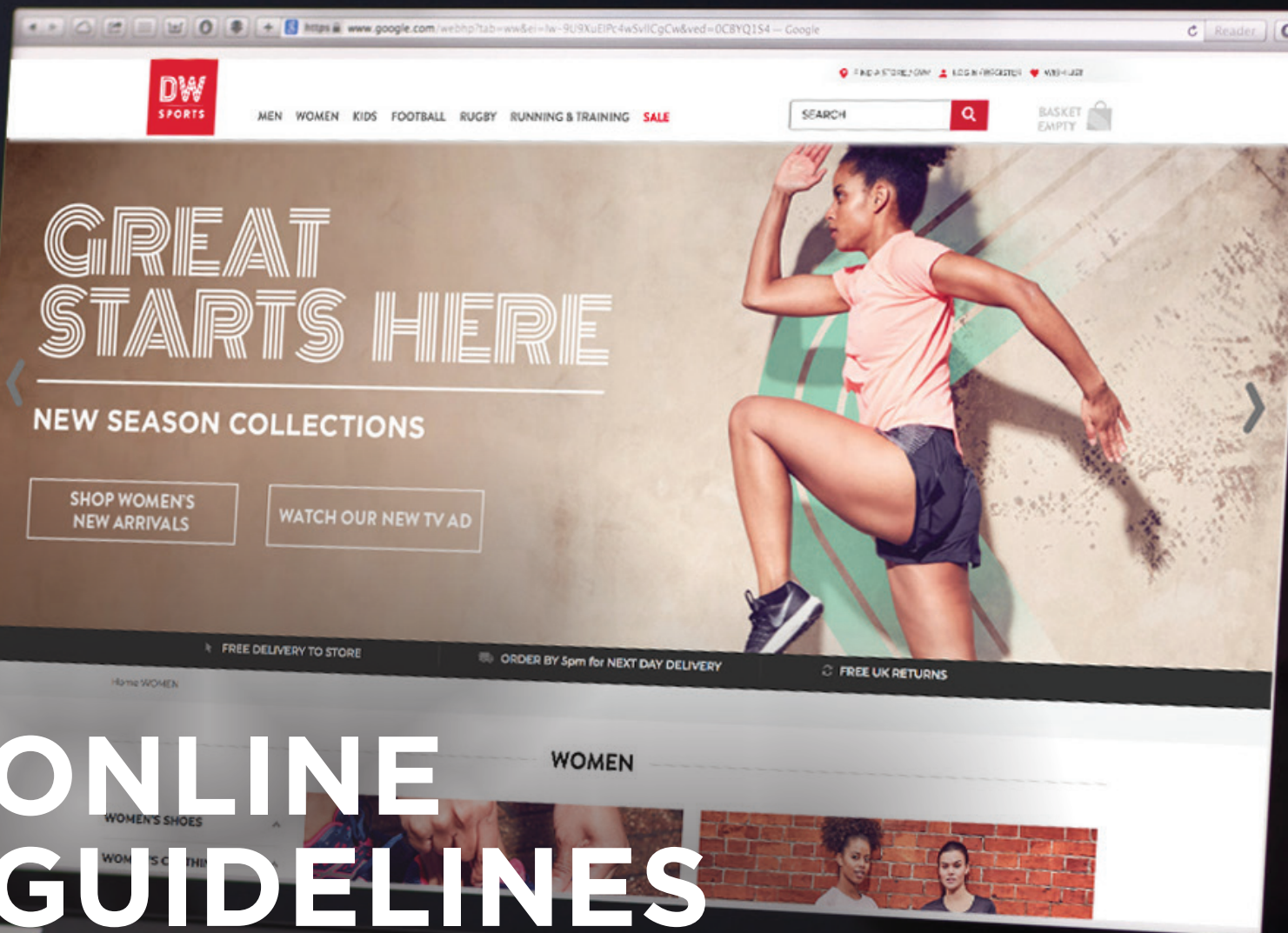


ONLINE GUIDELINES



DW
SPORTS

INTRODUCTION

These brand guidelines explain the thinking behind our DW Fitness First brand – our mission, vision, values and promise. Refer to these usage rules when producing any DW Fitness First materials to ensure the basic elements of our identity are used correctly. The result will be communications that are consistently on brand and instantly recognisable throughout online, retail and leisure.

CONTENTS

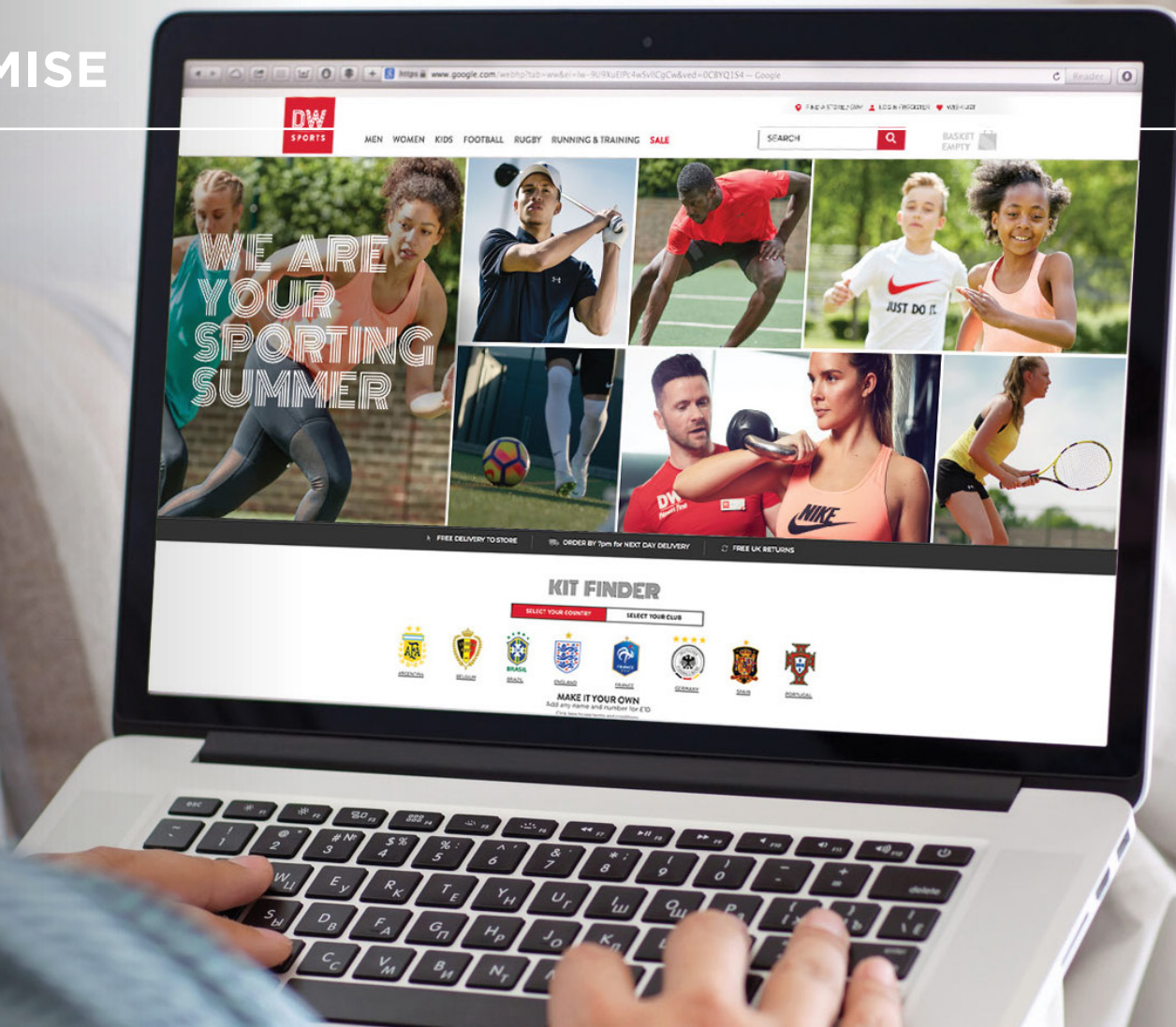
3.

- 1 DW SPORTS
- 2 DW FITNESS FIRST
- 3 TYPOGRAPHY
- 4 COLOURS
- 5 ACTIVE LINES
- 6 WEB ELEMENTS
- 7 GROUP PHOTOGRAPHY
- 8 PRODUCT STYLE GUIDE

1

DW SPORTS
ONLINE

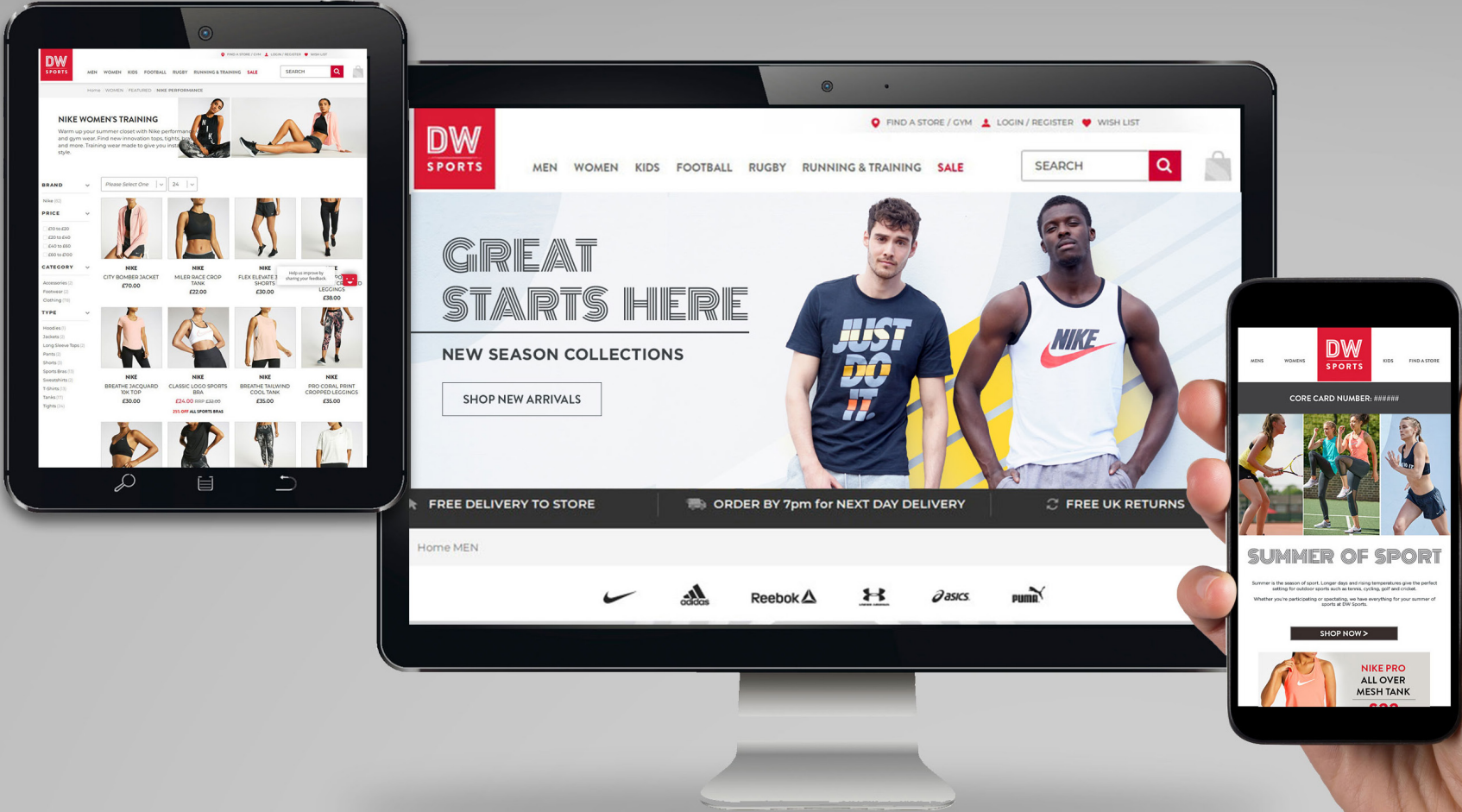
BRAND PROMISE



THIS IS OUR DECLARATION TO THE CUSTOMER.

FOR WHATEVER YOUR GREAT IS.

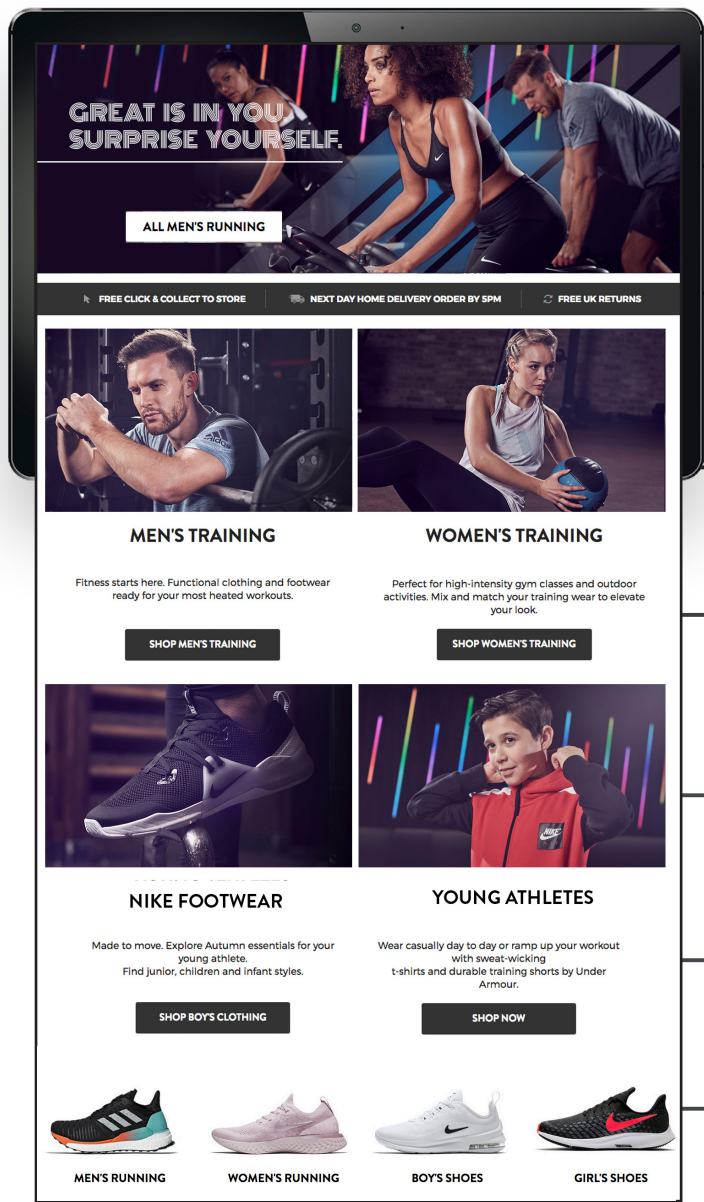
DW SPORTS ONLINE - DIGITAL EXAMPLES



DW SPORTS ONLINE - DIGITAL DIMENSIONS

7.

DW SPORTS HOMEPAGE: DESKTOP



HERO BANNER
Desktop: 1410x500px

SHIPPING INFORMATION

WAYFINDER 1
670x400px (Desktop & Mobile)

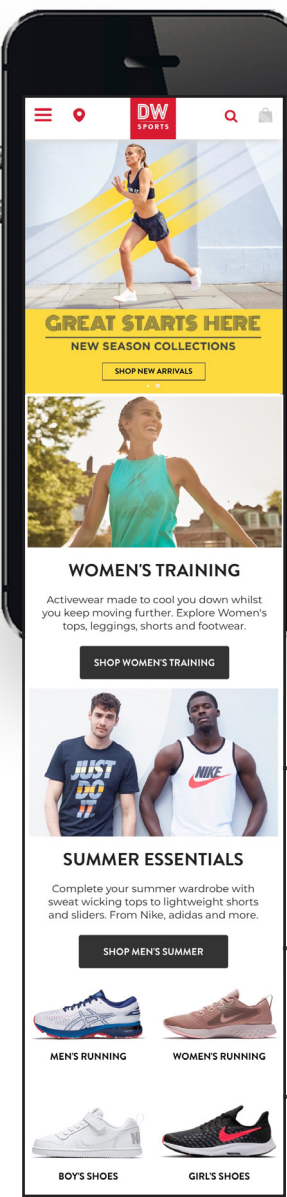
LIVE TEXT & CTA BUTTONS

WAYFINDER 1

LIVE TEXT & CTA BUTTONS

SMALL TILES (FOOTWEAR)
320x300px

DW SPORTS CATEGORY: MOBILE



HERO BANNER
Mobile: 670x660px

WAYFINDER 1
670x400px (Desktop & Mobile)

LIVE TEXT & CTA BUTTONS

WAYFINDER 1

LIVE TEXT & CTA BUTTONS

SMALL TILES (FOOTWEAR)
320x300px

DW SPORTS ONLINE - DIGITAL EXAMPLES

HERO BANNERS

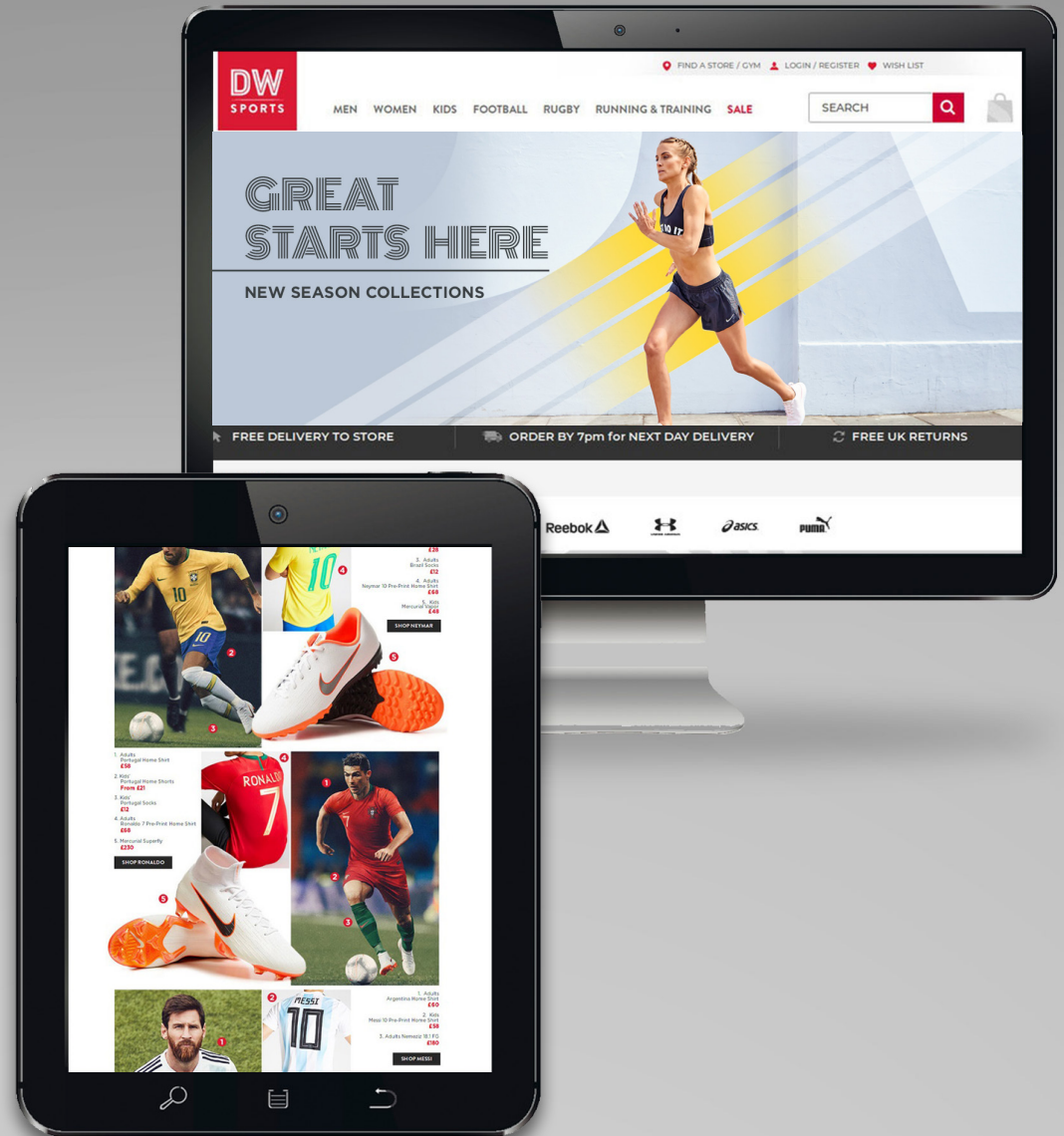
All hero banners must include the active lines and seasonal colour palette to give each campaign an individual look and feel following the creative for the corresponding seasonal retail campaign in store.

WAYFINDERS

These are used to call out new arrivals and the latest brand product launches.

CMS WEB PAGES

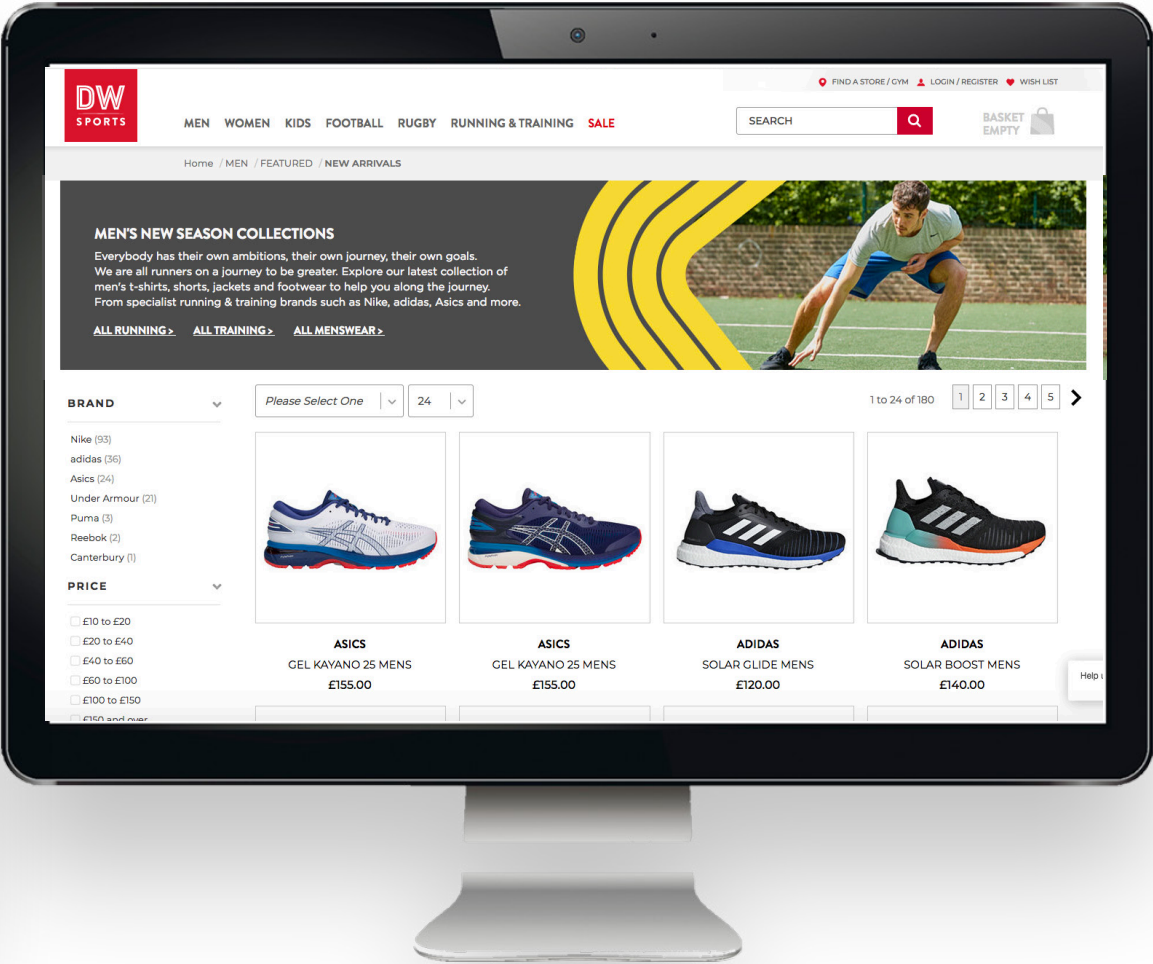
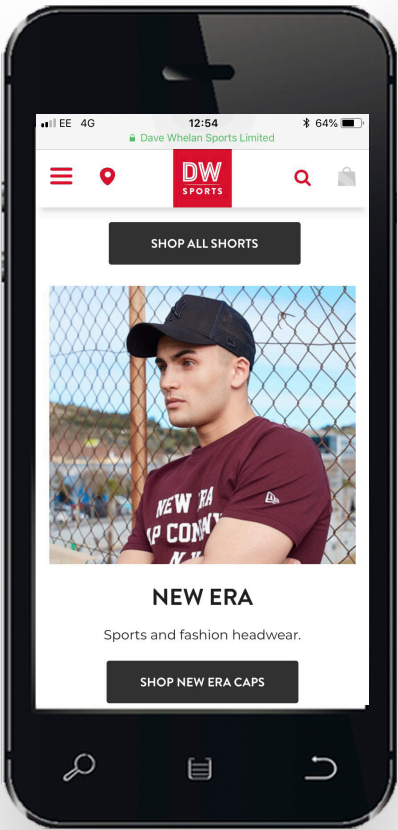
Exclusive and offer pages can be created using our CMS system to create pages with interactivity.



DW SPORTS ONLINE - MORE DIMENSIONS

Product Listing Page Banner: 1410x280px *500px exclusion zone from the left.

Wayfinder 2: 440x400px



Footwear tiles sit under the wayfinder 1s on the DW sports homepage. For a clean look and feel footwear is shown on a white background with a shadow for depth shoes are also always shot the same way.



MEN'S RUNNING



WOMEN'S RUNNING



BOY'S SHOES



GIRL'S SHOES

Hovering over the navigation bar will create a dropdown with all the links to the sub-categories; on the right side of each category an image space is visible and should be utilised for calling out category specific sales, latest offers and best products.



MEN

WOMEN

KIDS

FOOTBALL

RUGBY

RUNNING & TRAINING

SALE

SEARCH



BASKET
EMPTY 

MEN'S RUNNING

SHOES

TOPS & TEES

SHORTS

TIGHTS

ACCESSORIES

MEN'S TRAINING

SHOES

BASELAYER

HOODIES & SWEATSHIRTS

SHORTS

TOPS & TEES

TIGHTS & TROUSERS

WOMEN'S RUNNING

SHOES

JACKETS

TIGHTS

TOPS & TEES

SHORTS

RUNNING BRAS

WOMEN'S TRAINING

SHOES

TROUSERS & TIGHTS

SPORTS BRAS

TOPS & TEES

HOODIES & SWEATSHIRTS

VESTS & TANKS

RUNNING & TRAINING ACCESSORIES

ALL RUNNING & TRAINING ACCESSORIES

FITNESS TRACKERS

HEADPHONES

SPORTS NUTRITION

SUPPORTS



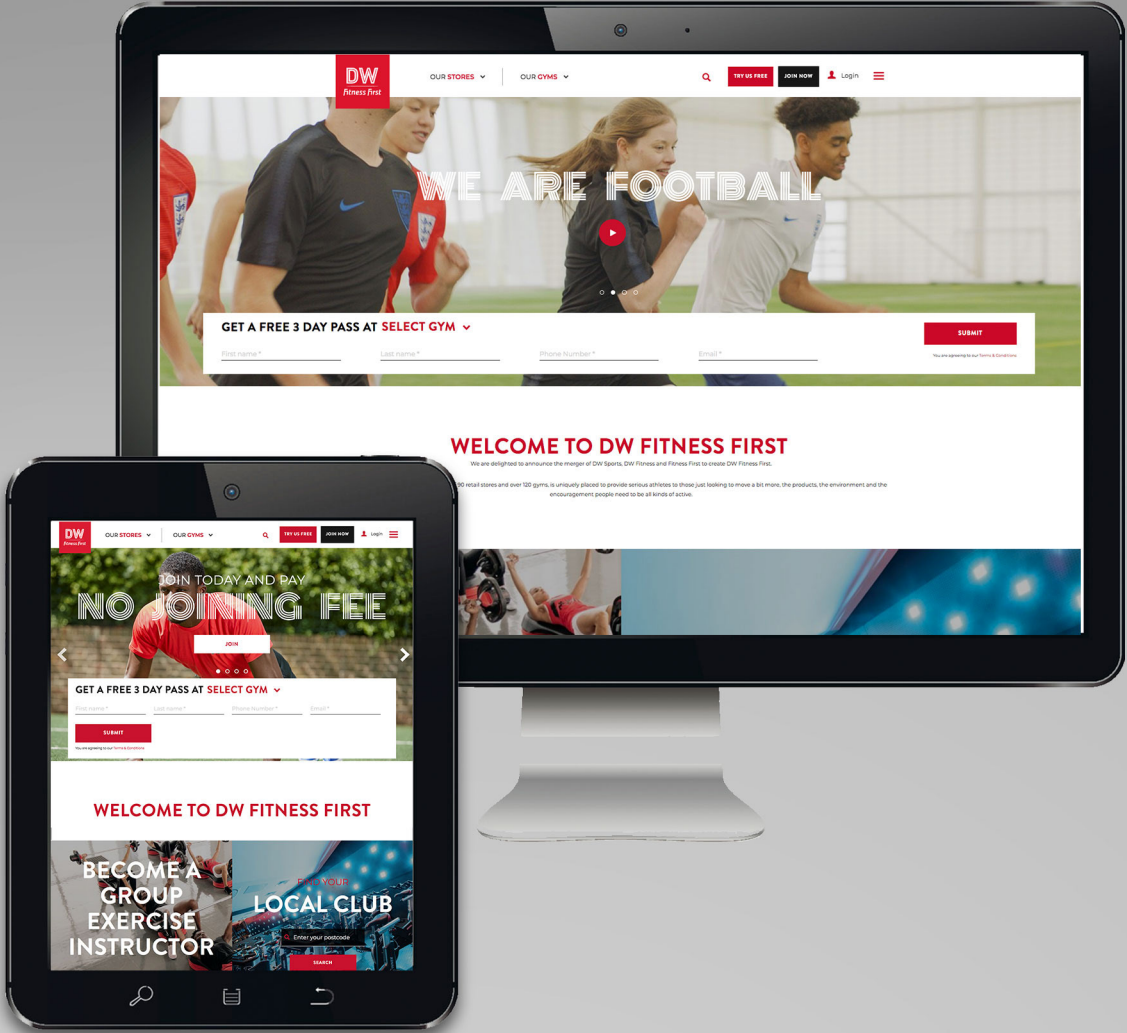
RUNNING FOOTWEAR

2

DW FITNESS FIRST
ONLINE

DW FITNESS FIRST ONLINE - INTRODUCTION

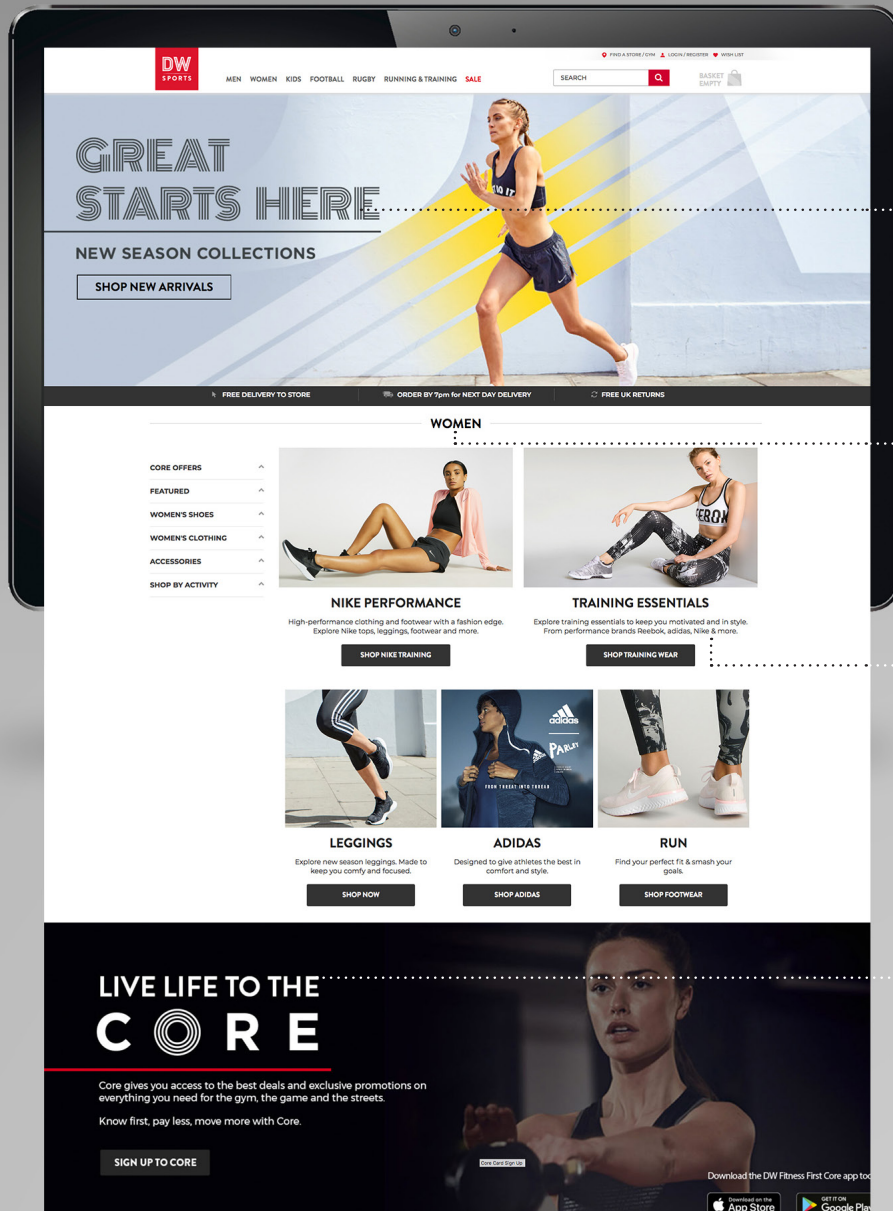
Faci sus dollorem eati doloria qui ullorem ilique elenihil imintiunt eium, nimo dia quid eossinv elestore latur sim dolenis solum, alisti unt, quiatib usanti con rendandam, sinci odic tempos pla vellabori tem corror mi, tem quisit arum est, venia a prem que doluptae sunt es estiae consequis soloritat ut alis sinventio.



3

TYPOGRAPHY

TYPOGRAPHY



HEADERS: MONOTON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUB HEADERS: BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COPY TEXT: GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUB HEADER: GOTHAM BOLD (MAINLY USED IN PRINT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4

COLOURS

COLOURS - PALETTE

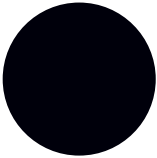
A unique colour palette has been developed for the brand identity. The Primary Palette includes the colours which make up the logo.

A limited palette of secondary colours has been introduced to represent the seasonal moments. This is reflected in graphical elements on campaigns signifying the seasonal change.

PRIMARY COLOURS



PMS 186
CMYK 2/100/85/6
RGB 200/16/46
HEX #C81F33



PMS Black 6
CMYK 100/79/44/93
RGB 16/24/32
HEX #060706
Black can also be used in 10% increments



PMS Cool Grey 1
CMYK 4/2/4/8
RGB 217/217/214
HEX #C9CCCB

SECONDARY (SEASONAL) COLOURS



WINTER

PMS 2995
CMYK 83/1/0/0
RGB 0/169/224
HEX #00ACDD



SUMMER

PMS 116
CMYK 0/14/100/0
RGB 255/205/0
HEX #F9D01C



SPRING

PMS 346
CMYK 53/0/51/0
RGB 113/204/152
HEX #71BF91



AUTUMN

PMS 138
CMYK 0/52/100/0
RGB 224/124/0
HEX #E9882A



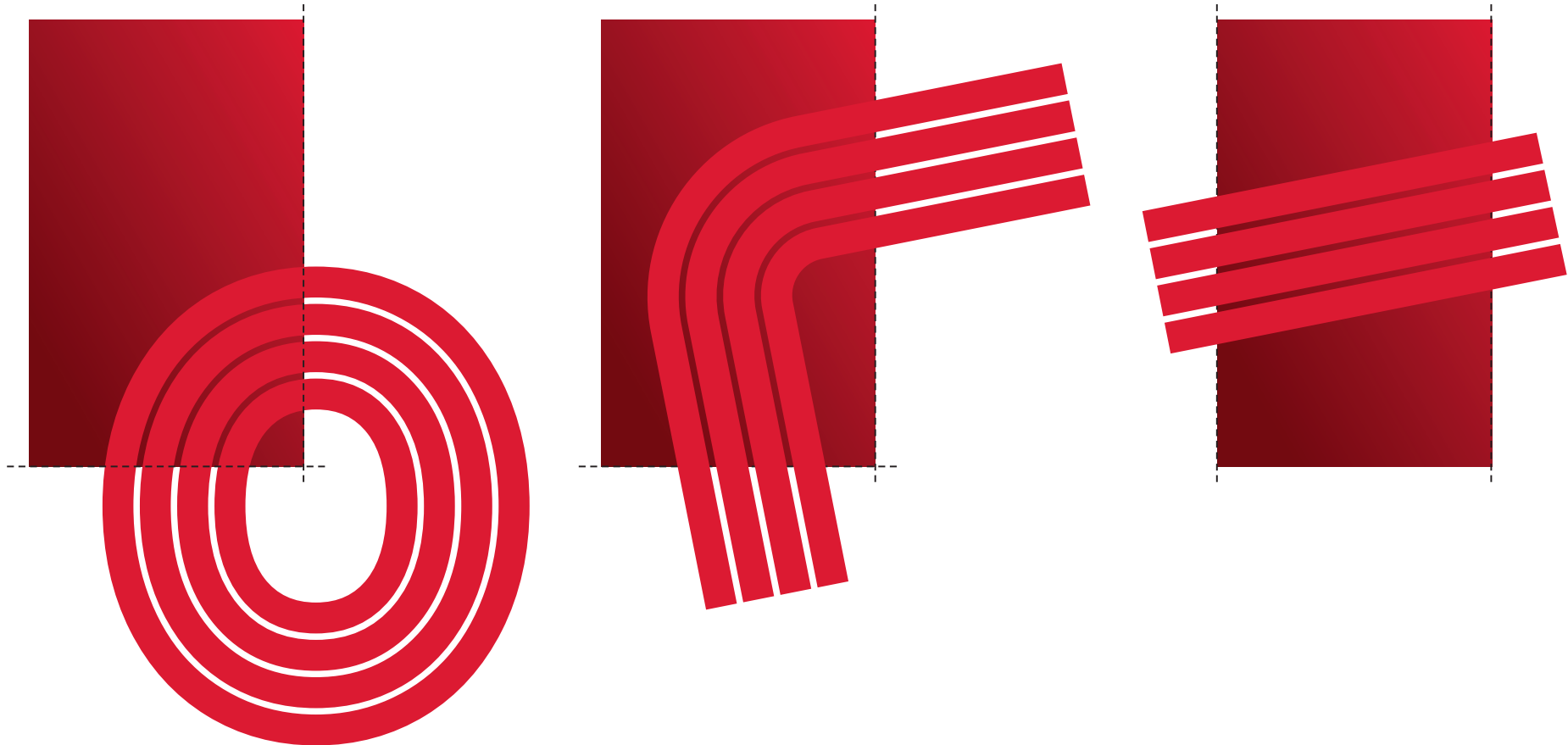
5

ACTIVE LINES

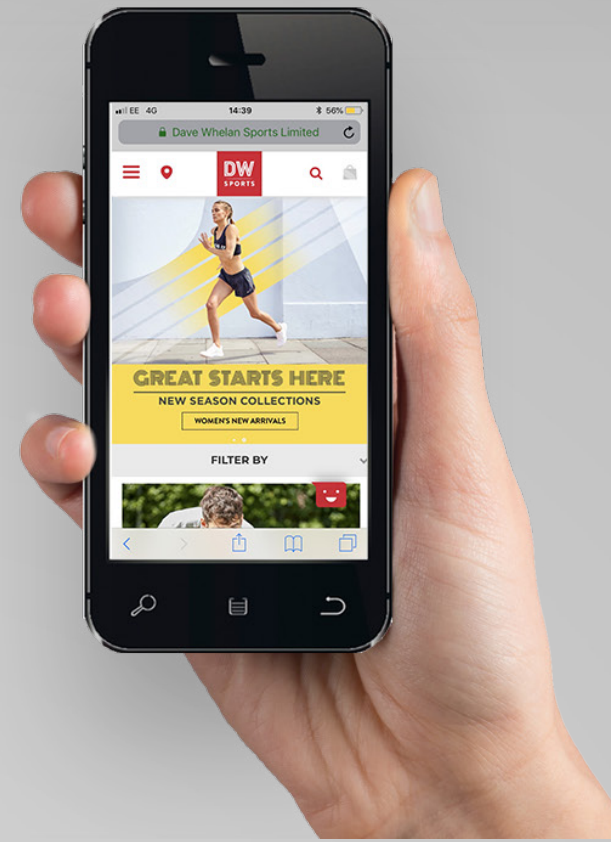
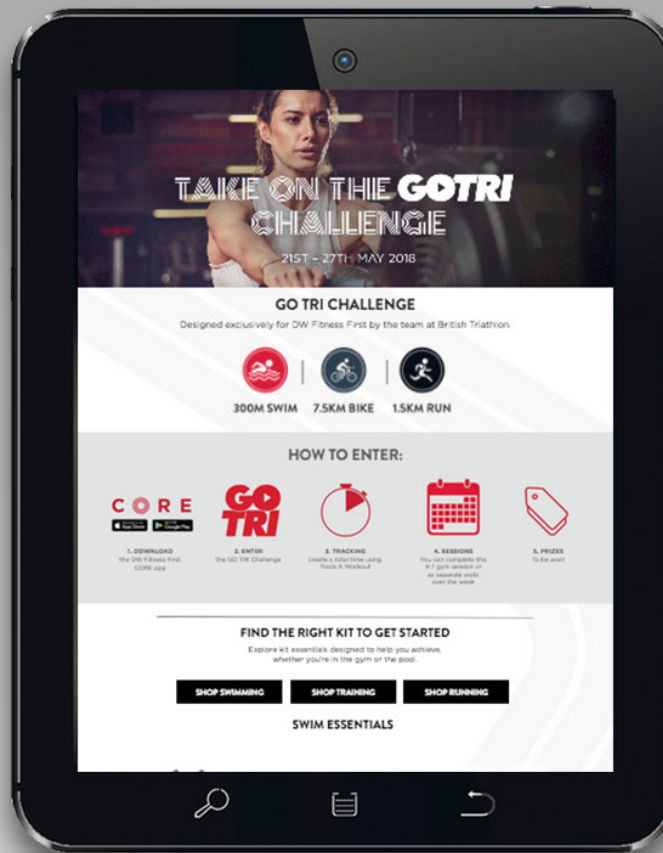
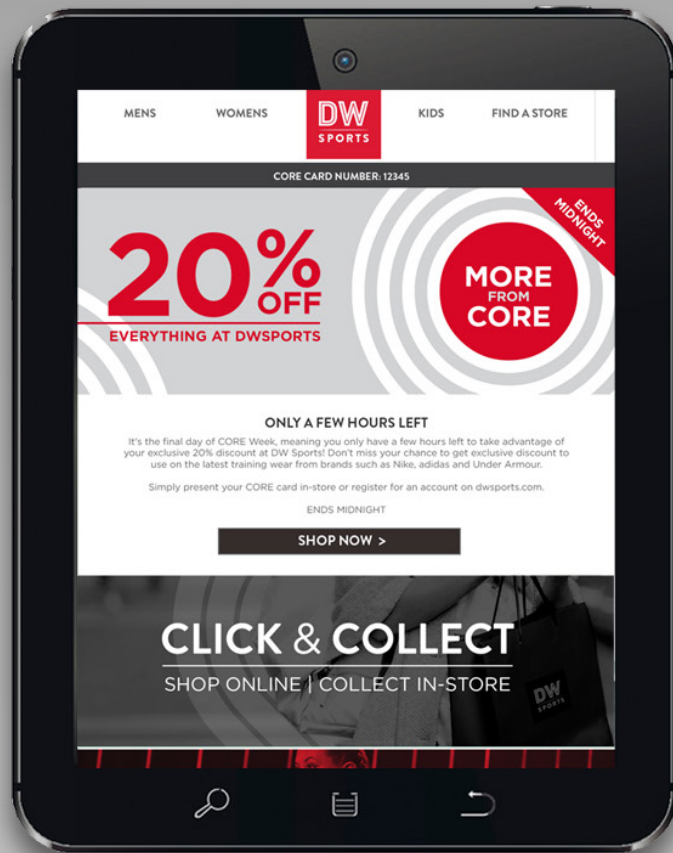
ACTIVE LINES - THE SET

19.

There are three sets of active lines available to use: the circle, the corner and straight lines. The shapes must be cropped to bleed off the artwork and must show four lines.



ACTIVE LINES - IN ACTION



ACTIVE LINES - USE OF COLOURS

21.

The active lines can be overlaid onto any colour from the palette or over brand photography.

One active line can be highlighted in a brand colour (always the second line from the top) or all lines can be a 20% transparent white overlay.



Shades of grey can also be created using 10% increments of black



6

ADDITIONAL WEB ELEMENTS



To be used on lighter backgrounds or with busy imagery behind



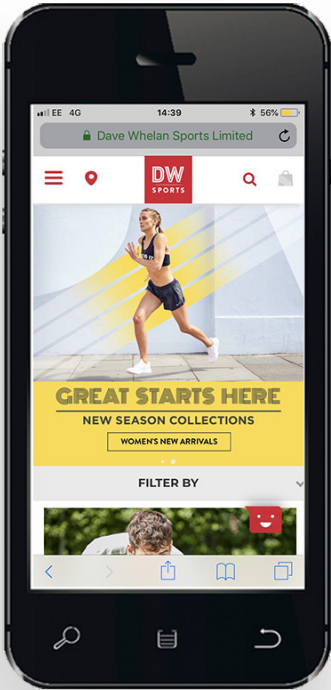
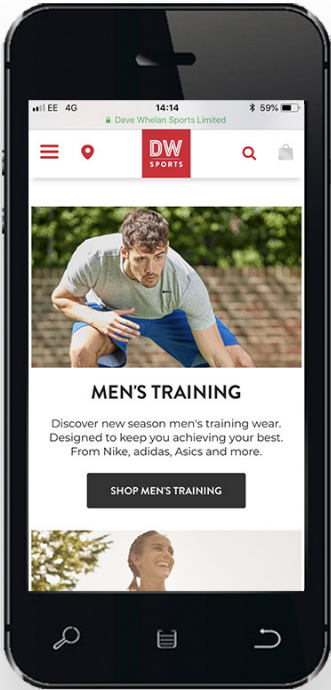
To be used on lighter backgrounds



To be used for DW Fitness First online



To be used on full colour or darker backgrounds

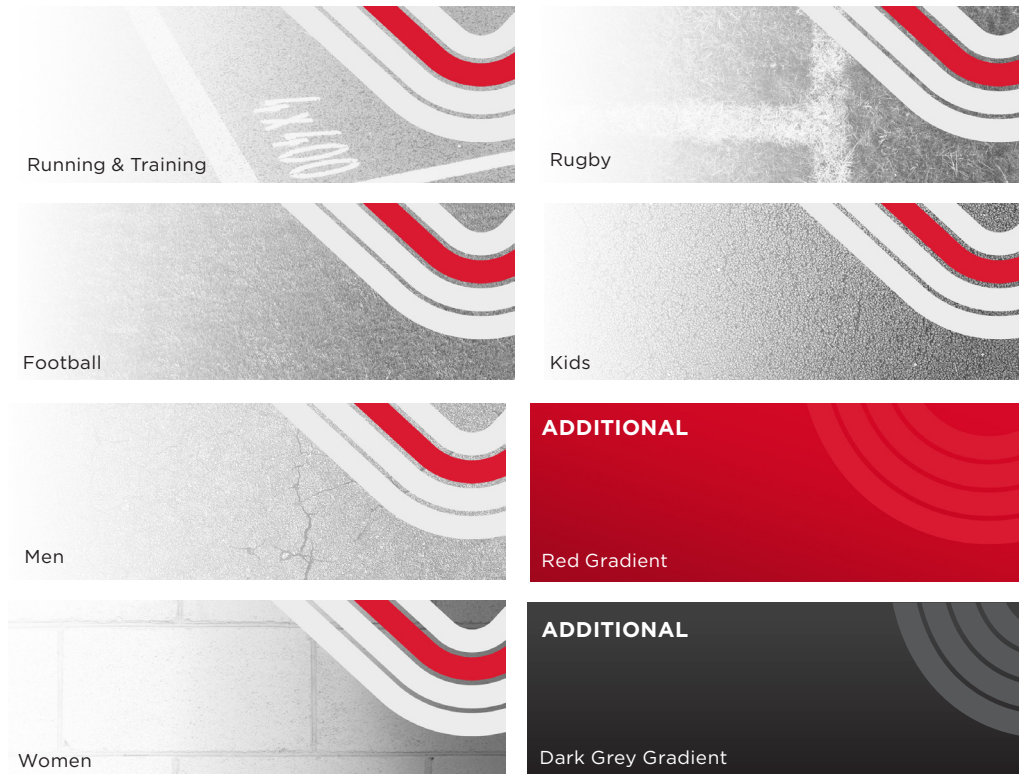


WEB ELEMENTS - BADGES

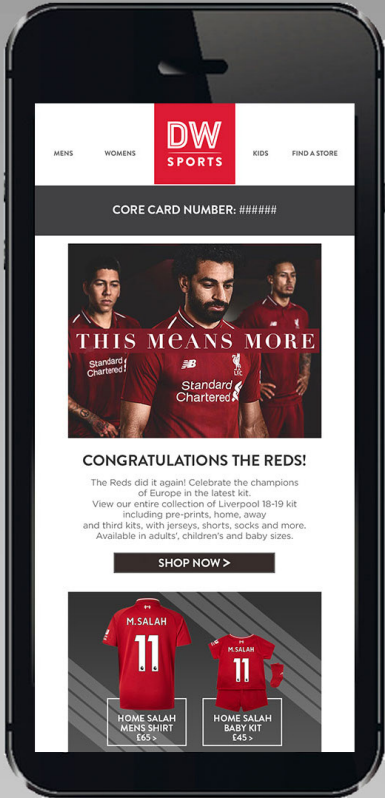
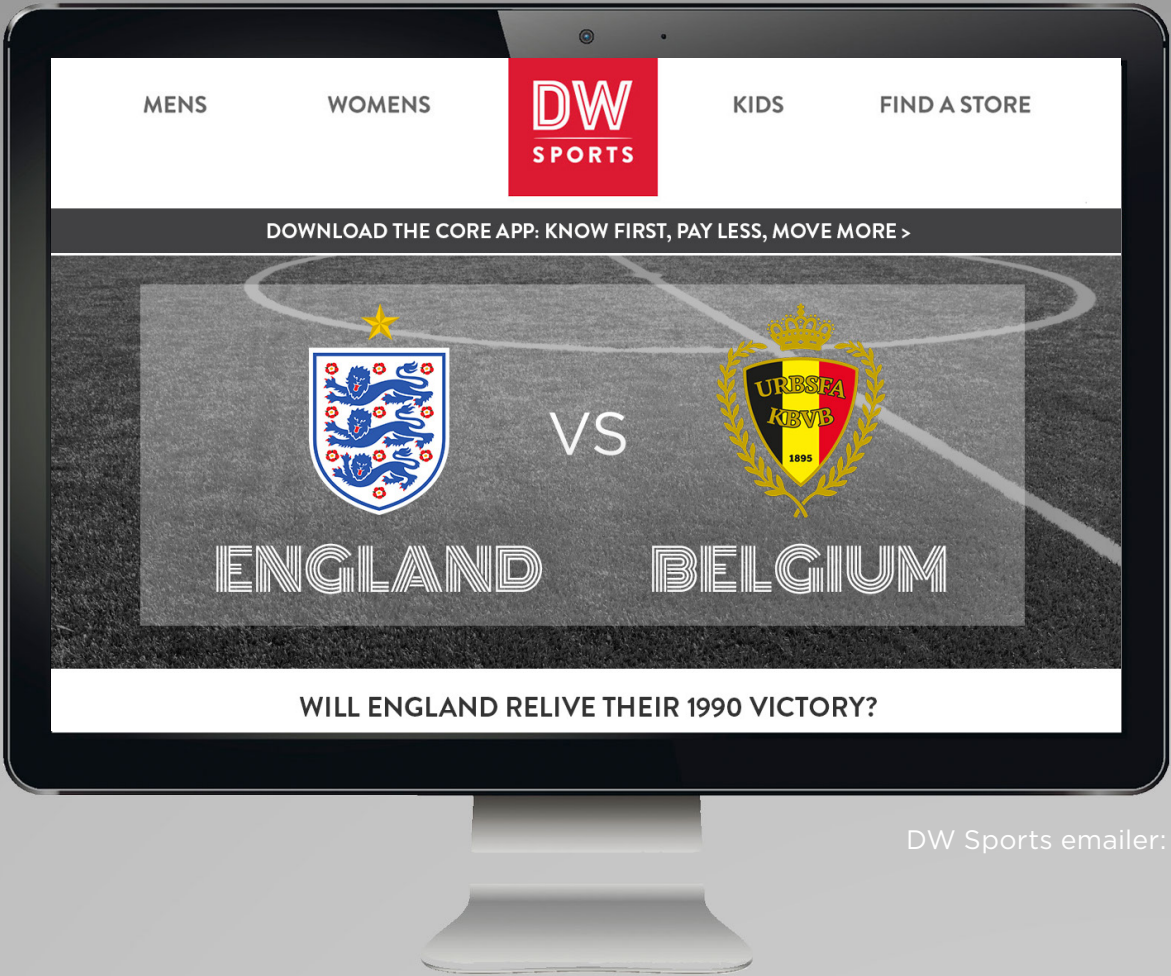
TBC

TEXTURES

Textures are available to use for the main categories and are usually supporting the main hero artwork from core campaigns. CRM Emailers and Social Media artwork also featured textures,



WEB ELEMENTS



DW Sports emailer: textures and gradients in action.

7

GROUP
PHOTOGRAPHY

GROUP PHOTOGRAPHY - RETAIL AND LIFESTYLE

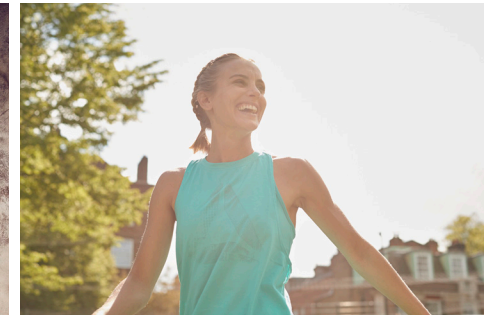
29.

Our photography is a snap shot of real life, capturing people in the middle of their routine and showing we are performance based. We also capture lifestyle shots with more of a fashion edge.

We refresh our imagery on a seasonal basis and will always cover the following categories:

Men's - Running & Training
Women's - Running & Training
Young Athletes
Football and Rugby

If you require any brand imagery please contact the design department
Requests to: **Groupdesign@dwsports.com**



GROUP PHOTOGRAPHY - IN THE GYM

30.

Our photography is a snap shot of real life, capturing people in the middle of their routine.

Our photogrpahy will alwyas cover mens and womens trianing, group exercise, our signature fitness product offerings such as Freestyle and SPARR.

If you require any brand imagery please contact the design department Requests to: **Groupdesign@dwsports.com**



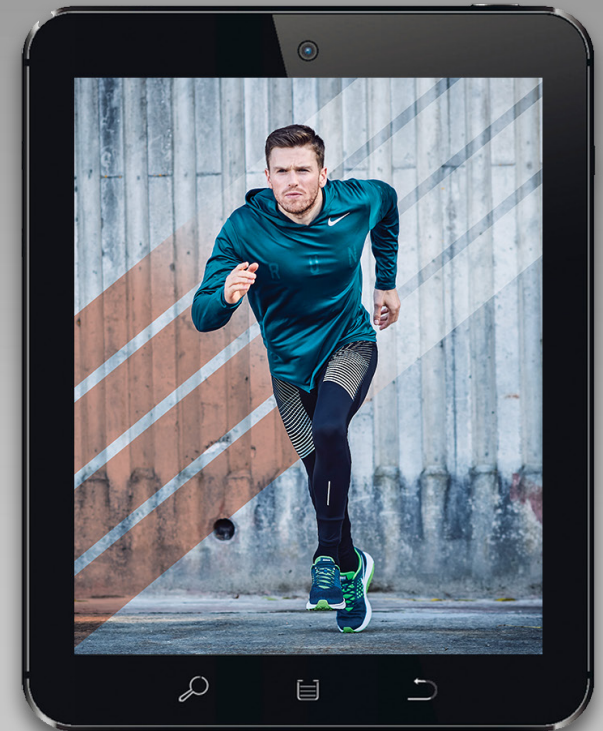
GROUP PHOTOGRAPHY - IMAGE TREATMENT

COLOUR CORRECTION AND SEASONAL CAMPAIGN COLOURS

Photo filters are used dependent on the season and campaign for example in summer a warmer filter and in winter a cooler filter is used.



BEFORE



AFTER

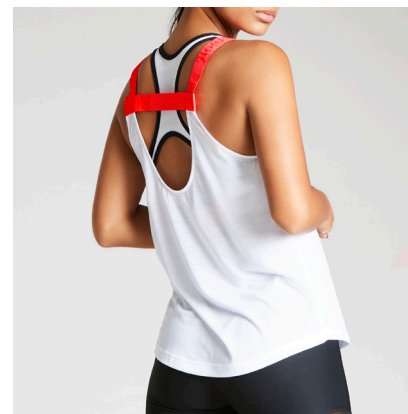
8

PRODUCT PHOTOGRAPHY GUIDE

PRODUCT PHOTOGRAPHY - IN ACTION

33.

We have created a visual hierarchy diferenciates between Good/Better/Best products relevant to a product price point. This gives the customer a clear, informative and inspiring shopping experience.



PRODUCT PHOTOGRAPHY - GOOD

Cut-out mannequin product shots with atleast 2 images per product and brand logo in clear view.

Tops



Main Image



Alt 1



Alt 2

Bottoms



Main Image



Alt 1



Alt 2

A 4/5 shot package with a grey gradient background to reflect the product price point.

Tops



Main Image



Alt 1



Alt 2

Bottoms



Main Image



Alt 1



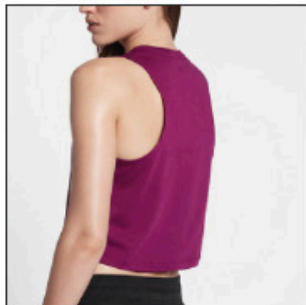
Alt 2

For higher price point products, seasonal collections or limited edition ranges. Simple colours are used for seasonality. Shot in the same style (crops, poses and styling etc) as the 'better range' product to ensure brand continuity. Moodier lighting; introduction of simple textured backgrounds for suitable ranges.

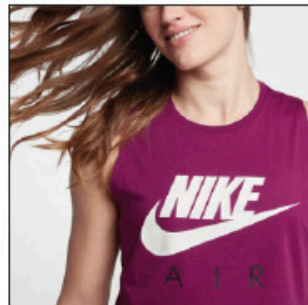
Tops



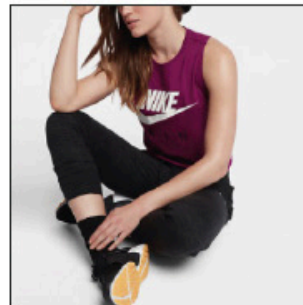
Main Image



Alt 1



Alt 2



Alt 3



Alt 4

PRODUCT PHOTOGRAPHY - MERCHANDISED PAGE

37.

Good/better/best products given their own distinctive style. Photographic execution to be the same across good/better/best ie lighting, styling, cropping to ensure a cohesive brand style.

DW SPORTS

FIND A STORE / CVM LOGIN / REGISTER WISH LIST

MEN WOMEN KIDS FOOTBALL RUGBY RUNNING & TRAINING SALE

SEARCH

Home / WOMEN / FEATURED / NIKE PERFORMANCE

NIKE WOMEN'S TRAINING

Warm up your summer closet with Nike performance and gym wear. Find new innovation tops, tights, bras and more. Training wear made to give you instant style.

BRAND Please Select One 24

PRICE

- ☐ £10 to £20
- ☐ £20 to £40
- ☐ £40 to £60
- ☐ £60 to £100

CATEGORY

- Accessories (2)
- Footwear (2)
- Clothing (78)

TYPE

- Hoodies (1)
- Jackets (2)
- Long Sleeve Tops (2)
- Pants (2)
- Shorts (3)
- Sports Bras (13)
- Sweatshirts (2)
- T-Shirts (13)
- Tanks (17)
- Tights (24)

NIKE CITY BOMBER JACKET £70.00

NIKE MILLER RACE CROP TANK £22.00

NIKE FLEX ELEVATE 3 SHORTS £30.00

NIKE PRO CORAL PRINT CROPPED LEGGINGS £38.00

NIKE BREATHE JACQUARD 10K TOP £30.00

NIKE CLASSIC LOGO SPORTS BRA £24.00 RRP £32.00
25% OFF ALL SPORTS BRAS

NIKE BREATHE TAILWIND COOL TANK £35.00

NIKE PRO CORAL PRINT CROPPED LEGGINGS £35.00

NIKE INDY LIGHT BRA £16.50 RRP £22.00
25% OFF ALL SPORTS BRAS

NIKE BREATHE JACQUARD 10K TOP £30.00

NIKE POWER RACER PRINTED TIGHTS £48.00

NIKE BREATHE TAILWIND COOL TOP £38.00

Help us improve by sharing your feedback.

