



IDENTITY & GUIDANCE

BRAND GUIDELINES / JUNE 2022

1A

OVERVIEW

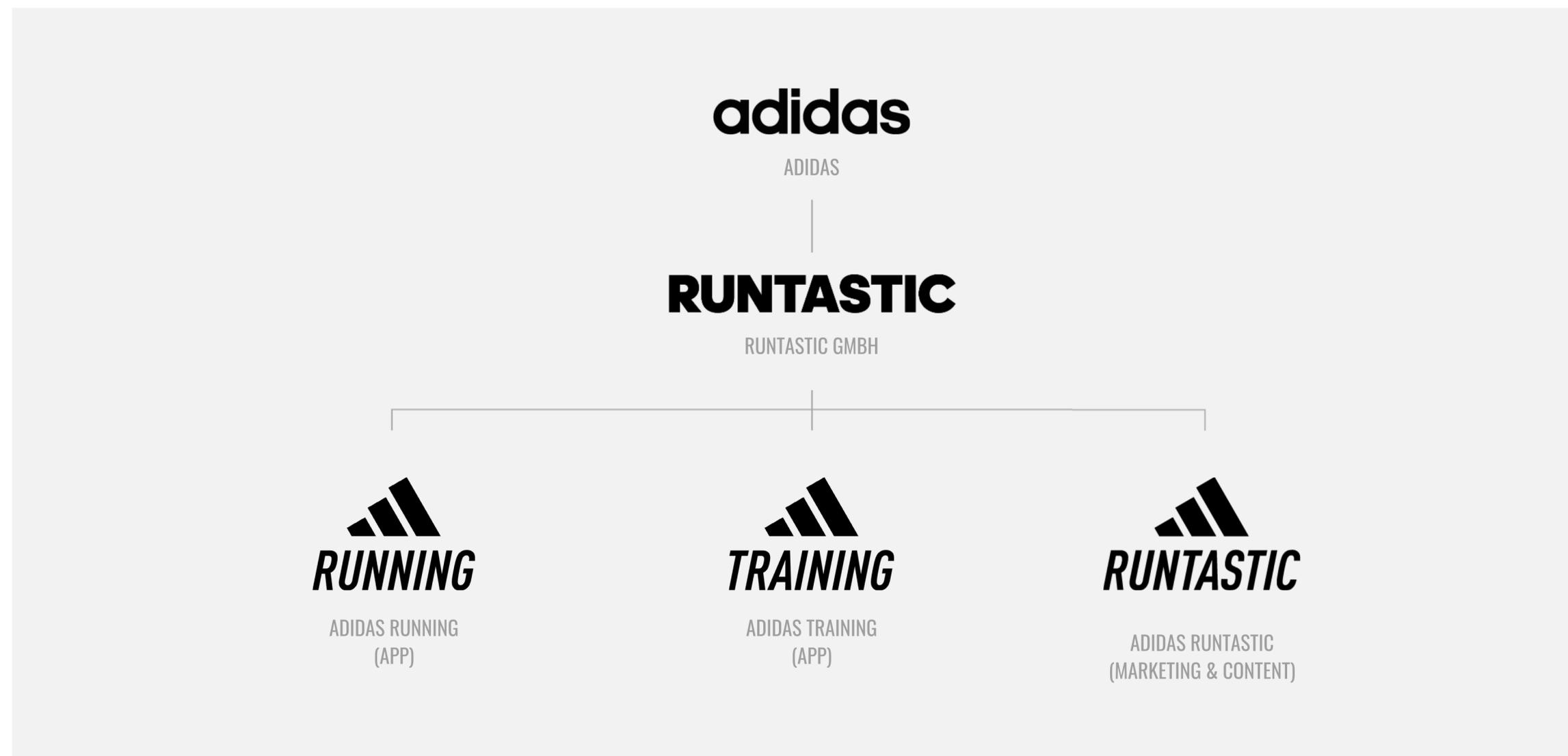
BRAND CHART

adidas and Runtastic are separate employers.

This means, whenever we talk about Runtastic as an employer, we use the Runtastic logo.

Whenever it is marketing / content related, we use adidas Runtastic.

Our apps are made by Runtastic.



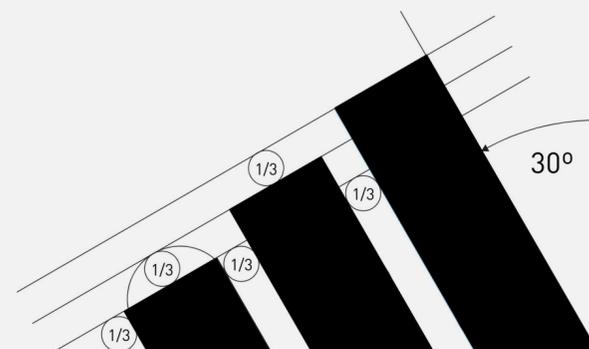
1B

PERFORMANCE BADGE

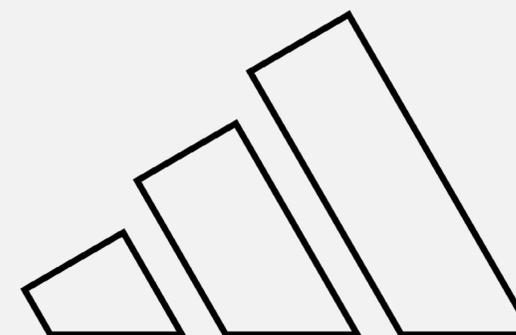
CONSTRUCTION & OUTLINE

Do not create your own artwork but use the provided files instead.
Do not alter line-weight or integrity.
Do not fill outline with pattern or text.
Partially outlined versions are not permitted.
Do not rotate, distort or warp the logo in any way.

MAIN VERSION



ALTERNATIVE OUTLINED VERSION



1B

PERFORMANCE BADGE

COLOR

The preferred execution is for the Performance logo to be white on a black background. As a secondary option, it is possible to use a black Performance logo on a white background.

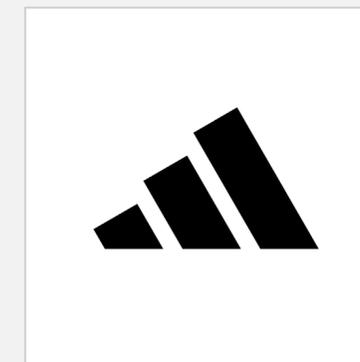
Do not use other colors than
#000000 Black
and #FFFFFF White.

MAIN VERSION



WHITE
ON
BLACK

ALTERNATIVE VERSION



BLACK
ON
WHITE

1B

PERFORMANCE BADGE

CLEAR SPACE

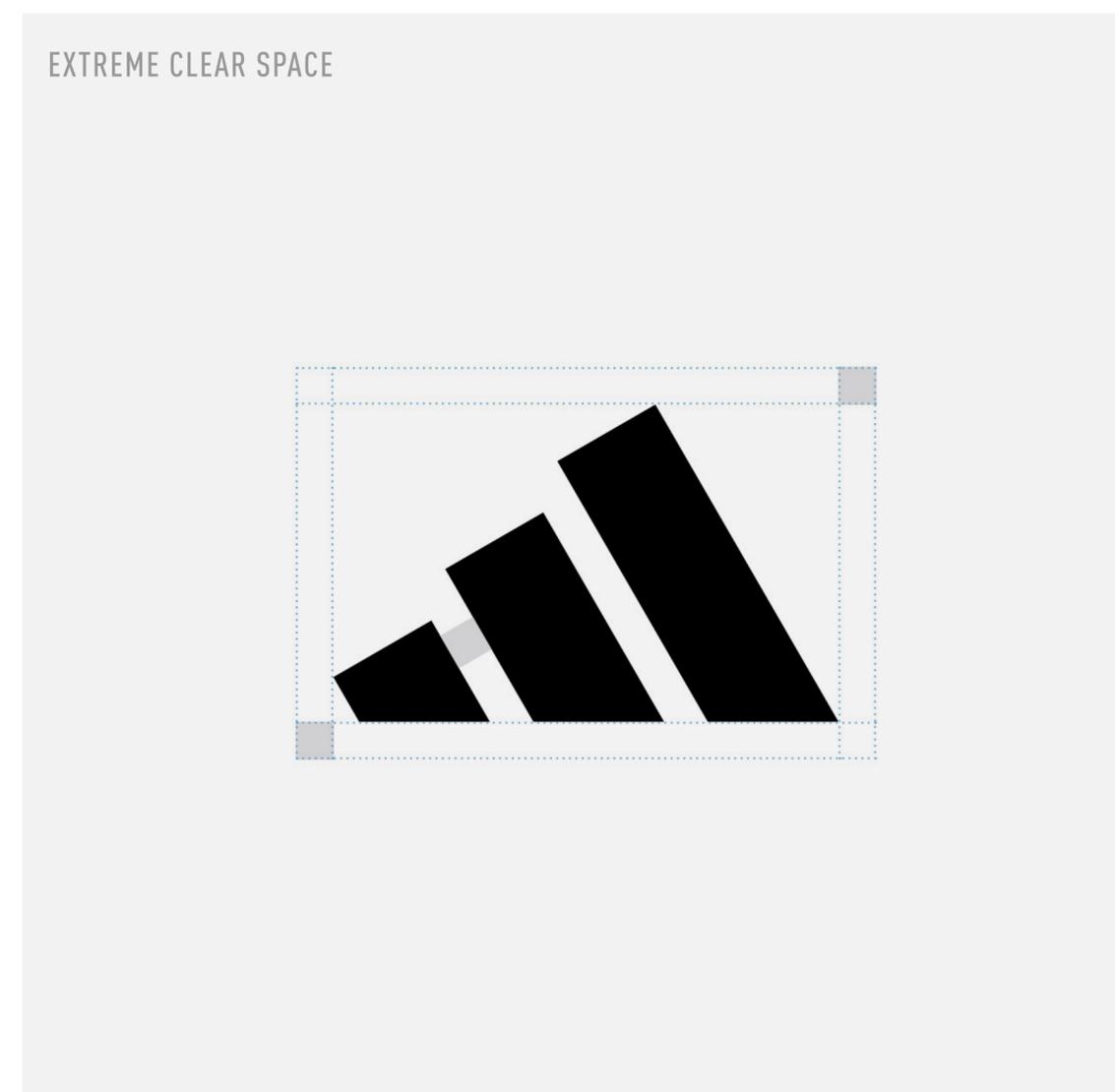
The clear space rules also apply to any of the other products and brand logos: adidas training app, adidas running app, adidas runtastic.

MINIMUM CLEAR SPACE

Clear space is equal to the width of a single bar.

EXTREME CLEAR SPACE

For extreme formats, clear space must be no smaller than the space between the bars.



ADIDAS RUNTASTIC

Brand Manual
June 2022

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4D Minimum Size
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1C

LOGO

COMPANY LOGO

This logo should only be used when referring to Runtastic as an **employer** (to represent the company).

The typeface is adineue pro bold, with a standard Tracking of 0pt.



RUNTASTIC



RUNTASTIC

1C

LOGO

MARKETING & CONTENT LOGO VARIATIONS

The logo is a combination of the performance badge and a 'RUNTASTIC' typeface written in adihausDIN Condensed Bold Italic, with a standard Tracking of 0pt.

We have two logo versions available, a horizontal variation as well as a vertical variation, we encourage you to use the variation best suited to your layout.

HORIZONTAL VARIATION



VERTICAL VARIATION



1D

CONSTRUCTION

SPACING

The distance between the performance badge and the 'RUNTASTIC' typeface must be equivalent to 2 times the spacing between the three stripes bars.

MINIMUM CLEAR SPACE

Clear space all around must be no smaller than the height of the 'RUNTASTIC' typeface.

The same clear space rule applies to the company logo.

HORIZONTAL VARIATION



VERTICAL VARIATION



1E

HORIZONTAL LOGO SIZE

PRINT COMMUNICATION

Minimum width of the adidas Runtastic logo is 45 mm. In extreme formats can it be reduced to a width of 40 mm.

DIGITAL COMMUNICATION

Minimum width of the adidas Runtastic logo is 320 pixels. For any smaller formats the performance badge should be used in isolation with a minimum size of 30 pixels.



1E

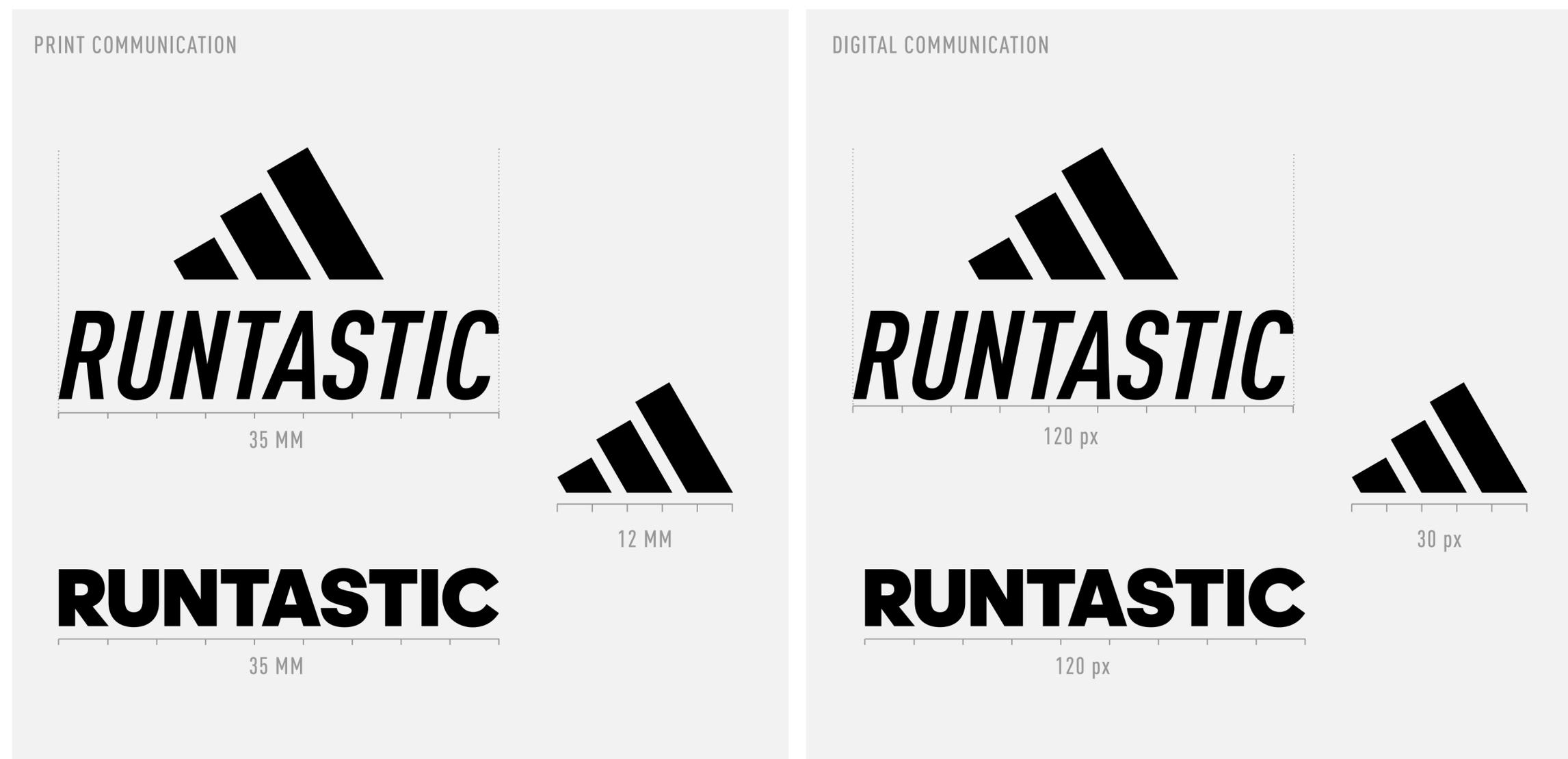
VERTICAL LOGO SIZE

PRINT COMMUNICATION

Minimum width of the adidas Runtastic logo is 35 mm. In extreme formats can it be reduced to a width of 30 mm.

DIGITAL COMMUNICATION

Minimum width of the adidas Runtastic logo is 120 pixels. For any smaller formats the performance badge should be used in isolation with a minimum size of 30 pixels.



1F

VIOLATIONS

FOR BOTH VERTICAL AND HORIZONTAL VARIATONS

PLEASE BE AWARE OF THE FOLLOWING

1. Do not resolve the logo in two different colors
2. Do not distort or warp the logo in any way
3. Do not rotate the logo
4. Do not use the wordmark without the adidas badge of sport if it isn't concerning Runtastic as an employer
5. Do not adjust the position or size of the logo elements
6. Do not resolve the logo in an outline
7. Do not fill the logo with an image, text or graphics
8. Do not overbrand or use a repeating pattern



2A

COLORS

PRIMARY COLORS

Our primary brand colors consist of ADIBLACK and ADIWHITE. The color TEAL is used more as an accent color when it comes to brand communication however in product design the TEAL is used in a more prominent way.

PRIMARY COLORS



ADIBLACK

CMYK 0/0/0/100
RGB 0/0/0
HEX 000000



ADIWHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFFFF



TEAL

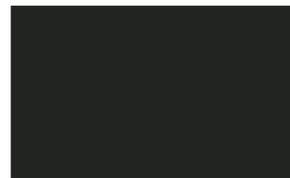
PANTONE 7474 C
CMYK 95/10/35/30
RGB 0/118/129
HEX 007681



PREMIUM GOLD

CMYK 15/30/70/20
RGB 192/158/80
HEX C09E50

SECONDARY COLORS



RICH BLACK

PANTONE 426 C
CMYK 95/75/55/95
RGB 37/40/42
HEX 25282A



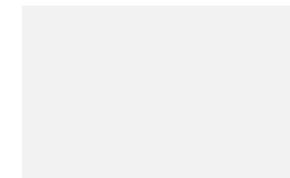
SPANISH GRAY

PANTONE Cool Gray 7 C
CMYK 20/15/10/40
RGB 151/153/155
HEX 97999B



PASTEL GRAY

PANTONE Cool Gray 3 C
CMYK 10/5/10/15
RGB 200/201/199
HEX C8C9C7



ANTI-FLASH WHITE

CMYK 10/5/5/0
RGB 242/242/242
HEX F2F2F2



VIRIDIAN GREEN

CMYK 80/15/40/0
RGB 0/159/163
HEX 009FA3

2B

ADINEUE PRO BLACK & LIGHT

Black and Light are the primary weights to be used for headlines.

Built from the backbone of adidas geometries, Adineue PRO unifies the Consumer touchpoints of our brand under one system of type. Inspired by our brand's history of innovation and engineering, it's a typeface for our modern digital world, and the next era of adidas.

DO NOT USE AS BODY COPY.
DO NOT USE LOWERCASE.

ADINEUE PRO

ADINEUE PRO BLACK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

ADINEUE PRO LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Adineue PRO Black is our primary headline font. It is a bold font that is used in our print and online advertisements, so it is used as our primary headline font to establish a branded experience across all of our different touch points.

As this is a heavy set font, we keep its use to a minimum on the website so as not to have too many headlines competing for attention.

Adineue PRO Light is also a key font across our different marketing channels. On the website, it is our secondary headline font as it compliments the strength of the bold Adineue PRO Black font with its super light font-weight.

Correct Usage when referring to the typeface: Adineue PRO -or- ADINEUE PRO

Incorrect Usage examples: AdiNeue PRO, adineue pro, adineue PRO, ADIneue PRO, adiNeue Pro, adiPRO, adipro

2B

ADINEUE PRO FAMILY

ALL ADINEUE PRO WEIGHTS

Black and Light are the primary weights to be used for headlines.

Other weights are reserved for Creative Direction and should only be used with approval from Brand Design.

DO NOT USE AS BODY COPY.
DO NOT USE LOWERCASE.

LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
LIGHT ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>0123456789</i>
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>0123456789</i>
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
BOLD ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>0123456789</i>
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
BLACK ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>0123456789</i>

2B

ADINEUE PRO INTERNATIONAL EQUIVALENCE

LOCALISATIONS

Due to glyphs & signs specifications, some markets require the use of an other font that look similar to the Adineue Pro collection.

DO NOT USE AS BODY COPY.
DO NOT USE LOWERCASE.

CS, DE, EN-UK, EN-US,
ES, FR, IT, NL, PT, PL, TR

ADINEUE PRO FAMILY

RU

ADINEUE PRO CYR

ZH-CN

SOURCE HAN SANS CN

ZH-TW

SOURCE HAN SANS TW

KO

ADOBE GOTHIC STANDARD

JA

KOZUKA GOTHIC PRO

2B

ADIHAUS DIN

ADIHAUS DIN

Adihaus DIN is a font developed specifically for adidas and has been specially designed for use as body copy because it is easy to read large amounts of copy at a small scale. Use Adihaus DIN for all internal or external communications.

Only three font weights are approved for communication use: Adihaus DIN regular, medium, and bold.

ITALIC FONT SHOULD BE USED TO EMPHASIZE A WORD OR THOUGHT, NOT FOR HEADLINES OR PARAGRAPH TEXT.

ADIHAUS DIN REGULAR

Aa Aa

ADIHAUS DIN MEDIUM

Aa Aa

ADIHAUS DIN BOLD

Aa Aa

Adihaus DIN is for sub-heads and introductory text as well as body copy and footnotes.

Correct Usage when referring to the typeface: Adihaus DIN -or- ADIHAUS DIN

Incorrect Usage examples: AdiHaus DIN, adihaus din, adihaus DIN, ADIhaus DIN, adiHaus Din

2B

ADIHAUS DIN INTERNATIONAL EQUIVALENCE

LOCALISATIONS

Due to glyphs & signs specifications, asian markets require the use of an other font that look similar to the Adihaus DIN collection.

ITALIC FONT SHOULD BE USED TO EMPHASIZE A WORD OR THOUGHT, NOT FOR HEADLINES OR PARAGRAPH TEXT.

CS, DE, EN-UK, EN-US,
ES, FR, IT, NL, PT, PL,
TR, RU

ADIHAUS DIN FAMILY

ZH-CN

SOURCE HAN SANS CN

ZH-TW

SOURCE HAN SANS TW

KO

SOURCE HAN SANS KR

JA

SOURCE HAN SANS JP

2B

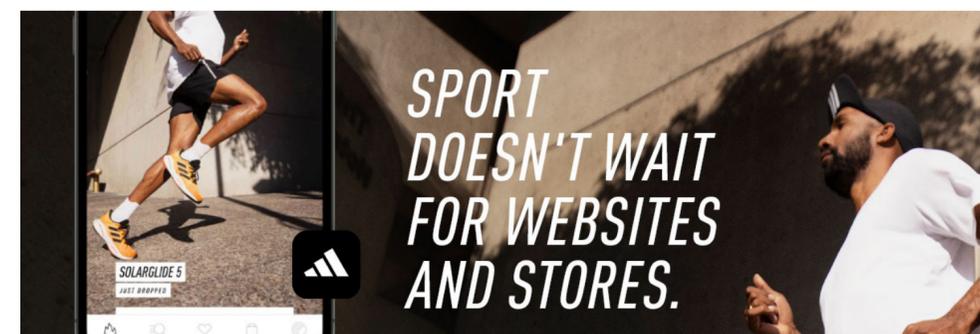
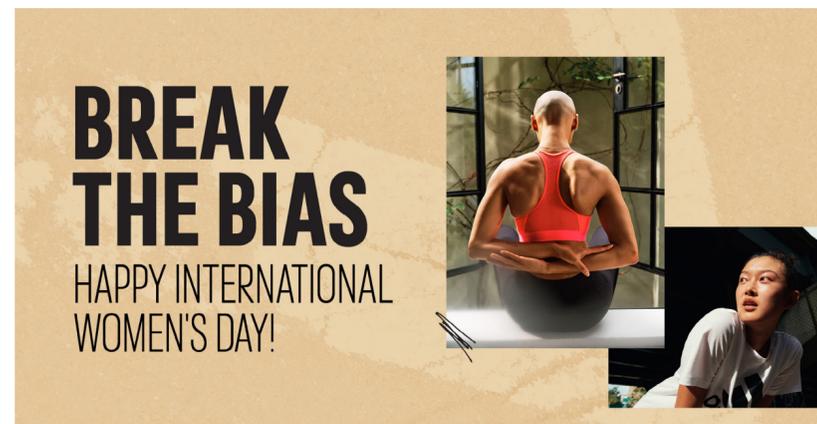
HIERARCHY

VARIABLE APPROACH

For more creative flexibility, the typography hierarchy can vary according to the seasonal styles, campaigns and activations.

It is important to follow the dedicated typography guidelines prepared for each use case.

Fonts can be combined in multiple different ways, like shown on the examples.



3A

DIGITAL AVATARS PRINCIPLE

SIZING

The percentage of the width size is based on the canva size (100%). For example, a width size of 50% means a width size equivalent to half the canva size.

For every logo, the size is defined according to their width size, not their height size.

MARGIN

To optically center each logo, a specific margin bottom percentage is defined.

The percentage of the margin bottom size is based on the canva size (100%).

For example, a 30% margin bottom means a size equivalent to 30% of the canva size.

SQUARE AVATAR



ROUND AVATAR



3A DIGITAL AVATARS: PERFORMANCE BADGE

SIZING

The logo width size is 62.5% of the canva size for both the square and round avatar.

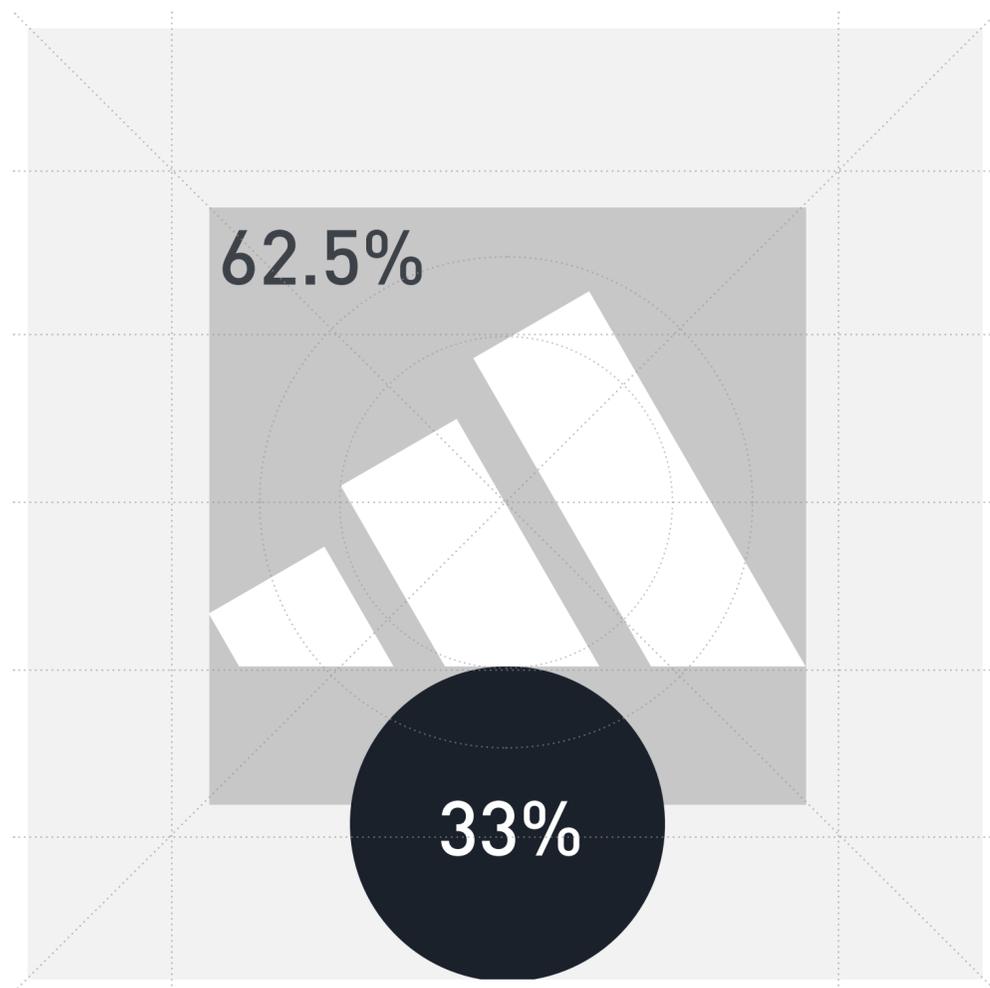
MARGIN

Square avatar: the margin bottom size is 33% of the canva size.

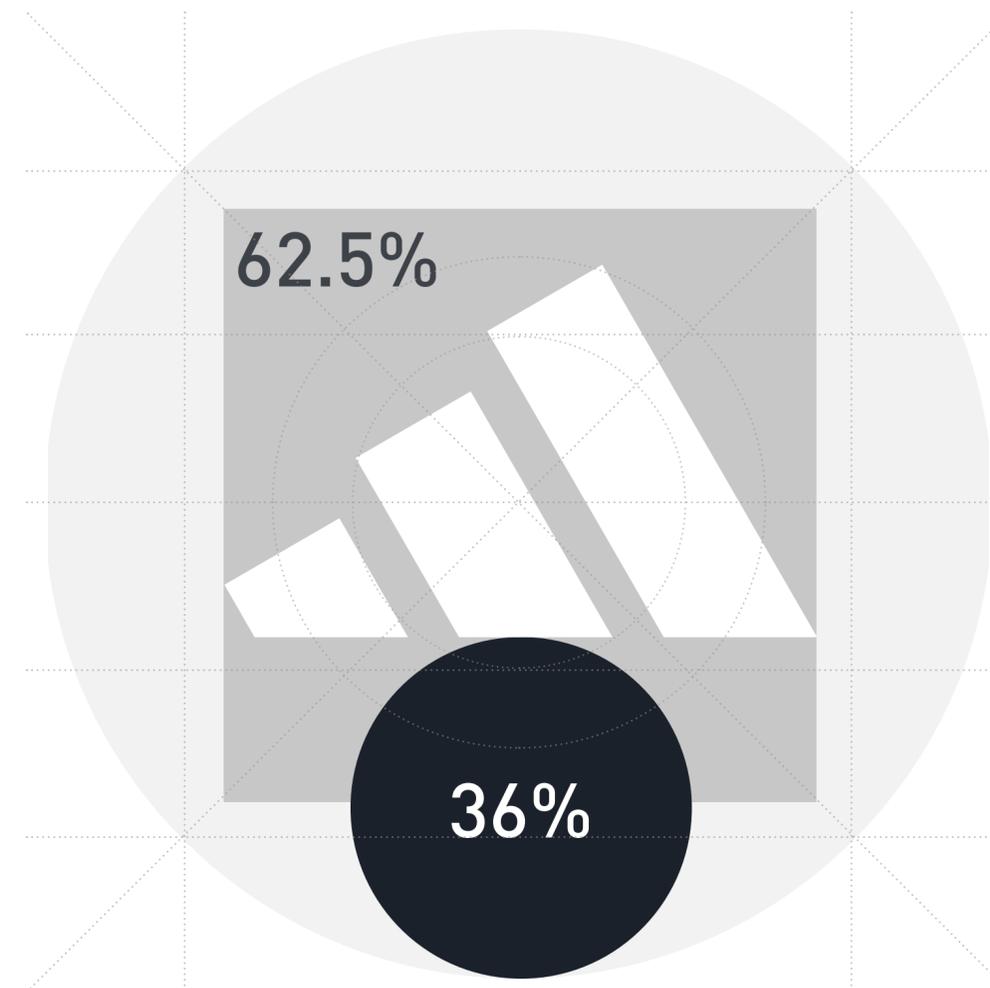
Round avatar: the margin bottom size is 36% of the canva size.

Careful: Many platforms ask for a square profile picture and automatically crop them into a round shape. For those use cases, please make sure to apply the round margin rule of 36% when providing the square image.

SQUARE AVATAR



ROUND AVATAR



3A

DIGITAL AVATARS: ADIDAS RUNTASTIC

SIZING

The logo width size is 68% of the canva size for both the square and round avatar.

MARGIN

Square avatar: the margin bottom size is 32% of the canva size.

Round avatar: the margin bottom size is 35% of the canva size.

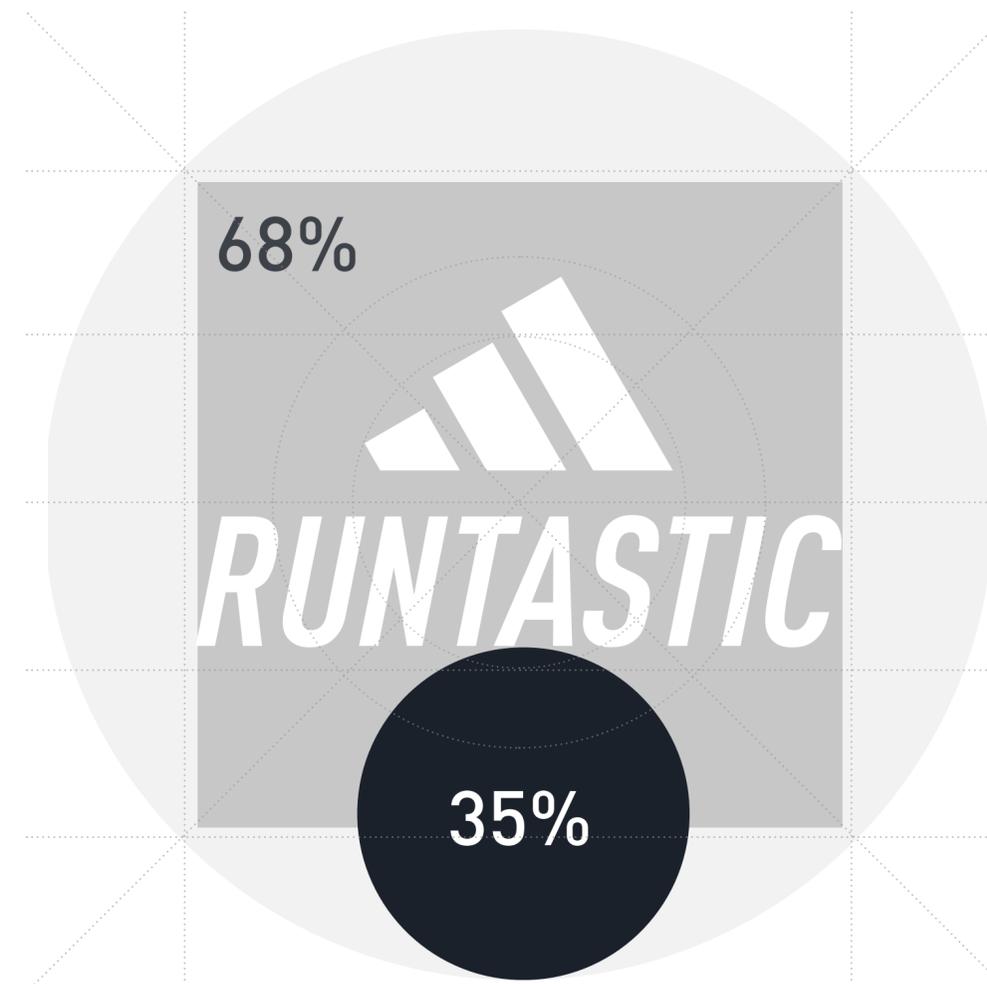
Careful: Many platforms ask for a square profile picture and automatically crop them into a round shape. For those use cases, please make sure to apply the round margin rule of 35% when providing the square image.

DO NOT USE THE HORIZONTAL LOGO VARIATION FOR DIGITAL AVATARS.

SQUARE AVATAR



ROUND AVATAR



3A

DIGITAL AVATARS: PRODUCT LOGOS

SIZING

The logo width size is 62.5% of the canva size for both the square and round avatar.

MARGIN

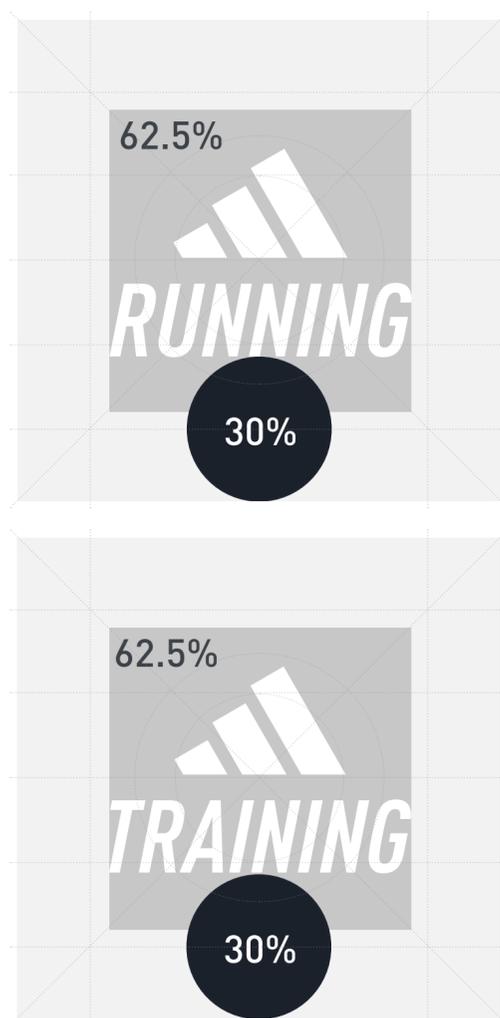
Square avatar: the margin bottom size is 30% of the canva size.

Round avatar: the margin bottom size is 32% of the canva size.

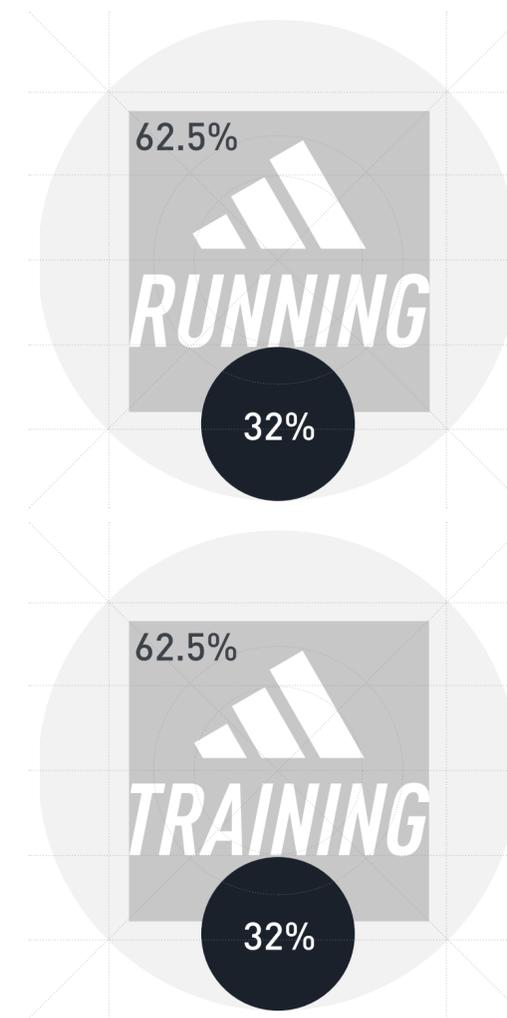
Careful: Many platforms ask for a square profile picture and automatically crop them into a round shape. For those use cases, please make sure to apply the round margin rule of 32% when providing the square image.

DO NOT USE THE HORIZONTAL LOGO VARIATION FOR DIGITAL AVATARS.

SQUARE AVATAR



ROUND AVATAR



3B

APP ICONS

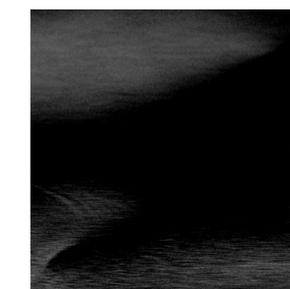
TEXTURES

Background textures should be kept as shown and not be replaced, retouched, scaled or skewed.

ADIDAS RUNNING



ADIDAS TRAINING



RUNNING BACKGROUND



TRAINING BACKGROUND

3B

APP ICONS: WATCH

BACKGROUND

To improve the visibility of the app icons on the various watch interfaces (black backgrounds), the textures are replaced by solid colors.

This rule apply to every watch platforms: Watch OS, Wear OS, Huawei OS etc...

DO NOT USE THOSE APP ICON VARIATIONS ON IMAGES THAT ARE NOT EXPLICITLY RELATED TO WATCH USE CASES.

ADIDAS RUNNING



ADIDAS TRAINING



#333333

RUNNING BACKGROUND

#F2F2F2

TRAINING BACKGROUND

4A

PRODUCT LOGOS

ADIDAS RUNNING & ADIDAS TRAINING

The product logos are used to promote our apps, both for digital and print purposes.

We have two logo versions available, a horizontal variation as well as a vertical variation, we encourage you to use the variation best suited to your layout.

When promoting both apps at the same time, we try to avoid using both product logos next to each other.

ADIDAS RUNNING



ADIDAS TRAINING



4B

CONSTRUCTION

SPACING

The distance between the performance badge and the 'RUNNING' or 'TRAINING' typefaces must be equivalent to 2 times the spacing between the three stripes bars.

MINIMUM CLEAR SPACE

Clear space all around must be no smaller than the height of the 'RUNNING' or 'TRAINING' typefaces.

For extreme vertical and horizontal placements, clear space must be no smaller than 2 times the spacing between the three stripes bars.



4C

VIOLATIONS

FOR BOTH ADIDAS RUNNING AND ADIDAS TRAINING VERTICAL AND HORIZONTAL LOGOS

PLEASE BE AWARE OF THE FOLLOWING

1. Do not resolve the logo in two different colors
2. Do not distort or warp the logo in any way
3. Do not rotate the logo
4. Do not use the wordmark without the adidas badge of sport
5. Do not adjust the position or size of the logo elements
6. Do not resolve the logo in an outline
7. Do not fill the logo with an image, text or graphics
8. Do not overbrand or use a repeating pattern



ADIDAS RUNTASTIC

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6B Application
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4D

MINIMUM SIZING

FOR BOTH ADIDAS RUNNING AND ADIDAS TRAINING

PRINT COMMUNICATION

Minimum width of the product logos are 15 mm for the vertical variations and 35mm for the horizontal variations. In extreme formats it can be reduced to a width of 12 mm for the vertical variations and 32 mm for the horizontal variations.

DIGITAL COMMUNICATION

Minimum width of the product logos are 80 pixels for the vertical variations and 120 px for the horizontal variations. In extreme formats it can be reduced to a width of 60 px for the vertical variations and 100 px for the horizontal variations.

For any smaller formats, the Performance Badge should be used in isolation with a minimum size of 30 pixels.



5A

DIGITAL SIZING

FOR BOTH ADIDAS RUNNING AND ADIDAS TRAINING VARIATIONS

RECOMMENDATIONS

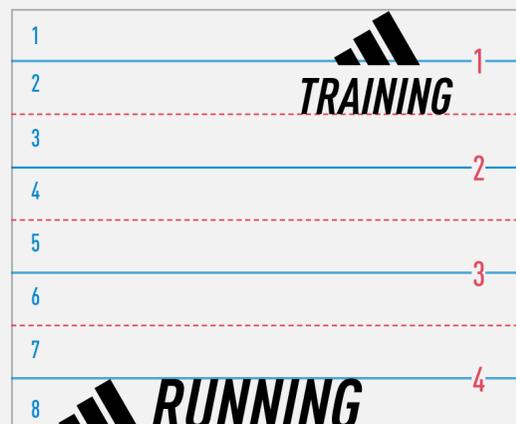
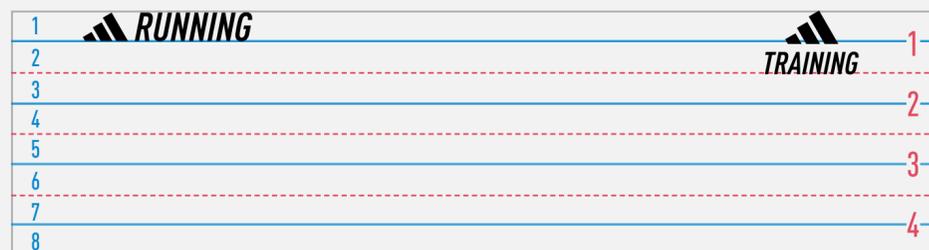
Vertical product logo sizing for most digital layouts is 1/4 of the short side of layout.

Horizontal product logo sizing for most digital layouts is 1/8 of the short side of layout.

Banners and other extreme H/V dimensions use a full 1/2 of the short side of layout for the vertical variations or 1/4 of the short side of layout for the horizontal variations.

The rules for digital sizing are recommendations based on most frequent use cases and formats. The rules can be broken to best suits each layouts.

STANDARD SIZING



EXTREME/BANNER SIZING



5B

DIGITAL MARGINS & PLACEMENT

FOR BOTH ADIDAS RUNNING AND ADIDAS TRAINING VARIATIONS

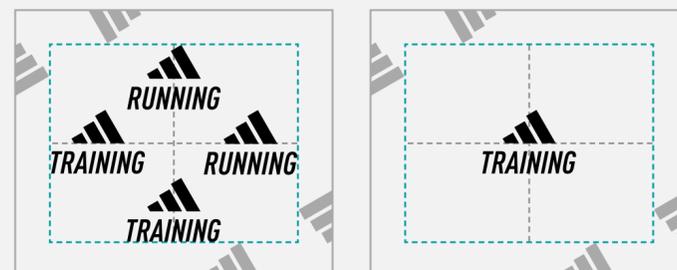
VERTICAL PRODUCT LOGOS

In digital ATL, margins are equivalent to the size of the performance badge. The product logos must be centered on the long or short axis. For horizontal and vertical layouts we keep the product logos anchored to either the right or left margins, the center midline, or the quarter midlines. 5 placement options are available for each layout.

The rules for digital sizing are recommendations based on most frequent use cases and formats. The rules can be broken to best suits each layouts or for specific activation layouts.

STANDARD MARGINS & PLACEMENT

placement: also applies to vertical formats. Use the five placement options below.



EXTREME MARGINS & PLACEMENT

extreme margins: only at the short sides of both horizontal and vertical layouts.

extreme placement: keep centered along the long axis for both horizontal and vertical layouts.



5B

DIGITAL MARGINS & PLACEMENT

FOR BOTH ADIDAS RUNNING AND ADIDAS TRAINING VARIATIONS

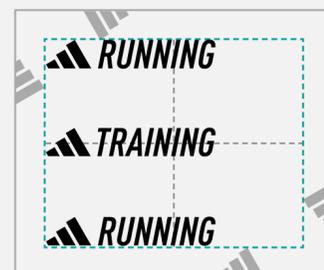
HORIZONTAL PRODUCT LOGOS

In digital ATL, margins are equivalent to the size of the performance badge. The product logos must be centered on the long or short axis. For horizontal and vertical layouts we keep the product logos anchored to either the right or left corners or the center midlines. 9 placement options are available for each layout or 3 options for extreme formats due to the extreme margins.

The rules for digital sizing are recommendations based on most frequent use cases and formats. The rules can be broken to best suits each layouts or for specific activation layouts.

STANDARD MARGINS & PLACEMENT

placement: also applies to vertical formats. Use the five placement options below.



EXTREME MARGINS & PLACEMENT

extreme margins: only at the short sides of both horizontal and vertical layouts.

extreme placement: keep centered along the long axis for both horizontal and vertical layouts.



6A

VISUAL GUIDANCE

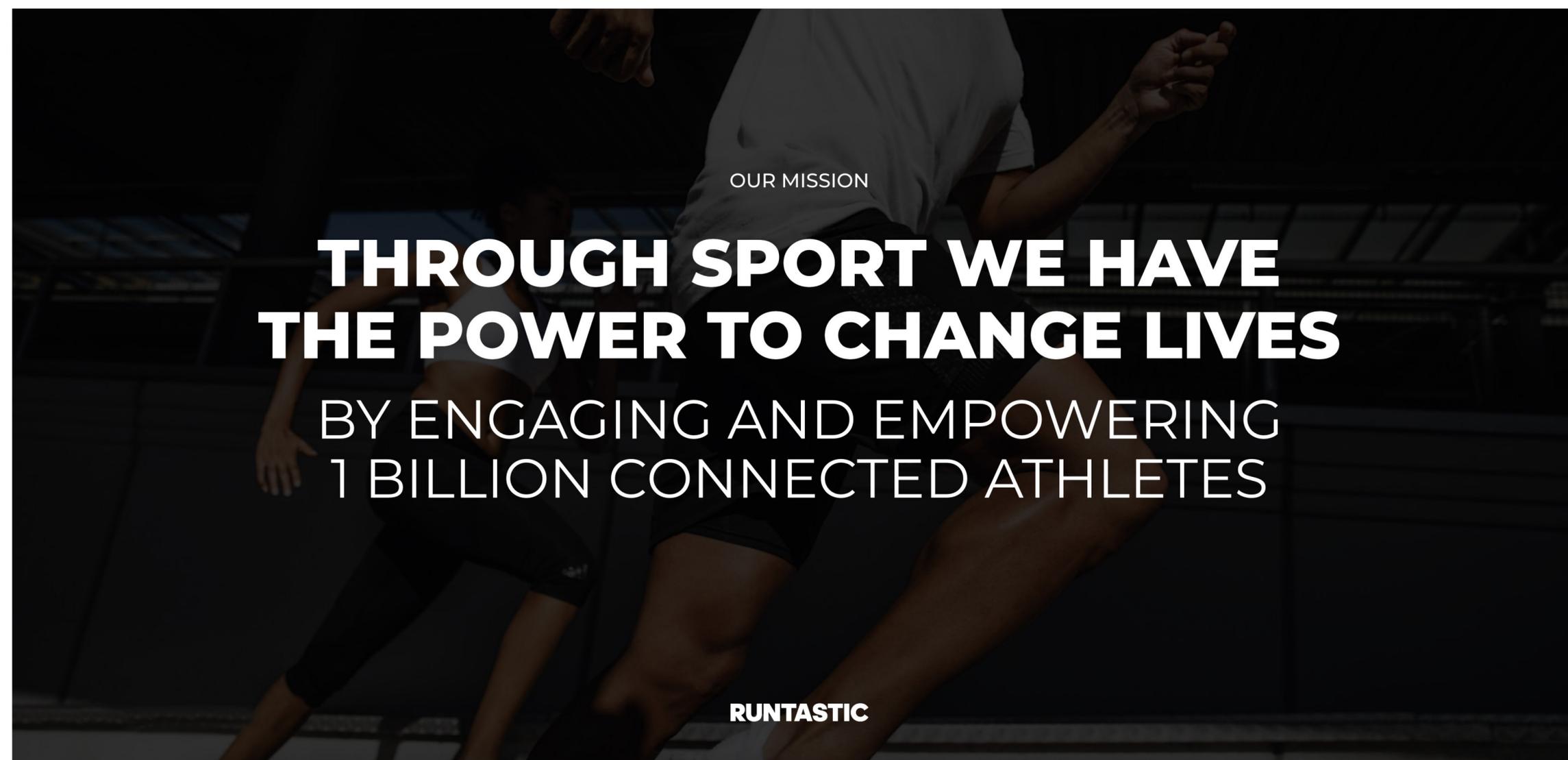
VISION AND MISSION

We follow the same vision as adidas:

Through Sport we have the power to change lives.

Additionally to that, our mission is the following:

Engaging and empowering 1 billion connected athletes.



6A

VISUAL GUIDANCE

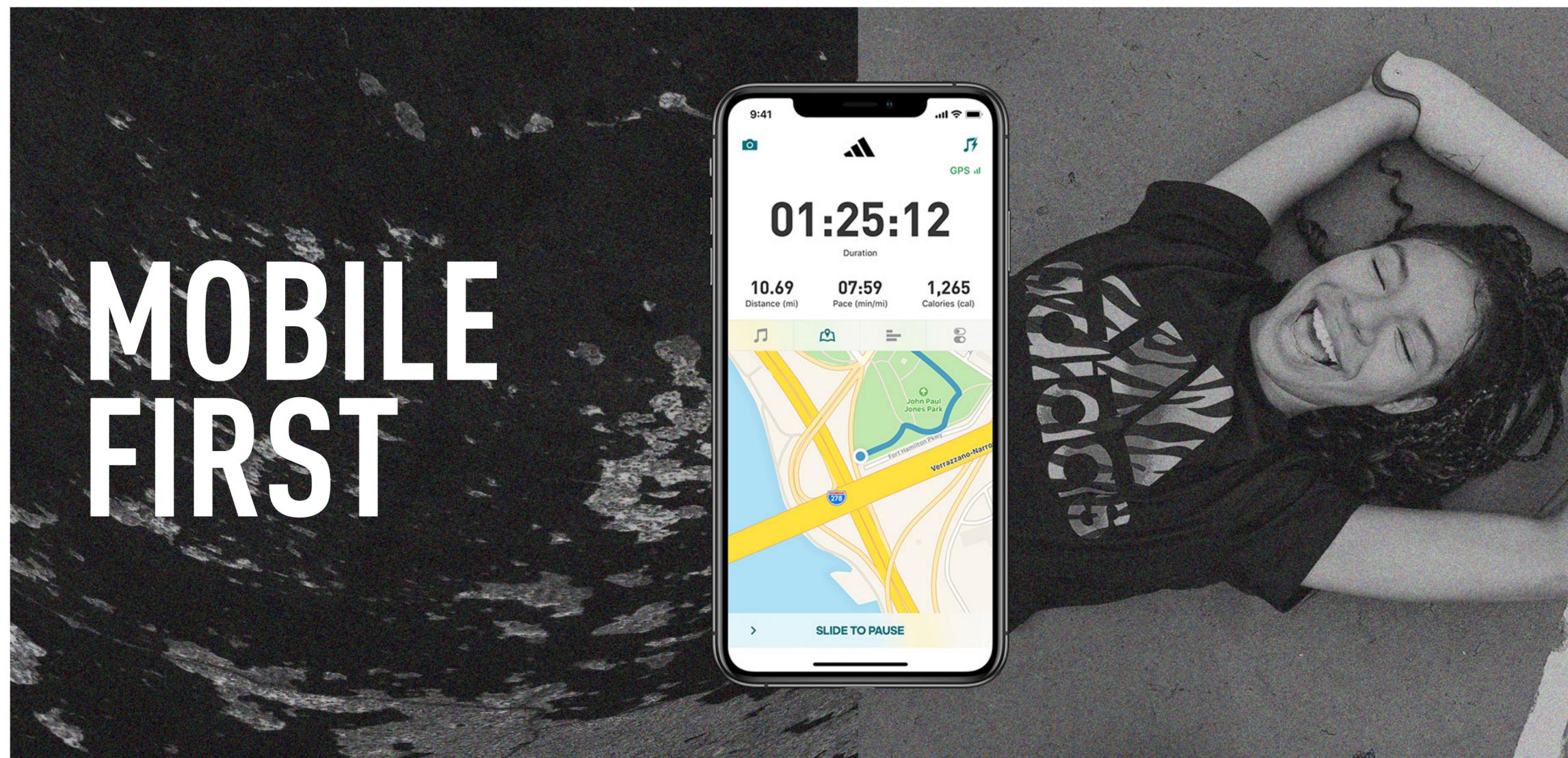
CONSUMER OBSESSION

When designing, we focus on the mobile user experience by making sure the content is readable on a mobile device for example.

Creators are always on, always connected. Communications have evolved from billboards to phones.

From generic, one-size-fits-all messaging to unique, personalised content. The handheld retail revolution is well under way; mobile is their wallet, their shopping assistant, the remote control to their lives.

Mobile is the best vehicle to access, build and cultivate direct relationships with each creator, and their local and globally connected communities.



6A

VISUAL GUIDANCE

ADIDAS BRAND DIRECTION AND BRAND IDENTITY

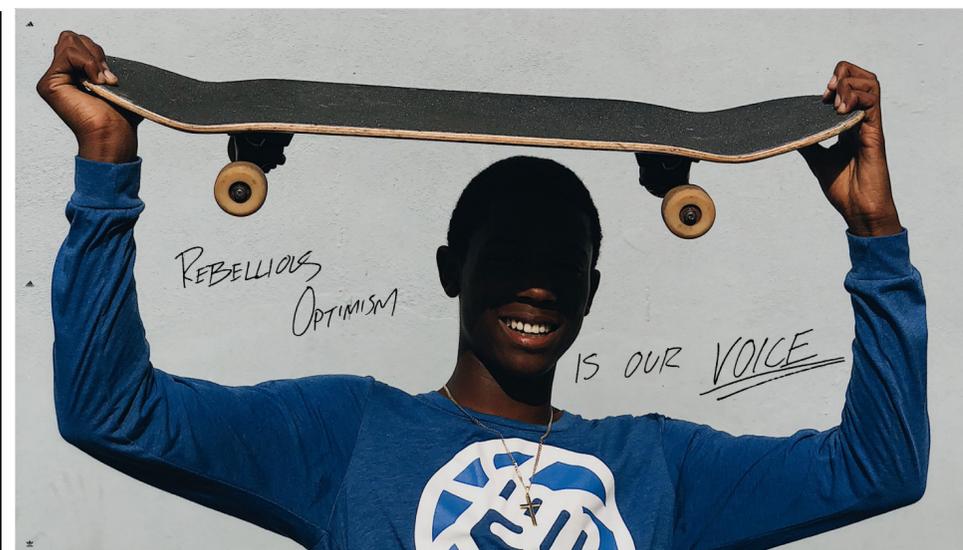
We align our visual content to the adidas creative direction.

It is developed and explained into a set of documents that are updated on a yearly basis.

To access this guidance, we recommend to consult the following pages (may not be accessible to externals):

<https://branddirection.adidas.com/>

<https://brandidentity.adidas.com/>



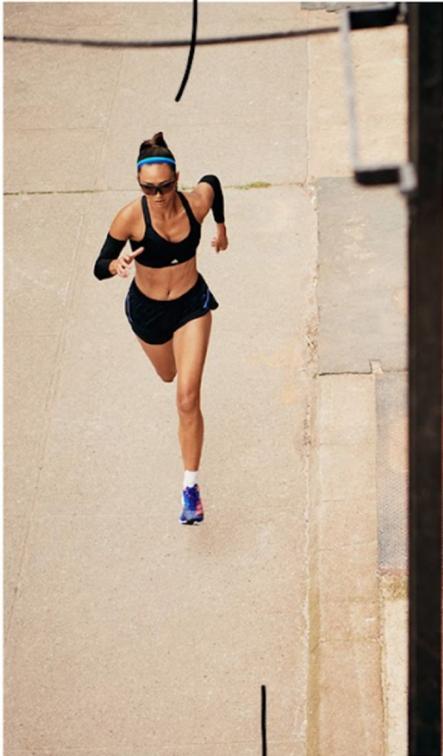
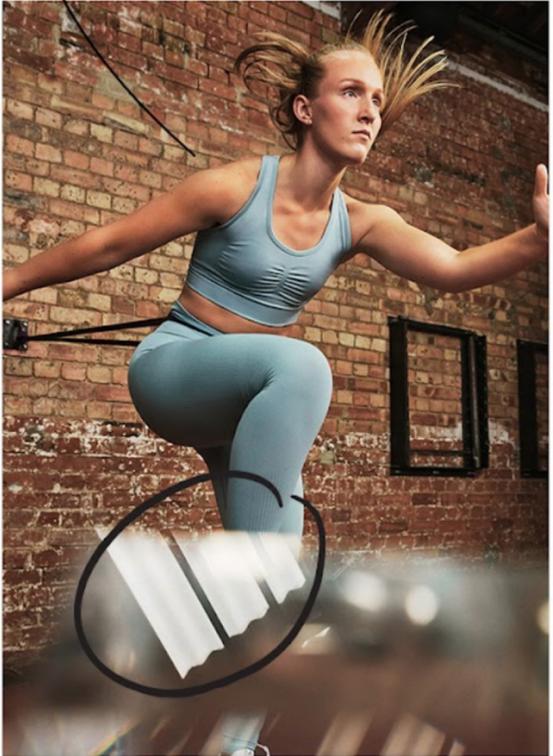
6A

VISUAL GUIDANCE

STYLE COMPONENTS

When creating visual content and capturing photography, we follow those principles:

- True to life styling
- Ethnic + Body diversity
- Interesting angles
- High contrast
- Natural light
- Focus on interesting textures in locations
- Real athletes & Authentic expressions
- Female focus
- Subtle & creative brand application

TRUE TO LIFE STYLING	ETHNIC + BODY DIVERSITY	NATURAL LIGHT	REAL ATHLETES & AUTHENTIC EXPRESSIONS	FEMALE FOCUS
				
INTERESTING ANGLES	HIGH CONTRAST	FOCUS ON INTERESTING TEXTURES IN LOCATIONS	SUBTLE & CREATIVE BRAND APPLICATION	

6B

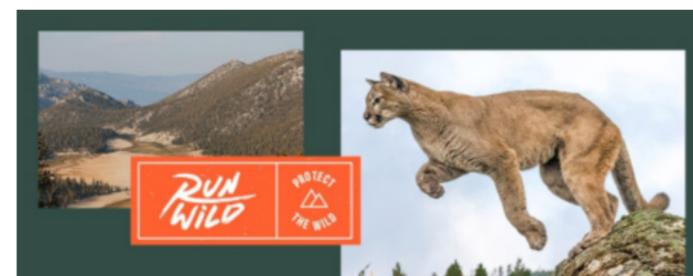
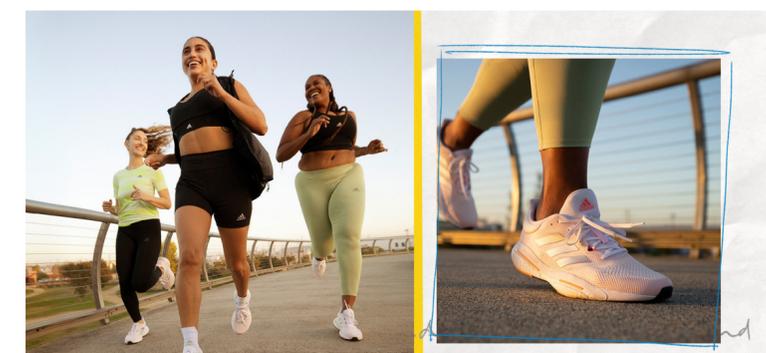
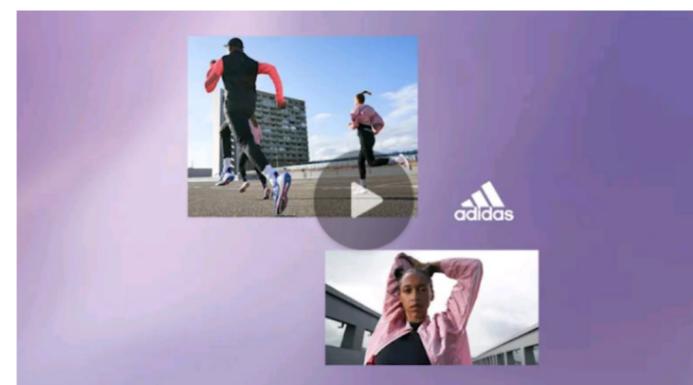
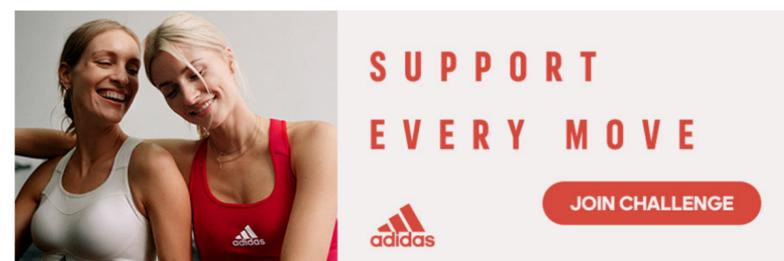
APPLICATIONS

ACTIVATIONS & VISUAL STYLE

Visual styles are defined for specific activations. They push forward the Brand look & feel and bring a unique and catchy visual language for a certain amount of time.

Activation visual styles are renewed and changed throughout the year but they always follow the yearly adidas creative direction.

The goal is to bring visual variety to many assets & touchpoints (e.g.: Instagram profile picture background changed regularly according to the current activation style).

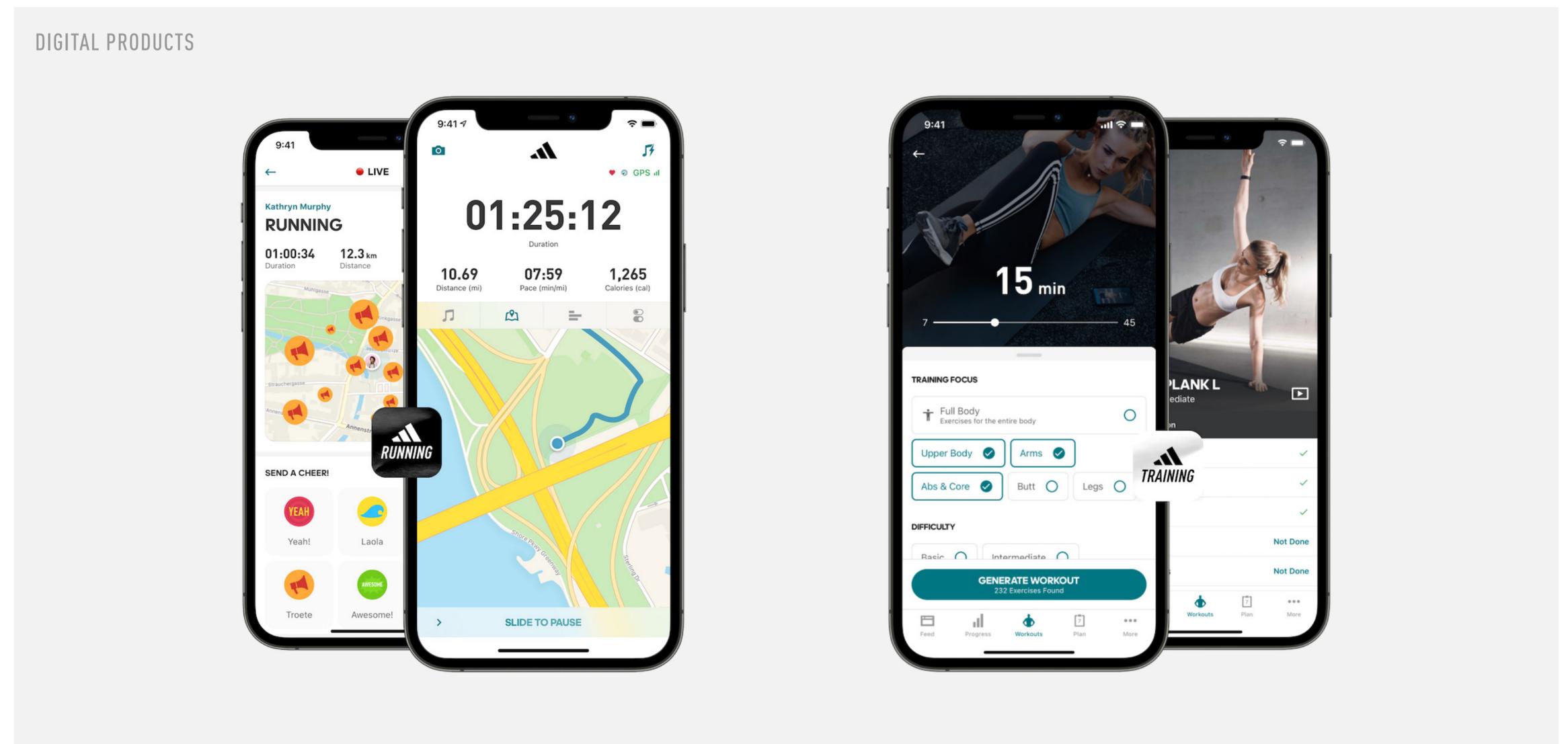


6C

REFERENCES

Channels overview

Here are some examples of our Brand look & feel accross all our channels.

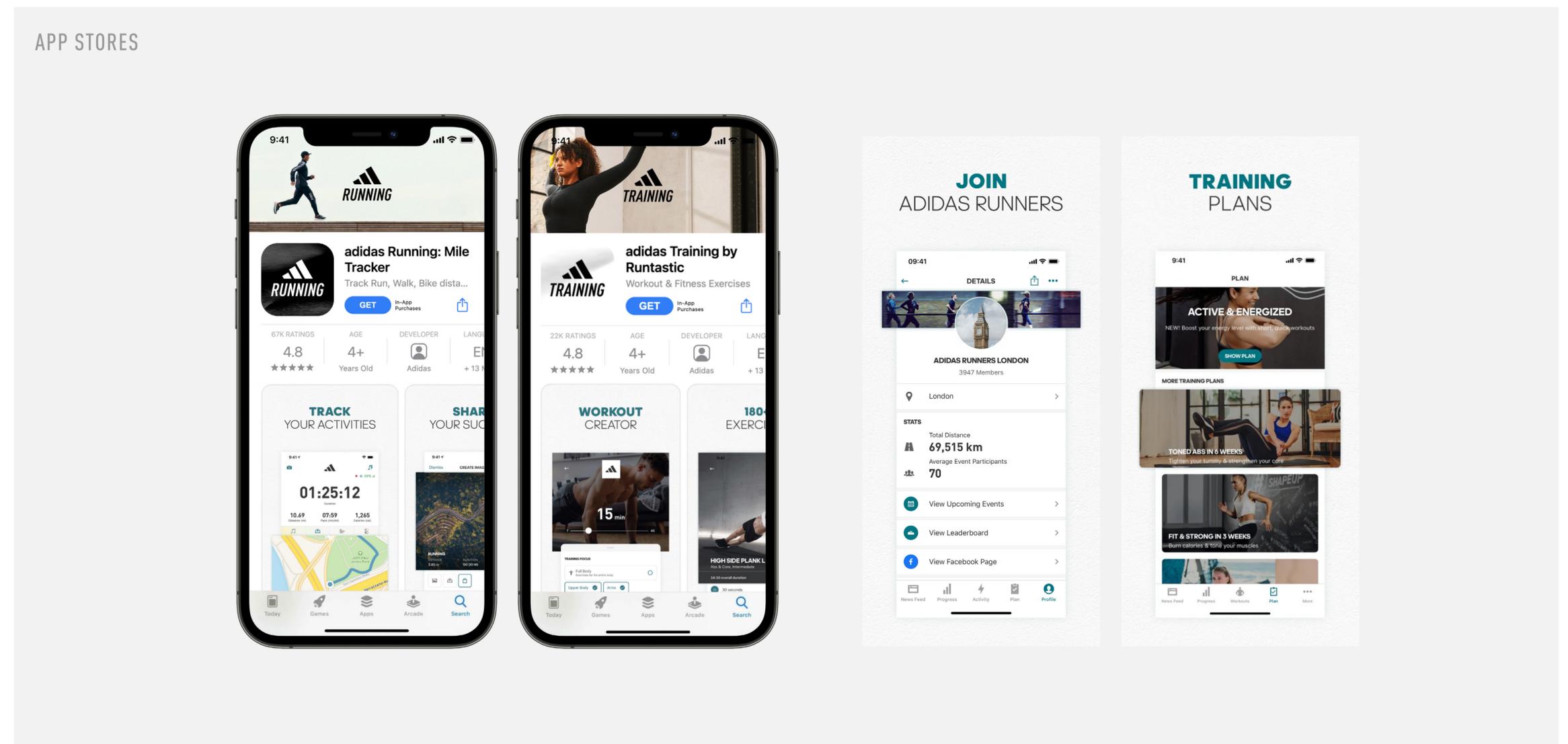


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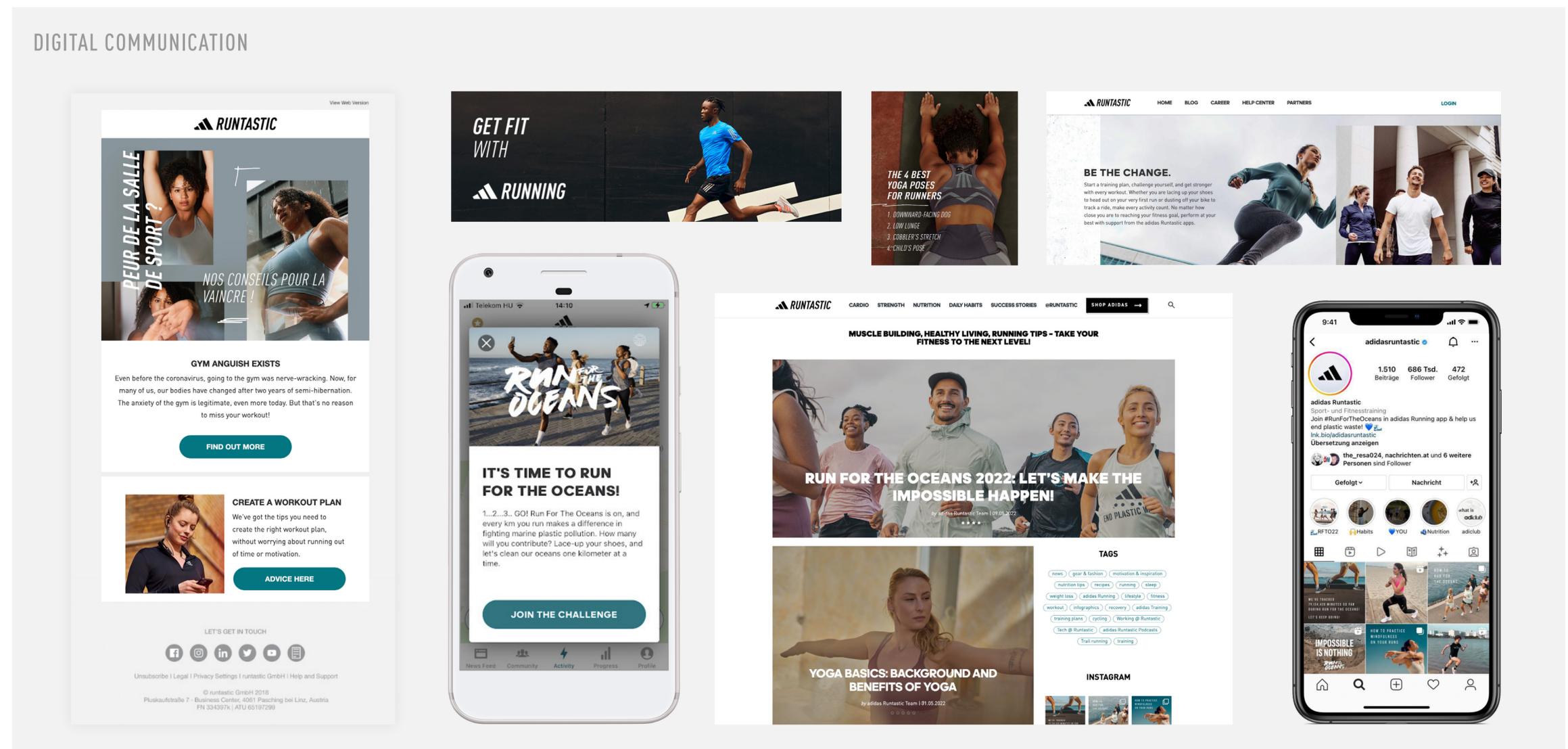


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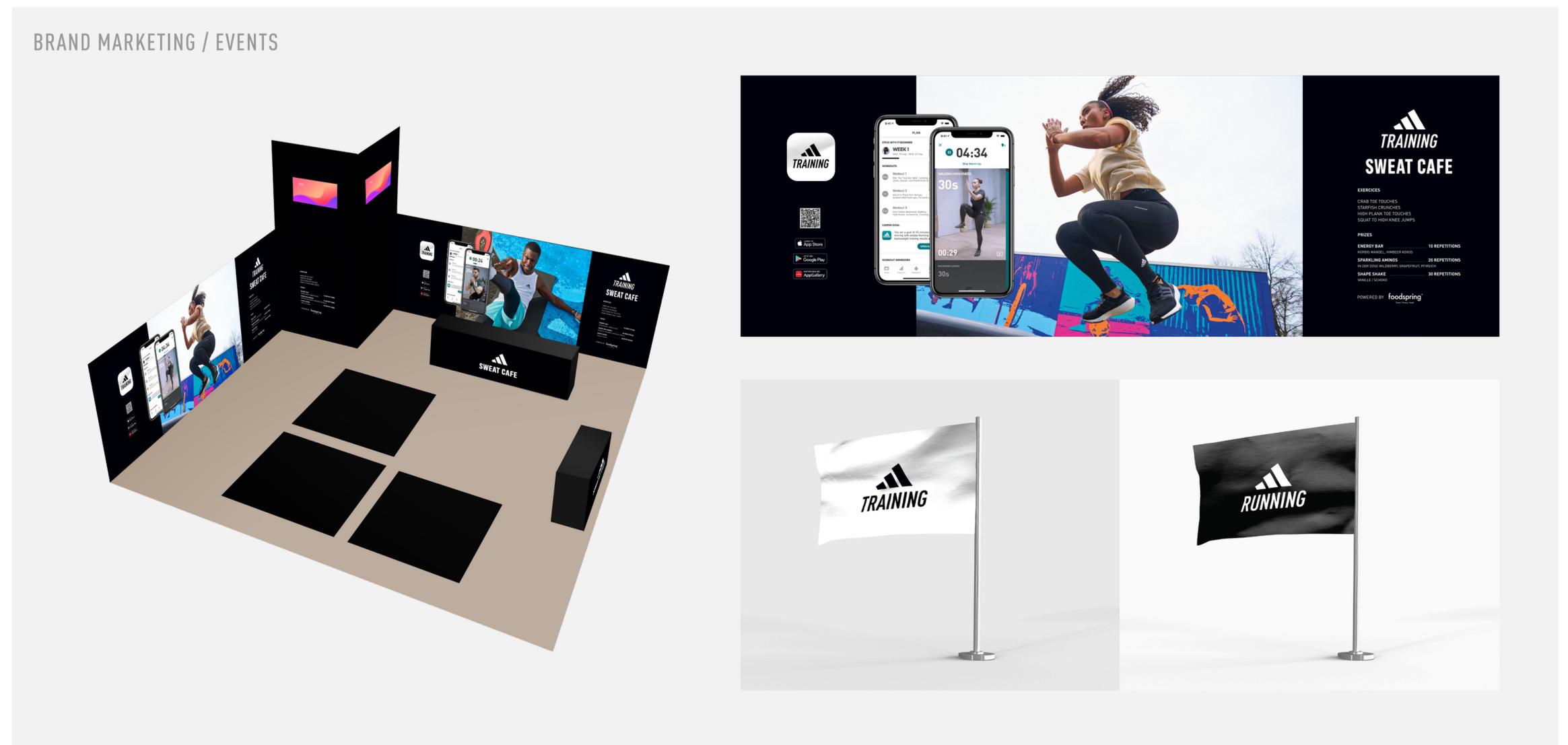


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THANK YOU