

How it should feel

HERO IMAGE
Replace with an image (see notes)

Energetic

Momentum in every frame, never still for long

Honest

Real people, real sweat, nothing posed

Warm

Sunrise glow, the feeling of a good start

"It should feel like the best part of your week."

The colours we'll lean into



Early navy

#1F2A44

Pre-dawn sky, shadows



Sunrise orange

#E8743B

Light, highlights, skin glow



Warm sand

#F4D6A0

Promenade, soft backgrounds



Sea teal

#2E8B8B

Water, accents



Clean white

#F7F7F2

Product, graphics, text

Avoid: cold blue office tones and neon. Nothing that fights the sunrise.

The shots we're after

IMAGE

Replace with an image (see notes)

Wide: the group against the sunrise

IMAGE

Replace with an image (see notes)

Close: laces, feet, the shoe in action

IMAGE

Replace with an image (see notes)

Faces: effort, laughs, high-fives

IMAGE

Replace with an image (see notes)

Detail: water bottles, watches, breath

IMAGE

Replace with an image (see notes)

Vertical: framed for reels from the start

IMAGE

Replace with an image (see notes)

Product hero: clean shoe on the store wall

[Project name] · Mood board