

ABOVE THE LINE GUIDELINES FOR:

Federation Kits, FOOTBALL SS10

 **Global Retail Marketing**

2010_UNITY_SPM_S_W_4C



2010_IIN_STACKED_L_W_4C

**IMPOSSIBLE
IS NOTHING**



The IIN can be double "a" height or single "a" height from the bottom center of the logo. Use what works best for your design.

The Unity SPM and the IIN should always be considered as one element and scaled as such. The following are general size guides for different applications.

Print: Small version at 177% for A4 sp and at 192% for A3 dps masters.
Outdoor: Large version at 10% x (page width + page height).

There are 3 different versions of the Unity SPM.
Use the correct Unity SPM for specific layout sizes.

The IIN should be 80% of the width of the adidas "a".

The IIN can be double or single "a" height and should be centered beneath the Unity SPM.

The Untiy SPM and the IIN should be considered one element and scaled as such. Own versions must not be created.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
1234567890!@€£\$%^&*[]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
1234567890!@€£\$%^&*()

Unity
Regular

Berthold Akzidenz
Grotesk Regular
Bold

GET THE FULL STORY...
AT ADIDAS.COM/FOOTBALL

© 2009 adidas AG. adidas, the 3-Bars logo and the 3-Stripes mark are registered trademarks of the adidas Group.

FONTS

The Headlines and CTAs will all be created from the Unity font

The Athletes name (L1) will be set in Berthold Akzidenz Grotesk bold.

URL AND LEGAL LINE

The URL is an art file in Fed Kits. The above file has been supplied and can be adapted for local languages.

It is important to use the legal line provided, using 5pt Berthold Akzidenz Grotesk Regular.

Keep on one line.

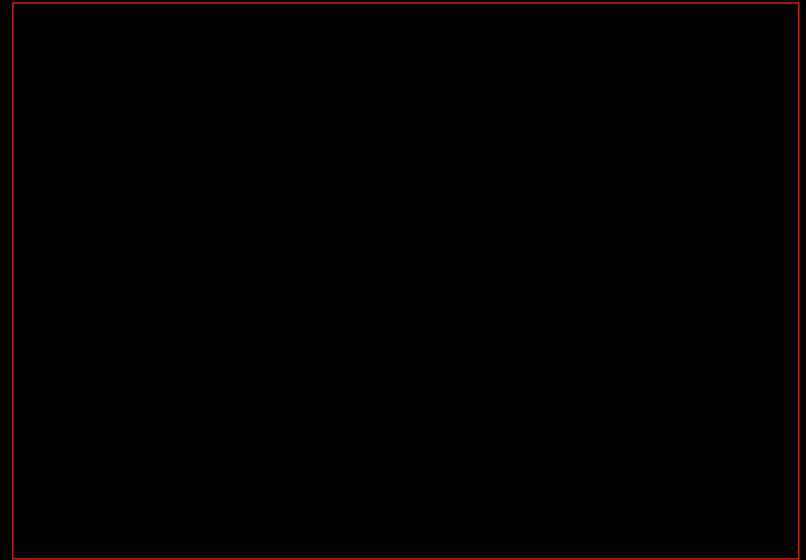
The font should be 50 percent black.

FED KIT ATL EXECUTIONS

The executions will be provided as layer based InDesign documents. **There are no layered photoshop files.**



SINGLE PAGE EXECUTION



DOUBLE PAGE EXECUTION

A DPS layout has not yet been created.

If needed please refer to the 48 sheet and use these guidelines for logo placement.

OUTDOOR EXECUTION



6 SHEET



48 SHEET



EXAMPLES OF EXTREME LAYOUTS



H6229_FO_SS10_FEDKIT_ARG_BACKGROUND



H6229_FO_SS10_FEDKIT_ESP_BACKGROUND



H6229_FO_SS10_FEDKIT_GER_BACKGROUND



H6229_FO_SS10_FEDKIT_RSA_BACKGROUND



H6229_FO_SS10_FEDKIT_FRA_BACKGROUND



H6229_FO_SS10_FEDKIT_RUS_BACKGROUND

KEY VISUALS - MAIN IMAGE/BACKGROUND

These are the main athlete/background images for ATL.

They are not available as layered files.

Every element in these files has been placed meticulously to work together within the layout. They should not be seperated.

PHOTOGRAPHY USAGE RIGHTS

Media: All forms of BTL, Retail, Print and OOH.

Territory: Worldwide

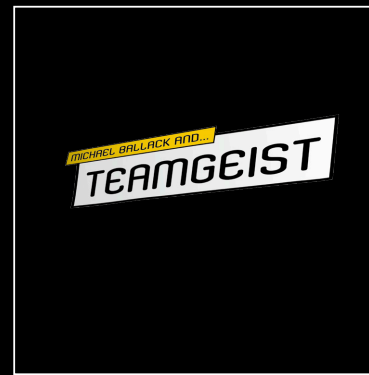
Term: 1 year from November 14th 2009.



H6229_FO_SS10_FEDKIT_L2_ARG_HEADLINE_ENG



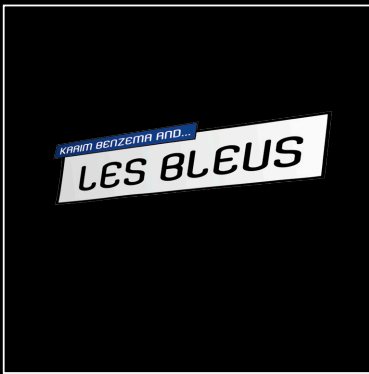
H6229_FO_SS10_FEDKIT_L2_ESP_HEADLINE_ENG



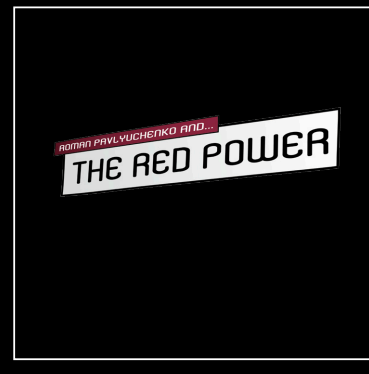
H6229_FO_SS10_FEDKIT_L2_GER_HEADLINE_ENG



H6229_FO_SS10_FEDKIT_L2_RSA_HEADLINE_ENG



H6229_FO_SS10_FEDKIT_L2_FRA_HEADLINE_ENG



H6229_FO_SS10_FEDKIT_L2_RUS_HEADLINE_ENG



H6229_FO_SS10_FEDKIT_L2_HEADLINE

KEY VISUALS - CTA'S AND HEADLINE

The Cta's and headline are all one image and should be kept as such. They should not be split.



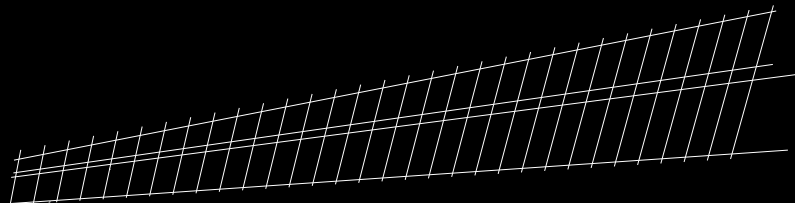
2010_UNITY_SPM__W_4C



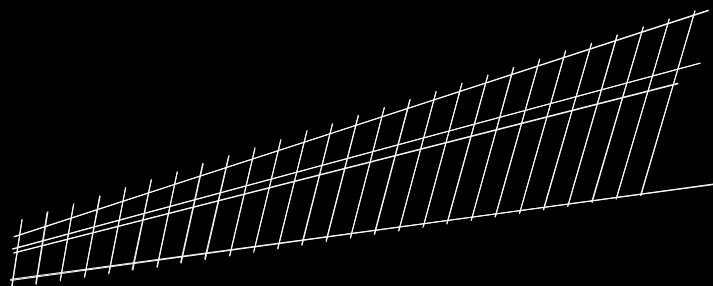
2010_IIN_STACKED_L_W_4C

EVERY TEAM NEEDS A SHIRT WITH A STORY

THE NEW OFFICIAL FOOTBALL FEDERATION JERSEYS



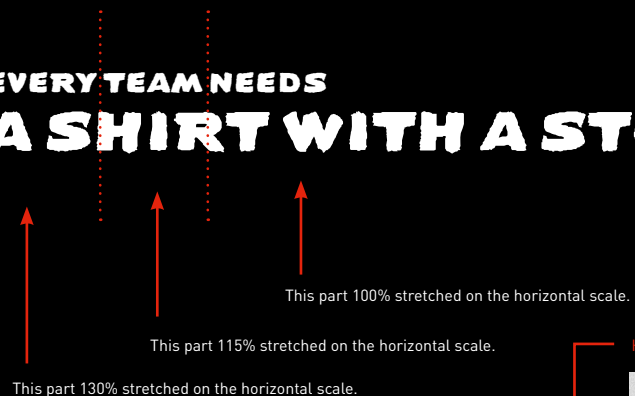
For long headlines



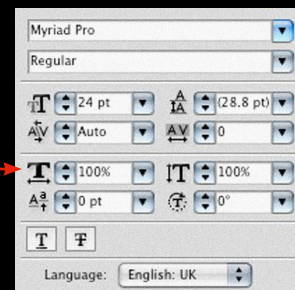
For short headlines

EVERY TEAM NEEDS A SHIRT WITH A STORY

EVERY TEAM NEEDS A SHIRT WITH A STORY



Horizontal scale in the character palette.



CREATING LEVEL 1 HEADLINES

This should only be done in Adobe Illustrator.

When creating a headline use the delivered templates. They are above. One is for longer headlines and the other is for shorter headlines.

When typing in your headline. The second line should be twice the size of the first.

The type will be squashed at the left side when distorted into the grid. Some space needs to be allowed for this. Divide the whole headline roughly into 3. Make the first part 130% stretched on the horizontal scale. Make the second part 115% stretched on the horizontal scale. Leave the last part 100% stretched on the horizontal scale. Of course you might have to try this more than once. Use your best judgement.

EVERY TEAM NEEDS A SHIRT WITH A STORY

Convert to Outlines (the above is an example of outlines as I cannot properly show this in InDesign).

EVERY TEAM NEEDS
A SHIRT WITH A STORY

Create box around the text



Free Transform tool



Grid for long headlines



Pull out the corners with the free transform tool and continue to distort until you have the desired effect.

EVERY TEAM NEEDS
A SHIRT WITH A STORY

This is the desired visual effect. Clean distortion.

CREATING LEVEL 1 HEADLINES

Duplicate Text layer and save in the event you need to start over. Convert text to outlines and draw a box around it. This box will help as a guide when distorting text in Adobe Illustrator.

Group the text and the box and place over the grid on the left most vertical line.

Use your FREE TRANSFORM TOOL [E] in Illustrator to distort the copy. Use the box to align with the grid for better copy alignment. This will help keep perspective and visual reality.

To use the free transform tool click a corner, pull and quickly press and hold the command key. Only then will it allow you to distort.

Be sure not to distort the copy too much. It must keep a good perspective without looking like you used a computer to warp it.

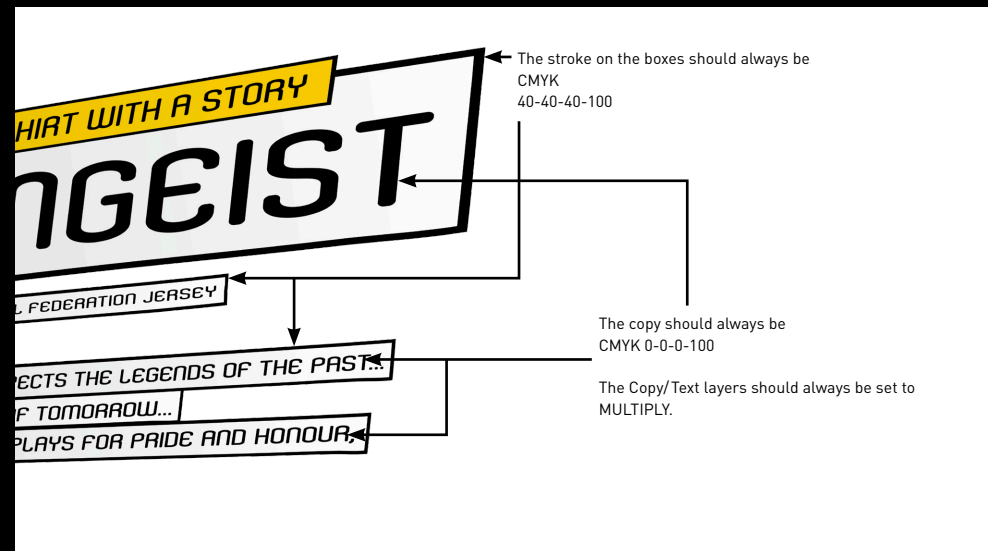
When you are finished, delete the box around the copy, turn off the grid and you have a headline. Create a new document, paste your newly created headline in and add what ever colour you need to use.

The Fed Kit Headline unlike F50 and Predaotr does not use a gradients .



The copy on each line should stay the same size and follow the same perspective.

- Same size
- Same perspective



CREATING CALL TO ACTIONS

The headline in the CTA should never change. It has been created for the Country specifically.

The copy in Fed Kits should always be set using the Unity font.

To set copy for CTAs use Adobe PhotoShop. Templates are available.

Type your copy into PhotoShop as close to the size you'll need as possible to fit in the box.

Rasterize your copy as a Smart Object. Use you free transform tool and distort the copy.

The copy must retain the same size and perspective per line.

Black copy layers, including the ETN and Headline should be set to Multiply before merging.

The boxes behind the copy are vector smart objects. They are on a separate layer in PhotoShop. Double click the layer and the vector smart object will open in Adobe Illustrator. Adjust the box accordingly in Illustrator if you have longer or shorter copy. But follow the setup of the supplied master file. You should not re-create the CTA setup.

The same rule applies. Copy Should never look too distorted.

FOR HELP OR MORE INFORMATION PLEASE EMAIL: Delphine.Lorentz@adidas.com



© 2009 adidas AG, adidas, the 3-Bars logo and the 3-Stripes mark are registered trademarks of the adidas Group.

CONFIDENTIALITY STATEMENT: THIS MATERIAL CONTAINS PRIVILEGED AND CONFIDENTIAL INFORMATION INTENDED ONLY FOR THE USE OF INTERNAL adidas. IF YOU ARE NOT THE INTENDED RECIPIENT OF THIS MATERIAL, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION OR COPYING OF THIS MATERIAL IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS MATERIAL IN ERROR, PLEASE IMMEDIATELY NOTIFY RETAIL MARKETING. THANK YOU.