



RUN WILD

2020 CAMPAIGN VISUAL GUIDELINES

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INTRODUCTION



PROCESS

1

CONCEPT

RUN WILD

An innovative sustainability campaign with the goal to create true relationships between humans and endangered species.

+

2

MAIN MESSAGE + KEYWORDS

**"If you run wild,
they run wild"**

TIGER, ELEPHANT,
PANGOLIN, ENGAGEMENT,
AWARENESS, DONATIONS,
WORLD IMPACT

→

3

VISUAL STYLE



Will be introduced in this document

HARD FACTS

This slide is a summary of the campaign internal Kick-off. Feel free to read [the slides](#) for more detailed information.

3 ANIMALS, 3 CHALLENGES:

For the 2020 edition, the users will be able to compete against an Elephant, a Tiger and/or a Pangolin.

MESSAGING GOALS/PRIORITY:

1. JOIN: Challenge Participation

2. RUN: Activate participants to run (+ raise awareness of the donations (if applicable))

3. EDUCATE: Educate participants about the endangered species & the conservations

4. DONATE: Offer the users a possibility to donate themselves



KEY PERFORMANCE INDICATORS:

1. Participation

1 million unique participants within the 3 challenges

2. Engagement

60% of active participants on average within the 3 challenges (x% of users ran +7km)

3. New Users

Mainly via partners, UA and ASO

PARTNERSHIPS:

- *Video production partner:* Terra Mater
- *Data/story/wildlife partner:* Internet of Elephants
- *Promotional partner:* United Nations
- *Conservation partners:* Space for Giants, Bhutan Tiger Center, The Pangolin project
- *Additional Marketing partners:* Suunto, Garmin, Polar, Zwift... (TBD)
- *Research Study partner:* Cambridge University

TONE OF VOICE:

Playful educational style

"If you run wild, they run wild" – #runwild

PURPOSE APPROACH:

1M RUNNERS FOR 1M THREATENED SPECIES:

- Numbers based on recent studies.
- Campaign to be featured during UN General Assembly / Biodiversity Summit
- Results to be handed over to political leaders & assemblies, asking them to take sufficient action in addressing global biodiversity crisis

CAMPAIGN FEATURES:

Challenges, Newsfeed posts, Blog, Featured Workout (adidas Training), Challenge Sharing images, activity sharing images, fallback page + all channels

SPECIFICITIES

USER FLOW

3 challenges will happen at the same time, and an user can participate in multiple challenges. The users should not get confused by the challenges updates and messaging. Therefore, it is very important to visually differentiate each challenge.

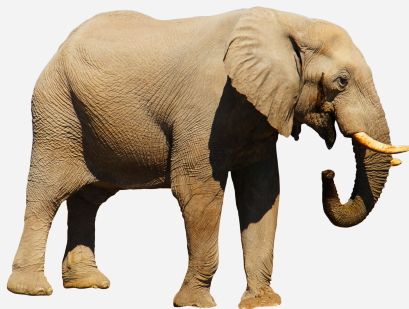
MESSAGING

The campaign requires marrying serious topics such as “wildlife trade/poaching” with playful Run Wild messaging & visuals.

We have a serious topic to talk about. But we want to keep our users engaged in our own playful style, so that they are inspired to take action and run wild.

CHALLENGE 1

DISTANCE
HIGH (~10km/day)
~100 km in 10 days



AFRICAN ELEPHANT

Name: Adjany
Gender: female

30% population declined
in just 7 years.

CHALLENGE 2

DISTANCE
MEDIUM (~ 5km/day)
~ 40/50 km in 10 days



BENGAL TIGER

Name: Tendrel Zangmo
Gender: female

Only 4000 left
in the wild.

CHALLENGE 3

DISTANCE
LOW (~1km/day)
~10/15 km in 10 days



PANGOLIN

Name: Pamoja
Gender: female

3,000,000 killed every year
for their scales.



RUNNING PERSONAS



JULIE

"I like to run to feel good about both physically and mentally. As I'm also raising two children, I care about our future and the generations. Only if we take care of the environment and sustainability now, my children will know nature as I know it. This campaign is a great opportunity for me to show the world that I care about endangered animals, raise awareness and at the same time being even more active as I usually am, because I want to know if I can run as much as a tiger does."



NICHOLAS

"I'm a competitive runner. Usually I motivate myself in order to run with my community and compete with them. Now with Run Wild I have the chance to compete with a real elephant - we will see who can run more within the 10 days of the Challenge. This is a great boost for my motivation to run regularly, hopefully I can make it to run every day to keep up if the elephant. I really need to share this also with my friends & the community, that they can also participate. In the end it is for the good cause as well."

JULIE

35, BIOINFORMATICS SCIENTIST, GERMANY

"WITH A BUSY LIFESTYLE, RUNNING HAS BECOME MY WAY OF RELAXING"

CONCILIATING A BUSY JOB AND RAISING THE KIDS IS CHALLENGING, SO BEING ACTIVE MEANS DOING SOMETHING FOR MYSELF AND RELAXING. RUNNING FITS WELL INTO MY BUSY SCHEDULE AND GIVES ME MORE ENERGY IN MY LIFE.



MOTIVATION & INSPIRATION

WHAT INSPIRES ME

- HAVING MORE ENERGY AND DE-STRESSING
- GETTING SOME "ME" TIME
- KEEPING MY SHAPE

RATIONAL	IDENTITY	SOCIAL	EMOTIONAL
BALANCED LIFE STYLE	MIND AND BODY	COMMUNITY RELATION	STATE OF MIND
"I have a busy life style so when I'm not at work I am taking care of my 2 young kids."	"When I exercise, I feel good and maintain my shape and performance"	"I run alone because I enjoy having some time by myself to clear my head"	"I enjoy exercising, it makes me feel relaxed and gives me energy."

INTENTS & GOALS

WHAT ARE MY OBJECTIVES

- FLEXIBILITY TO EXERCISE WHEN I WANT
- IMPROVE MY PERFORMANCE
- BE ACTIVE FOR MY OWN WELL BEING

RATIONAL	IDENTITY	SOCIAL	EMOTIONAL
FLEXIBILITY ON DAILY BASIS	PERFORMANCE PROGRESS	COMPARING TO OTHERS	WELL BEING
"I like running because I can do it anytime or anywhere, I need this flexibility."	"I want to improve my performance in my next race, but I don't have ambitions to win, I do it just for me."	"I like to compare to others and to run for a cause or for a common goal."	"My goal is to be active for my own well being"

BEHAVIOR & ROUTINE

WHAT MY LIFE LOOKS LIKE

"WITH SUCH A BUSY LIFESTYLE, RUNNING HAS BECOME MY WAY OF SPENDING SOME TIME ALONE AND RELAXING, AND IT'S GREAT BECAUSE I CAN DO IT ANYTIME AND ANYWHERE."

WHAT MATTERS MOST?

- I RUN 3 OR 4 TIMES A WEEK
- I JOIN RUNNING EVENTS
- I TRACK MY ACTIVITIES WITH A WATCH
- I GET INJURED SOMETIMES

ROUTINE

- "I run 3 or 4 times per week."
- "I also practice other sport types to keep active."
- "I join running events to push myself and have a sense of personal achievement."

RUNNING HABITS

- "I track my activities with a watch because I can have the heart rate info, it's more convenient for my different sport types and there are less distractions without the phone."

NEEDS

- "I need an easy overview of all my activities in a single place."
- "I need an easy integration between my watch and the app."
- "I need trainings that vary and that I can pick on-the-go."

PAIN POINTS

- "I've had a couple of injuries before because I overdid running when training for a race, but now I'm trying to be more careful about my training"
- "When I get injured I don't get enough exercise and I feel bad."

CONNECT & CONTENT

HOW I KEEP UP TO DATE

WHAT MATTERS MOST?

- I DON'T SHARE MY ACTIVITIES BESIDE SOME FEW EXCEPTIONS
- RUNNING IS NOT A SOCIAL ACTIVITY FOR ME
- I SEARCH FOR INFORMATION AFTER I GET INJURED

SOCIAL

- "I don't share my activities, except on special occasions. I run just for me."
- "I don't want to share my activities or make running a social activity, but I like to compare to others and to run for a cause or for a common goal."

FITNESS & GUIDANCE

- "I like information about running, such as tips for warming up/cooling down or how to avoid injuries."

PAIN POINT

- "I don't have guidance to avoid and recover from injuries."
- "When I get injured I don't get enough exercise and I feel bad, so I would like to know more about recovery and stretching activities to help me get better faster."

NICHOLAS

40, IT CONSULTANT, GERMANY

"HAVING A FITNESS COMMUNITY KEEPS ME MOTIVATED TO STAY ACTIVE"

EXERCISING IS A WAY TO COMPENSATE FOR MANY HOURS SITTING AT WORK. IT IS A WAY TO DISCONNECT AND CLEAR MY HEAD. WITH AGING, I NEED TO PROVE TO MYSELF I CAN ACHIEVE MY FITNESS GOALS. I OFTEN STRUGGLE WITH MOTIVATION, BUT HAVING A COMMUNITY TO SUPPORT ME HELPS WITH THAT.



MOTIVATION & INSPIRATION

WHAT DRIVES ME

- GROUPS AND COMMUNITY
- PERSONAL ACHIEVEMENTS
- MY PHYSICAL AND MENTAL SATISFACTION THROUGH EXERCISE

RATIONAL	IDENTITY	SOCIAL	EMOTIONAL
BALANCED LIFE STYLE	MINDFUL & RESPONSIBLE	COMMUNITY RELATION	PERSONAL ACHIEVEMENT
"I enjoy exercising because it makes me feel good, both physically and mentally."	"To stay motivated, I also need to set myself goals and have a plan to achieve them."	"I like to share my activities to motivate others as well as to receive messages of motivation."	"A feeling of personal achievement and self improvement is what drives me."

INTENTS & GOALS

WHAT ARE MY OBJECTIVES

- RUN A MARATHON ONE DAY
- BE ACTIVE FOR MY OWN WELL BEING
- BE MOTIVATED THROUGH A COMMUNITY

RATIONAL	IDENTITY	SOCIAL	EMOTIONAL
BE ACTIVE TO MY OWN	OVERCOME MY OWN LIMITS	COMMUNITY RELATION	FIND OTHER RUNNERS
"My goal is to be active for my own well being. I also practice other sport types other than run to keep active."	"I want to run a marathon one day to show myself that I can do it."	"I share activities when there are new achievements or photos from scenic routes."	"I want to find other runners around me so I can feel motivated."

BEHAVIOR & ROUTINE

WHAT MY LIFE LOOKS LIKE

"I JUST TURNED 40 AND I FEEL LIKE I NEED TO PROVE TO MYSELF THAT I CAN ACHIEVE MY FITNESS GOALS, BUT I OFTEN STRUGGLE WITH MOTIVATION."

WHAT MATTERS MOST?

- I RUN 2 OR 3 TIMES A WEEK
- I'VE RAN SOME HALF MARATHONS
- I NEED A COMMUNITY TO RELY ON
- I SPEND MOST OF MY DAY SITTING BECAUSE OF MY JOB

ROUTINE <ul style="list-style-type: none"> • "I run 2 or 3 times per week" • "I have joined a few half marathons but I also practice other sport types" • "I enjoy running with others and joining running events." 	WORK LIFE <ul style="list-style-type: none"> • "I recently moved to Germany to work as an IT consultant" • "I am sitting most of the day at work, so in my free time I like to exercise and clear my head from work." • "Trips and work sometimes disrupt my running routine."
NEEDS <ul style="list-style-type: none"> • "I need a community that motivates me to keep running and that pushes me to achieve better results." • "After finishing a training plan, I need motivation before to set a new goal and plan." 	PAIN POINTS <ul style="list-style-type: none"> • "When I don't run I feel bad, so I need help to keep motivated" • "I'm having a hard time finding people to run with or events to join as I'm living in a small city." • "I struggle with my motivation to run when there's no community to support me." • "Most of my friends moved to Strava, so I don't have a community within Runtastic."

CONNECT & CONTENT

HOW I KEEP UP TO DATE

"I LIKE TO EXCHANGE KNOWLEDGE THROUGH SOCIAL MEDIA AND CHECK NEWSLETTERS ABOUT FITNESS. THIS WAY, I CAN FIND RUNNING TIPS, COMPARE RESULTS AND CONNECT TO OTHERS."

SOCIAL <p>"I like to compare my performance to others, to find people and events nearby, and to connect to others for messages of support and inspiration."</p>	FITNESS & GUIDANCE <p>"I keep informed about running via different social media groups and newsletters, like Runtastic's one."</p>
PAIN POINT <p>"I need tips to achieve my goals and to learn how to improve at running and guidance on how to prevent injuries."</p>	



VISUAL CONCEPT

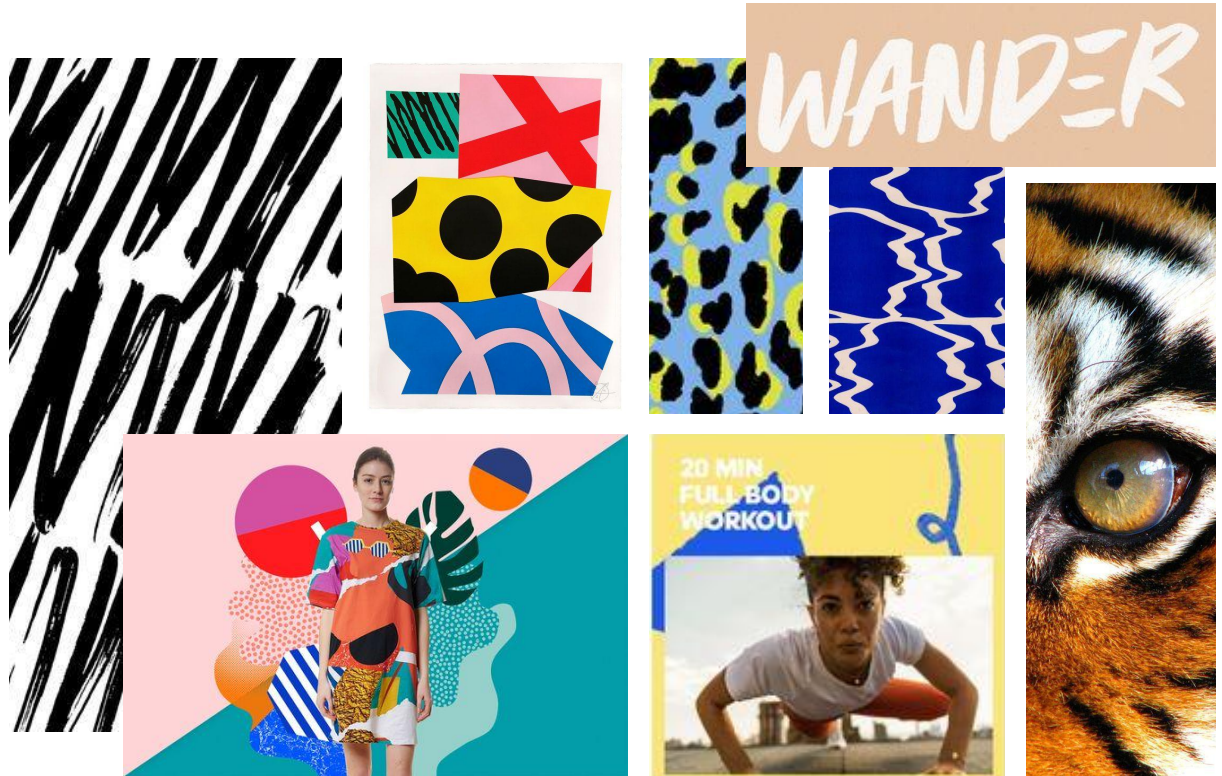
MOOD BOARD

APPROACH:

- Highlighting the playfulness of the campaign mechanic through fun & colourful graphic elements in order to stick out from our usual content: vector elements combined to photography, video footage etc... to bring our content closer to illustrations.

- Bringing the “Wild” into the daily life and during sport activities by an abstract representation through shapes and patterns with an hand drawn “raw” touch.

- Focusing on the animals and their specificities (patterns, textures), as well as visually identifying each challenge by attributing one colour per animal.



Note: The visuals shown on this slide are for inspirational purpose only and do not describe the campaign final assets.

COLOUR PALETTE

CONCEPT:

A combination of 3 vibrant colours with a darker blue and lighter grey.

The palette contains only 3 vibrant colours to avoid overwhelming the eye because the graphic assets will include lots of shapes and patterns.

The palette is also making a connexion to nature:

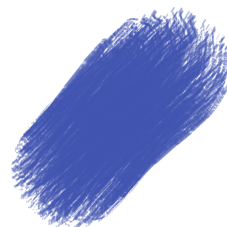
- Yellow to highlight the fur colour of the Tiger
- Grey to reminds of the elephant' skin and rocks / stones found in outdoor environments
- Blue for the water and the sky
- The Viridian Green tone will match the Product and UI colours while making a connexion to plants and vegetation.



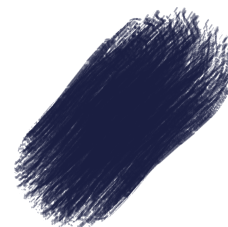
Viridian Green
#009FA3



Yellow
#FFB00B



Blue
#4154AF



Dark Blue
#1A1F41



Grey
#E0E0D8

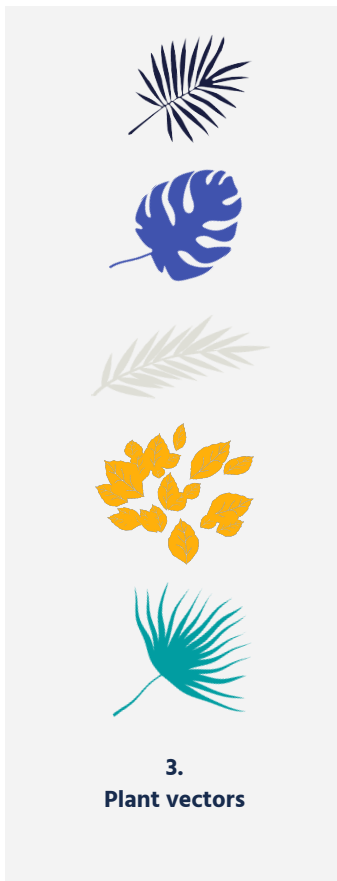
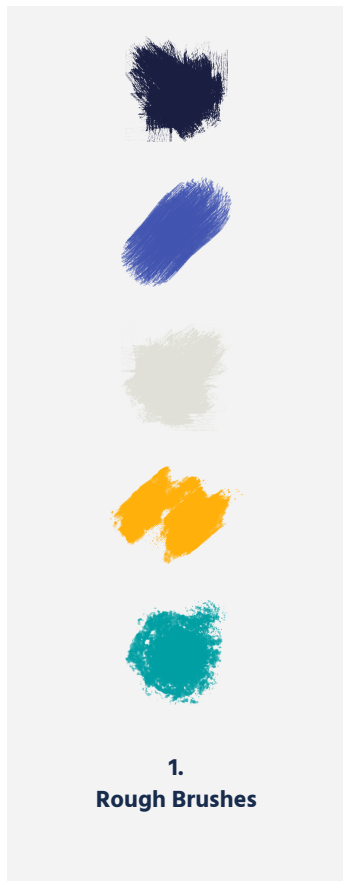
GRAPHIC ELEMENTS

CONCEPT:

The campaign assets will combine graphic elements that are split into 4 categories:

- **1. Rough Brushes:** to symbolise the animals traces and impact on their environment
- **2. Route Brushes:** to represent the trails & routes taken by the animals, and bring movement to the graphics.
- **3. Plant vectors:** to highlight the connexion to nature and wildlife.
- **4. Polygonal Shapes:** to convey the playfulness approach of the messaging while visualising animal patterns/skin textures.

Each graphic element exists in multiple campaign colour variation and can be rotated, scaled, flipped....





ANIMAL FOCUSED ASSETS

ANIMAL COLOURS

As mentioned in the previous slides, it is necessary to easily identify and recognize each challenge (one challenge per animal).

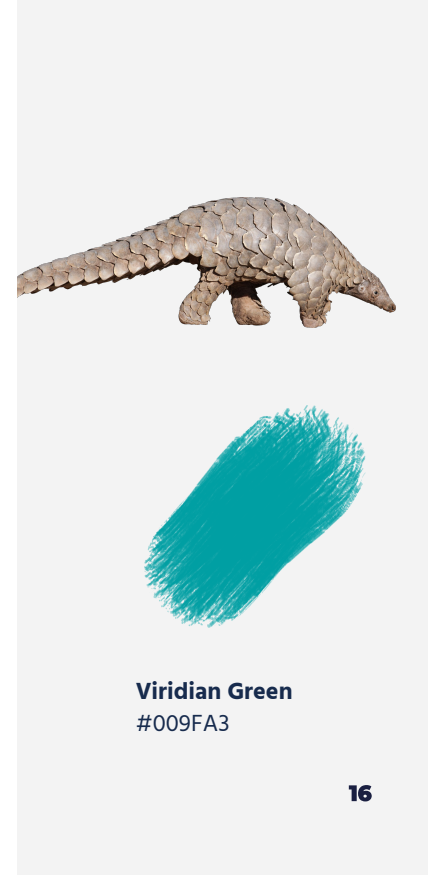
In order to do so, one main colour is attributed to each animal. Other color accents can be used but the main colour should be highlighted (example: used on a background)

- For assets referring to a specific challenge or animal, following the animal colour is required.

Example: a blog banner linking to the elephant challenge.

- For assets that are referring to the overall campaign without mentioning or linking to a challenge, any colour combination can be used.

Example: a blog banner promoting the campaign linking to the intro blog post.



ANIMAL PATTERNS

Additionally to the colours, animals have also a specific pattern attributed to them (raws or within shapes).

The same rule apply:

- For assets referring to a specific challenge or animal, showing the dedicated pattern is required.

Example: a blog banner linking to the elephant challenge.

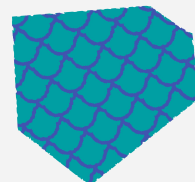
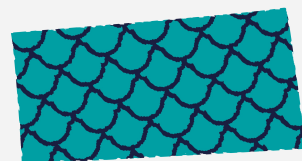
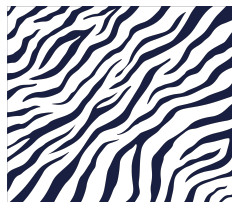
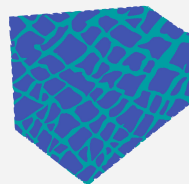
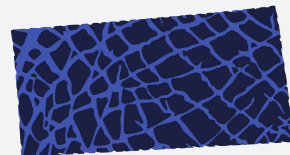
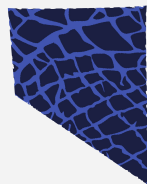
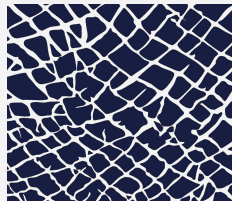
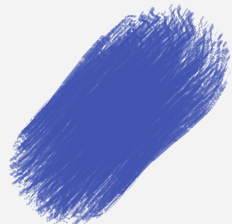
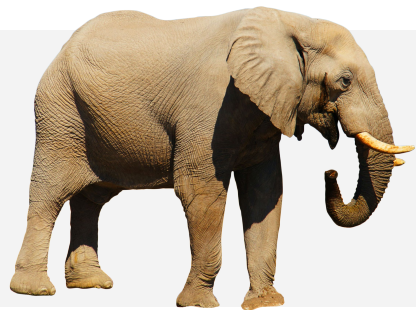
- For assets that are referring to the overall campaign without mentioning or linking to a challenge / animal, any pattern combination can be used.

Example: a blog banner promoting the campaign linking to the intro blog post.



ANIMAL SUMMARY*

**Apply only for assets referring to a specific challenge or animal*





LIBRARY ELEMENTS

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)

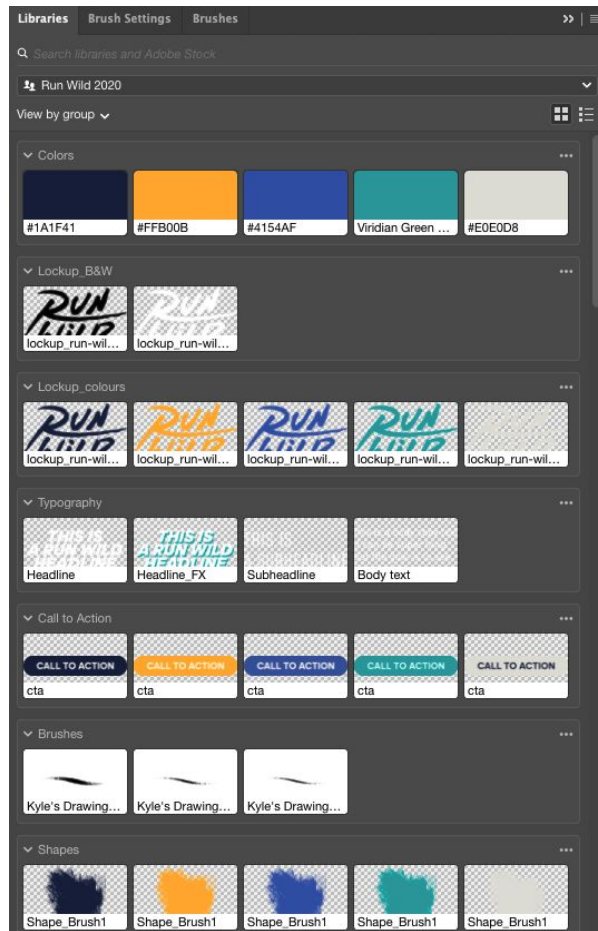
For an optimised workflow, choose the “View by Group” and in the library settings “always show names”

HOW TO USE?

Drag & Drop assets to your design open files or double-click + copy & paste if you need a text layer or a group containing multiple layers.

TOOLKIT:

For partners and third parties that cannot access the library and need the assets, a toolkit to download will be provided on a Google Drive folder



CAMPAIGN LOCKUP

To match the raw patterns and shapes of the visual style, the lockup is handwritten. The letters are suggesting the speed of the run while the animal reign is conveyed through the claws.

As Run Wild is a recurring campaign, the goal for this year is to establish its presence and strengthen its branding. Therefore, it is recommended to use the lockup as much as possible, even on Product related assets (in-app challenge thumbnails etc...)

The lockup can be used in any campaign colour variation, as well as black or white for specific use cases / make it stick out from the layouts if necessary.

DESIGN RECOMMENDATIONS:

- When centering the lockup: it is recommended to move it slightly to the right because of the longer horizontal "R" line.
- Make sure the lockup is readable: it is allowed to have patterns behind the lockup as soon as they aren't blocking the readability.
- Add clear spaces around the lockup

ANIMATION:

An animated version of the lockup will be provided to use for potential .gif, videos and social media posts.

A large, dark blue, handwritten-style lockup for 'RUN WILD'. The word 'RUN' is on top and 'WILD' is on the bottom. A thick, horizontal brushstroke underlines the 'RUN' and extends to the right, crossing over the 'WILD'.A smaller version of the 'RUN WILD' lockup in yellow.A smaller version of the 'RUN WILD' lockup in light grey.A smaller version of the 'RUN WILD' lockup in blue.A smaller version of the 'RUN WILD' lockup in teal.A smaller version of the 'RUN WILD' lockup in black.A smaller version of the 'RUN WILD' lockup in white, set against a solid grey square background.

CAMPAIGN LOCKUP

SIZING AND PLACEMENT

SIZE:

The lockup width (green arrow on the image) is a third of the canva's shorter edge (yellow arrow on the image).

Example: An image size is 1600 x 870 px. The short edge is the height of the image: 870px.

Lockup width = $870 / 3 = 290$ px.

SAFE ZONE:

Place the correctly sized lockup to the 4 corners of the canva (white on the image). The safe zone is half of the white lockup width and height (blue guides on the image).

POSITION:

The lockup can be placed at the 4 corners of the safe zone guides or at the center of the image (black on the image).



Note: These guidelines should especially be followed for series of images, but can be broken for isolated assets or edge cases (for readability reasons, because of extreme formats / safe zones, or to optimise layouts). Also, only the centred position should be applied for videos.

CALL TO ACTION

Call to action are visually displayed through buttons.

The “Button” element is only used on artwork that is „clickable“ by the user and provides a link to another destination.

The “Button” element will usually contain the Call To Action on the artwork (eg. Buy Now)

The button colour can be changed accordingly to the campaign colour palette. To make the call to action stick out, it is also possible to use white for the button background colour as well as for the button texts (instead of the campaign grey).

DESIGN TIP:

In the CC library, double-click on a button + copy & paste the layers to your design to be able to change the text and button size according to the safe zones.

PRIMARY BUTTON STYLE design specifications

Badge Height = 3X
Margin Top/Bottom = 1X
Margin Left/Right = 2X

FONT USAGE Uppercase

FONT COLOR
RGB White/Dark Blue

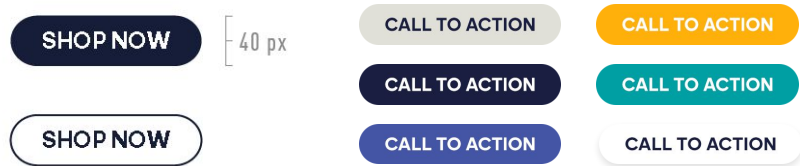
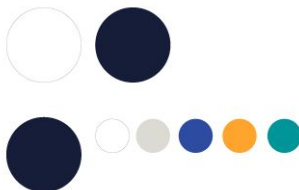
BUTTON COLOR
Campaign colour
/ White

MINIMUM SIZING
40px Height

SECONDARY OPTION
Line Thickness = Font Size / 13
(in PT)



ADINEUE TEXT BOLD



PERSONALISED BRUSHES

It is possible to create additional graphic brushes layers for specific needs (to better match a layout for example).

To do so, clicking on one of the three brushes available in the campaign library will select the correct Brush and the Brush Tool (B).

Those brushes are taken from Kyle's Drawing Pack – Carbonara series.

INSTALLATION

To install the brushes (works in Adobe Photoshop only):

- Download the brushes .abr files here:

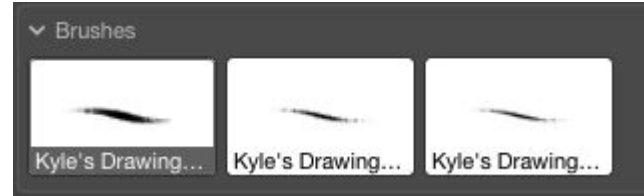
smb://fileshare.runtastic.com/graphic_s/04_Marketing/campaigns/run_wild/2020/assets/brushes

- Open Photoshop and double click on the .abr files, it will automatically be added to the Brushes Library.

Please add your brushes layers to the "Brushes" group in the CC library so other designers can also use them.

TOOLKIT

For partners and third parties that cannot access the library and need the brushes .abr files, a toolkit to download will be provided on a Google Drive folder.

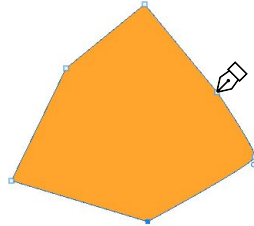


PERSONALISED SHAPES

It is possible to create additional graphic shapes for specific needs (to better match a layout for example).

HOW TO?

1. Create a polygonal shape using the pen tool (P) and pick a campaign colour for the background



1

2. Drag & Drop from the CC library (or toolkit) one of the 3 raw patterns (tiger, elephant or pangolin). Apply the pattern to the shape. Change the pattern colour if needed.

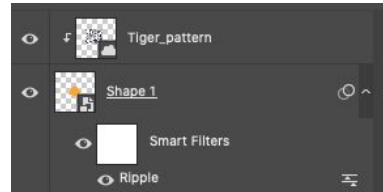


2



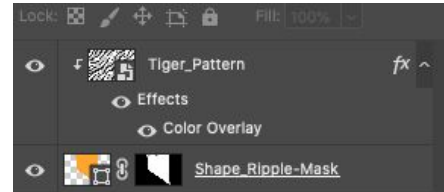
3

3. Apply a Filter/Distort/Ripple effect on the background shape to roughen the edges a little bit. Choose a value that fits best to the need/size. The effect should be subtle (A).



A

To avoid converting the shape layer to a smart object, it is also possible to apply the Ripple effect to a mask of the shape size on the shape layer (B).



B



TYPOGRAPHY

Note: Due to legal and copyrights reasons, the adidas fonts are not provided in the toolkit for third party companies.

MAIN HEADLINE

The main headline is composed of two layers, the second one being a decorative effect to visually connect the texts to the campaign style.

HOW TO?

In the CC library, double-click on the headline of your choice + copy & paste the layers to your design.

If you cannot use the library:

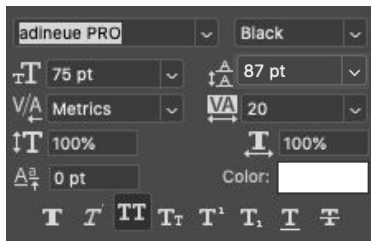
Use the adineue Pro font in Black uppercase styling with a letter-spacing of 20 for readability reason.

The line-height should be the font-size + 12pt (enough space for special characters and decorative effect layer).

To create the decorative effect layer, duplicate the text layer and add a Filter/Distort/Ripple to it (the layer will be converted to a smart object). Then add a color overlay effect. Layer position = X +5px and Y +5px

Make sure to stick to the color options shown on this slide. It is required to have the first text layer in white to stick out from the other visual elements displayed next to the texts. Alternatively, dark blue can be used for lighter backgrounds.

The paragraph style should be centered or left-aligned.



**THIS IS
A RUN WILD
HEADLINE**

WHITE / GREEN

**THIS IS
A RUN WILD
HEADLINE**

WHITE / BLUE

**THIS IS
A RUN WILD
HEADLINE**

WHITE / YELLOW

**THIS IS
A RUN WILD
HEADLINE**

WHITE / DARK BLUE

**THIS IS
A RUN WILD
HEADLINE**

DARK BLUE / WHITE

~~**THIS IS
A RUN WILD
HEADLINE**~~

NO OTHER COLOUR COMBINATION

SECONDARY HEADLINE

The secondary headline is the primary headline without the decorative effect layer.

It can be used for any use case where the decorative effect layer cannot be used: too crowded, not readable, too many colours etc...

HOW TO?

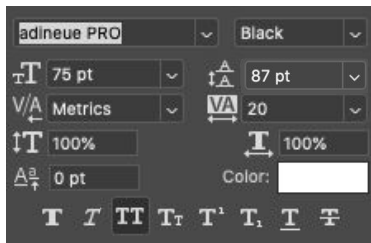
In the CC library, double-click on the headline of your choice + copy & paste the layer to your design.

If you cannot use the library: Use the adineue Pro font in Black uppercase styling with a letter-spacing of 20 for readability reason.

A line-height of font-size + 12pt is recommended but this value can be changed according to the use cases (enough space for special characters).

Make sure to stick to the color options shown on this slide. White is the preferred option to stick out from the other visual elements displayed next to the texts. Alternatively, dark blue can be used for lighter backgrounds.

The paragraph style should be centered or left-aligned.



THIS IS
A RUN WILD
HEADLINE

WHITE

THIS IS
A RUN WILD
HEADLINE

DARK BLUE

THIS IS
A RUN WILD
HEADLINE

NO OTHER COLOUR OPTION

SUB-HEADLINE

Sub-headlines can be used to highlight specific text contents that don't have the importance of headlines.

It can also be used as a substitute for headlines that are too long.

HOW TO?

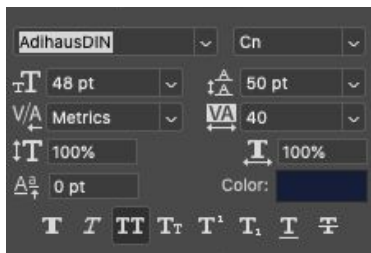
In the CC library, double-click on the sub-headline of your choice + copy & paste the layer to your design.

If you cannot use the library: Use the adihaus DIN font in Condensed uppercase styling with a letter-spacing of 40.

A line-height of font-size + 2pt is recommended but this value can be changed according to the use cases (enough space for special characters).

Make sure to stick to the color options shown on this slide. White is the preferred option to stick out from the other visual elements displayed next to the texts. Alternatively, dark blue can be used for lighter backgrounds.

The paragraph style should be centered or left-aligned.



THIS IS
A SUBHEADLINE

WHITE

THIS IS
A SUBHEADLINE

DARK BLUE

~~THIS IS
A SUBHEADLINE~~

NO OTHER COLOUR OPTION

BODY COPY

The body copy style can be used for any long texts that have to be displayed (e.g.: video subtitles)

HOW TO?

In the CC library, double-click on the body copy of your choice + copy & paste the layer to your design.

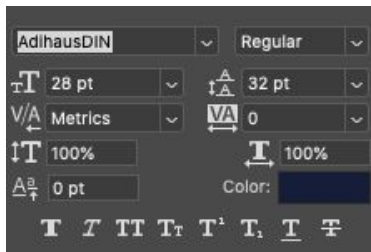
If you cannot use the library:

Use the adihaus DIN font in Regular styling without additional letter-spacing.

A line-height of font-size + 4pt is recommended but this value can be changed according to the use cases (enough space for special characters).

Make sure to stick to the color options shown on this slide. White is the preferred option to stick out from the other visual elements displayed next to the texts. Alternatively, dark blue can be used for lighter backgrounds.

The paragraph style should be centered or left-aligned.



this is a body copy text
it can be super long
but the goal is to see
how it looks

WHITE

this is a body copy text
it can be super long
but the goal is to see
how it looks

DARK BLUE

~~this is a body copy text
it can be super long
but the goal is to see
how it looks~~

NO OTHER COLOUR OPTION



PHOTOGRAPHY

ANIMAL SELECTION

*Retouched shared partner images
combined with stock photography*

The photos are added to the CC library. They are also available on the graphics here:
smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/run_wild/2020/assets/photos/retouched

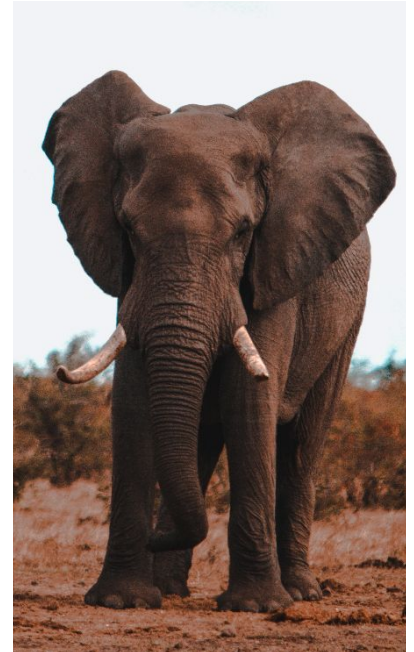
The animal photos are also part of the toolkit for partners.

When using these photos, make sure that the animals stick out from the coloured background of the campaign (especially in terms of contrast and saturation).

To build layouts, it will be necessary to crop some of the animals from these images.

Please add your cropped layers to the “Cropped” group in the CC library so other designers can also use them.

Some cropped options will be part of the toolkit for partners.



RUNNING / TRAINING SELECTION

ADIDAS IMAGERY

Retouched *adidas Badge SS20*:
Running, Training, Primeblue Running,
Primeblue Training

The photos are added to the CC library. They are also available on the graphics here:
smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/run_wild/2020/assets/photos/retouched

It is recommended to mainly use the Primeblue images because the Product colours are fitting the campaign palette better.

Because the campaign will happen in fall and the FW20 Badge isn't available yet, a pre-selection of the Badge SS20 has been made to remove photos showing shirtless models or too summer focused images.

To build layouts, it is possible to crop some of the models from these images.
Please add your cropped layers to the "Cropped" group in the CC library so other designers can also use them.

Due to legal and copyrights reasons, the adidas imagery is not provided in the toolkit for third party companies.



RETOUCHING & EFFECTS

The photographs have been retouched to match the campaign visual style: they are vibrant and the colours are close to the campaign palette.

BLACK AND WHITE (A)

To avoid overwhelming the eye when combining photographs, it is recommended to select one main photo that will be kept in colours and pick black & white photos for the secondary images.

When using black & white photography, make sure that the image has enough contrast and that the actions/models are clearly identifiable. Adjust the levels if needed.

TEXTURES (B)

It is possible to add textures to the photos to make them look more “raw”. (“Textures” and/or “Folded Paper” group(s) in the CC Library). To apply the correct blending mode and opacity to the texture, click on the FX preset provided in the respective CC library group while selecting the imported texture layer.

For toolkit users that have no access to the library, a readme file is provided to explain how to use the textures.

A



B



ADIDAS PRODUCTS

Here is a non exhaustive list of adidas Products that are visible on the photos/videos.

PRIMEBLUE RUNNING:

FL5967 - 25/7 TEE RUNR
FL6014 - P.BLUE SINGLET
EG1071 - aSMC UltraBOOST 20 S.
FJ6818 - SATURDAY P.BLUE
FL5967 - 25/7 TEE RUNR
FL6014 - P.BLUE SINGLET
FP8482 - HOW WE DO TIGHT

PRIMEBLUE TRAINING:

FK9766 - DRST PRMBLU BRA
FK9770 - PRIMEBLUE TANK
FL4308 - FL PRIMEBLUE T
EF9348 - Fit PR PrimeBlue Trainer M
FL4305 - 4K PRIMEBLUE SH
EF9353 - Fit PR PrimeBlue Trainer W
FP6824 - BT PRMBLU 78 T

In addition to the Primeblue collection:

RUNNING:

FK1587 - HOW WE DO TIGHT
FL5966 - 25/7 TEE RUNR
FL6024 - RUNR JACKET W
EH1524 - ASTRARUN W
FL5966 - 25/7 TEE RUNR
EH4213 - DECODE PANT M
EE4337 - adizero RC 2 m
EH4213 - DECODE PANT M
FK0738 - HEAT.RDY TEE M
CG1102 - HOW WE DO TIGHT
EE4005 - PULSEBOOST HD W
FM6928 - OWN THE RUN JKT
EI6321 - 25/7 TEE RUNR
FL5956 - SATURDAY SHORT
FP8178 - UNLIMITED CREW
FK1074 - DECODE TANK M
FK1075 - DECODE TANK W
DY0053 - 25/7 TANK W
EH0432 - edge lux 3 w
FP7539 - OWN THE RUN TGT

TRAINING:

FJ7181 - BT 2.0 3S 78 T
FJ7283 - ULT BRA
FK9625 - TRG TNK H.RDY
FL2301 - ASK SP AOP L T
FL4310 - AERO 3S TEE
FL5012 - DRST BRND B
FM2094 - TRG TEE H.RDY
EG1452 - alphabounce 3CLOSE
FL5012 - DRST BRND B
FJ6141 - AERO 3S SHO
FL4310 - AERO 3S TEE
EG1386 - alphabounce 3 w
FJ7181 - BT 2.0 3S 78 T



LAYOUT

OPTION 1: CROPPING

1. Crop an animal or a model from the campaign photographs. An outline can be added around the cropped layer (any campaign colour) to stick it out.

2. The background is a plain campaign colour combined with a texture. ("Textures" and/or "Folded Paper" group(s) in the CC Library). To apply the correct blending mode and opacity to the texture, click on the FX preset provided in the respective CC library group while selecting the imported texture layer. Also, the lockup should also be added to the composition.

3. Any other graphic element can be added according to the need, regardless of its category (rough brushes, route brushes, plant vectors or polygonal shapes).

4. It is also possible to combine the cropped asset with a plain photography that has one of the polygonal shapes as a mask.



OPTION 1: CROPPING

EXAMPLES

Please keep in mind that the layouts have to look playful and raw at the same time, while not being too overwhelming for the eye. So it is best to not use too many graphic elements, one of each category (or less) is recommended.



Note: The visuals displayed on this slide are drafts and may not be implemented exactly like that in the end.

OPTION 2: POLYGONAL PHOTOS

1. Sometimes, it is not possible to crop animals or models from photographs (cut, overlaps etc...). There is also the possibility to use a combination of photos inside polygonal shape masks instead.

The points 2. And 3. are identical to the layout option 1:

2. The background is a plain campaign colour combined with a texture. ("Textures" and/or "Folded Paper" group(s) in the CC Library). To apply the correct blending mode and opacity to the texture, click on the FX preset provided in the respective CC library group while selecting the imported texture layer.

Also, the lockup should also be added to the composition.

3. Any other graphic element can be added according to the need, regardless of its category (rough brushes, route brushes, plant vectors or polygonal shapes).



OPTION 2: POLYGONAL PHOTOS

EXAMPLES

Please keep in mind that the layouts have to look playful and raw at the same time, while not being too overwhelming for the eye. So it is best to not use too many graphic elements, one of each category (or less) is recommended.



Note: The visuals displayed on this slide are drafts and may not be implemented exactly like that in the end.

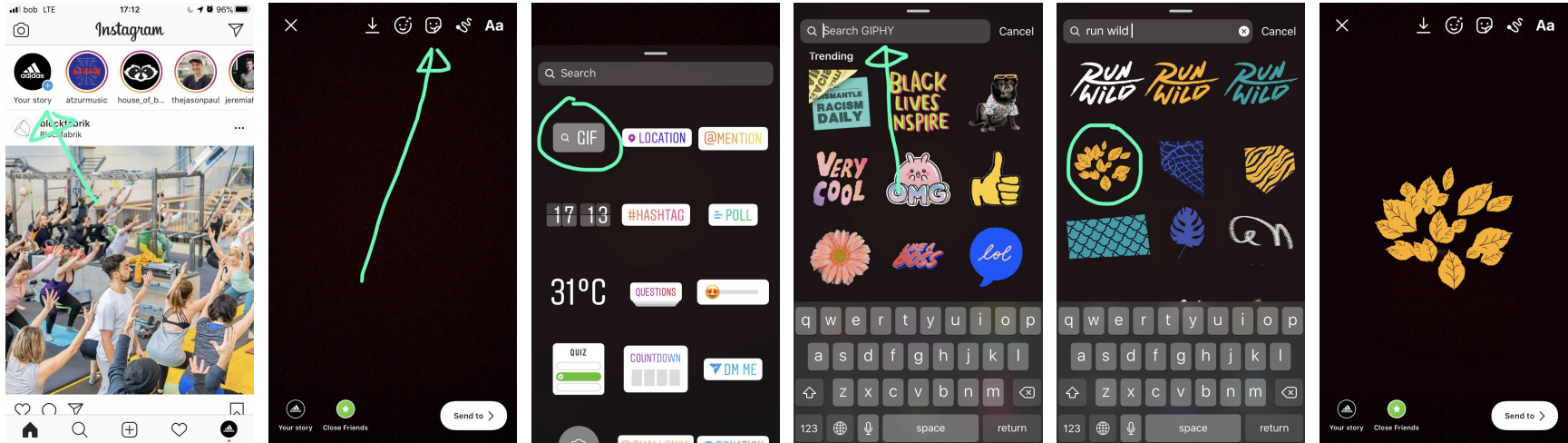


SOCIAL MEDIA

INSTAGRAM STORY GIFS

To personalise stories mentioning the campaign, gifs are provided. To find them, simply search for “Run Wild” in the story gif section.

Those assets are particularly relevant to partners who want to communicate about the campaign (adidas markets, ambassadors etc..)



Note: The gifs displayed on this slide are drafts and may not be implemented exactly like that in the end.



THANK YOU



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