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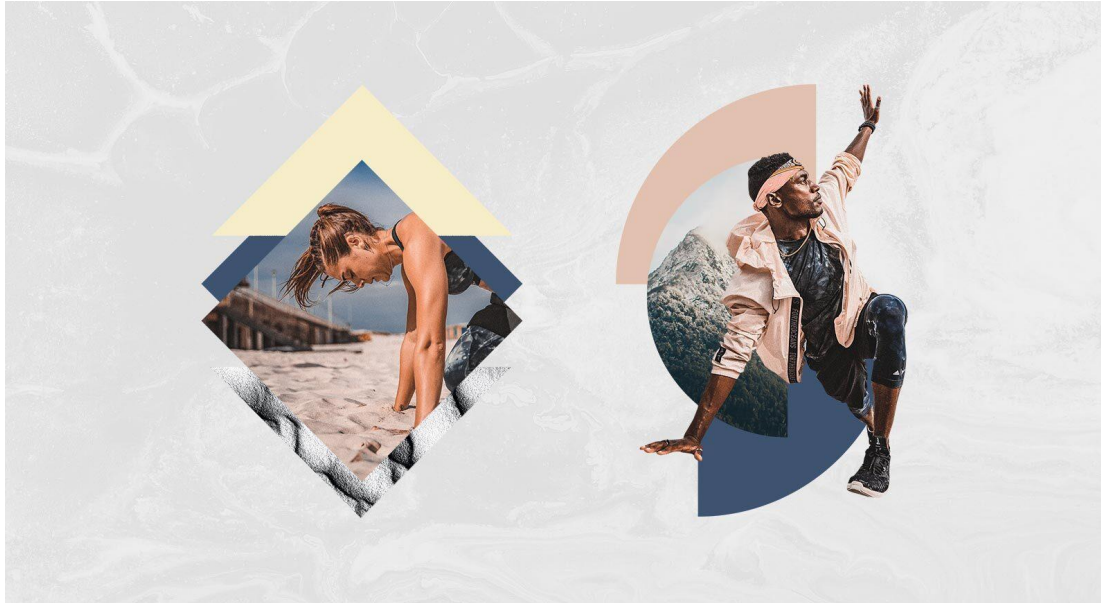
**revive & thrive**

visual guidelines  
10 / 2020

# INTRODUCTION

It is recommended to read the [campaign brief](#) before diving deeper into the campaign visual guidelines.

Indeed, the brief will provide information on the campaign focus, timeline, features, goals, mood, story-telling, communications etc...





# **VISUAL CONCEPT**

# VISUAL MOOD BOARD

## EXPLANATORY TEXT

Visually speaking, the campaign aims to provide a representation of mindfulness. The visualisation of a clear and peaceful mind is portrayed through the use of whitespace and minimal layouts to let the content breathe. Shapes are used to symbolise the balance between the body, mind and soul pillars. This interlocked solid visual structure describes a good mental health. In this direction, the typography is light and easily readable with additional letter spacing. At the edge of surrealism, this style also allows abstract compositions illustrating dreams or reveries of the mind. A double exposure effect can be explored to highlight this aspect.

A very soft colour palette is used to match the relaxed and peaceful approaches of the campaign. The palette is including Blue, a colour considered beneficial to the mind and body that slows human metabolism and produces a calming effect. Blue is indeed strongly associated with tranquility and calmness. The connexion to nature is also playing a big role on this topic, which is why photographs of forests, mountains, lakes etc... are used. Other textures such as flower petals, feathers or textiles can bring a floating movement to the imagery.

In terms of moving content, a cinemagraph effect could represent the timeless contemplation that happens during meditation. Videos could use a black and white effect with a minimal set design and a slow paced rhythm.

Regarding sound, a soft music (hang, piano, reverb) with natural sound effects (wind and water) could be combined with an uplifting voice over.

## KEYWORDS

Body / Mind / Soul  
Relaxation  
Fit & Healthy  
Freedom  
Balanced  
Inspirational  
Uplifting  
Mindfulness  
Calmness  
Peaceful  
Reveries  
Dreamy  
Floating  
Minimal







# VIDEO MOOD BOARD

Double exposure, slow/calm editing, cinemagraphs, playing with time (timelapse/hyperlapse)



[Youtube Link](#)



[Youtube Link](#)



[Youtube Link](#)



[Youtube Link](#)

# PERSONA

## JOHANNA

*I am constantly trying to combine my busy life with exercises and a healthy lifestyle. Being active & healthy brings energy and helps me keeping up with my family and the busy schedule.*

*I am using social media mainly to find new information and tips about fitness, nutrition and a healthy lifestyle. REVIVE & THRIVE helps me to get such content on various touch points and also motivates me to stay active each week.*

Find more information about Johanna [here](#).

### Note:

Do not take the persona's gender in consideration: having Johanna as a persona doesn't mean that we target a female audience for the campaign.

# JOHANNA

37, ACCOUNTANT, GERMANY

## "FITNESS IS AN IMPORTANT PART OF MY LIFE"

TRYING TO COMBINE THE BUSY LIFE AT THE OFFICE WITH HEALTHIER HABITS IN ORDER TO ENJOY MORE FREE TIME WITH THE FAMILY. ALWAYS LOOKING FOR NEW WAYS TO STAY ACTIVE AND AVOID GENERAL MUSCLE PAINS.



## MOTIVATION & INSPIRATION

### WHO INSPIRES ME

- FAMILY AND CLOSE FRIENDS
- CO-WORKERS WITH SIMILAR LIFE STYLE
- GENERAL ARTICLES I FOUND ON THE WEB

RATIONAL	IDENTITY	SOCIAL	EMOTIONAL
<b>BALANCED LIFE STYLE</b>	<b>MINDFUL &amp; RESPONSIBLE</b>	<b>PRIVACY &amp; SAFETY</b>	<b>SECURITY &amp; FAMILY FIRST</b>
"I want to combine my busy life at work with exercises and healthier habits to feel good about myself."	"Even with my busy schedule I always try to research about different life style, how I can eat better and ways to exercise at home."	"My social life is at its bare minimum. I just use it to find information about fitness topics. I don't like to share my personal life outside my circle of friends."	"I really think about my family in the first place. I want the best for them and sometimes I need an extra boost to maintain my health life."

# VISUAL STORYLINE

To support the campaign storyline introduced previously, the visual style will be split in two phases:

- **The Revive phase (1):**
  - Separates visually the content according to the three pillars (body / mind / nutrition) so the users understand what the revive phase consists of, and what they need to focus on in order to thrive
  - Is more calm and light visually, to support the mindfulness focus of this phase
- **The Transition (2):**
  - Emphasizes the switch to the new year
  - Displays a quick transition (most likely one post) where we progressively visualise the switch (starts with the *Revive* guidelines and ends with the *Thrive* guidelines)
- **The Thrive phase (3):**
  - No longer relates to a specific pillar.
  - Is more focused on sport activity and aims to energize and motivate our users.
  - Should therefore be more catchy visually and colour heavy.

*Visual guidance for each phase will follow in the next slides*



2



# WORKFLOW

## SHARE / GRAPHICS

- Assets impacting the whole campaign can be saved in the root folder:  
[smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive](smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive)
- Assets that will go live during the Revive phase:  
[smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/revive-phase](smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/revive-phase)
- Assets that will go live during the Thrive phase:  
[smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/thrive-phase](smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/thrive-phase)

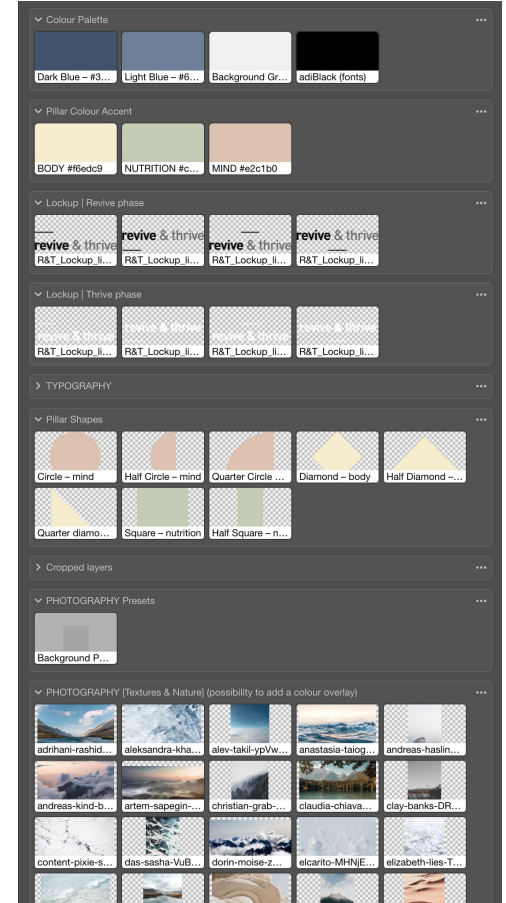
## CREATIVE CLOUD LIBRARY

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”**

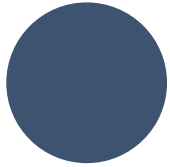
## HOW TO USE?

- Join the Revive & Thrive 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.

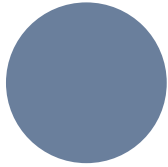


# COLOR PALETTE

## MAIN COLORS



**Dark Blue**  
#3e5370

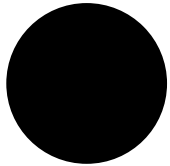


**Light Blue**  
#6a7f9c

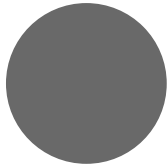


**Gray**  
#f1f1f1

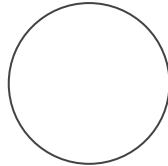
## TEXTS & LOCKUP COLORS



**adiBlack**  
#000000



**Lockup Gray**  
#696969

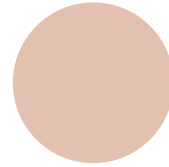


**White**  
#ffffff

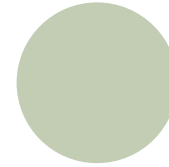
## PILLARS COLOR ACCENTS



**Body**  
#f6edc9



**Mind**  
#e2c1b0



**Nutrition**  
#c2cdb4

*Note: Further color usage guidance will be provided in the following sections.  
This slide is an overview.*

# TYPOGRAPHY

Aside from the colour, the typography will follow the same guidelines for both Revive and Thrive phases:

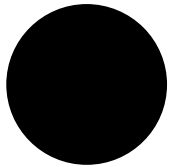
## HEADLINES

- To be used for most of the texts
- adihausDIN Medium
- Lower case only
- Leading = Font-size + 10pts
- Character tracking of 20pts
- Font-size of 58pts recommended for default social media posts

## BODY COPY

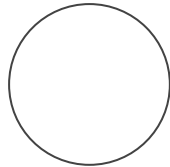
- To be used only if necessary (captions, subtitles, hierarchy, long texts...)
- adihausDIN Regular
- Lower case only
- If shown next to a headline: Font-size = Headline font-size - 15pts
- Leading = Font-size + 10pts
- Character tracking of 20pts
- Font-size of 43pts recommended for default social media posts

## TEXTS COLOURS



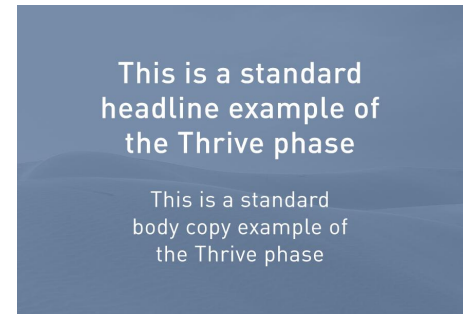
**adiBlack**  
#000000

REVIVE PHASE



**White**  
#ffffff

THRIVE PHASE





# TRAINING/RUNNING IMAGERY & VIDEO FOOTAGE

Due to seasonality, Fall Winter images have to be used. The adidas BADGE 2020 collection is not available yet, so images and moving content from the FW BADGE 2019 are the best options.

The Parley series is suiting the campaign visual style very well and will therefore be retouched and used for our 2D assets and videos.

Additionally to that, content will be shot internally at The Foundry for the Thrive part of the campaign.

Also, images (and eventually videos) from our adidas Runners pillar experts will be used to promote their workouts and live sessions.



## adidas BADGE FW19 Parley Training

<https://dab.adidas.com/App/dl/campaigns/H22157>

Photos added in the CC library and on the graphics here:  
[smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/photography/adidas/retouched/fw19-training-parley](https://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/photography/adidas/retouched/fw19-training-parley)



## adidas BADGE FW19 Parley Running

<https://dab.adidas.com/App/dl/campaigns/H22157>

Photos added in the CC library and on the graphics here:  
[smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/photography/adidas/retouched/fw19-running-parley](https://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/photography/adidas/retouched/fw19-running-parley)

# NATURE & TEXTURE IMAGERY

Additionally to the adidas images, nature and texture stock images/videos will be used to create the assets.

- A selection of 60 images that are fitting the palette has been made. They can be directly used via a drag & drop to working file from CC library. The images are also saved on the graphics here: [smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/photography/unsplash/not-retouched/nature-texture/retouching-not-needed](smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/photography/unsplash/not-retouched/nature-texture/retouching-not-needed)
- A batch of 30 additional retouched nature & texture images is also added to the CC library (same folder) and can be found on the share here: [smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/photography/unsplash/Retouched](smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/photography/unsplash/Retouched)
- It is possible to download other images if required, but it is recommended to add a colour overlay if the image colours is too far from the campaign palette (it doesn't have to be the exact same colours as in the palette though, but should be close to it and convey a similar mood)
- A campaign colour overlay can be added on top of any nature/textures images according to the layout needs (to bring more visual balance for example). There is no defined blending mode as it may vary for each image (see example).



# NUTRITION IMAGERY – DEFAULT

A series of 20 default nutrition images are in the CC library or on the graphics here: [smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/photography/unsplash/not-retouched/nutrition](smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/photography/unsplash/not-retouched/nutrition)

These images are matching the campaign visual style and colour palette. They can be used as default nutrition images, if no specific topic is required (example on the right)

But, most of the time, a specific food or drink stock image has to be shown, which is why a retouching preset is required to keep all nutrition images well aligned with the rest of the campaign assets (see next slide)



# NUTRITION IMAGERY - PRESETS

To retouch any nutrition image needed for the campaign, 3 camera raw presets (.XMP) are provided, they can be found on the share here: [smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/photography/nutrition\\_presets](smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/photography/nutrition_presets)

To install and use the presets, follow the steps described in [this tutorial](#).

## HOW TO USE EXAMPLE

### IMAGE 1:

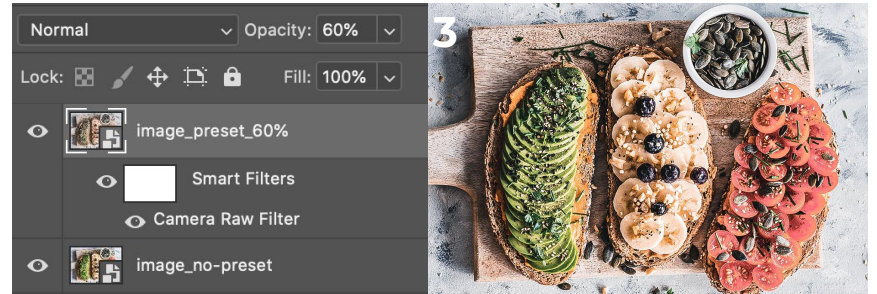
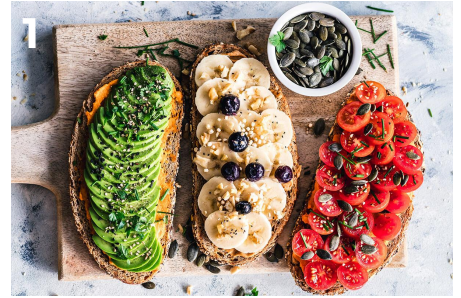
✗ Let's imagine that the first image should be used. By default (without any preset), the colours are not matching with the campaign palette (very saturated, strong red tones...)

### IMAGE 2:

✗ One of the three presets is applied to the image (the one that works best for this use case). It fits the campaign palette but the food has too unrealistic colours.

### IMAGE 3:

✓ To have a good balance, it is best to adjust the strength of the preset by duplicating the image layer and reducing the opacity of the layer containing the preset.





# SOCIAL MEDIA

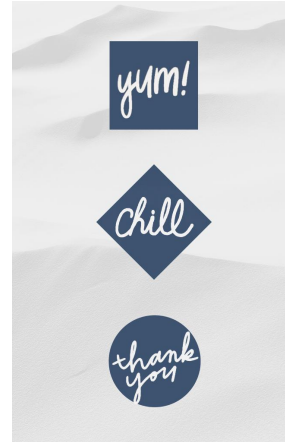
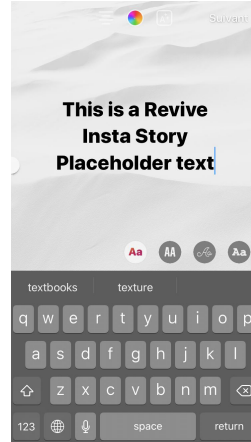
The first native font available for Instagram Stories is the closest to the campaign font, it is therefore best to choose that one (lower case only).

To use Gifs for the campaign, it is recommended to follow the guidance provided in the [IG Story guidelines](#) (packs with white font only).

The Gif colour should be aligned with the typography colour. Unfortunately, black gifs are rare and less diverse than the white ones. Also, white gifs won't be readable on the grey backgrounds. To solve those issues, we recommend the usage of a dark blue shape behind the white gifs when required.

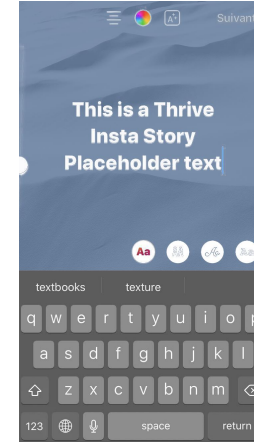
Blank backgrounds and dark blue shapes will be provided to social media.

Also, a personalised *swipe up* gif will be created for the campaign.



## Revive Phase

Centred First Font in black  
White Gifs with shape backgrounds  
Grey background images



## Thrive Phase

Centred First Font in white  
White Gifs without shapes  
Light Blue background images



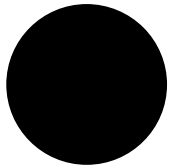
# REVIVE PHASE

November 23rd – December 31st

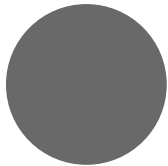
# REVIVE LOCKUP

- During the Revive phase, the lockup is highlighting the word “revive” to show our users that it is first time to revive before entering in the Thrive phase of the campaign.
- The lockup is minimal and can be used as a decorative element in a layout
- There are 4 variations possible with different line placement. These variations can be used at any time, according to what fit best to the layouts (centred, left aligned etc...)
- An animated version of the lockup will be provided as well
- Localisations can be found in this [spreadsheet](#)

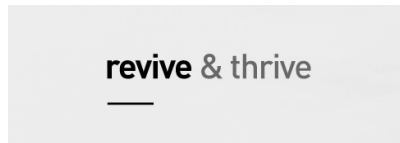
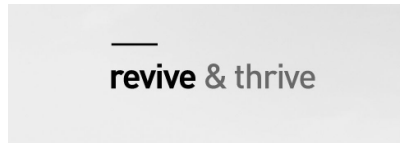
## REVIVE LOCKUP COLOURS



**adiBlack**  
#000000



**Lockup Grey**  
#696969





# REVIVE LOCKUP CREATION

## HOW TO

- Every element of the lockup should have the same font-size
- *Line:*
  - 5 “-” hyphen characters in a row
  - adihausDIN Regular
  - letter-spacing of -160pts
  - same font-size as the text
  - same line-height as the font-size
  - colour: adiBlack #000000
- *Revive: (also applies to the localised equivalent name of the first campaign phase)*
  - adihausDIN Bold
  - every letter in lower case
  - letter-spacing of -40pts
  - same line-height as the font-size
  - colour: adiBlack #000000
- *& thrive: (also applies to the localised equivalent name of the second campaign phase)*
  - adihausDIN Medium
  - every letter in lower case
  - letter-spacing of -40pts
  - same line-height as the font-size
  - colour: Lockup Grey #696969

# LOCKUP USAGE

## LOCALISATIONS

- The lockup will be translated for each market to provide the best user experience (aside from CZ, KO, TR and ZH-TW)
- Therefore, the lockup should not be used on assets that cannot be localised but will be visible for many market. For example, it is best to not show the lockup on Product 2D assets: indeed, the campaign name will be written as an UI overlay and localised.
- Even though Instagram is an EN only channel, the assets that has to be provided for the ambassadors will be used in their local language. It is best to not use the lockup if it cannot be localised for each market.

## BRANDING

- It is not required to “over brand” the campaign. The lockup doesn't have to be shown on every asset.
- It is recommended to use the lockup on “overview” assets that illustrate the overall campaign (example: facebook covers, announcement posts/videos etc...) and if it makes sense with the copy (example: if the headline already mentions the campaign name, it is not needed to show the lockup).

## PLACEMENT

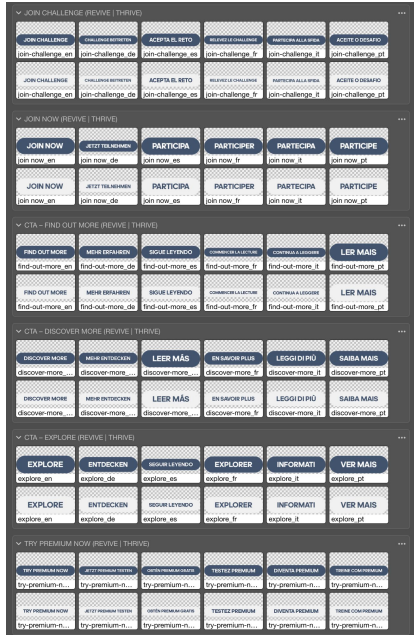
- There is no strict rule when it comes to placing the lockup. The best approach is to consider the lockup as a design element integrated to the layout. It can be used to balance the images and placed wherever it fit best with the shapes.

## SIZING

- As a default option, it is recommended to have the same font-size as the texts visible on the assets (58pts for headlines and 43pts for body copy)
- If there is no text on the asset, any size could be used according to what fits best to the use case, but it should always be readable. (recommended to stay between 40pts and 60 pts)

# CALL TO ACTION

- Dark blue background / white text should be used during the Revive phase
- Some templates with localised texts are added to the CC library. If needed, 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  
White

BUTTON COLOR  
Dark Blue # 3e5370

MINIMUM SIZING  
40px Height

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



ADINEUE TEXT BOLD



# PILLAR COLOUR ACCENTS

During the Revive phase, the pillar colour accent should be used on assets that refer to a specific pillar. Each pillar has its own colour accent. Example: a nutrition post should contain the nutrition colour accent.

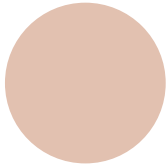
Additionally to that, the dark blue colour should always be visible and combined with one of the accent colour. It can be used on a shape or as a colour overlay on an image.

If necessary, the light blue colour can be used as well, but it is optional.

## PILLAR COLOUR ACCENTS



**Body**  
#f6edc9



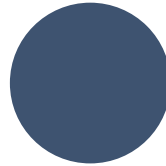
**Mind**  
#e2c1b0



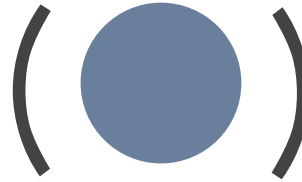
**Nutrition**  
#c2cdb4



## MAIN COLOURS



**Dark Blue**  
#3e5370



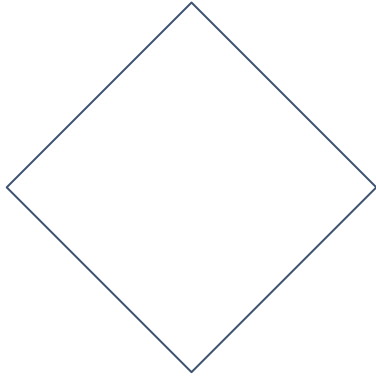
**Light Blue**  
#6a7f9c

1 COLOUR MANDATORY (RELATED TO PILLAR)

MANDATORY

OPTIONAL

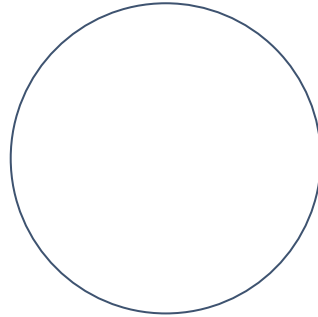
# PILLAR SHAPES



**BODY**  
DIAMOND

*Harmonious & Stable*

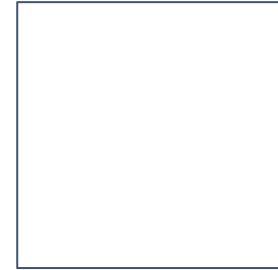
Represents the balance of sport and the strength it brings to the body through the angular shape.



**MIND**  
CIRCLE

*Wholeness of Self*

Represents the eternity, perfection and unvarying balance of a good mental health.



**NUTRITION**  
SQUARE

*Practical and Elemental*

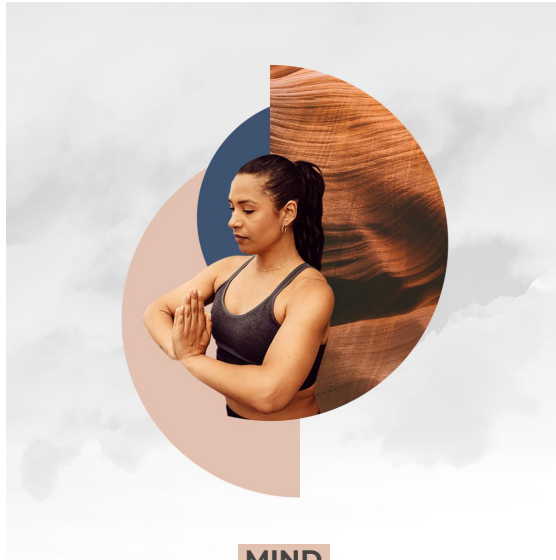
Represents the stability of a balanced diet and the structure given to the body.

# PILLAR SPECIFICITIES

Examples



**BODY**  
DIAMOND



**MIND**  
CIRCLE



**NUTRITION**  
SQUARE

N.B: Shapes can be cut, cropped and rearranged for layout purposes (see options available in the CC library).  
The photos used are placeholders and might not reflect the final output.

# 3 LAYOUT VARIATIONS

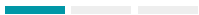
Let's imagine that a BODY post has to be created. The diamond shape will be used, but there are three possible variations to create the layout. Mainly using the shape masks is recommended. The photos used are placeholders and might not reflect the final output.



## SHAPE MASK

A shape mask is applied to a photo. It is then part of a shape composition. A colour overlay can be applied.

Workload:



## CROPPED LAYER

Using a main element that is cropped and put in a shape composition. A colour overlay can be applied.

Workload:



## DOUBLE EXPOSURE

Using a main element that is cropped and mixed with another image in double exposure, next to the pillar shape.

Workload:



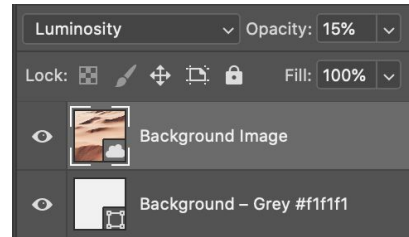
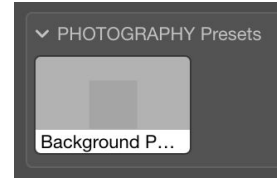


# REVIVE BACKGROUND

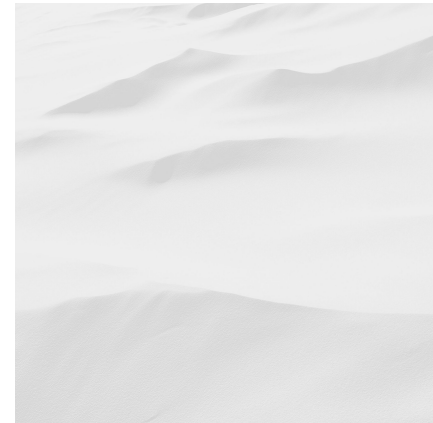
During the Revive phase, every background should be grey. Additionally to the background colour, it is recommended to add a background image to add some depths to the layouts.

## HOW TO?

- Pick a nature photo that is matching with the layout or an extension of a photo shown inside a shape (example: the mountain in the background is following the same structure as the mountain on the shape image)
- The nature photo should not be too crowded and contain enough blank space to let the layout breathe and not darken or brighten the grey background colour too much. Also, it shouldn't feel too heavy or dirty
- Use the Blending mode: Luminosity with Opacity: 15%
- A preset is added in the library to automatically add the blending mode and opacity to the image layer: simply drag the image to the working file and while selecting it, click on the preset in the CC library.



**Grey**  
#f1f1f1





# **TRANSITION ASSET**

December 31st

# TRANSITION APPROACH

The main idea is to visualise the switch to the new year and make it clear to our users that we are entering the Thrive phase. This will be done via a 2D carousel post that will start from following the Revive visual guideline and end with the Thrive ones. The biggest visual change will be the background that will highlight the transition through a gradient.

The transition asset will be connected to the virtual race happening at the same time. In the messaging, it will provide the users with an adrenaline kick by engaging them to start the new year strongly with the race and enter the Thrive phase.

If other assets related to the virtual race have to be produced for the transition day, they should follow these guidelines (gradient background). If additional virtual race assets are planned to go live at a later stage (recap, once the race is done etc...), they should follow the Thrive phase guidelines (because they are going live in January).

Here are some examples of how the transition could be done:



N.B: pictures and layouts are placeholders and do not represent the final output.



# THRIVE PHASE

January 1st – January 10th

# GUIDELINES UPDATE

- To fully understand why a second phase is required, it is recommended to have a look at the [updated campaign goals for January](#)
- The following Thrive guidelines should be apply to any assets than will go live during the Thrive timeframe.

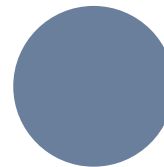
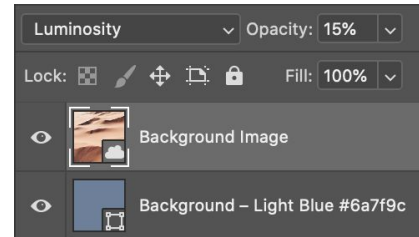
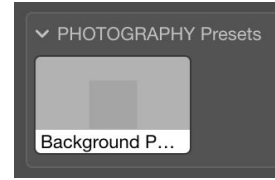


# THRIVE BACKGROUND

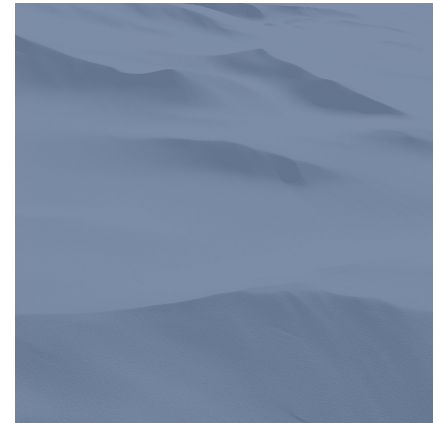
During the Thrive phase, every background should be light blue. Additionally to the background colour, it is recommended to add a background image to add some depths to the layouts.

## HOW TO?

- Pick a nature photo that is matching with the layout or an extension of a photo shown inside a shape (example: the mountain in the background is following the same structure as the mountain on the shape image)
- The nature photo should not be too crowded and contain enough blank space to let the layout breathe and not darken or brighten the grey background colour too much. Also, it shouldn't feel too heavy or dirty
- Use the Blending mode: Luminosity with Opacity: 15%
- A preset is added in the library to automatically add the blending mode and opacity to the image layer: simply drag the image to the working file and while selecting it, click on the preset in the CC Library.



**Light Blue**  
#6a7f9c

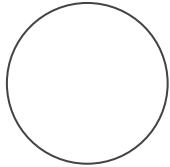


# LOCKUP UPDATE

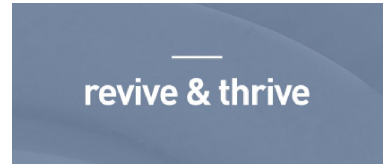
To emphasises that we enter in the Thrive phase, the lockup will be updated:

- The “Thrive” word is also getting bold, showing the users that after having revive, they can now thrive.
- The lockup colour is switching to white for readability reasons (light blue background)
- [Lockup usage rules](#) still apply as shown in the revive phase
- The thrive lockups are added to the CC library
- These new guidelines apply for localisations as well

## THRIVE LOCKUP COLOUR



**White**  
#ffffff





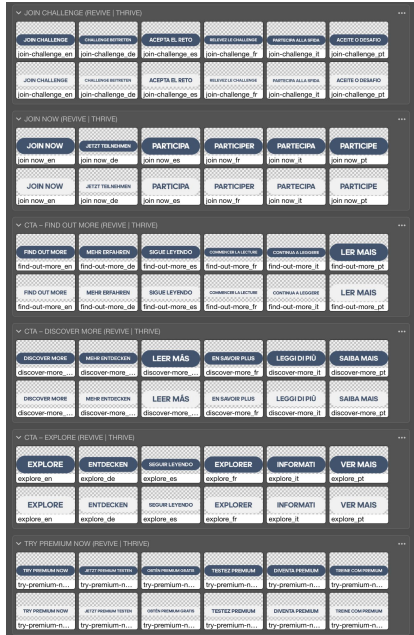
# THRIVE LOCKUP CREATION

## HOW TO (UPDATE)

- Every element of the lockup should have the same font-size
- *Line:*
  - 5 “-” hyphen characters in a row
  - adihausDIN Regular
  - letter-spacing of -160pts
  - same font-size as the text
  - same line-height as the font-size
  - colour: White #ffffff
- *Revive: (also applies to the localised equivalent name of the first campaign phase)*
  - adihausDIN Bold
  - every letter in lower case
  - letter-spacing of -40pts
  - same line-height as the font-size
  - colour: White #ffffff
- *& thrive: (also applies to the localised equivalent name of the second campaign phase)*
  - adihausDIN Bold
  - every letter in lower case
  - letter-spacing of -40pts
  - same line-height as the font-size
  - colour: White #ffffff

# CALL TO ACTION

- Grey background / dark blue text should be used during the Thrive phase
- Some templates with localised texts are added to the CC library. If needed, 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  
Dark Blue #3e5370

BUTTON COLOR  
Grey #f1f1f1

MINIMUM SIZING  
40px Height

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



## ADINEUE TEXT BOLD

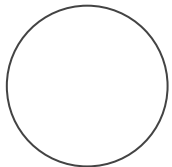


# OTHER GUIDELINES UPDATES

Some other details have to be considered when switching to the Thrive phase:

- Share/Graphics: assets that will go live during the Thrive phase should be saved in the dedicated Thrive folder: [smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/thrive-phase](smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/thrive-phase)
- Text colours should switch to white (but the same typography guidelines apply)
- Colour overlays (regardless of the colour used) should no longer be used on cropped layers because it will conflict with the light blue background and could get overwhelming.

## THRIVE TEXTS



**White**  
#ffffff



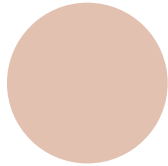
# PILLAR COLOUR ACCENTS

Because the assets will no longer be related to a specific pillar, any pillar colour accent can be used in combination of the dark blue colour. It is basically the same rule as in the Revive phase besides that the pillar colour accent is freely picked based on what fits best to the layout / content topic.

## PILLAR COLOUR ACCENTS



**Body**  
#f6edc9



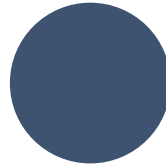
**Mind**  
#e2c1b0



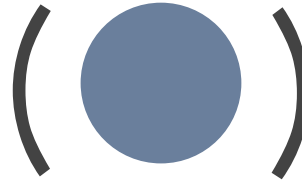
**Nutrition**  
#c2cdb4



## MAIN COLOURS



**Dark Blue**  
#3e5370



**Light Blue**  
#6a7f9c

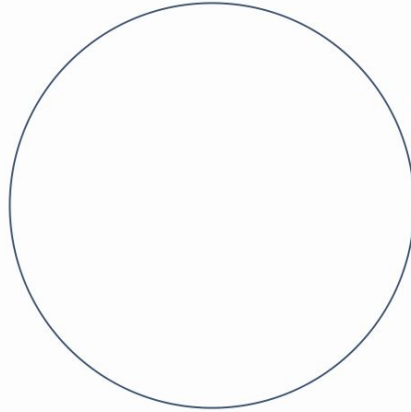
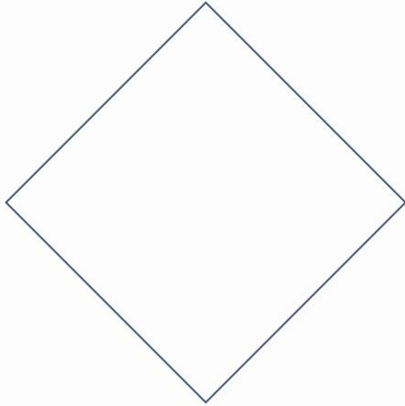
1 COLOUR MANDATORY (OF CHOICE)

MANDATORY

OPTIONAL

# PILLAR SHAPES

## REVIVE



## 3 PILLARS COMBINED 3 SHAPES COMBINED

Each pillar was introduced in the Revive phase, and it is the combination of those 3 pillars that brings our users to Thrive. Therefore, it is visually logical to combine the 3 pillar shapes on the layouts during the Thrive phase.

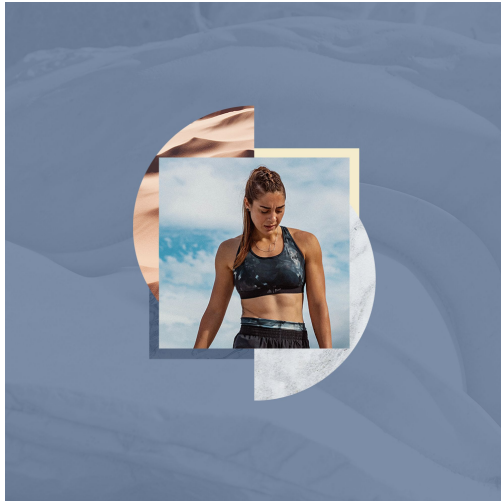
# PILLAR SHAPES

## HOW TO ?

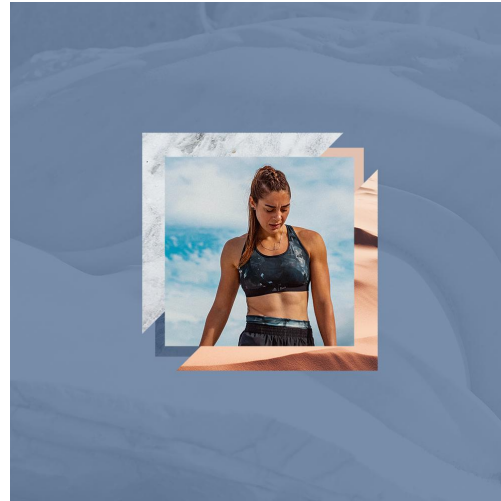
It is best practice to combine one full pillar shape (circle, square or diamond) with two half shapes of another pillar (facing each other). The full pillar shape is then duplicated behind the other shapes to bring the colour accent and dark blue colour. There are 6 layout combinations possible. Colours and shape position/rotation can vary for each use case – also cropped layers and double exposure effects can still be used.

The layouts are added to the CC library and a .PSD file can be found on the graphics here:

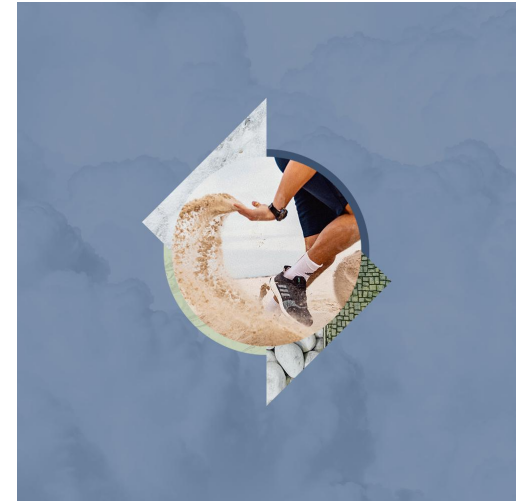
[smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/visual-style/drafts/thrive-phase\\_combined-shapes\\_layouts.psd](smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/visual-style/drafts/thrive-phase_combined-shapes_layouts.psd)



**1. FULL SQUARE + 2 HALF CIRCLES**



**2. FULL SQUARE + 2 HALF DIAMONDS**



**3. FULL CIRCLE + 2 HALF DIAMONDS**

# PILLAR SHAPES

## HOW TO ?

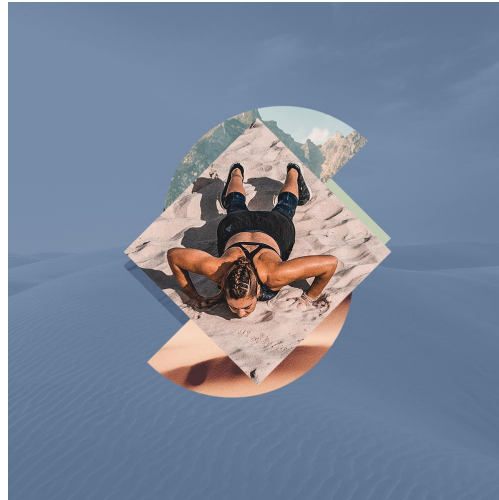
It is best practice to combine one full pillar shape (circle, square or diamond) with two half shapes of another pillar (facing each other). The full pillar shape is then duplicated behind the other shapes to bring the colour accent and dark blue colour. There are 6 layout combinations possible. Colours and shape position/rotation can vary for each use case – also cropped layers and double exposure effects can still be used.

The layouts are added to the CC library and a .PSD file can be found on the graphics here:

[smb://fileshare.runtastic.com/graphics/04\\_Marketing/campaigns/revive-thrive/visual-style/drafts/thrive-phase\\_combined-shapes\\_layouts.psd](smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/revive-thrive/visual-style/drafts/thrive-phase_combined-shapes_layouts.psd)



**4. FULL CIRCLE + 2 HALF SQUARES**



**5. FULL DIAMOND + 2 HALF CIRCLES**



**6. FULL DIAMOND + 2 HALF SQUARES**



**THANK YOU**



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