

STYLE GUIDE

ASICS RUNKEEPER
STYLE GUIDE 1.0

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TOGETHER, WE RUN

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

BRAND PLATFORM – POSITIONING NARRATIVE

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.”

BRAND PLATFORM – DIFFERENTIATORS

CELEBRATING EVERY MOMENT
EMPATHETIC EXPERTISE
HARMONY OF MIND AND BODY
CONNECTING TO COMMUNITIES

BRAND PLATFORM – TONE

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.

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.

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.



DESIGN TOOLS

DESIGN TOOLS

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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.

Our Primary Brand Mark consists of the ASICS Spiral, ASICS Wordmark, and Runkeeper wordmark. This brand mark clearly identifies the Runkeeper app as an ASICS sub-brand, and should be the go to logo for communications.



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.

Simplified Mark



Stacked Mark



Runkeeper GO Logo



The following examples provide appropriate sizing and spacing rules to ensure maximum legibility. The same rules apply to all version of the mark.

Minimum Size



Clear Space



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 remove the spiral.



Do not distort the logo.



Do not add any visual effects to the logo.



Do not outline the logo.



Do not use off-brand colors in the logo.

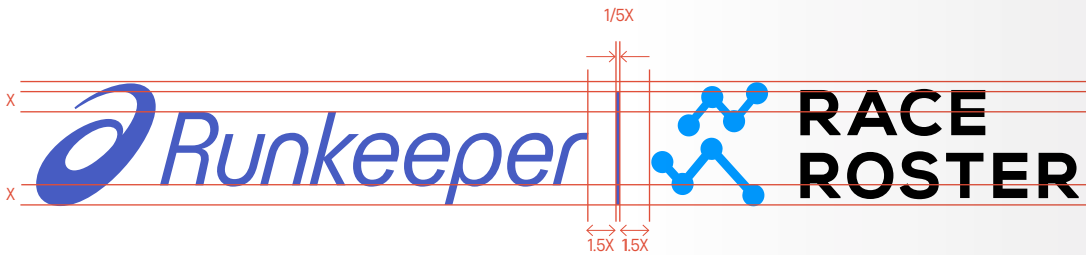


Do not rotate the logo.



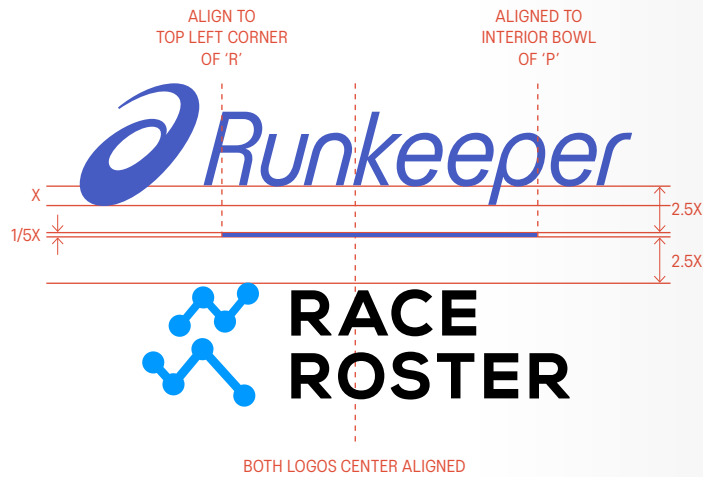
When creating a category lockup, use the following placement and proportions.

Horizontal Lockup Construction



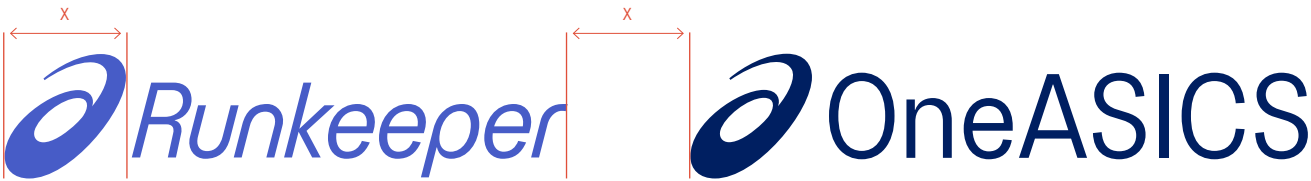
Vertical Lockup Construction

Note: Use these measurements as a starting point. Optical adjustments may need to be made depending on the logos used.



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

Horizontal Lockup Construction



Vertical Lockup Construction



COLOR PALETTE – PRIMARY COLORS

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.

ASICS INDIGO	
PMS	2726 C
CMYK	83 66 0 0
RGB	72 92 199
HEX	485CC7
ASICS BLUE	
PMS	2758 C
CMYK	100 95 5 39
RGB	0 30 98
HEX	001E62
ASICS WHITE	
CMYK	0 0 0 0
RGB	255 255 255
HEX	FFFFFF

COLOR PALETTE – SECONDARY COLORS

The following secondary palette provides additional colors that can be used. However, these should be used more sparingly and in small doses.

ASICS CYAN	PMS	319 C
	CMYK	65 0 19 0
	RGB	45 201 215
	HEX	2DC9D7
ASICS RED	PMS	7417 C
	CMYK	0 82 82 0
	RGB	224 79 57
	HEX	E04F39
ASICS LIGHT RED	PMS	712 C
	CMYK	0 19 40 0
	RGB	252 200 155
	HEX	FCC89B
ASICS LIGHT INDIGO	PMS	7444 C
	CMYK	27 22 0 0
	RGB	182 184 220
	HEX	B6B8DC

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

15.17:1

Regular Text (AAA)
Large Text (AAA)
Graphics (AAA)

Sound mind,
sound body.

Sound mind,
sound body.

5.69:1

Regular Text (AA)
Large Text (AAA)
Graphics (AAA)

Sound mind,
sound body.

Sound mind,
sound body.

7.68:1

Large Text (AA)
Graphics (AA)

Sound mind,
sound body.

Sound mind,
sound body.

10.18:1

Regular Text (AAA)
Large Text (AAA)
Graphics (AAA)

Sound mind,
sound body.

Note: Use sparingly

7.98:1

Regular Text (AAA)
Large Text (AAA)
Graphics (AAA)

Sound mind,
sound body.

Note: Use sparingly

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

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 ITALIC

***ABCDEFGHIJ
KLMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@&*?/+***

ASICS 3.0 Bold should be used for all subheaders and buttons.

ASICS 3.0 BOLD

**ABCDEFGHIJ
KLMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@&*?/+**

ASICS 3.0 Regular should be used for body copy or captions. Italic can be used for emphasis.

ASICS 3.0 REGULAR

ABCDEFGHIJ
KLMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@&*?/+

ASICS 3.0 ITALIC

ABCDEFGHIJ
KLMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@&?/+*

The following example shows the recommended font usage across all applications.

ASICS 3.0 ITALIC
SENTENCE CASE
60PT/60PT

HEADLINE

*Feel stronger
every step.*

ASICS 3.0 BOLD
SENTENCE CASE
25PT/25PT

SUBHEAD

Let’s run together.

ASICS 3.0 REGULAR
SENTENCE CASE
15PT/18PT

BODY COPY

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.

ASICS 3.0 BOLD
TITLE CASE
15PT/18PT

CTA

Primary Button

For better legibility and to support more languages, please use Noto Sans in app.

NOTO SANS ITALIC
SENTENCE CASE
50PT/50PT
-30 TRACKING

HEADLINE

*Feel stronger
every step.*

NOTO SANS BOLD
SENTENCE CASE
25PT/25PT
-30 TRACKING

SUBHEAD

Let’s run together.

NOTO SANS
REGULAR
SENTENCE CASE
12PT/14.4PT

BODY COPY

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.

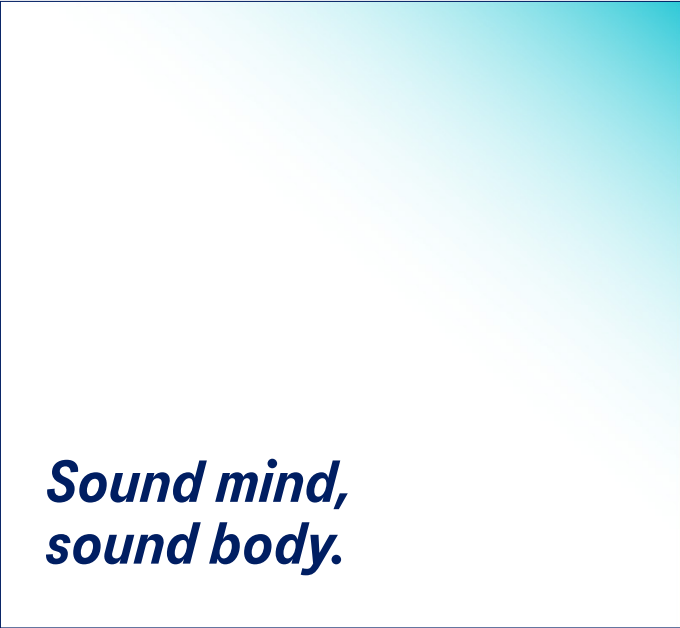
NOTO SANS BOLD
TITLE CASE
15PT/18PT
-30 TRACKING

CTA

Primary Button

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

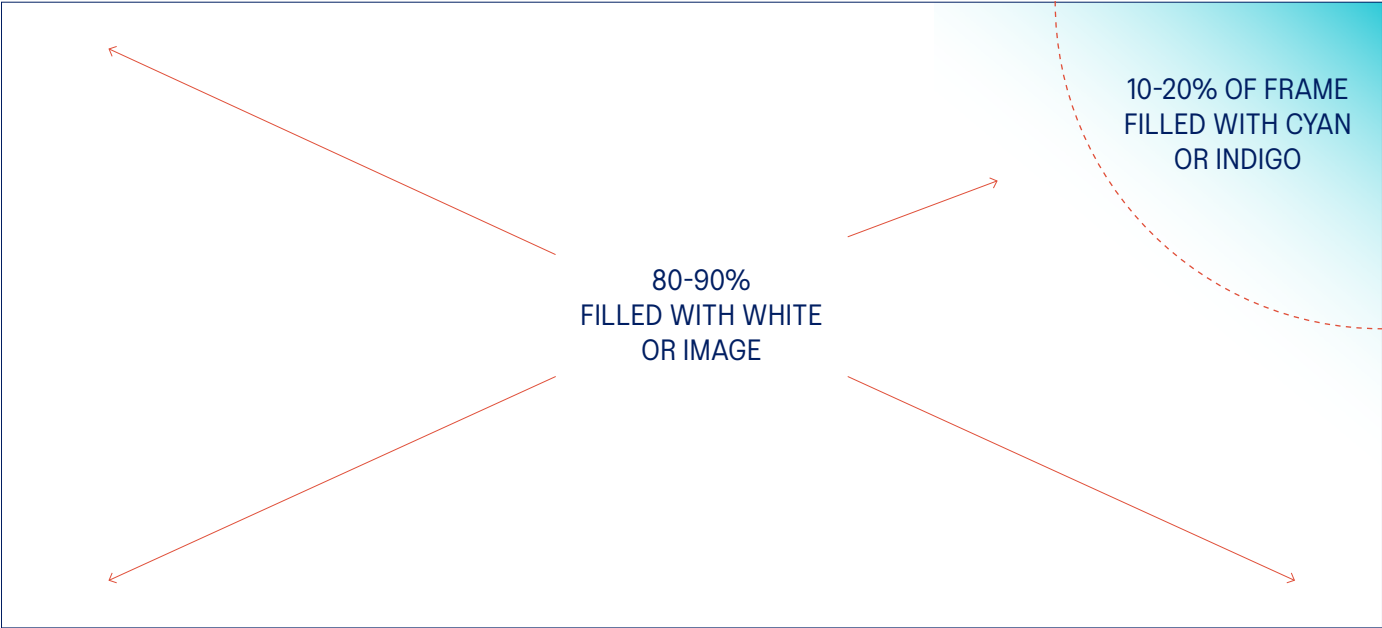


Gradient on Image

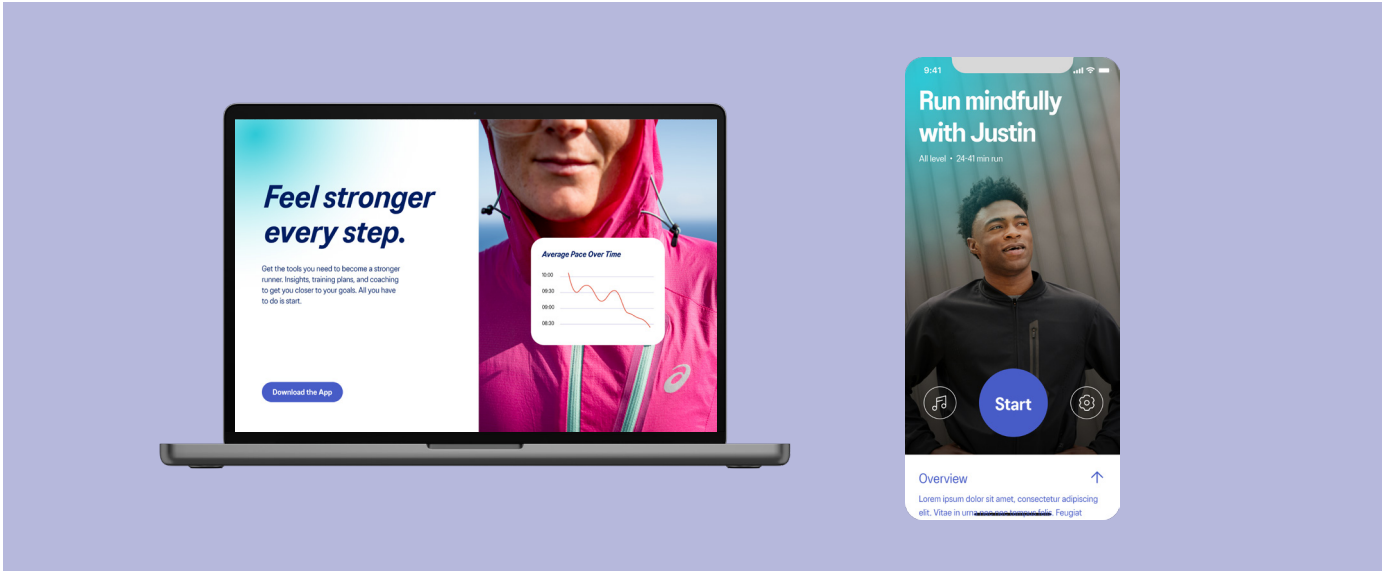


Gradients are created using either ASICS Cyan or ASICS Indigo paired with white or an image. 10-20% of the frame should be filled with color, with the remainder filled with either white or an image.

Gradient as Background or On Image Construction



Use Case Examples

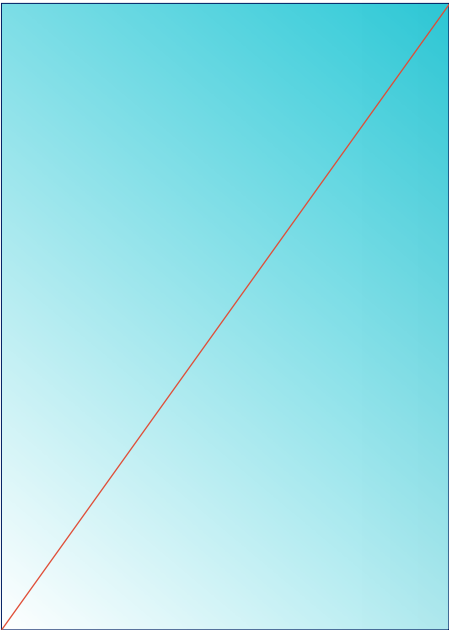


For effective use of gradients, please avoid the following:

Avoid placing a gradient on top of an image with poor contrast.



Avoid gradients that are not white or image dominant.



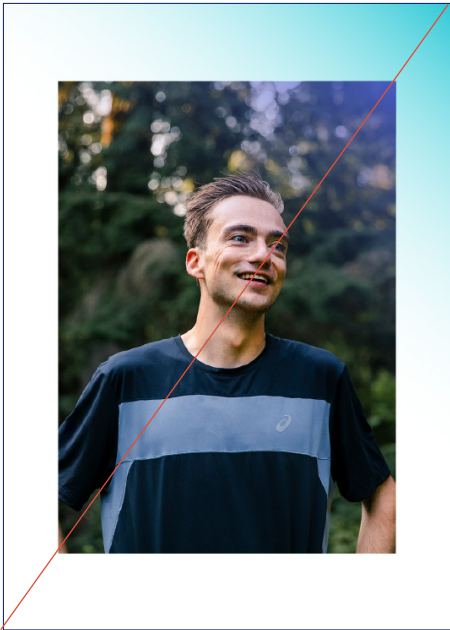
Avoid multicolored gradients.



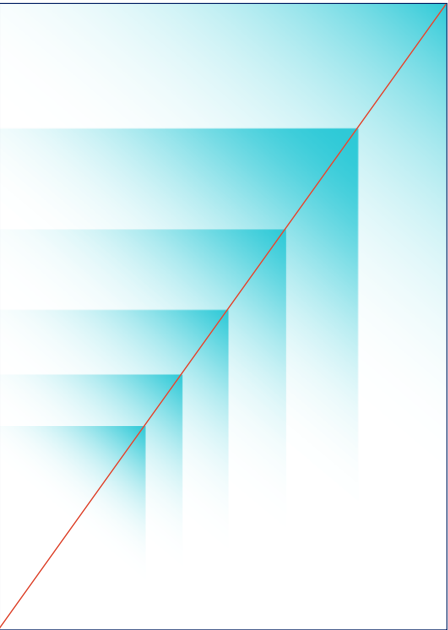
Avoid positioning gradients on top of runners paths or roads.



Avoid using too many gradients within one frame of vision.

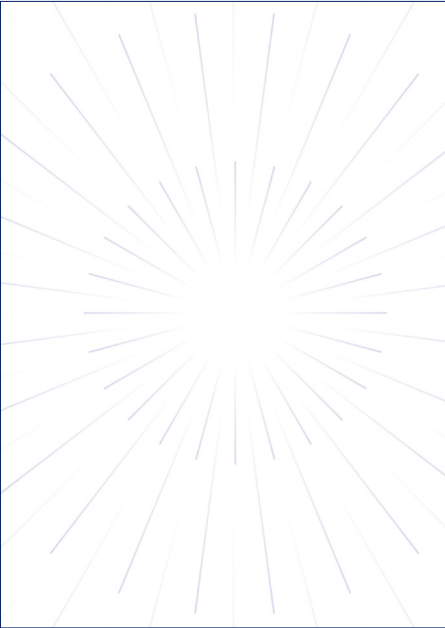


Avoid creating alternate gradient treatments or graphics.

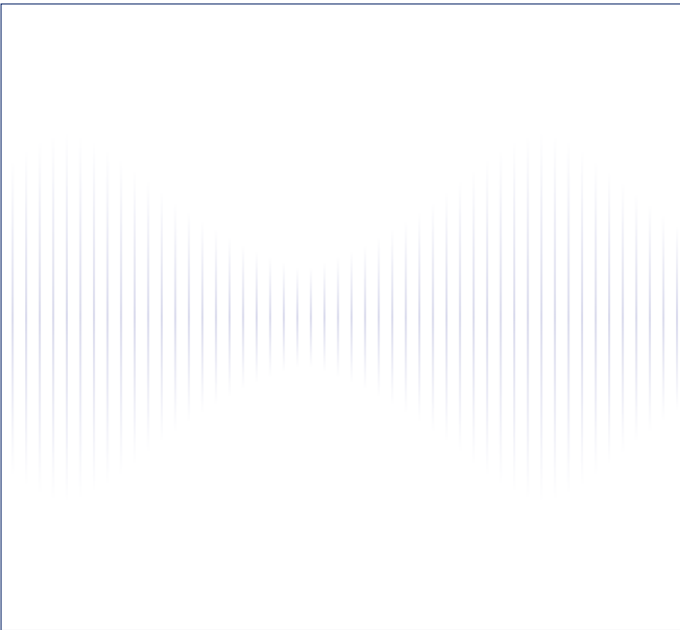


Patterns can be used to add texture and movement to a communication. The following 4 patterns have been created to express the emotions and experience of running.

Celebratory (Stroke Style 1)



Movement (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.

Patterns should always be used as a background element, behind photography or illustrative elements.

Stroke Construction

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

WHITE

50% LIGHT INDIGO

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

WHITE

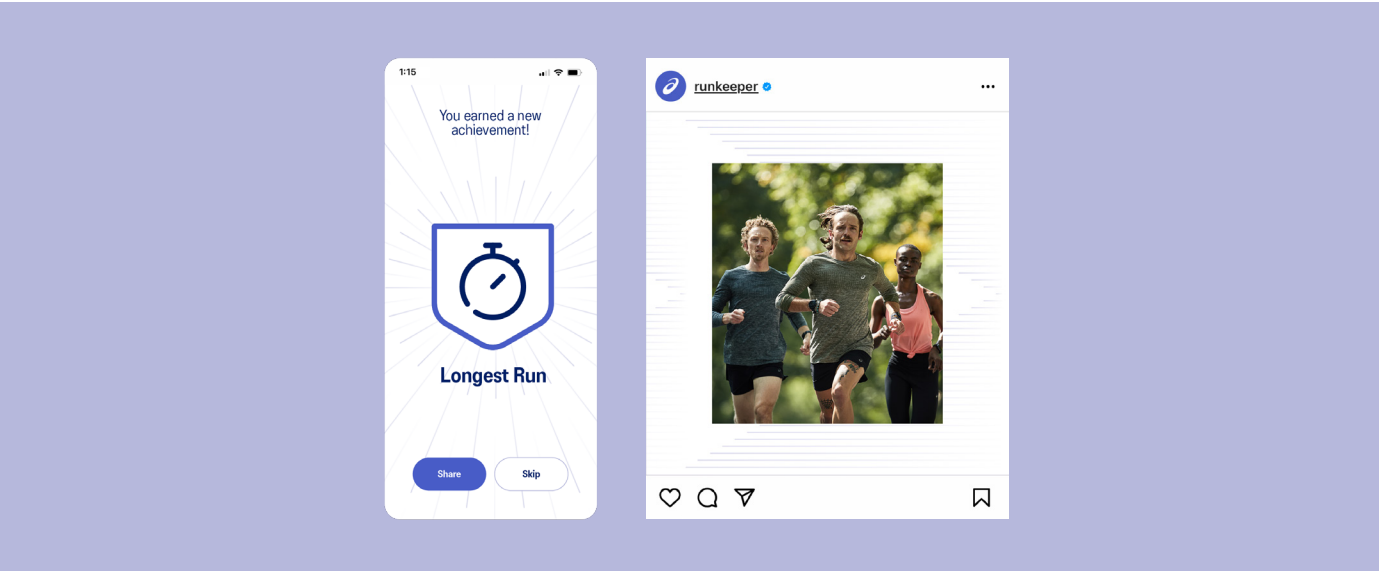
50% LIGHT INDIGO

WHITE

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

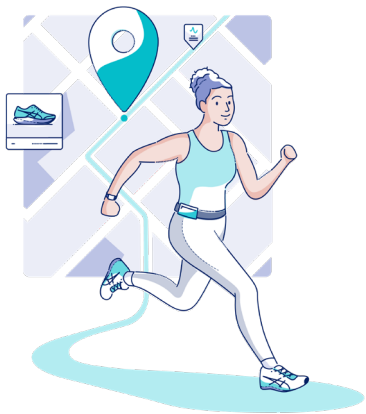
50% LIGHT INDIGO

Use Case Examples



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 awereness.



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.



First 5K



First 10K



Longest Run



Highest Elevation



Small Scale Example

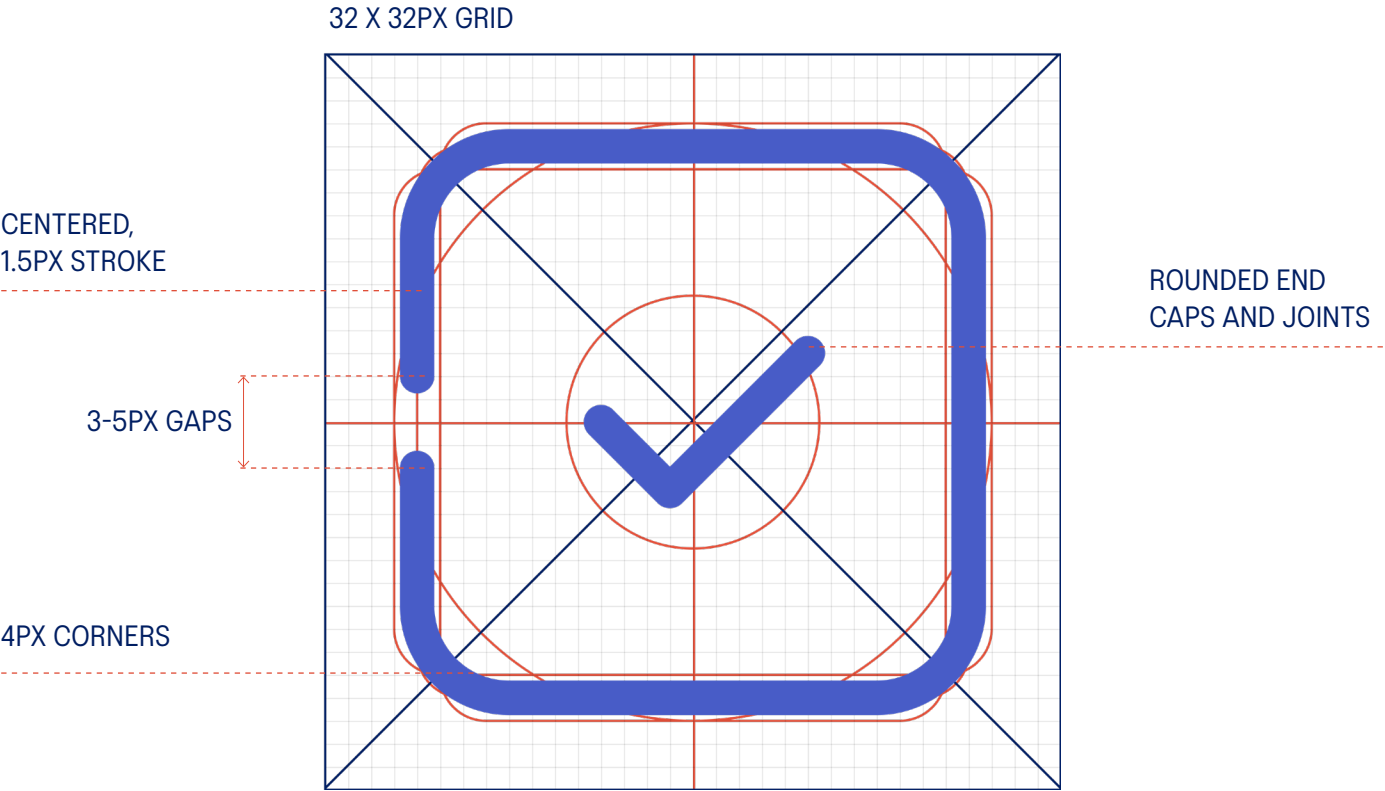
Our icon style uses a single weight stroke, with purposely placed stroke gaps and rounded features to create a simple and friendly look.



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.

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.



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

...

2.23

Miles

07:15

Current Pace

23:37

Time

07:41

Average Pace

📷

⏸

⚙️

⏸

My Chemical Romance

Welcome to the Black Parade

▶️

Half View

Recent Achievements

5K

Fastest 5K

20:00

🕒

Longest Run

20:00

🏔️

Highest Elevation

20:00

Half Views can provide a more concise view of the app.

Third View

Average Pace Over Time

10:00

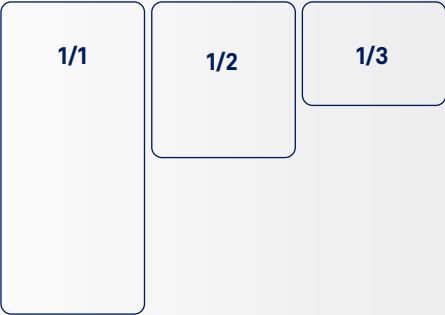
9:30

9:00

8:30

Third Views get into the nitty-gritty and show very specific features.

Full Views provide the most context, but should be reserved for less overwhelming app screen designs.



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.)

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

Product Closeups

Runners Perspective

ART DIRECTION

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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.

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).



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.



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 over-the-top facial expressions.



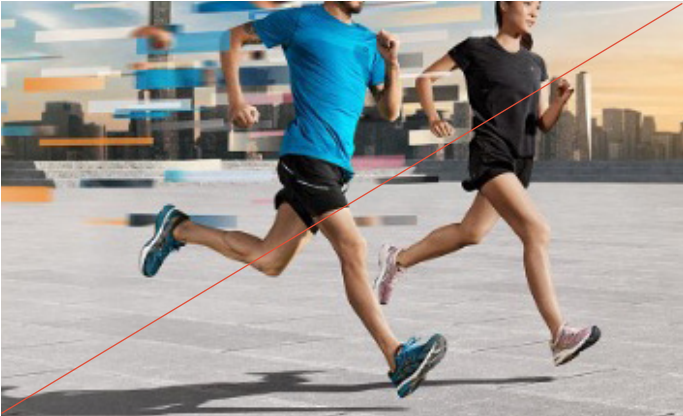
Avoid product closeups that are too close cropped, or lack a clear human presence.



Avoid overly staged/posed shots.



Avoid heel striking.



Avoid extreme foot angles.



Do not show competitor logos or reference competitors.



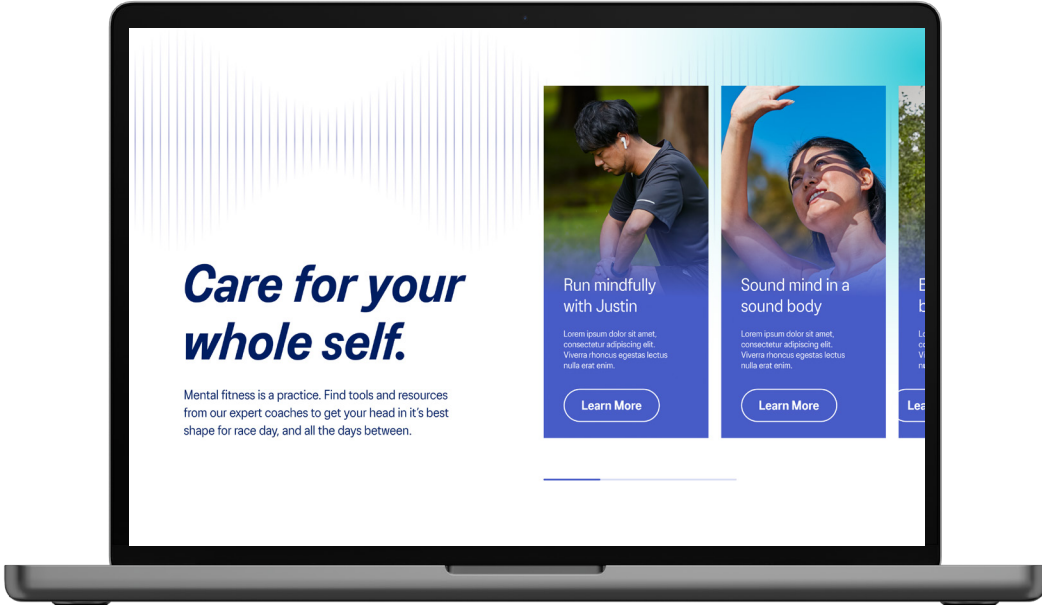
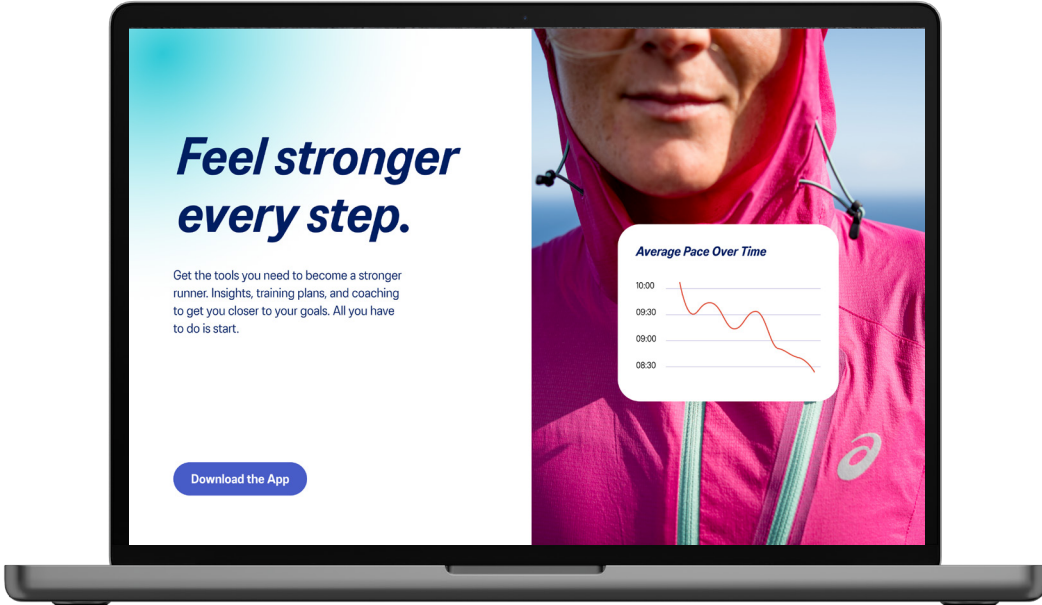
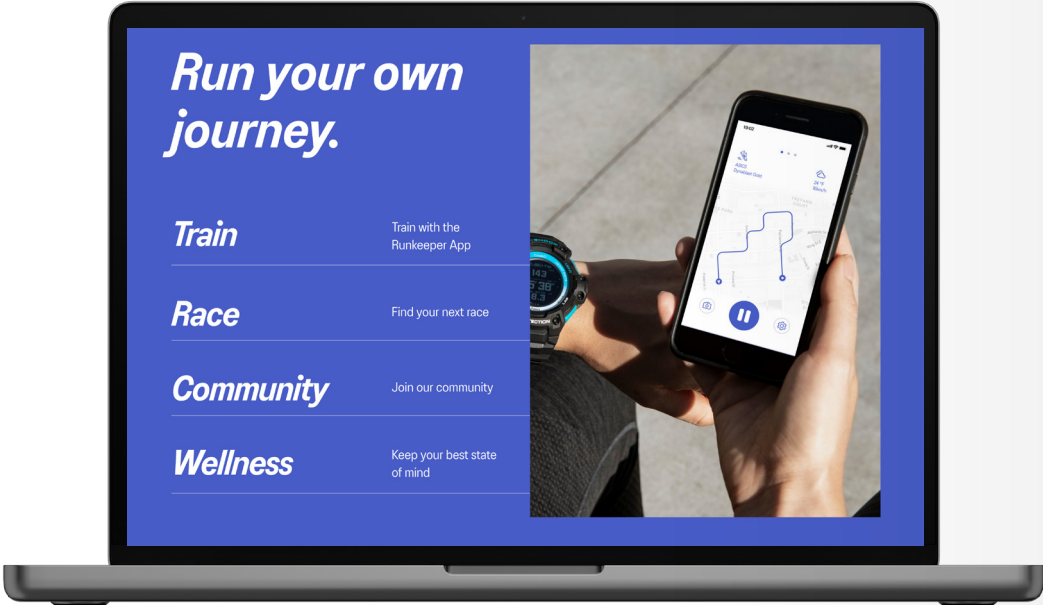
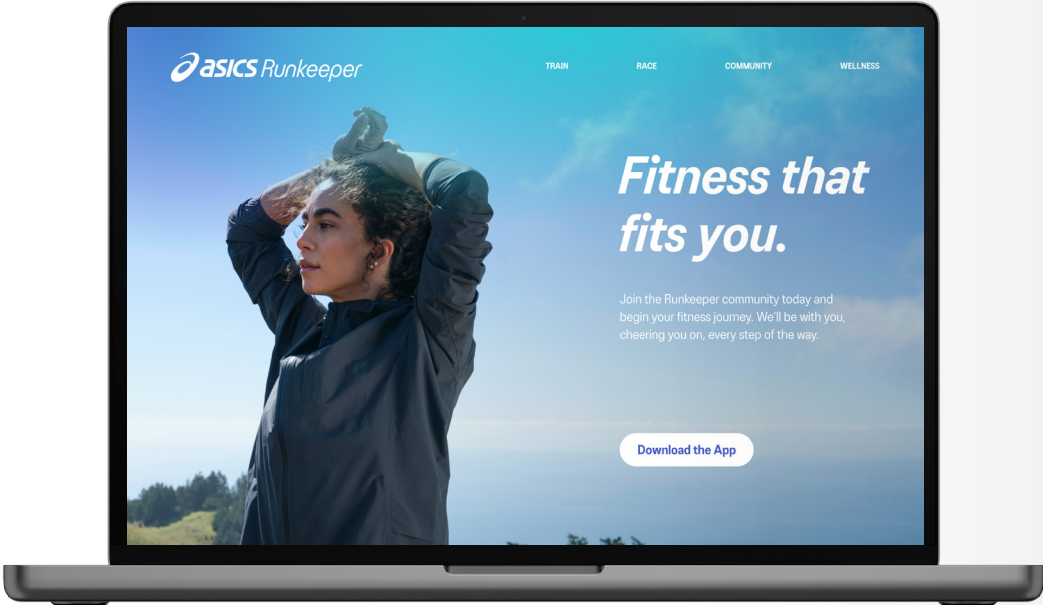
Ensure that no third party IP is present in the background of images

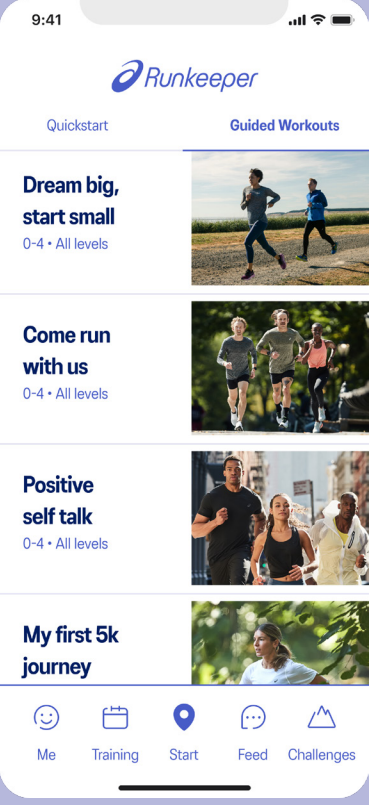
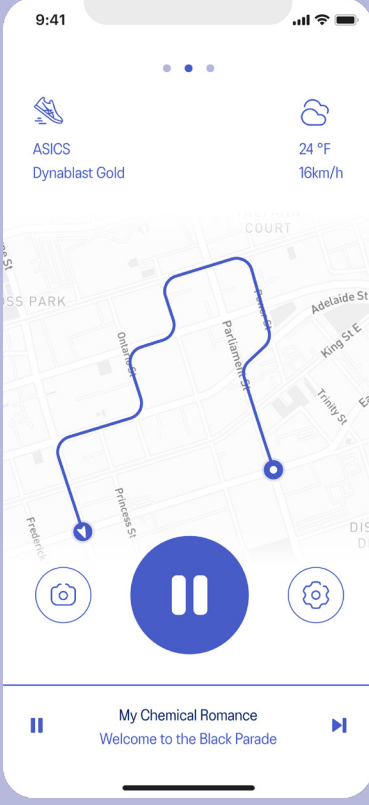
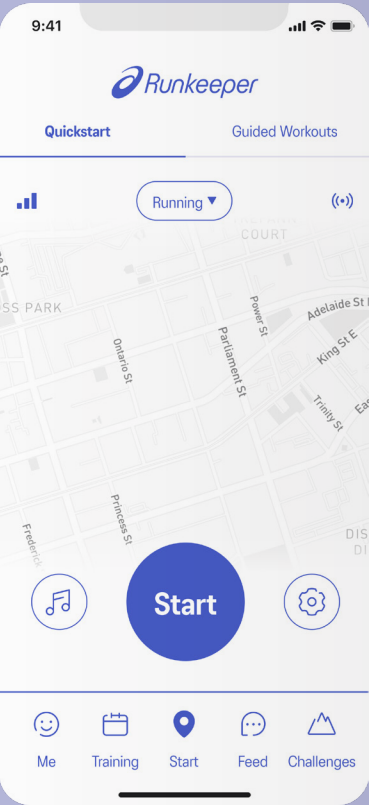
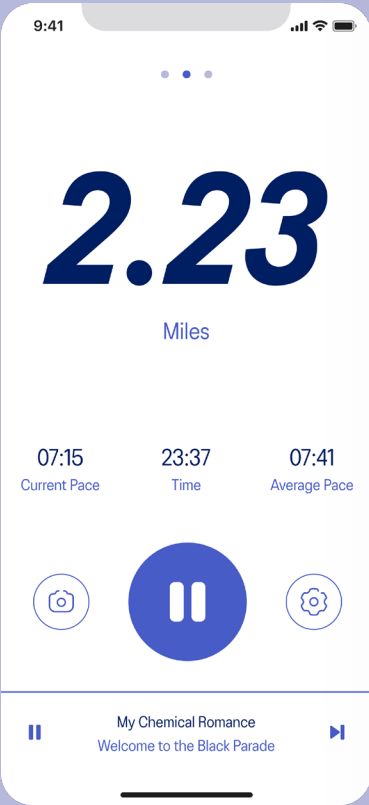


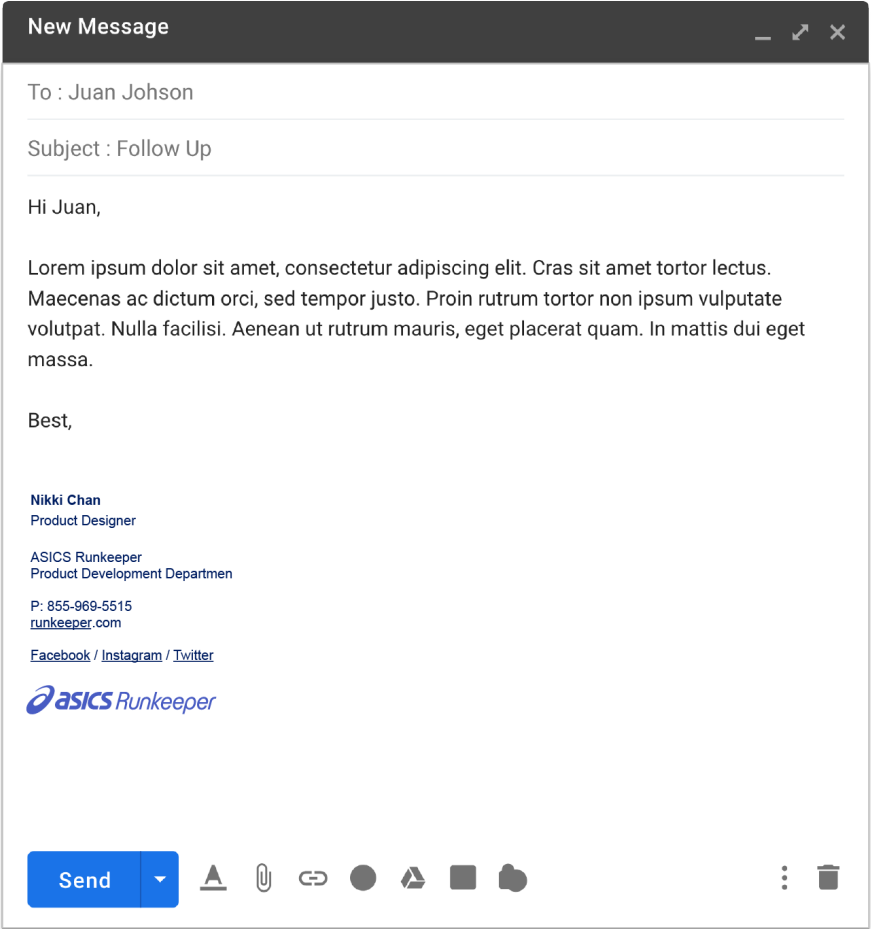
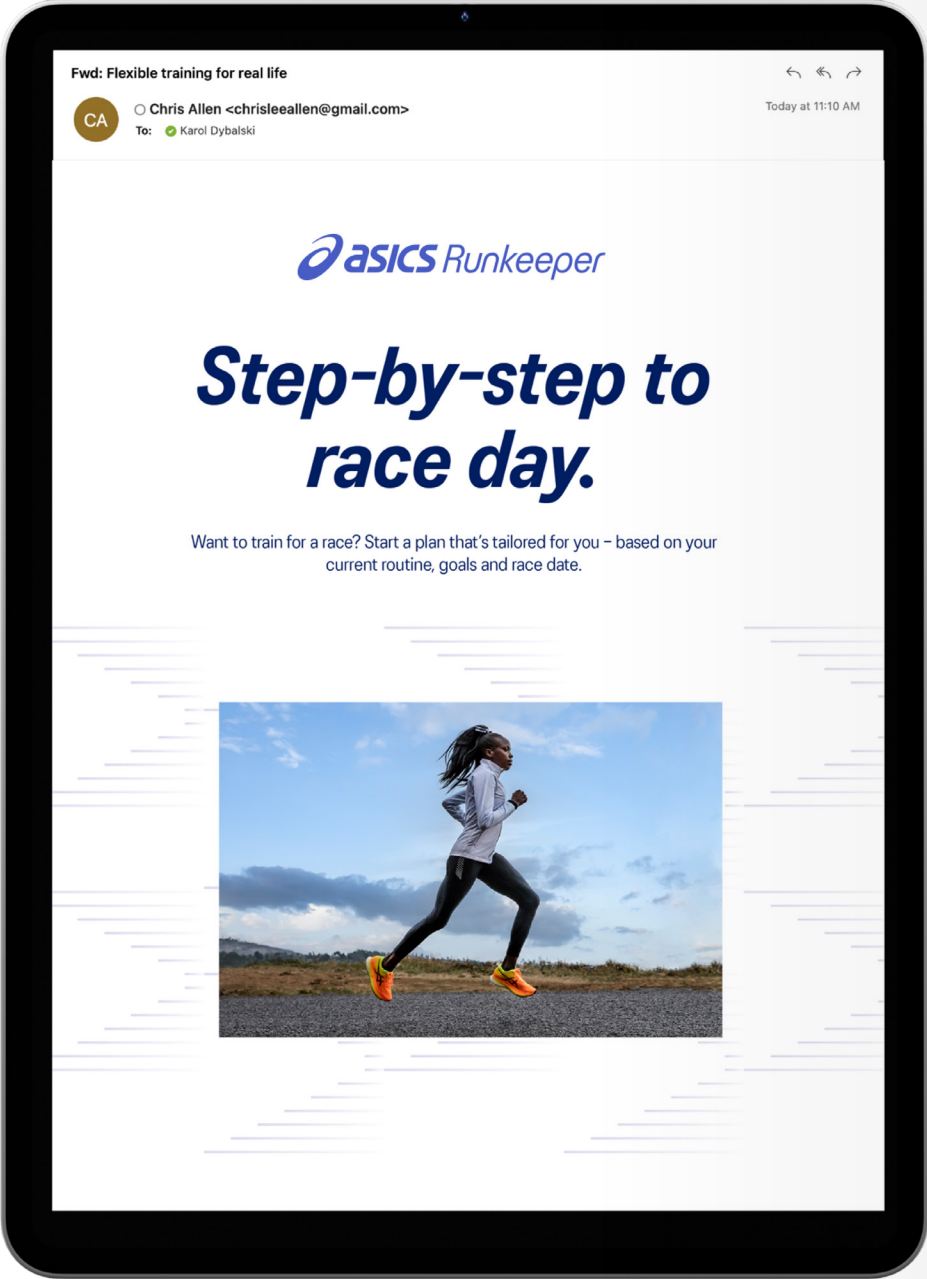
APPLICATIONS

DESIGN TOOLS

70	Website
72	App
74	Email
75	Email Signature
76	Presentation
77	Business Cards
78	Stationery
79	Event Backdrop
80	Perimeter Board
81	In Store







PRESENTATION
TITLE HERE

7/14/22

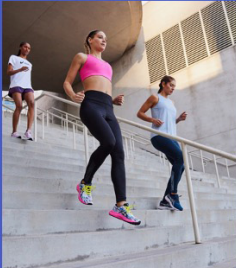
Author Name Here




DIVIDER TITLE HERE



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CONTENT TITLE HERE




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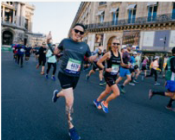


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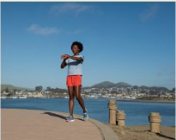



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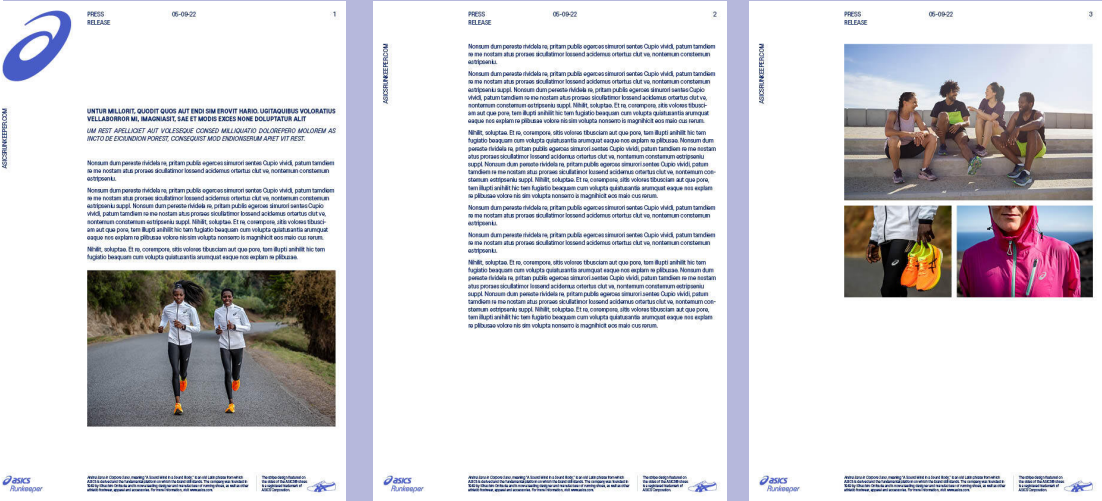
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QUESTIONS

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For additional questions
please contact the Global
Brand Management team.

 **asics** *Runkeeper*