



**2023
HOLIDAY TOOLKIT**

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GRAPHIC OVERVIEW

Design Elements

Heading Font

Druk Wide Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Accent Header Font

Shimano Square Black

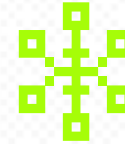
**Ra Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Body Copy

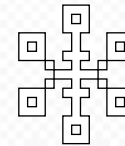
Gotham Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

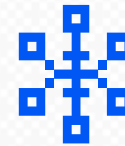
Color Palette



HEX #a6fd08
R166 G253 B8
C38 M0 K100 Y0

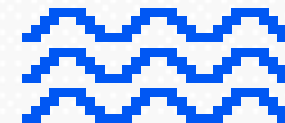
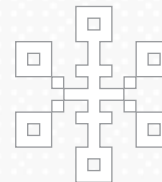


HEX #ffffff
R255 G255 B255
C0 M0 K0 Y0



HEX #0057f3
R0 G87 B243
C84 M67 K0 Y0

Icons



Headline Options

Headline Option 1

TAKE THIS
SEASON
UP A
LEVEL

Headline Option 2

NEXT LEVEL
GIFTING
UNLOCKED

Headline Treatment

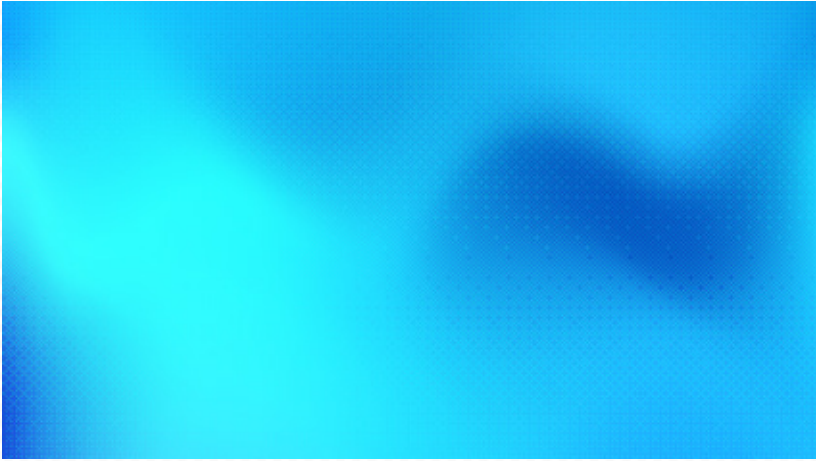
Supporting words use
Druk Wide Medium

TAKE THIS
SEASON
UP A LEVEL

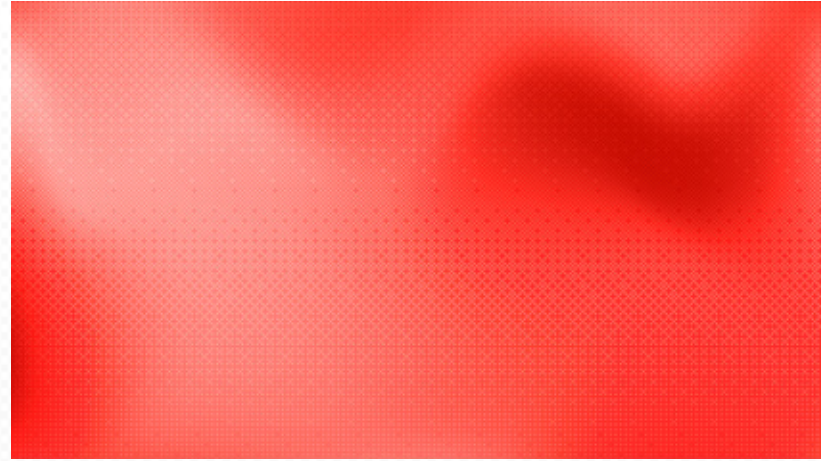
Accent words use Shimano Square Black
and cascading linear shadows

Gradient Backgrounds

Blue Background



Red Background



Blue Background with snow



Red Background with snow



Image Borders & Treatments

Cascading Windows



Pixelated Images



Shadow Lines



SYSTEM IN USE

Key Visuals

Blue Version



Red Version



Digital Banner

Option 1



Option 2



Social Creative

Option 1 | Product Focused

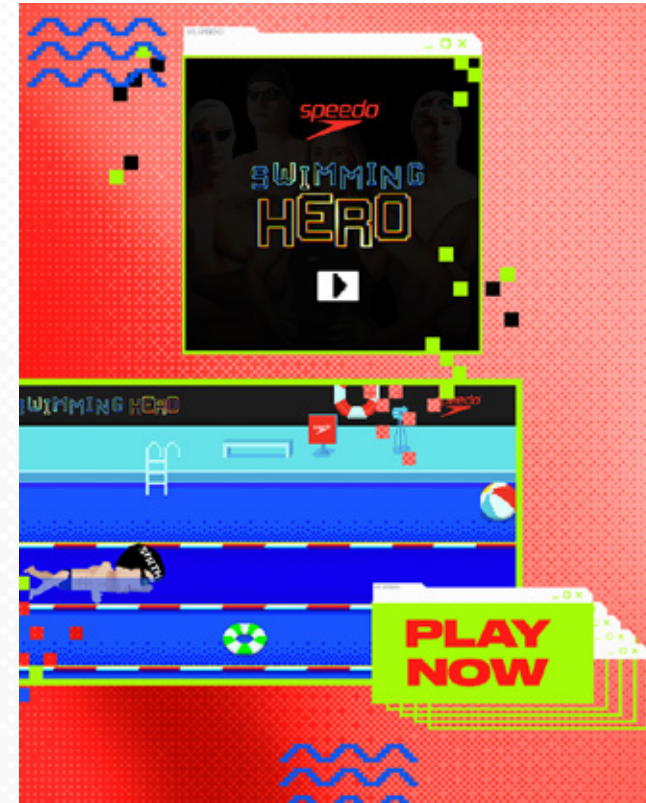


Product Focused Post Copy Options:

OPT 1: Wishlist like an Olympian. 🏆

OPT 2: Level up their season! Gift the swimmer in your life gear the Olympians wear.

Option 2 | Game Focused



Game Focused Post Copy Options:

OPT 1: It's Win Season! Play as an Olympic athlete in SWIMMING HERO, for a chance to win prizes and discounts from Speedo.

OPT 2: Dominate the pool in our 8-bit SWIMMING HERO game! Play as an Olympic swimmer for a chance to win Speedo prizes and discounts

Email Creative

Option 1

speedo women men kids goggles sale

× END OF SEASON
25% OFF
UP TO 25% SITE WIDE + FREE SHIPPING



TAKE THIS
SEASON
UP A
LEVEL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

SHOP NOW

Option 2

speedo women men kids goggles sale

END OF SEASON
25% OFF
UP TO 25% SITE WIDE + FREE SHIPPING



TAKE THIS
SEASON
UP A
LEVEL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.


SHOP NOW

Option 3

speedo women men kids goggles sale

× END OF SEASON
25% OFF
UP TO 25% SITE WIDE + FREE SHIPPING

NEXT LEVEL
GIFTING
UNLOCKED



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

SHOP NOW

GIPHY Stickers

Option 1



Option 2



Option 3



Option 4

