



ADIDAS

BRAND GUIDEBOOK 2024



URBAN | CLASSIC DESIGN





FONTS

Sofia Pro Bold

The quick brown fox jumps over the lazy dog

Sofia Pro Regular

The quick brown fox jumps over the lazy dog





Engaging in typeface

Typeface Selection: The process of selecting an appropriate typeface for a project based on its style, tone, and intended purpose.

Font Styles: The exploration and utilization of various font styles, such as serif, sans-serif, script, and decorative fonts, to achieve specific design objectives.

Font Pairing: The practice of combining complementary typefaces to create a visually pleasing and well-balanced design.

Hierarchy: Establishing a clear visual hierarchy by employing font variations in size, weight, and style to guide readers' attention and highlight key information.

Legibility: Ensuring that the chosen type-

faces and font settings enhance readability and facilitate easy comprehension.

Kerning and Tracking: Fine-tuning the spacing between individual characters (kerning) and blocks of text (tracking) to achieve optimal visual harmony and readability.



POSTER DESIGN





T

Typography refers to the art and technique of arranging type to make written language legible, readable, and visually appealing. It involves selecting and arranging fonts, adjusting spacing and layout, and making deliberate design choices to effectively convey information and evoke desired emotions. Typography encompasses various elements such as typefaces, font sizes, line spacing, and alignment, all of which play crucial roles in shaping the overall aesthetic and communicative impact of printed or digital text. Good typography enhances readability, creates hierarchy and emphasis, and contributes to the overall design aesthetic of books, websites, advertisements, signage, and other forms of visual communication.





Images: In the realm of visual communication, images act as dynamic and expressive tools. They manifest in diverse forms, spanning from captivating photographs to compelling illustrations, each serving to convey information, evoke emotions, or encapsulate ideas. This visual language, ingrained in various modes of communication, adds depth and resonance to the overall narrative, rendering images indispensable components in the art of conveying meaning and engaging with audiences.

Within the realm of visual communication, images serve as dynamic and expressive tools. They take shape in various forms, ranging from captivating photographs to engaging illustrations, each serving the purpose of conveying information, eliciting emotions, or encapsulating ideas. This visual language, embedded in different modes of communication, adds depth and resonance to the overall narrative, making images integral components in the art of conveying meaning and connecting with audiences.

Visual representation or depiction of an object, scene, concept, or idea, typically produced through various artistic or technological means. Images can take the form of photographs, illustrations, drawings, paintings, or digital renderings, among others.





logo



COLOUR THEORY



Power, luxury, elegance, mystery



Energy, Fire, Strong, Intense

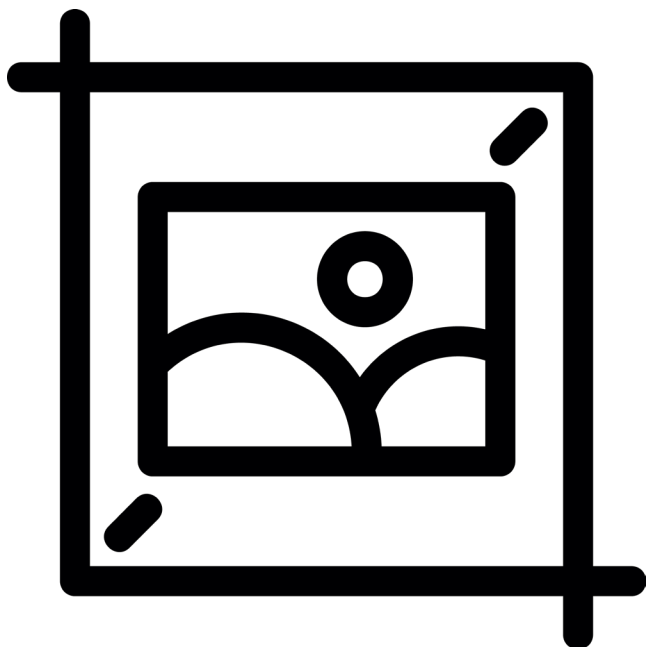


Optimism, sunshine, confidence, success



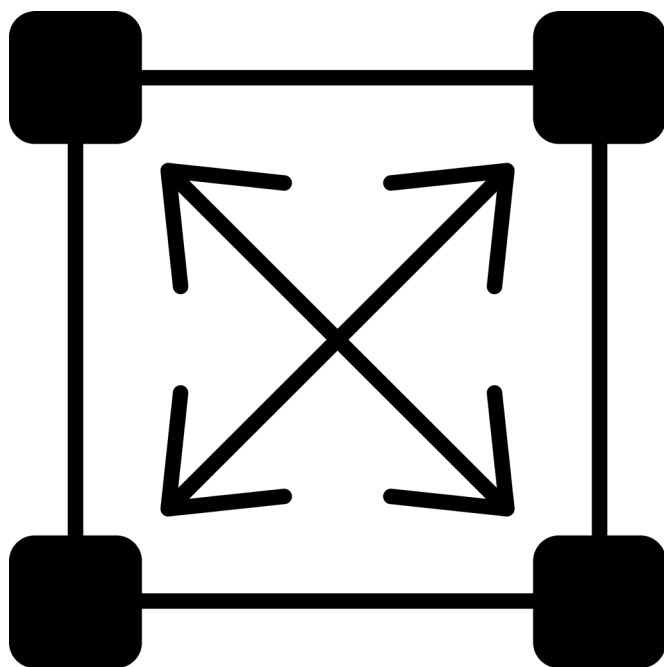


things to know



Cropping

Cropping an image entails trimming or removing parts to enhance composition, focus, and visual appeal, providing a more refined presentation.



Resizing

Adjusting the size of an image ensures it suits your project perfectly. Keep in mind that enlarging an image beyond its original size can compromise its quality. If the image is too small, consider selecting an alternative.

