<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>04</td>
<td>Brand Tools</td>
</tr>
<tr>
<td>24</td>
<td>Design Tools</td>
</tr>
<tr>
<td>56</td>
<td>Art Direction</td>
</tr>
<tr>
<td>68</td>
<td>Applications</td>
</tr>
<tr>
<td>Brand Voice</td>
<td>Page</td>
</tr>
<tr>
<td>-------------</td>
<td>------</td>
</tr>
<tr>
<td>Brand Platform</td>
<td>06</td>
</tr>
<tr>
<td>Brand Voice</td>
<td>08</td>
</tr>
<tr>
<td>Sample Messages</td>
<td>12</td>
</tr>
<tr>
<td>Grammar</td>
<td>13</td>
</tr>
<tr>
<td>Brand and Intellectual Property</td>
<td>18</td>
</tr>
</tbody>
</table>
TOGETHER, WE RUN

The pursuit of a Sound Mind, Sound Body is a team effort.

At ASICS, we believe in the power of movement to uplift minds and create positive energy, in the transformation that a caregiving running community can have. Running is more than just putting one step in front of another—it’s about the experiences we create together. The pursuit of better, of balance—the continuous journey to a sound mind in a sound body.

This pursuit is made better when we share, track, and celebrate runs, milestones and races—together with the ASICS Runkeeper app. We’re here to support you every step of the way, from guided workouts to tips and tracking tools that help you go even further—mentally and physically. New to running? We’ll help get you started and stay motivated. Have more than a few miles on your shoes? We’ll help you cross that next finish line and meet your goals.

With the ASICS Runkeeper app, you’ll find support, guidance and a community that cheers your successes, rallies behind you on challenging days and celebrates every move—together.

So come on—let’s go for a run.

FITNESS RUNNER

“I want to run, but sometimes it’s hard to stay motivated by myself. The Runkeeper app gets that. Using the Runkeeper app is like having a really knowledgeable friend I can turn to for support when I run, without judgment.”

RUN LOVER

“I already enjoy running, but using the Runkeeper app makes it even better. They encourage me to broaden and deepen my running routine to include more mind, body, and community.”

CLUB RUN SENSEI

“I love being able to run with others who challenge me and hold me accountable. The Runkeeper app extends my running community, helping me get even more of what I need and want out of my runs.”

CELEBRATING EVERY MOMENT

EMPATHETIC EXPERTISE

HARMONY OF MIND AND BODY

CONNECTING TO COMMUNITIES

EMPOWERING

INCLUSIVE

UPBEAT
INCLUSIVE

WHY IT’S IMPORTANT

We want the whole world to experience the uplifting power of movement— to inspire confidence in all people who move their body in pursuit of a sound mind. We want everyone know that wherever they are on their running journey, no matter what pace they’re at or how far they go—it all counts.

HOW WE DO IT

We choose our words carefully and use terms and phrases that are inclusive and easy to understand. We explain concepts that might be new to our community in a way that meets them where they are.

WHAT IT SOUNDS LIKE

We’re encouraging, calm, friendly and approachable. Like a new friend who makes you feel welcome at their run club or your morning running partner.

We don’t shame, sound intimidating or exclude. We’re never forceful, shouty or condescending.

OPTIMISTIC

WHY IT’S IMPORTANT

We believe that when you move your body, your mind reaps the rewards: like a clear head, a positive mindset and a release from everyday stressors—this comes through in our upbeat tone. We want our community to move and to feel good when they’re doing it—and why.

HOW WE DO IT

We focus on the positive outcomes and benefits we receive from running and movement. We avoid negative tones and phrases.

WHAT IT SOUNDS LIKE

We’re positive and motivational but also down to earth. We’re not over-the-top, “cheerleadery” or phony.
CAREGIVING

WHY IT’S IMPORTANT

By meeting our consumers where they are, we acknowledge that everyone has different goals, abilities, experience levels, and backgrounds when it comes to movement. Our caregiving attribute helps humanize the Runkeeper app, keeping us relatable, empathetic and supportive.

HOW WE DO IT

We use a tone and choose words that feel real and approachable. We offer helpful tips, advice and insights that celebrate and milestones, accomplishments and while acknowledging challenging days too.

WHAT IT SOUNDS LIKE

We’re understanding, helpful and supportive. Like a coach who gets you—and also wants you to reach your goals. We’re not judgmental, rigid, overly protective or one-size-fits-all.

JOY/INTRINSIC

WHY IT’S IMPORTANT

We celebrate the intrinsic joy and benefits that running gives us. We believe that sport isn’t about ‘winning at all costs’ and we want to make sure this comes through loud and clear.

HOW WE DO IT

We focus on the joyful, uplifting aspect of movement.

WHAT IT SOUNDS LIKE

We use considered, appropriate and strategically-placed humor—like your best running buddy would. Just the right amount to motivate you, make you laugh and cheer you on when you need it most. We’re never insensitive, crass or edgy. We don’t use innuendo or snark.
SAMPLE MESSAGES

CAREGIVING

We’ve got your workout worked out.
Let’s get moving! Join us for more tips and more motivation. Download the ASICS Runkeeper app to get started.

OPTIMISTIC

If you’re moving, you’re moving forward.
Make greater strides—your best run is coming up!

INCLUSIVE

A coach that keeps up with you – no matter how fast (or slow!) you go.
You just completed your first run with the Runkeeper app! Nice work.

JOY/INTRINSIC

Run your own journey.
Set a goal. Reach it. Repeat.

GRAMMAR

CAPITALIZATION

• Headlines should be written in sentence case and punctuated with a period
  • Exception: “Sound Mind, Sound Body” must always be written in title case, even when used as a headline

• If the design calls for it, copywriters can choose to write headlines in stylized all caps—please limit all-capped headlines to 6 words or less

• Email subject lines and preheaders are written in sentence case

• CTA button copy is written in title case

• Social captions are written as complete sentences

• Hashtags should be capitalized as needed to enhance readability, typically by capitalizing the first letter of each word
  • Example: #TrainWithRunkeeper, #MakeTimeForMovement

• App features, challenges, and Guided Workouts are proper nouns, so they must be capitalized using title case rules
  • Example: Shoe Tracker, 15:09 Uplift Challenge, Visualizing Your Race
PUNCTUATION

• Do not use serial (or Oxford) commas, unless necessary for clarity.

• Avoid exclamation points whenever possible. Exclamation points are not a substitute for voice—use words to convey the tone you want. If a message is truly exciting and calls for an exclamation point, limit yourself to only using one per communication.

• In general, do not punctuate all-caps copy.

• Avoid semicolons and use an em-dash instead.

• Always use the em-dash symbol (—) when you mean to use an em-dash. Do not use hyphens (-), double hyphens (--), or an en-dash (–). Do not insert spaces before or after the em-dash.

• In emails, do not use a period at the end of subject lines or preheaders.

NUMBERS

• Spell out the words for numbers one through nine. From 10 and up, use digits.
  • Example: One, two three… 10, 11, 12, 14…
  • Exception: Challenge or workout copy that is particularly number-heavy can be digitized to help our users scan.

• Numbers that begin a sentence should always be spelled out.
  • Example: Twenty-five runners are competing today.

• Use digits in titles, even when the sentence starts with a number.
  • Example: 3 Tips for Beginner Runners.

• If two numbers appear next to each other in a sentence, spell out one of the numbers, ideally the first mentioned. The second mentioned should be a number even if it’s less than 10.
  • Example: Track five 9-minute activities.
UNITS OF MEASUREMENT

• In long form writing, spell out the unit of measurement when you can. Abbreviations are reserved for app screen copy, design, and other cases in which there are space constraints.

• Distance: Abbreviate mile as mi and kilometer as km
  • 7km (no space, no period)
  • 7mi (no space, no period)
  • Exception: 5K and 10K, which are common race distances.
  • Example: I ran 7km last week because I’m training for a 10K.

• Pace: Abbreviate minute as min and use mi or km
  • 7min/mi
  • 8min/km

• Duration
  • 8min 7sec
  • 1h 2m 34s

• Time
  • 8AM (never 8a.m., 8am, 8 AM)
  • Use an en-dash to indicate a window of time
  • Example: 8AM–2PM

COMMON MISTAKES

• Always cap ASICS—it is an acronym

• Always use title case with a comma for “Sound Mind, Sound Body”

• Correct capitalization is “OneASICS”—not ONEASICS, oneASICS, oneasics

• “Log in” is the verb. “Login” is the noun. It is not hyphenated.
  • Example: Log in to your account. Use your OneASICS™ login.

• “Sign up” is the verb. “Signup” is the noun. It is not hyphenated.
  • Example: Sign up for an account. Get 100 signups.

• Farther refers to physical distance. Further refers to abstract distance
  • Exception: AEB (Europe) often uses “further” for physical distance
ASICS RUNKEEPER

• Refer to the app as “the ASICS Runkeeper app” in the first mention or most prominent use. Thereafter, it can be referred to as “the Runkeeper app”
  ◦ Don’t use the trademark (™) symbol after Runkeeper

• The R in “Runkeeper” should always be capitalized in writing
  ◦ Never capitalize the K in “Runkeeper.” It is not RunKeeper, runkeeper, or Run Keeper

• In a sentence, “Runkeeper” may only be used as an adjective, e.g. Download the Runkeeper app
  ◦ Never use “Runkeeper” as a standalone noun in a sentence, e.g. Download Runkeeper

RUNKEEPER GO

• The “G” in “Runkeeper Go” should always be capitalized in writing.
  ◦ Never capitalize it as “Runkeeper GO”

• Always use the full name “Runkeeper Go” when referencing our premium product.
  ◦ Don’t refer to it as “Go.” This is confusing to users who may not be familiar with the premium product

• When “Runkeeper Go” is written out in text, it must include the trademark (™) symbol in the first mention only
  ◦ Don’t use the registered trademark symbol (®) when writing out “Runkeeper Go.”

• In a sentence, “Runkeeper Go” may only be used as an adjective, e.g. Upgrade to the Runkeeper Go premium experience
  ◦ Don’t use “Runkeeper Go” as a standalone noun in a sentence, e.g. Upgrade to Runkeeper Go

• Refer to “Runkeeper Go” as a premium experience, premium upgrade, upgrade, service, or subscription, e.g. Train with the Runkeeper Go premium experience.
  ◦ Don’t refer to “Runkeeper Go” as an app, e.g. “the Runkeeper Go app.” “Runkeeper” is the app and “Runkeeper Go” is a premium feature within it.
FORBIDDEN WORDS

While describing products or services, we must avoid certain categories of words that could be understood as unverified claims. The following words should be avoided completely or used with consideration.

• Avoid words that are misleading about our app features: personalized, unique

• Avoid words suggesting unrealistic standards: perfect, completely, impeccable, permanent, semi-permanent, flawless, 100%, absolute, completely, constantly, all-around, zero, 360-degree, all, etc.
  ◦ Assertive use is not permitted

• Avoid words that guarantee safety: safe, safety, secured, security, assure, ensure
  ◦ Assertive use is not permitted

• Avoid superlatives: best, biggest, smallest, highest grade, super, most, minimum, minimize, maximum, maximize, ultimate, etc.
  ◦ Use is permitted within reasonable grounds
  ◦ Use is not permitted without objective facts

• Avoid words that suggest primacy: best in the world, best in the country, first place, top, number one, cutting edge, etc.
  ◦ Use is permitted within reasonable grounds
  ◦ Use is not permitted without objective facts

• Avoid words that suggest superiority: outstanding, ideal, epic, radical, optimum, unmatched, never before, revolutionary, innovative, overwhelming, etc.
  ◦ Use is permitted within reasonable grounds
  ◦ Assertive use is not permitted

• Avoid words that suggest a preventative or therapeutic effect for disease mental health: avoid injury, stress-reducing, treat, fatigue recovery, protect your feet, prevent, body temperature adjustment, hallux valgus, etc.
  ◦ Cannot be used for product function and service

• Avoid words with negative connotations: war, weapon, bomb, military, kill, death, terrorism, etc.
BRAND NAMES

• When collaborating or referring to other brands, reference the Brand’s appropriate trademark disclosure statement on their website to ensure proper trademark use.

• Be sure to use appropriate trademark symbols for their marks and TM disclosure statements as they require.

• Always ensure that you use third party brands and names with their permission.
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<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Colors</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Typography</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>Gradient</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Patterns</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Illustrations</td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Badges &amp; Achievements</td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>Iconography</td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>UI Mockups</td>
<td></td>
</tr>
</tbody>
</table>
Our design toolkit contains all of the building blocks for our communications. They are designed to ensure that the ASICS Runkeeper brand is immediately recognizable and memorable.

Every application may not require every tool, but these tools will equip you for a variety of communications and audiences.

Our expressions are diverse and flexible, but our tools should be consistent.
The following alternate brand marks can be used when suitable. Use the Simplified Mark whenever a viewer is already familiar with the ASICS Brand (E.g. in app). Since the Primary Brand Mark is very horizontal in construction, the Stacked Mark is more suitable for narrow applications. Use this version sparingly.

The following examples provide appropriate sizing and spacing rules to ensure maximum legibility. The same rules apply to all version of the mark.
For effective use of our logo, please avoid the following:

- Do not use more than one color in the logo.
- Do not adjust the sizing of elements.
- Do not outline the logo.
- Do not add any visual effects to the logo.
- Do not remove the spiral.
- Do not use off-brand colors in the logo.
- Do not distort the logo.
- Do not rotate the logo.
When creating a category lockup, use the following placement and proportions.

In instances where two ASICS spirals are present within the logos, use the following placement and proportions.

Horizontal Lockup Construction

Vertical Lockup Construction

Note: Use these measurements as a starting point. Optical adjustments may need to be made depending on the logos used.
The primary colors are ASICS Indigo, ASICS Blue, and ASICS White. These colors should be used the most in communications, for typography or as background colors.

The following secondary palette provides additional colors that can be used. However, these should be used more sparingly and in small doses.
COLOR PALETTE – PAIRINGS & ACCESSIBILITY

The following examples show appropriate color pairings to use in order to remain on brand, and to achieve proper legibility.

Avoid the following combinations as they do not pass accessibility standards that are suitable.

Note: Use sparingly

Sound mind, sound body.

Sound mind, sound body.

Sound mind, sound body.

Sound mind, sound body.

Sound mind, sound body.

Sound mind, sound body.

Sound mind, sound body.

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Sound mind, sound body.

Sound mind, sound body.

Sound mind, sound body.

Sound mind, sound body.

Sound mind, sound body.

Sound mind, sound body.
Using ASICS brand fonts provides a clear connection to the ASICS brand. ASICS 3.0 Bold Italic is our primary typeface and should be used for all headlines and display copy.

ASICS 3.0 Bold should be used for all subheaders and buttons.
ASICS 3.0 Regular should be used for body copy or captions. Italic can be used for emphasis.
Feel stronger every step.

A common mistake for many new runners is starting off too fast. Instead, ease your way into your training regime by walking first and then gradually introducing short sections of slow running. Return to walking when you start to get tired.

Feel stronger every step.

A common mistake for many new runners is starting off too fast. Instead, ease your way into your training regime by walking first and then gradually introducing short sections of slow running. Return to walking when you start to get tired.
GRADIENTS

Gradients can be used to add a softer, more mindful tone to a communication. They can be used in two ways: as a background element, or on top of photography.

**Gradient as Background**

**Gradient on Image**

*Sound mind, sound body.*

GRADIENTS – CONSTRUCTION

Gradients are created using either ASICS Cyan or ASICS Indigo paired with white or an image. 10-20% of the frame should be filled with color, with the remainder filled with either white or an image.

**Gradient as Background or On Image Construction**

- 10-20% of frame filled with cyan or indigo
- 80-90% filled with white or image

Use Case Examples
For effective use of gradients, please avoid the following:

- Avoid placing a gradient on top of an image with poor contrast.
- Avoid gradients that are not white or image dominant.
- Avoid multicolored gradients.
- Avoid positioning gradients on top of runners paths or roads.
- Avoid using too many gradients within one frame of vision.
- Avoid creating alternate gradient treatments or graphics.
Patterns can be used to add texture and movement to a communication. The following 4 patterns have been created to express the emotions and experience of running.

**Celebratory (Stroke Style 1)**

**Audio (Stroke Style 2)**

**Mindfulness (Stroke Style 3)**

Patterns are constructed using thin repetitive strokes. If needed, additional patterns can be created. When doing so, follow the stroke styles and characteristics listed below.

**Stroke Construction**

**Stroke Style 1**
Using this stroke style achieves a sharper end result, better suited for speed.

**Stroke Style 2**
Using this stroke style achieves a softer end result, better suited for mindfulness.

**Stroke Style 3**
Using this stroke style achieves the sharpest and cleanest result.

**Use Case Examples**

Patterns should always be used as a background element, behind photography or illustrative elements.
ILLUSTRATION
Illustrations can be used to add an inviting and upbeat tone to a communication. They are illustrated using a specific and consistent style to keep the brand awareness.

BADGES & ACHIEVEMENTS
Badges are used to indicate achievements that runners can accomplish in the app. These are constructed using a colored outlined shield, with either typography or an icon within it depending on the achievement.

---

5K
First 5K

10K
First 10K

Longest Run

Highest Elevation

Small Scale Example
Our icon style uses a single weight stroke, with purposely placed stroke gaps and rounded features to create a simple and friendly look.

Each icon should have at least 1 gap to keep the style of the icon set consistent. Gaps could be defined as either the gaps in one single stroke, or the gaps between different strokes. Although the gaps size is consistent between 3-5 pixel, the placement of the gaps on each icon is flexible and vary from icon to icon to keep the icon set balance.

Note: For more complex icons such as icons with ASICS shoe, be mindful to place the gap far from the dense area to keep the icons clean.

Icons are designed on a 32 x 32px grid. A horizontal rectangle, vertical rectangle, square, and circle are used within the grid as guides to ensure logos are sized optically to one another. Additional icon characteristics are listed below.

32 X 32PX GRID

CENTERED, 1.5PX STROKE

3-5PX GAPS

4PX CORNERS

ROUNDED END CAPS AND JOINTS
UI MOCKUPS – APPROACH

UI Mockups can be used to explain and show off various app features. Use rectangles with rounded corners for all mockups to ensure consistency and cleanliness. Either a full view, half view, or third view should be used depending on what is being featured.

- **Full View**: Provide the most context, but should be reserved for less overwhelming app screen designs.
- **Half View**: Can provide a more concise view of the app.
- **Third View**: Get into the nitty-gritty and show very specific features.

**Recent Achievements**
- Fastest 5K: 20:00
- Longest Run: 20:00
- Highest Elevation: 20:00

**Average Pace Over Time**
10:00
5:30
0:10
0:00

When placing UI mockups on top of Photographic Backdrops, ensure that important elements within the backdrop (pathways, people) are not covered up.

UI MOCKUPS – PHOTOGRAPHIC BACKDROPS

Photographic Backdrops should be used behind UI mockups to make them pop. These can be either Product Closeups or Runners Perspectives, and can contextually connect to the information represented in the UI mockup (e.g. Image of mountains paired with a statistical elevation chart.)

**Product Closeups**

**Runners Perspective**
58  Tone
59  The Runners Journey
60  Community
61  Models
63  Props
64  Runners Perspective
65  Product Closeups
66  Prohibited Usage
EMPOWERING
We want to help people feel stronger and gain more confidence in their running journey and in themselves.

EMPATHETIC
We’re runners, too. We know that sometimes running is joyful and sometimes running is hard. We acknowledge the sweat and the grind -- it’s how we meet people where they are.

UPBEAT
We use active, energetic language to give people the spark they need to get moving. We’re quick to give props for every milestone -- reinforcing good habits and helping everyone feel the good vibes.

INVITING
We want to bring everyone along with us, from the veteran to the first timer. “We”, “Let’s”, and other collective words help us feel like we’re in it together.

ART DIRECTION - THE RUNNERS JOURNEY
We’re all about capturing the different aspects of what it means to be a runner. When shooting, consider the narrative and capture multiple moments — the warm-up, the activity, the cool-down, the social and intimate moments in between.
ART DIRECTION - COMMUNITY

The ASICS Runkeeper app extends an invitation to join a community of runners from all over the world. We look to capture real moments of connection between runners and invite others to join in.

These moments should not feel posed, and rather feel organic and real. We encourage runners looking into the camera in these instances and inviting the viewer into the moment.

ART DIRECTION - MODELS

AUTHENTIC
Our models should be representative of our users—diverse. Diversity should be shown across age, race, gender and fitness level. Keep styling and make-up (if any) natural.

NON-ATHLETIC & ATHLETIC
We want a good mix of models who are athletes and models who don’t necessarily have an athletic body (they’re people who our users can relate to).
ART DIRECTION - MODELS

UPLIFTED
Our models should be able to convey through authentic facial expressions the mental uplift they feel from movement. Remember, uplift does not necessarily mean smiling; it can convey Resilience, Focus, Confidence, Excitement, Calm and more.

“THE STRUGGLE IS REAL”
Running is hard and our users understand that. It’s ok to convey those moments of struggle as it adds to the genuine and natural storytelling.

ART DIRECTION - PROPS

Props can be used to provide context, authenticity and visual interest to our images — use them sparingly to avoid clutter and lack of focus.

TECHNOLOGY FIRST
As a brand centered around technology and its aid in our users’ journey, we want to ensure wearable devices are a natural part of the ASICS Runkeeper narrative.

All models should be wearing at least one form of technology (headphones, phone, or a smart watch). Devices should feature Android, Apple and Garmin.

Headphones should often be present to lean into our feature of audio guided activities.
ART DIRECTION - RUNNERS PERSPECTIVE

This type of photography is intended to be paired with UI Mockups (pg #) and features various running environments from the perspective of runners. Pathways should be a clear component of these images. Ensure a variety of locations and running surfaces are used.

ART DIRECTION - PRODUCT CLOSEUPS

This type of photography is intended to be paired with UI Mockups (pg #) and features closeups of various ASICS products being worn by runners.
For effective use of photography, please avoid the following:

- Avoid overly cluttered or busy locations.
- Avoid overly close cropped, or lack a clear human presence.
- Avoid product closeups that are too close cropped, or lack a clear human presence.
- Avoid over-the-top facial expressions.
- Avoid overly staged/posed shots.
- Avoid heel striking.
- Do not show competitor logos or reference competitors.
- Ensure that no third party IP is present in the background of images.
- Avoid extreme foot angles.
<table>
<thead>
<tr>
<th>Design Tools</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td>Website</td>
</tr>
<tr>
<td>72</td>
<td>App</td>
</tr>
<tr>
<td>74</td>
<td>Email</td>
</tr>
<tr>
<td>75</td>
<td>Email Signature</td>
</tr>
<tr>
<td>76</td>
<td>Presentation</td>
</tr>
<tr>
<td>77</td>
<td>Business Cards</td>
</tr>
<tr>
<td>78</td>
<td>Stationery</td>
</tr>
<tr>
<td>79</td>
<td>Event Backdrop</td>
</tr>
<tr>
<td>80</td>
<td>Perimeter Board</td>
</tr>
<tr>
<td>81</td>
<td>In Store</td>
</tr>
</tbody>
</table>
Step-by-step to race day.

Want to train for a race? Start a plan that’s tailored for you – based on your current routine, goals and race date.

Hi Juan,


Best,

Mike Chiu
Product Designer
asics Runkeeper
Product Development Department
P: 919.385.8115
corporate.info@asics.com
Facebook / Instagram / Twitter

asics Runkeeper
For additional questions please contact the Global Brand Management team.