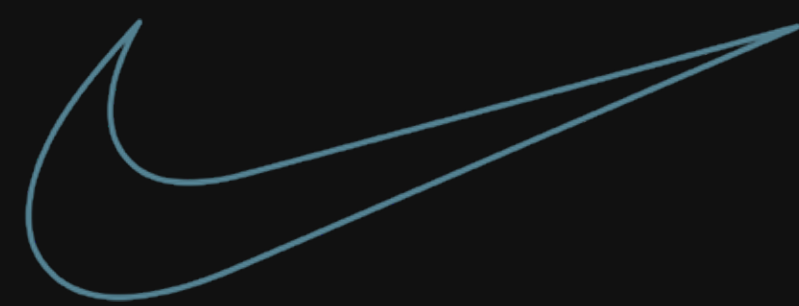


NIKE VISION SP22

IMAGE DIRECTION



HERO PHOTOGRAPHY



SKYLON ACE 22 DV2150_010
MATTE BLACK/FIELD TINT
BRANDEN COLLINSWORTH



NIKE ADRENALINE 22 DV2155_021
MATTE GREY/GREY W/BUE MIRROR
DAVID CARSON



NIKE RABID 22 DV2153_355
MATTE SEQUOIA/BROWN WITH GREEN MIRROR
COURTNEY FEARON

PHOTOGRAPHY USAGE RIGHTS

TIMEFRAME: 2 YEARS FROM 1/3/2022

FULL USAGE RIGHTS: PRINT, DIGITAL, PAID

ACTION PHOTOGRAPHY



SKYLON ACE 22 DV2150_010
MATTE BLACK/FIELD TINT
BRANDEN COLLINSWORTH



NIKE ADRENALINE 22 DV2155_021
MATTE GREY/GREY W/BUE MIRROR
DAVID CARSON



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PHOTOGRAPHY USAGE RIGHTS

TIMEFRAME: 2 YEARS FROM 1/3/2022

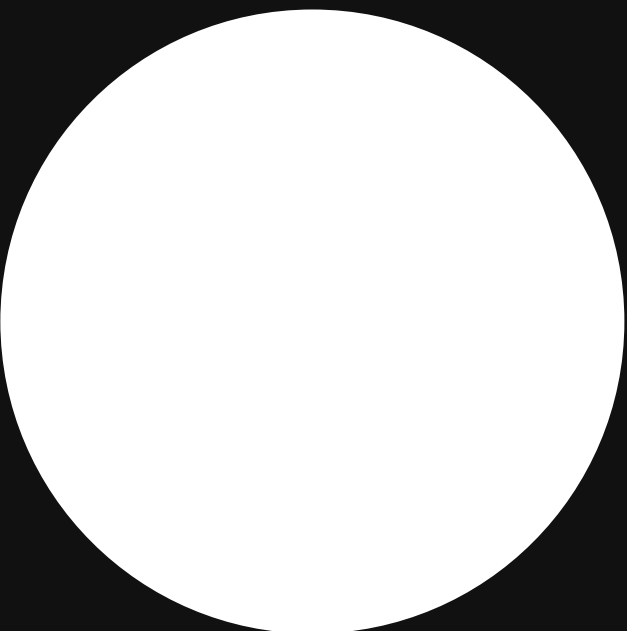
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PRIMARY FONT

SOURCE CODE VARIABLE [SEMIBOLD]

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COLOR

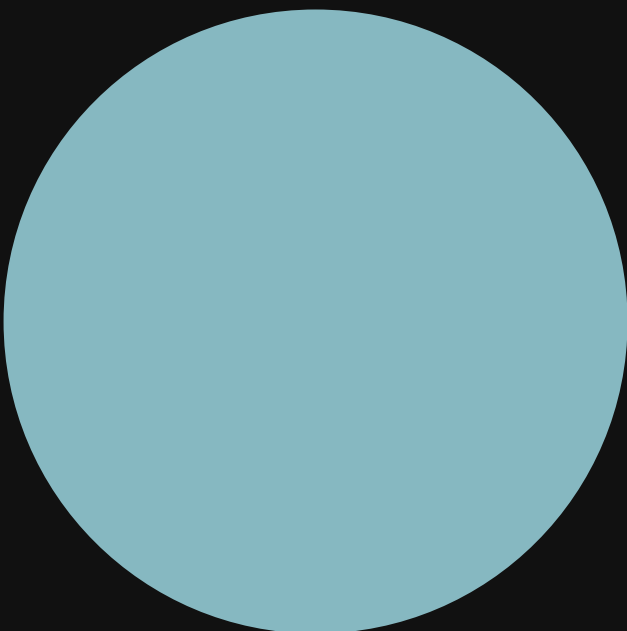


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CMKY 00 / 00 / 00 / 00
HEX #FFFFFF



RGB 83 / 128 / 144
CMKY 71 / 40 / 35 / 05
HEX #538090

***OPTION A BLOCK COLOR



RGB 134 / 183 / 193
CMKY 47 / 14 / 21 / 00
HEX #86B8C1

***OPTION B FONT COLOR

PRIMARY MESSAGE

SAME VISION, BETTER FOCUS

SECONDARY MESSAGE

SET YOUR NEW BEST

SUMMARY MESSAGE

LIKE OUR NIKE TRAINERS, NIKE SUNGLASSES ARE MADE TO PERFORM, INSPIRE AND HELP YOU GET TO THE NEXT LEVEL, WHEREVER YOU ARE ON YOUR JOURNEY. TRAIN, MOVE, AND CONQUER THE DAY WITH FRAMES THAT ARE ULTRA COMFORTABLE, DURABLE AND STAY PUT.

NIKE SKYLON ACE 22

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PRODUCTS

EYEWEAR SELECTOR

LENS SIMULATOR

 Search

PRIMARY MESSAGE

SAME VISION, BETTER FOCUS

PRODUCT MESSAGE

PRECISION COMFORT FOR YOUR
HIGHEST PERFORMANCE

PRODUCT LINE

THE BEST JUST GOT BETTER.
INTRODUCING NIKE ADRENALINE 22,
RABID 22 AND SKYLON ACE 22 WITH
A REVAMPED RUBBER NOSE BRIDGE
AND TEMPLES FOR PREMIUM FIT, AND
MAX OPTICS LENSES FOR OPTIMUM
PERFORMANCE.



**SAME VISION
BETTER FOCUS**

Precision comfort for you highest performance

Shop

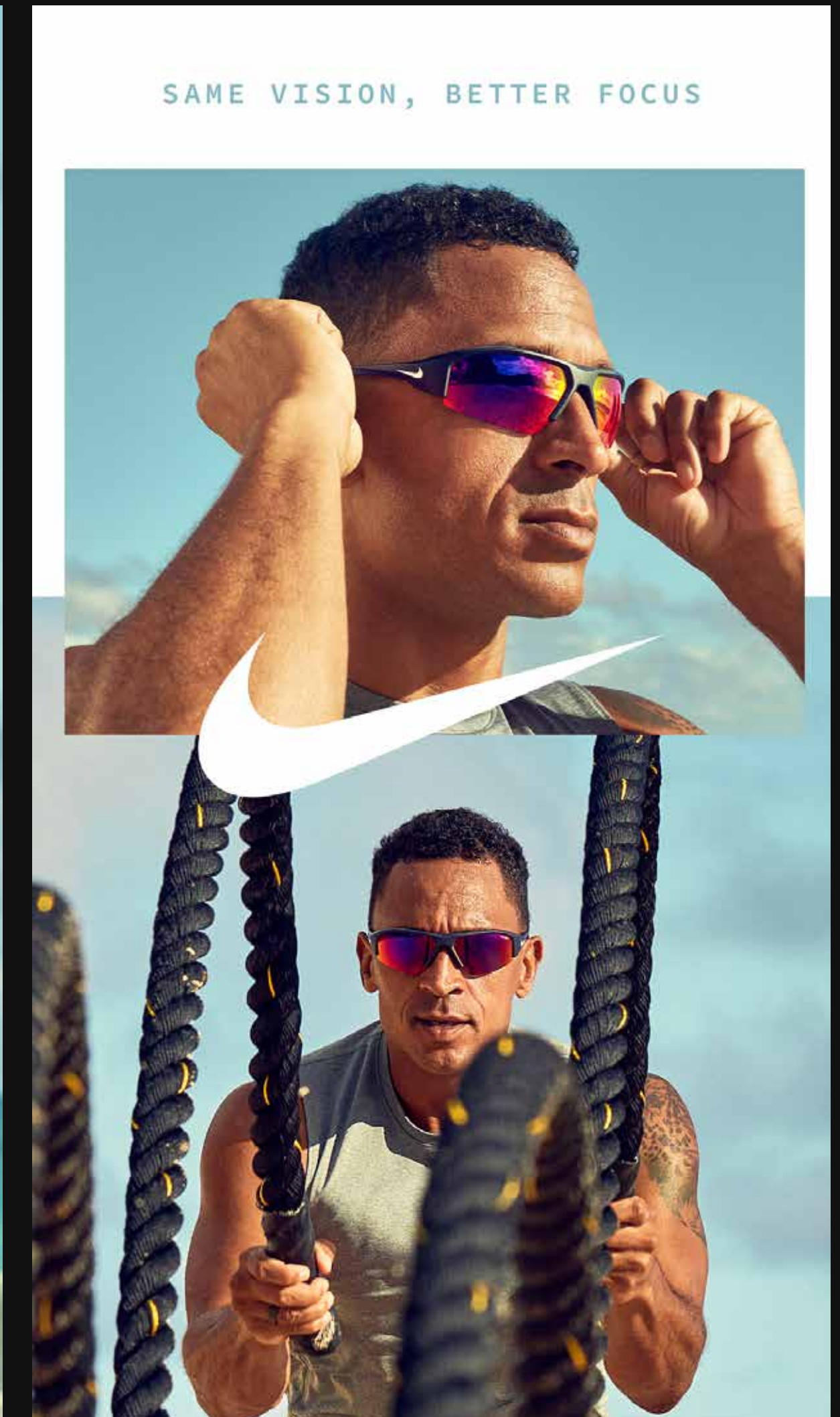
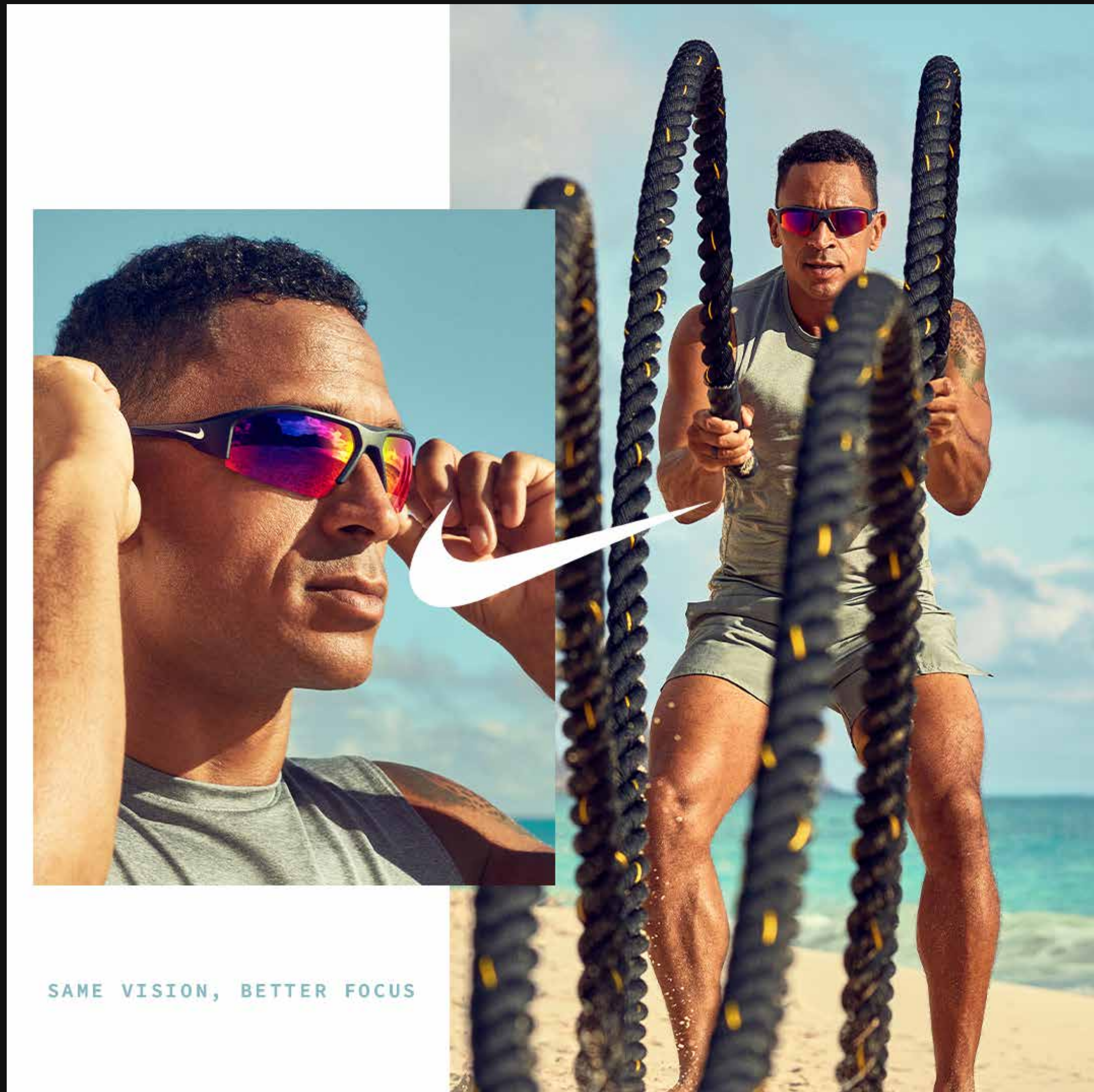
HERO OPTION A



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HERO OPTION B

USE THE CAMPAIGN TITLE AS SHOWN OR REPLACE WITH NAME OF PRODUCT AS CREATIVE HEADER AS AN ALTERNATIVE OPTION.



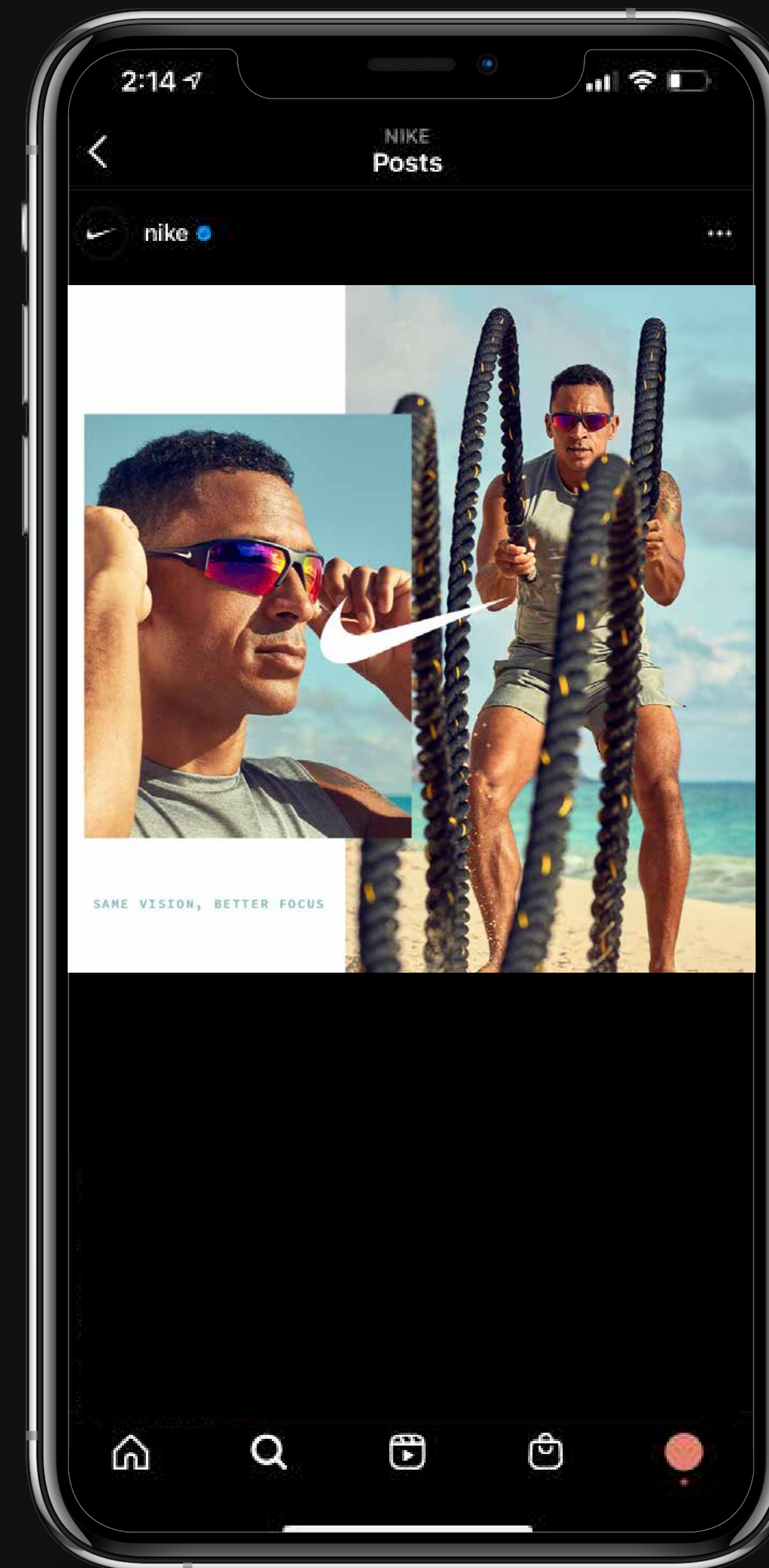
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SOCIAL**ATHLETE FOCUSED**

LIKE OUR NIKE TRAINER @BRANDENCOLLINSWORTH, NIKE SUNGLASSES ARE MADE TO PERFORM, INSPIRE AND HELP YOU GET TO THE NEXT LEVEL, WHEREVER YOU ARE ON YOUR JOURNEY. TRAIN, MOVE, AND CONQUER THE DAY WITH FRAMES THAT ARE ULTRA COMFORTABLE, DURABLE AND STAY PUT IN THE NEW SKYLON ACE 22.

PRODUCT FOCUSED

THE BEST JUST GOT BETTER. INTRODUCING THE NIKE SKYLON ACE 22 WITH A REVAMPED RUBBER NOSE BRIDGE AND TEMPLES FOR PREMIUM FIT, AND MAX OPTICS LENSES FOR OPTIMUM PERFORMANCE.



NIKE ADRENALINE 22

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PRODUCTS

EYEWEAR SELECTOR

LENS SIMULATOR

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PRIMARY MESSAGE

SAME VISION, BETTER FOCUS

PRODUCT MESSAGE

DURABLE STYLE FOR EVERY MOVE

PRODUCT LINE

THE BEST JUST GOT BETTER. INTRODUCING NIKE ADRENALINE 22, RABID 22 AND SKYLON ACE 22 WITH A REVAMPED RUBBER NOSE BRIDGE AND TEMPLES FOR PREMIUM FIT, AND MAX OPTICS LENSES FOR OPTIMUM PERFORMANCE.



HERO OPTION A



<https://app.box.com/s/1oibt7td23i3zhuvlqhd5h3eue4jgbms>

HERO OPTION B

USE THE CAMPAIGN TITLE AS SHOWN OR REPLACE WITH NAME OF PRODUCT AS CREATIVE HEADER AS AN ALTERNATIVE OPTION.



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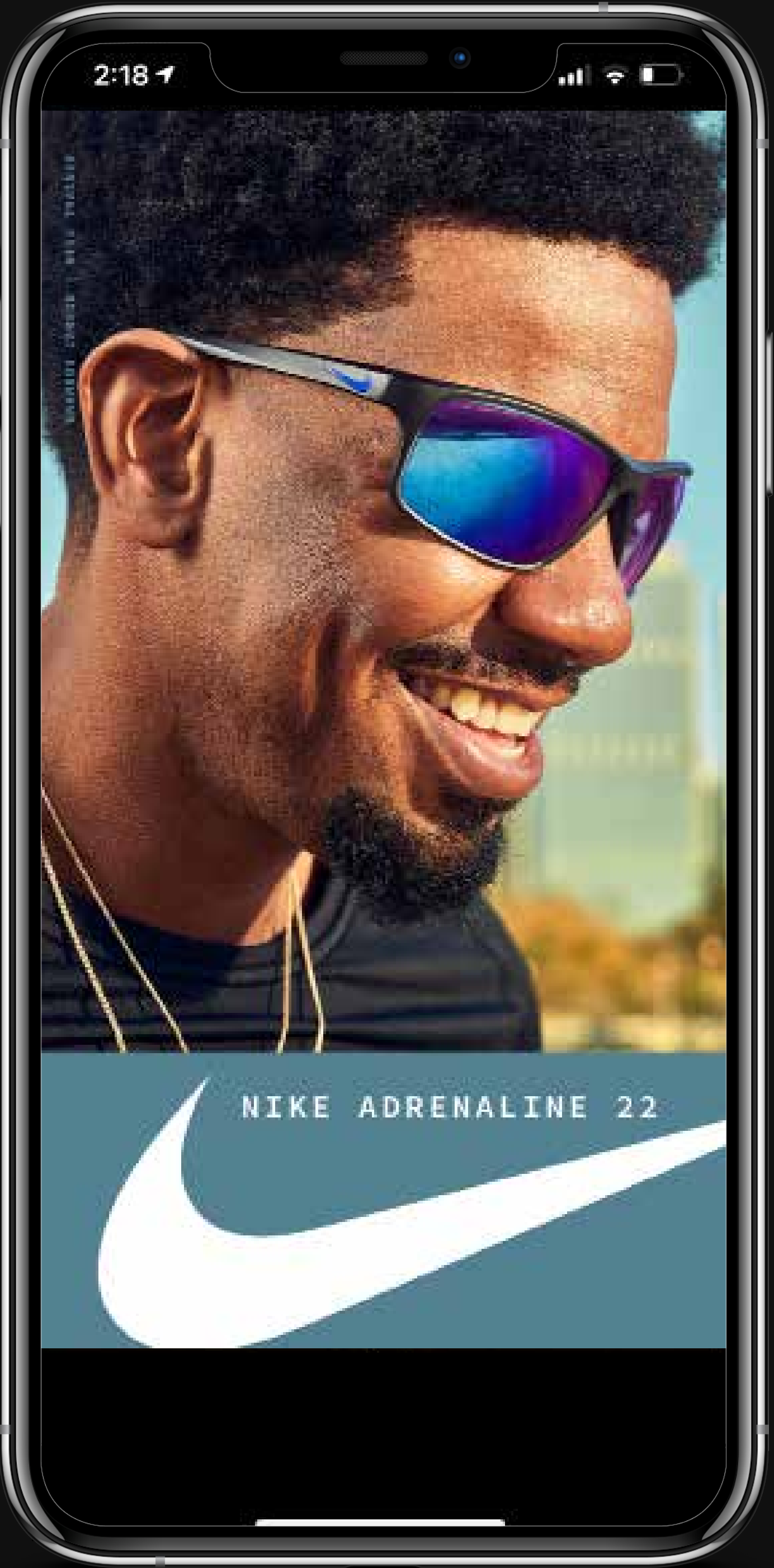
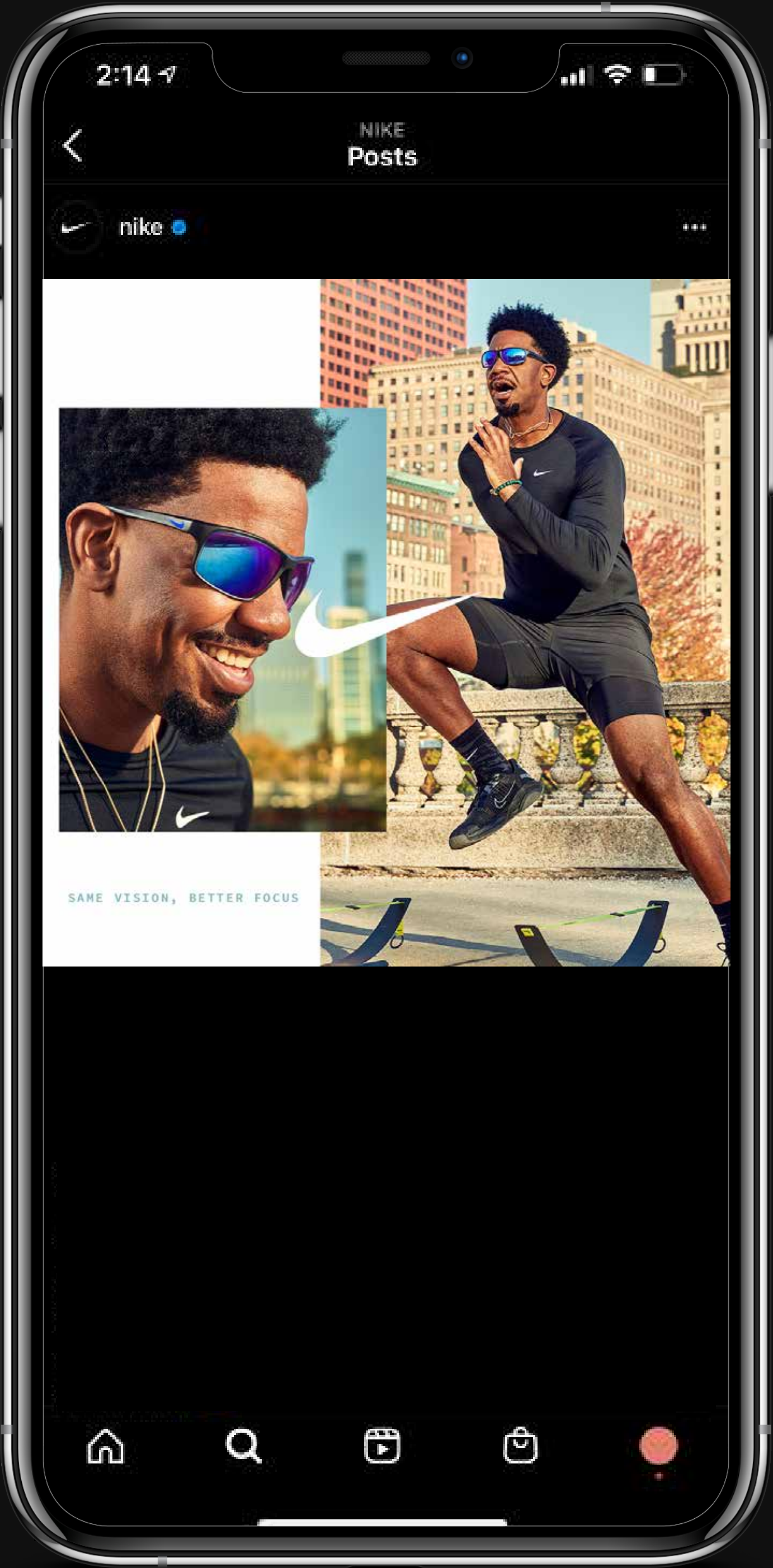
SOCIAL

ATHLETE FOCUSED

LIKE OUR NIKE TRAINER @24LIFEDC, NIKE SUNGLASSES ARE MADE TO PERFORM, INSPIRE AND HELP YOU GET TO THE NEXT LEVEL, WHEREVER YOU ARE ON YOUR JOURNEY. TRAIN, MOVE, AND CONQUER THE DAY WITH FRAMES THAT ARE ULTRA COMFORTABLE, DURABLE AND STAY PUT IN THE NEW ADRENALINE 22

PRODUCT FOCUSED

THE BEST JUST GOT BETTER. INTRODUCING THE NIKE ADRENALINE 22 WITH A REVAMPED RUBBER NOSE BRIDGE AND TEMPLES FOR PREMIUM FIT, AND MAX OPTICS LENSES FOR OPTIMUM PERFORMANCE.



NIKE RABID 22

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PRODUCTS

EYEWEAR SELECTOR

LENS SIMULATOR

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PRIMARY MESSAGE

SAME VISION, BETTER FOCUS

PRODUCT MESSAGE

EXTREME CLARITY TO SHARPEN
YOUR FOCUS

PRODUCT LINE

THE BEST JUST GOT BETTER.
INTRODUCING NIKE ADRENALINE 22,
RABID 22 AND SKYLON ACE 22 WITH
A REVAMPED RUBBER NOSE BRIDGE
AND TEMPLES FOR PREMIUM FIT, AND
MAX OPTICS LENSES FOR OPTIMUM
PERFORMANCE.



HERO OPTION A



<https://app.box.com/s/1oibt7td23i3zhuvlqhd5h3eue4jgbms>

HERO OPTION B

USE THE CAMPAIGN TITLE AS SHOWN OR REPLACE WITH NAME OF PRODUCT
AS CREATIVE HEADER AS AN ALTERNATIVE OPTION.



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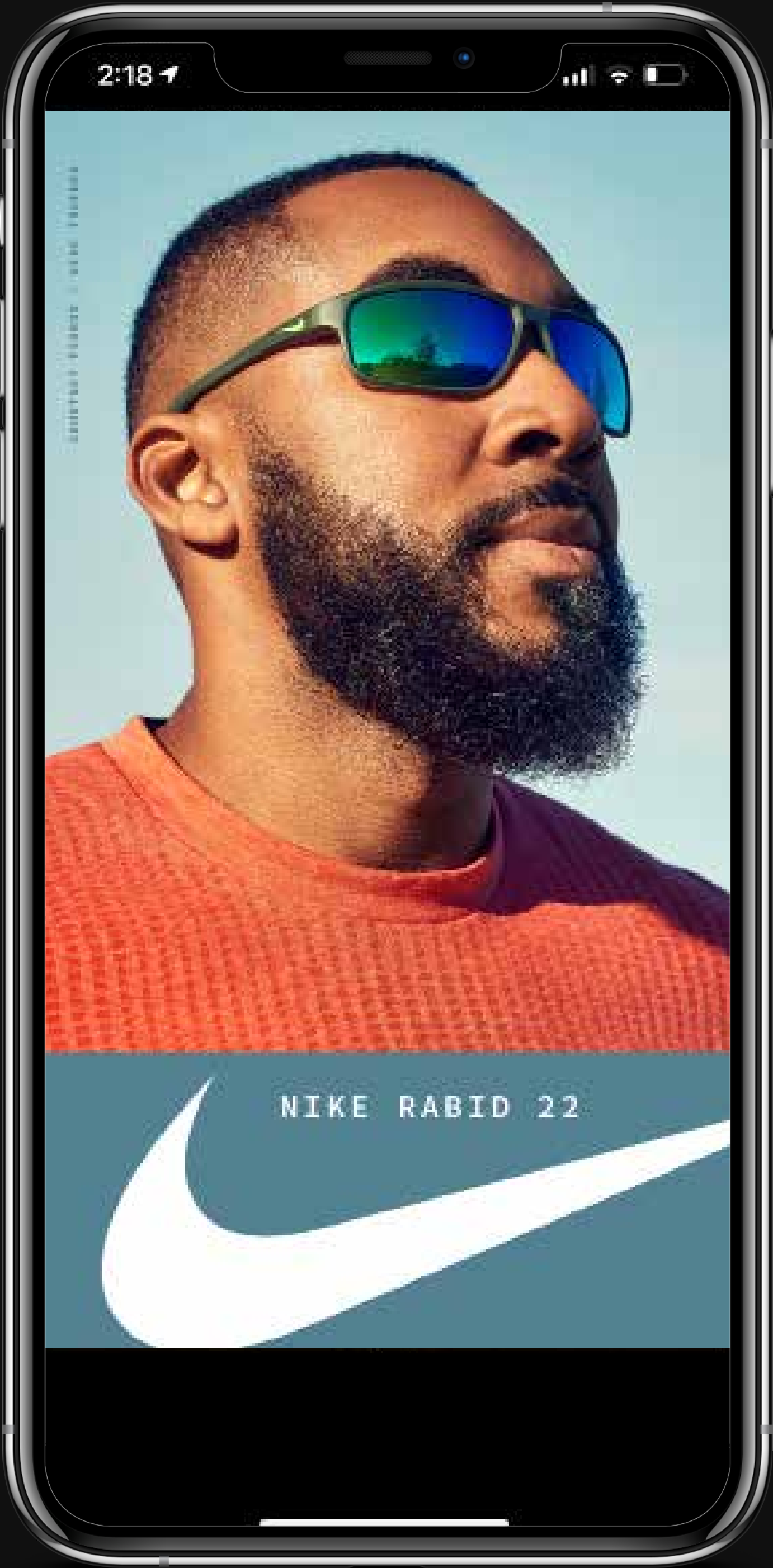
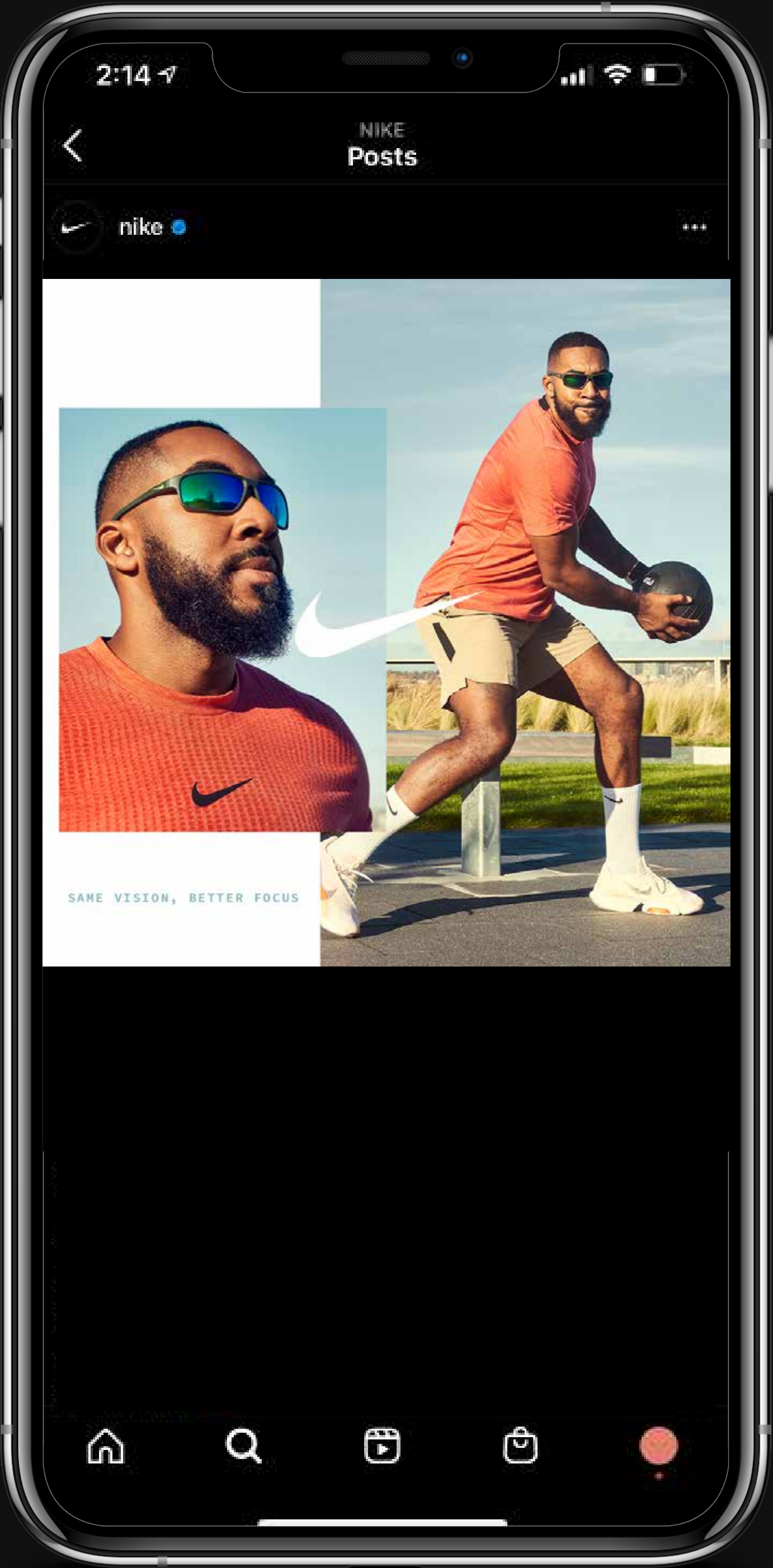
SOCIAL

ATHLETE FOCUSED

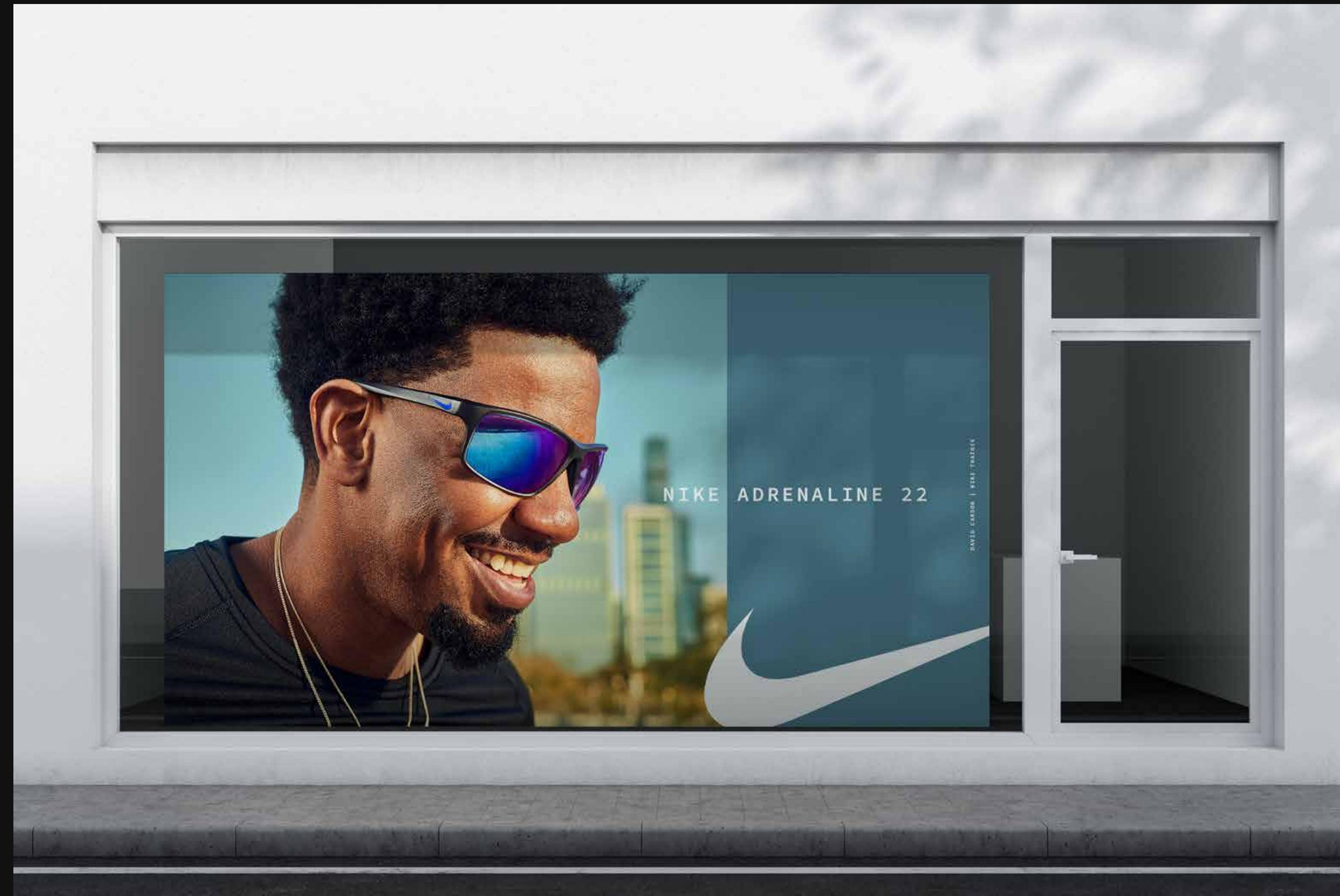
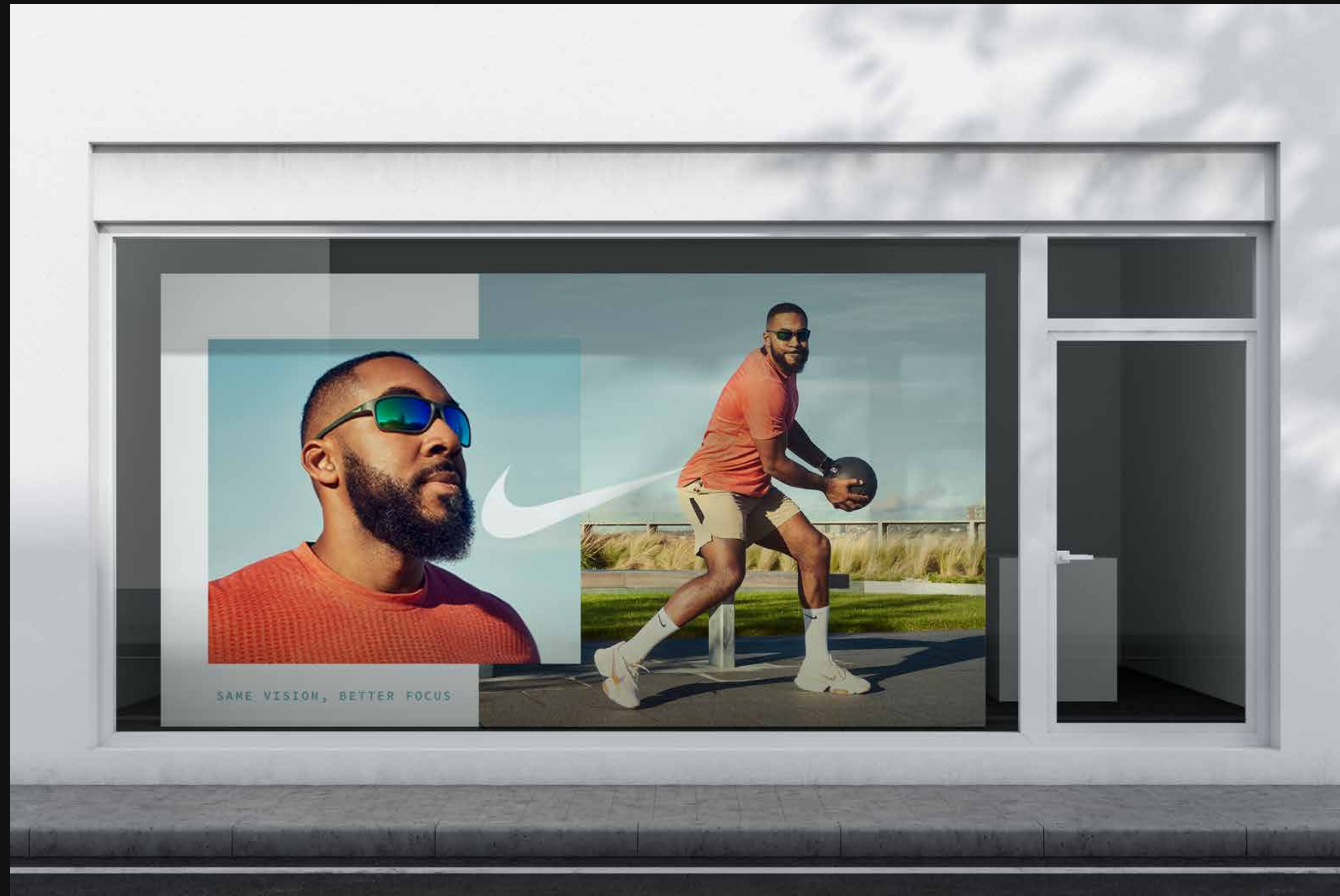
LIKE OUR NIKE TRAINER @COURTNEYFEARON_, NIKE SUNGLASSES ARE MADE TO PERFORM. INSPIRE AND HELP YOU GET TO THE NEXT LEVEL. WHEREVER YOU ARE ON YOUR JOURNEY. TRAIN, MOVE, AND CONQUER THE DAY WITH FRAMES THAT ARE ULTRA COMFORTABLE, DURABLE AND STAY PUT IN THE NEW RABID 22

PRODUCT FOCUSED

THE BEST JUST GOT BETTER. INTRODUCING THE NIKE RABID 22 WITH A REVAMPED RUBBER NOSE BRIDGE AND TEMPLES FOR PREMIUM FIT. AND MAX OPTICS LENSES FOR OPTIMUM PERFORMANCE.



STOREFRONT



MOTION ASSETS



NIKEVISION_ADRENALINE22



NIKEVISION_SKYLONACE22



NIKEVISION_RABID22



NIKEVISION_3ATHLETE

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THANK YOU