



# Brand Guide Booklet



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# Brief History

1924	Founded by Adolf "Adi" Dassler with help of brother named "Dassler Brothers Shoe Factory"
1947	Brothers split up and company is renamed to Adidas
1967	First piece of apparel released known as the "Franz Beckenbauer tracksuit"
1970	Became Official Soccer Ball provider for FIFA World Cup
1978	Founder Adi Dassler passed away and his family inherits company
1989	Adi's son also passed away and Adidas becomes a Stock Corporation
1990	All members of the Dassler family sell their shares



## Mission Statement

***“To be the best sports company in the world. Every day, we come to work to create and sell the best sports and fitness products in the world, and to offer the best service and consumer experience – and to do it all in a sustainable way.”***

## Vision and Values

Adidas has 5 core value: Confidence, collaboration, creativity, sustainability and consumer-centric work.

***“Through sport, we have the power to change lives.”***



# Logo

Adidas caters to a wide range of markets and for that, a versatile range of logos is needed. We employ a variety of logos according to the sub brand. The trefoil logo is currently used for Adidas Originals, symbolizes the three major continents they were sold in: North America, Europe and Asia. The logo used for the sports division of Adidas is the mountain logo, symbolizing the mountain athletes overcome to reach the top. Lastly, the horizontal logo which is a simple rendition of the classic logo with the three stripes placed to the left of the logotype.

## Logo Clear Space



## Logo sizes

0.5" minimum size



1" - 2" for social media logo



3" by 3" for shirts and caps



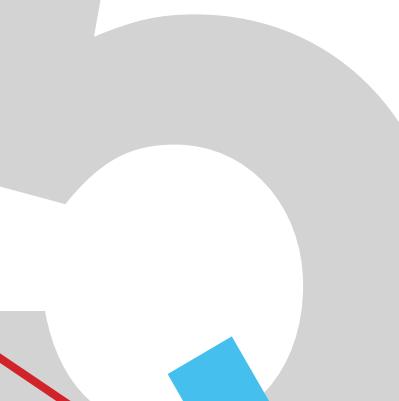
## Logo Usage



Do not rotate



Do not deform



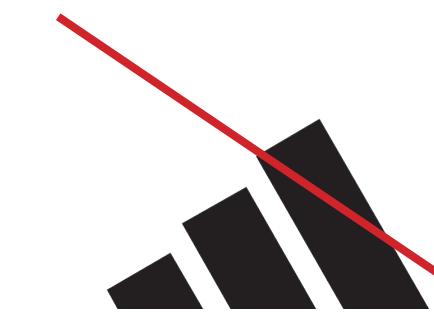
Do not recolour



Do not use without trademark



Do not use with low contrast



Do not use without the logotype



## Colour

RGB 0 0 0  
CMYK 0 0 100  
HEX #000000



RGB 255 255 255  
CMYK 0 0 0 0  
HEX #fffff



## Primary Colours



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 229 234 51  
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

## Accent Colours



# Typography

## ITC Avant Garde Gothic Std Demi

A B C D E F G H I J K L M N O P Q R S T U V W X V Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & - =

## AdiHaus

A B C D E F G H I J K L M N O P Q R S T U V W X V Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & - =

## Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X V Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & - =

## Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X V Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & - =

## Logo

## ITC Avant Garde Gothic Std Demi

## AdiHaus Regular

### AdiHaus regular

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## Alt. Body 11pts / 16pts

### Arial regular

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# Marketing and Treatment

Adidas sponsors major football teams and players, collaborate with well-known designers and celebrities to market their world-wide known brand. We also use a number of social medias and digital ads to reach customers across the world.



adidas Follow ...

779 posts 25.8m followers 196 following

adidas  
Through sport we have the power to change lives.  
[a.did.as/OurCommitment](http://a.did.as/OurCommitment)



General use logo used as store signage for a store that sells both sports equipment and general apparel.

## Shoes



Signature three stripes.

## Gift Card



## Tee

Logo on the right breast, sponsored players or teams may put their logo on the left.





adidas



Hololive 5<sup>th</sup> Gen.

**SHISHIRO**  
**BOTAN**





# SAPPORO

## The City in The Snow



### About Us

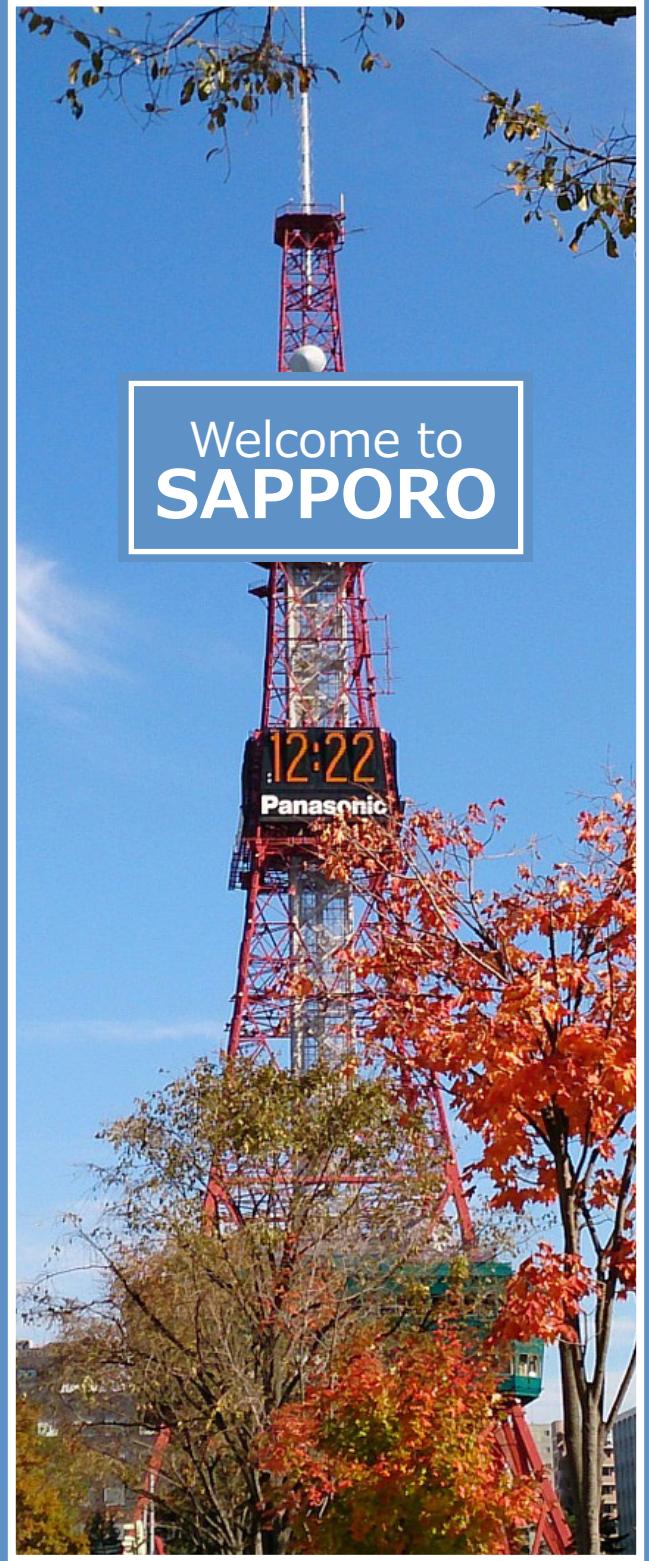
We provide various planning services from hotel bookings to creating the perfect itinerary! We'll take the load of planning a vacation off your shoulders so you can enjoy an amazing vacation.

We employ local residents of Japan's tourist destinations for the best local advice you can get.

Contact us today to get started on planning on next vacation around the beautiful land of the rising sun.

**Sunrise Travel**  
**+81-9044089730**

1-6-1 Kaga, Chuo-ku,  
Sapporo, 173-0003



Welcome to  
**SAPPORO**



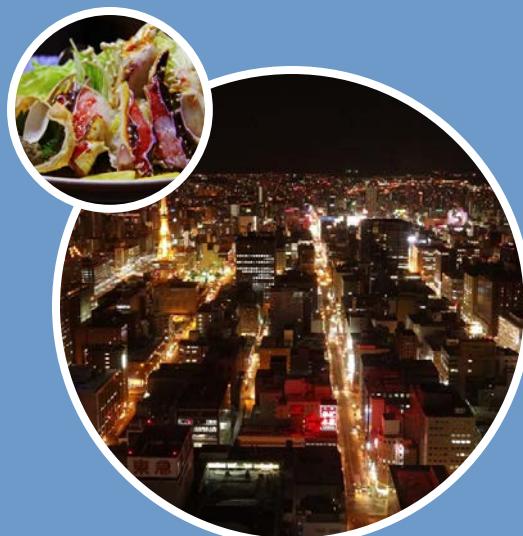
## Sapporo Snow Festival

If you're visiting during the winter months, the sapporo snow festival is a definite must see during your stay in Sapporo City. It features a spectacular array of snow and ice sculptures, attracting millions of visitors from across the world.

The snow festival is held on Odori Park, Susukino and the Tsu Dome. The Odori Park location can be viewed from the Sapporo TV Tower at the eastern end of Odori Park.

## Nijo Market

From fresh vegetables to seafood, this market is frequented by tourists and locals alike. The market is about one city block long and has many restaurants among the shops.



## Miso Ramen

Sapporo ramen is famous for it's miso ramen. The broth is rich, oily and made pork bones flavoured with miso, making a healthy soup.



## Sapporo Beer Museum

Once operated as the Sapporo Brewery, it was renovated and officially reopened as the Sapporo Beer Museum in July 1987. The exhibits are filled with a number of historical records, tools and documents used in the old factory. Tour through three floors full of history of the world famous Sapporo Beer, no entrance fee required.

Adjacent to the museum is the Sapporo Beer Garden, consisting of a few restaurants. Featuring beer balls with all you can drink beer and all you can eat mutton BBQ known as jingisukan (named after the mongolian ruler Genghis Khan).





A WEEK IN

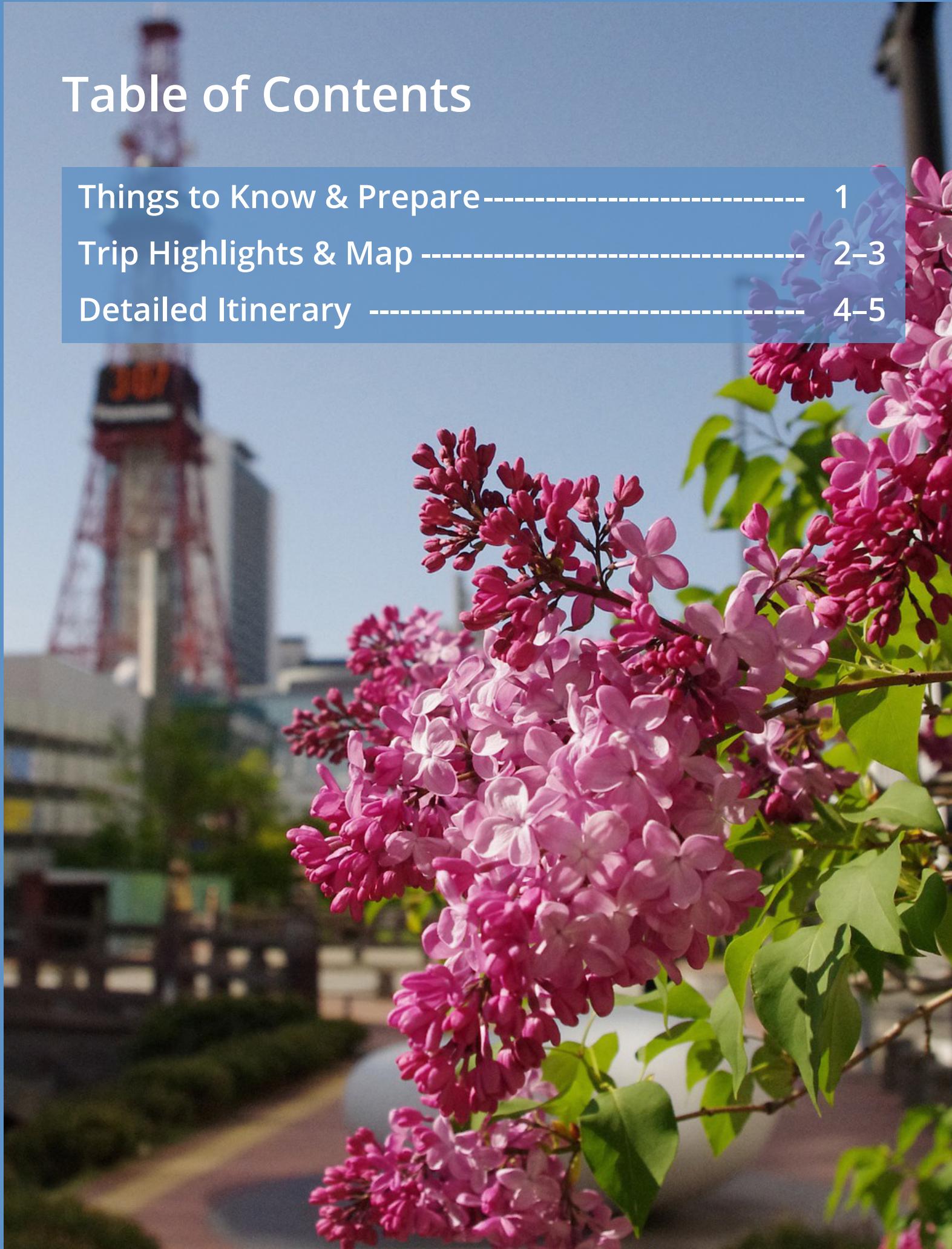
# SAPPORO





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## Things to Know & Prepare

### Things to know

- Smoking is banned all over the central districts of the city and streets, designated smoking areas in some restaurants and establishments
- Exchange currency to yen beforehand for optimal exchange rates
- Do not tip restaurants
- Order a SIM card or portable wifi

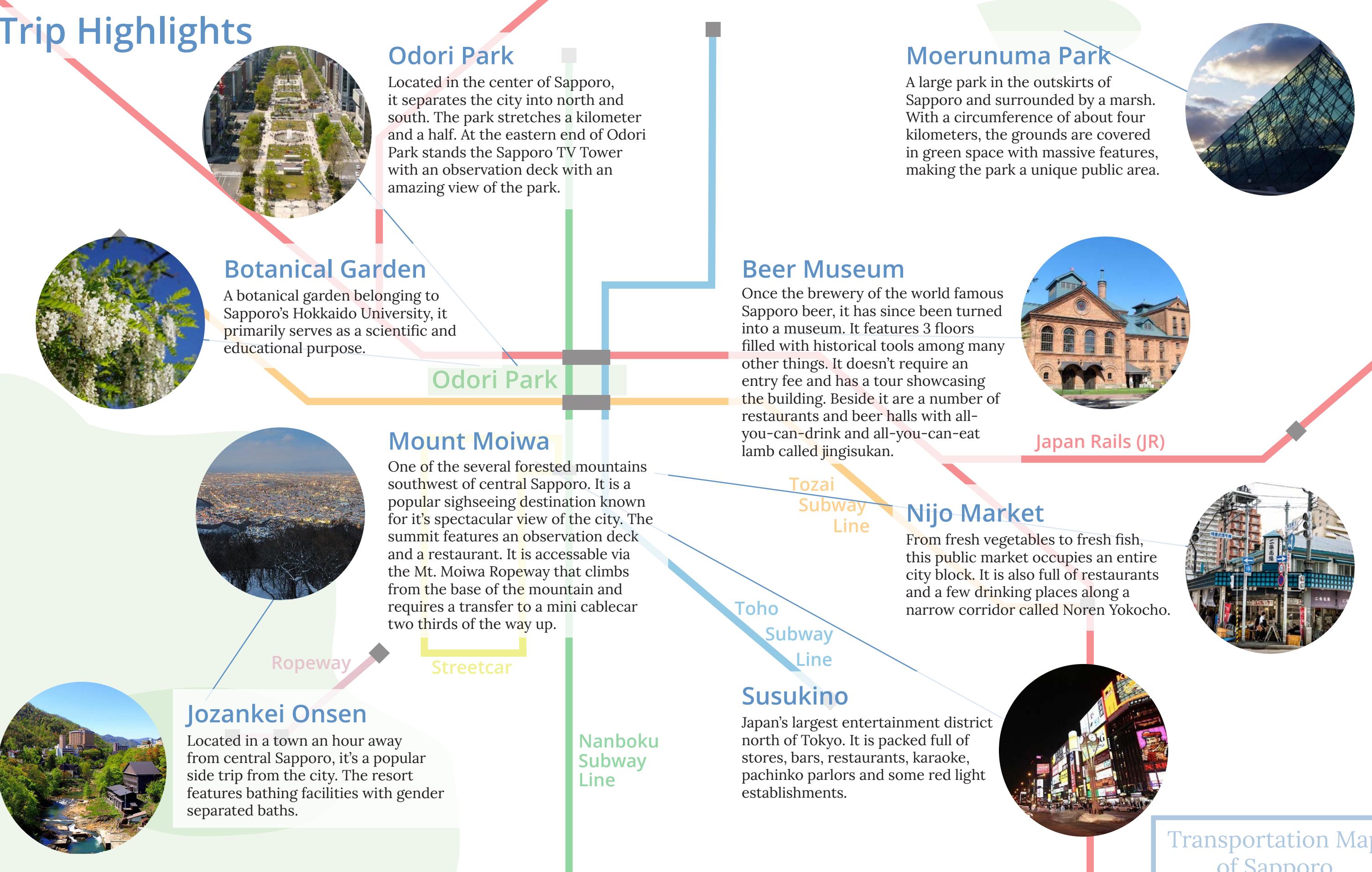
### Things to bring

- Passport (be sure it has 6 months or more left before it expires)
- Visa (if required – see Ministry of Foreign Affairs for more info)
- Proof of airline tickets/reservations/boarding passes
- Customs forms and documents
- Verification of hotel reservations
- Transportation information and tickets
- Credit cards, cash, traveler's checks, and other currency
- Identification documents, such as your driver's license
- Maps and guide books
- Translation guide and/or travel apps on your smartphone
- Travel medical insurance

### Restricted items for planes and customs

- Fruits and vegetables, soil, and many plant species
- Animals or animal products
- Items made from endangered species
- Counterfeit or stolen products, bootlegs, or knock-offs
- Weapons and ammunition
- Uncensored pornography
- Illegal drugs

# Trip Highlights



Transportation Map  
of Sapporo

# Detailed Itinerary

## Day 1 Odori Park

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## Day 2 Moerenuma Park

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## Day 3 Susukino Nijo Market

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## Day 4 Mount Moiwa

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## Day 5 Beer Museum

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## Day 6 Morning Botanic Garden

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## Day 6 Evening Travel to Jozankei Onsen

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## Day 7 Jozankei Onsen

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**Thank you for visiting the beautiful city of Sapporo!  
We hope you enjoyed your stay, come back soon!**



## About us

We provide various planning services from hotel bookings to creating the perfect itinerary! We'll take the load of planning a vacation off your shoulders so you can enjoy an amazing vacation.

**We employ local residents of Japan's tourist destinations for the best local advice you can get.**

Contact us today to get started on planning on next vacation around the beautiful land of the rising sun.

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Sapporo, 173-0003



# HOU SHOU MARINE SENCHOU SOLO LIVE



Houshou Marine's  
Birthday Live 2020!



Streaming live at:  
[live.nicovideo.jp](https://live.nicovideo.jp)

2021.07.30

HOLOLIVE

# Tsunomaki Watame

First Original Song  
“Ai-mai Chocolate”



**Monthly Fan Art**  
A-chan's top picks!

**Sakura Miko**  
Going on hiatus due to health

**January Birthdays**  
Watson Amelia  
Usada Pekora  
Ayunda Risu  
Uruha Rushia  
Omaru Polka

**Azur Lane Second Collab**  
Exciting collaboration with the  
popular mobile game!

**Discount code inside for  
use in Hololive booth!**



January 2021

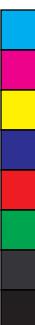


# HOLOLIVE

## Nonstop Story

First Live Concert from Hololive's Talents!

January 2021



### Monthly Fan Art

T-chan's top picks!

### Akai Haato

Going on hiatus

### January Birthdays

Watson Amelia

Usada Pekora

Ayunda Risu

Uruha Rushia

Omaru Polka

### Azur Lane Second Collab

Exciting collaboration with the popular mobile game!

