

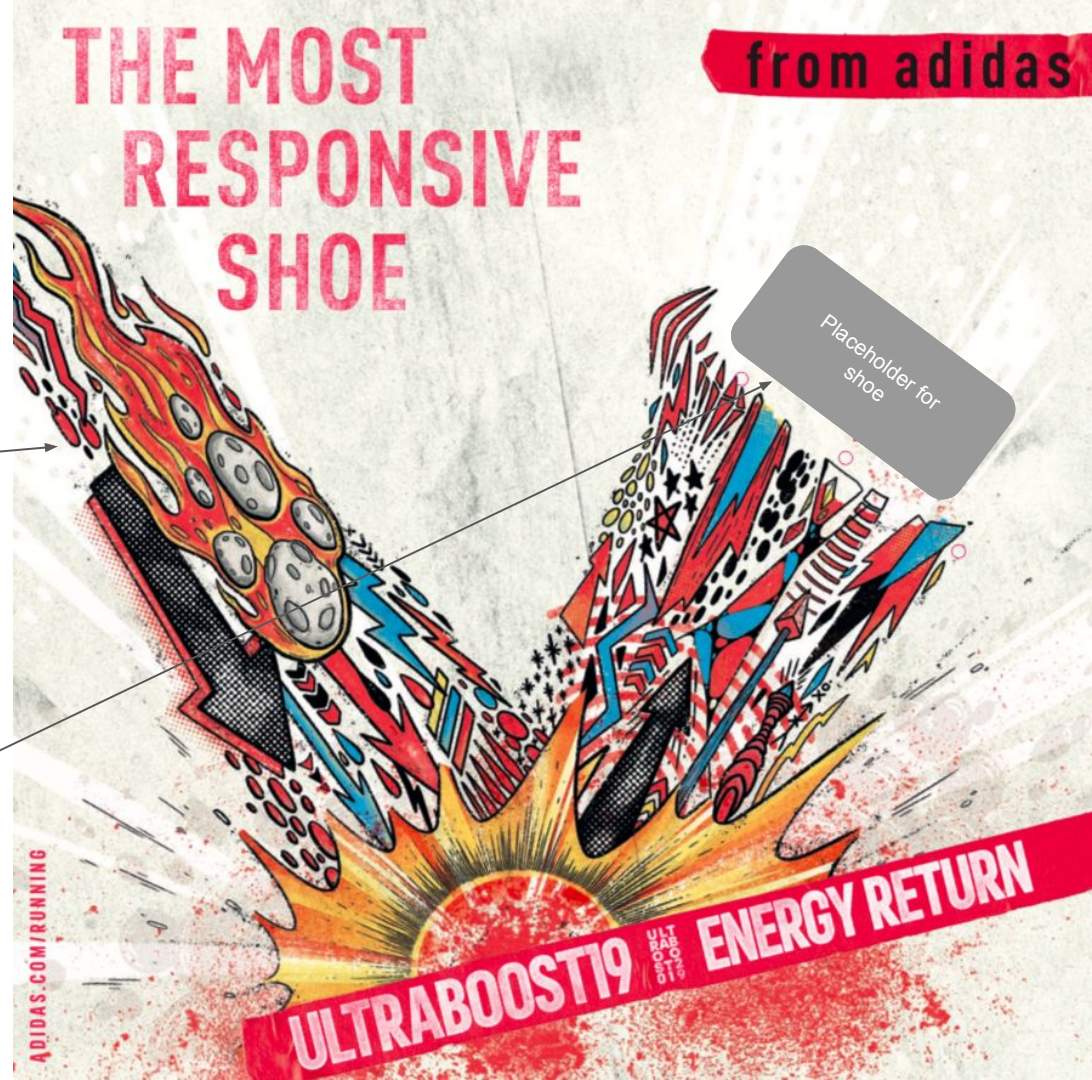


## Brand Guide

Talenthouse Creative Invite, January 2019

## Key Visual Template: Do's & Don'ts

- Please use the provided template (shown here)
- You can keep the design in a square shape (provided), or make it a portrait shape.
- Please do not change the location or shape of the UltraBOOST 19 step (V shape).
- Your design should be focused within this step (V shape). And you may include text (in English) within this (e.g. in the explosion section), but please don't include people.
- The arrow indicated where the *Ultraboost 19* shoe will be added. This location and angle cannot change. You may use the 'December 2018' shoe image included in *template* folder for placement if you wish.



## Key Visual Template: Do's & Don'ts

- Keep the copy 'the most responsive shoe from adidas' - you can move this, use upper or lower-case, change the colour, and create it in your style, but please ensure all words are included.
- You may use whatever colours you like in the step (V shape) section of your design. Please see the 'colour palette guidance' slide for details on the colour of the shoe for reference.
- The background image should be either what is included in the template (shown here), or you can change it to white. Please don't add any colour to the background.
- Please remove the 'adidas.com/running' copy and 'ULTRABOOST19' banner - you don't need to include these in your design.





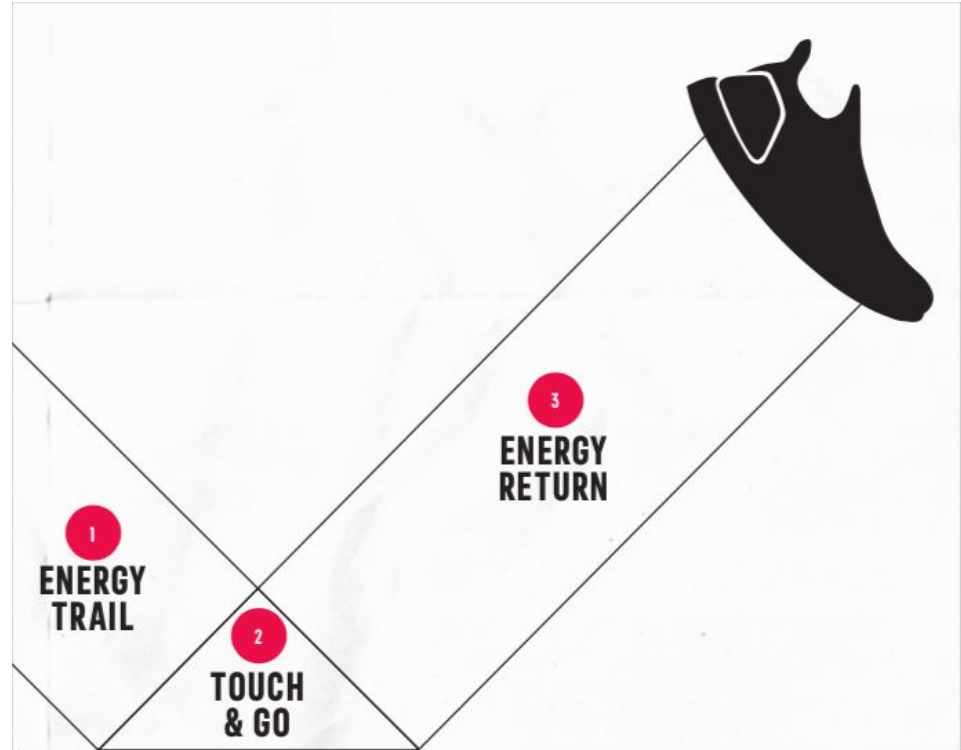
## Key Visual Template: Step (V shape)

This image of a V shape shows the 3 energy moments of the UltraBOOST 19 step:

- 1 ENERGY TRAIL: motion of the of energy coming down
- 2 TOUCH & GO: the landing moment, where the boost/torsion spring do their things
- 3 ENERGY RETURN: the return of energy after the landing moment.

These 3 moments are what delivers the responsiveness and energy return that's so unique to this new running shoe.

Be inspired by these energy moments when developing your design.



## Colour Palette Guidance

Below are the Pantone colours for the UltraBOOST 19 running shoe. You may use these colours as inspiration for your design, but you do not need to, and you are welcome to use whatever colours you wish.

This colour palette is provided for reference purposes only, and does not restrict colours you may use in your submission.



## Alternative Key Visual Designs

These alternative key visual designs are provided to show how different creative styles are used to illustration the 3 energy moment in the UltraBOOST 19 step.

