

LOGO COLOUR & BACKGROUNDS

adidas_1
SMART RIDE

adidas_1
SMART RIDE

- adidas_1 SMART RIDE is a shoe model name and can be used on SMART RIDE POS.
- The Logotype can be placed over imagery or colours. Use the Logotype version that provides the most contrast against the background.
- **Colours:** Logotypes must be either black or white only.
- Please find logo artwork at <https://mediabank.adidas-group.com/mediabin>.

CLEAR SPACE

adidas_1
SMART RIDE



- No text, graphic element, or edge should interfere with the Logos. The clear space must be maintained on all sides of the Logos.
- The minimum amount of clear space required around the adidas_1 Logotype is equal to the height of the adidas_1.
- The minimum amount of clear space required around the Sport Performance Logo is equal to 3x the height of the "a" in the Wordmark.

SIZE RELATIONSHIPS

adidas_1
SMART RIDE



Primary Logotype
adidas_1 SMART RIDE
is the height of the
Sport Performance Logo



adidas_1
SMART RIDE

Secondary Logotype
adidas_1 SMART RIDE
is the height of the 3-Bars.

- The adidas_1 SMART RIDE Logotype must always be shown with the Sport Performance Logo.
- When scaling either the primary or secondary Logotype always match the height of the letters to the appropriate target. See illustrations above.
- On POS either the primary or secondary Logotype can be used. See next page for examples.
- On Technology posters, banners and announce-level communications, use the primary Logotype which is scaled to match the height of the Sport Performance Logo.
- Clear space rules must be applied.

Adidas Brand Guidelines 23

Mickey Hess



Adidas Brand Guidelines 23:

How collages reveal your deepest thoughts: A guide to consumers' minds Philipp Pachler, 2014-02-01 A deeper understanding of how consumers think feel and act is vital to the success of management and provides valuable information for managerial decision making in many areas of business One key to this understanding is brand knowledge which is the representation of a brand in consumers minds Unfortunately a substantial amount of relevant knowledge within people s minds is unconscious and cannot be retrieved accessed and recalled by consumers As a consequence certain methods of retrieval are required such as projective techniques The method this book works with is the collage technique an expressive projective method The aim of this book is to create a multi layered approach that facilitates the interpretation of collages without the need of any additional information given by the participants based on metaphor analysis color theory a communication model and structural analysis

The Brand Book Kyle Duford, 2024-07-15 In *The Brand Book A Branding Primer* Kyle Duford an esteemed author and the executive creative director at The Brand Leader delves into the foundational aspects of branding with precision wit and unparalleled expertise This essential guide demystifies the complex world of branding offering readers a comprehensive overview of its critical elements from color theory naming conventions and typography to visual identity and brand archetypes Duford employs a blend of insightful analysis practical advice and engaging anecdotes to illuminate the principles that define successful branding The book serves as an invaluable resource for entrepreneurs marketing professionals and anyone interested in the transformative power of branding Through a series of meticulously curated chapters readers are equipped with the knowledge and tools to create compelling brands that resonate with audiences and stand the test of time The Brand Book also explores the psychological underpinnings of brand perception providing a deep dive into how brands can connect with consumers on an emotional level With a keen eye for detail and a masterful understanding of brand dynamics Duford guides readers through the process of crafting a brand identity that captures the essence of their company product or idea Featuring real world case studies and expert insights *The Brand Book A Branding Primer* is the definitive guide for anyone looking to master the art and science of branding Whether you re launching a new brand or seeking to elevate an existing one this book offers a clear concise and engaging roadmap to branding excellence

The Comprehensive Guide to Careers in Sports Glenn Wong, 2009 As more students enter the growing field of sports management there is a greater need for information informing them about their career choices *Careers in Sports* provides an overview of what students should consider and expect from the varied career options available to them This book answers the questions students are most likely to have including what courses they should take what areas are available to them what salary can they expect to earn after graduation and how they can get the job of their dreams In the highly competitive field of sports management it is important for individuals to prepare themselves well and to make the right decisions along the way Although there are no guarantees of success this book will increase students likelihood of

finding success in the sports industry Encouraging research and realistic expectations this book has been developed by an author with many years of experience as a respected practitioner teacher and internship coordinator

Hip Hop in America: A Regional Guide Mickey Hess,2009-11-25 An insightful new resource that looks at the rise of American hip hop as a series of distinct regional events with essays covering the growth of hip hop culture in specific cities across the nation Thoroughly researched thoroughly in tune with the culture Hip Hop in America A Regional Guide profiles two dozen specific hip hop scenes across the United States showing how each place shaped a singular identity Through its unique geographic perspective it captures the astonishing diversity of a genre that has captivated the nation and the world In two volumes organized by broad regions East Coast West Coast and Midwest and the Dirty South Hip Hop in America spans the complete history of rap from its 1970s origins to the rap battles between Queens and the Bronx in the 1980s from the well publicized East Coast vs West Coast conflicts in the 1990s to the rise of the Midwest and South over the past ten years Each essay showcases the history of the local scene including the MCs DJs b boys and b girls label owners hip hop clubs and radio shows that have created distinct styles of hip hop culture

The Parents' Guide to Climate Revolution Mary DeMocker,2018-03-05 Relax writes author Mary DeMocker this isn't another light bulb list It's not another overwhelming pile of parental to dos designed to shrink your family's carbon footprint through eco superheroism Instead DeMocker lays out a lively empowering and doable blueprint for engaging families in the urgent endeavor of climate revolution In this book's brief action packed chapters you'll learn hundreds of wide ranging ideas for being part of the revolution from embracing simplicity parenting to freeing yourself from dead end science debates to teaching kids about the power of creative protest to changing your lifestyle in ways that deepen family bonds improve moods and reduce your impact on the Earth Engaging and creative this vital resource is for everyone who wants to act effectively and empower children to do the same

The Sports Shoe Thomas Turner,2019-02-21 Meticulously researched and beautifully produced Times Literary Supplement A big and beautiful book Journal of British Studies A definitive history of the sports shoe Amber Butchart fashion historian A necessary book and a great read Samuel Smallidge Archivist Converse Both educational and entertaining Scene Point Blank The story of the sneaker's rise from the first Victorian tennis shoes to the Nike Air Max and beyond Moving from the athletic field to the shopping mall Thomas Turner tells a fresh story of the evolution of the sports shoe against the changing landscape of society sport fashion industry and technology The Sports Shoe takes us on a journey from the first Victorian tennis shoes to the sneaker of today to the adidas Superstar and the innovative technologies of Nike Air Max Featuring newly uncovered archival material and historic images showcasing key personalities vintage marketing and common perceptions of this hugely desirable product this book is a must have for any sneaker collector historian of popular culture or anyone interested in the place of athletic footwear in our lives today

[The Football Shirts Book](#) Neal Heard,2017-09-07 They think it's all over it is now with this comprehensive guide to football shirts through the years From the obscure to the ubiquitous The Football

Shirts Book is packed with over 150 original and super rare shirts from the greatest game on earth Covering everything from the iconic to the unusual even the most hard core fans will find out something new about the kit of their favourite team Including full colour photography as well as interviews with football shirt design teams musicians and fashion designers this guide offers a full exploration of the brands design and sponsorship history behind the world s best loved football shirts It is a must have for those crazy about football shirts as well as those whose interest is piqued by history design and pop culture

Brand Desire Nicholas Ind, Oriol Iglesias, 2016-10-20 Desire is big business If companies can create true desirability for their brands customers will not only express preference and loyalty they also show a willingness to act as brand champions participate in online communities co create innovative ideas and show the sort of commitment that is normally associated with fervent employees However desire doesn t just happen Brands need to nurture it by offering both security and surprise This isn t just about marketing but rather a reflection of an organization wide culture and perspective Using international case studies Brand Desire explains how companies can engage customers emotionally and create value for them Managers can successfully build and maintain brand desire through specific strategies and tools such as promoting a principles driven organization that is grounded in its heritage and distinctive competences creating a supportive culture that encourages the active participation of people in brand development providing an opportunity for people to communicate more with each other and to encourage socialization through communities and events and offering outstanding experiences being consistent in delivery from first communications through to after sales service and support In a crowded sales environment brand desire can elevate any product or service so that it stands out from the crowd and stays there Brand Desire demonstrates how desirable brands are about desirable experiences and shows what companies can do to maximize those experiences for their customers

Designing Brand Identity Alina Wheeler, 2017-10-24 Designing Brand Identity Design Business Whether you re the project manager for your company s rebrand or you need to educate your staff or your students about brand fundamentals Designing Brand Identity is the quintessential resource From research to brand strategy to design execution launch and governance Designing Brand identity is a compendium of tools for branding success and best practices for inspiration 3 sections brand fundamentals process basics and case studies Over 100 branding subjects checklists tools and diagrams 50 case studies that describe goals process strategy solution and results Over 700 illustrations of brand touchpoints More than 400 quotes from branding experts CEOs and design gurus Designing Brand Identity is a comprehensive pragmatic and easy to understand resource for all brand builders global and local It s an essential reference for implementing an entire brand system Carlos Martinez Onaindia Global Brand Studio Leader Deloitte Alina Wheeler explains better than anyone else what identity design is and how it functions There s a reason this is the 5th edition of this classic Paula Scher Partner Pentagram Designing Brand Identity is the book that first taught me how to build brands For the past decade it s been my blueprint for using design to impact people culture and business Alex Center Design Director The

Coca Cola Company Alina Wheeler's book has helped so many people face the daunting challenge of defining their brand. Andrew Ceccon, Executive Director Marketing FS Investments, If branding was a religion, Alina Wheeler would be its goddess and Designing Brand Identity its bible. Olka Kazmierczak, Founder Pop Up Grupa, The 5th edition of Designing Brand Identity is the Holy Grail. This book is the professional gift you have always wanted. Jennifer Francis, Director of Marketing Communications and Visitor Experience Louvre Abu Dhabi.

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Transfer Pricing and Business Restructurings Michael Lang, Raffaele Petrucci, 2023-09-19

Transfer pricing and

business restructurings issues and developments In the ever evolving global landscape the ability of businesses to swiftly adapt is crucial for maintaining relevance and competitiveness This imperative holds true for multinationals which frequently engage in strategic restructuring of their operations assets and resources to realign with the dynamic shifts in market conditions This dynamic approach enhances operational efficiency cuts costs and optimizes financial performance However the intricacies of restructuring especially in the context of transfer pricing pose considerable challenges Despite elaborate guidance from the OECD and UN transfer pricing considerations in business restructuring remain complex Determining appropriate transfer pricing methodologies finding comparable transactions and ensuring accurate documentation present hurdles for both multinationals and tax administrations This publication discusses the most important issues and recent developments related to this theme It attempts to cover various issues related to business restructuring including delineation and recognition remuneration of restructuring and post restructuring and other relevant issues such as exit taxes location savings permanent establishments and implications of COVID 19 This book is based on the outcomes of the presentations and discussions held during the WU Transfer Pricing Symposium that took place in October 2022 at the WU Vienna University of Economics and Business The authors apart from providing a theoretical background to the discussed issues also present case studies that show how those issues can be approached in practice Complex Magazine and Guide ,2008-02 **European**

Union Law Damian Chalmers, Giorgio Monti, 2008 This pack contains European Union Law Text and Materials and Updating Supplement **The Rough Guide to Cuba** Fiona McAuslan, Matthew Norman, 2007-08-30 The Rough Guide to Cuba is the ultimate guide to the home of sun salsa and rum From down town Trinidad to small town street parties the section introduces the best Cuba has to offer This revised 6th edition contains The guide is full of informed descriptions and accurate listings of the best bars restaurants and music venues to be seen at from the lively city of Havana to the seaside resorts of Cayo Coco and Guardalavaca This guide also takes a detailed look at the country s turbulent history sport music and wildlife and comes complete with new maps and plans for every area The Rough Guide to Cuba s is like having a local friend plan your trip

How Cool Brands Stay Hot Joeri Van Den Bergh, Mattias Behrer, 2013-03-03 How Cool Brands Stay Hot reveals what drives Generation Y the most marketing savvy and advertising critical generation and how you can develop the right brand strategies to reach this group which at three times the size of Generation X has a big impact on society and business Packed with qualitative and quantitative research plus creative ideas on how to position develop and promote brands to the new consumer generation it explains the five crucial steps or dimensions on how to stay a cool youngster brand The first edition of How Cool Brands Stay Hot won the prestigious 2012 Berry AMA Book Prize for the best book in marketing and Expert Marketer s Marketing Book of the Year 2011 This fully updated second edition incorporates additional years of extensive research and includes new case studies and 18 interviews with global brand and marketing executives of successful brands such as Converse Heineken Diesel Coca Cola MasterCard eBay and the BBC **Runner's World** ,2006-09 Runner s World

magazine aims to help runners achieve their personal health fitness and performance goals and to inspire them with vivid memorable storytelling Runner's World Guide to Injury Prevention Dagny Scott Barrios, Editors of Runner's World
Maga, 2004-11-04 The last word on preventing and treating running injuries from the magazine known the world over as the most reliable and authoritative source of running know how The world of running and running injury prevention has evolved greatly in the last decade New thinking on injury and recovery suggests that runners can continue to train while injured And alternative practices such as acupuncture chiropractic and massage are now virtually mainstream and an essential part of any runner s injury arsenal Not only is the sport dramatically more popular but women runners and beginning runners who are a large part of the growth have very different needs in the areas of injury and health that have not been covered adequately in previous books Research in sports medicine also has advanced All this and much more is covered in Runner s World Guide to Injury Prevention making it the best most authoritative guide in the field Here you ll find The most important stretches for runners and why you should not stretch an injured muscle How and why to change your biomechanics and stride length How to incorporate cross training to prevent and heal injury The most important strength training exercises for runners How to cope with the mental side of injury Special concerns for young runners women and older Runners The newest thinking in hydration Beginners and veterans alike will benefit from this expert guidance from the cutting edge of sports medicine and science

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