

CAMPAIGN VISUAL GUIDELINES



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INTRODUCTION

CONTEXT

Please read the [Kick-off Slides](#) for more detailed information about the campaign and a recap of 2020.

WHAT IS RUN WILD?

Run Wild is an innovative sustainability campaign with the goal to create true relationships between humans and animals.

adidas Runtastic and adidas, through Run Wild, have the opportunity to run the single largest wildlife & nature engagement campaign in the world.

We continue to make users & consumers create tangible impact with engaging sustainability based Health & Fitness activities.



GOALS

PRIORITY 2: PARTICIPANTS

→ in order to achieve active participants which stay with us in the app after the campaign, we need to fill in the funnel with Challenge participants per se first.

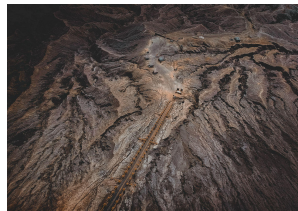
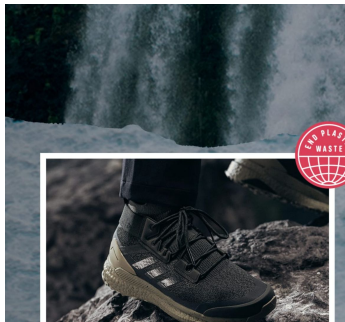
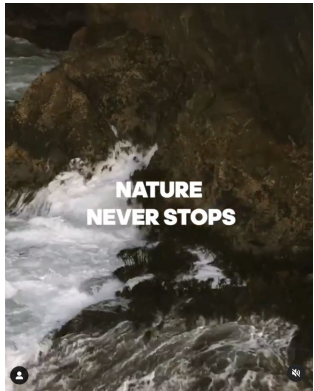
PRIORITY 1: ACTIVE PARTICIPANTS

→ active participants are very likely to become Good Monthly Active Users and stay with us for a long time (good retention rate) + interact with campaign cards and other offers during a campaign.

PRIORITY 3: DONATIONS

→ we will not specify a donation target in \$, but we want to make this a priority in the campaign. Therefore we will measure how many users we will forward to the conservation page.

VISUAL CONCEPT



NO PLASTIC WASTE

NO PLASTIC WASTE

CONCEPT

EXPLANATION

MOUNTAIN LION & TRAIL RUNNING

The animal will only be in focus on the visuals when relevant: it will be especially the case for in-app content and challenge related assets, while other channels will focus more on the topic of trail running.

For Run Wild 21, we want to build a stronger emotional connection to the animal when visible. In order to do so, we will use high quality animal imagery and close ups. Also, the campaign color palette will highlight the animal & its environment tones.

HIGHLIGHTING THE CAUSE

We believe that the emotional connexion can also be built by showing the impact of humans on Nature to raise awareness. A vibrant orange color highlights the urgency to act and change our behaviour. This color is also implicitly evoking hunters, as blaze orange is visible on their jacket. We also want to introduce a new "Protect the Wild" badge to emphasize the seriousness of the cause and show our engagement when it comes to sustainability.

INSPIRED BY ADIDAS

We want to connect the campaign closer to adidas visually. The intention is to use a similar style and layout system to adidas product campaigns, and colors from the adidas Fall Winter 21 collection. The integration of Timothy Olson as face of the campaign is also helping us connecting the dots with adidas Terrex / Outdoor. Additionally to that, the "Protect the Wild" badge is in line with the way adidas is branding sustainability topics, similarly to the "End Plastic Waste" one.

COLOR PALETTE



VEGETAL

COLLEGIATE GREEN
#314C44



URGENCY

PRODUCT ORANGE
#FF6030



ROCK/SOIL

CARBON S18
#3B3C3F



ANIMAL

WONDER WHITE F21
#E4DBCC

Note: as mentioned on the previous slide, the colors are taken from the [adidas Fall Winter 2021 color direction](#)
Black & White will be used for Typography, adidas badge of sports and Run Wild lockup content.

CREATIVE CLOUD LIBRARY

The Creative Cloud Library contains helpful resources such as:

- Layout options & templates
- Font styles
- Color swatches
- Logos
- Photos

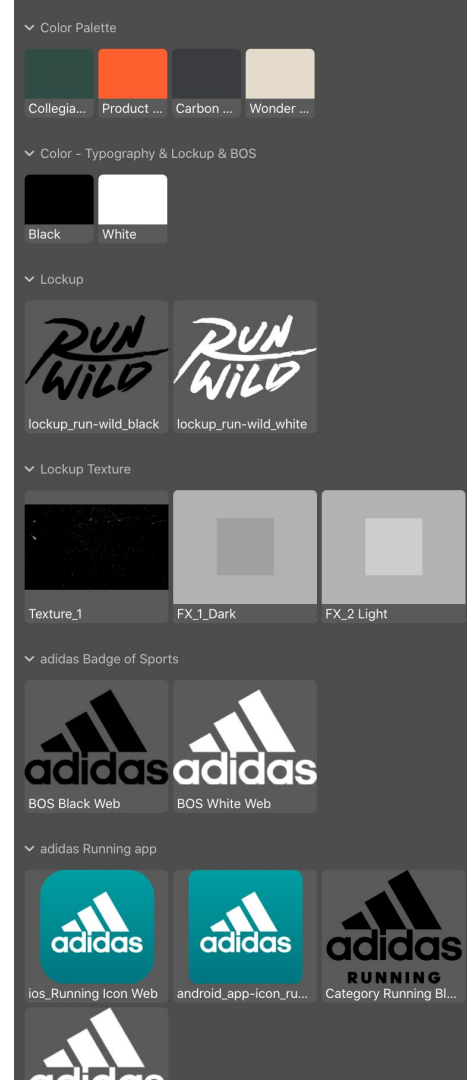
It can be accessed via [this link](#).

For 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”.

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.

If you need an invite to join the 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.



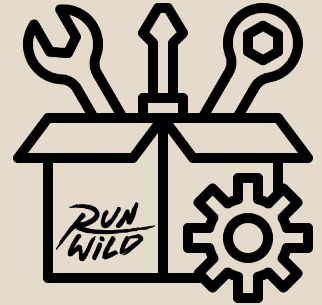
PARTNERSHIPS TOOLKIT

A partnerships toolkit has been created for the campaign. It contains all the assets mentioned in this document, as well as key visuals, imagery and open files.

The toolkit is especially relevant to external partners that do not have access to Runtastic servers, tools and libraries.

Additional assets will be added in the course of the campaign (such as Run Wild challenge details screenshots), so it is recommended to come back to the toolkit regularly.

[Link to the toolkit](#)



LAYOUTS

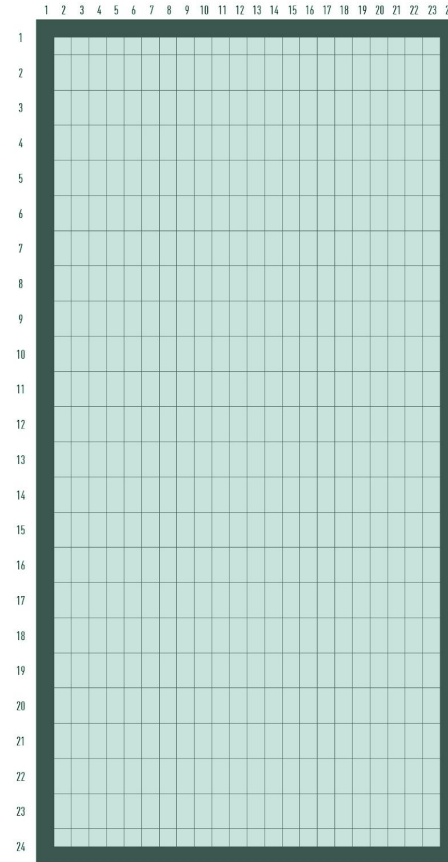
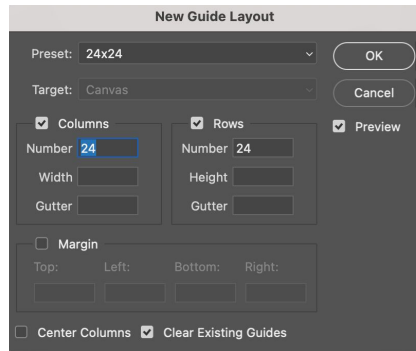
GRID

24x24

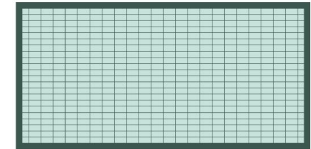
Each side of the layout is divided by 24 sections.

The 24x24 grid applies to all formats and is assisting the placement of text and images, as well as, the definition of font size.

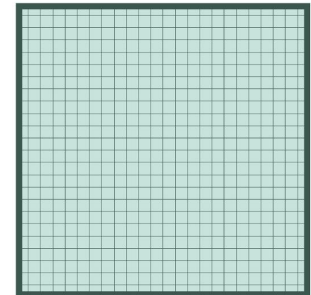
IN PHOTOSHOP: Go to **Window > Create new Guide Layout**



HORIZONTAL



SQUARE



BRANDING



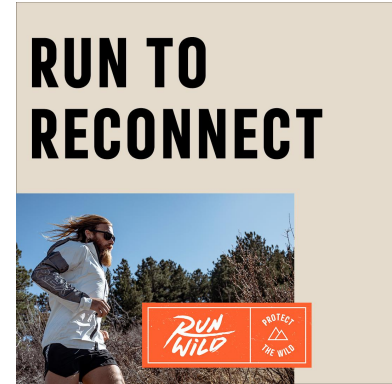
Badge of Sports

By default. Apply to most campaign assets. This branding is the preferred option for external touchpoints and partners.



adidas Running (or adidas Training)

Apply to assets directly linking to the app store page or explicitly referring to the app / inciting to download the app.



No branding

Apply to adidas/adidas Running/adidas Training/adidas Runtastic touchpoints only, as the user is already in the adidas universe.

LAYOUT ELEMENTS

BACKGROUND

TYPOGRAPHY
& BADGE OF
SPORTS / APP
LOGO

SECONDARY
BACKGROUND
SHAPE

RUN WILD
LOCKUP

CALL TO
ACTION

COLOR COMBINATION 1



N/A



JOIN CHALLENGE

COLOR COMBINATION 2



JOIN CHALLENGE

COLOR COMBINATION 3



N/A

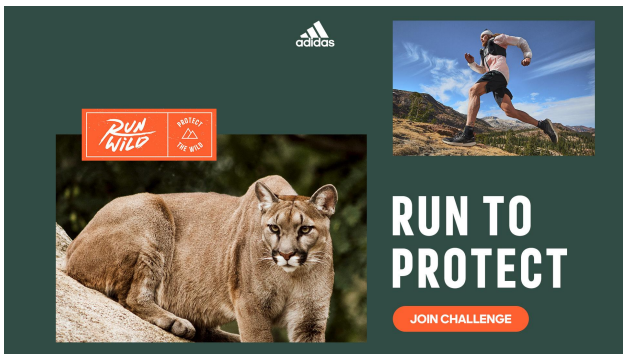


JOIN CHALLENGE

COLOR COMBINATION 4



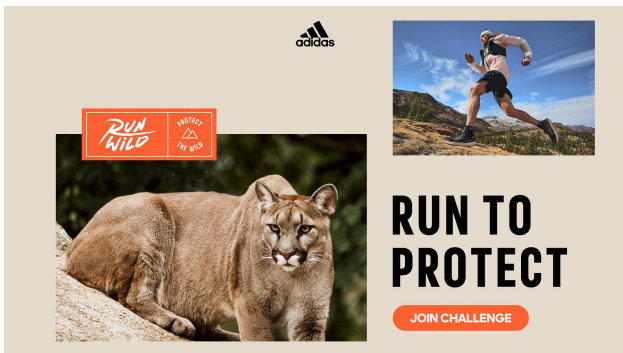
JOIN CHALLENGE



COLOR COMBINATION 1



COLOR COMBINATION 2



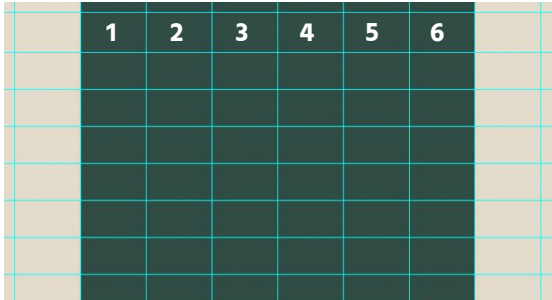
COLOR COMBINATION 3



COLOR COMBINATION 4

BACKGROUNDS

SECONDARY BACKGROUND SHAPE



Building the secondary background shape:
- Horizontal format:
width of **6 grid sections**, height = canva height

- Vertical format:
height of **6 grid sections**, width = canva width

Do not place behind typography.



The secondary background shapes should preferably be used in combination with the **secondary Run Wild lockup colors**.

It is also recommended to place the secondary background shape **behind the lockup** to have enough contrast and not let the secondary lockup melt with the background (same color).

MAIN BACKGROUND



As shown on the previous slides, orange should never be used as a background color.

CALL TO ACTION

BUTTON

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. "Join challenge")

COLORS

It is recommended to use the campaign orange for the button background color as it is eye catching. Other campaign colors can still be used for edge cases. The type within the button should always be either white or black.

PRIMARY BUTTON STYLE design specifications

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

FONT USAGE Uppercase

FONT COLOR RGB White/Black

BUTTON COLOR Primary: Blaze orange Secondary: other campaign colors

MINIMUM SIZING 40px Height

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



ADINEUE TEXT BOLD



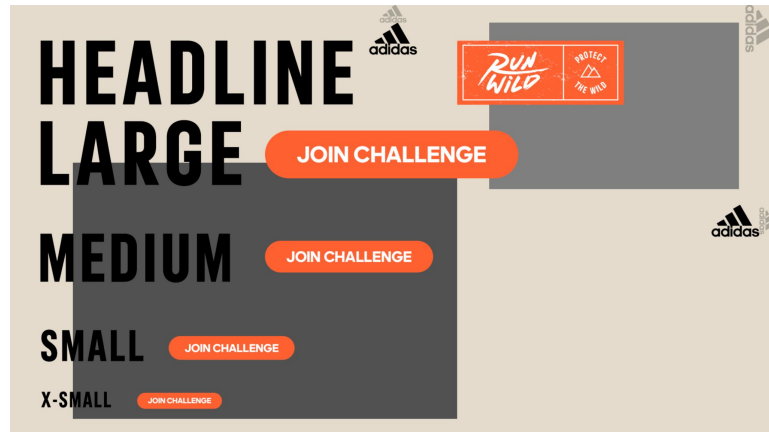
CAMPAIGN LAYOUT TEMPLATES

The campaign layouts follow the same principles introduced in the [standard campaign templates](#).

Therefore, it is recommended to read through this document to fully understand how to use the template and what rules apply to sizing, placement, branding etc...

Dedicated Run Wild campaign layouts have been created based on the standard campaign recommendations and the Run Wild campaign guidelines explained in this document. They contain additional campaign elements such as lockup, colors, background shape etc...

The templates are added to the Run Wild 2021 creative cloud library, in the “Campaign Layout Templates” group.



SOCIAL MEDIA TEMPLATES

Based on asset performance and insights from the social media team, it is recommended to stick to plain imagery, eventually with text, when creating social media content.

Therefore, the [daily content FW21 social media templates](#) are applicable for Run Wild too.

The templates are added to the Run Wild 2021 creative cloud library, in the “Social Media Templates” group.

Note: campaign branding and layouts can be considered for specific use cases (daily animal update, story backgrounds...) after aligning with key stakeholders.



CAMPAIGN LOCKUP

RUN WILD | WILDLIFE PROTECTION

LOCKUP



PRIMARY VERSION



SECONDARY VERSIONS

The secondary versions are designed for use cases where the campaign branding should not take too much attention from the user's eye. For example, to focus on a call to action.

It is recommended to add a grain texture as overlay to bring a raw touch and emphasize the connection to nature. See the guidance on the next slide.

The content of the lockup should always be either coloured in white or black.

LOCKUP TEXTURE

To bring a wild touch to the lockup, a texture layer is added (texture_1.jpg shown below) with a specific effect:

FX_1_Light: Screen blending mode, opacity 100%
FX_2_Dark: Exclusion blending mode, opacity 50%

The content of the lockup should always stay readable despite the texture.
The texture can be moved to increase the readability or provide some variety.

The texture and the effect presets are added to the Run Wild 2021 Creative Cloud Campaign Library.



Texture_1.jpg

LOCKUP
BACKGROUND
COLOR



+

EFFECTS ON
TEXTURE
LAYER

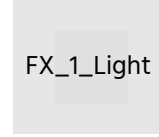


=

FINAL LOCKUP
WITH APPLIED
TEXTURE



+



=



+



=



LOCKUP SIZING

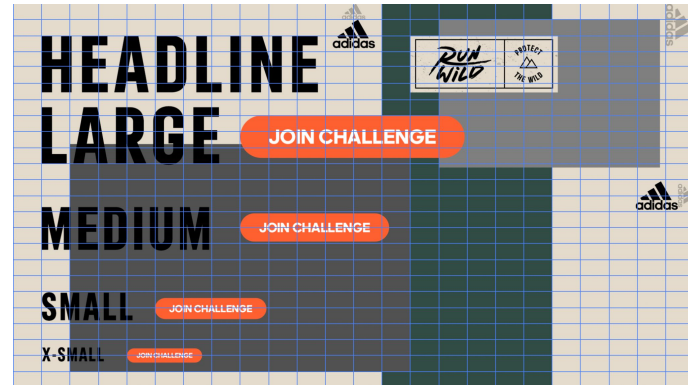
To define the size of the Run Wild lockup on layouts, this rule should be followed:

Lockup height = 2 x Badge of Sports height*

The lockup and badge of sports are already correctly sized in the [layout templates files](#), it is recommended to use them. They are added to the Run Wild 2021 Creative Cloud Library.

Note: Badge of Sports height = 1 large grid section for the Horizontal and Vertical formats, or 1 ½ grid sections for square formats (24x24 grid).

More detailed information on the Badge of Sports sizing can be found in the branding section of the [adidas product campaign guideline](#)



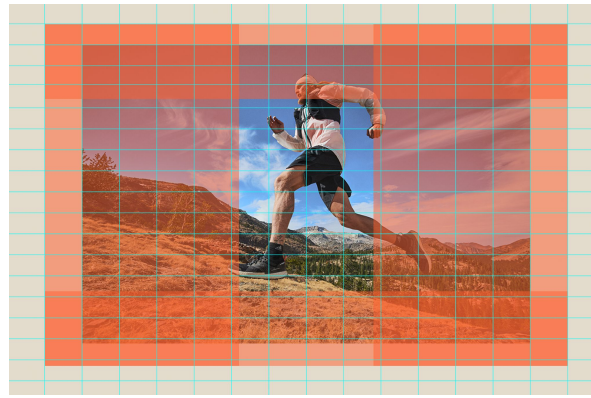
* The rule can be broken for edge cases where the lockup content is not readable. As a rule of thumb, it is recommended to always double check the readability on mobile devices.

LOCKUP PLACEMENT

The lockup should be aligned to the 24x24 grid and placed anywhere around the edge of a layout box, with **1 grid section outside of the layout box**.

The rest of the lockup is staying inside the layout box.

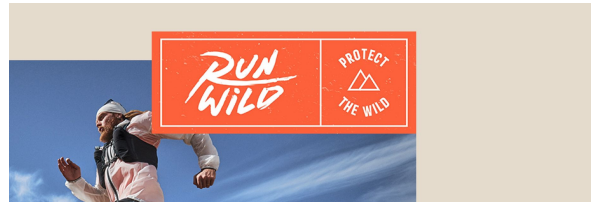
It is best practice (but not mandatory) to place the Run Wild lockup on the biggest layout box of your design to avoid covering the images too much.



The orange area reveals where it is possible to place the Run Wild lockup around the image.



✓
Correct Run Wild lockup placement example.



✗
Do not align the Run Wild lockup to one or two edges of the layout box.

PARTNERS

UNEP BRANDING

By default, the UNEP logo is not shown on visuals.

For dedicated use cases mentioned in the next two slides, the UNEP logo can be shown on visuals/videos, preferably without any other logos, on a dedicated additional image that is not campaign branded (example: at the end of a carousel, on one blog image etc...).

The logos are uploaded in this [Drive folder](#) and added to the Run Wild 2021 Creative Cloud library.

When using the logo, please refer to the [UNEP logo user manual](#), it provides information on:

- Localizations
- Application
- Safe-zones
- Placement
- etc...

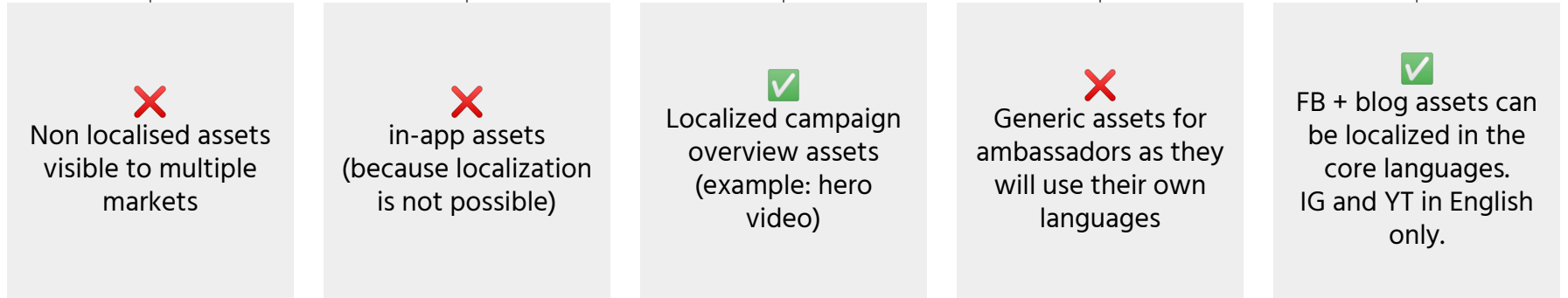


UNEP

LOGO VISIBILITY



Use localized logo for an optimised user experience*



*if the localized version is not available for a specific market (example: PL), use the EN version instead

OTHER PARTNERS

The partner logos are not part of the Run Wild campaign layout system.

For specific use cases, the partner logos can be used on visual assets, preferably on a dedicated additional image that is not campaign branded (example: on a logo banner below a Run Wild branded image, at the end of a carousel, on one blog image etc...).

The partner logos are uploaded in [this Drive folder](#) and are added to the Run Wild 2021 Creative Cloud library.

When using the adidas Terrex logo, please refer to the [Terrex wordmark guidelines](#).



TYPOGRAPHY

Note:

The typography guidelines for Run Wild 21 are the same as the one introduced in the [daily content guidelines FW21](#)

TYPOGRAPHY

FONTS

HEADLINE FONT

adineue Pro Condensed Bold

UPPER CASE

Kerning: 45

Possible Combination with adineue Pro
Condensed Light (see p. 17)

HEADLINE FONT

Adineue Pro Condensed Bold

**ABCDEFGHI
JKLMNOPQR
STUVWXYZ**

TYPOGRAPHY

FONTS

BODY COPY FONT

adihaus DIN Condensed

Upper and Lower Case

Kerning: 30

BODY COPY FONT

Adihaus Din Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY APPLICATION

PLACEMENT

The position of type is flexible to what works best for your layout. The only exception are predefined templates with Safe zones (e.g. Youtube Thumbnails)

ALIGNMENT

Type can be aligned either left, centred, or right.

COLOR

Type should be colored either in black or white.

SIZE

There are several text sizes defined on the next two slides



HEADLINE SIZES

VERTICAL & SQUARE

HEADLINE L

Character height = 2 grid sections*

HEADLINE M

Character height = 1 1/2 grid sections*

HEADLINE S

Character height = 1 grid section*

HEADLINE XS

Character height = 1/2 grid section*

LEADING for all styles = 1/2 of one grid section*

For smaller usecases or special characters, feel free to adjust leading to **leading = fontsize**

*of the long side of the workout / vertical



HEADLINE SIZES

HORIZONTAL

HEADLINE L

Character height = 2 grid sections*

HEADLINE M

Character height = 1 1/2 grid sections*

HEADLINE S

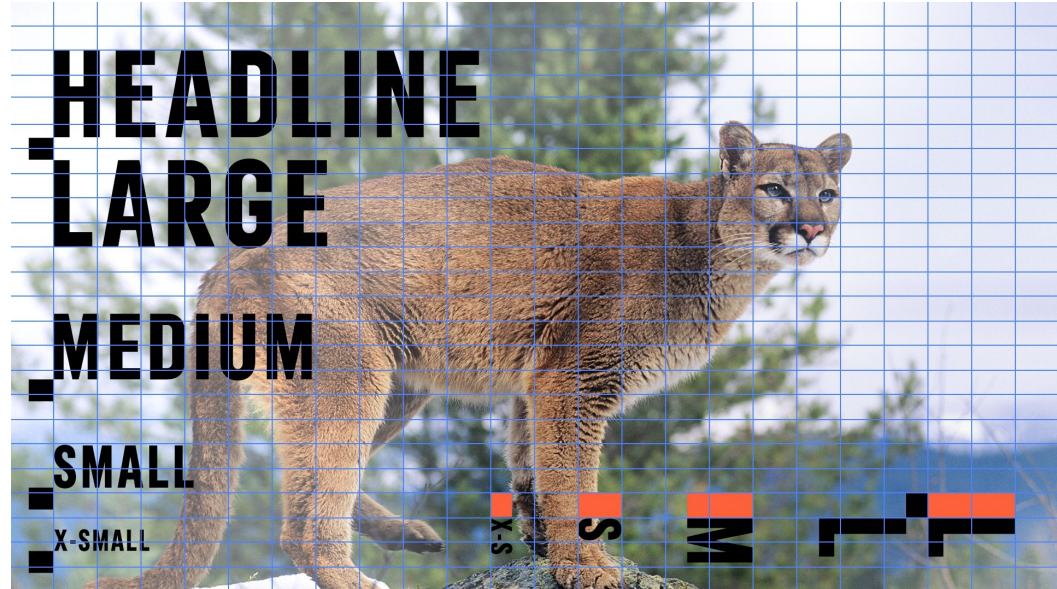
Character height = 1 grid section*

HEADLINE XS

Character height = 1/2 grid section*

LEADING for all styles = 1/2 of one grid section*

For smaller usecases or special characters, feel free to adjust leading to **leading = fontsize**



*of the long side of the workout / horizontal

FONT COMBINATION

To highlight certain parts of the text, the best practice is to use a combination of the following font weights:

adineue pro cond light + bold

The highlighted part can be in either line of the text.

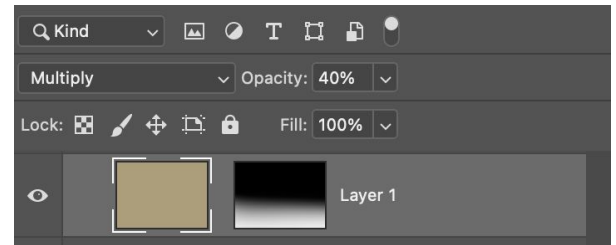
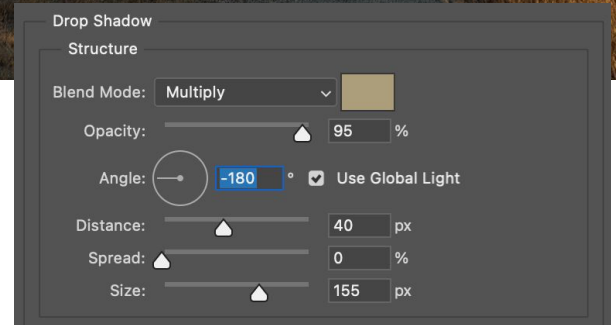


TEXT ON IMAGE

For increasing visibility of text, we use a **combination of subtle color overlays and soft drop shadows**.

Don't use black as drop shadow color, instead **pick a darker neutral tone** from the image itself. Additionally the same color can be added as a subtle gradient with low transparency and Blend Mode Multiply.

Both methods should not be easily detected but provide enough contrast for readability.



IMAGERY

MOUNTAIN LION

UNSPLASH & ISTOCK

STATUS: ●

- selection done (36 photos)
- reviewed by animal experts

Selected, reviewed and retouched images can be found in this [Drive folder](#)

LICENSE:

- iStock: Standard license, Unlimited in time, Not exclusive, Worldwide ,Unlimited
- Unsplash: Irrevocable, Nonexclusive, Worldwide, Free for commercial use, No permission required

USAGE:

- Animal imagery should be used on assets directly referring/linking to the challenge. For example, a banner with a “join challenge” call to action, the challenge thumbnail itself etc...
- Animal imagery should also be used for specific assets that focus on the mountain lion or the conservation partner
- Animal imagery should be avoided on campaign channels that do not directly refer to the challenge but rather focus on the topic of trail running such as Youtube or Instagram feed.



PLASTIC POLLUTION

UNSPLASH

STATUS: ●

- selection done (3 photos)

The images are added to the Run Wild 21 Creative cloud library and are uploaded on this [Drive folder](#).

LICENSE:

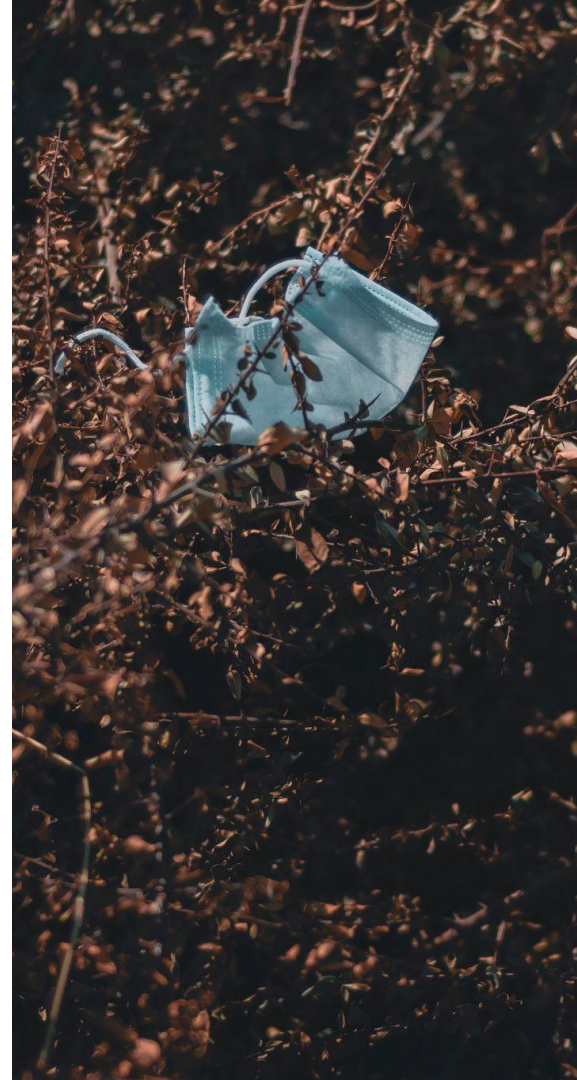
- Unsplash: Irrevocable, Nonexclusive, Worldwide, Free for commercial use, No permission required.

USAGE:

- The stock images can be used in addition of the photos we have received from adidas where plastic is shown in a natural environment or when Timothy Olson is picking up plastic trash from the ground.

- It is recommended to use those stock photos only if we do not have other fitting imagery from adidas or our own shoot

- Additional photos can be downloaded on Unsplash or iStock if necessary. The photos should match the campaign look & feel. Please align with ned@runtastic.com before using additional imagery.



ADIDAS TERREX PHOTOS WITH TIMOTHY OLSON

STATUS: ●

- We have received 143 photos featuring Timothy Olson from 3 different adidas Terrex shoots:

- FKT FW21 (Fastest Known Time of the Pacific Crest Trail in Fall Winter 2021)
- adidas H22557 TERREX SS20 (Two Ultra Parley Campaign Summer Season 2020)
- adidas Terrex Boulder

They are all added to the Run Wild 21 Creative Cloud Library and uploaded to this [Drive folder](#).

LICENSE:

- adidas license:
EXTENDED TO 2022-06-01 BY ADIDAS (THE IMAGES WOULD NORMALLY EXPIRE IN 2021-09-30)

USAGE:

- For any use case
- it is recommended to mainly use the photos from the FKT FW21 shoot as they are the most recent (July 2021)
- for asset referring to the challenge, the photos from Timothy Olson become secondary as the animal should be the main focus on the visuals.



LANDSCAPE IMAGERY

Note: We also have received additional landscape photos from the Run Wild shoot.

STATUS: ●

- 8 landscape photos have been shot by adidas during the FKT FW21 shoot with Timothy Olson.

An additional group with the landscape images has been added to the Run Wild 21 Creative Cloud Library. The landscape photos are also uploaded on this [Drive sub-folder](#).

LICENSE:

- adidas license:

EXTENDED TO 2022-06-01 BY ADIDAS (THE IMAGES WOULD NORMALLY EXPIRE 2021-09-30)

USAGE:

- the landscape imagery can be used as blank backgrounds or be integrated in a Run Wild layout.

- it is recommended to use landscape imagery for assets referring to ecosystem, sustainability, wildlife protection etc... (on the blog for example)

CROPPING TIP:

- It is also possible to crop any wide shot from the Timothy Olson available photography to keep the landscape only.



FEMALE

ADIDAS BADGE OUTDOOR

STATUS: ●

- 11 photos taken from the adidas Badges Outdoor 21 folders.

The images are added to the Run Wild 21 Creative Cloud library and are uploaded in [this Drive folder](#)

LICENSE:

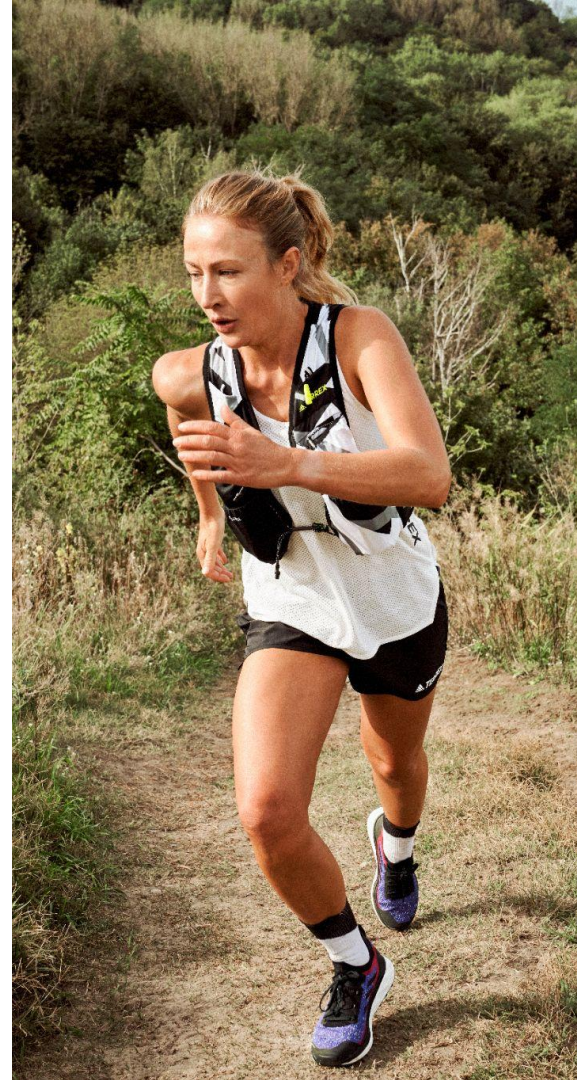
- Badge FW21 (Fall Winter 2021) Outdoor Performance:
2021-06-01 to 2023-06-01

- Badge SS21 (Summer Season 2021) Outdoor Trail Running:
2020-11-04 to 2022-08-31

USAGE:

- Only for assets that are specifically targeting a female audience (user acquisition, ads...)

- SS21 selection is the preferred option in terms of clothing and color grading



PHOTOSHOOT WITH TIMOTHY OLSON

STATUS: ●

- 38 retouched images are uploaded in [this folder](#), including 4 plastic pollution images and 3 images of Timothy holding a Run Wild flag.

Please refer to the [photoshoot section](#) of this document for further information about the shoot content plan.

LICENSE:

- for adidas and Runtastic digital channels,
1 year usage license,
from 2021-08-09 to 2022-08-09

USAGE:

- on Runtastic channels only, the images should not be used by external partners
- For any relevant use case
- it is recommended to use the photos of the shoot on Runtastic channels as much as possible since we have the exclusivity of it.



RUNTASTIC

THANK YOU
AND HAVE A WILD DAY



runtastic.com/career