

**ADIDAS
TRAINING**

/ VISUAL STYLE

INSPIRED BY NATURE

Based on earthy tones, the style wants to highlight our strong connection to Nature, surrounding us, and yet restrained. The goal is to create a peaceful & relaxing atmosphere by letting go of visual distractions and truly put the focus on what matters to the users: the accurate representation of sport movements (how-to videos). Discretion / minimalism is key. The props and set-design bring life to the environment while being moderate and following the minimal approach.

Moreover, it is important to take into consideration that the visual style has to match the product, where the videos (How to + Long form) will be integrated. That's why the colors will be complementary to Teal and highlight the grayscale adidas clothing colors (to detach the models from the background). Through its cozy, warm and natural vibes, the style should convey the idea that the workouts can be done at home and are accessible to the users.

TRAINING PHOTOSHOOT Q1 2020 / VISUAL STYLE



NEUTRAL
CALM
NATURE
RELAXATION
WARM
COZY
MEDITATION
PEACEFUL
MINIMAL



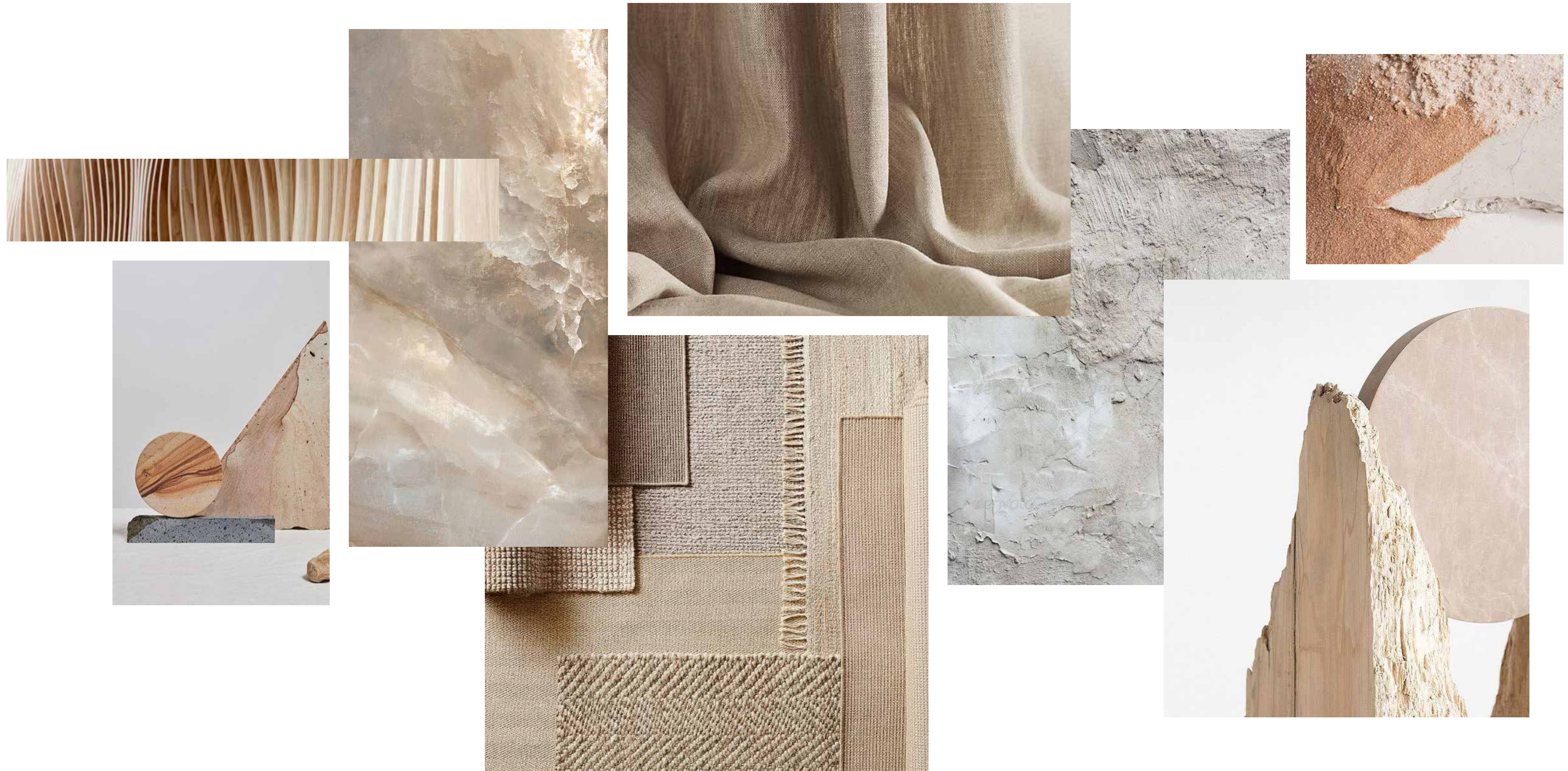
/ COLOR PALETTE



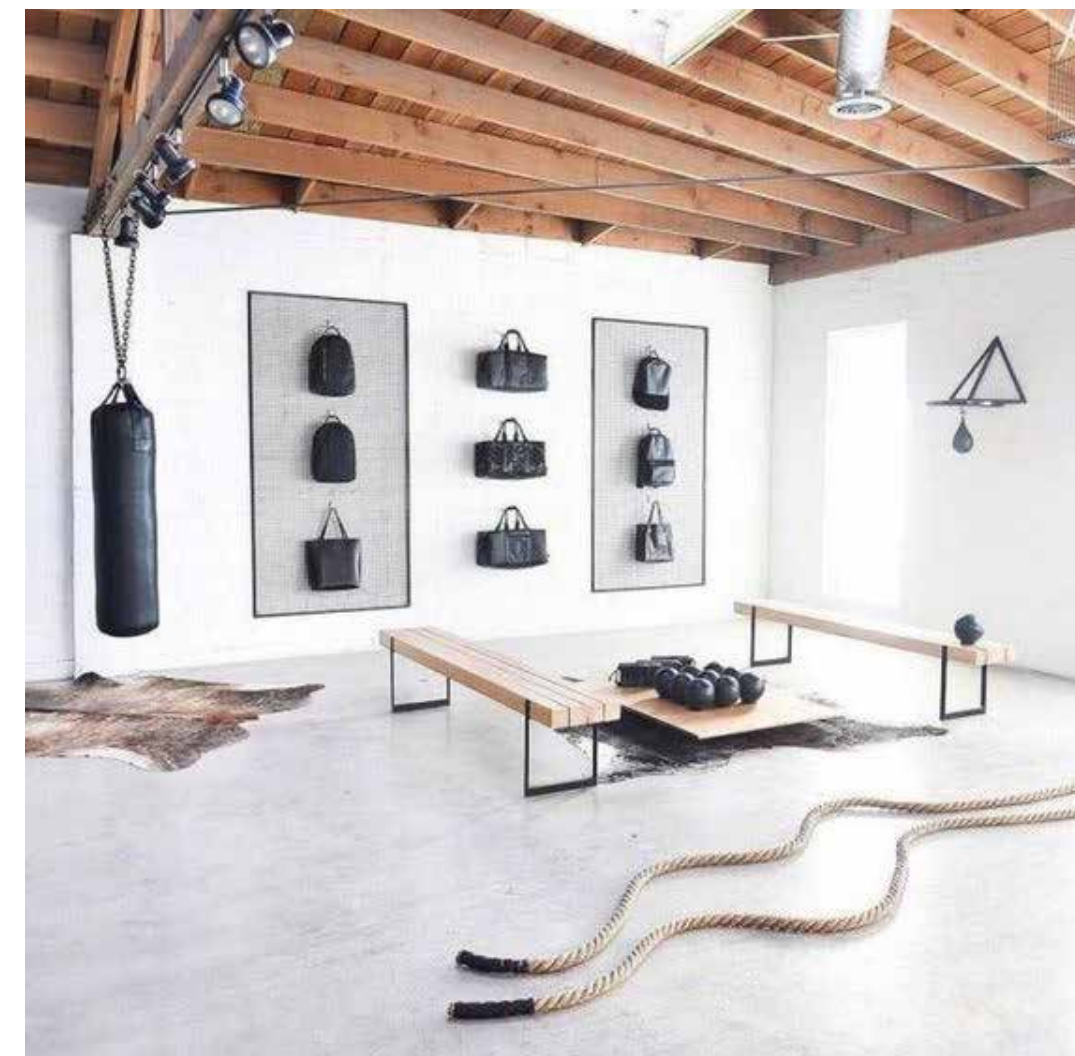
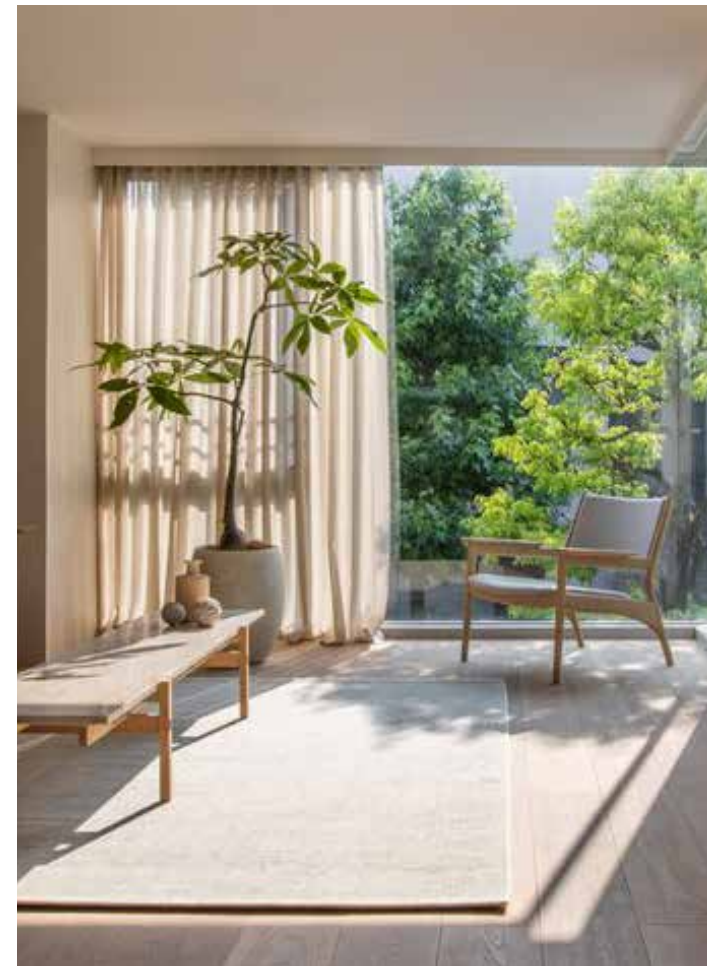
/ TEXTURES



/ TEXTURES



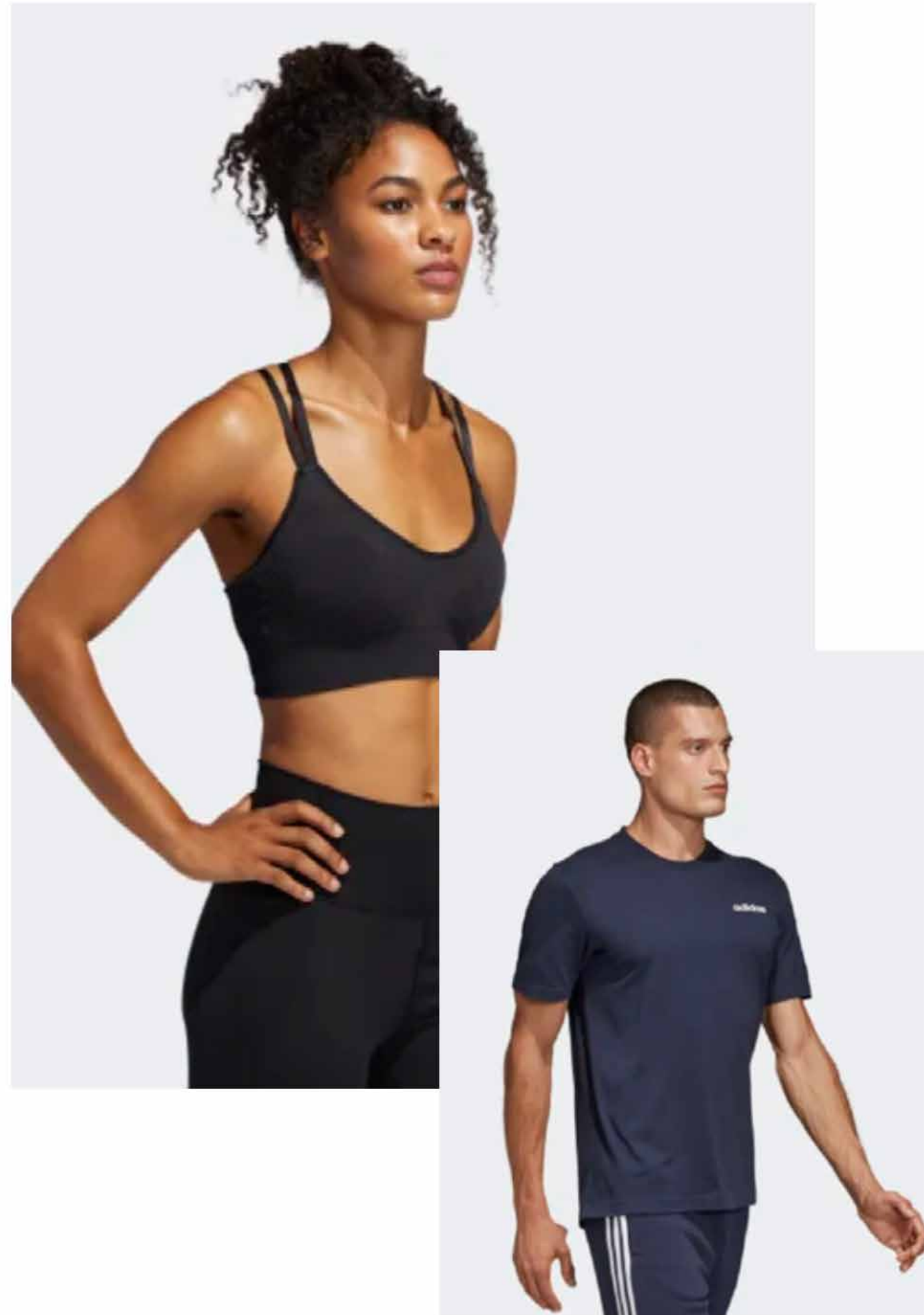
/ LOCATIONS



/ PROPS



/ CLOTHING



CONSISTENCY IS KEY

Matching the visual style concept of the photoshoot, the clothing should have a minimal approach and detach the assets from the earthy tones light background (beige, stones, wood etc...).

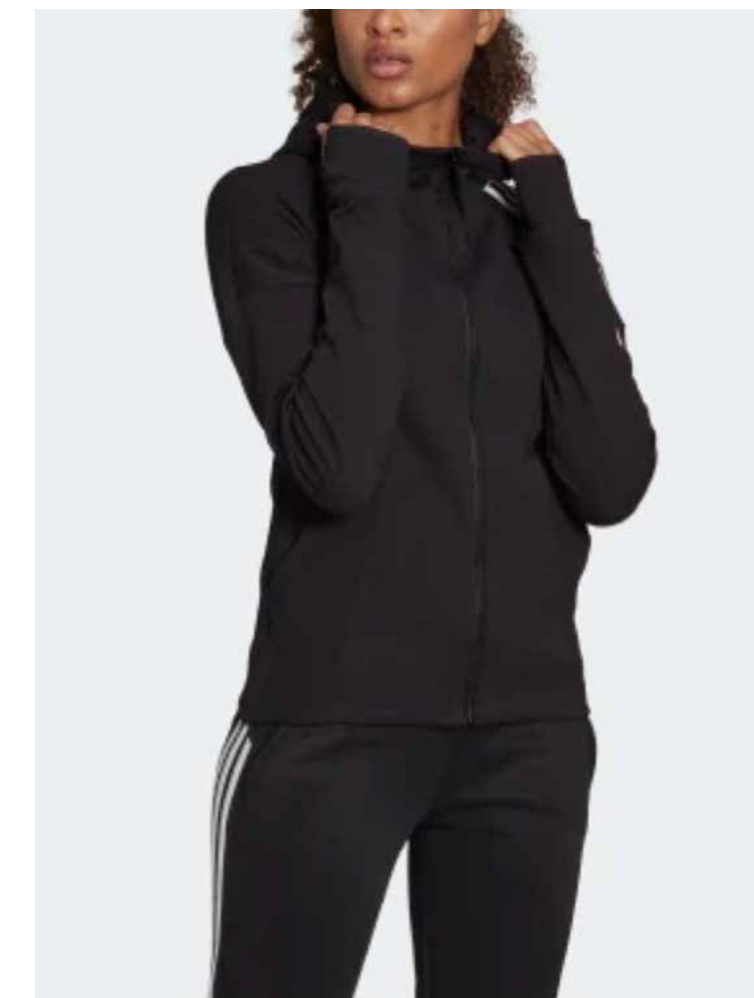
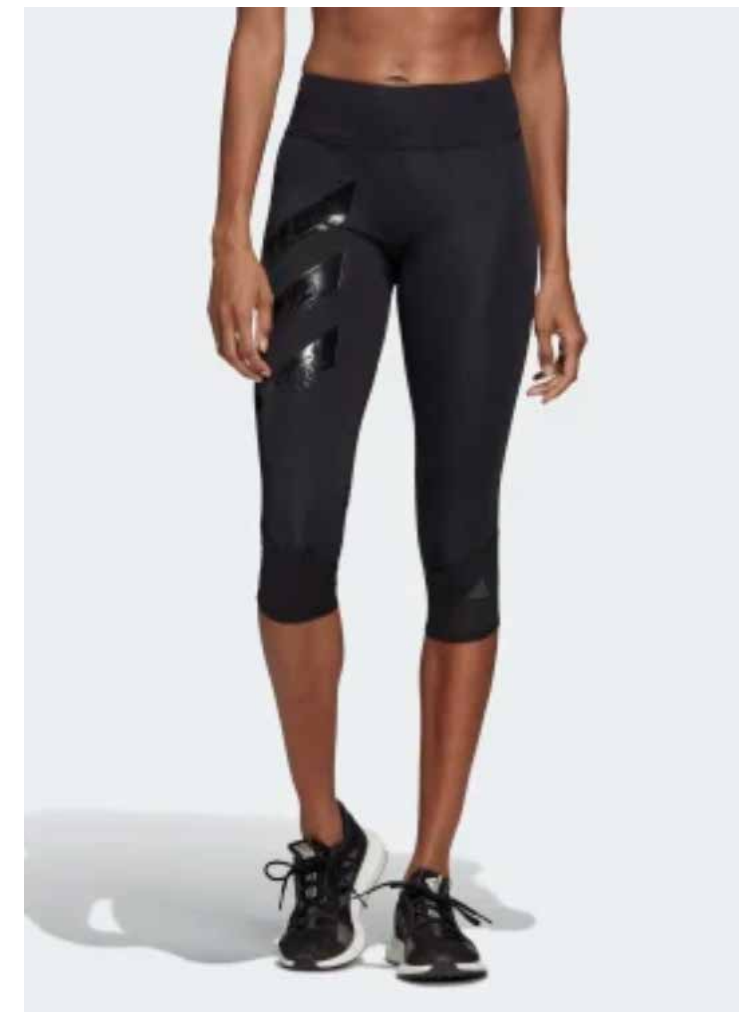
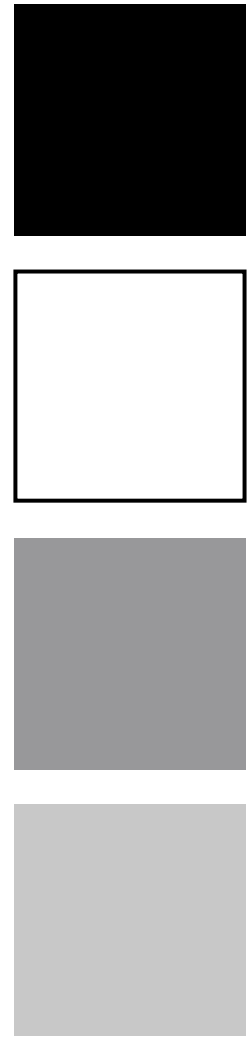
The purpose being to film how-to videos, is is very important that the focus stays on the movements of the assets: the users shouldn't get distracted by overwhelming clothing colours, heavy branding or any other vibrant element.

Therefore, a dark palette makes sense to bring contrast and highlight the asset on the scene. Black is the main colour for clothing, but other dark colours are recommended to bring diversity to the look.

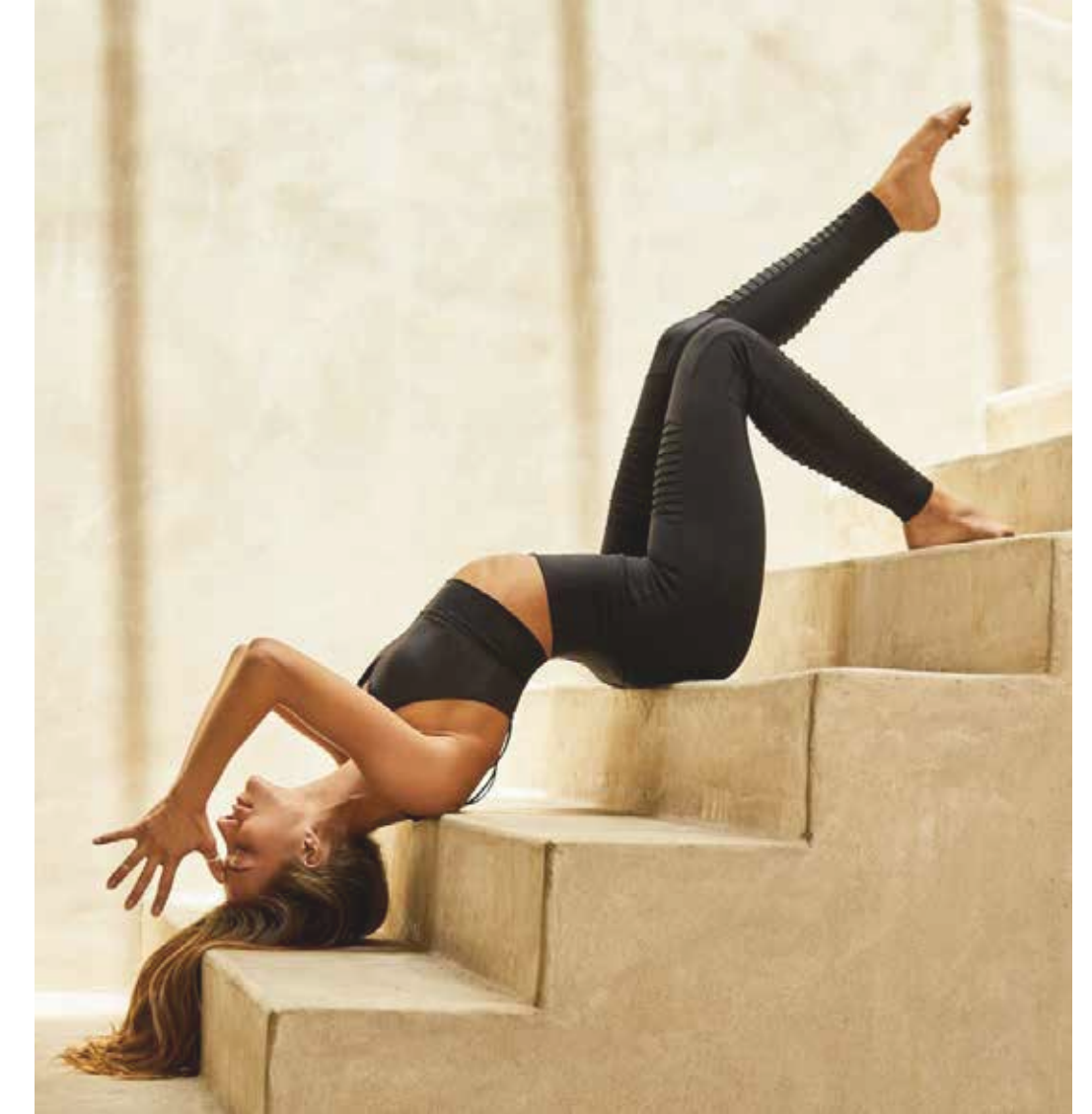
Consistency is key, but it is also good to be able to expand the concept throughout different matching colour options, as well as having some flexibility regarding accessories and other details. For example, shoes can contain grey or a white/ brown sole, as soon as it matches with the outfit.

Keeping the goal in mind, this concept should be scalable and this set-up has to be reproduced in future while still fitting the style of the videos produced during this shoot. We would therefore recommend having one unique color per outfit (e.g.: dark blue T-shirt with dark blue leggings) to stay consistent while still having some variety.

/ CLOTHING



/ IN ACTION



MARKETING CONTENT

/ MARKETING DAY VISUAL STYLE

DUALITY & ENERGY

For the marketing day shoot, the visual style takes its inspiration in the duality of darkness and light. One cannot exist without the other. A striking light emerges from the obscurity and create energy.

Being the essence of sport, it is this energy that we want to capture. We highlight the energy gained while exercising: training to face demotivation, light facing the dark.

Following the how-to videos shoot that has a more restrained and neutral style, our goal for this shoot is to bring more dynamic and contrast to our imagery.

It is also the opportunity to expand our photography colour range but yet still complement the Teal and match the Product UI components colours (Orange300/800, Blue300/800...).



LET YOUR MOTIVATION
SHINE IN THE DARK

START WORKING OUT &
CATCH THE FIRE

EXPERIENCE BEING
ENERGIZED BY THE LIGHT

/ COLOUR PALETTE

TEAL (PRODUCT COLOUR)



PRIMARY COLOURS



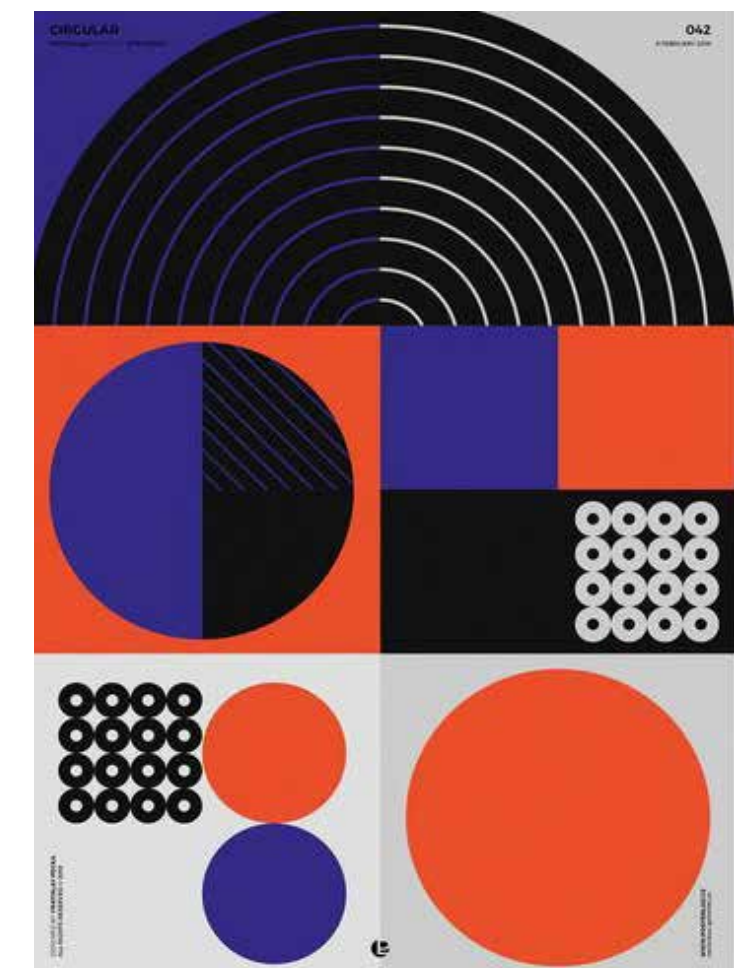
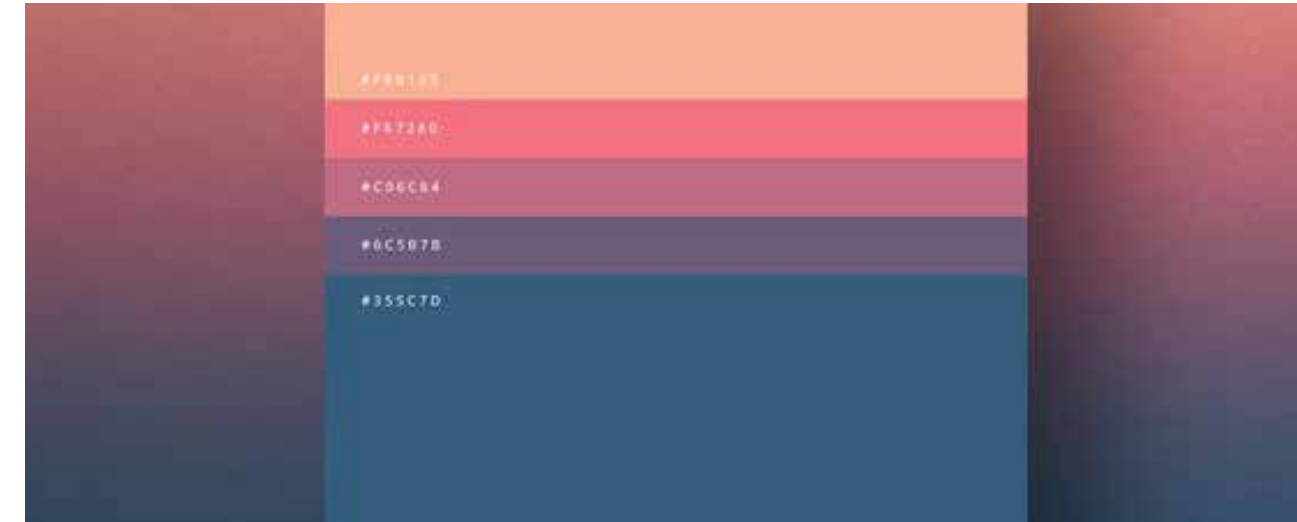
SECONDARY COLOURS



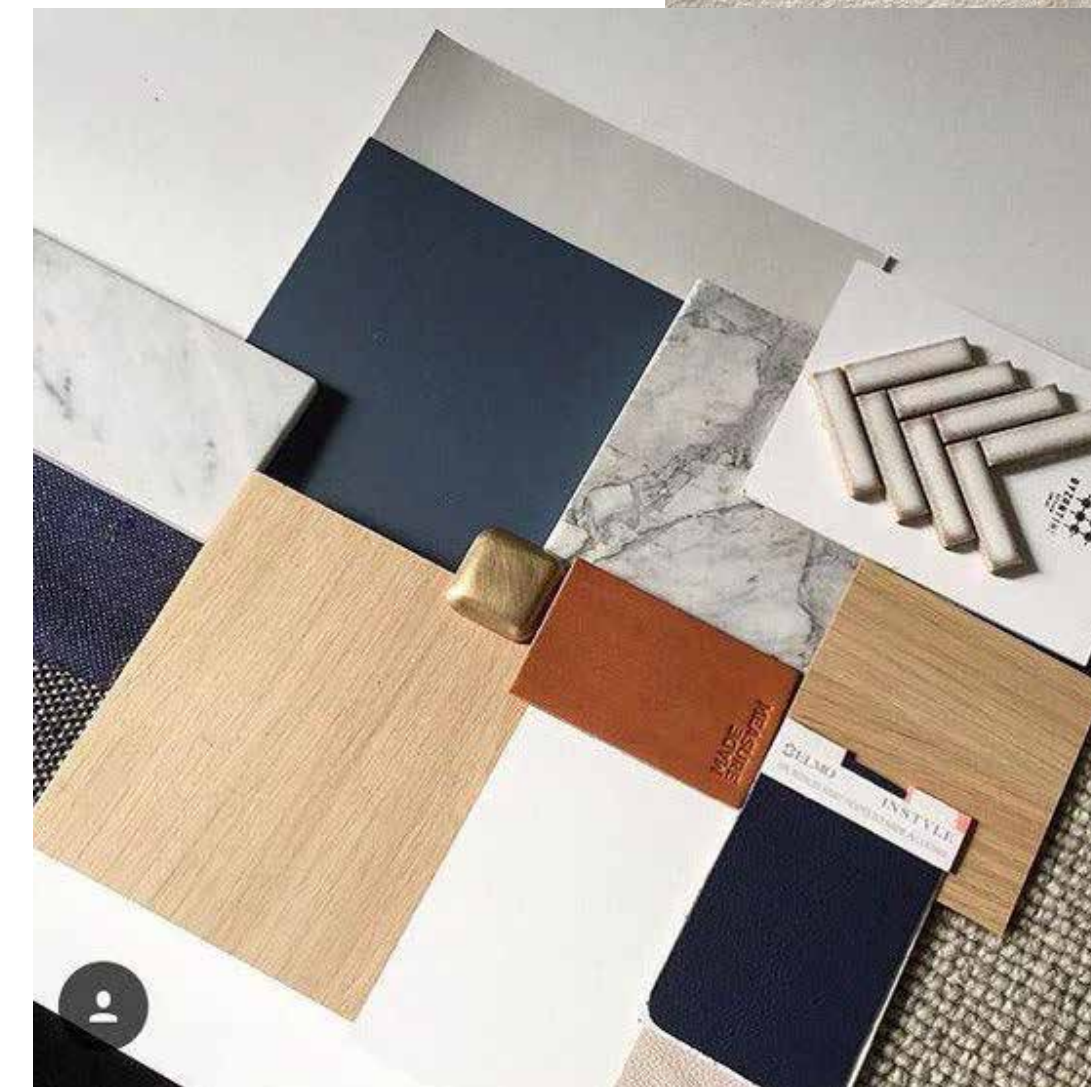
Teal is shown here to highlight how the palette is matching with it, but there is no necessity to use this colour.

Orange is the accent colour, its purpose is to bring life to the pictures, yet it shouldn't be used too prominently.

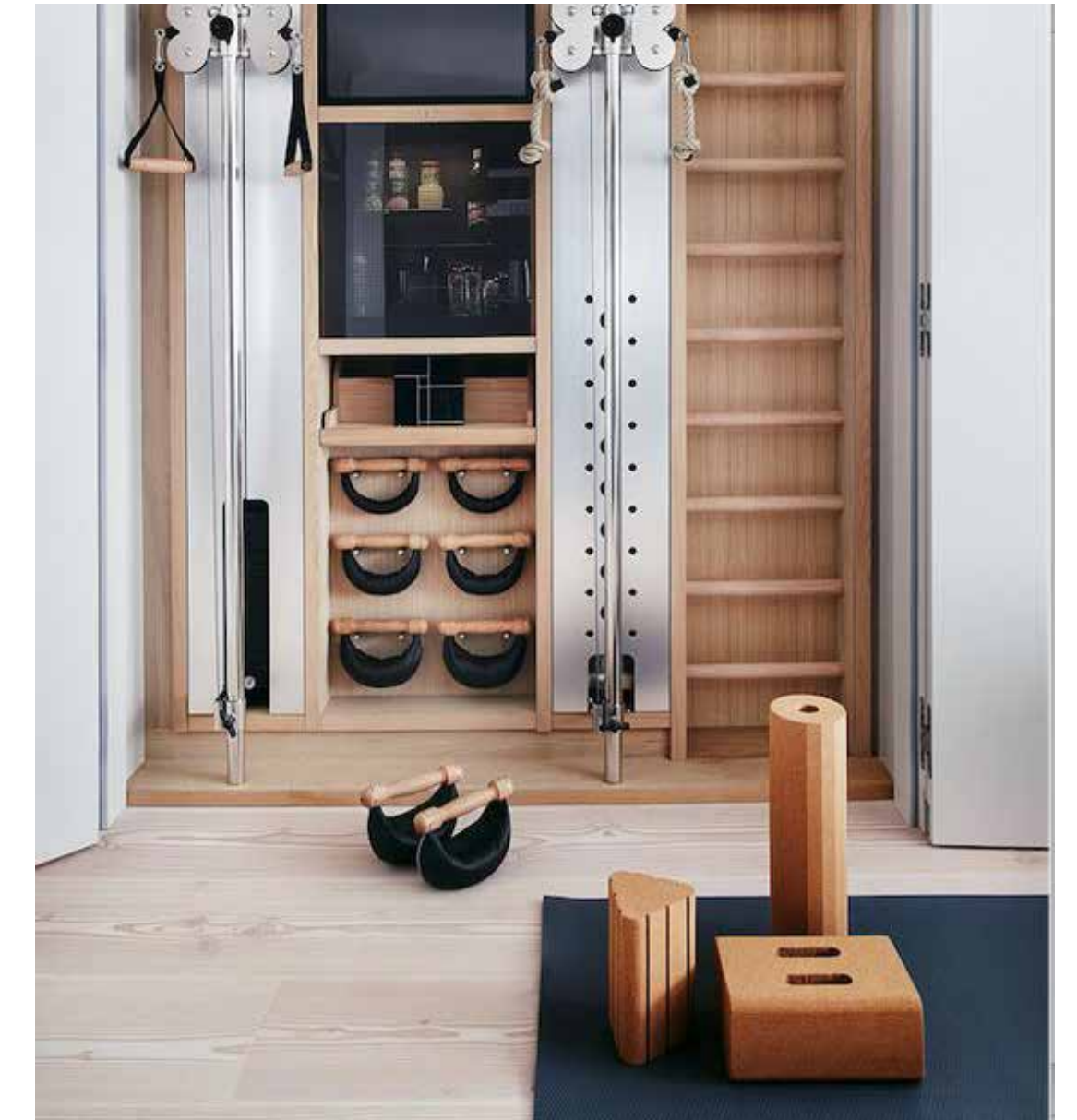
REFERENCES
(INSPIRATION ONLY)



/ TEXTURES



/ LOCATIONS



/ SET DESIGN



/ CLOTHING

