≡ adidas®

Identity

adidas CORPORATE BRAND LOGO GUIDELINES

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adidas CORPORATE BRAND LOGO

It is critical to our success that we use our Brand's trademarks in a consistent, meaningful, and targeted way. Very often the first impression people have about the adidas Brand is when they see its logo. To abuse our corporate identity is worse than not using our identity at all.

The following pages will show you when, where, and how to use the adidas Brand Logo to achieve maximum branding on corporate communications.

To obtain adidas Group, Brand, and Division Logos, or if you have any questions or need any help with the guidelines, please contact the adidas Brand Identity Group at brand.identity@adidas.com

CONTENT

REMINDER

Typeface choice. When choosing a typeface for communications, select a font(s) which **does not** resemble the letters of the adidas logo in any way. This is imperative to ensure the uniqueness and prominence of the adidas branding.
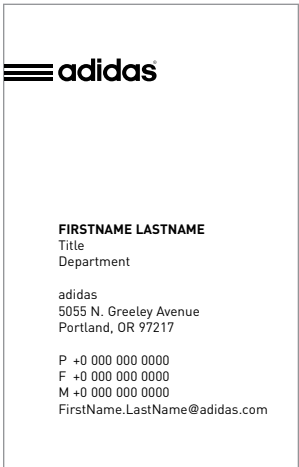
adidas in text. adidas is always spelled in all lower case letters; in headlines, in text, at the beginning of a sentence, always. This is as much of adidas brand recognition as our Logos. Please make every effort to make this happen. **Exception:** If a headline style is all capital letters, adidas can be all capitalized too.

CONSTRUCTION

length = "idas"   "idas"

SIZE

Minimum width 18mm

FIRSTNAME LASTNAME
Title
Department

adidas
5055 N. Greeley Avenue
Portland, OR 97217

P +0 000 000 0000
F +0 000 000 0000
M +0 000 000 0000
FirstName.LastName@adidas.com

- **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 length of the 3-Stripes must always equal the length of "idas" in the Wordmark.

- The space between the 3-Stripes and the Wordmark must always equal the height difference between the "a" and "d".

- The Wordmark is made of specially drawn letter forms; never replace them by a font or use a similar typeface in any communications.

- At its smallest size, the Wordmark must measure at least 18 mm (approximately ¾") long.

- When scaling the Logo, always maintain its proper proportions.

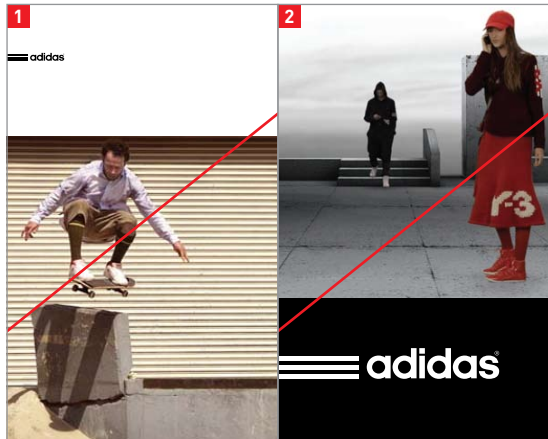- **See page 8 and 9 for more information on sizing the Brand Logo.**

VIOLATIONS

1_Do not change the Logo element size relationships.
2_Do not use the Wordmark without the 3-Stripes.
3_Do not use the 3-Stripes without the Wordmark.
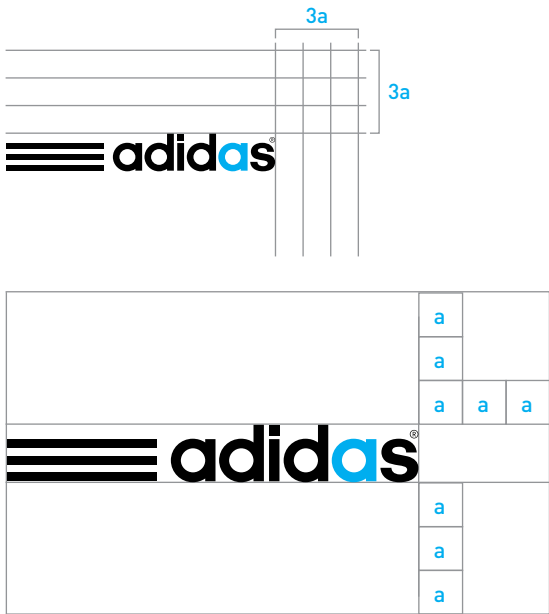**4_**Do not break or interrupt the 3-Stripes.

VIOLATIONS

1_Do not apply the Logo too small.
2_Do not apply the Logo too big.

CLEAR SPACE

3a

3a

a
a
a a a

a
a
a

- 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 3x the height of the letter "a" (see visuals above).

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

- **Clear space exceptions.** A special clear space of 1x the height of the letter "a" is permitted for narrow spaces only (e.g., flags, podiums, intranet site).

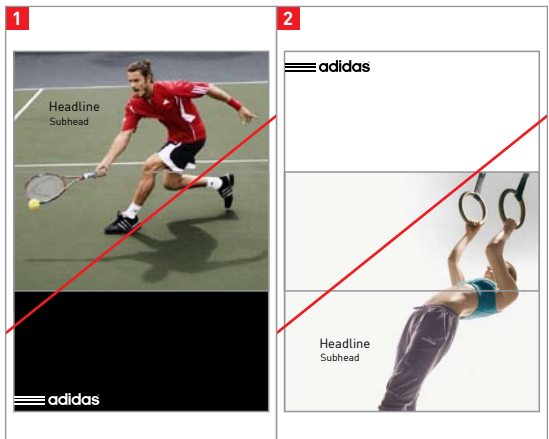- Place the Brand Logo so it bleeds off the left edge of the layout.

VIOLATIONS

1-2_ Do not allow any page edge, text, or graphics inside the Logo's clear space.

1

Headline
Subhead

adidas

2

adidas

Headline
Subhead

COLOUR AND BACKGROUNDS

adidas®

adidas   adidas

- The Logo may be black or white only; this rule applies to all communications materials.

- No other colour may be used, including grey; it is important to keep this black/white identity separate from the adidas Group grey/white identity.

- All the elements must appear together as one colour (either all black or all white).

- Accepted background colours are white or black.

VIOLATIONS

1_Do not add colour to any element of the adidas Brand Logo.

2_Do not use grey or any other colour as a background.

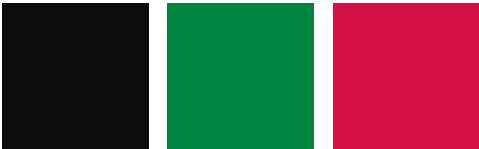**3_**Do not place the adidas Brand Logo over images or graphics.

1

adidas
adidas
adidas

2

adidas

3

adidas

COLOUR PALETTE

PMS 293 C
C: 100
M: 60
Y: 0
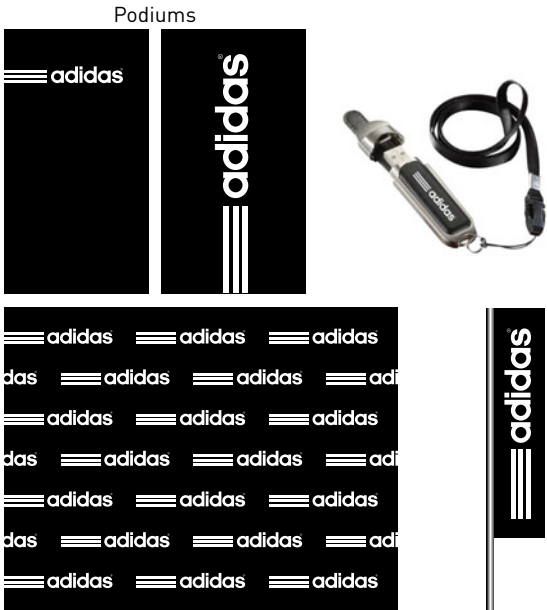K: 0

PMS 137 C
C: 0
M: 35
Y: 90
K: 0

PMS 426 C
C: 0
M: 0
Y: 0
K: 100

PMS 356 C
C: 95
M: 0
Y: 100
K: 25

PMS 200 C
C: 0
M: 100
Y: 65
K: 10

- **Black and white.** The adidas Brand colours of black and white are always used for logos, covers and home pages.

- **Accent colours.** We have chosen colours similar to the Olympic Rings as accent colours for the adidas Brand colour palette.

- Colour should be used only in corporate communications when necessary to distinguish chapter headings, powerpoint bars, etc.
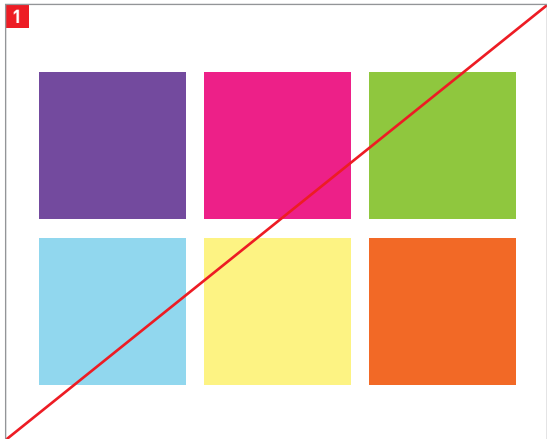
CORPORATE EVENTS

Podiums

- adidas Brand **corporate events** uses the adidas Brand Logo.

- **Podiums.** Possible branding is shown above for corporate events. Follow clear space rules.

- **Flags.** For use at corporate events and adidas office buildings.

- **Backdrops.** Carefully consider branding for press conference backdrops. Clear space is important to keep each logo being seen as a unit. Size appropriately so that no matter where a speaker is standing or sitting, the branding is seen.

- **Vertical Logo Exceptions.** Podiums and flags can be branded with a vertical Brand Logo for audience visibility and photo opportunities. **Never use a vertical Logo for any other application.**

VIOLATIONS

1_Do not use colours that are not part of the Brand colour palette.

VIOLATIONS

1-2_ Do not use the Brand Logo vertically (see exceptions above).

3_Do not use varying sizes when shown as repeating backdrop pattern.

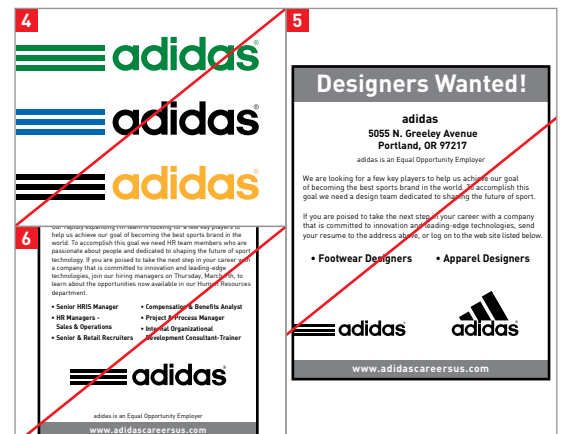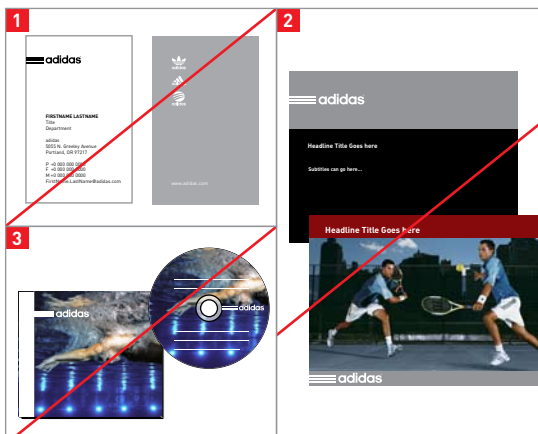**4_**Do not use old adidas Brand Logo.

SAMPLE TEMPLATES

- **Note:** All adidas Brand Logo applications must be either black or white only, with a 3-Stripes bleed to the left edge.

- **Note:** The adidas corporate Brand Logo does not "replace" the adidas Division logos; it does replace the former adidas corporate 3-Logo Lockup.

- **Stationery.** Same format as business cards.

- **Business cards.** The Division Logos live on the back of the card, and the adidas Brand Logo stands alone on the front.

- **Templates.** Business cards and other business templates are available at http://adidas.ci.orderingtools.com

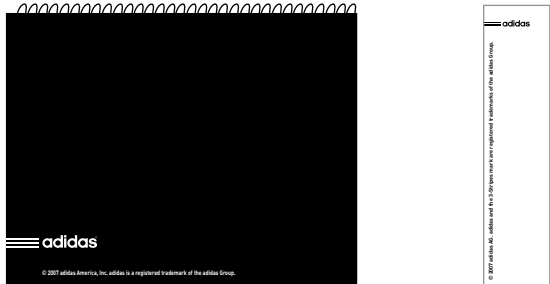- **Questions.** Contact brand.identity@adidas.com

VIOLATIONS

1_Do not use a grey background on Brand business cards.

2_Do not use grey bar with the adidas Brand Logo on Powerpoint frames, or use the adidas Group accent colours.

3_Do not use images or illustrations behind the Brand Logo on CD/DVD covers.

4_Do not apply colour to the adidas Brand Logo or to any of its elements.

5_Do not show the adidas Brand Logo with any other adidas logos.

6_Do not place the Brand Logo where the 3-Stripes do not reach the left edge.

TRADEMARK AND COPYRIGHT

Update the year Headquarters

© 2008 adidas AG. adidas and the 3-Stripes mark are registered trademarks of the adidas Group.

Update the year   Subsidary name

© 2008 adidas America, Inc. adidas and the 3-Stripes mark are registered trademarks of the adidas Group.

- **Copyright / Legal Line.** Use this line on all print communications (see examples above).

- **Placement.** Place to not draw attention to it.

- **Size.** Typeface cannot be smaller than 5.5 points.

- **Copyright date.** This date represents the year the communication is released.

- **Company name.** Written after the year, it is the subsidiary that created the piece.

- **Logo name in text.** In text, always write the adidas Brand Logo with a lowercase "a," capital "B," and capital "L"; when text is in ALL CAPITAL LETTERS, type the ADIDAS BRAND LOGO in all capital letters.

VIOLATIONS

1_Do not use the Legal Line on web pages.
2_Do not use it in videos.
3_Do not omit it from print communications.

adidas FONT

adidas Brand
adiHaus Regular

adidas Brand
adiHaus Medium

adidas Brand
adiHaus Bold

adidas Brand
adiHaus Italic

adidas Brand
adiHaus Medium Italic

adidas Brand
adiHaus Bold Italic

adidas Brand
adiHaus Condensed Regular

adidas Brand
adiHaus Condensed Italic

adidas Brand
adiHaus Condensed Medium

adidas Brand
adiHaus Condensed Medium Italic

adidas Brand
adiHaus Condensed Bold

adidas Brand
adiHaus Condensed Bold Italic

- adidas has its own font, called "adiHaus." It is available from the IT department or download it from the Fonts link on adiWeb.

- Use adiHaus for all internal and/or external corporate communications.

- Only three font weights are approved for communication use: adiHaus Regular, Medium and Bold.

- The Regular, Medium and Bold Italic fonts should only be used to emphasize a word or thought, not for headlines or paragraph text.

- adiHaus Condensed fonts are used primarily in agency financial documents to display more information in less space; these fonts are not available for PC use.
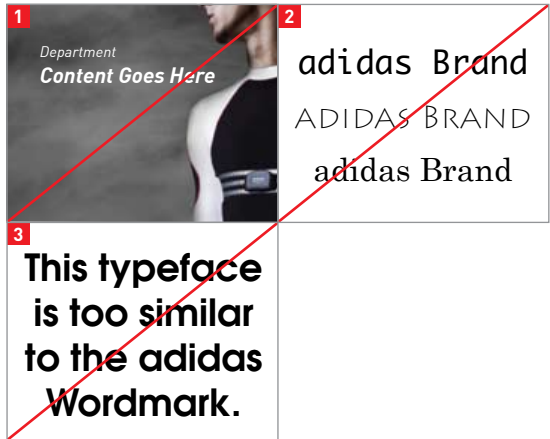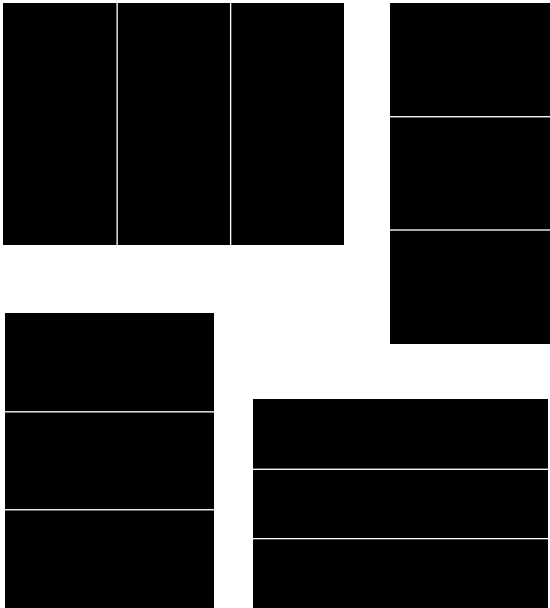
VIOLATIONS

1_Do not use italics for headlines.
2_Do not change the corporate font; always use adiHaus.
3_Never use a typeface similar to the adidas Wordmark.

GENERAL GRID

- General grids are divided into thirds; use this 3:1 grid layout for all communications.

- **Layout.** Always lay out documents in a 3:1 grid to define logo, image and copy areas.

- **Portrait.** A horizontal grid layout is preferred for portrait formats; see DIN A4 and US Letter portrait grids above.

- **Landscape.** Use either a vertical grid (see tri-panel grid top left) or horizontal grid (see grid lower right) layout.

- **Imagery.** Image must fill **two connected panels** of the layout. Full page image is allowed on inside portrait pages only, never on covers. See more on next page.
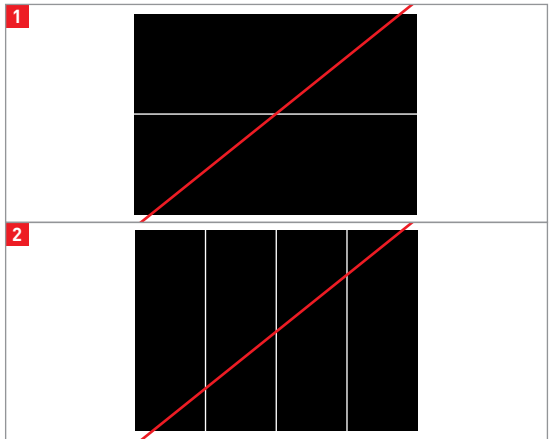
VIOLATIONS
1-2_ Do not alter the 3:1 grid.

LANDSCAPE LAYOUTS

- Examples shown are for DIN A4/US Letter.

- **Layout.** Use a vertical or horizontal grid.

- **Landscape Logo size. The maximum size for the Logo is 1/3 the horizontal area; it can be sized smaller but not larger. The Logo sign-off should bleed to an image edge or off the left side of cover. The Logo can centre only on back covers.**

- **Vertical grid.** Top layout shows possible branding placement on right with 3-Stripes bleeding to image edge; adidas Brand Logo is sized with equal space on both sides of Wordmark.

- **Horizontal grid.** Middle layout shows front cover branding. Bottom layout shows back cover or final video screen.
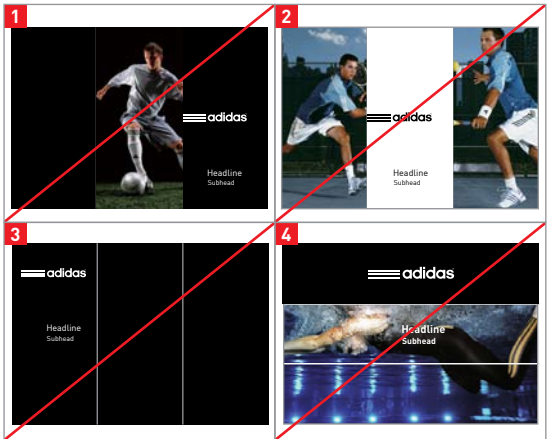
VIOLATIONS
1_Do not place image in centre grid only.
2_Do not place the Logo or text between two images.
3_Do not omit images or graphics from communications covers.
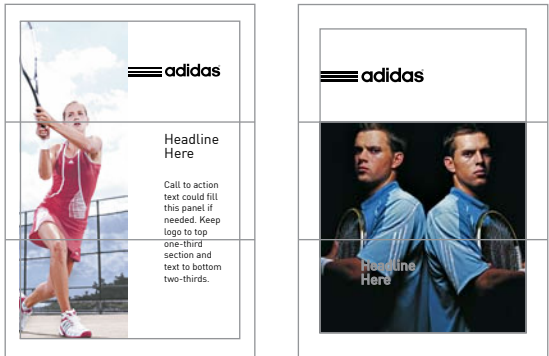**4_**Do not place text over images or graphics unless clearly readable.

PORTRAIT LAYOUTS

- Above examples show DIN A4/US Letter (top) and DIN Lang Tri-Panels (bottom).

- **Layout.** A horizontal grid layout is preferred for leaflets and flyers.

- **3-Stripes bleed.** These should always bleed off page (covers, web, stationery, press releases, etc.).

- **Portrait Logo size.** Place Logo in top or bottom grid, never in centre if imagery is used.
  The maximum size for the Logo is 1/3 the horizontal area; it can be sized smaller but not larger. The Logo sign-off should bleed to an image edge or off the left side of cover. The Logo can centre only on back covers.

- **Narrow Portrait Logo size.** Size the Brand Logo so space on both sides of Wordmark are equal.

VIOLATIONS

1_Do not place the Logo over images.
2_Do not place images in centre grid only.

PORTRAIT WITH BORDER

- **Border bleed option.** When printing methods do not allow 3-Stripes or imagery to bleed off edges, create a fine-line border that both the 3-Stripes and imagery can bleed to.

- **Headline/text placement.** Align text with left edge of Wordmark (see examples above).

- **Portrait Logo size.** The adidas Brand Logo may increase to 1/2 the grid width when printing methods do not allow Logo to bleed.
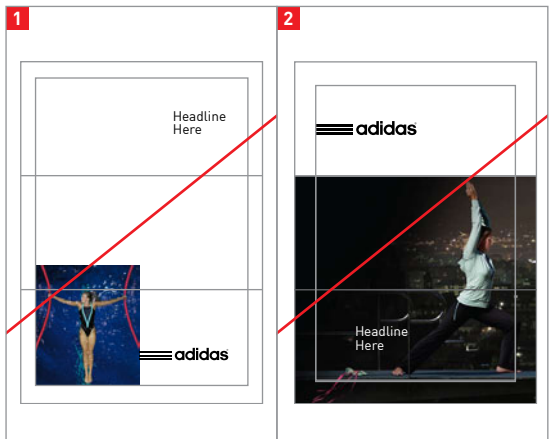
VIOLATIONS

1_Do not alter or break the 3:1 grid.
2_Do not bleed images without bleeding the 3-Stripes.

COPY PLACEMENT COVER

COPY PLACEMENT INTERIOR

- **Typeface.** Use adiHaus for all copy; both regular and bold may be used.

- **Headline/text placement.** Align text with left edge of Wordmark (see examples above).

- Keep wording to a minimum on covers for optimum impact on reader.

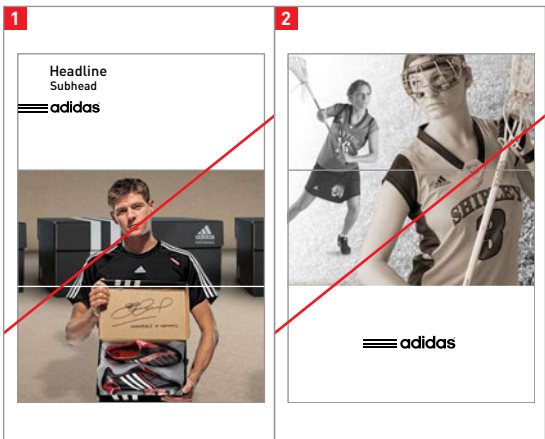- Type size is flexible; size depends on headline length of copy and space available.

- **Landscape format.** Two or three columns may be used.

- **Portrait format.** One, two or three columns may be used.

- **Note:** One-column placement. This is reserved only for narrow portrait formats (see lower left image above); never use on full-sized pages.

- **Copy amount.** To create a more visually pleasing and inviting page, try not to fill all columns with copy (see examples above).
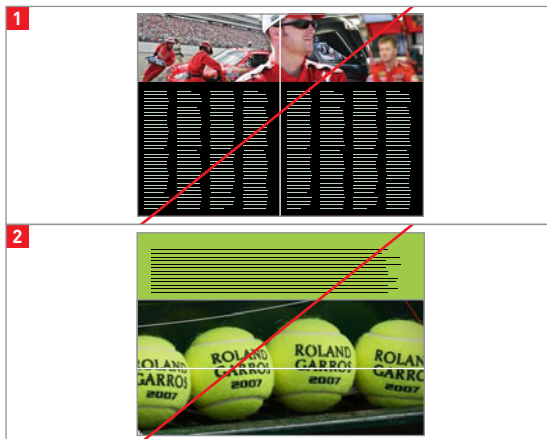
VIOLATIONS

1_Do not place text in the grid's primary branding zone.

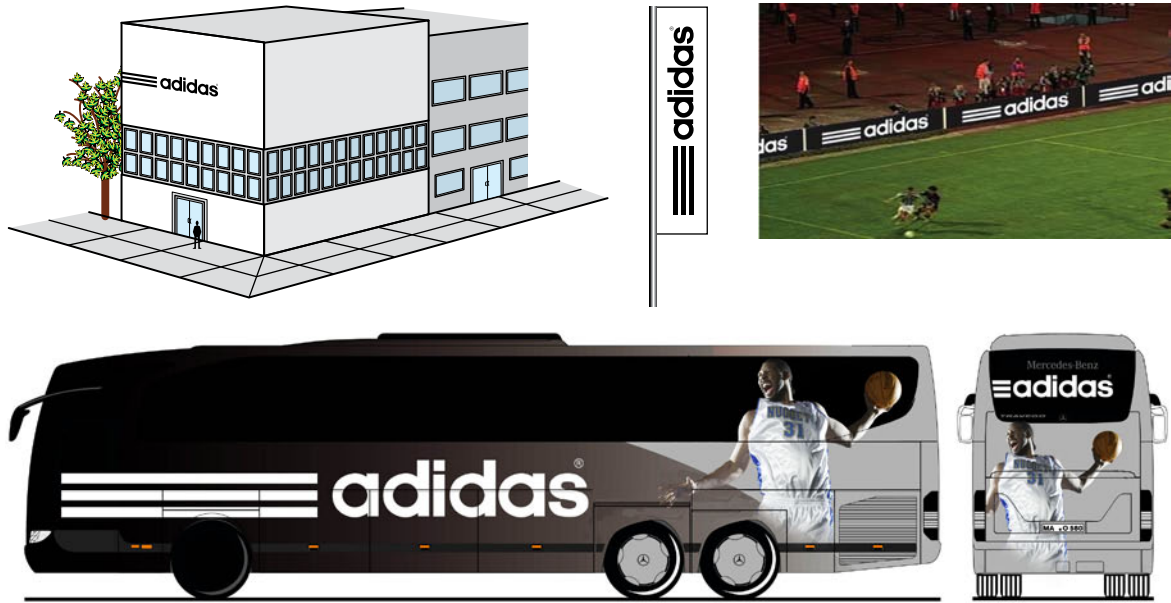**2**_Do not place Brand Logo centred front on cover (only possible on back cover).

VIOLATIONS

1_Do not break or alter the 3:1 grid.

2_Do not use a single column of copy to fill landscape page.

OTHER APPLICATIONS

- **3-Logo Lockup replacement.** The adidas Brand Logo replaces the previous corporate 3-Logo Lockup, including on buildings, in lobbies, on business papers, and other applications.

- **On buildings.** Always apply the same adidas Brand Logo sizing and placement rules discussed earlier for any building use.

- **Questions.** If you have a branding need and are not quite sure of its solution, or if you would like to discuss an exception, please contact the Brand and Corporate Identity team at **brand.identity@adidas.com**

- **Non-corporate applications.** The adidas Wordmark with 3-Stripes will be seen in specific non-corporate locations. Usage must be approved by the Brand and Corporate Identity team. Contact brand.identity@adidas.com

- **Event stadium branding.** To heighten Brand visibility at Stadium sport events, the decision was made to use our Wordmark and 3-Stripes. Increased television branding exposure has been the positive result.

- **Unique considerations.** For high-profile uses at events (on buses, World Cup, Olympics, etc.) special design decisions must be made by the Brand and Corporate Identity team in order to achieve maximum brand visibility and exposure.

VIOLATIONS

1_Do not use the Brand Logo on packaging

2_Do not use the Brand Logo on giveaways unless it is specifically a corporate Brand event.

3_Do not use the Brand Logo on POS fixtures or graphics.

4_Do not use the Brand Logo on floor mats.

5_Do not use the Brand Logo or the 3-Stripes Logo on floors.