adidas

PARLEY

RFTO22
VISUAL
GUIDELINES
(RUNTASTIC
SPECIFIC)

IMPOSSIBLE
IS NOTHING

RUN FOR THE OCEANS

INTRODUCTION

PURPOSE

While adidas provided many detailed documents, including the visual language (added at the end of this document - please read this first if you are not familiar with it), 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.

Glossary:
RFTO = Run For The Oceans
IIN = Impossible Is Nothing
CC = Creative Cloud

LINKS

RUNTASTIC SOURCES

RFTO 2021

- [Campaign report RFTO 2021](#)
- [RFTO21 Drive folder](#)
- [RFTO21 UA 3D best performing assets](#)
- [RFTO21 UA 2D best performing assets & RFTO 22 content request overview](#) (WIP)

RFTO 2022

- [RFTO22 Creative Studio Drive folder](#)
- [RFTO22 Project plan](#)
- [RFTO22 Stakeholders Kick-off](#)
- [RFTO22 Creative Brief WIP](#)
- [RFTO22 Flashback meeting recording](#)&[slide deck](#)
- [RFTO22 Strategic brief](#)
- [RFTO22 Brainstorming Miro board](#)
- [RFTO22 Content plan](#) (wip)
- [New logos toolkit](#)
- [RFTO 22 Sport types final list](#)
- [RFTO22 visual guidelines (Runtastic specific)](#)

Channels

- [CRM RFTO 22 Plan](#)
- [Social Media RFTO 22 Plan](#)
- [UA workstream RFTO 22](#)

ADIDAS SOURCES

- [Media guidelines](#)
- [150 DMU adidas - IIN & RFTO22](#)
- [RFTO22 Final Deliverable List adidas](#)
- [RFTO22 100 Days Market Update](#)
- [RFTO22 Messaging guidelines](#)
- [RFTO22 Updated Messaging guidelines](#)
- RFTO22 75 Days Market Update
- [Final deliverable list](#)
- [Final Visual guidelines](#)
- Localisation guidelines
- ["We are social" SMM Strategy and plan](#)
- [Adidas Partners brief](#)

RUNTASTIC GUIDANCE

IMPOSSIBLE IS NOTHING 〉〉〉 RUN FOR THE OCEANS

PHASE 0 **TEASE**	PHASE 1 **EDUCATE/ SIGN-UP**	PHASE 2 **SUSTAIN/ TRACKING**	PHASE 4 **EXIT**
April 22 - May 8	May 9 - 22	May 23 - June 8	June 9 - Ongoing
Key Message: TOGETHER, IMPOSSIBLE IS NOTHING **Main goal:** Save the date / introduce the cause	**Key Message:** SIGN UP AND RUN FROM 23 MAY TO ACHIEVE THE IMPOSSIBLE **Main goal:** App download, introduce Mechanic 10 MINS = 1 BOTTLE REMOVED	**Key Message:** EVERY 10 MINUTES RUNNING UNTIL 8 JUNE HELPS END PLASTIC WASTE **Main goal:** drive participation (sign ups)	**Key Message:** WHEN WE'RE PART OF A MOVEMENT, IMPOSSIBLE IS NOTHING **Main goal:** celebrate success, communicate achievements

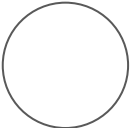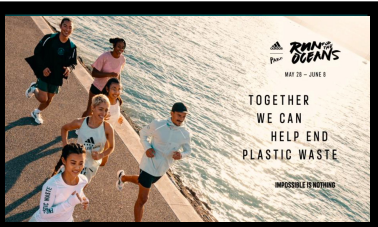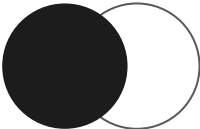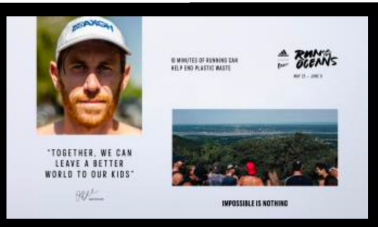| Brand Athlete Films, Earth Day Focus | IIN X RFTO Film (= Hero Film, long & short form, different resolutions and versions) | Cause and Effect Film (long & short form, different resolutions and versions)+ GIFs (C&E gif, athlete gif, campaign gif) | Impact Film, Oceans Day 2D impact Athletes posts |

IMPOSSIBLE IS NOTHING LAYOUTS

As shown on the previous slide, the Impossible is Nothing layouts should be mainly used at the **beginning of the campaign** and slowly decrease over time to put more focus on RFTO itself with the usage of RFTO layouts. IIN photography should only be used for IIN layouts.

IIN
IMPOSSIBLE IS NOTHING (TOGETHER)

WHITE   PLAIN IMAGERY

Promote authentic stories, focus on the key athletes. Recommended for Runtastic social media/blog, eventually for UA and generally for assets that will go live at the beginning of the campaign.
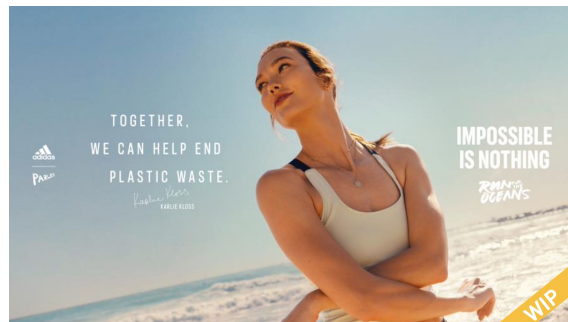
RFTO LAYOUTS

Attract, Engage and Convert Layouts can be used at **anytime during the campaign**. As their name suggest, the layouts can be used according to the goal we want to achieve with the visuals. On Runtastic touchpoints, Engage and Convert should only be applied on touchpoints that can support multi-images layouts.

ATTRACT SIGN UP AND ACHIEVE THE IMPOSSIBLE		PLAIN IMAGERY #1C1C1C / WHITE	More focused on the RFTO movement. Suitable for assets that do not support multi-images layouts, and especially for small images where plain imagery makes more sense visually.
ENGAGE RALLY BEHIND THE CAUSE AND JOIN THE MOVEMENT		RFTO TEXTURE #1C1C1C	More focused on the RFTO movement. Suitable for most Runtastic assets where layouts can be applied (UA, CRM, ASO, blog banners, sharing images etc...)
CONVERT PRODUCT INNOVATION / BENEFIT		RFTO TEXTURE #1C1C1C	Suitable for assets relating more towards sustainability/ the cause or focus on conversion and promoting the products (where layouts can be applied).

WORKFLOW
COLLABORATIVE STRUCTURE

💾 **Where to save files?**

- Open files for designers only:
smb://fileshare.runtastic.com/graphics/04_Marketing/activations/RFTO22

- Exported assets for stakeholders:
smb://share/runtastic/Design/04_Marketing/activations/RFTO22

- Campaign Drive folder to share assets with external partners/adidas (create a sub-folder) LINK HERE

Collaborative Figma file

LINK HERE
This file can be used to work on app mockups, create personalized screen designs or simply directly create drafts for assets.

Note: this file access is shared with the Product Design team and the Localization team.

WORKFLOW
CREATIVE CLOUD LIBRARY

A dedicated RFTO22 Creative Cloud Library contains helpful resources such as:

- Layout options & templates
- Typography,
- Color swatches,
- Logos,
- Photos etc…

Follow this link to join the library.
For Partners, please refer to the Toolkit that was shared with you.

If you need an invite to join a library or have trouble joining it, please reach out to NED (ned@runtastic.com).
Note: the library can be accessed by Runtastic team members only.

Life-Hack: Drag & Drop assets into your project file while holding the option key in order to copy all layers from template files instead of adding smart objects.

For an optimised workflow it is recommended to choose "group by custom group", "sort by custom order", "View by Group" in your Library Settings and enabling to "always show names".
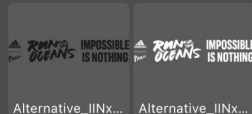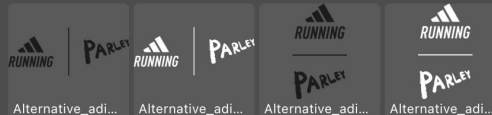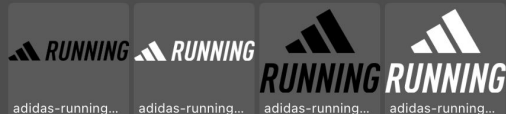
WORKFLOW
SCREENSHOTS

All screenshots are being prepared in the collaborative Figma file.
The localization team will directly add their copies in the file.
The progress/status is also added in the Figma file.

The screenshots are located in the Page called "Localized challenge screenshots".

List of screenshots being prepared, with and without device:

- *adidas running RFTO challenge details screen ios xsmax*
- *adidas running community tab ios xsmax*
- *adidas running partner accounts ios xsmax*
- *adidas running RFTO sharing images ios xsmax (EN only)*

The screenshots are also uploaded in the:

- Project google drive folder
- Creative Cloud Library (or Toolkit for partners)

Note: Other non-related to RFTO adidas running screenshots can be found HERE
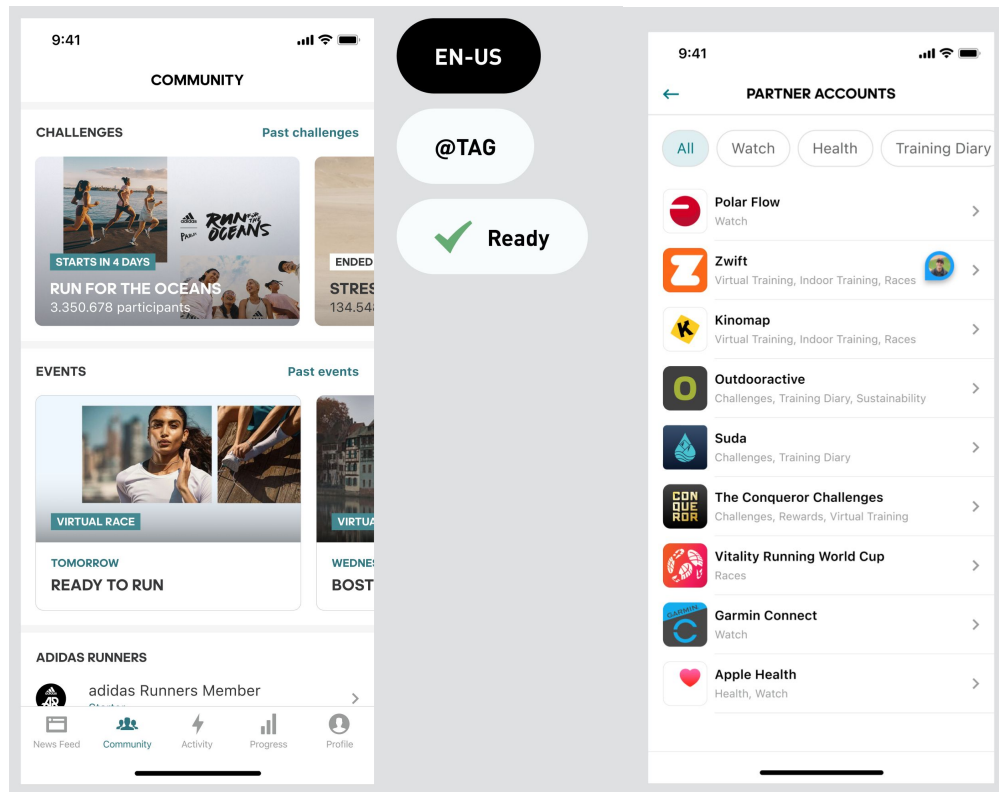
PHOTOGRAPHY

The retouched photos are added to the Creative Cloud Library (or the Toolkit for Partners), they are also uploaded on the Project Google Drive folder here:

- Link to IIN (Impossible Is Nothing) images

- Link to RFTO Selects

IMAGERY USAGE

Mixing IIN images with RFTO imagery should be avoided but can be considered for specific needs (showing a certain angle of view, featuring an emotional portrait, highlighting a connection to one of the key athlete for a dedicated market etc...)

MINIMUM SIZING & READABILITY

By strictly following the adidas layouts, certain elements might end up being too small to be readable on certain formats.

Therefore, it is recommended to not follow the adidas guidelines & templates too strictly if they do not work with the format & safe zones, or if the elements are not readable, are getting cropped etc…
The readability and user experience always overrule the guidelines.

The guidelines from adidas have been thought to work on non-resized exports. For example, if an image of 1920 x 1080 px is actually being displayed at a size of 640 x 360 px (@3x) instead of its original size, there is a high probability that the elements visible on the image will no longer be readable.

As a rule of thumb, it is recommended to always double check the exported assets on mobile.
Life-hack: send your exported asset to yourself on Slack (desktop) and open it on mobile via the Slack app to easily assess if everything is readable.

Please note that according to the brand guidelines, the Badge of Sports should not be smaller than 60px on digital touchpoints.
The rule also applies to the *adidas x Parley x RFTO lockup*.

Badge of Sports minimum sizing

BRANDING
ADIDAS RUNNING

WHICH APP LOGO/ICON TO USE WHEN PROMOTING THE ADIDAS RUNNING APP DURING RUN FOR THE OCEANS?

ios app icon
(use as default)

android app icon

Vertical app logo
(use as default)

Horizontal app logo

Link to download the assets

BRANDING
DO'S & DON'TS

✅ **Branding reduction**
Due to safe-zones and text overlay, it may not be possible to fully brand the images with all logos on Runtastic touchpoints. In this case, it is best to stick with the *adidas | Parley RFTO* logo. *Impossible is nothing,* the *athlete quote/name + signature* can be removed if there is not enough place for it.

❌ **adidas running | Parley**
This lockup should not be used in 2022. Instead, due to legal reasons, the *adidas badge of sports | Parley* will be used throughout the whole campaign as describe on previous slides. Nevertheless, the adidas running app icon can be used in combination with an app screenshot.

❌ **RFTO logo without Adidas | Parley lockup**
For legal reasons, do not use the *Run for the Oceans* logo if the *adidas | Parley* lockup is not also visible on the image.
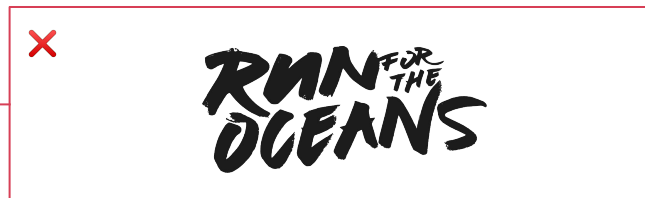
BRANDING
DO'S & DON'TS

❌ **Double branding**
Over-branding should be avoided as much as possible. It is recommended to not double brand: the performance badge and the badge of sports should not be both visible on one visual. For example, do not place an adidas running app logo and the badge of sports on the same image.
This rule also applies if a logo is added as part of an UI overlay, for example on the app sharing images that contain the adidas running app logo.

❌ **Over branding**
Similarly, it is recommended to not over-brand the assets by placing the RFTO logo right next to a photo of a RFTO flag, or write *"Run For the Oceans"* as a headline next to the RFTO logo.

✅ **adidas | Parley x RFTO x IIN**
In case the branding is too complicated to apply, it is possible to use the adidas | Parley x RFTO x IIN lockup instead. It might be helpful for small images, if the elements cannot fit certain safe-zones or overlays.
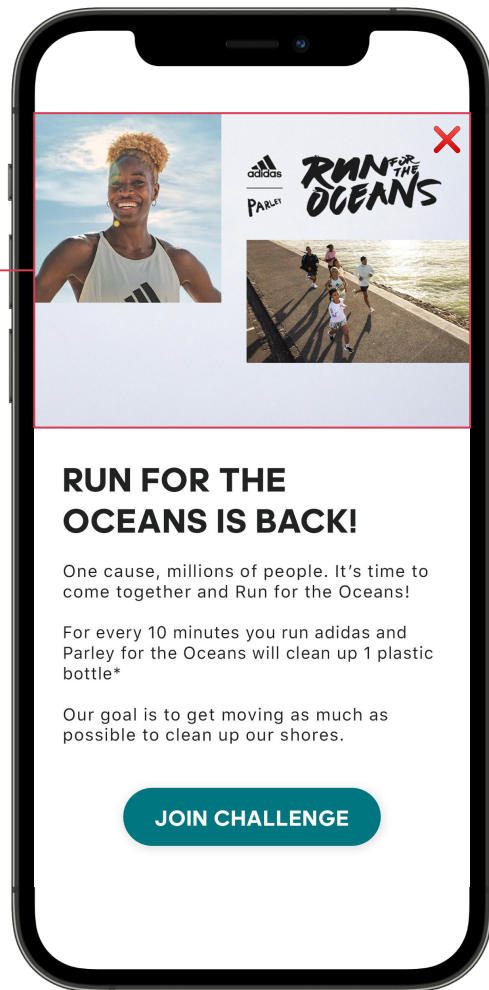
BRANDING
DO'S & DON'TS

❌ **Visible logo on adidas running in-app messages images**
Due to the marketing consent that our users need to accept/decline, no branding should be added on CRM in-app RFTO assets. The goal is to avoid any interpretation of a potential promotion of *Parley* products for the users that didn't give their consent to marketing promotions.
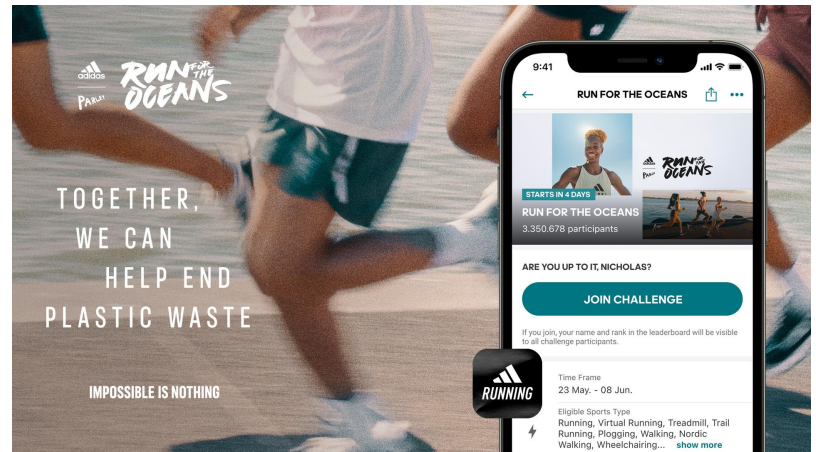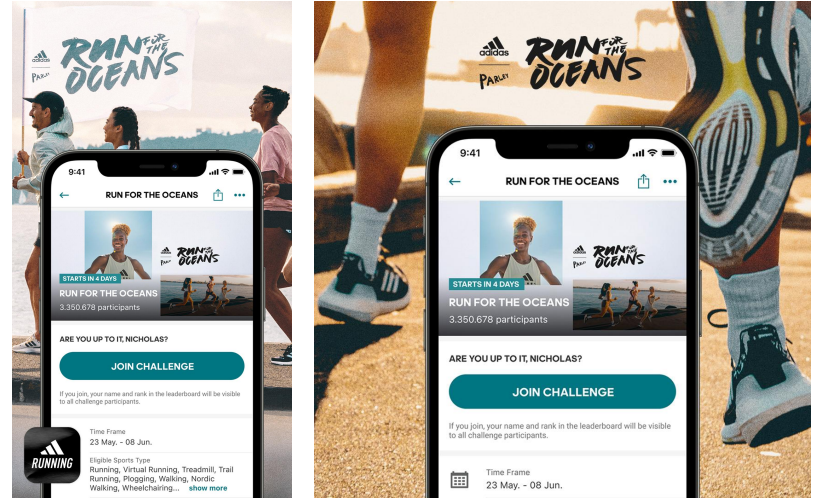
KEY VISUALS
SCREENSHOTS / LAYOUT OPTIONS

Based on the findings from the User Acquisition team, when applying screenshots to a layout, it is best to place them on top of a photographic background.

If there is enough place on the canva, adding the campaign branding and a call to action is recommended.

In addition to the screenshots, the **adidas running app icon can** be placed on top of the screenshots, to help users identify the app.

Those key visuals are added to the CC library and partnerships toolkit.
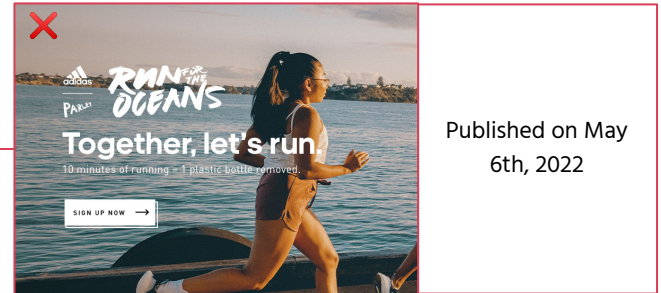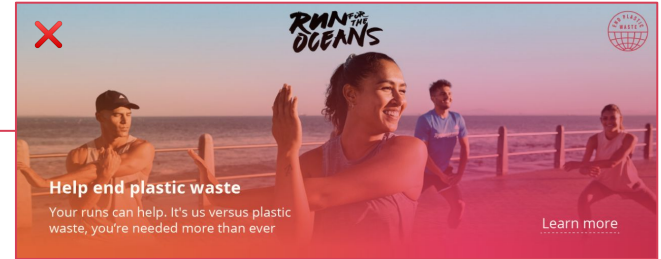
PARTNERSHIP KEY VISUALS
DO'S AND DON'TS

❌ **External Elements**

Do not add elements on the images that are not part of the toolkit provided (gradients, textures, effects, etc.)

❌ **Campaign Mechanic before May 9th**

Do not introduce the campaign Mechanic (10 MINS = 1 BOTTLE RFTO) before May 9th, 2022.

Published on May 6th, 2022

PARTNERSHIP KEY VISUALS
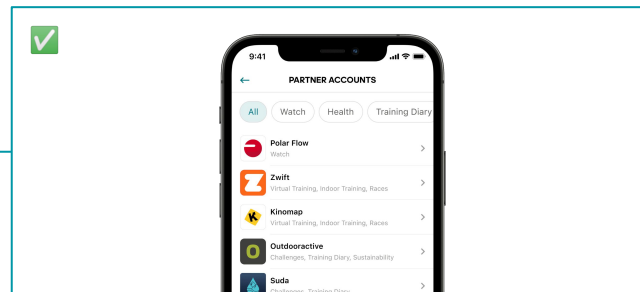## DO'S AND DON'TS

❌ **Partner Logos**

Please do not use partner logos on RFTO key visuals, as due to legal reason, only *adidas | parley* can stand in direct relation to the campaign.
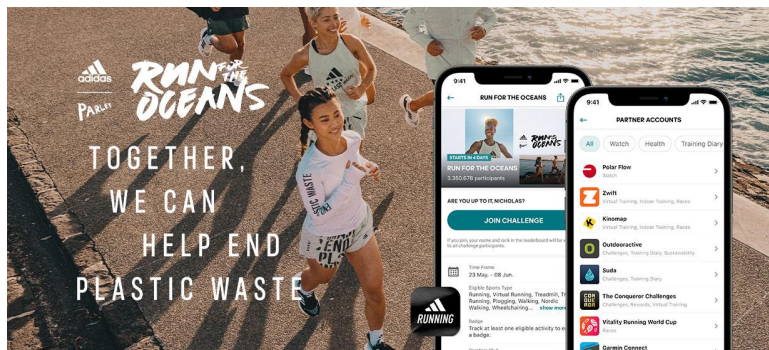

✅ **Partner Screenshot**

If you would like your logo to be visible on key visuals anyway, we recommend using the partner screenshot we provided in the toolkit instead.
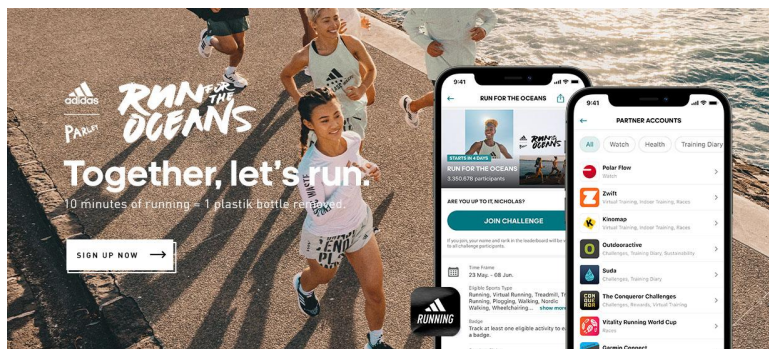
PARTNERSHIP KEY VISUALS
## HORIZONTALS (WEBPAGE, BANNERS, NEWSLETTERS, ETC.)

V1: Full bleed RFTO Imagery + adidas/parley RFTO Lock-Up + RFTO Typography + adidas Running screenshots (challenge screen and/or partner screen + adidas Running app icon)

V2: Full bleed RFTO Imagery + adidas/parley RFTO Lock-Up + RFTO Typography

V3: Full bleed RFTO Imagery + adidas/parley RFTO Lock-Up + Copy + adidas Running screenshots (challenge screen and/or partner screen + adidas Running app icon)
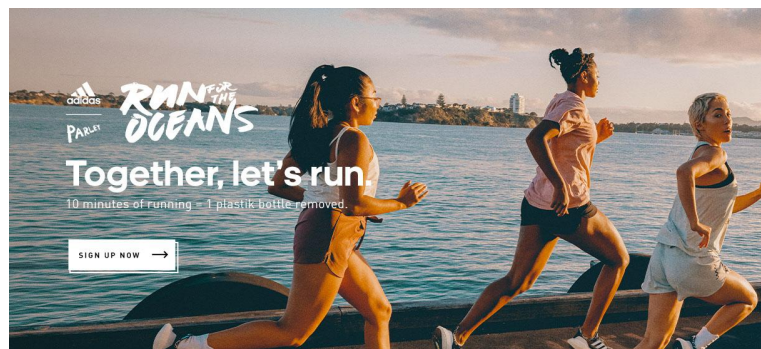
V4: Full bleed RFTO Imagery + adidas/parley RFTO Lock-Up + Copy
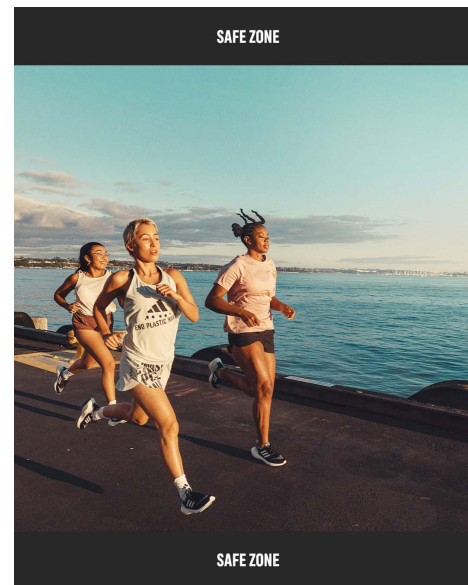
PARTNERSHIP KEY VISUALS
IG/FB FEED POSTS

V1: Full bleed RFTO Imagery + adidas/parley RFTO Lock-Up

V2: Full bleed RFTO Imagery + adidas/parley RFTO Lock-Up incl. Challenge Dates


V3: Plain full bleed RFTO Imagery

SOCIAL MEDIA TEMPLATES

When working on Instagram/facebook feed post and thumbnails, please take into account the general section of SS22 visual guidance, as those rules apply to RFTO as well. The section is added to this document in the upcoming slides.

For readability reasons, the templates from adidas have been adapted for social media.
There is a dedicated "social media templates" group in the RFTO22 creative cloud library.
For Partners, please refer to the assets provided in the Toolkit.
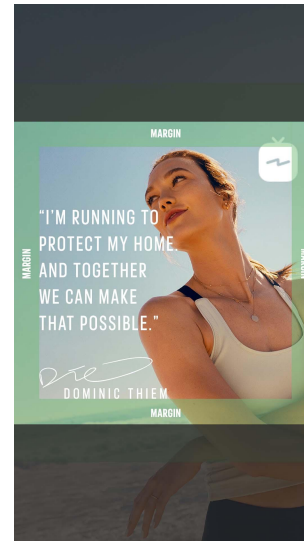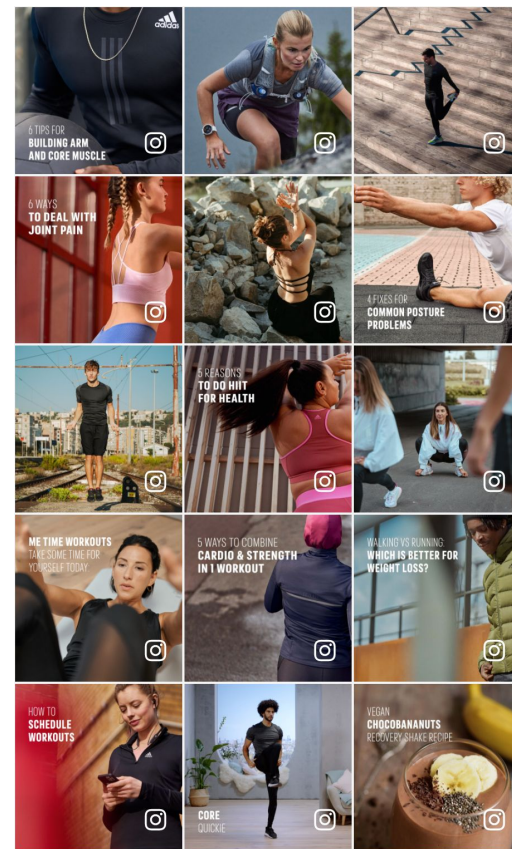
IG FEED
SS22 GENERAL GUIDANCE

SPECIAL CASE
IG FEED

Since the IG feed displays both activation and seasonal content next to each other, a few ground rules have been defined to create more alignment between styles and to ensure a consistent look of our channel. The goal is to reduce big style & content changes as this has shown a negative impact on performance in the past. Regardless of style, content should always provide value for the user and feel authentic to the adidas runtastic channel.

Before diving into the specific styles in the next chapters, please refer to the following slides when creating content for instagram.

Useful hack: If you're unsure about consistency on IG, feel free to test your design on unum

IG FEED
LAYOUT

Ground rules:

- No strong background colors (black/white or a texture image are recommended)
- Black or white typography (white as default)
- 1 visible photo max (aside from texture), no multi-image layouts
- Keep a visual balance between white space and elements
- Branding not required but it can be added as a decorative element if it is part of the style
- Margin & safe-zones apply as usual (1:1 crop)

Aside from those rules, feel free to be creative and try various options when adding adding graphic elements or positioning the image.

Note: for carousels, the rules only apply to the first slide that is visible on the feed.
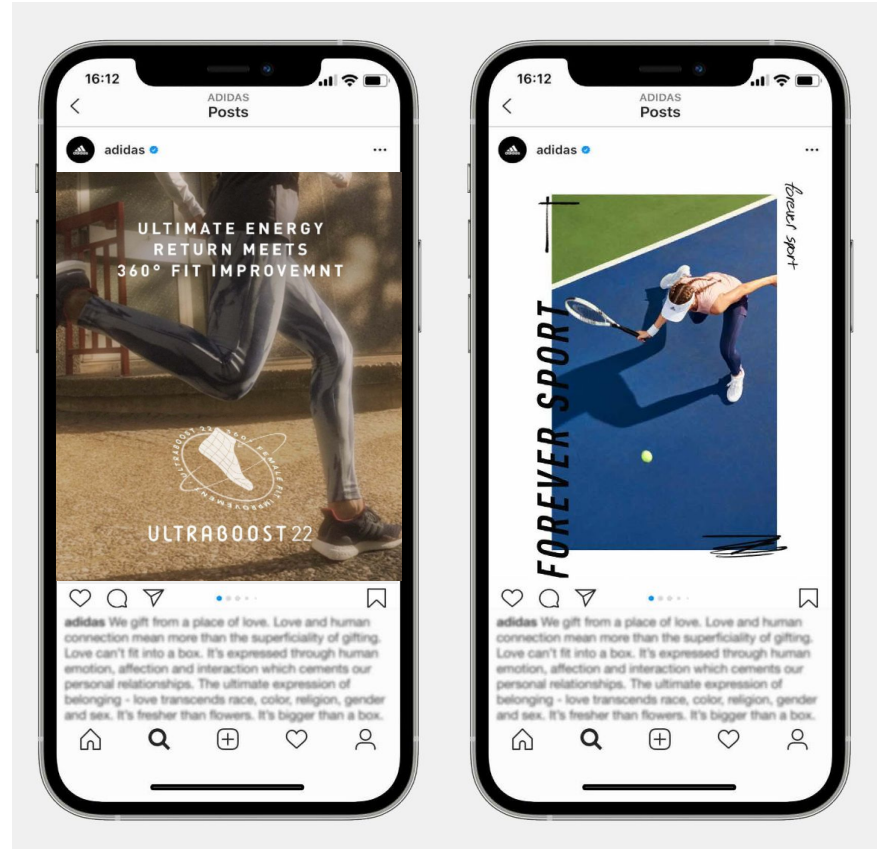
IG FEED
TYPOGRAPHY & TEMPLATES

Ground rules:

- Font size ranges:
  75 - 125pt for headlines
  55 - 75 for sub-heads or copy
  No size restriction for one word headlines

- Choose font according to the guidelines that you are
  following (seasonal content or specific activation)
- Texts in black or white (white as default)
- Free placement: use what works best for your layout / image

Templates:
- Seasonal and activation content should respect the same
  safe zones and margins as provided by templates
- Templates shared within respective cc library will contain
  examples for layout and text application
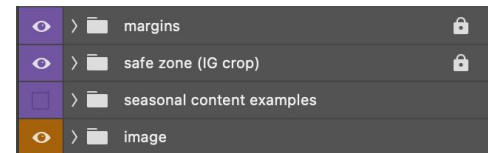
SOCIAL MEDIA TEMPLATES
INSTAGRAM FEED / FACEBOOK POST

BRANDING
It is not recommended to add logos and should only be used when strictly necessary. 2 options are available.

HEADLINE
Taken from Attract Layouts. 75pts sized by default but can be increased to 125pts if necessary.
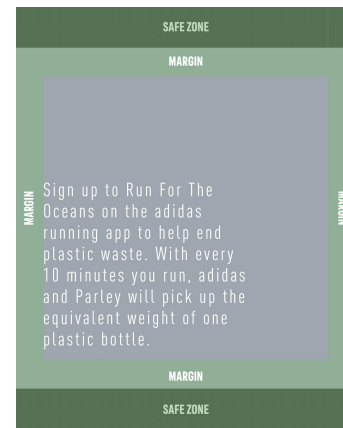Free placement outside of the margin area.

SUB-HEADLINE
Taken from Engage Layouts. 65pts sized by default but can vary between 55 to 75pts if necessary.
Free placement outside of the margin area.

QUOTE
Taken from Engage Layouts. 75pts sized by default but can be increased to 125pts if necessary.
Free placement outside of the margin area.

BODY TEXT
Taken from Convert Layouts. 60pts sized by default but can vary between 55 to 75pts if necessary.
Free placement outside of the margin area.

SOCIAL MEDIA TEMPLATES
IGTV

HEADLINE
Taken from Attract Layouts.
75pts sized by default but can be increased to 125pts if necessary.
Free placement outside of the margin area.

SUB-HEADLINE
Taken from Engage Layouts.
65pts sized by default but can vary between 55 to 75pts if necessary.
Free placement outside of the margin area.

QUOTE (UNLIKELY TO BE USED)
Taken from Engage Layouts.
75pts sized by default but can be increased to 125pts if necessary.
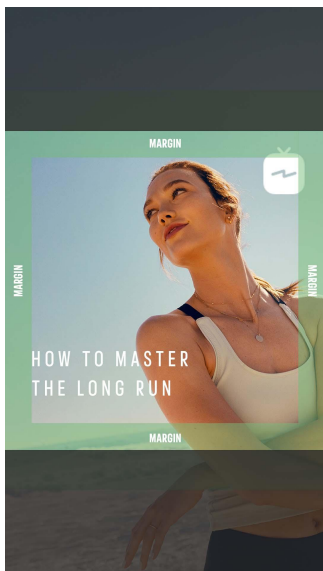Free placement outside of the margin area.

BODY TEXT (UNLIKELY TO BE USED)
Taken from Convert Layouts.
60pts sized by default but can vary between 55 to 75pts if necessary.
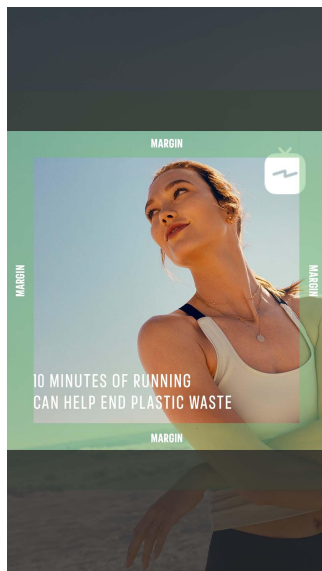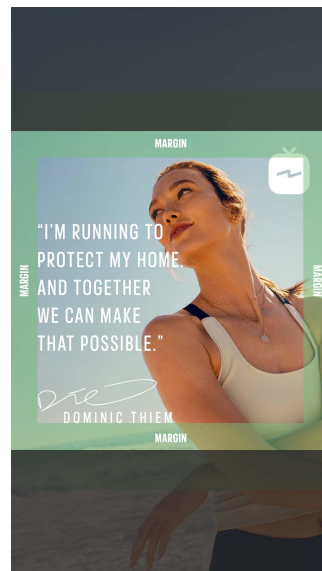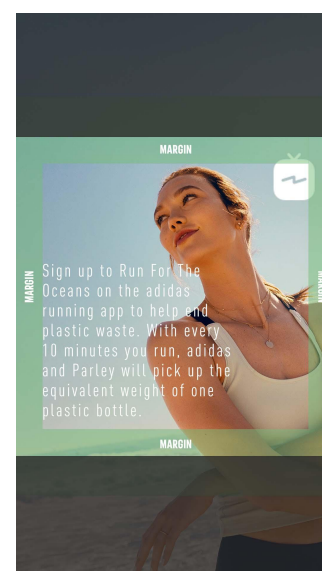Free placement outside of the margin area.

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SOCIAL MEDIA TEMPLATES
YOUTUBE

Two different headline sizes (big standard and medium size): 230pt or 175pt, Kerning: 100
Free placement outside of the margin area.
Image Recommendation: High contrast image, close-ups of faces or body parts,
strong emotions (f.e. open mouth, eye contact, etc.)
Copywriting Tipp: Let's keep the headline on the image as short as possible (with keywords),
as the video title is shown right below the thumbnail anyway.

SOCIAL MEDIA TEMPLATES
PINTEREST

OPTIONAL HEADLINE
THERE GOES A BIG HEADLINE

1. SUBHEADLINE NR. 1
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore.

2. SUBHEADLINE NR. 2
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolor.

3. SUBHEADLINE NR. 3
Lorem ipsum dolor sit amet, consetetur sadipscing elitr.

adidas
PARLEY
RUN FOR THE OCEANS

ADIDAS LAYOUT ADAPTATIONS
EXAMPLES

Some layout adaptations has been made by adidas for the RFTO Hub and Landing page, with additional elements such as texture lines, handwritten assets etc...
Some placement have also been adjusted to match specific safe-zones requirements. We should take those examples as inspirations.
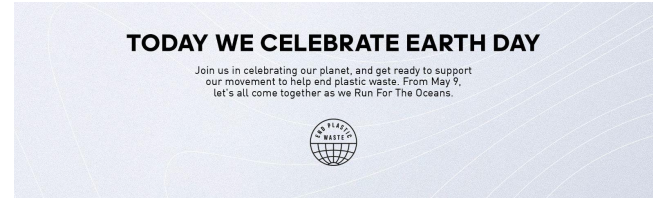
RUNTASTIC

THANK YOU
AND HAVE A GREAT DAY