines.

Nevertheless, some infographics created by adidas for retail purposes contain a plastic bottle icon (see example on the slide).

On Runtastic touchpoints, we can also use icons when necessary. It should be used for edge cases, only when imagery cannot easily describe the topic.

For example, an infographic to *Prep a plogging kit: Trash bag, gardening gloves, hand sanitizer*

In terms of styling, it is recommended to go with a single coloured outline icon, similarly to the end plastic waste badge. When multiple icons are used next to each other, the stroke of the outline should be the same size.

Some icon options can be found on:

<https://thenounproject.com/>

<https://www.flaticon.com/>

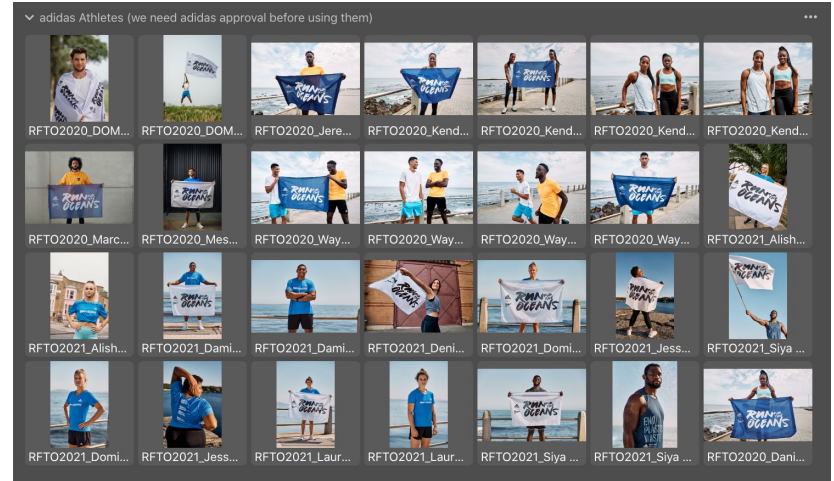


ATHLETES IMAGERY

- adidas shared with us the 2D shots of their athletes promoting RFTO.
- More info can be found in the [RFTO adidas Athletes Partner Publishing Deck](#)

USAGE

- There is no defined Runtastic need to use those photos, but we can decide to use them if we feel that it is beneficial to specific use cases (e.g.: social media post)
- Due to legal restrictions, an adidas approval is required if we want to use those photos on our channels. Please reach out to @JUW in case there is a need to use an athlete photo, she can align with adidas
- Those photos should not be shared with external partners



MALDIVES IMAGERY

- adidas shared with us additional photos that were shot with AR in the Maldives
- The images are added to the CC library and uploaded in this [Google Drive folder](#)

USAGE

- Those images are great to show plastic pollution on beaches/ocean and beach clean ups whenever necessary
- We should not use the running images from this shoot since the shoot in Cape Town was dedicated for that (with the right clothing, models, safety measures etc...)
- It is safer to avoid showing people's faces in general from this shoot as we don't know exactly what image licensing we have

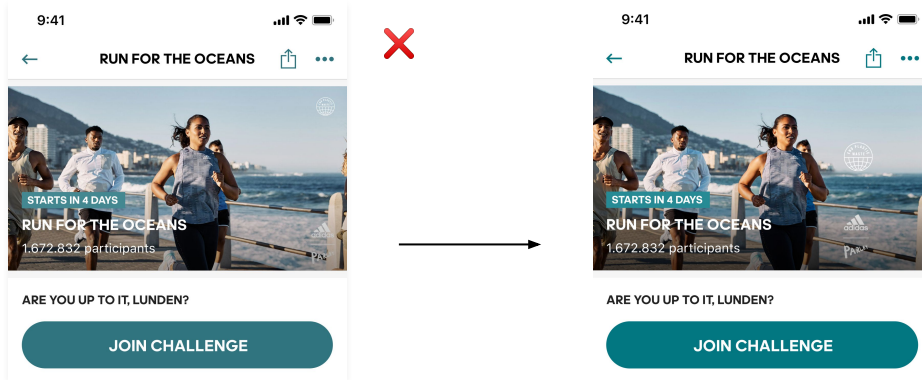




CAMPAIGN BRANDING

LOGOS SIZING & PLACEMENT

- If possible, try to stick to the sizing and placement mentioned in the adidas visual guidelines
- Nevertheless, it is recommended to break the rules if:
 - The logos are **too small / not readable** (mainly because the canvas size is not the real size that the users will see on their screen)
 - **Safe-zones are conflicting** with the logos: the image will get cropped where the logos are shown, an UI overlay will be visible on top of the logos once implemented etc...
- For readability purposes, adjust the sizes if necessary:
 - The text of the End Plastic Waste (EPW) badge should be readable (it is recommended to preview the assets on a mobile device)
 - The EPW badge should not be bigger than 2 x BOS height



On this example, the logos sizing and placements are changed because they are too small to be readable and will be cut out on android devices and on the card view of the community tab

LOGOS SIZING & PLACEMENT

- The adidas visual guidelines recommend a right aligned placement of the logos. But, in some use cases, it might be best to visually align the logos (when both the EPW badge and *BOS / Parley* lockup are close to each other)
- The EPW badge and *BOS / Parley* lockups should not be too close to not give the impression of a 3 fold logo mix (minimum clear space of $\frac{1}{2}$ *BOS / Parley* height)



On this example, the right aligned logo placement feels wrong, it would have been better to vertically center the logos with each other instead

PRODUCT (IN-APP)

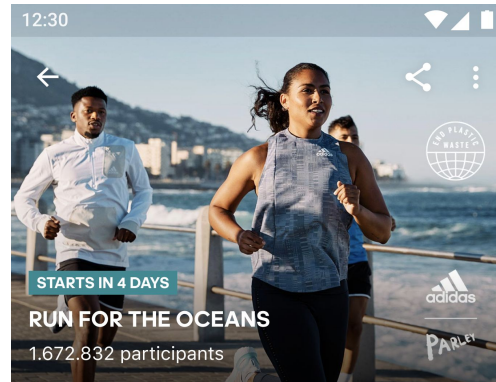
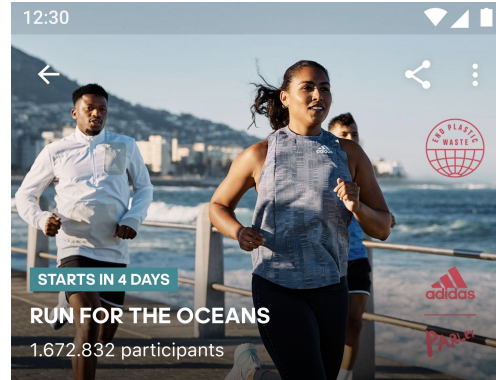
To better match with the white app UI texts and our teal colour, it is best to use the logos **only in white** for every asset designed for the app. It will also increase the readability in case a darkening overlay is displayed on top of the logos.

STARTS IN 4 DAYS

MARCH 2021
24 Activities



DISTANCE	CALORIES	ELEVATION GAIN
30,6 km	940 cal	345 m
DURATION	CHEERS	ELEVATION LOSS
02:36:15	34	203 m

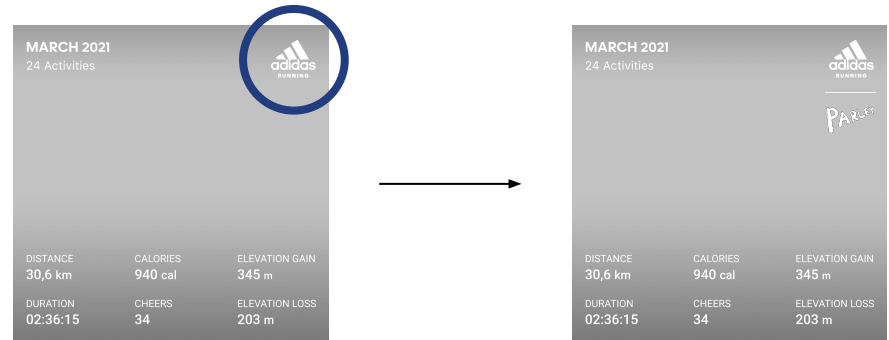


ADIDAS RUNNING | PARLEY

- There are some edge cases where the adidas Running category (app) logo must be visible (for example, due to an app overlay like on the sharing images, or to promote the app on UA assets etc...)
- If adidas Running category logo (app) has to be visible and cannot be exchanged, it is therefore recommend to combine it with the Parley logo instead of the BOS
- Aside from those edge cases, we **shouldn't use** the *adidas Running | Parley* lockup instead of *BOS | Parley* lockup
- the *adidas Running | Parley* lockup is added to the CC library. There is also a standalone version of the Parley logo with or without the collaboration bar. For specific overlays like sharing images where the co-branding has to be done manually, please respect the same distance as shown in the library (see examples below)



For edge cases only – otherwise do not use

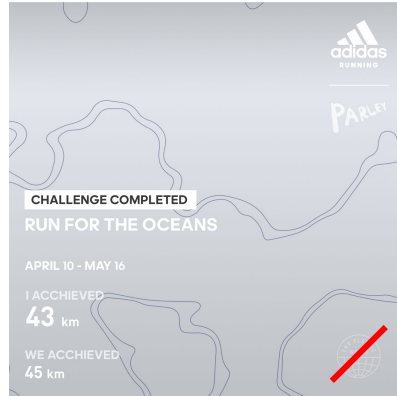


Still to be assessed during implementation (it works in Figma with the darkening overlay – but might be different once implemented)

SHARING IMAGES



Over-branding with the RFTO lockup on the image + wrong placement according to campaign guidelines (centred only)



Graphic texture background is too light for the white overlays



Ocean photo that is neutral and highlighting the cause

RFTO branding is added on the image (Badge + Parley logo)
[to be assessed at implementation – darkening overlay could be an issue]



Showing the RFTO logo via the flag on the photo

RFTO branding is added on the image (Badge + Parley logo)
[to be assessed at implementation – darkening overlay could be an issue]

RFTO LOCKUP USAGE

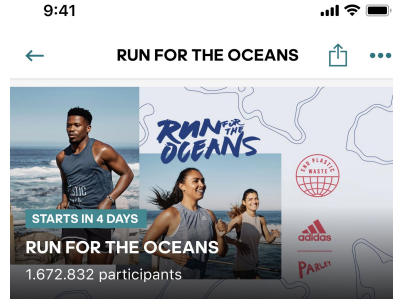
Be careful of over branding: do not use the RFTO lockup if it is already visible on a flag (from a photo) or already written on a text over the image (example: UI overlay in the app, blog title overlay..)



RFTO typography on top of a RFTO flag



3 times RFTO



3 times RFTO

SOCIAL MEDIA

- Following the positive results of the test we conducted during the UB21 campaign, it is recommended during the RFTO campaign to not use layouts on the IG/FB **feed** but rather use **plain imagery** as much as possible (closer to authentic UGC posts)
- Layouts can be used for other formats, like stories or inside a carousel (preferably not on the first carousel slide that is visible on the feed)

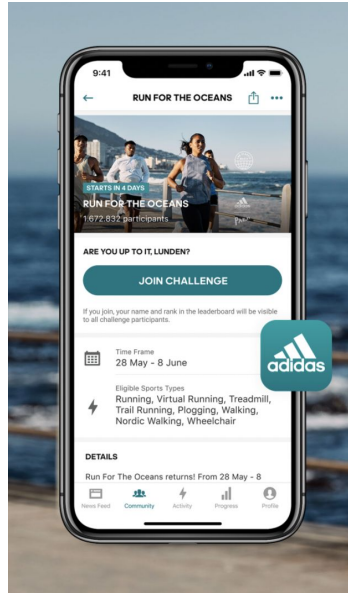
ON THE FEED:



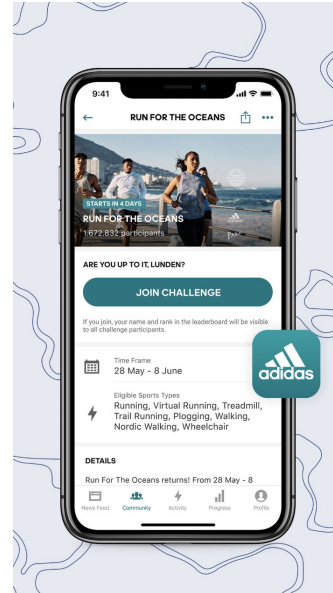
SCREENSHOT LAYOUTS

Using a photo background as texture for a screenshot promotion feels too far from the campaign guidelines (1), it is best to use the graphic texture instead (2) (3).

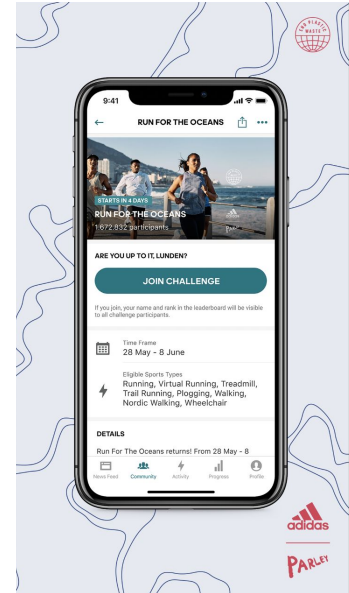
The app-icon version (2) should be used as a replacement of the RFTO_branded version (3) if the safe zones / crop areas don't make it possible to place the logos. For example, implementing a vertical layout for an Instagram Story format where the platform UI will overlay the logos.



1



2

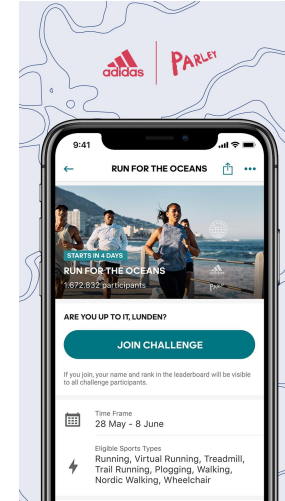
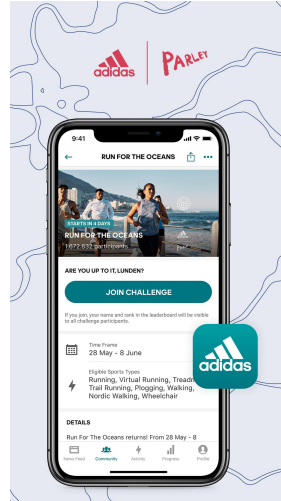


3



SCREENSHOT LAYOUTS – ALTERNATIVE

For edge cases where the RFTO branding is important to be kept but cannot be placed at the right corners due to safe zones, it is possible to use the horizontal *BOS | Parley* lockup centred. It shouldn't be combined with an app icon to avoid over-branding.

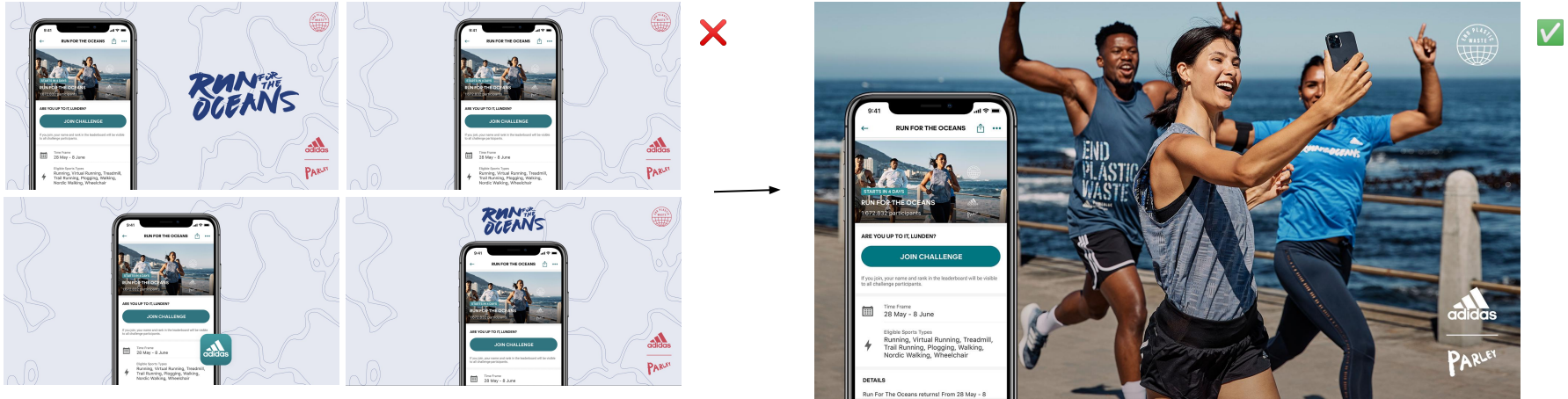


Alternative Option 1
BOS too prominent
with the app icon

Alternative Option 2
BOS | Parley lockup is kept and no other
visible branding of the app is shown

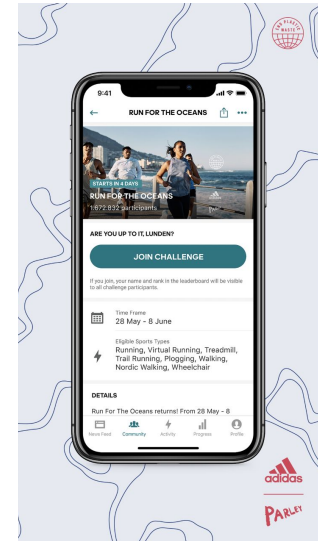
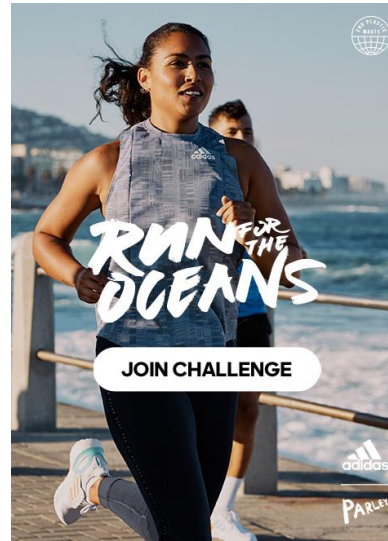
SCREENSHOT LAYOUTS – HORIZONTAL

- As mentioned in the [backgrounds slide](#), it is best to use a photo background instead of a graphic texture whenever possible. But the photo should show in-action shots or app interactions (not a plain ocean photo).
- The screenshot can be combined with a photo as on the example shown below (this layout is added to the CC library)
- The logos should be readable, therefore a darkening overlay can be added on top of the photo if necessary
- The RFTO lockup can be added to the layout if it is mandatory, but it should be horizontally centred. Nevertheless, it is best to not show the RFTO lockup on the image to avoid overcrowding the layout.
- As a rule of thumb, it is best to have the logos colored in white when a photo background is used (better readability)



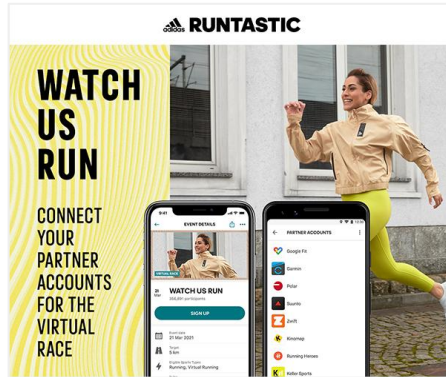
SCREENSHOT & APP BRANDING

- To avoid over-branding, it is recommended to not show the BOS twice (on the app icon and on the *BOS | Parley lockup*)
- If referring to the app is visually important, there is the possibility to use a screenshot layout instead or ask the copywriter to mention the app name on texts / CTA
- As a rule of thumb, it is best to not use the app icon without a screenshot



PARTNERS

- *RFTO Partners: Polar, Suunto, Zwift, Kinomap, Huawei, Garmin, Keller sMiles...*
- Showing the partner logos on 2D assets is distracting: it is best to have the partner logos shown on an app screenshot instead, like we did for previous campaigns.
- As an alternative solution, we can also mention the partners in the copy and choose to not show the partners logos on the image





THANK YOU



[runtastic.com](https://www.runtastic.com)