

The image shows the cover of the Adidas Brand Guidelines. The top half has a dark grey background with three diagonal stripes in a lighter shade of grey. The text 'ADIDAS' is in a large, bold, white sans-serif font. Below it, 'BRAND' and 'GUIDELINES' are stacked in a smaller, bold, white sans-serif font.

ADIDAS

BRAND GUIDELINES

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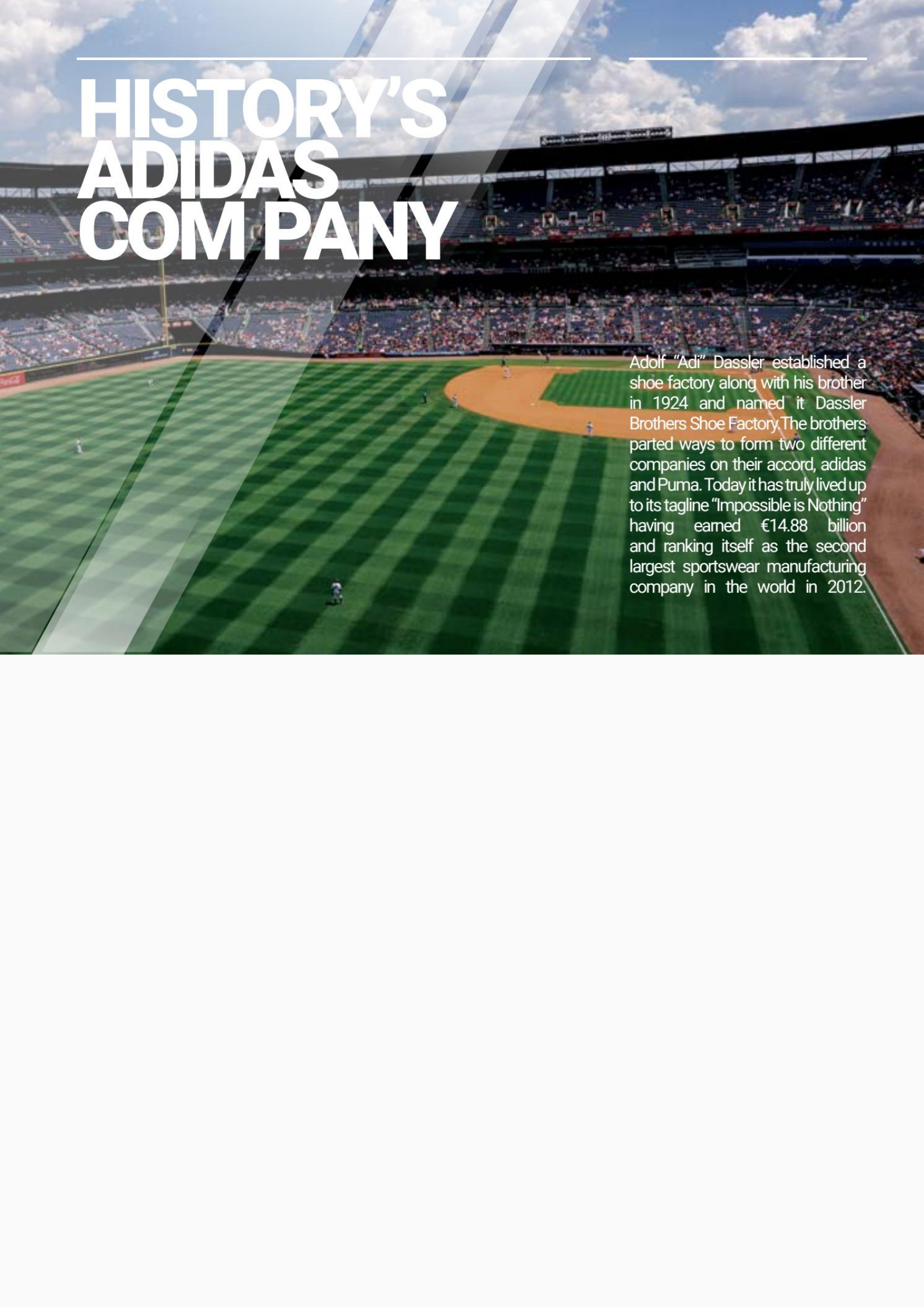
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"IMPOSSIBLE IS NOTHING".



"Impossible is Nothing" is adidas' biggest brand advertising campaign in six years. The campaign, which integrates television, print and outdoor advertising, point-of-sale and Internet, starts in the US today and will be launched in Europe on March 1. It has been developed by adidas' global advertising agency 180/TBWA, the partnership between Amsterdam-based 180 and TBWA\Chiat\Day.

"Impossible is nothing" captures in one short phrase the essence of adidas as a brand and the attitude that is known and shared by all athletes around the world, "Impossible is nothing" is the concept behind our brand positioning "forever sport" that clearly and emotionally communicates our passion for sport." He added, "As an athlete you always strive to go further, break new ground, surpass your limits. So do we as a brand, to achieve our mission to be the leading sports brand in the world."



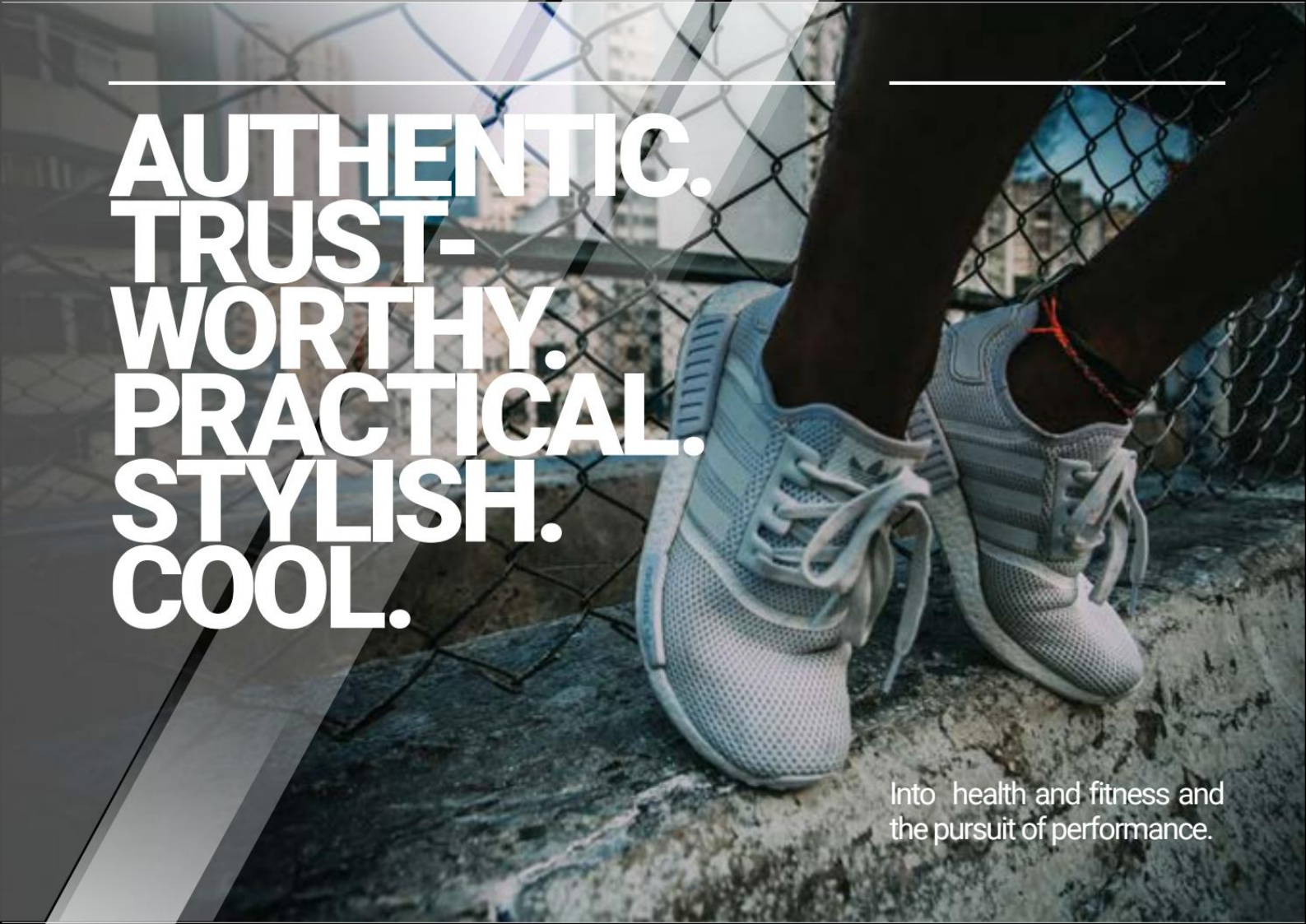
HISTORY'S ADIDAS COMPANY

Adolf "Adi" Dassler established a shoe factory along with his brother in 1924 and named it Dassler Brothers Shoe Factory. The brothers parted ways to form two different companies on their accord, adidas and Puma. Today it has truly lived up to its tagline "Impossible is Nothing" having earned €14.88 billion and ranking itself as the second largest sportswear manufacturing company in the world in 2012.



AS HIGH AS SKY. AS WISE AS OWL!

To spread the their message world wide, "Impossible is nothing". Adidas mission statement is to provide men and women with good quality and fashionable clothes and trainers. It is something you feel you really want to do. To make adidas products as high as sky and as wise as an owl!

A photograph of a person's legs from the knees down, wearing light blue mesh sneakers with white laces and white soles. They are standing on a rough, grey concrete ledge. To the left of the person is a chain-link fence. The background is slightly blurred, showing a cityscape with buildings. The overall tone is urban and athletic.

**AUTHENTIC.
TRUST-
WORTHY.
PRACTICAL.
STYLISH.
COOL.**

Into health and fitness and
the pursuit of performance.

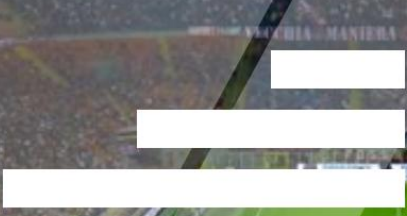


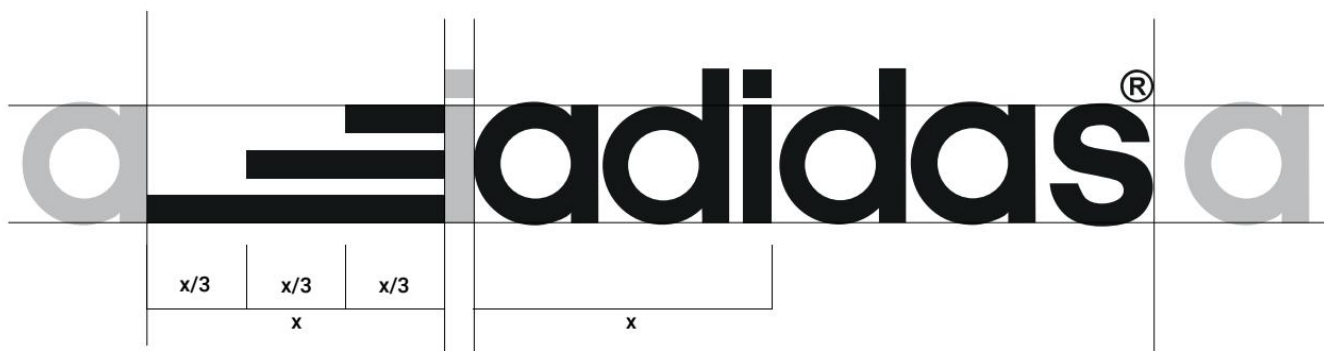






LOGO

 **adidas®**



Black and white versions are only to be used if necessary due to color restriction or background color.



Do not use these outdated versions:



The Adidas corporate Brand Logo elements are:

- The 3-Stripes, wordmark (Adidas), and registration (®).
- Always use all the elements together as shown; do not rearrange them. The last length of 3-Stripes must always equal to the length of "adi" in the wordmark, and gradually decreased with the ratio 1/3 with 2 stripes above.
- The space between the 3-Stripes and the wordmark must always equal to the width of the letter "i".

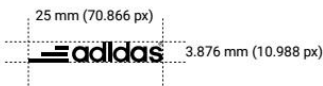
**LOGO GUIDE-
LINE AND
CLEAR SPACE.**





Clear Space - Print

In print materials, the preferred amount of clear space around the logo is equal to the height of the letter "d".



Minimum Logo Size - Print

For print use, the logo should never be reduced below the minimum size of 25 mm x 3.876 mm.



Minimum Clear Space - Digital

Maintaining a 25 pixel clear space is always preferable.



Minimum Logo Size - Digital

Don't make the logo smaller than 60 px wide in digital executions.

Always maintain the required clear space around the logo. No text, image, right edge, etc., should ever interfere with logo clear space

Preferred clear space. this equals 2x the height off the letter "d"

Minimum clear space. This must not be less than 2x the height of the letter "d".

Adidas's logo must always on the left in the layout and equal to the size of a letter "d"

LOGO
DON'T.





Don't add a drop shadow effect.



Don't elasticity the logo.



Don't alter color.



Don't distort the logo.



Don't apply patterns/
picture inside the logo.

This is  company

Don't use the logo
within a sentence.



Don't add slogan/
tagline logo.



Don't insert text
on the logo.



Don't replace the logo
name with another text

TYPOGRAPHY.



PREFERRED:
Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
* # & 0123456789

ALTERNATE:
Roboto Bold

ALTERNATE (WEB):
Helvetica Neue Light

EXAMPLES OF HEADLINES AND SUBHEADS:

Nothing is Impossible.	NOTHING IS IMPOSSIBLE.
Nothing is Impossible.	NOTHING IS IMPOSSIBLE.

Use **bold** or **bold** combination with CAPITAL LETTER to emphasize the meaning of the word, first name, ...

Roboto is the preferred ADIDAS brand typeface. It's clean, strong contemporary style accentuates the streamlined experience we deliver to our customers. To reinforce clarity and consistency in our design, please follow these general guidelines:

- ALIGNMENT: Left align is preferred. Right align is okay when required by the design, but center align should be avoided.

- HEADLINES AND SUBHEADS: You can use sentence case (Lorem ipsum) or all-caps (LOREM IPSUM).

- ITALICS: Can only be used where required by style conventions, such as names, titles or quotes.

- TRADEMARKS: The " " must be included with "adidas" the first time it appears in plain text.

COLOR PALETTE.



PRIMARY COLOR PALETTE



RGB: 0 0 0
CMYK: 0 0 0 100
HEX: #000000



RGB: 225 225 225
CMYK: 0 0 0 0
HEX: #ffffff

ACCENT COLORS PALETTE



RGB: 190 0 39
CMYK: 0 100 100 0
HEX: #be0027



RGB: 207 142 47
CMYK: 5 55 95 0
HEX: #cf8d2e



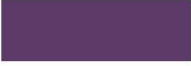
RGB: 229 234 51
CMYK: 10 0 95 0
HEX: #e4e932



RGB: 45 159 70
CMYK: 95 0 100 0
HEX: #2c9f45



RGB: 56 23 120
CMYK: 100 100 0 0
HEX: #371777



RGB: 83 51 93
CMYK: 70 85 30 20
HEX: #52325d



RGB: 81 20 120
CMYK: 80 100 0 0
HEX: #511378

Use RGB and HEX formulas for on-screen and digital use. CMYK builds are for print applications.

Please note that each color has been optimized for on-screen (RGB) or print (solid or 4CP) reproduction. The specific RGB color formula, PMS color, and CMYK color formula are provided here and must be specified individually for each color. Do not use the automated color conversion tools in your software.

Black and white: The adidas brand colors of black and white always used for logo, covers and home pages.

Accent colors: We have chosen color similar to the Rainbow as accent color for the adidas Brand color palette.

Color should be used only in corporate communications when necessary to distinguish chapter headings, powerpoint bars, etc.

PHOTOGRAPHY.





Adidas images must reflect the properties and the characteristics of its brand such as:

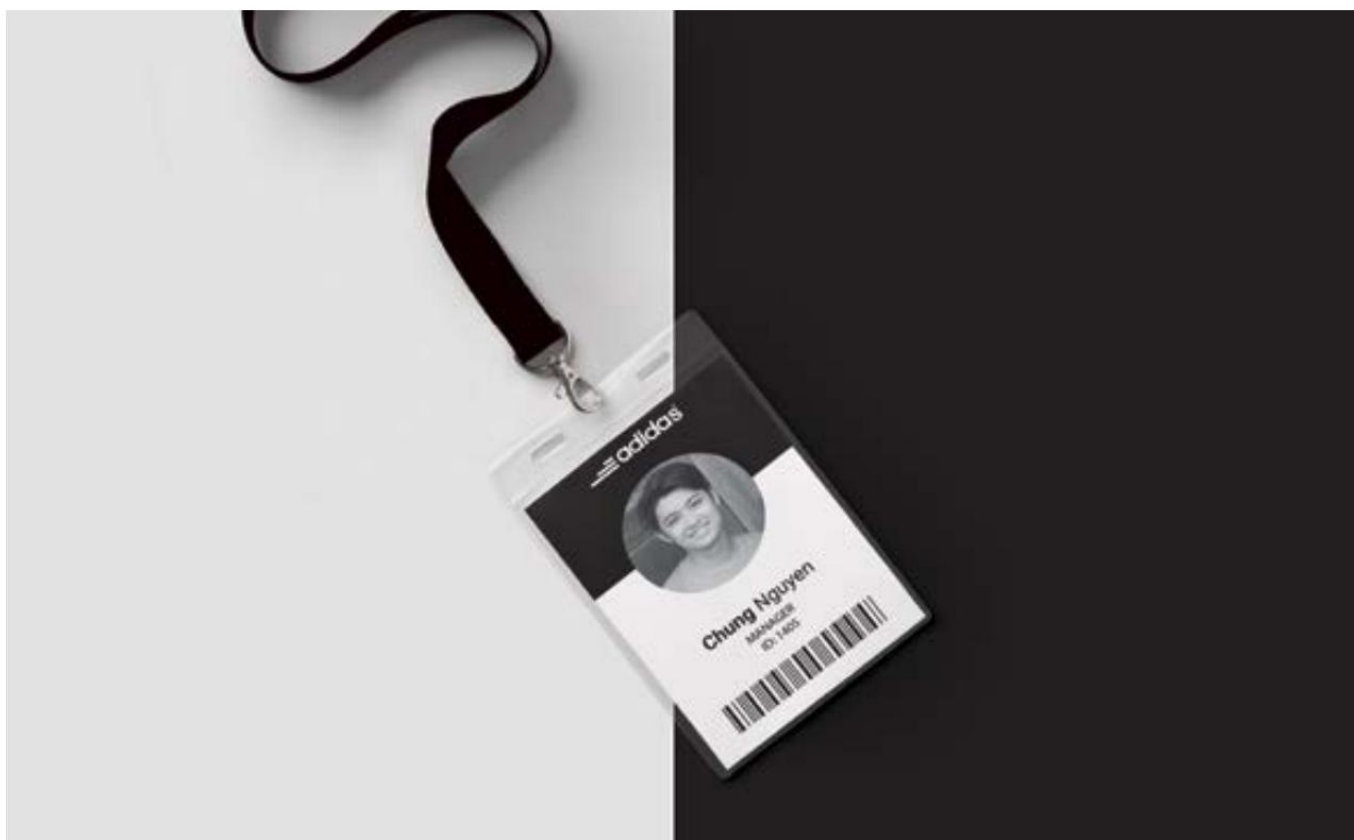
- Warmth, spirit of sport.
- Athlete-centered.
- Adidas items
- Characteristics relate to the brand (stripes, stadiums, ...)

APPLICATION.

































**Your body is the greatest asset you own.
Unlock its potential and break down barrier
in sportswear designed to make you shine.**

