GLOBAL BRAND MARKETING

NEO

JUSTIN BIEBER

live your style

adidas.com/neo

adidas
NEO

CAMPAIGN GUIDELINES

NEO LABEL FW13
JUSTIN BIEBER
Q4 CAMPAIGN

ADIDAS CAMPAIGN GUIDELINES

The following is a guidebook that outlines the recommended usage of the global campaign. This information is designed to help solve local adaptation problems in a consistent manner. These guidelines should help agencies further extend the global creative direction.

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ADIDAS NEO LABEL:
JUSTIN BIEBER
FALL/WINTER 2013 Q4

The NEO FW13 Justin Bieber Campaign pairs Justin with NEO's best guys' apparel in a confident, edgy, and authentic fashion.

Creating. Recording. Performing. Living. It's all about the music. This is what Live Your Style looks like at the apex. Nailing it. Justin continues to develop and mature his image as the world watches. NEO is there every step of the way.

The NEO FW13 Justin Bieber Campaign tightly aligns with the dynamic creative platform, while providing a complete modular system designed for flexibility and ease-of-use.

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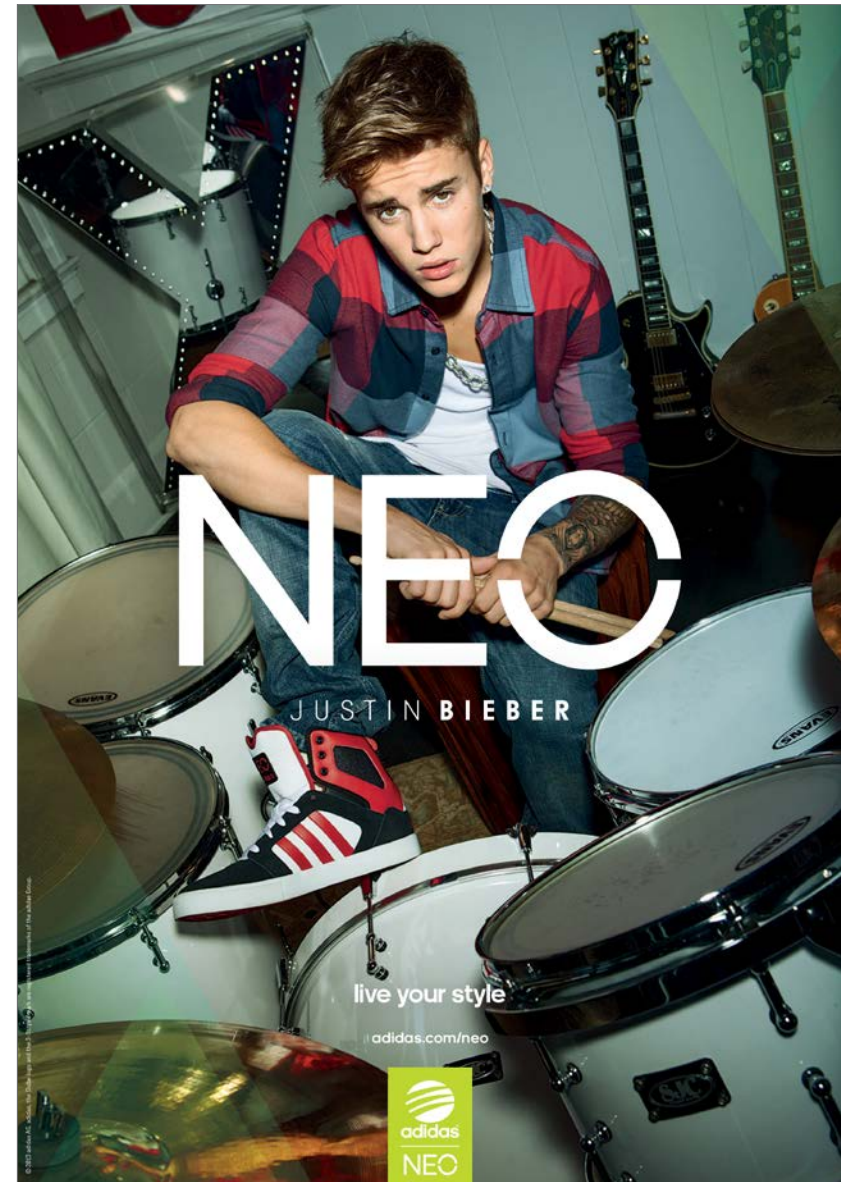
PHOTOGRAPHY USAGE RIGHTS

PHOTOGRAPHY USAGE RIGHTS:

⚠️ **PHOTOGRAPHY USAGE RIGHTS: WORLDWIDE**

For a period of one year from 1 July 2013:
All Print and OOH, including but not limited to, magazines, newspapers, posters, billboards, transit and mega sites, bus stops, public transportation vehicles, stations, and airports.

All Retail POS/Promotional media such as catalogues, instore magazines, brochures, posters, lookbooks, graphics, manuals, direct mailings, flyers, autograph cards, videos, events, giveaways, flyers, samples, wobblers (life-size cut-outs), promotional packs, displays and floor stickers, i.e. any material used to promote at the point of sale and in partner gyms including but not limited to store windows.

All Digital/Interactive Media including but not limited to Internet, social media platforms, banners, videos, online advertising, mobile phone devices, SMS/text, and services like E-commerce.

All Public Relation activities, including but not limited to press releases, press conferences, sponsoring activities, advertorials, onsite event materials, videos, and any editorial articles.

In perpetuity:
All Internal Communications.

KEY VISUALS: Q4 ATL

NOTE: THESE IMAGES CAN ALSO BE USED FOR RETAIL, DIGITAL, AND PR

H10131_Key_Justin_Bieber_ATL_1_1.jpg

H10131_Key_Justin_Bieber_ATL_2_1.jpg

H10131_Key_Justin_Bieber_ATL_1_2.jpg

H10131_Key_Justin_Bieber_ATL_2_2.jpg

KEY VISUALS: Q4 BTL

NOTE: NO ATL USAGE OF THESE IMAGES. IMAGES CAN BE USED IN RETAIL, DIGITAL, AND PR ONLY.

H10131_Key_Justin_Bieber_BTL_1_1.jpg

H10131_Key_Justin_Bieber_BTL_1_2.jpg

H10131_Key_Justin_Bieber_BTL_2_1.jpg

H10131_Key_Justin_Bieber_BTL_2_3.jpg

H10131_Key_Justin_Bieber_BTL_1_3.jpg

H10131_Key_Justin_Bieber_BTL_1_4.jpg

H10131_Key_Justin_Bieber_BTL_2_2.jpg

H10131_Key_Justin_Bieber_BTL_2_4.jpg

KEY VISUALS: Q4 BTL

NOTE: NO ATL USAGE OF THESE IMAGES. IMAGES CAN BE USED IN RETAIL, DIGITAL, AND PR ONLY.

H10131_Key_Justin_Bieber_BTL_2_5.jpg

H10131_Key_Justin_Bieber_BTL_2_6.jpg

H10131_Key_Justin_Bieber_BTL_2_7.jpg

H10131_Key_Justin_Bieber_BTL_2_8.jpg

H10131_Key_Justin_Bieber_BTL_3_1.jpg

H10131_Key_Justin_Bieber_BTL_3_2.jpg

KEY VISUALS: OFF−MODEL FOOTWEAR

H10028_Key_Product_Footwear_1_Q38931.jpg

H10028_Key_Product_Footwear_2_Q38720.jpg

H10028_Key_Product_Footwear_3_Q38756.jpg

H10028_Key_Product_Footwear_4_Q38990.jpg

H10028_Key_Product_Footwear_5_X73534.jpg

H10028_Key_Product_Footwear_6_Q38717.jpg

H10028_Key_Product_Footwear_7_Q38721.jpg

H10028_Key_Product_Footwear_8_Q26225.jpg

H10028_Key_Product_Footwear_9_Q38658.jpg

H10028_Key_Product_Footwear_10_Q26335.jpg

H10028_Key_Product_Footwear_11_G53375.jpg

H10028_Key_Product_Footwear_12_G52891.jpg

H10028_Key_Product_Footwear_13_Q38678.jpg

ATL (OWN RETAIL) LAYOUTS

We have prepared multiple cropping examples to show how flexible the Key Visuals are and how they work in vertical, horizontal, and square formats, as well as in extreme vertical and horizontal.

FW13 Campaign Direction is available for download on the adidas Retail Platform.

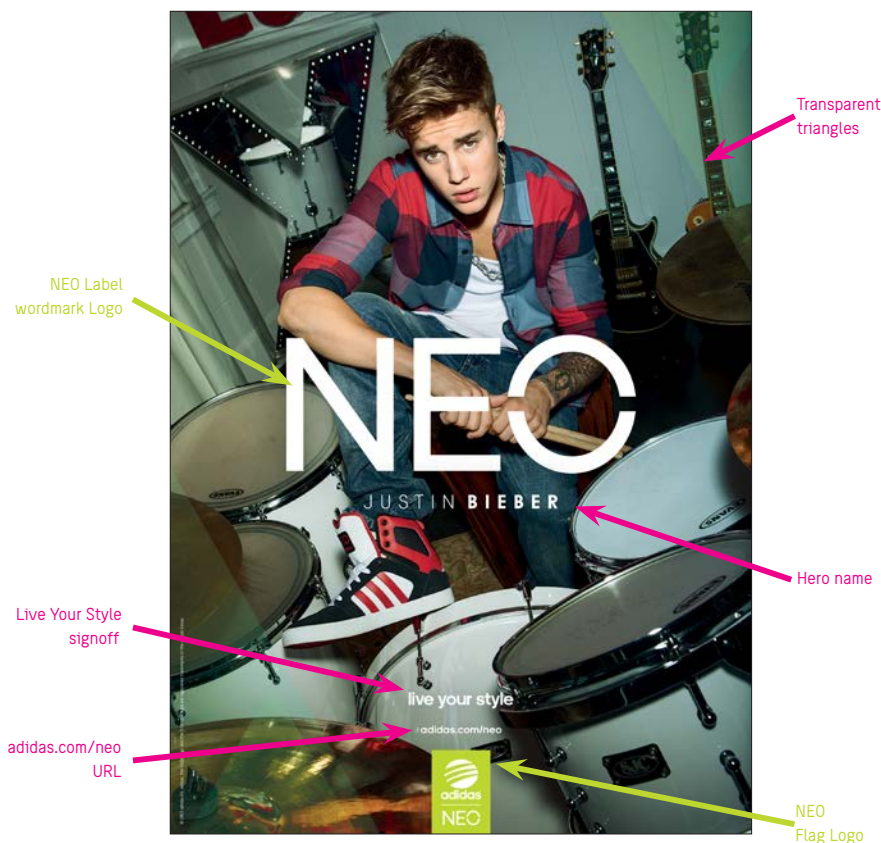**NEO logos and fonts (Neighbourhood and Diamonds) are available for download on the adidas Identity Platform. https://brandidentity.adidas.com**

NOTE: All local layouts of Hero images must be approved by Global.

NEO LABEL WORDMARK LOGO

For FW13, the Wordmark Logo is used in white. Do not use any other colours or alter the logo in any way.

NEO

NEO LABEL FLAG LOGO

Do not split up the elements, change the size of the box, or alter the logo in any way.

adidas® NEO

Logo Colour: The NEO LABEL Flag Logo is PMS 382. You can also use these builds:

CMYK
30/0/100/0

RGB
191/215/48

ATL GRAPHIC ELEMENTS

Transparent triangles

NEO Label wordmark Logo

Hero name

Live Your Style signoff

adidas.com/neo URL

NEO Flag Logo

TYPE

JUSTIN BIEBER

Hero name ("Justin Bieber") is set in Diamonds font. First name in Diamonds Light, last name in Diamonds Black. Tracking set to 320. **Set the words in ALL CAPS only.** Name is always white. Do not use any other font or colour.

live your style

The "Live Your Style" signoff is always set in adiNeue Bold and is always white. Do not use any other font or colour.
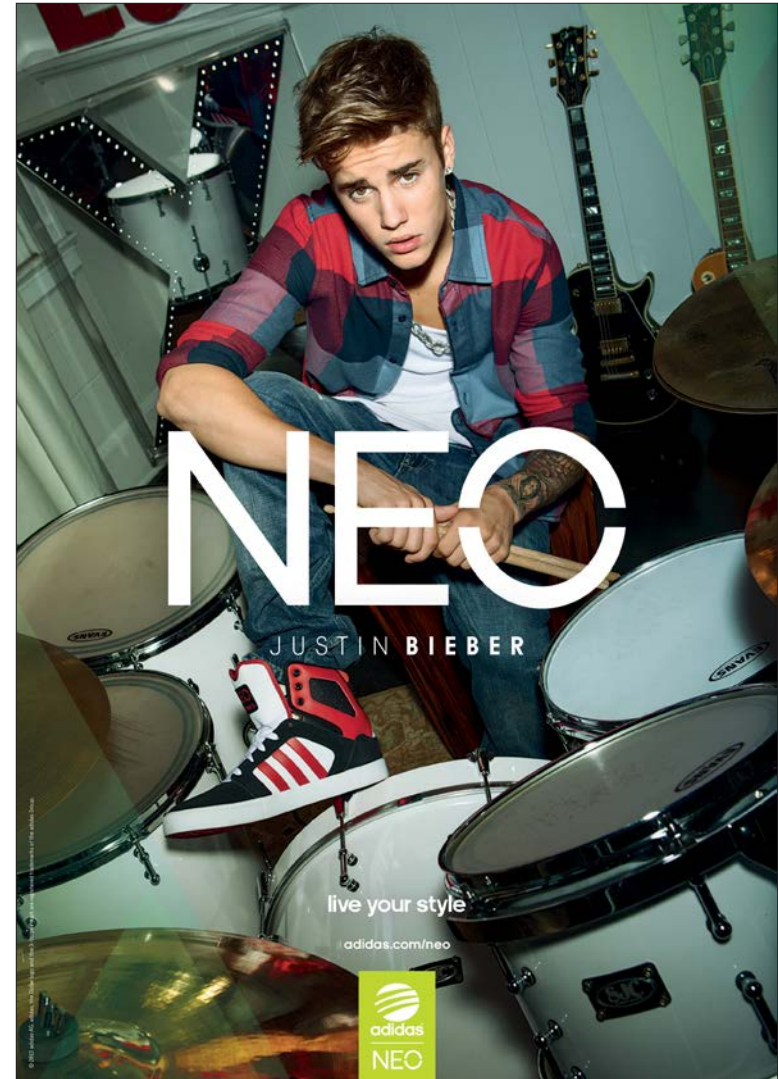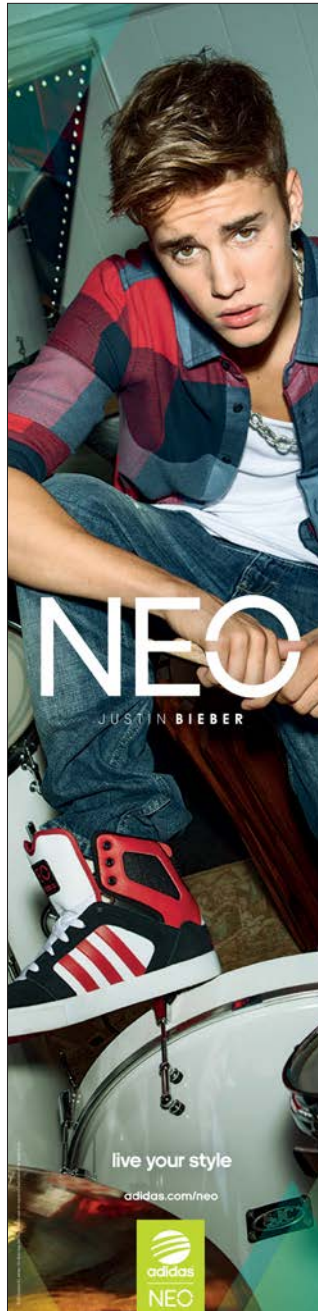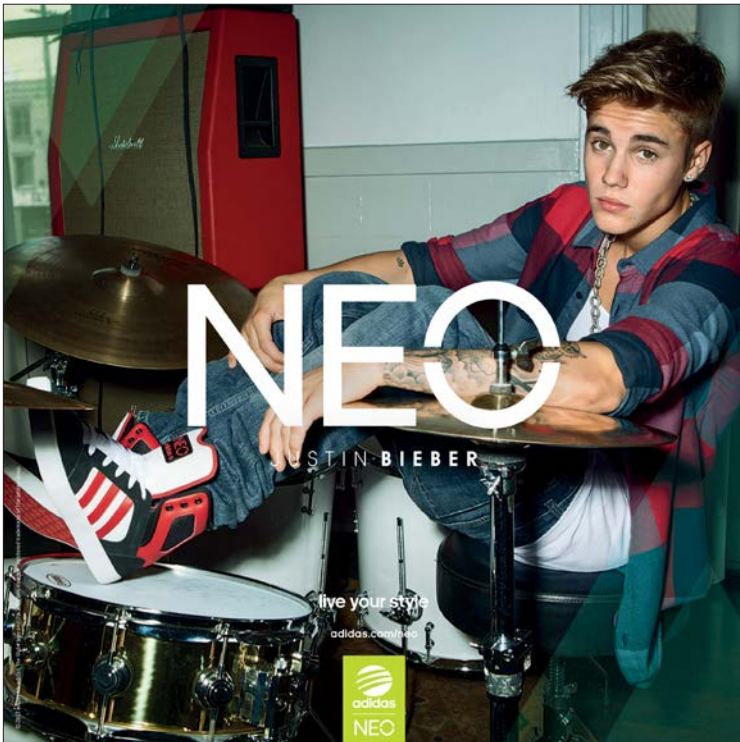
adidas.com/neo

The adidas NEO Label URL is always set in adiNeue Bold and is always white. Do not use any other font or colour.

FW13 Campaign Direction is available for download on the adidas Retail Platform.

NEO logos and fonts (Neighbourhood and Diamonds) are available for download on the adidas Identity Platform. https://brandidentity.adidas.com

WHOLESALE PARTNER LAYOUTS

We have prepared multiple cropping examples to show how flexible the Key Visuals are and how they work in vertical, horizontal, and square formats, as well as in extreme vertical and horizontal.

FW13 Campaign Direction is available for download on the adidas Retail Platform.

NEO logos and fonts (Neighbourhood and Diamonds) are available for download on the adidas Identity Platform. https://brandidentity.adidas.com

NOTE: All local layouts of Hero images must be approved by Global.

NEO LABEL FLAG LOGO

Do not split up the elements, change the size of the box, or alter the logo in any way.

Logo Colour: The NEO Label Flag Logo is PMS 382. You can also use these builds:

CMYK
30/0/100/0

RGB
191/215/48

WHOLESALE GRAPHIC ELEMENTS

Transparent triangles

Hero name

NEO Flag Logo

Live Your Style signoff

Optional retailer information bar

TYPE

J U S T I N **B I E B E R**

Hero name ("Justin Bieber") is set in Diamonds font. First name in Diamonds Light, last name in Diamonds Black. Tracking set to 320. **Set the words in ALL CAPS only.** Name is always white. Do not use any other font or colour.
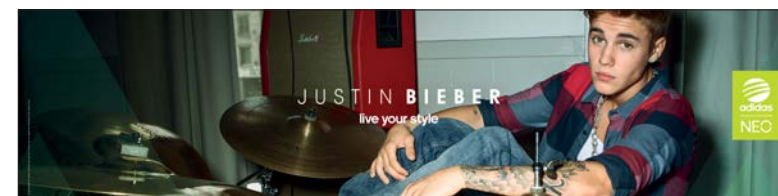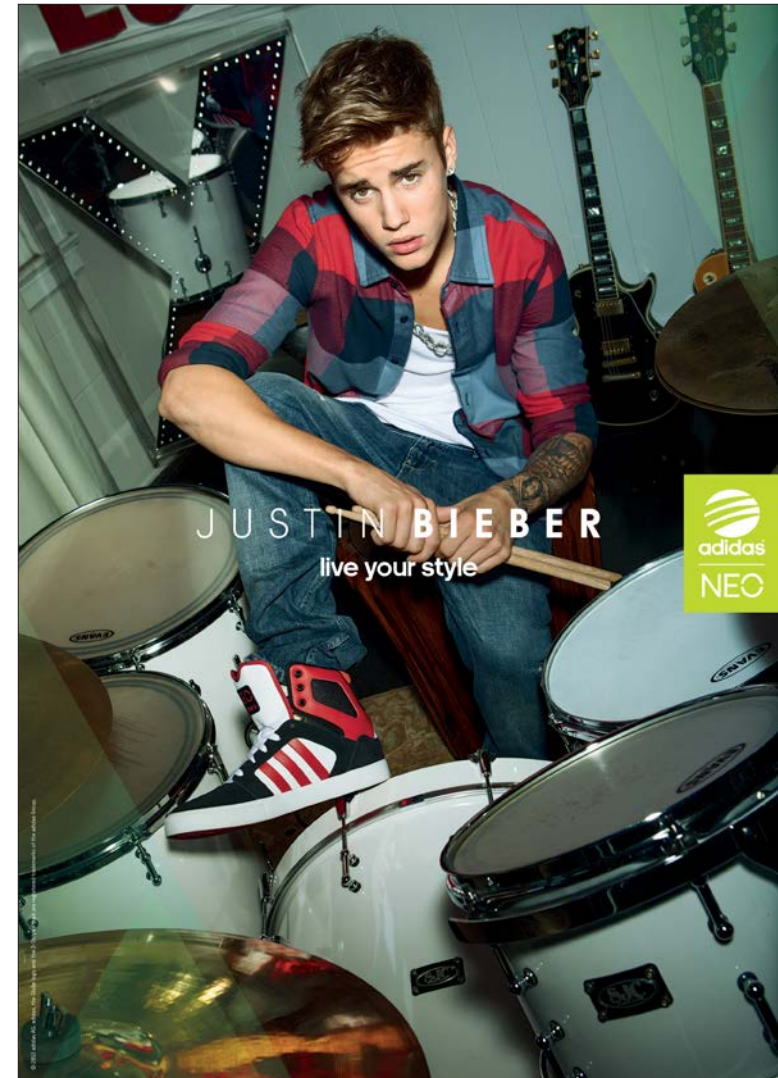
live your style

The "Live Your Style" signoff is always set in adiNeue Bold and is always white. Do not use any other font or colour.

FW13 Campaign Direction is available for download on the adidas Retail Platform.
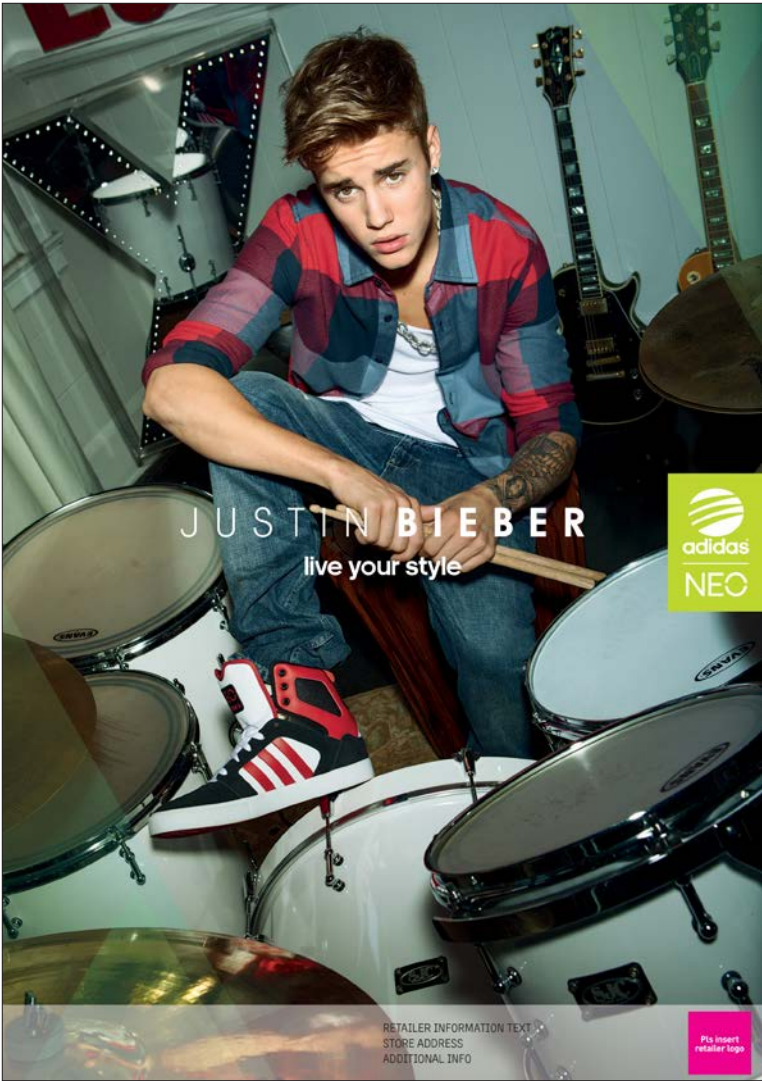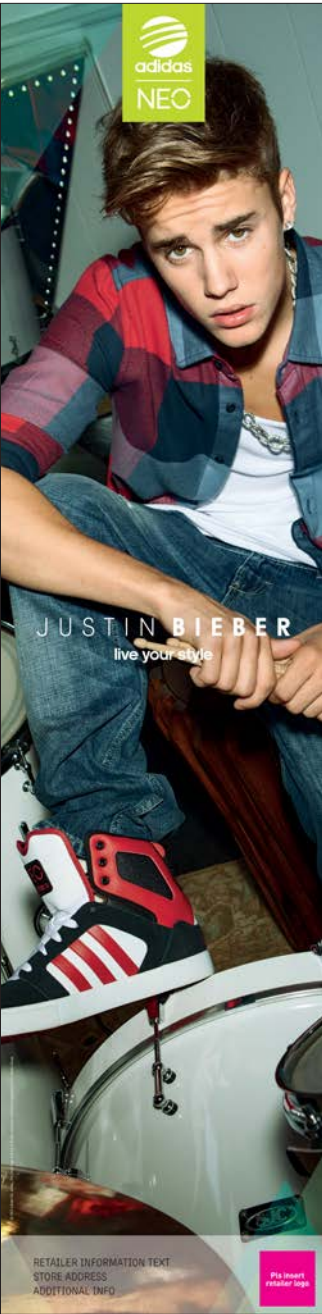
NEO logos and fonts (Neighbourhood and Diamonds) are available for download on the adidas Identity Platform. https://brandidentity.adidas.com

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Layered mechanical files available for download on the aRP.

WHOLESALE: MULTI−IMAGE LAYOUTS

You can feature footwear along with Justin Bieber imagery. Examples of multi-image layouts are shown below.

WHOLESALE: MULTI—IMAGE LAYOUTS WITH WHOLESALER LOGO
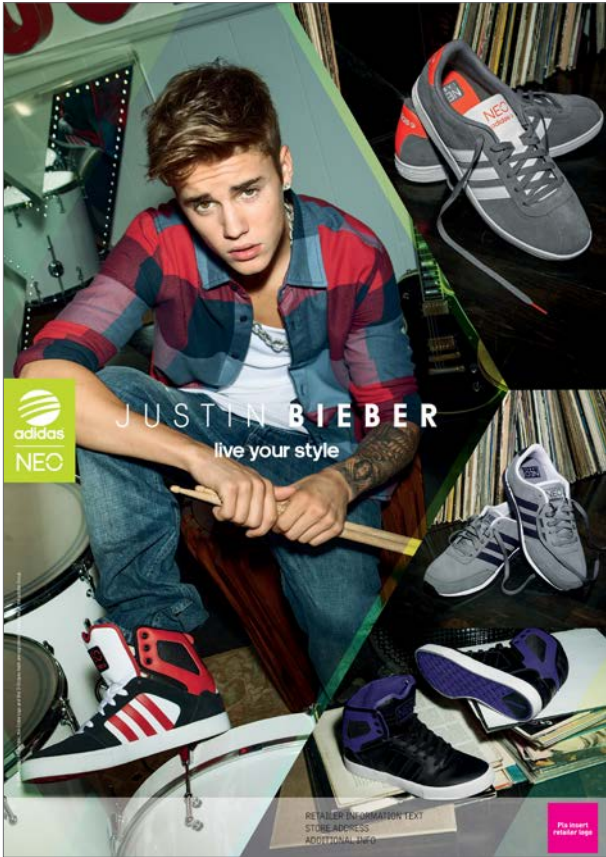
You can feature footwear along with Justin Bieber imagery. Examples of multi-image layouts are shown below.

WHOLESALE: MULTI−IMAGE LAYOUTS WITH PRICING INFORMATION

If you need to include pricing, use Diamonds Black for the cost. In the case of multiple image layouts, tuck the price in the lower right corner. If it is a single footwear image layout, the price should go below the shoe to the right. Type size will vary, depending on final document size, but the type size should always be small, so it's not the first read. It should be no bigger than "Live Your Style."

Note: Footwear price may ONLY be on the footwear image. Never on the hero image.

WHOLESALE: PHOTO BRIEF FOR MULTI−IMAGE LAYOUTS

If you need to shoot your own region-specific footwear, please follow the below guidelines:

- Simplified scene/set

- Footwear on wood floor that matches existing campaign imagery

- No propping

- Shoes arranged in simple, straightforward way (but still casual)

- Shoes generally make a square shape

- All shoes in focus (no short depth of field)

- Do not shoot at an angle that distorts the shoe shape (don't shoot from ant's eye view or directly above)

- Camera angle can move slightly (i.e., an isometric view, from ½ to ¾ view), but images should generally all feel the same

BEST PRACTICES
AND VIOLATIONS

BEST PRACTICES: MAGAZINE ADS

Single-page

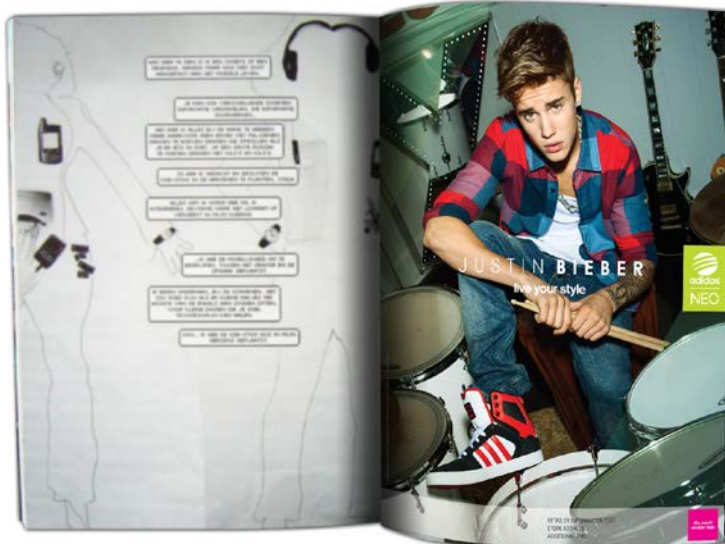## Single-page Wholesale
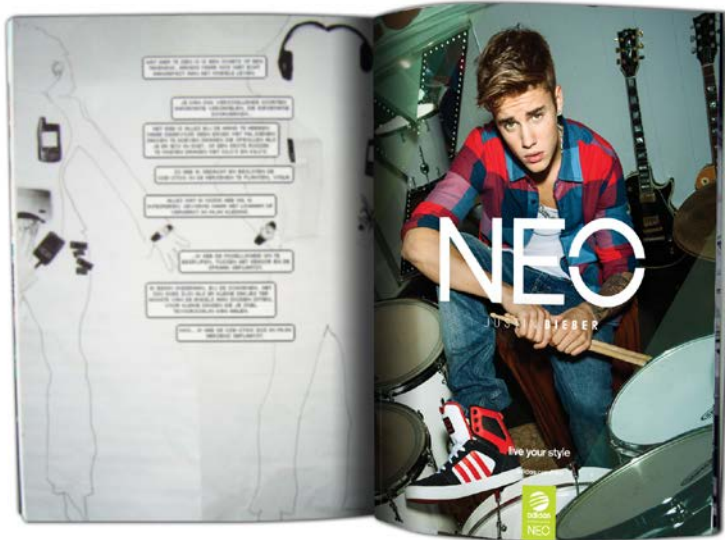
Double-page Spread

PLEASE NOTE: For magazine spreads, sizing of logo, type, margins, etc., is based on the dimensions of a single page. Do NOT use the overall spread size to determine sizing. Logo would be the same size whether the ad is a single- or double-page spread ad.
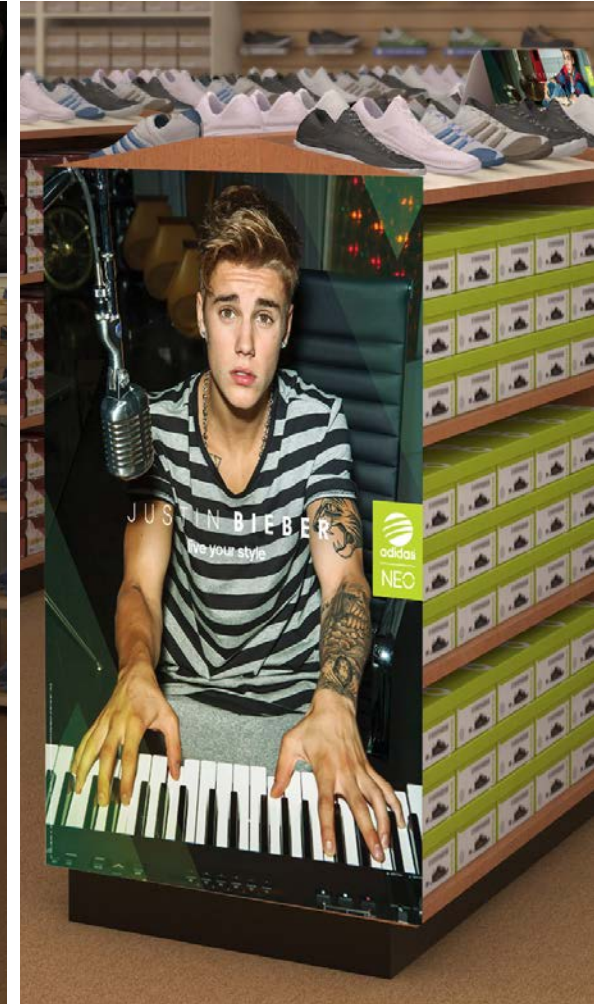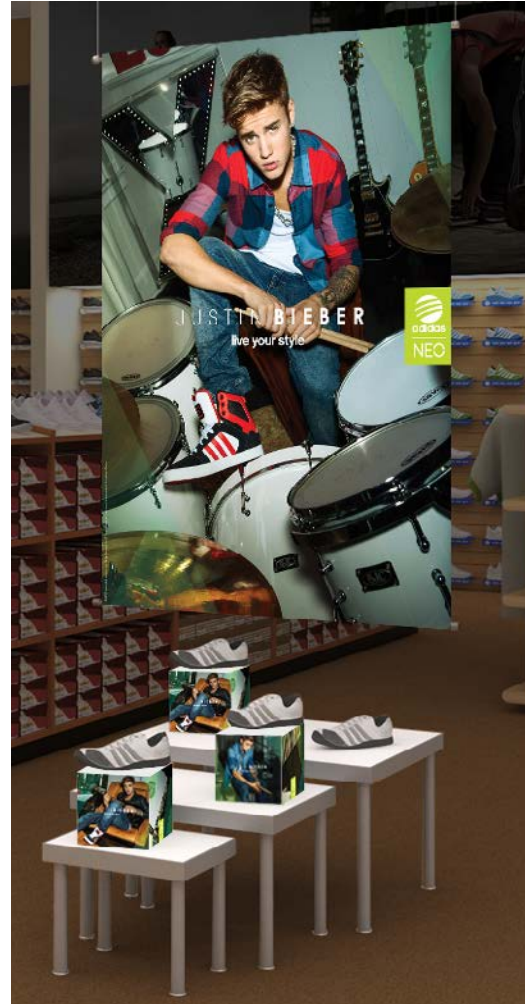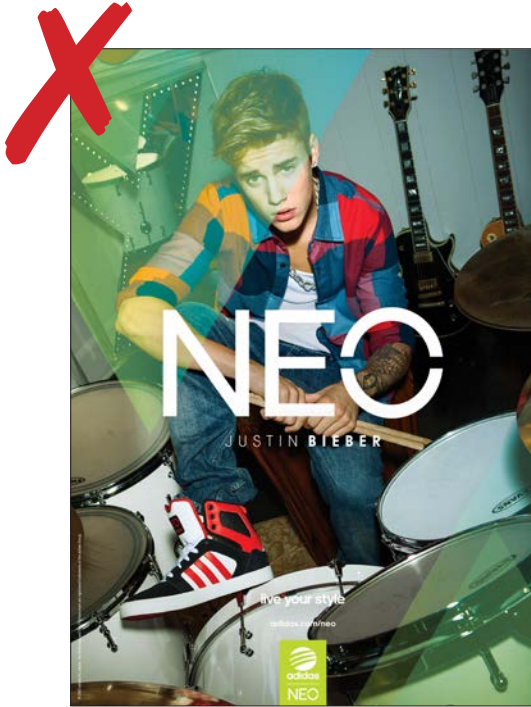

Double Page Wholesale

BEST PRACTICES: WHOLESALE RETAIL GRAPHICS EXAMPLES

BEST PRACTICES: WHOLESALE RETAIL GRAPHICS EXAMPLES

VIOLATIONS

Don't allow transparent triangles to cover hero's face or substantially alter product colour.

Don't have transparent colours covering more than half the total graphic area. Also, avoid covering product with logos.

Don't use the NEO Wordmark logo on Wholesale layouts.

Don't allow logos to obscure hero's face.

WINDOWS CREATION & INSTALLATION

WINDOWS: BEFORE YOU START

Complete this checklist before installing the windows:

☐ Remove all old schemes and props. Store any elements you may need again safely in a secure place.

1

☐ Clean the window thoroughly, inside and out, including the floor and the frame.

2

☐ Ensure all internal and external lighting and signage is working.

3

CONSUMER MESSAGING

All windows will include the NEO Label logo in some way. Usage depends on retailer:

Own Store Windows

Have the NEO Flag Logo installed permanently in the lower left corner of the windows. Logo is 25cm tall and 8cm from the left of window and bottom of window.

Wholesale Windows

Must incorporate the NEO Flag Logo in accordance with the guidelines outlined in this document, or in the FW13 Campaign Direction document, available on the Retail Platform. Logo available for download on the adidas Identity Platform. https://brandidentity.adidas.com

FW13 CAMPAIGN DIRECTION AND NEO LABEL LOGO RULES

FW13 Campaign Direction and fonts (Neighbourhood and Diamonds) are available for download on the adidas Retail Platform.

NEO logos and fonts (Neighbourhood and Diamonds) are available for download on the adidas Identity Platform. https://brandidentity.adidas.com

JUSTIN BIEBER FW13 Q4 WINDOW CONCEPTS INTRODUCTION

Following the overarching concept for Fall/Winter 2013, "It's All About The Music," the Q4 retail windows continue to tell the story at retail.

Cymbals are used as a backdrop to large graphic banners showing Justin in the studio. They continue to link the windows to Justin's own private inspiration space or home studio.

CREATIVE CONCEPT
SMALL WINDOW 1

Justin is all about the drums and the backdrop is all about the cymbals. The installation of cymbals as a window backdrop provides the perfect context for our hero shot. "Justin Bieber / Live Your Style" vinyl lettering is applied to glass.

Headline Window Sticker
For added depth and interest, use the headline as a window sticker if site allows.
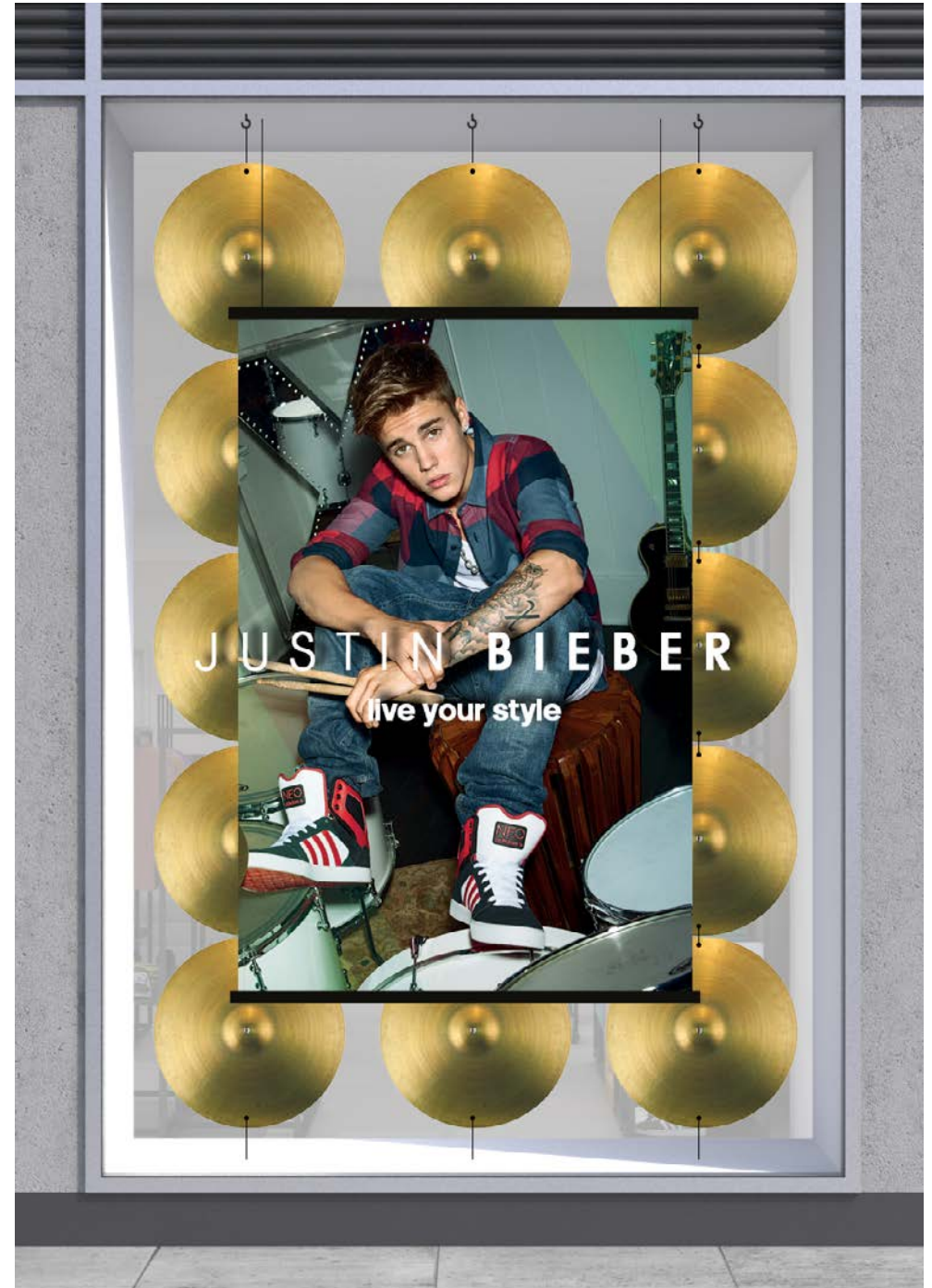
Hanging Banner
Large Justin Bieber banner fills back area of window. If window sticker is not an option, print the headline directly on this banner.

Cymbals
Entire window area is filled with cymbals. These cymbals, due to budgets, will be made either from foamcore printed with metallic gold ink, or will be plastic cymbals spray-painted gold to appear metal.

Note: If used for Wholesale windows, under NO circumstances may these graphics be used without the NEO Flag Logo included in the window presentation.

CREATIVE CONCEPT
SMALL WINDOW 2:
FOOTWEAR ALTERNATE

Justin is all about the drums and the backdrop is all about the cymbals. The installation of cymbals as a window backdrop provides the perfect context for our footwear shot. "Justin Bieber / Live Your Style" vinyl lettering is applied to glass.

Headline Window Sticker
For added depth and interest, use the headline as a window sticker if site allows.

Hanging Banner
Large banner featuring NEO footwear image fills back area of window. If window sticker is not an option, print the headline directly on this banner.
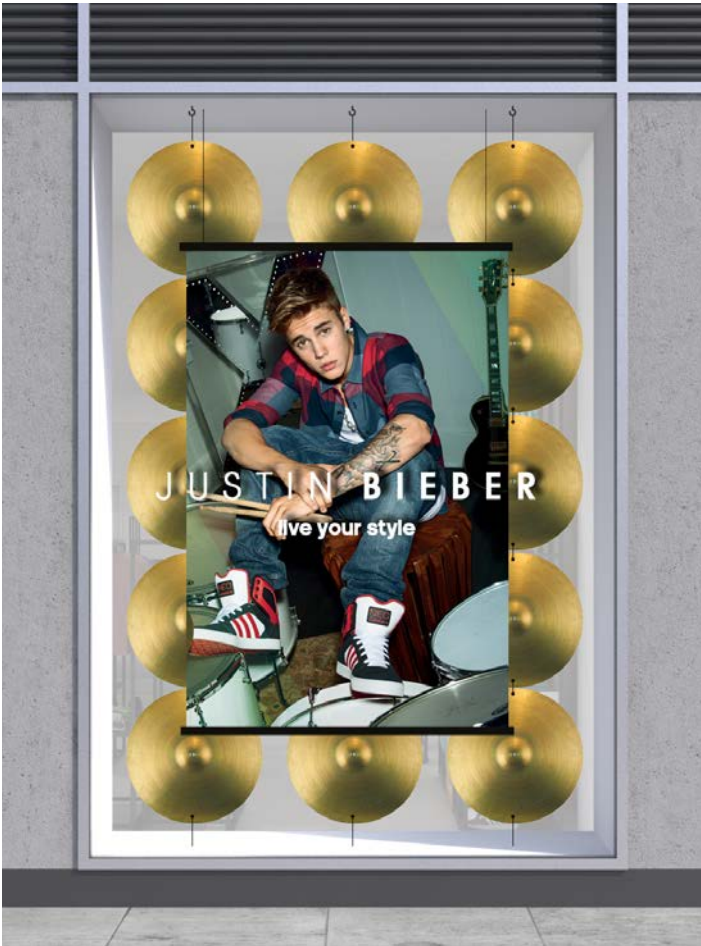
Cymbals
Entire window area is filled with cymbals. These cymbals, due to budgets, will be made either from foamcore printed with metallic gold ink, or will be plastic cymbals spray-painted gold to appear metal.

Note: If used for Wholesale windows, under NO circumstances may these graphics be used without the NEO Flag Logo included in the window presentation.
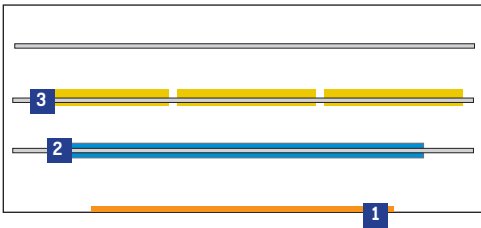

JUSTIN BIEBER
live your style

PRODUCTION INSTALLATION INFORMATION
SMALL WINDOW 1 (Based on 2000mm wide x 3000mm high window)

1 **Second Surface Window Sticker**
(If window stickers are not an option, print headline directly on banner.)
Dimensions: 1440mm wide x 263mm high
Substrate/Printing: White calendered vinyl
Finishing: Second surface reverse-cut to be applied inside window

2 **Hanging banner (quantity: 1, or 2 if window opens to store)**
(Banner is supplied on aRP with headline on it. Remove headline if using window sticker.)
Dimensions: 1230mm wide x 1875mm high
Substrate: SGP Arabian Nights 17mm canvas with opaque block-out
Printing: 4-colour process. If window opens to store, print two banners and hang one on either side of the cymbals.

3 **Cymbals (quanitity: 15, but may vary depending on window size)*"
Dimensions: 535mm x 535mm
Substrate: Foam core or practice cymbal, depending on budget.
Installation: String in a column using fishing line. Hang from ceiling hook. Attach weight at bottom.

*See page 35, for more information

Installation instructions for footwear window are the same, just use the footwear image on banner.

PLAN VIEW

STORE INTERIOR

1 Second surface window sticker
2 Hanging banners
3 Cymbals

CREATIVE CONCEPT LARGE WINDOW

Justin is all about the drums and the backdrop is all about the cymbals. The installation of cymbals as a window backdrop provides the perfect context for our hero shot. "Justin Bieber / Live Your Style" vinyl lettering is applied to glass.

Headline Window Sticker
For added depth and interest, use the headline as a window sticker if site allows.

Hanging Banner
Large Justin Bieber banner fills back area of window. If window sticker is not an option, print the headline directly on this banner.

Cymbals
Entire window area is filled with cymbals. These cymbals, due to budgets, will be made either from foamcore printed with metallic gold ink, or will be plastic cymbals spray-painted gold to appear metal.

Note:
If used for Wholesale windows, under NO circumstances may these graphics be used without the NEO FLag Logo included in the window presentation.

PRODUCTION INSTALLATION INFORMATION
LARGE WINDOW (Based on window sized 4000mm wide x 3000mm high)

1 Second Surface Window Sticker
(If window stickers are not an option, print headline directly on banner.)
Dimensions: 1795mm wide x 319mm high
Substrate/Printing: White calendared vinyl
Finishing: Second surface reverse-cut to be applied inside window

2 Hanging banner (quantity: 1, or 2 if window opens to store)
Dimensions: 2745mm wide x 1795mm high
Substrate: SGP Arabian Nights 17mm canvas with opaque block-out
Printing: 4-colour process. If window opens to store, print two banners and hang one on either side of the cymbals.

3 Cymbals (quanity: 30, but may vary depending on window size)*
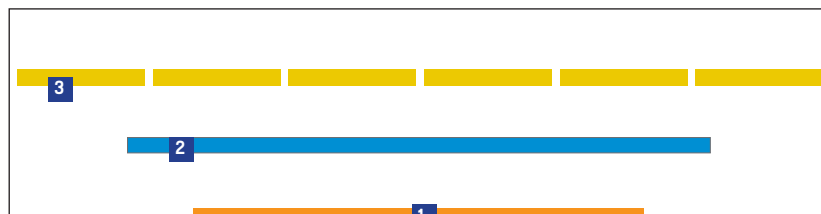**Dimensions:** 535mm x 535mm
Substrate: Foam core or practice cymbal, depending on budget.
Installation: String in a column using fishing line. Hang from ceiling hook.
Attach weight at bottom.

*See page 35, for more information

PLAN VIEW

STORE INTERIOR

1 Second surface window sticker
2 Hanging banners
3 Cymbals

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CYMBALS

Option 1: Flat printed cymbals (Recommended)
Graphic is printed or mounted onto flat, sturdy material, like Foamcore.

Possible Printing Methods
- Print using 4-colour + Metallic gold PMS
- Print using 4-colour on Metalic gold substrate
- Print using 4-colour + spot gloss, or metalic varnish

Individual vendors must specify the best process
to achieve a metalic look.

Option 2: Plastic practice cymbals spray-painted metallic gold
Purchase black plastic practice cymbals and spray-paint them metallic gold
(colour-match paint to an actual metal cymbal).

OR

Stagg CPB-14; strongly recommended if available.
http://www.staggmusic.com/en/product_detail/cpb-14.html?backp=1
http://www.xmusic.ie/STAGG-14-PRACTICE-CYMBAL-p-33383.html

Pintech 14" practice cymbal:
http://www.amazon.com/Pintech-Plastic-
Practice-Cymbal-Inches/dp/B0002F7AEC

Montana GOLD 400ml spray can, Color: Goldchrome EFFECT 3000
http://www.montana-cans.com/storefinder/

Installation

drill holes

drill holes

Drill .5 cm holes, the center of each
hole should be 1 cm from the edge of
the cymbal.

String cymbals on fishing line (five per
column) and hang from ceiling hooks.

Attach weight at bottom

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CYMBAL PAINTING: HOW-TO

Safety Note: Wear a mask or respirator in a well-ventilated area when painting as fumes and paint may be harmful if inhaled. Wash hands thoroughly after painting is completed.

DRILL HOLE

DRILL HOLE

1 Make sure to drill holes for hanging as seen on the previous page before you begin the painting process. Drill .5 cm holes, the center of each hole should be 1 cm from the edge of the cymbal. Make sure cymbals are clean, (Washing with dish soap and water may be necessary) and dry before painting.

2 In a well-ventilated area, place a ground cover down as a painting surface. (Newspaper, butcher paper, or a painting drop cloth will work.) Try to find a place to paint with as little wind and dust as possible, the cleaner the space, the better. Paint may overspray onto clothing, so make sure to wear appropriate clothes or cover them. Also, cover any important items in the area so as not to get paint on them. Some paint particles may float in the air over a large area.

3 Paint the bottom side of the cymbals first as the paint may scratch easily even after it dries. Also, oils from skin may interfere, and cause unwanted marks and results, so try to only touch the cymbals from the side edges. The top side, (Shown in the photos to the left) will be the main side facing the consumer so it must look the best. Detailed instructions on painting technique are below.

4 Place the cymbals so they are level on the ground cover, with 5-6 cm space between each one. If the cymbals are not level, paint may drip and run, producing an unwanted look. The goal is to make the cymbals look metal, not painted.

5 After shaking the paint can for roughly 3 minutes to make sure paint is mixed, hold the paint can 30-40 cm above the cymbals at at 40-60° angle. Take a test spray on the paper first to make sure you have the desired spray distance and paint flow.

6 Each pass with the spray can should be light and fluid; Do not apply paint too heavily on each layer as it will increase dry time and cause drips and runs on the painted surface. A single pass should look like the photo to the left. For each coat of paint, move lightly, back and forth covering the whole cymbal; One complete layer should take roughly 4-5 seconds. Make sure to spray past the cymbal surface itself, over onto the paper to ensure full coverage. Cymbal edges may need extra attention and touch up, but be sure not to spray too much paint on the top and bottom surface.

7 One full coat will have moderate coverage but the original surface will show through in places. This is desired for faster dry times and even coverage. The paint will cover more area each time you add a coat of paint. Allow 1-3 minutes inbetween each coat to dry if in an environment that is 21-26° C, (70-80° F.) Colder, more humid conditions will take more time to dry. If visible dust, dirt, or hair fall on the cymbal, carefully remove immediately with tweezers or some other precise instrument to avoid smudging or marking the painted surface. Lightly re-spray the area if needed.

8 Alternate the direction of paint strokes each coat to ensure the best possible coverage, (i.e. up, down, side to side.) After 3-5 coats, the cymbal should be completely painted. Add more coats if needed, but do not paint so heavily that it muddles the grooves of the cymbal surface. When finished, allow the cymbals to dry completely for at least an hour. Pick up the painted cymbals carefully by the edges to avoid fingerprints, scratches, or smudges.

WINDOW COMPONENT SUMMARY

Use these summaries to get an idea of the quantities and range of elements that you need to produce this initiative.

Second Surface Window Sticker:
Centred on window

Hanging Banner:

Large Window

Small Window: Hero

Small Window: Footwear

Cymbals:

INSTORE

HIGHLIGHT TABLES

1 **Cymbals**
Dimensions: 440mm wide x 440mm high
Substrate: Image mounted to foamcore
Printing: 4-colour process + Gold metallic???

2 **Gondola Frame Graphic**
Dimensions: 443mm wide x 750mm high
Substrate: .030 White Styrene with perimeter Mag
Printing: 4-colour process.

NOTE: If you use the launch table creative in a wholesale environment, make sure you use the Wholesale Guidelines to create the hero image graphic. Specifically, the NEO Flag Logo must be added to the image.

Layered mechanical files available for download on the aRP.

A–WALL SHELF TALKER

Dimensions: 693mm wide x 620mm high
Substrate: .030 Polystyrene
Printing: 4-colour process

NOTE: If you use the Shelf Talker creative in a wholesale environment, make sure you use the Wholesale Guidelines to create the hero image graphic. Specifically, the NEO Flag Logo must be added to the image.

Layered mechanical files available for download on the aRP.

TABLE CUBES

Table Cubes are constructed from basic white cardboard. However, regions can consider more premium substrates if desired. Cubes can be used alone or can be clustered—ideally in groups of three. Medium box dieline (20.32cm cube) supplied. If additional sizes are desired, users will scale mechanical to make larger or smaller cubes. Images can be changed out according to needs.

Layered mechanical files available for download on the aRP.

Wholesale Table Cube

Own Store Table Cube

COLLATERAL

PR LOOKBOOK

The overarching concept of Justin Bieber's FW13 campaign – Justin Bieber as a passionate artist – is introduced and expanded upon in the PR lookbook, showing both images and product in Justin's creative environment.

The initial spread leads the reader into the concept with introductory copy, which then continues into a mix of hero imagery and dynamic layouts that highlight product features.

Dimensions:
180mm wide x 230mm high

Substrate:
Cover: Cover stock, 271gsm, C2S, glossy
Text: Book, 120gsm, C2S, glossy

Assembly:
Saddle-stitch
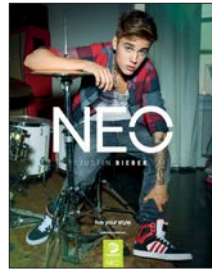
Front Cover

Spread 1
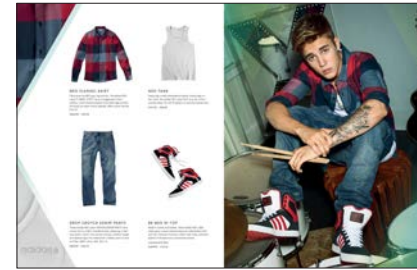
Spread 2

Spread 3

Spread 4

Spread 5

Spread 6

Spread 7

Spread 8

Spread 9

Spread 10

Spread 11
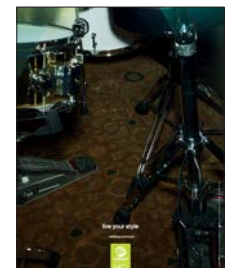
Back Cover

Layered mechanical files available for download on the aRP.

POSTER

NEO consumer poster featuring Justin Bieber imagery from FW13 Hero campaign.

Front of poster focuses on an iconic image of Justin wearing the featured Q4 outfit. Back of the poster features a mix of Q4 product and Justin Bieber imagery in a grid format.

Dimensions:
420mm wide x 594mm high

Substrate:
Text: Book, 150gsm, C2S, glossy

Printing:
4-colour, double-sided
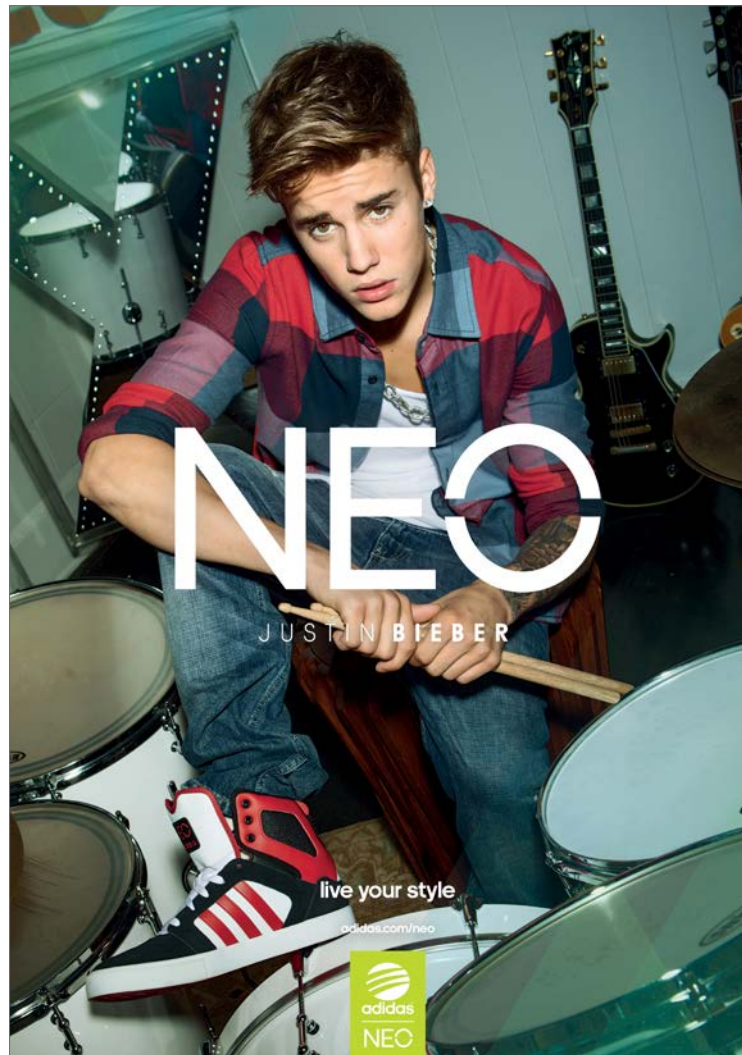
Front

Back

Layered mechanical files available for download on the aRP.

APPAREL HANGTAGS

Apparel hangtags are printed and laminated to represent a laminated all-access lanyard pass found at concerts and festivals. They are punched and threaded with a simple black ball chain and attached to featured apparel and footwear.

Dimensions
58mm wide x 90mm high

Substrate:
216 g/m^2 (80lb) white cover stock, matte finish

Printing:
4-colour, double-sided

Finishing:
Heavy laminate and diecut hole

Ball Chain:
Black, 2.4 mm (3/32") gauge ball chain
http://www.ballchain.com/estore/merchant.
mvc?Screen=PROD&Store_Code=BCM&Product_
Code=3BLK

Hangtag 1
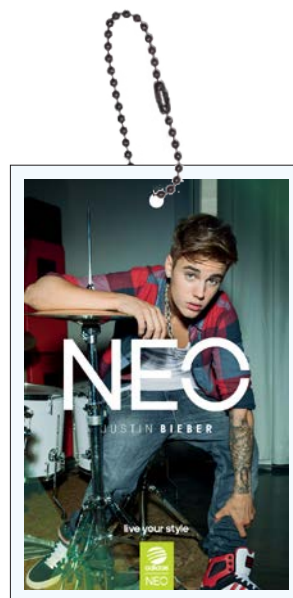
Ownstore Front
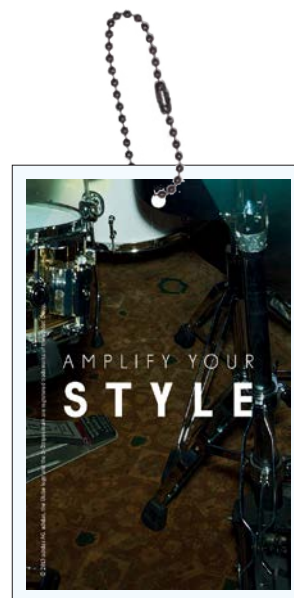
Ownstore Back
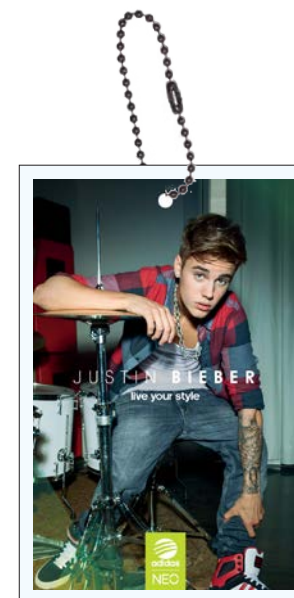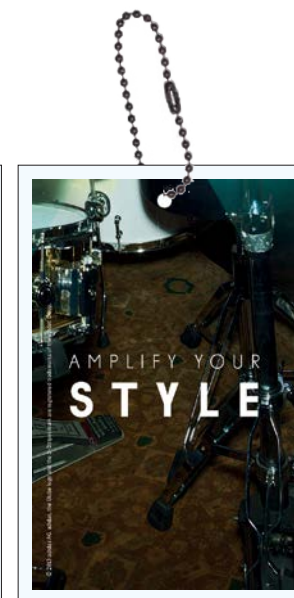
Wholesale Front

Wholesale Back

Hangtag 2

Ownstore Front
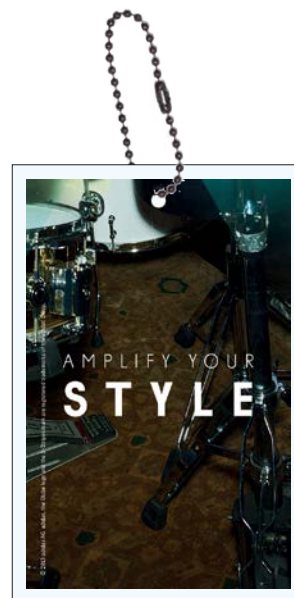
Ownstore Back
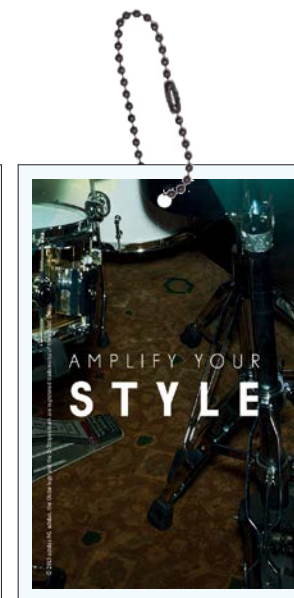
Wholesale Front

Wholesale Back

Layered mechanical files available for download on the aRP.

FOOTWEAR TALKERS: HANGING

Apparel hangtags are printed and laminated to represent a laminated all-access lanyard pass found at concerts and festivals. They are punched and threaded with a simple black ball chain and attached to featured apparel and footwear.

Dimensions
Footwear Talker:
35.5mm wide x 50mm high

Substrate:
216 g/m^2 (80lb) white cover stock, matte finish

Printing:
4-colour, double-sided

Finishing:
Heavy laminate and diecut hole

Ball Chain:
Black, 2.4 mm (3/32") gauge ball chain
http://www.ballchain.com/estore/merchant.
mvc?Screen=PROD&Store_Code=BCM&Product_
Code=3BLK

Ownstore Front
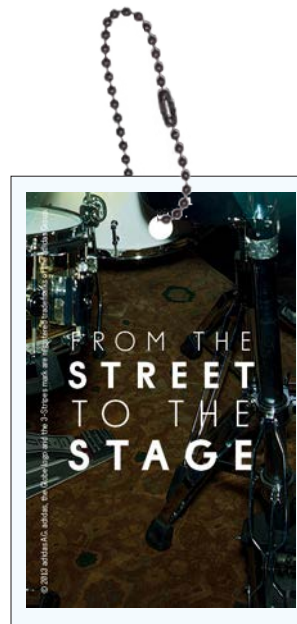
Ownstore Back
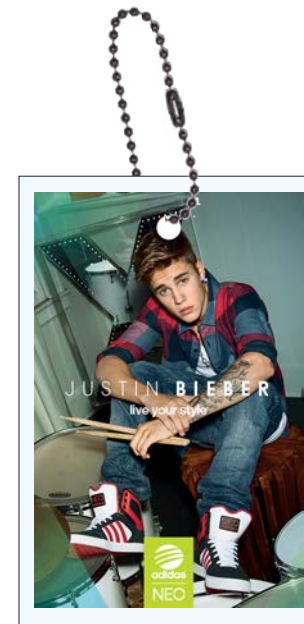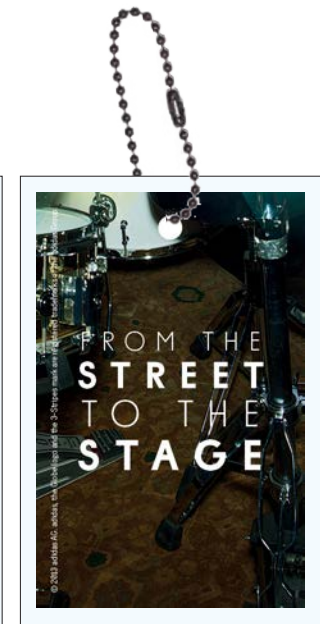
Wholesale Front

Wholesale Back

Layered mechanical files available for download on the aRP.

FOOTWEAR TALKERS: CLIP−ON

Square footwear talker is printed on heavy, unlaminated glossy stock and clipped with store clear clip fixtures onto featured footwear.

Dimensions
Footwear Talker:
55mm wide x 58.5mm high

Substrate:
216 g/m^2 (80lb) white cover stock,
glossy finish

Printing:
4-colour, double-sided

Additional:
If clear clips are not already available in the store, clear clips can be ordered here:

[1] http://www.amazon.com/3-Inch-Clear-Sign-Holder-Clip/dp/B00B8XS2WG/ref=sr_1_61?ie=UTF8&qid=137693256 3&sr=8-61&keywords=clip+sign+holder#productDetails

[2] http://www.amazon.com/SBS-Plastic-Clip-On-Sign-Holder/dp/B003RLJNM0/ref=sr_1_3?ie=UTF8&qid=13769324 75&sr=8-3&keywords=clip+sign+holder

Alternate clip 1

Alternate clip 2
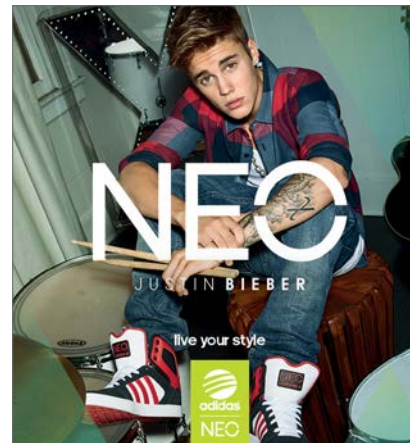
Ownstore Front

Ownstore Back

Wholesale Front
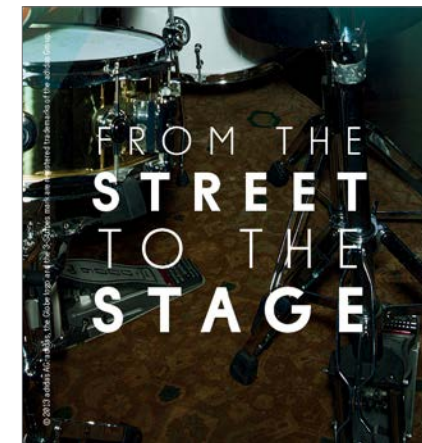
Wholesale Back

Layered mechanical files available for download on the aRP.
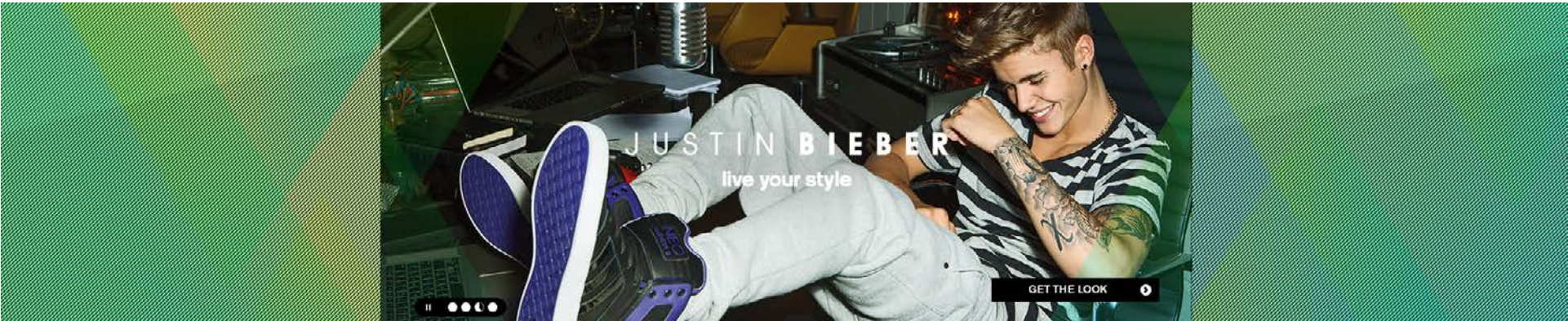
DIGITAL

NEO-OWNED: BANNERS

Horizontal: 728px wide x 90px high
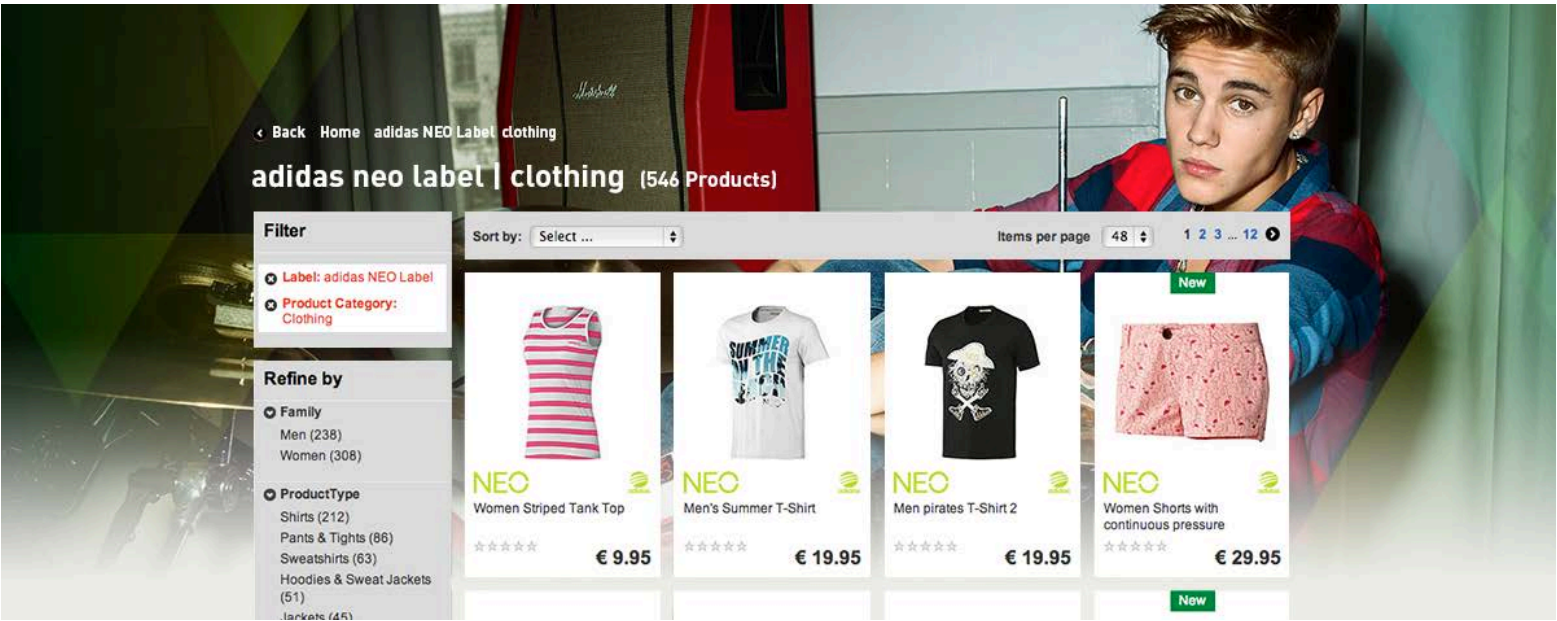

Square: 320px wide x 250px high

Layered mechanical files available for download on the aRP.

# NEO−OWNED: ONESITE GRAPHICS

NEO CLP Masthead

eComm background : 1200px wide x300px high (100 kb)

NEO—OWNED: SOCIAL MEDIA BACKGROUNDS

Below is the Twitter background created for the official NEO Twitter account.
Please use this as a go-by when creating your own social media backgrounds.

Take note of the following:
- Do not allow transparent coloured triangles to obscure hero's face.
- Do not allow website elements to cover hero's face.
- Do not add logos where they might be covered by website elements.
- Include the #liveyourstyle hashtag whenever appropriate.
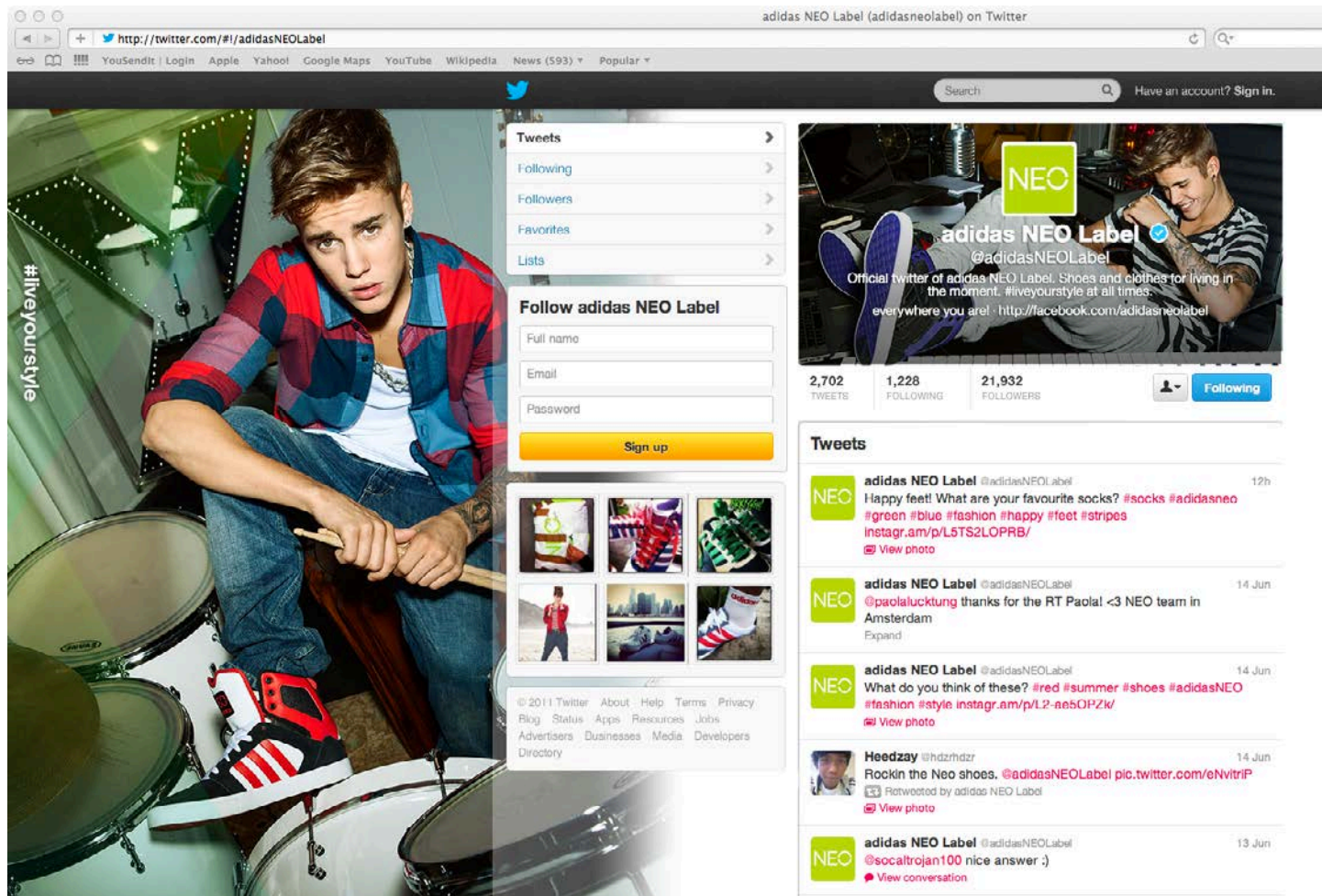
NEO-OWNED: OTHER SOCIAL MEDIA
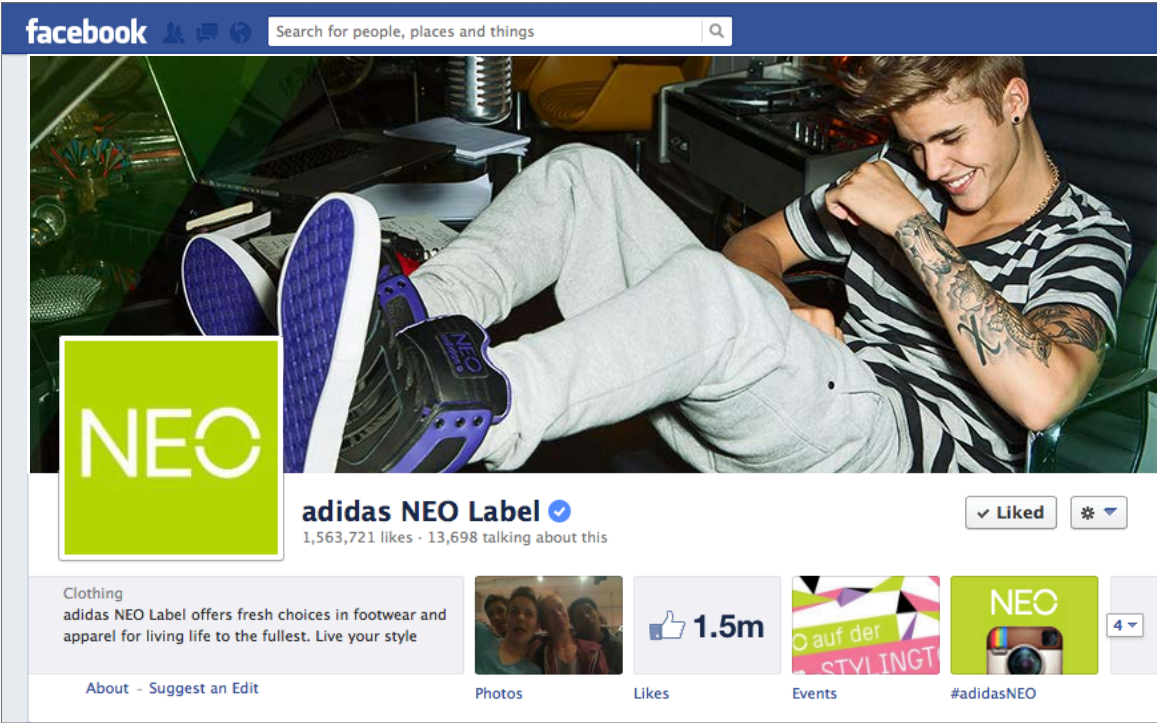
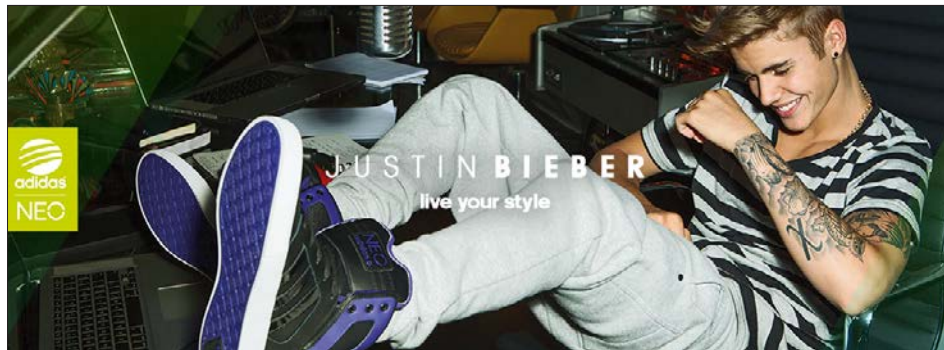Facebook Cover Image: 851 pixels wide x 315 pixels high

YouTube Banner Ad: 300 pixels wide x 60 pixels high

WHOLESALE: BANNERS AND MASTHEADS

Horizontal: 728px wide x 90px high

**Wholesale Masthead:** 1030px wide x377px high (<200kb)

Square: 320px wide x 250px high

Layered mechanical files available for download on the aRP.

SELECTING IMAGES FOR EXTREME HORIZONTAL DIGITAL BANNERS

When selecting your images for extreme horizontal digital banners,
please only select images that allow cropping to include product.
Do not choose images where only the hero's head appears in the
banner ad. Below are accepted image croppings. Do not use images
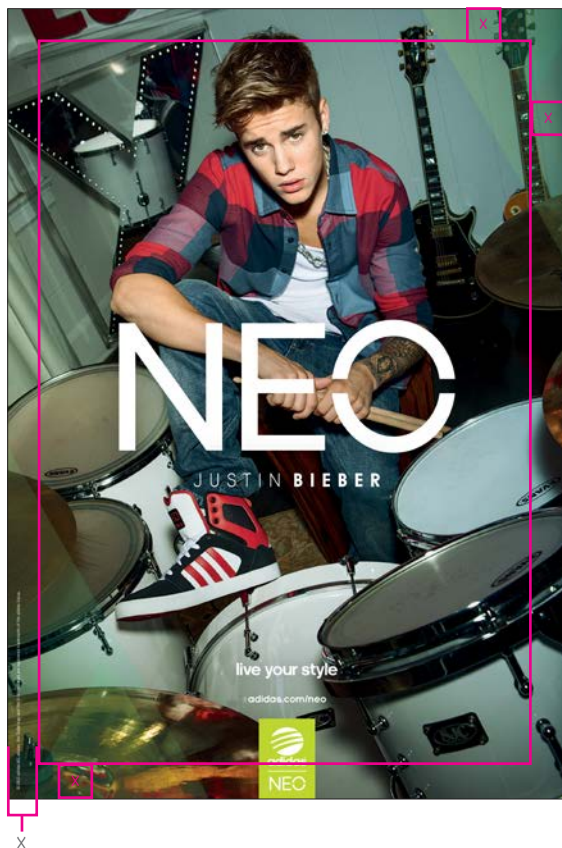that are not shown here.
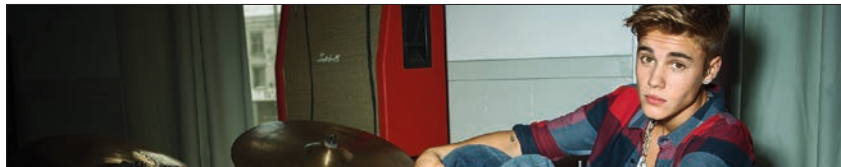
ADDENDUM:

ATL (OWN RETAIL) LAYOUT GUIDELINES

ATL: VERTICAL AND HORIZONTAL LAYOUTS

For extreme vertical or horizontal layouts, see page 64.

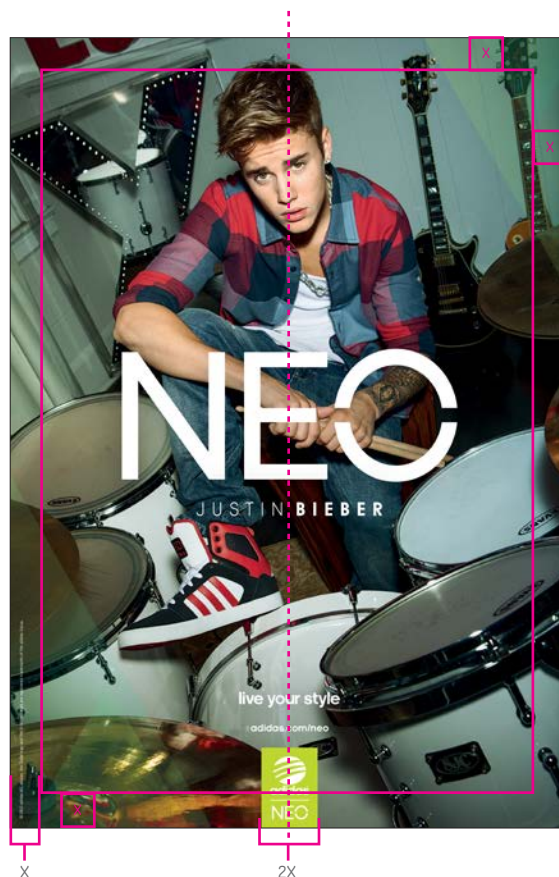| **Margins** | **NEO Flag Logo: Sizing and Placement** | **NEO Logo Wordmark: Sizing and Placement** |

Wordmark and Justin Bieber together are centred vertically

Margin is calculated by adding the document width (w) and height (h). Then take that amount and divide by 24. Then, take that result and divide again by 2.
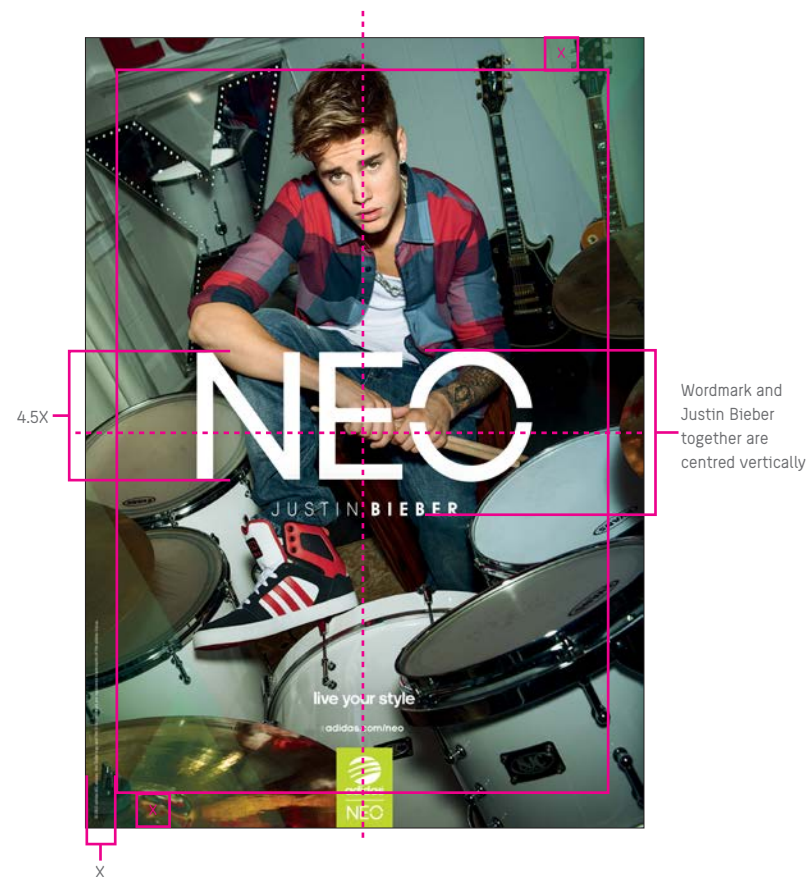
Margin: $X = \dfrac{(W+H) \div 24}{2}$

NEO Flag Logo width = two times the width of margin. Flag Logo is always centred at the bottom of the graphic (exception: if logo is not allowed at bottom due to specific constraints, the logo should be placed at top and centred).
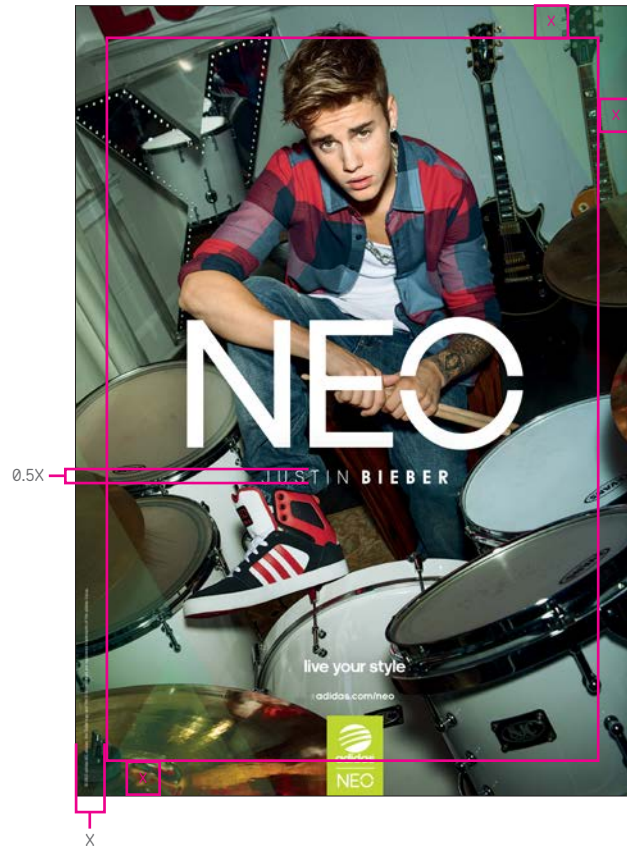
Total height of the NEO Wordmark Logo is equal to 4.5 (450%) times the width of the margin. It is always horizontally centred, grouped with hero name (in this case, "Justin Bieber"), and centred vertically.
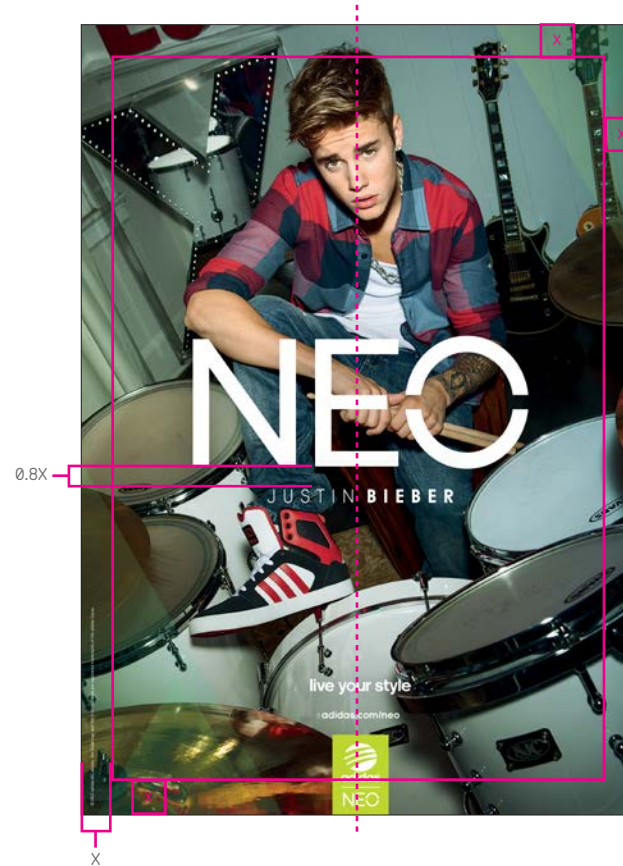
ATL: VERTICAL AND HORIZONTAL LAYOUTS

For extreme vertical or horizontal layouts, see page 64.

Hero Name: Type and Sizing

Hero name ("Justin Bieber") is set in Diamonds font. First name in Diamonds Light, last name in Diamonds Black. There is not a full letter space between first and last name, only a half. Height of type is equal to 0.5 of the height of the margin.
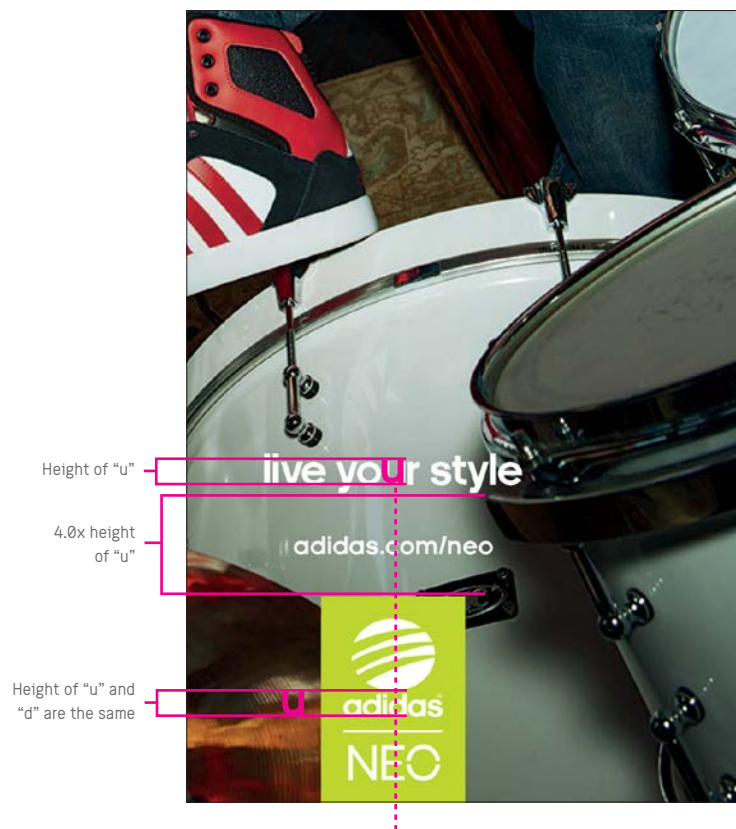
Hero Name: Placement

Distance between bottom of NEO Flag Logo and hero name is equal to 0.8 (80%) of the margin. It is always centred below the NEO Wordmark Logo.

ATL: VERTICAL AND HORIZONTAL LAYOUTS

For extreme vertical or horizontal layouts, see page 64.

"Live Your Style": Type, Sizing, and Placement

Height of "u"

4.0x height of "u"

Height of "u" and "d" are the same

"Live Your Style" is set in adiNeue Bold. Height of the "u" in "Your" is equal to the height of the "d" in "adidas" in the NEO Flag Logo below. "Live Your Style" is located 4.0 x the height of the "u" above the NEO Flag Logo. It is always centred above it.

When possible, adjust cropping of image so Flag Logo does not cover product.

URL: Type, Sizing, and Placement

Height of "u"

0.25 X

1.5x height of "u"

The NEO Label URL (adidas.com/neo) is set in adiNeue Bold. Height of the "d" in "adidas" is equal to 0.25 of the margin height. The URL is located 1.5 x the height of the "u" above the NEO Flag Logo. It is always centred above it.
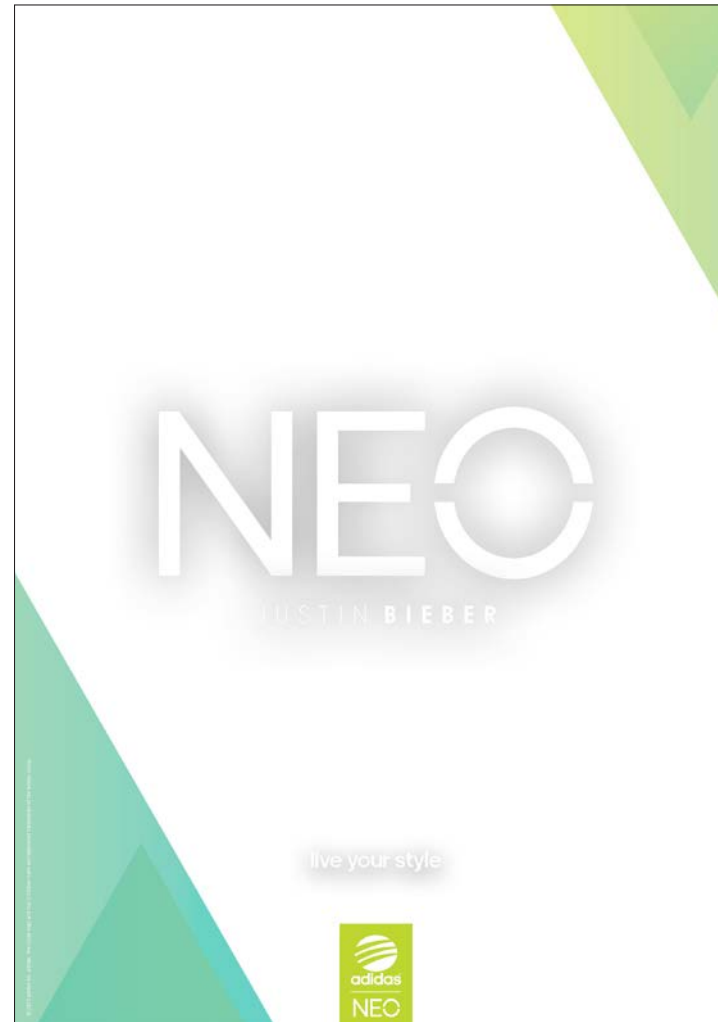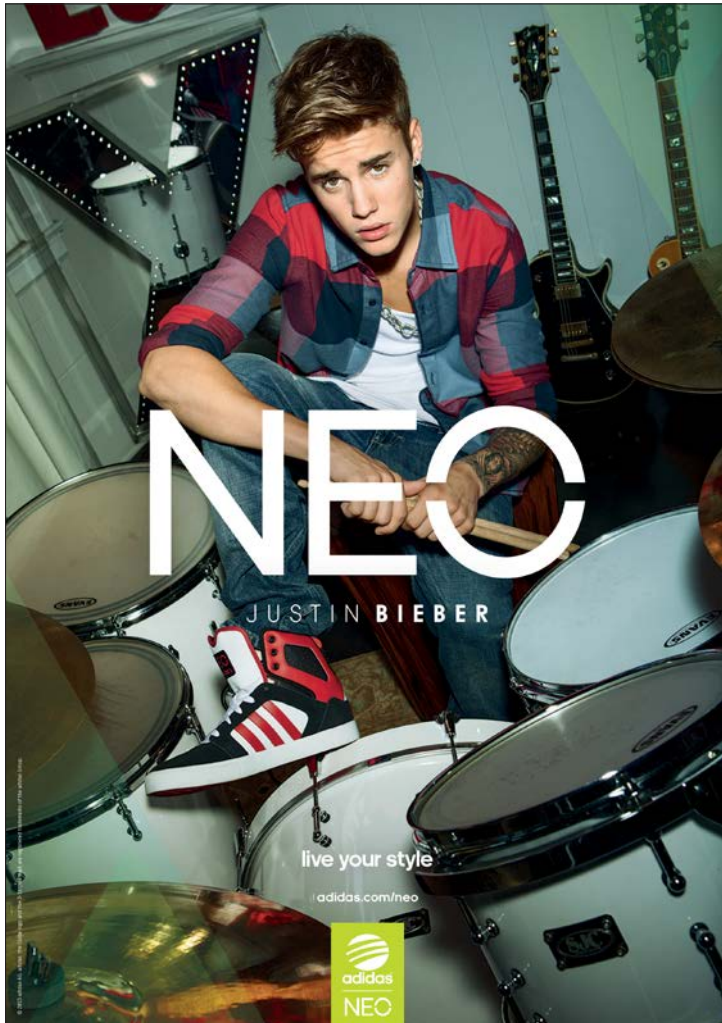
ATL: VERTICAL AND HORIZONTAL LAYOUTS

For extreme vertical or horizontal layouts, see page 64.

Horizontal

Use ALL THE SAME instructions from the previous pages when creating a horizontal layout.

USING GRADIENT TRIANGLES

All layouts include translucent triangles with gradient fills. They can be moved around and scaled to varying effects. Transparency can be adjusted, effects can change from soft light to hard light to differing opacities. Be careful to never cover hero's face with triangles. Also, triangles should never cover more than 50% of the overall graphic area.

ATL: EXTREME LAYOUTS
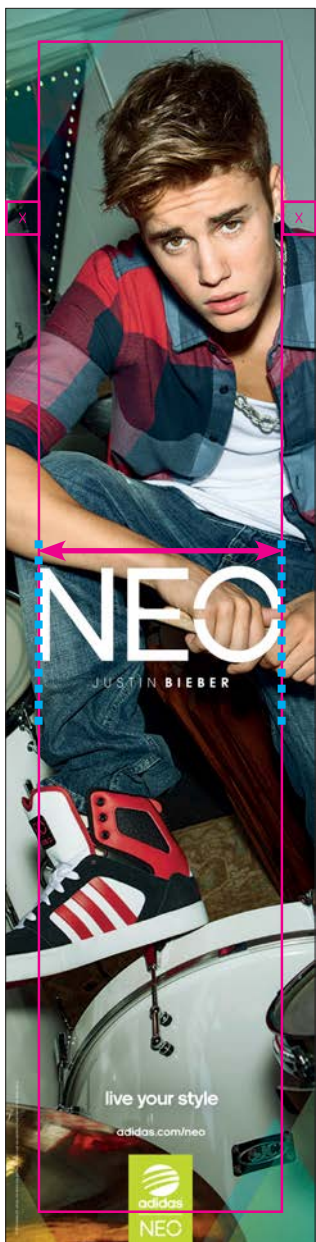
Extreme Vertical

For extreme vertical layouts, follow all regular guidelines with one exception: When the NEO Wordmark Logo can't scale as large as guidelines dictate, scale the NEO Wordmark and "Justin Bieber" together until their width extends from left margin to right margin.
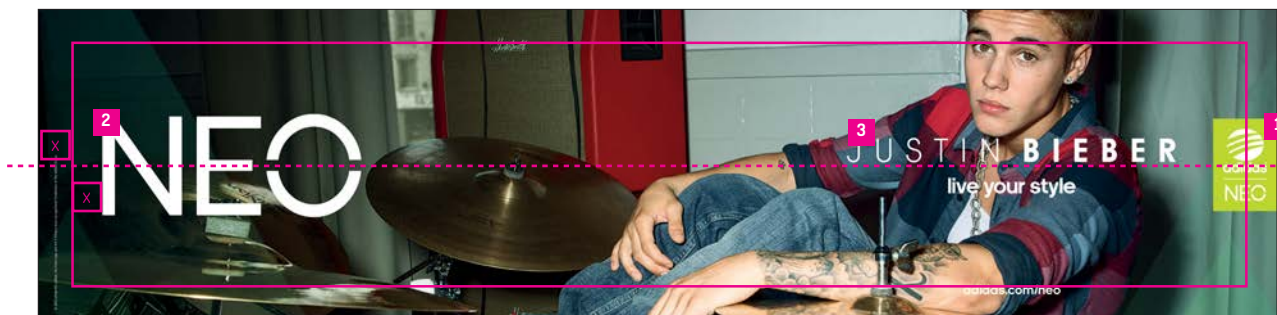
Extreme Horizontal

1   Follow regular guidelines to determine NEO Flag Logo sizing. It is centred vertically on either the right or the left side of the graphic.

2   Wordmark Logo is 1/3 the total height of the graphic and centred vertically. It is located 2x the width of the margin from the edge (always on end opposite NEO Flag Logo).

3   "Live Your Style" headline size follows the same sizing guidelines. However, height of hero name ("Justin Bieber") increases to 1/4 the height of the NEO Flag Logo. The two type lines are stacked and centred and placed to the left (or right) of the NEO Flag Logo at a distance equal to the width of the margin.

4   All elements centre vertically.

ADDENDUM:

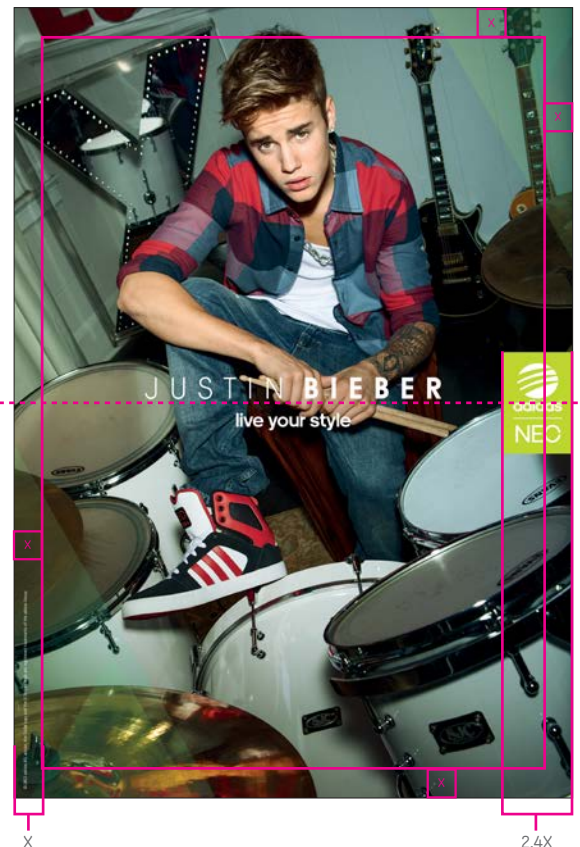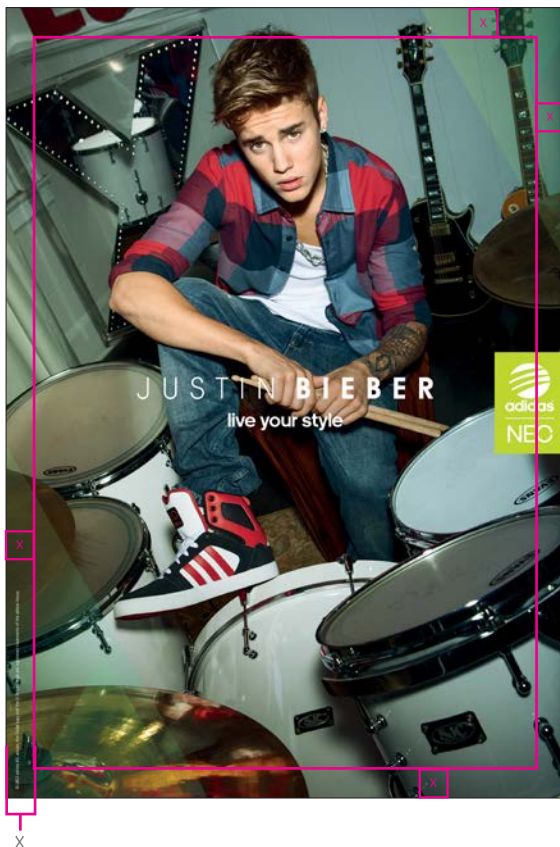## WHOLESALE
LAYOUT GUIDELINES

NOTE: All local layouts of Hero images must be approved by Global.

WHOLESALE: VERTICAL AND HORIZONTAL LAYOUTS

For extreme vertical or horizontal layouts, see page 64.

Margins

X

Margin is calculated by adding the document width (w) and height (h). Then take that amount and divide by 24. Then take that result and divide again by 2.

Margin: $X = \dfrac{(W+H) \div 24}{2}$

NEO Flag Logo: Sizing and Placement

X   2.4X

NEO Flag Logo width = 2.4 times the width of margin (240%). Flag Logo is always centred on the edge of the graphic. It can be located on left, right, top, or bottom, depending on needs. Preferred is left or right. Narrower graphics (or longer headlines) will necessitate shifting the Flag Logo to the top or bottom.

WHOLESALE: VERTICAL AND HORIZONTAL LAYOUTS

For extreme vertical or horizontal layouts, see page 64.

Hero Name: Type and Sizing

0.75X

X

Hero name ("Justin Bieber") is set in Diamonds font. First name in Diamonds Light, last name in Diamonds Black. There is no space between first and last name. Height of type is equal to 0.75 (75%) height of margin.

Hero Name: Placement

Hero name and "Live Your Style" are centred vertically together

X

Hero name ("Justin Bieber") and "Live Your Style" are grouped and centred both vertically and horizontally on the graphic.

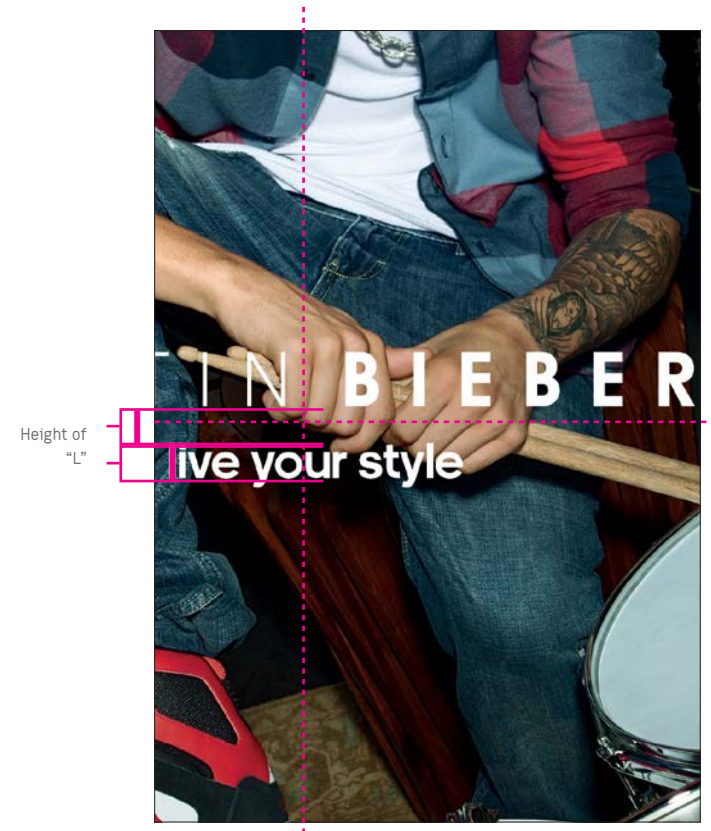# WHOLESALE: VERTICAL AND HORIZONTAL LAYOUTS

For extreme vertical or horizontal layouts, see page 64.

"Live Your Style": Type and Sizing

"Live Your Style" is set in adiNeue Bold. Height of the "L" in "Live" is equal to 0.5 (50%) height of margin.

"Live Your Style": Placement

"Live Your Style" is centred directly below hero name ("Justin Bieber"). Space between the two is equal to the height of the "L" in "Live."

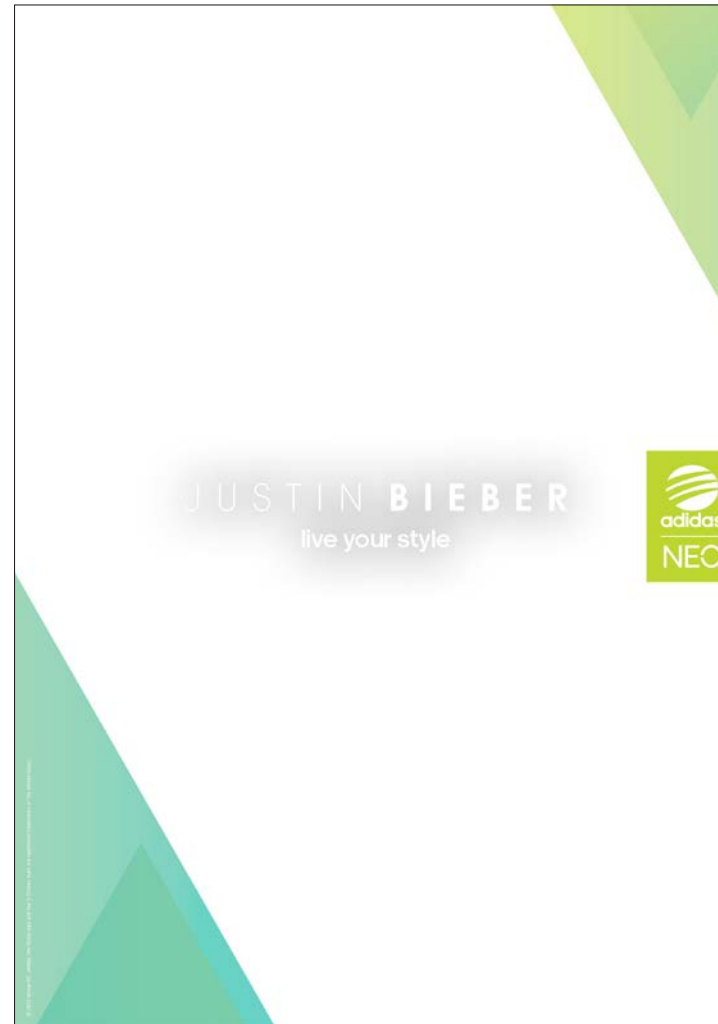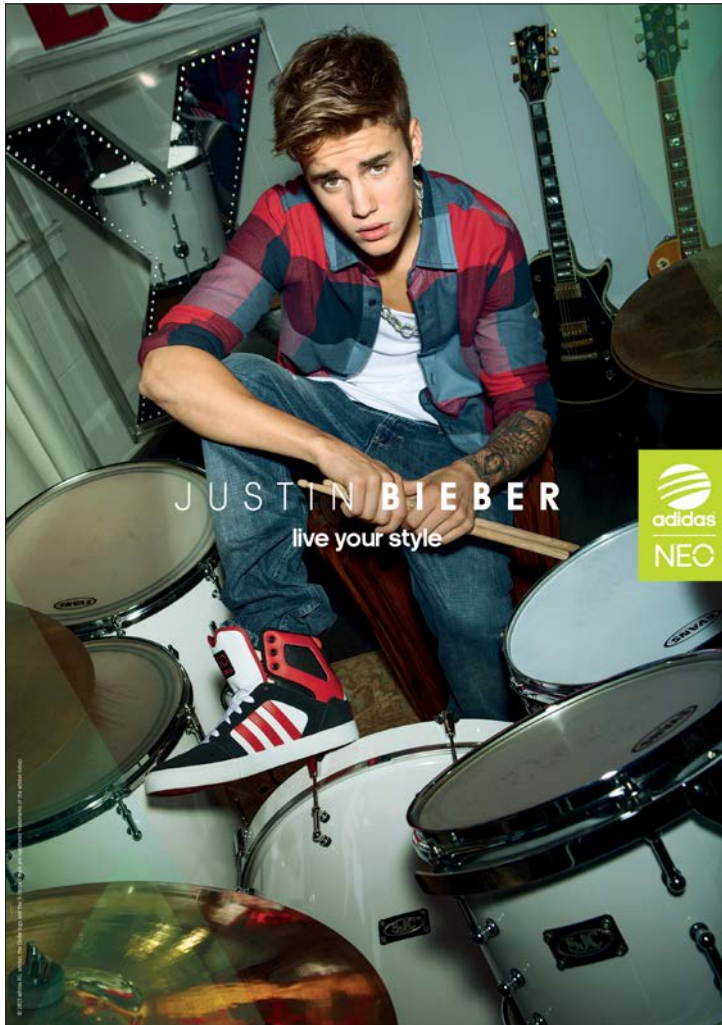# WHOLESALE: VERTICAL AND HORIZONTAL LAYOUTS

For extreme vertical or horizontal layouts, see page 64.

Horizontal

Use ALL THE SAME instructions from the previous pages when creating a horizontal layout.

USING GRADIENT TRIANGLES

All layouts include translucent triangles with gradient fills. They can be moved around and scaled to varying effects.
Transparency can be adjusted, effects can change from soft light to hard light to differing opacities. Be careful to never
cover hero's face with triangles. Also, triangles should never cover more than 50% of the overall graphic area.

LAYOUTS: WHOLESALE

Adding White Wholesaler Information Strip

Minimum 2X

X

Examples

For extreme horizontal graphics, the white bar goes vertically up the right (or left) side

If wholesale logo and store information is needed on the graphic, add a translucent white bar across the bottom of the graphic. This bar height should be a minimum of twice the height of the margin (narrower is better). The white bar is 60% opacity.

(Please note: Ideally, NEO Flag Logo will centre on top or bottom of graphic, but this is not always possible when the wholesaler information strip is used (logo can not obscure hero's face). In this case, centre left or right, as in the horizontal graphics.

WHOLESALE: EXTREME LAYOUTS

Wholesale logo included

Extreme Vertical

For extreme vertical layouts, follow all regular guidelines with one exception: When the hero name can't scale as large as guidelines dictate, scale the hero name ("Justin Bieber") and "Live Your Style" together until their width extends from left margin to right margin. NEO Flag Logo is at bottom, unless a wholesale logo is needed. In that case, the NEO Flag Logo shifts to the top of the graphic.
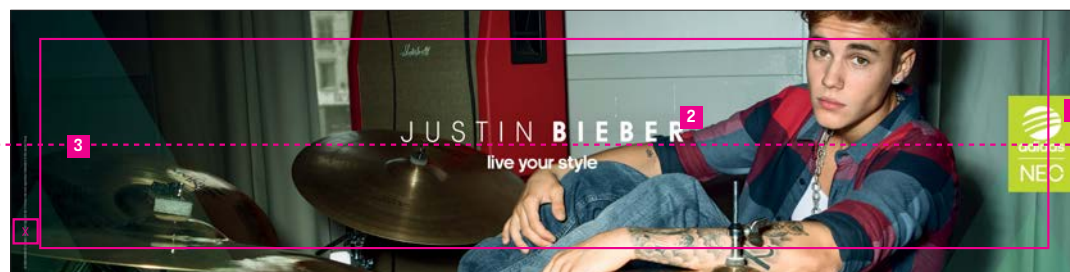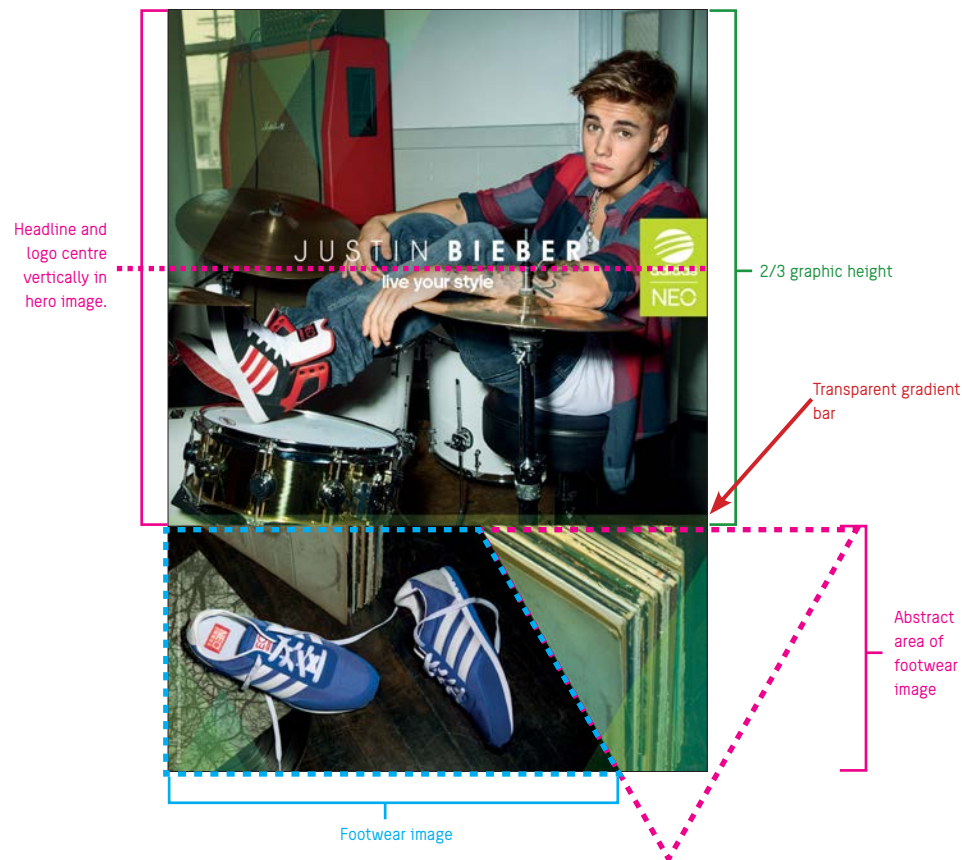

Extreme Horizontal

1 Follow regular guidelines to determine NEO Flag Logo sizing. It is centred vertically on either the right or the left side of the graphic.

2 "Live Your Style" headline size follows the same sizing guidelines. However, height of hero name ("Justin Bieber") increases to 1/4 the height of the NEO Flag Logo. The two type lines are stacked and centred and placed to the left (or right) of the NEO Flag Logo at a distance equal to the width of the margin.

3 All elements centre vertically.

WHOLESALE: MULTI-IMAGE LAYOUTS

Vertical

Headline and logo centre vertically in hero image.

2/3 graphic height

Transparent gradient bar

Abstract area of footwear image

Footwear image

Horizontal

Approx 2/3 graphic width

Transparent gradient bar

Footwear image

1 For vertical layouts with the hero and one footwear image, the hero image occupies the top 2/3 of the graphic, with the footwear image in the bottom 1/3.

2 A band filled with the same transparent gradient used in the triangles is placed just above the footwear/hero image split.

3 The footwear image is placed on the left side of the bottom of the graphic.

4 On the right, a triangle shape (outlined in magenta above) is filled with an abstract area of the footwear image and a transparent coloured triangle placed directly on top. This continues the triangle language, even though the hero/footwear image separation is horizontal.
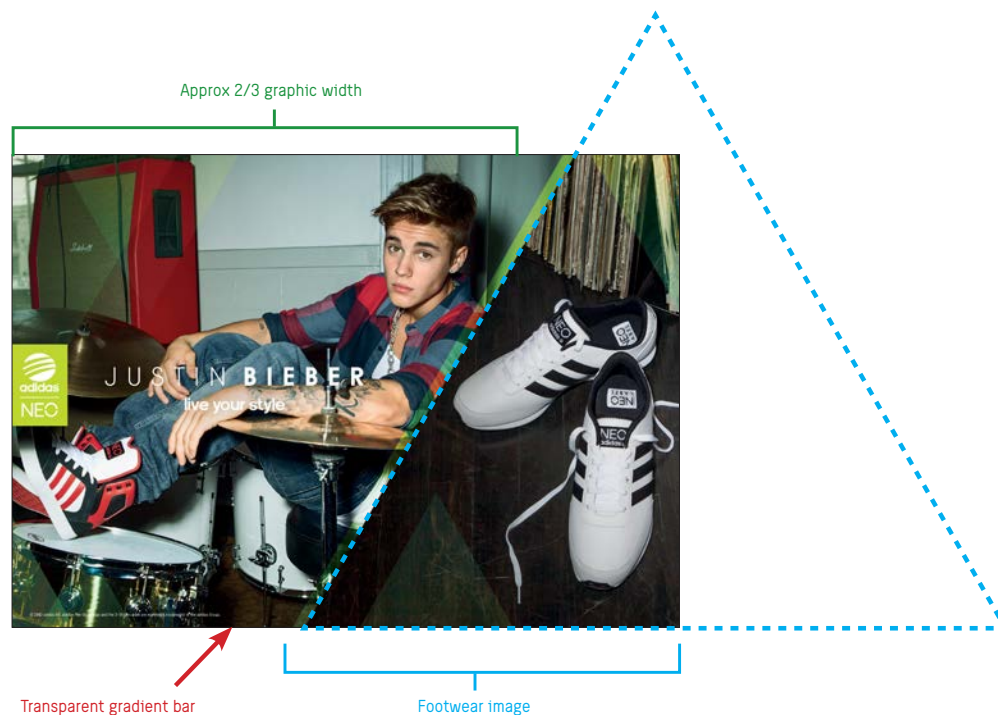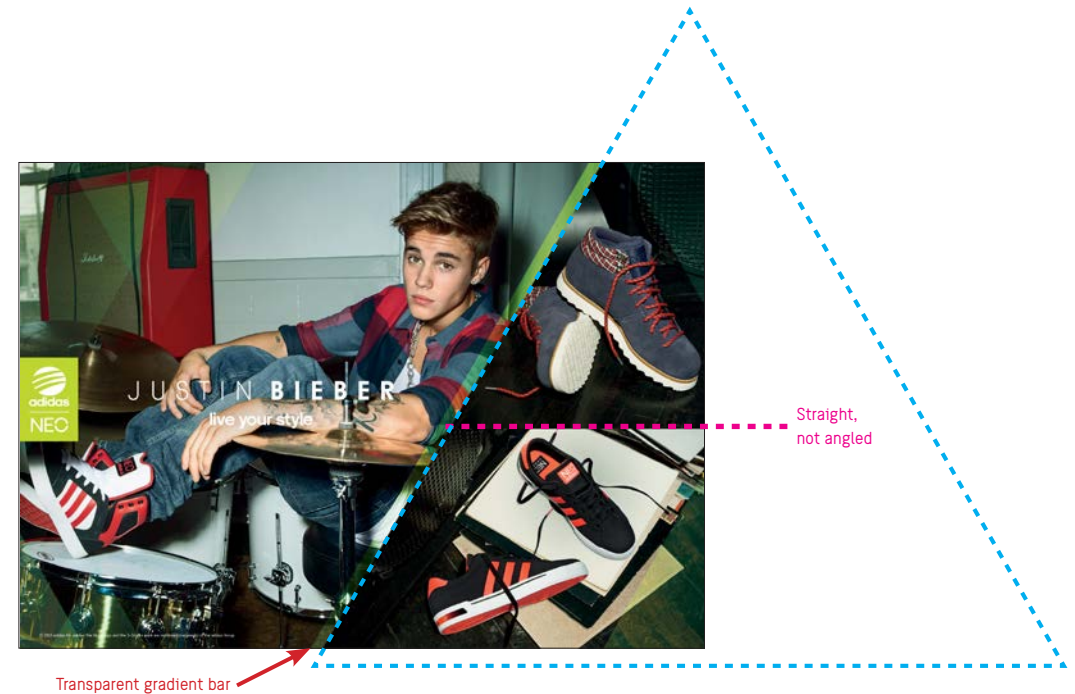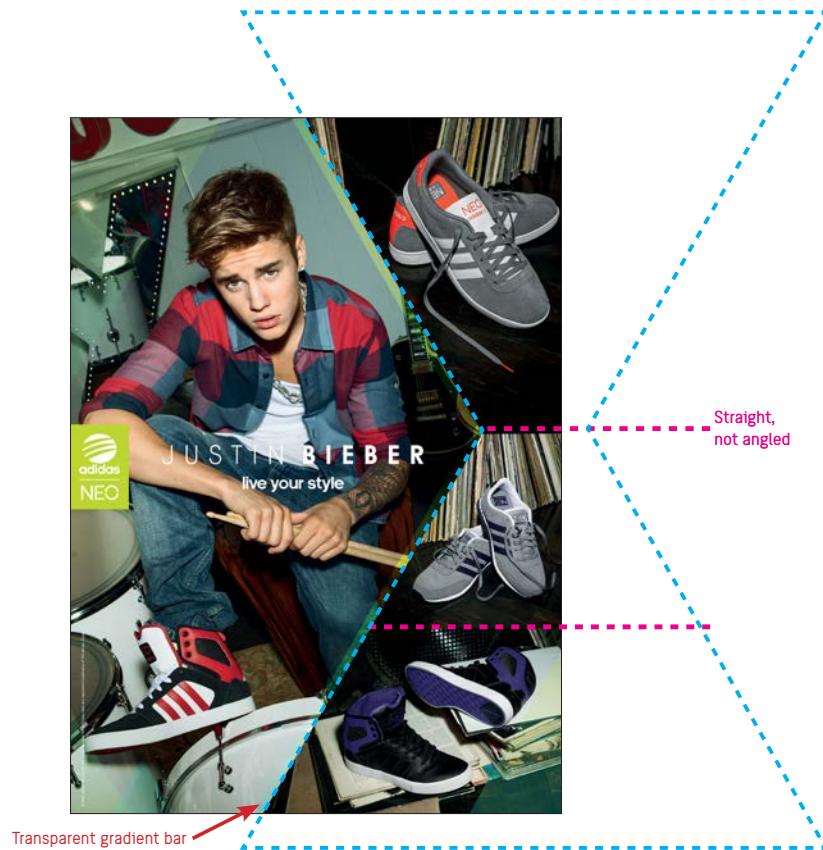
1 For horizontal layouts with the hero and one footwear image, the hero image occupies the left 2/3 of the graphic, with the footwear image in the bottom 1/3. (Can be reversed if necessary.)

2 A band filled with the same transparent gradient used in the triangles is placed along the footwear/hero image split.

3 The footwear image is placed on the right side of the graphic. It's placed in a triangular shape that matches the transparent gradient triangles on the graphic.

WHOLESALE: MULTI−IMAGE LAYOUTS

Multiple Footwear Images

Straight, not angled

Straight, not angled
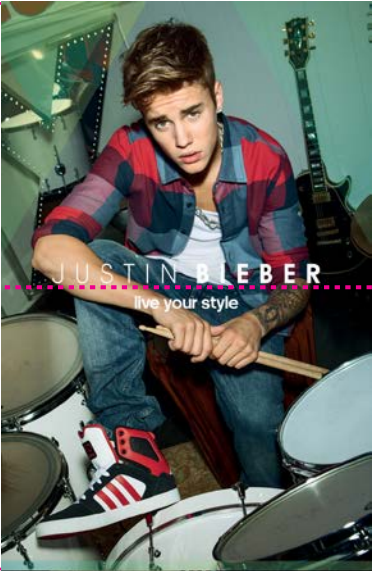
Transparent gradient bar

Transparent gradient bar

1   For layouts with more than one footwear image, the hero image occupies the left side of the graphic, with the footwear images on the right (can be switched if necessary).

2   A band filled with the same transparent gradient used in the triangles is placed between the hero image and footwear images.

3   The division between footwear and hero images is not straight vertical. Rather, it matches the angles of the transparent gradient triangles.

4   Divisions between the individual footwear images are straight horizontal.

WHOLESALE: MULTI-IMAGE LAYOUTS

Extreme Graphics

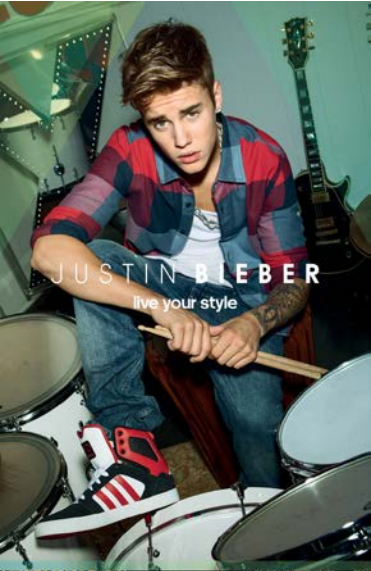Headline and logo centre vertically in hero image.

2/3 graphic height

Transparent gradient bar

2/3 graphic width

Footwear image occupies bottom 1/3 of graphic

Two footwear images split bottom 1/3 of graphic

THANK YOU

If you have further questions, please contact your retail marketing team.

And don't forget to share local executions and best practice examples with global.
Feel free to give feedback to:

Anna.Abenstein@adidas.com
Digital: Mira.Sumanti@adidas.com

NOTE: All local layouts of Hero images must be approved by Global.