adidas Brand Identity platform
Conception

Idea and vision

The adidas Brand Identity platform website should be an instrument to centralise all guidelines
and assets that are needed for maintaining a consistent brand image through all channels of communication.
Relevant information and material needs to be accessible in a familiar, fast and reliable way.

Integration and easy access

Access to that content has to be as simple as possible for adidas employees and for external agency
partners. For employees it should be integrated in their everyday intranet working environment without the
need to learn additional tools or to open multiple applications. For external agencies there should be only a
single login step to all information and material that is appropriate for them.

Navigation and usage flow

Important guidelines and assets should not be hidden behind obscure and complex hierarchical structures
and navigational models. Instead, straightforward usage flows and progressive disclosure should be
implemented whenever possible to only provide content that is currently relevant in a specific context.
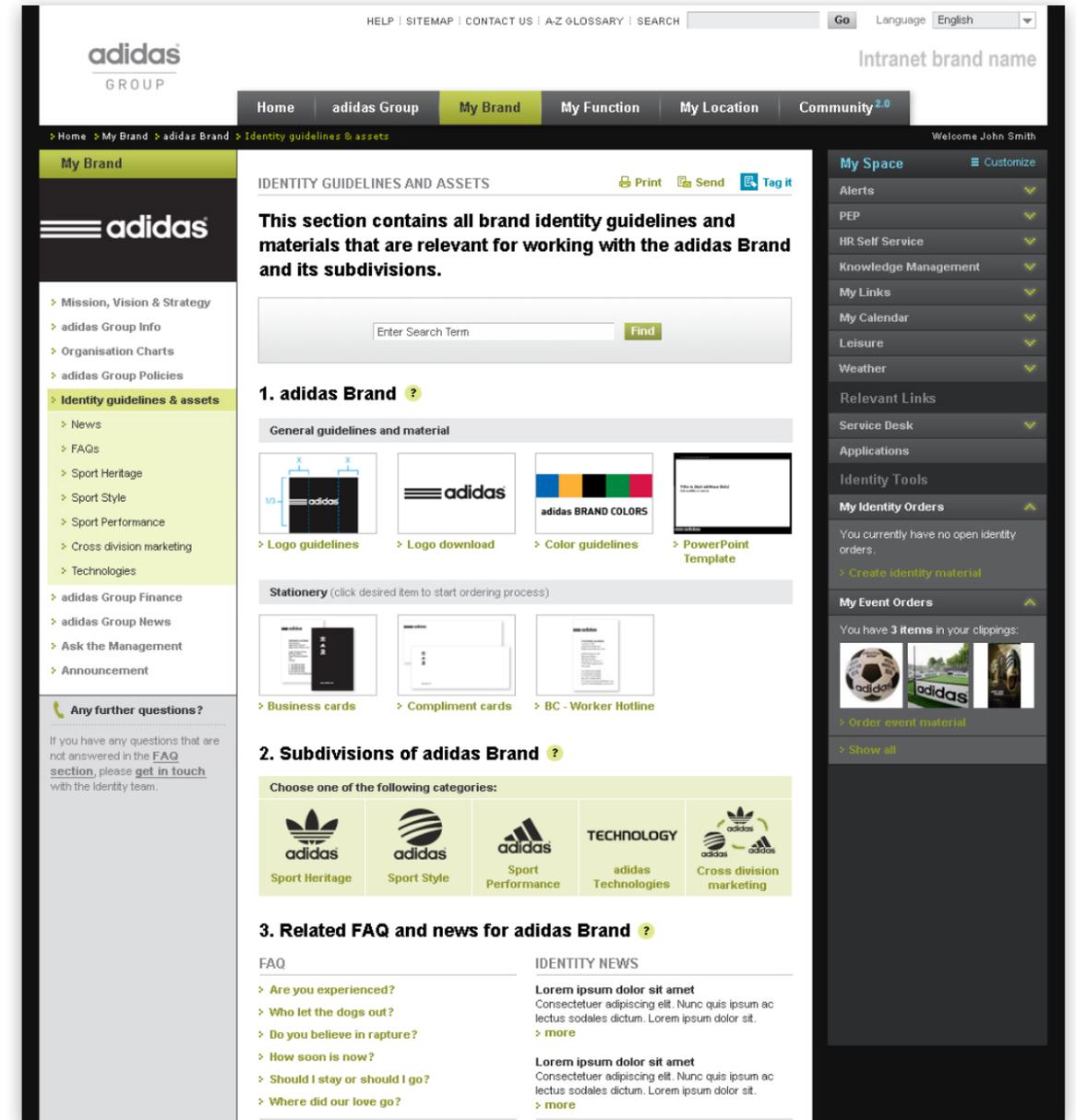
New intranet vs. new Brand Identity platform

To avoid the need for adidas employees to get comfortable with several new applications that look, feel and behave differently and also to benefit from synergies we recommend to seamlessly integrate the Brand Identity platform into the new intranet infrastructure and design.

Therefore all conceptual decisions should be synchronised with the development of the new intranet. The Brand Identity platform design should be integrated in the new visual framework and all design elements should be based on the styleguide as close as possible.
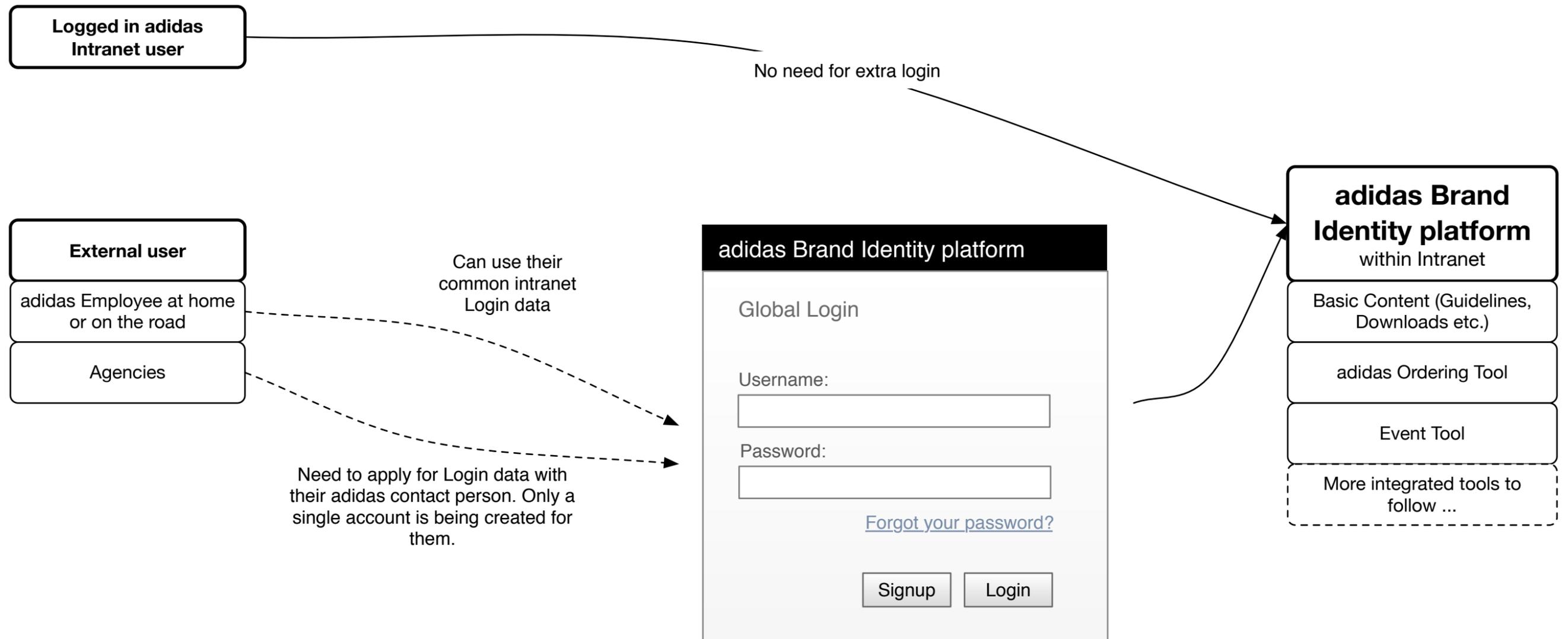
New intranet design
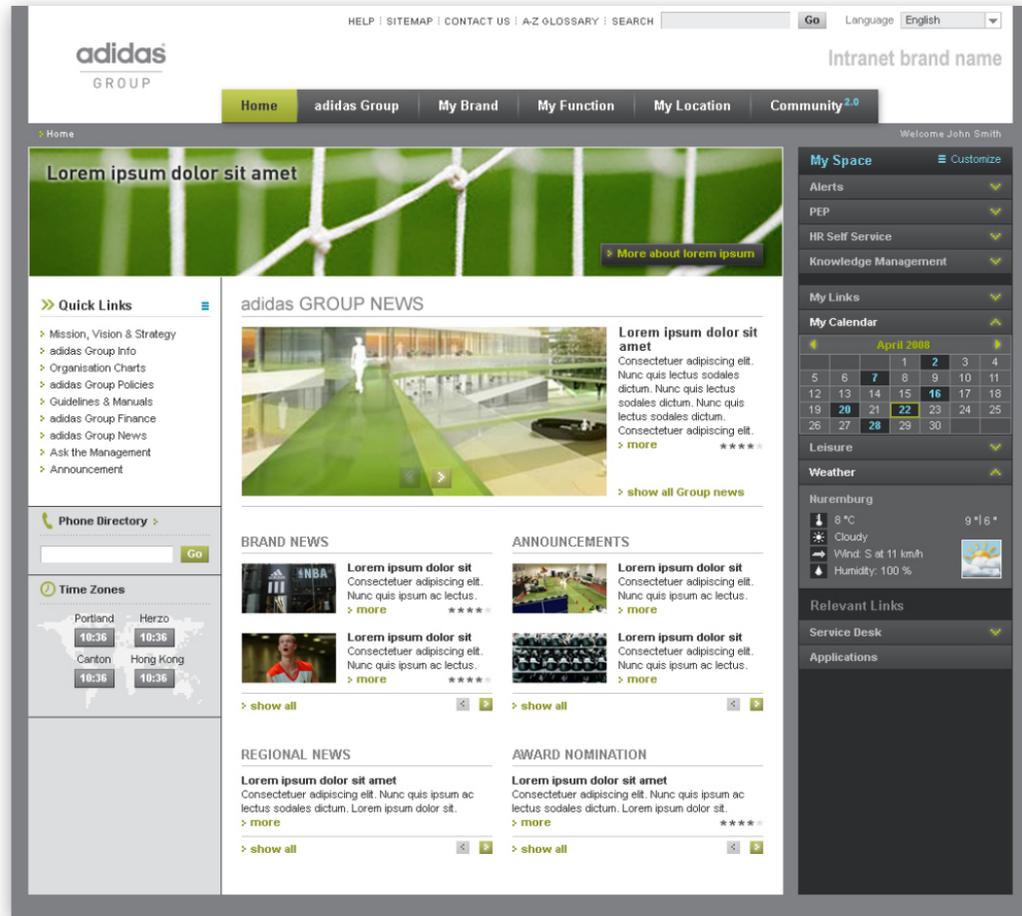
Brand Identity platform design

integrated design

Intranet vs. extranet

For adidas employees, there will be *no need for login* to the Brand Identity platform as long as it's going to be part of the new intranet structure and user management. All complimentary tools (events, ordering tool, ...) should also be integrated and make use of the same user data. Eg. business cards ordering approval status could be communicated as an alert to a user's intranet start page, a place where she or he is logged in on an everyday basis anyway.

For external users such as partner agencies, an extranet should be provided with a reduced scope of information and with a stripped down intranet design. All relevant Brand Identity guidelines and assets should be available there with one single login. Based on their role and assignment, different scenarios could be possible (agency only working for Reebok only needs to see Reebok guidelines and assets).

The main obstacle for acceptance of an application is the need for multiple logins (using different user data) within a user's common workflow. By integrating as much content and funtionality into one single platform, the amount of necessary login effort can be dramatically reduced and acceptance improved. This will also reduce user requests for new accounts, lost passwords etc.

Logged in adidas Intranet user

No need for extra login

adidas Brand Identity platform within Intranet

Basic Content (Guidelines, Downloads etc.)

adidas Ordering Tool

Event Tool

More integrated tools to follow ...

External user

adidas Employee at home or on the road

Agencies

Can use their common intranet Login data

Need to apply for Login data with their adidas contact person. Only a single account is being created for them.

adidas Brand Identity platform

Global Login

Username:

Password:

Forgot your password?

Signup   Login

Integration of Identity tools

Integrating Identity tools such as the "Event tool" or the "CI ordering tool" into the regular Brand Identity section within the new intranet does not only help to avoid multiple logins. It also allows for integrating all relevant content in direct context.
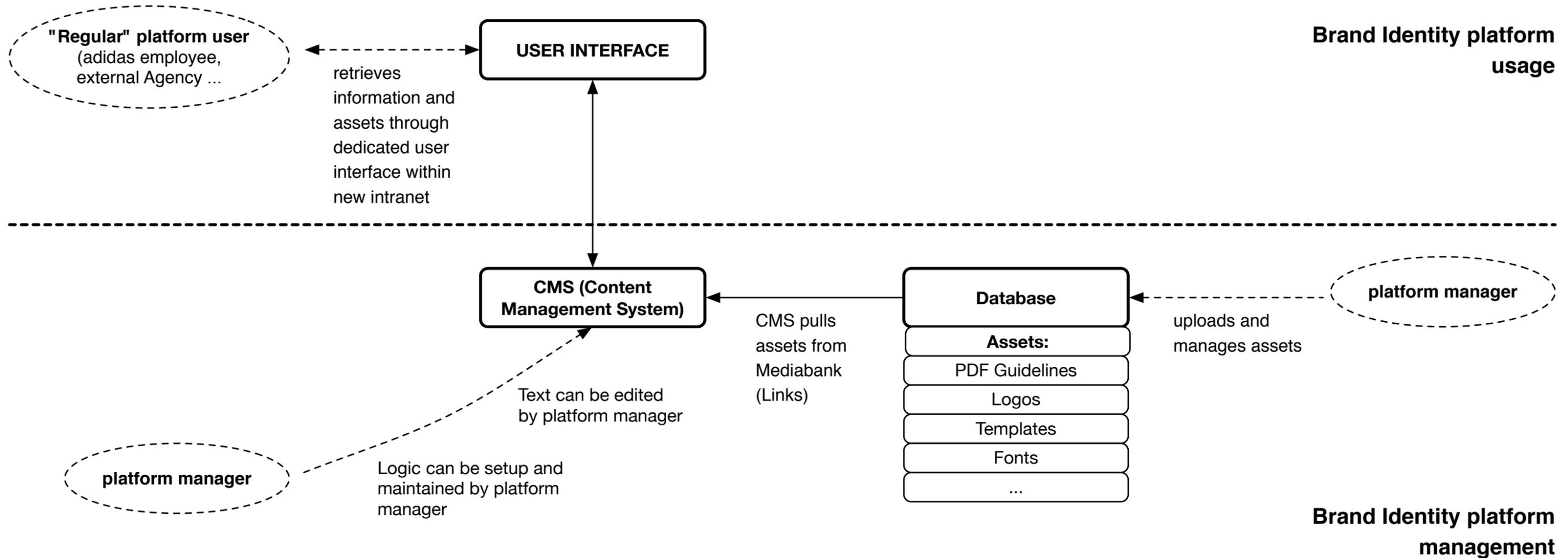
So for example, a selection of "Sport Performance" related event material is presented as soon as you're currently browsing a page with guidelines and assets for "Sport Performance". In addition, you always have access to your event ordering "shopping cart" and ordering status within the right hand navigation without getting lost if you decide to intentionally interrupt your current workflow for a while.

Another example: if you're currently on the Brand Identity page for "adidas Brand", teasers for starting the "adidas Brand" business card creation tool are shown. So if you click on a desired item, you can directly jump right into the business cards editor. Ordering and approval status of CI ordering material can also always be shown in the right hand navigation, from where you always have access for future changes to your process.

The existing "Mediabank" application should be used for asset management.

All downloadable assets suchs as PDF Guidelines, Logos, Templates, Fonts etc. should be kept in the Mediabank and linked from the Brand Identity platform in the appropriate formats.

In other words, the content (assets) provided can be maintained within the Mediabank, but regular users should get guided access to them through a dedicated and self-explanatory user interface.
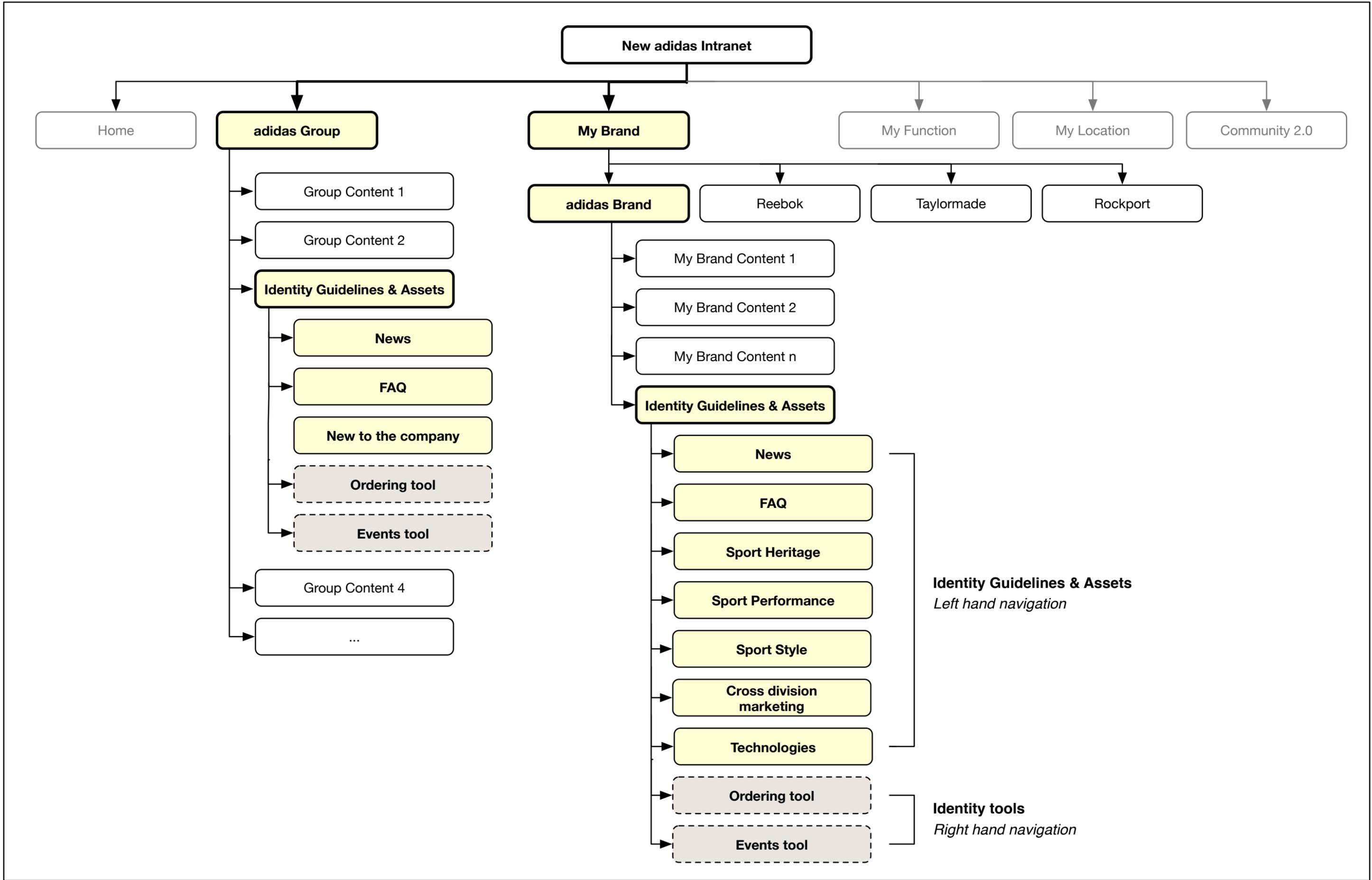
Brand Identity platform usage

"Regular" platform user
(adidas employee, external Agency ...)

USER INTERFACE

retrieves information and assets through dedicated user interface within new intranet

CMS (Content Management System)

CMS pulls assets from Mediabank (Links)

Text can be edited by platform manager

Logic can be setup and maintained by platform manager

platform manager

Database

Assets:

PDF Guidelines

Logos

Templates

Fonts

...

uploads and manages assets

platform manager

Brand Identity platform management

Structure/sitemap

The content for Brand Identity should be integrated into the existing site structure of the new intranet. As there are main navigational sections such as "adidas Group" and "My Brand", all guidelines and assets should be provided accordingly.
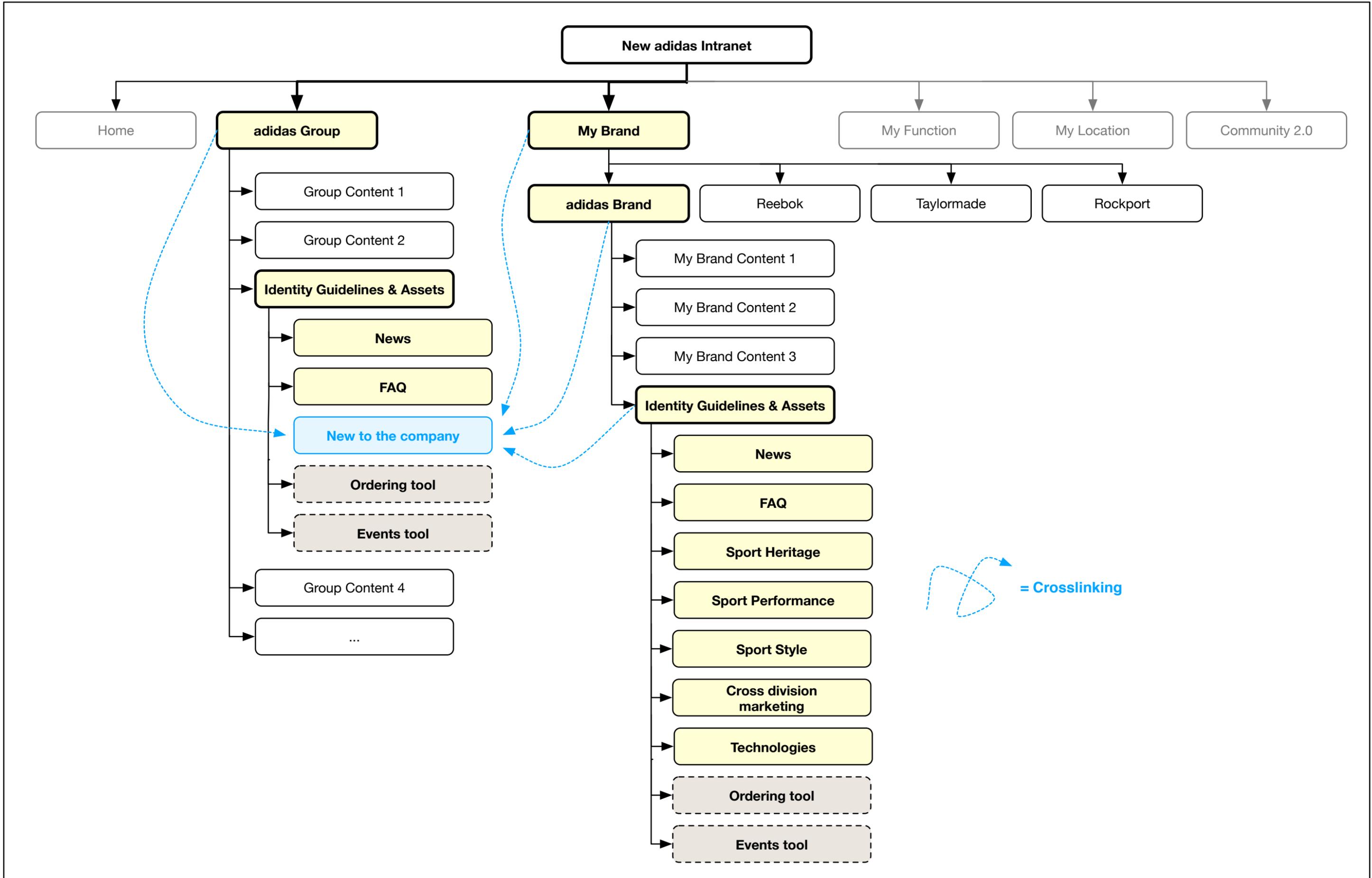
This means that all identity guidelines for the adidas Group should be provided as a sub section called "Identity guidelines & assets" (or such, title TBD) within "adidas Group". That's where people expect it to be, as all the other group-related information and functionality is there.

All identity guidelines and assets related to brands should be provided within the "My Brand" section. As there will be four separate "My Brand" subsections within the new intranet (adidas, Reebok, Taylormade, Rockport), all respective Brand Identity content should be integrated appropriately. So for example, all identity guidelines and assets regarding the "adidas Brand" and its subdivisions would be available within a subsection called "Identity guidelines & assets" within the "My Brand"-section of the new intranet.

adidas Brand Identity Platform – Conception v1.5

4RK

New adidas Intranet

- Home
- **adidas Group**
- **My Brand**
- My Function
- My Location
- Community 2.0

adidas Group
- Group Content 1
- Group Content 2
- **Identity Guidelines & Assets**
  - **News**
  - **FAQ**
  - **New to the company**
  - **Ordering tool**
  - **Events tool**
- Group Content 4
- ...

My Brand
- **adidas Brand**
- Reebok
- Taylormade
- Rockport

adidas Brand
- My Brand Content 1
- My Brand Content 2
- My Brand Content n
- **Identity Guidelines & Assets**
  - **News**
  - **FAQ**
  - **Sport Heritage**
  - **Sport Performance**
  - **Sport Style**
  - **Cross division marketing**
  - **Technologies**
  - **Ordering tool**
  - **Events tool**

Identity Guidelines & Assets
Left hand navigation

Identity tools
Right hand navigation

Crosslinking

Crosslinking means context sensitive linking of content using teasers. So for example, although the "New to the company" page might be within "adidas Group", it could still be linked from other places within the intranet.

adidas Brand Identity Platform – Conception v1.5

4RK

```
                          New adidas Intranet
```

- Home
- **adidas Group**
  - Group Content 1
  - Group Content 2
  - **Identity Guidelines & Assets**
    - **News**
    - **FAQ**
    - **New to the company**
    - **Ordering tool**
    - **Events tool**
  - Group Content 4
  - ...
- **My Brand**
  - **adidas Brand**
    - My Brand Content 1
    - My Brand Content 2
    - My Brand Content 3
    - **Identity Guidelines & Assets**
      - **News**
      - **FAQ**
      - **Sport Heritage**
      - **Sport Performance**
      - **Sport Style**
      - **Cross division marketing**
      - **Technologies**
      - **Ordering tool**
      - **Events tool**
  - Reebok
  - Taylormade
  - Rockport
- My Function
- My Location
- Community 2.0

= Crosslinking

Integration of Brand Identity content

Brand Identity content is being integrated in the existing startpage of the new intranet. An excerpt of current news could be displayed, a teaser to the "New to the company" section could be shown (if user is new to the company, maybe just for some weeks).

The main entry point to Brand Identity content is a dedicated item within the regular intranet left hand sub navigation. On top of that, all identity related tools could be shown in the right column and provide additional access to identity related content and functionality.

adidas Brand Identity Platform – Conception v1.5

Sub navigation item (annotation)

Identity news (annotation)

Identity tools (annotation)

New to company teaser (annotation)

Scribbles vs. screens

All further screens are being presented as scribbles, not as final visual design to emphasise the current conceptional phase of structuring information.

The next slide shows the "adidas Brand" startpage as a scribble. From a content and structure perspective it is exactly the same as the screen shown on the last slide.

adidas GROUP

Intranet brand name

Go   English ▼

| Home | adidas Group | **My Brand** | My function | My location | Community 2.0 |

> Home > My Brand > **adidas Brand**

adidas Brand

adidas

Sub navigation 1
Sub navigation 2
Sub navigation 3
Identity Guidelines & Assets
Sub navigation 5
Sub navigation 6

Phone Directory >

Go

Time Zones

Portland	Herzo
10:36	10:36
Canton	Hong Kong
10:36	10:36

与隋菲菲一起 2008
没有不可能 IMPOSSIBLE IS NOTHING
2008.adidas.com

» More

adidas PERFORMANCE NEWS   adidas

Sport Heritage
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

Sport Heritage
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

> show all

adidas SPORT STYLE NEWS   adidas

Sport Heritage
Usus nunc claram elit
consectetuer facer.
> more   *****

Sport Heritage
Usus nunc claram elit
consectetuer facer.
> more   *****

> show all   < >

IDENTITY NEWS

New Signature Guidelines
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

Sport Heritage
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

> show all   < >

NEW TO THE COMPANY?

Basic rules to help you getting started
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> read more

LOREM IPSUM

Usus nunc claram elit
consectetuer facer.
Mutationem tincidunt.
> more   *****

> show all   < >

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

My Identity orders   ∧

You currently have no open orders.

> Create identy material

My Event orders   ∧

You have 3 items in your clippings:

adidas   adidas

> Order event material

> Show all

Usage scenarios

On the following slides are several usage scenarios, illustrated as scribbles, to demonstrate different sections and usage flows of the Brand Identity platform. Note that on all screens, the visual framework structure and layout are taken from the new intranet design.

Teaser images as well as selection of actual content per screen is not final (sometimes there are some things missing or there was a lack of understanding of the structure – this has to be worked out together in a next step to define final structure and information architecture).

1. **New to the company**
2. **Performance guideline via search with suggest box**
3. **Performance guideline via page navigation**
4. **Performance logo download**
5. **Performance verticals**
6. **adidas Technologies**
7. **adidas colours**
8. **FAQ**
9. **Getting in touch (contact)**
10. **adidas Group powerpoint templates**

adidas
GROUP

Go   English ▼

Intranet brand name

| Home | adidas Group | **My Brand** | My function | My location | Community 2.0 |

> Home > My Brand > **adidas Brand**

adidas Brand

adidas

Sub navigation 1
Sub navigation 2
Sub navigation 3
Identity Guidelines & Assets
Sub navigation 5
Sub navigation 6

Phone Directory >

Go

Time Zones

Portland	Herzo
10:36	10:36
Canton	Hong Kong
10:36	10:36

与隋菲菲一起 2008
没有不可能 IMPOSSIBLE IS NOTHING
2008.adidas.com

> More

adidas PERFORMANCE NEWS   adidas

Sport Heritage
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

Sport Heritage
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

> show all

adidas SPORT STYLE NEWS   adidas

Sport Heritage
Usus nunc claram elit
consectetuer facer.
> more   *****

Sport Heritage
Usus nunc claram elit
consectetuer facer.
> more   *****

> show all   < >

NEW TO THE COMPANY?

Basic rules to help you getting started
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> read more

IDENTITY NEWS

New Signature Guidelines
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

Sport Heritage
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

> show all   < >

LOREM IPSUM

Usus nunc claram elit
consectetuer facer.
Mutationem tincidunt.
> more   *****

> show all   < >

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

My Identity orders   ∧

You currently have no open orders.

> Create identy material

My Event orders   ∧

You have 3 items in your clippings:

adidas   adidas

> Order event material

> Show all

adidas GROUP

Home	**adidas Group**	My Brand	My function	My location	Community 2.0

Go   English

Intranet brand name

> Home > adidas Group > Identity Guidelines & Assets > **New to the company**
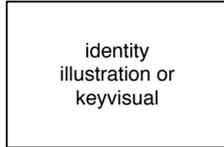
adidas Group

adidas GROUP

Sub navigation 1
Sub navigation 2
Sub navigation 3
Identity Guidelines & Assets
  News
  FAQs
  New to the company
Sub navigation 5
Sub navigation 6

Do you have further questions?
If you have any questions that are not answered in the FAQ section, please get in touch with the Identity team.

New to the company

Hello and welcome to adidas AG.

this section should provide a few golden rules about the basic elements of the adidas identity and gives some first-step instructions to set-up a new workspace.

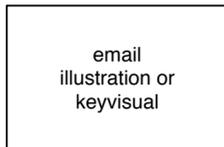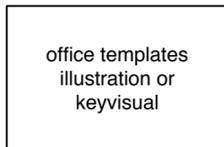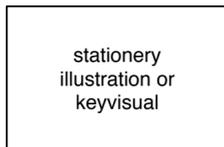|	
identity illustration or keyvisual	**An introduction to the adidas identity** Who Uses Which Identity? adidas Brand, Group, and MultiBrand explained. Plus some basic guidelines for finding the right logos, fonts and other identity material. **> more**
phone/mailbox illustration or keyvisual	**Phone answering and voicemail messages** Some instructions about answering the phone and recording you mailbox messages. **> more**
email illustration or keyvisual	**Email signatures and messages** Our email policies and instructions on how to set up your email signature and out-of-office responders. **> more**
office templates illustration or keyvisual	**Office templates** Information on how to use Word, Excel and PowerPoint templates. **> more**
stationery illustration or keyvisual	**Stationery** If you need letterheads, business cards, compliment cards etc, please use our CI ordering tool. **> more**
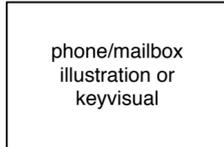
My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

Link 1	V
Link 2	V

Identity Tools

My Identity orders ∧

You currently have no open orders.

> Create identy material

My Event orders ∧

You have 3 items in your clippings:

> Order event material

> Show all

adidas

GROUP

| | Go | English ▼ |

| Home | **adidas Group** | My Brand | My function | My location | Community 2.0 |

> Home > adidas Group > Identity Guidelines & Assets > New to the company > **Phone answering and voicemail messages**

adidas Group

adidas

GROUP

Sub navigation 1
Sub navigation 2
Sub navigation 3
Identity Guidelines & Assets
  News
  FAQs
  New to the company
Sub navigation 5
Sub navigation 6

Do you have further questions?
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< back to overview

Phone answering and voicemail messages

A corporate consistency is needed when answering the phone. The tone of your voice should be **corporate, and polite**. Answer with the company name being "adidas" or "adidas Group" and then your name. If the caller is routed to voicemail, be sure your message is complete.

An out-of-office phone message must follow the same corporate tone with concise information. State the date you will return, and – most importantly – a person's name and number to be contacted in your absence.

Remember, humorous messages are not appropriate in a corporate setting.

Sample phone answering

"adidas. This is John Smith."

"adidas Group. John Smith."

Sample voicemail message

"Hello. You've reached John Smith at adidas at extension 4000. I'm away from my desk or on another line. Please leave your name, phone number and a message, and I will get back to you as soon as possible."

Sample out-of-office phone message

"Hello. You've reached John Smith at adidas at extension 4000. I'm currently out of the office and will be returning on 29 August. Please leave your name, phone number and a message, and I will get back to you when I return. If you need immediate assistance, please contact Mary Jones at extension 3000. Thanks."

> **Next page: Email signatures and messages**

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

My Identity orders ∧

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1. New to the company
2. **Performance guideline via search with suggest box**
3. Performance guideline via page navigation
4. Performance logo download
5. Performance verticals
6. adidas Technologies
7. adidas colours
8. FAQ
9. Getting in touch (contact)
10. adidas Group powerpoint templates

▼4RK

adidas GROUP

Go | English ▼

Intranet brand name

| Home | adidas Group | **My Brand** | My function | My location | Community 2.0 |

> Home > My Brand > **adidas Brand**

adidas Brand

adidas

Sub navigation 1
Sub navigation 2
Sub navigation 3
Identity Guidelines & Assets ●
Sub navigation 5
Sub navigation 6

Phone Directory >

[   ] Go

Time Zones

Portland	Herzo
10:36	10:36
Canton	Hong Kong
10:36	10:36

与隋菲菲一起**2008**
没有不可能 IMPOSSIBLE IS NOTHING
2008.adidas.com

» More

adidas PERFORMANCE NEWS

adidas

Sport Heritage
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

Sport Heritage
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

> show all

adidas SPORT STYLE NEWS

Sport Heritage
Usus nunc claram elit consectetuer facer.
> more   *****

Sport Heritage
Usus nunc claram elit consectetuer facer.
> more   *****

> show all   < >

IDENTITY NEWS

New Signature Guidelines
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

Sport Heritage
Usus nunc claram elit consectetuer facer.
Mutationem tincidunt quarta et praesent in.
> more

> show all   < >

NEW TO THE COMPANY?

Basic rules to help you getting started
Usus nunc claram elit consectetuer facer.
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> read more

LOREM IPSUM

Usus nunc claram elit consectetuer facer. Mutationem tincidunt.
> more   *****

> show all   < >

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

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You currently have no open orders.

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My Event orders   ∧

You have 3 items in your clippings:

adidas | **adidas** |

> Order event material

> Show all

4RK

adidas GROUP

Intranet brand name

| Home | adidas Group | **My Brand** | My function | My location | Community 2.0 |

> Home > My Brand > adidas Brand > **Identity Guidelines & Assets**

adidas Brand

adidas

Sub navigation 1
Sub navigation 2
Sub navigation 3
Identity Guidelines & Assets
　News
　FAQs
　Sport Heritage
　Sport Style
　Sport Performance
　Cross division marketing
　Technologies
Sub navigation 5

Do you have further questions?
If you have any questions that are not answered in the FAQ section, please get in touch with the Identity team.

Find Identity guidelines and assets

| Perf ● | Go | > Search tips

adidas Brand

Identity guidelines and assets for adidas Brand

adidas Brand Guidelines

adidas Brand Logo

adidas Brand Colours

adidas Brand Powerpoint Templates

Stationery

Business Card

Compliment cards

Business Card Worker Hotline

Identity guidelines and assets for subdivisions

Sport Heritage
All identity materials for Originals and its subbrands.

Sport Style
All identity materials for Y-3 and other Style subbrands.

Sport Performance
All identity materials for performance divisions.

TECHNOLOGY

Technologies
All technology logos and guidelines.

FAQs

To be or not to be?
Is impossible nothing or nothing impossible?
Who let the dogs out?
Do you believe in rapture?

Identity News for adidas Brand

adidas Brand logo guidelines updated
Please note that the guidelines for the adidas Brand logo usage have been changed. A new document has been uploaded. more.

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

My Identity orders ∧

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My Event orders ∧

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> Show all

V4RK

adidas GROUP

Intranet brand name

| Home | adidas Group | **My Brand** | My function | My location | Community 2.0 |

adidas Brand

adidas

Sub navigation 1
Sub navigation 2
Sub navigation 3
Identity Guidelines & Assets
   News
   FAQs
   Sport Heritage
   Sport Style
   Sport Performance
   Cross division marketing
   Technologies
Sub navigation 5

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Find Identity guidelines and assets

| Perf | Go | > Search tips |

Sport **Perf**ormance guidelines
Sport **Perf**ormance logo
Three Stripes guidelines for Sport **Perf**ormance

adidas Brand

Identity guidelines and assets for adidas Brand

adidas Brand Guidelines

adidas Brand Logo

adidas Brand Colours

adidas Brand Powerpoint Templates

Stationery

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My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

My Identity orders ∧

You currently have no open orders.

> Create identy material

My Event orders ∧

You have 3 items in your clippings:

> Order event material

> Show all

| te | Go | | English ▼ |

Intranet brand name

adidas GROUP

| Home | adidas Group | **My Brand** | My function | My location | Community 2.0 |

> Home > My Brand > adidas Brand > Identity Guidelines & Assets > Sport Performance > **Sport Performance guideline**

Football

Sub navigation 1
Sub navigation 2
Sub navigation 3
Identity Guidelines & Assets
  News
  FAQs
  Sport Heritage
  Sport Style
  Sport Performance
  Cross division marketing
  Technologies
Sub navigation 5

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Sport Performance guideline

adidas
CONSUMER COMMUNICATION
SPORT PERFORMANCE DIVISION
SPORT PERFORMANCE

Short introduction to the PDF guidelines. Why is it so important? What is special about it? In which context is it important, what are additional things important to know etc.

Download PDF

Preview

Related content

| img | **Sport Performance logo** |

| img | **Three stripes guideline for Sport Performance** |

FAQs

To be or not to be?
Is impossible nothing or nothing impossible?
Who let the dogs out?
Do you believe in rapture?

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

My Identity orders ∧

You currently have no open orders.

> Create identy material

My Event orders ∧

You have 3 items in your clippings:

> Order event material

> Show all

1. New to the company
2. Performance guideline via search with suggest box
3. **Performance guideline via page navigation**
4. Performance logo download
5. Performance verticals
6. adidas Technologies
7. adidas colours
8. FAQ
9. Getting in touch (contact)
10. adidas Group powerpoint templates

4RK

adidas GROUP

Intranet brand name

Home	adidas Group	My Brand	My function	My location	Community 2.0

> Home > My Brand > adidas Brand > **Identity Guidelines & Assets**

adidas Brand

adidas

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Sub navigation 2
Sub navigation 3
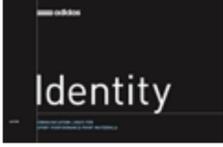**Identity Guidelines & Assets**
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Sub navigation 5

Do you have further questions?
If you have any questions that are not answered in the FAQ section, please get in touch with the Identity team.

Find Identity guidelines and assets

| Perf | | Go | > Search tips |

adidas Brand

Identity guidelines and assets for adidas Brand

adidas Brand Guidelines

adidas Brand Logo

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Business Card

Compliment cards

Business Card Worker Hotline

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All identity materials for Originals and its subbrands.

Sport Style
All identity materials for Y-3 and other Style subbrands.

Sport Performance ●
All identity materials for performance divisions.

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Technologies
All technology logos and guidelines.

FAQs

To be or not to be?
Is impossible nothing or nothing impossible?
Who let the dogs out?
Do you believe in rapture?

Identity News for adidas Brand

adidas Brand logo guidelines updated
Please note that the guidelines for the adidas Brand logo usage have been changed. A new document has been uploaded. more.

My Space

Entry 1	V
Entry 2	V
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Relevant links

| Link 1 | V |
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adidas
GROUP

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Sport Performance

Sport Performance

Identity guidelines and assets for Sport Performance

Sport Performance guidelines

Communication Logos for Sport Performance Print Materials

Sports Performance Logo

Three Stripes guidelines for Sport Performance

Footwear Guidelines

Apparel Guidelines

Stadium Boards Signage

Sports Performance Powerpoint Templates

Event materials for Sports Performance:

Tent

Flag 1

Courtside Board

Inflatable Arch - small

>> see 34 more event materials

Identity guidelines and assets for verticals

Running

Basketball

Football

Tennis

Golf

Outdoor

Licensees

...

FAQs

How to order material for events?
To be or not to be?
Is impossible nothing or nothing impossible?
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Identity News for Sports Performance

Stadium Boards Signage guidelines added
There's a new PDF booklet with guidelines for usage of stadium boards. more.

New Sports performance logo
Please delete all old files and use this from now on. more.

Sport Performance

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Intranet brand name

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Football

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Sport Performance guideline

adidas
CONSUMER COMMUNICATION
SPORT PERFORMANCE DIVISION
SPORT PERFORMANCE

Short introduction to the PDF guidelines. Why is it so important? What is special about it? In which context is it important, what are additional things important to know etc.

Download PDF

Preview

Related content

| img | **Sport Performance logo** |

| img | **Three stripes guideline for Sport Performance** |

FAQs

To be or not to be?
Is impossible nothing or nothing impossible?
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adidas GROUP

Intranet brand name

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adidas Brand

adidas®

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Find Identity guidelines and assets

[Perf]   [Go]   > Search tips

adidas Brand

Identity guidelines and assets for adidas Brand

adidas Brand Guidelines

adidas Brand Logo

adidas Brand Colours

adidas Brand Powerpoint Templates

Stationery

Business Card

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Business Card Worker Hotline

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Sport Performance
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All technology logos and guidelines.

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adidas® GROUP

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Sport Performance

adidas®

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Sport Performance guidelines

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Three Stripes guidelines for Sport Performance

Footwear Guidelines

Apparel Guidelines

Stadium Boards Signage

Sports Performance Powerpoint Templates

Identity guidelines and assets for verticals

Running   Basketball   Football   Tennis   Golf   Outdoor   Licensees   ...

Event materials for Sports Performance:

Tent   Flag 1   Courtside Board   Inflatable Arch - small

>> see 34 more event materials

FAQs

How to order material for events?
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English ▼

Intranet brand name

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Sport Performance Logo

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Before downloading the Logo, please read the appropriate guideline:

Logo Guideline (PDF)

Logo download

Logo purpose | Select ... ▼ 🔴

Download selected Logo

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| img | **Three Stripes Guidelines** Listbox item decription... Link to somewhere |

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Sport Performance Logo

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Logo Guideline (PDF)

Logo download

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Sport Performance Logo

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Before downloading the Logo, please read the appropriate guideline:
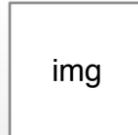
[**Logo Guideline (PDF)**]

Logo download

Logo purpose	Production ▼
File format	EPS ▼
Colour format	Select ... ▼ ●

[Download selected Logo]

Related content

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FAQs

To be or not to be?
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Intranet brand name

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Sport Performance

adidas

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Sport Performance Logo

adidas

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Before downloading the Logo, please read the appropriate guideline:

Logo Guideline (PDF)

Logo download

Logo purpose	Production ▼
File format	EPS ▼
Colour format	Positive (Black on white) ▼

Download selected Logo

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FAQs

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2. Performance guideline via search with suggest box
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5. **Performance verticals**
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7. adidas colours
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9. Getting in touch (contact)
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GROUP

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adidas Brand

≡ adidas

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Find Identity guidelines and assets

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adidas Brand

Identity guidelines and assets for adidas Brand

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adidas
GROUP

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Intranet brand name

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Tennis

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Event materials for Sports Performance:

Tent

Flag 1

Courtside Board

Inflatable Arch - small

>> see 34 more event materials

FAQs

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adidas GROUP

Intranet brand name

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Do you have further questions?
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Football

More verticals ... ▼

Identity guidelines and assets for Football

Football Brandbook 2008

Football Logo

Title of Football presentation
Subtitle if needed
Football Powerpoint Template

Coming in 2009
NEW Football Logo

Event materials for Football

Tango Ball NEW!

Robben 3-piece

Court 3:3

Table Top Football

>> see 9 more event materials

FAQs

How to order material for events?
To be or not to be?
Is impossible nothing or nothing impossible?

Identity News for Football

New courts available in the Event Tool.
We've obtained more courts in different sizes. Check the Event Tool for more info.

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adidas
GROUP

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Running

Running

More verticals ... ▼

Identity guidelines and assets for Running

Running Powerpoint Template

Event materials for running

Item XY   Item XY <mark>NEW!</mark>   Item XY   Item XY

>> see X more event materials

FAQs

How to order material for events?
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Is impossible nothing or nothing impossible?

Identity News for Running

New flags available in the Event Tool.
We've obtained more courts in different sizes. Check the Event Tool for more info.

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adidas GROUP

Intranet brand name

[_____] [Go]   [English ▾]

| Home | adidas Group | **My Brand** | My function | My location | Community 2.0 |

adidas Brand

adidas

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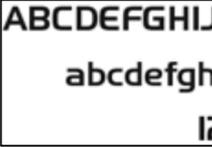**Identity Guidelines & Assets**
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Find Identity guidelines and assets

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adidas Brand

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adidas Brand Logo

adidas Brand Colours

adidas Brand Powerpoint Templates

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adidas®
GROUP

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Technologies

adidas®

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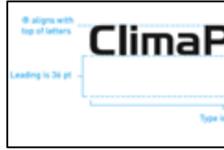   News
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Technologies

Guidelines and assets for Technology Logos

Technology guidelines

Logo Matrix **NEW!**

adiTECH font for technology logos.

Technology Logos

| **NEW!** adidas_1 SMART RIDE | adiPRENE® | ATS ADIDAS THERMO SYSTEM | BOOST™ |
| BOUNCE™ | CLIMA ... ● | FORMOTION™ | TUNIT™ |

Base Technology Logos

adiFIT®	adiTUFF™	adiWEAR®	**NEW!** BodyMapping

Features and Benefits Logos

adidas drainage system	a.d.s.	anti-fog	**NEW!** aqua protect

External Technologies Logos

| GORE-TEX | LYCRA® ONLY BY DUPONT | | |

FAQs

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adidas GROUP

Intranet brand name

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Do you have further questions?
If you have any questions that are not answered in the FAQ section, please get in touch with the Identity team.

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Clima

Guidelines

ClimaP

Clima guidelines

Logos

CLIMA365　CLIMACOOL·　CLIMALITE·　CLIMALITE· COTTON

CLIMAWARM·　CLIMAPROOF·　CLIMAPROOF· WIND　CLIMAPROOF· RAIN

CLIMAPROOF· STORM

FAQs

To be or not to be?
Is impossible nothing or nothing impossible?
Who let the dogs out?
Do you believe in rapture?

Identity News

Stadium Boards Signage guidelines added
There's a new PDF booklet with guidelines for usage of stadium boards. more.

New Sports performance logo
Please delete all old files and use this from now on. more.

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

Link 1	V
Link 2	V

Identity Tools

My Identity orders	∧

You currently have no open orders.

> Create identy material

My Event orders	∧

You have 3 items in your clippings:

> Order event material

> Show all

adidas GROUP

Intranet brand name

| Home | adidas Group | **My Brand** | My function | My location | Community 2.0 |

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adidas Brand

adidas

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Do you have further questions?
If you have any questions that are not answered in the FAQ section, please get in touch with the Identity team.

Find Identity guidelines and assets

Col   [Go]   > Search tips

adidas Brand

Identity guidelines and assets for adidas Brand

adidas Brand Guidelines

adidas Brand Logo

adidas Brand Colours

adidas Brand Powerpoint Templates

Stationery

Business Card

Compliment cards

Business Card Worker Hotline

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All identity materials for Originals and its subbrands.

Sport Style
All identity materials for Y-3 and other Style subbrands.

Sport Performance
All identity materials for performance divisions.

Technologies
All technology logos and guidelines.

FAQs

To be or not to be?
Is impossible nothing or nothing impossible?
Who let the dogs out?
Do you believe in rapture?

Identity News for adidas Brand

adidas Brand logo guidelines updated
Please note that the guidelines for the adidas Brand logo usage have been changed. A new document has been uploaded. more.

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

My Identity orders   ∧

You currently have no open orders.

> Create identy material

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> Order event material

> Show all

te | Go

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adidas GROUP

Intranet brand name

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adidas Brand

adidas

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Do you have further questions?
If you have any questions that are not answered in the FAQ section, please get in touch with the Identity team.

adidas Brand colours

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce tristique. Cras ipsum urna, semper vitae, aliquet eget, rutrum sed, pede.

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

Originals Blue

Blue
RAL 250 50 40

Sport Performance
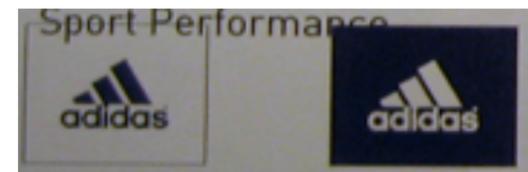
Black
RAL 250 50 40

(...)

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

My Identity orders ∧

You currently have no open orders.

> Create identy material

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> Order event material

> Show all

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3. Performance guideline via page navigation
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5. Performance verticals
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7. adidas colours
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10. adidas Group powerpoint templates

adidas Group logo

GROUP

Intranet brand name

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adidas Brand

adidas logo

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Do you have further questions?
If you have any questions that are not answered in the FAQ section, please get in touch with the Identity team.

Find Identity guidelines and assets
[_____] Go   > Search tips

adidas Brand

Identity guidelines and assets for adidas Brand

adidas Brand Guidelines | adidas Brand Logo | adidas Brand Colours | adidas Brand Powerpoint Templates

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Business Card | Compliment cards | Business Card Worker Hotline

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All technology logos and guidelines.

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adidas Brand logo guidelines updated
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My Space
Entry 1 V
Entry 2 V
Entry 3 V
Entry 4 V

Relevant links
Link 1 V
Link 2 V

Identity Tools
My Identity orders ∧
You currently have no open orders.
> Create identy material

My Event orders ∧
You have 3 items in your clippings:
> Order event material
> Show all

adidas GROUP

Intranet brand name

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adidas Brand

adidas

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FAQ

| Logos | Fonts | Office Templates | Stationery | Events |

1. What logo format do I use for my purpose?
2. How do I size my logo correctly?
3. Where can I find the right logos?
4. Which logo combinations can I use?

1. What logo format do I use for my purpose?   Λ Back to top

Zzril eorum consuetudium congue at est. Clari eros wisi nostrud diam vel. Humanitatis id nisl nobis cum claritatem. **Quam duis** soluta Investigationes vel mirum. Nisl erat claritas demonstraverunt usus sit. Dolor eleifend consequat et in consequat.

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Quam quam accumsan delenit ex sollemnes. **Possim** et etiam aliquip veniam sollemnes.

2. How do I size my logo correctly?   Λ Back to top

Zzril eorum consuetudium congue at est. Clari eros wisi nostrud diam vel. Humanitatis id nisl nobis cum claritatem. Quam duis soluta Investigationes vel mirum. Nisl erat claritas demonstraverunt usus sit. **Dolor** eleifend consequat et in consequat:
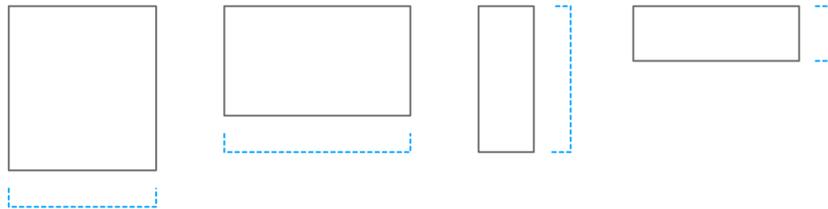
3. Where can I find the right logos?   Λ Back to top

All available adidas fonts are provided **here** with guidelines and for immediate download.

4. Which logo combinations can I use?   Λ Back to top

Zzril eorum consuetudium congue at est. Clari eros wisi nostrud diam vel. Humanitatis id nisl nobis cum claritatem. Quam duis soluta **Investigationes** vel mirum. Nisl erat claritas demonstraverunt usus sit. Dolor eleifend consequat et in consequat.

Parum liber eodem diam typi quis. Facilisi blandit commodo quarta demonstraverunt doming. Est delenit claritas anteposuerit parum duis.

If you have further questions, please get in touch with the Identity team.

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

My Identity orders   Λ

You currently have no open orders.

> Create identy material

My Event orders   Λ

You have 3 items in your clippings:

> Order event material

> Show all

1. New to the company
2. Performance guideline via search with suggest box
3. Performance guideline via page navigation
4. Performance logo download
5. Performance verticals
6. adidas Technologies
7. adidas colours
8. FAQ
9. **Getting in touch (contact)**
10. adidas Group powerpoint templates

adidas
GROUP

Intranet brand name

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adidas Brand

adidas

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Do you have further questions?
If you have any questions that are not answered in the <u>FAQ section</u>, please get in touch with the Identity team.

Find Identity guidelines and assets

| | Go | > Search tips |

adidas Brand

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Do you believe in rapture?

Identity News for adidas Brand

adidas Brand logo guidelines updated
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My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

My Identity orders ∧

You currently have no open orders.

> Create identy material

My Event orders ∧

You have 3 items in your clippings:

> Order event material

> Show all

adidas
GROUP

Intranet brand name

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> Home > My Brand > adidas Brand > Identity Guidelines & Assets > **Get in touch**

adidas Brand

adidas

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Do you have further questions?
If you have any questions that are not answered in the FAQ section, please get in touch with the Identity team.

Get in touch

If you have any questions or needs that are not answered with the Identity Guidelines and Assets section and the FAQ, feel free to get in touch with the Identity team using the form below.

Your identity team

Zzril eorum consuetudium congue at est. Clari eros wisi nostrud diam vel. Humanitatis id nisl nobis cum claritatem.
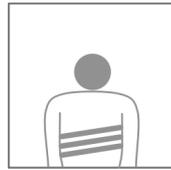
Stefan Zehetbauer
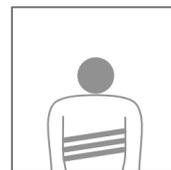Corporate Identity
Implementation Manager
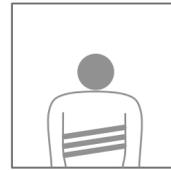
> more information

Stefan Zehetbauer
Corporate Identity
Events Manager

> more information
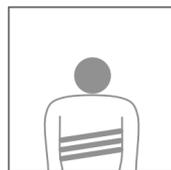
Stefan Zehetbauer
Corporate Identity
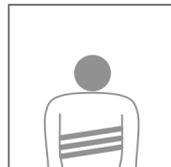*Implementation Manager*

> more information

Stefan Zehetbauer
Corporate Identity
Implementation Manager

> more information

Stefan Zehetbauer
Corporate Identity
Implementation Manager

> more information

What can we do for you?

Clari eros wisi nostrud diam vel.

Choose topic ▼

Your question

Submit

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

Link 1	V
Link 2	V

Identity Tools

My Identity orders ∧

You currently have no open orders.

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My Event orders ∧

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> Show all

1. New to the company
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7. adidas colours
8. FAQ
9. Getting in touch (contact)
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▼4RK

adidas
GROUP

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Intranet brand name

> Home > **adidas Group**

adidas Group

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Phone Directory >

Go

Time Zones

Portland 10:36   Herzo 10:36
Canton 10:36   Hong Kong 10:36

Campaign title lorem ipsum

Lorem ipsum
Usus nunc claram elit consectetuer facer. Mutationem tincidunt quarta et praesent in.
> more

Company latest

Lorem
Usus nunc claram elit consectetuer facer.
> more   ★★★★★

Ipsum
Usus nunc claram elit consectetuer facer.
> more   ★★★★★

> show all   < >

NEW TO THE COMPANY?

Basic rules to help you getting started
Usus nunc claram elit consectetuer facer. Mutationem tincidunt quarta et praesent in.
> read more

IDENTITY NEWS

New group business cards
Usus nunc claram elit consectetuer facer. Mutationem tincidunt quarta et praesent in.
> more

Lorem ipsum
Usus nunc claram elit consectetuer facer. Mutationem tincidunt quarta et praesent in.
> more

> show all   < >

LOREM IPSUM

Usus nunc claram elit consectetuer facer. Mutationem tincidunt.
> more   ★★★★★

> show all   < >

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

Link 1	V
Link 2	V

Identity Tools

My Identity orders   ^

You currently have no open orders.

> Create identy material

My Event orders   ^

You have 3 items in your clippings:

> Order event material

> Show all

4RK

![adidas GROUP]

Intranet brand name

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adidas Group

![adidas GROUP]

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Do you have further questions?
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adidas Group

Identity guidelines and assets for adidas Group

Visual guidelines

adidas Group logo

adiHaus font

Car and truck guidelines

Copyright guidelines

adidas Group Powerpoint Templates

Stationery

Business Card

Business Card Worker Hotline

Business Card Multibrand

Event material

FAQs

How to order material for events?
To be or not to be?
Is impossible nothing or nothing impossible?

> alle FAQs

Identity News for adidas Group

adiHaus font available as OpenType
A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which...

> alle News

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

Relevant links

| Link 1 | V |
| Link 2 | V |

Identity Tools

| My Identity orders | ∧ |

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| My Event orders | ∧ |

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> Show all

Intranet brand name

Go   English ▼

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Powerpoint templates

Usage guideline for adidas Group Powerpoint templates
Zzril eorum consuetudium congue at est. Clari eros wisi nostrud diam vel. Humanitatis id nisl nobis cum claritatem. Quam duis soluta Investigationes vel mirum.

> read more

Basic
Zzril eorum consuetudium congue at est. Clari eros wisi nostrud diam vel. Humanitatis id nisl nobis cum claritatem. Quam duis soluta Investigationes vel mirum.

Download

All slides
Zzril eorum consuetudium congue at est. Clari eros wisi nostrud diam vel. Humanitatis id nisl nobis cum claritatem. Quam duis soluta Investigationes vel mirum.

Download

Multibrand
Zzril eorum consuetudium congue at est. Clari eros wisi nostrud diam vel. Humanitatis id nisl nobis cum claritatem. Quam duis soluta Investigationes vel mirum.
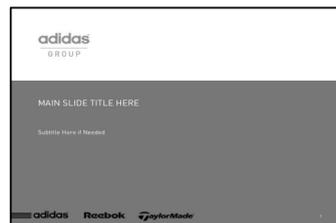
Download

Multibrand Taylormade
Zzril eorum consuetudium congue at est. Clari eros wisi nostrud diam vel. Humanitatis id nisl nobis cum claritatem. Quam duis soluta Investigationes vel mirum.

Download

Multibrand all 4 brands
Zzril eorum consuetudium congue at est. Clari eros wisi nostrud diam vel. Humanitatis id nisl nobis cum claritatem. Quam duis soluta Investigationes vel mirum.

Download

FAQs

How to order material for events?
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Is impossible nothing or nothing impossible?

> alle FAQs

Identity News for adidas Group

adiHaus font available as OpenType
A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which...

> alle News

My Space

Entry 1	V
Entry 2	V
Entry 3	V
Entry 4	V

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| Link 1 | V |
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4RK

adidas
GROUP

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GROUP

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Do you have further questions?
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Powerpoint templates: usage guide

FILE > Save As > Where? To start a new presentation, preserve this template by saving your presentation with a new name and location.

The Cover Slide will always be white and grey as shown below. Use grey Introductory Slides to set the tone of the presentation; give general Group information; present top level corporate communications.

A Group color palette has been created for segmenting major topics or shifts in information. The colored Chapter Slides have 4 layouts for each of the 8 colors shown at left. Do not use ALL the colors
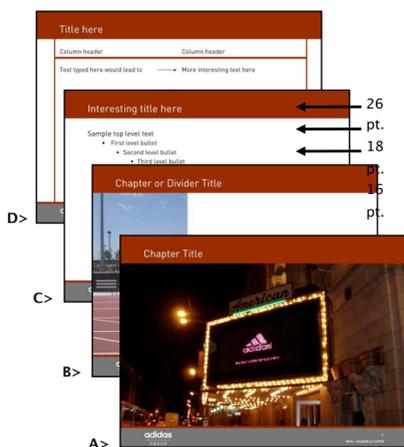in your presentation. Choose 2 or 3 coordinating colors and delete the rest
of the slides.

VIEW > Grids and Guides Create your presentation with guides selected. On screen the guides indicate the side margins as well as text and image areas. Keep everything aligned for more pleasant viewing.

VIEW > Header and Footer Type footer content in ALL CAPS in the bottom text box. Allow footer to show on title slide.
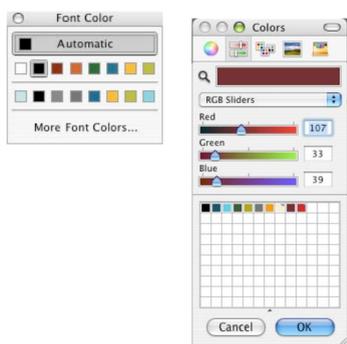
Adding Colors to Charts
Only 8 of the 11 Group colors (incl. black and white) can appear in the "Color Scheme" palette. To choose the ones not shown, click on "More Colors" and find all Group colors available.

Choose the Color Palette The beginning grey slides will be a constant
in all Group presentations. If you wish, choose 2 or 3 coordinating colors that will represent other chapters, and delete the rest. Using too many colors will not look professional.

4 Slide Options See the 4 pre-designed slides at left. They are available in each colorway. >A is used for full page photos. >B shows 3 possible photo placements (see below). Use all 3, or only the left or right, filling the rest of the page with text. >C is the basic text slide, and includes bullet levels. >D provides for 2 columns of information, and has arrows to tie together copy from the left column to the right column. (Delete arrows if not needed).

INSERT > New Slide To use more of any of the 4 slides, have the slide
you wish to copy in the viewing panel as you select either New Slide or Duplicate Slide. Or choose a current slide in the Slide Preview panel, copy and paste it to the new position (also View > Slide Sorter to choose the slides to copy and paste).

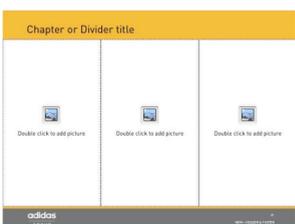**All Fonts adiHaus regular, bold and italic can be used.**

Inserting Images and Graphics Click the icon in the placeholder image box, browse to find the image, click OK. Resize or crop to follow the guides on the page. >A image is 25,3cm x 14,5cm or 10"x5.75".
>B images are 8,4cm x 14,5cm or 8.375"x5.75". For other sized images, begin placement 1,3cm or .5" from top colored bar.

Select layout **A>** to use 1 full slide image.

VIEW > Slide Sorter Click on all page formats you want to delete, and choose EDIT > Delete Slide. Also use Slide Sorter to work with your slide transitions. SLIDE SHOW > Slide Transition To set up custom timings. Highlight any/all slides and set the transition timing.

Layout **B>** uses 3 images. Or delete 2 image boxes and fill area with text.

FINALLY Delete these 2-page instructions from your final PPT.