APRIL 2023

# Brand Identity – 4

# Creative Strategy



Technological innovation lies at the heart of On.
If we want a better future, we have to be willing to build it.
"Better" is achieved through continual experimentation and
never being afraid to start over or break the mold.

Dedicated to creating a company where every product is fossil-free
and engineered for circularity, On pioneers high-performance sportswear,
with the lowest possible footprint – all Swiss engineered in the On Lab.

On is committed to building a more sustainable future by:

# CREATING CIRCULAR SYSTEMS
# USING ALTERNATIVE MATERIALS
# DRIVING SUSTAINABLE PRODUCTION

# Brand Positioning

On is the only athletic shoe and sportswear company that prioritizes renewable, fossil–free materials for socially responsible athletes worldwide who care about sustaining the environment in an era of climate crisis.

# Visual Inspiration

In pursuit of creating a more sustainable future, On prioritizes the use of fossil-free materials and circular systems. Every fiber is broken down in the On Lab and maniputed in the most conservative way possible. This green process inspired a bona fide look into the ingredients that help provide high-performance sportswear with the lowest possible footprint.

By breaking down the structure of design and creating unadnored, yet dynamic compositions, On branding mimics the beauty in basics. Text is sprinkled organically around clean, detailed imagery that highlights the eco-friendly products made by On. Rough and ready elements are built in to emphasize the natural approach embraced by On since 2010.
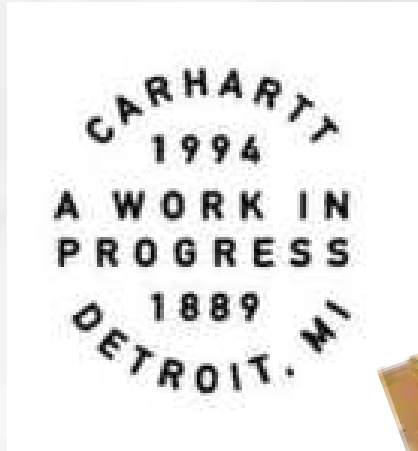
# Typography

## Panamera Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 & $ % # ! ?

### Usage Principles

Use for headlines, subheadings and taglines.
Alignment is flexible, and text can be flushed to the right, left or center.
Casing is flexible, and text can be in title case or uppercase.
Orientation is flexible, and text boxes can be rotated 90°.
Use auto leading + tracking at 0 (may be adjusted to emphasize a single word or fill out grid space).

## Panamera Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 & $ % # ! ?

### Usage Principles

Use for body copy and legal/disclamer copy.
Alignment is flexible, and text can be flushed to the right, left or center.
Casing is flexible, and text can be in sentence case, title case or uppercase.
Orientation is flexible, and text boxes can be rotated 90°.
Use auto leading + tracking at 0 (may be adjusted to emphasize a line of text or fill out grid space).

## TypriyghterV1 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
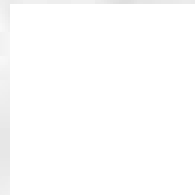1 2 3 4 5 6 7 8 9 0 & $ % # ! ?

### Usage Principles

Use for decorative headlines, drop quotes and taglines.
Alignment should always be centered.
Casing should always be set in uppercase.
Orientation is flexible, and text boxes can be rotated 90°.
Should always be the largest text in the design.
Use tight leading + tracking at 0.

# Color & Photgraphy
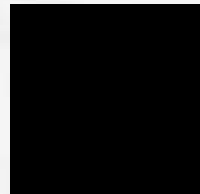
■ Bio Black
c50 m50 y0 k100
0r 0g 0b
Hex # 000000

□ Sustainable White
c0 m0 y0 k0
255r 255g 255b
Hex # ffffff



Reinforcing the idea that less is more, On strips down to a classic black and white color pallete for all typography and graphic assets. The clean and raw design compliments the simplicity of materials used to make every On product.

A human touch is added with recycled strips of brown tape used as a framing technique on posters and pictures. With frayed edges and crinkled applications, a crafty and handmade aspect is woven throughout all branding media.

Color can be incorporated with candid, outdoor shots of athletes in their natural element. Bright, blue skies should be featured in every image, adding a sense of warmth and energy to the shot. To maintain the robust style of the brand, paper textures may also be applied to all promotional work.
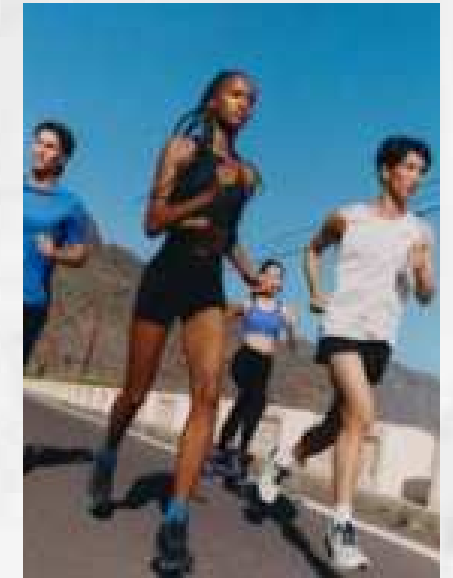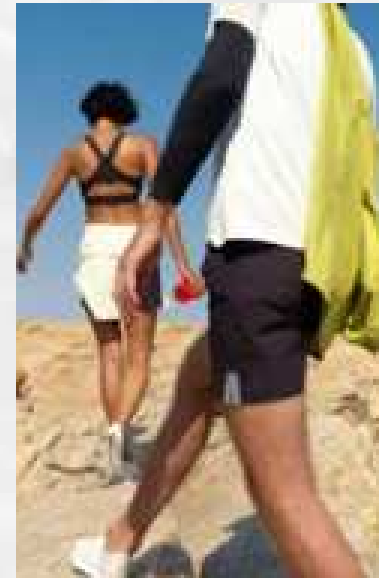
# Visual Vocabulary



SUSTAINABLE SPORTSWEAR
2010
RUNNING ON CLOUDS
2023
ZURICH, SWITZERLAND

POWERFUL TAKEOFFS
A MORE SUSTAINABLE FUTURE
SINCE 2010
CUSHIONED LANDINGS

on.

on.

A MORE SUSTAINABLE FUTURE

RUN ON RECYCLED ENERGY

EST. 2010 ZURICH, CHE.
RUN ON RECYCLED ENERGY

EST. 2010 ZURICH, CHE.
RUN ON RECYCLED ENERGY

A MORE SUSTAINABLE FUTURE
SINCE 2010

ALTERNATIVE MATERIALS
SINCE 2010

CUTTING-EDGE TECHNOLOGY
SINCE 2010

POWERFUL TAKEOFFS,
CUSHIONED LANDINGS

REVOLUTIONIZE
THE SENSATION
OF RUNNING

# Posters

## Sprinter Shorts

Materials
65% recycled Polyamide — 35% Elastane Insert
94% Polyester — 6 % Elastane

# A MORE SUSTAINABLE FUTURE

This product was assembled in Spectre, Vietnam.

Ultralight close-fit shorts for all distances.

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Wherever your day heads, the Cloudnova Sensa carries you home. Sleek, form fitting, and comfort focused. The perfect combo.

# MAKING EVERY STEP FEEL EFFORTLESS

## Cloudnova Sensa

Materials
Total recycled content: about 25%
Polyester: about 75% recycled

Hit refresh with this menthol-inspired shoe. Delivering a sensory experience.

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# A MORE SUSTAINABLE FUTURE

Materials
Total Recycled Content: about 30% — Polyester: about 85% recycled
Other Features: undyed upper + undyed outsole

## Cloudnova Undyed

This product was assembled in Zucca, Vietnam.

The all-day sneaker infused with performance tech. Now undyed for less impact on the planet.

## POWERFUL TAKEOFFS, CUSHIONED LANDINGS

### Cloudneo

Available only through our Cyclon subscription service.

The 100% recyclable, high performance Cloudneo running shoe created with bio-based resources.

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## Cloudsurfer

Materials
Total Recycled Content: about 30% – Polyester: about 85% recycled

## REVOLUTIONIZE THE SENSATION OF RUNNING

Featuring an optimal midsole for a seamless weight tranfer from heel to toe.

The training shoe with computer-optimized technology for next-level cushioning.

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## SWISS ENGINEERED TO DELIVER COMFORT

### Cloud 5

A new increased midsole and updated CloudTec® configuration.

The On-fan favorite re-engineered with 44% recycled content, and improved fit + comfort.

# Layout Placement

# Merchandise

**Circle Pins**
3/4in. metal pins,
black graphics on
white background

HELLO, MY NAME IS

**Matt.**

**Employee Name Tag
& Detachable Lanyard**
4x3 in. polypropylene plastic
cards, metal lobster claws
& white nylon straps

# Run.
# Repeat.
# Recycle.

## Cyclon™

100% RECYCLABE, BIO-BASED PRODUCTS

Cyclon™

**Cyclon™ Monthly
Subscription Bag**
16x15in. polypropylene
plastic bag cover,
protective bag insert

**Waterproof Stickers**
3x3in. circle cut
stickers, clear, glossy
protective laminate

POWERFUL TAKEOFFS · A MORE SUSTAINABLE FUTURE · CUSHIONED LANDINGS · SINCE 2010 ·

RUN ON
RECYCLED
ENER

**Reusable Water Bottles**
32oz insulated, aluminum bottles, black screw top lids, metal snap hook



**Phone Pop Socket**
3/4 in. circle, adhesive backing,
black graphic on white background

**Drawstring Backpack**
14x16in. recycled cotton bag, adjustable rope straps, double-sided design, black graphics on white background

# Print Assets

Always aternate different poster layouts to create an interesting grid view, maximize composition diversity and naturally guide the eyes from one element to the next.

Print all media in portrait mode and maintain a retangular shape, unless an alternate format is applied.

# Web Assets

In some instances, Panamera Bold may be used in place of Panamera Regular for better screen readability.

Maintain a black and white color pallete. Activated buttons may be inverted.

Ensure photo treament is consistent within branding.