

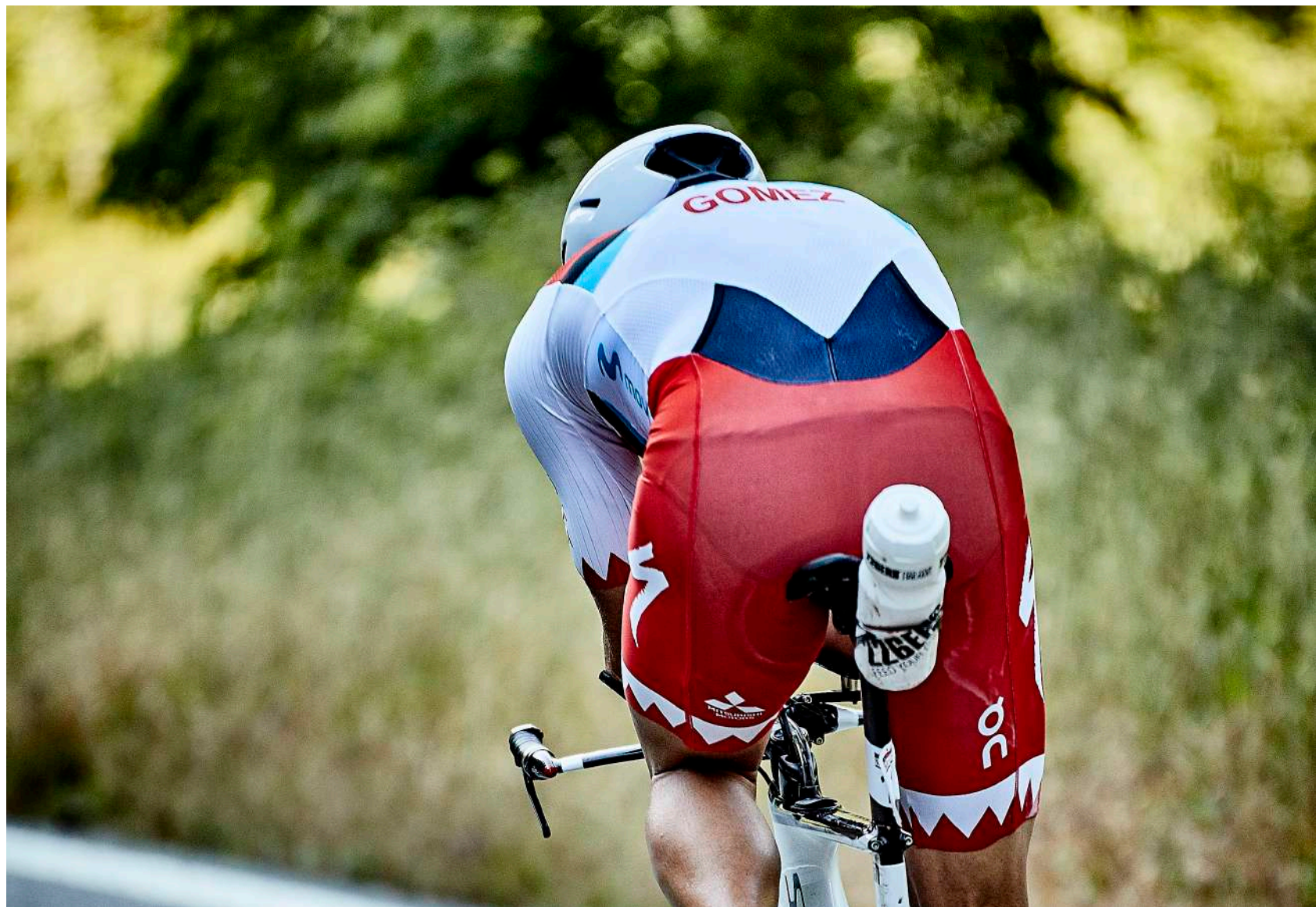
**226ERS<sup>®</sup>**  
FEED YOUR DREAMS

# GUIDE LINES





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**EXPERIENCE**  
**PASSION**  
**COMPETITION**  
**RESEARCH**  
**IMPROVEMENT**  
**PERFORMANCE**



---

## EXPERIENCE

It all began when Jesús, having just turned 13 bought his first sports nutrition book. He changed from playing a team sport to an individual sport, swimming, where performance depends on the individual, improvement as a result of hard training and on paying attention to looking after oneself, including diet. He understood that sport and nutrition should go together. He continued competing in swimming along with other sports (MTB, windsurfing, skiing, volleyball and basketball), while always keeping an eye on nutrition

## PASSION

Finally, in 1994 he dedicated his time to triathlon, his passion where diet and nutritional supplements played an increasingly important role for him. In 1999 he trained very hard and competed in different events and championships, but he had to drop out of, for him, the most important event of the year “the Ibiza Ironman” one of the first 226km triathlons to be held in Spain. Then he became fully aware of the importance of diet in endurance sports. This event marked a before and after in his sporting and professional life.

## COMPETITION

In 2004, having completed his studies and encouraged by his wife Pilar who was starting out in triathlons, he returned to compete with clear and ambitious objectives. He achieved good results, but endurance events were still a stumbling bloc, caused by digestive problems in the final stages of competitions when the body needs to react. In 2007, aware that this is one of the biggest problems that athletes have to overcome in distance events he decided, along with his doctor, coach, dietician, reading many specialised books on the topic, scientific studies and testing all the products in the market, to investigate the causes of digestive problems in competition and how to overcome them.

## RESEARCH

In 2010 he began to work on his own compositions based on his research. He decided to eliminate gluten, drastically reduce sugar intake during exercise and use nutritional sources that are the cleanest possible and of the best quality (natural foods) as well as the intake of low concentrated drinks to reduce digestion caused by dehydration. Then everything began to change. His performances improved and the products worked for him. That summer 226ERS starts up in an office of 12m2 in the basement of his house. 226ERS was born with its first 3 products.

## IMPROVEMENT

In 2011, for the first time, he qualifies for the Kona IM, World IM Championships and in 2012 he becomes the European long distance champion at the Roth Challenge, breaking the 9 hour barrier. Between 2014 and 2016 he competed three times in the Ironman World Championships in Kona. His life had changed, both professionally and in sport, but all marked by nutrition suited to his needs, the same as for any sportsperson with long hard days training, in search of well-being and making this philosophy a way of life for daily personal improvement and also for their sport.

## PERFORMANCE

As the 226ERS brand grows it becomes more aware that sport and diet, besides being essential for good physical condition and performance, are all also necessary for an optimal state of mind. The more than 80 products of today, are not only related directly to physical activity, but also for those who wish to have a daily healthy lifestyle. We continue following the same guidelines and enthusiasm that were established from the beginning, trying to improve every day, using the highest standard of ingredients and always using natural products, with special attention to an optimal digestion of the products. 226ERS continues growing along this path.



“From the very beginning we are a brand created by and for lovers of endurance sports. This is the dream that continually drives us to improve and strive to get the best out of ourselves”.

# IDENTITY & IMAGE

12

The identity of 226ERS is intrinsically linked to its origins and comes from the true personality of its founder.

“Feed your dreams” is the brand’s main slogan. It is a mission statement that is directly and consistently applied, not only in the products but also to everything in which they are involved and where they participate.

For 226ERS your dreams are the most important factor, and because of this its identity is far beyond just being a decoration. Its success is based on the clarity and simplicity of its six characters. Only in the 226ERS recipes is there an indefinite number of ingredients, but all other aspects of the brand are kept simple (less is more) and all recognition comes from the experience and performances of its users and consumers.



# NAME & ORIGIN

226 is the distance in kilometres of the hardest endurance event on the planet, the distance of an Ironman. Just as those who practise running are called runners, those who compete in this ultra- distance category can be called 226ERS.

226ERS is a philosophy, a specific way of looking at life, marked by the goal of being the best at every moment, of improving day in and day out, of pursuing your dreams with all the resources possible and achieving goals which from the outset seemed impossible.

Perhaps you have done the 226 km, and although it is likely that you haven’t, the philosophy is applicable to every aspect of life.

## ALWAYS:

The correct way of writing the brand’s name is in Upper case with no spaces between the letters. All the characters should be the same size.

**226ERS**

The name written alone will be used in internal messages and press releases. For all other uses to the general public and communications the logo should be used, following the guidelines laid out in this guide. Regarding the pronunciation, the name should be simplified by pronouncing: Two, two sixers

## NEVER:

The following formats are not correct and should not be used.

~~226~~  
~~226ers~~  
~~226 ers~~  
~~2-2-6~~

13



The logo consists of 6 characters, 3 numbers and 3 letters. Each of these characters represents one of the 6 values of the brand.

**EXPERIENCE; PASSION; COMPETITION; IMPROVEMENT; RESEARCH; PERFORMANCE.**

The slogan of the brand, Feed Your Dreams, is present in all versions except one and this version will only be used where the background shows implicitly or explicitly the slogan itself or the image contains a lot of information. This version of the logo can be created by simply writing 226ERS using print style “Compact BD Bt” BOLD.

There are 2 primary logos and 2 secondary ones. Similarly, there is one primary colour, black, used mainly on a white background. And one secondary colour, white, used largely on a black background.

**ALWAYS:**

A secure space must be kept between the logo and any other content and margins.

The minimum secure space should be the equivalent of the positioning of one of the characters of the logo (number 2) at each of the 4 sides. This rule applies to all versions and different sizes of the logo.



**NEVER:**

- Change or alter the parts of the logo.
- Change the colour of any part of the logo.
- Add shadows to the logo.
- Re-position the logo diagonally.
- Use pixelated logos of poor quality

**PRIMARY LOGOS**

**PRIMARY COLOR**



**SECONDARY COLOR**



**SECONDARY LOGOS**

**PRIMARY COLOR**



**SECONDARY COLOR**





226 ERS is committed to developing the best products with the most natural ingredients and of the highest quality. Information on reducing or eliminating sugar, not using palm oil for ecological reasons and having gluten-free and vegan products, are part of the philosophy of the brand and they have their own symbols on the products.

These symbols can and should be used to represent its image, of which 226ERS is proud. The logo, together with the 3 main symbols, represents the values and informs on the products in those communications and events where the correct representation of the brand is of crucial importance. There are 3 main symbols and 8 secondary ones (which in turn may be divided into 2 groups, secondary and tertiary), as well as the official certificate of vegan products.

The symbols are used mainly on the products (to identify the main characteristics) but can also be used along with the logo. The maximum number of product logos used along with the company logo is 3 and should always be preferably the three main product logos.

There are 2 ways to locate the symbols with the logo:

-Align them below it (they will always be positioned in line with the right-hand part of the logo). Using as maximum the space of the last 3 characters (ERS) and keeping to the safety margin of the logo 226ERS.

- Centred below the logo, using the same width proportionately. In this case, the symbols replace the slogan “FEED YOUR DREAMS” as a result of which the version of the logo without the slogan, will always be used. Therefore, we will use the slogan to mark the minimum safety distance between the logo and the symbols. The symbols have their own safety margins between them. In this case, it is equivalent to the position of the 1st character of each symbol, placed on each of the 4 sides.

- NEVER**
- Use symbols which do not appear on the products.
  - Design or create new symbols
  - Cover over any part of the symbols



PRIMARY SYMBOLS



SECONDARY SYMBOLS



TERTIARY SYMBOLS



OFFICIAL CERTIFICATE OF VEGAN PRODUCTS



\* This symbol is exclusively for vegan products

THE LOGO AND ITS USES

The image of the brand should always represent one or more of the 6 values of the brand. Where the image has a clear and recognisable appearance of the brand, no logos should be added. On occasions, “less is more”.

Where it is necessary to add the logo to an image, this will be divided into squared grids (as can be seen in the example on page 19) and the logo will have a maximum size of 2 squares and a minimum of one.

It is worth noting that the format of colour CMYK should be used for images for printing and the option of colour RGB for digital formats.

ALWAYS:

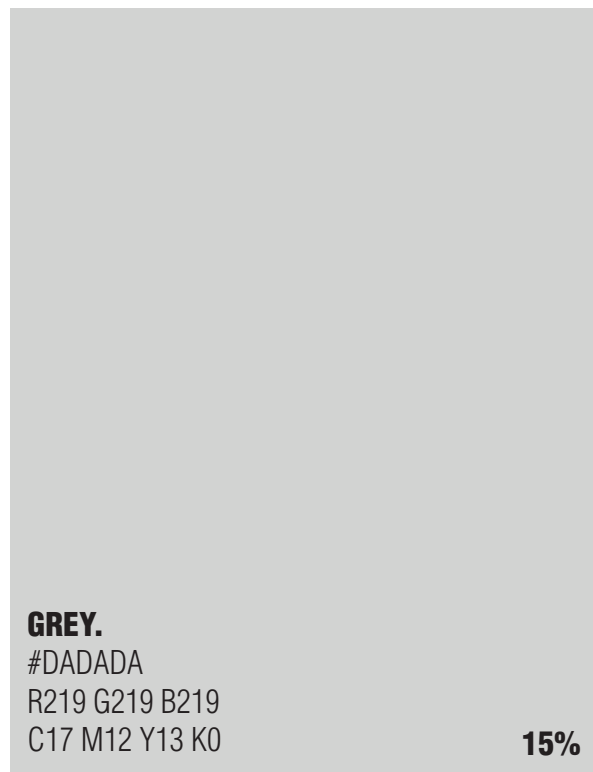
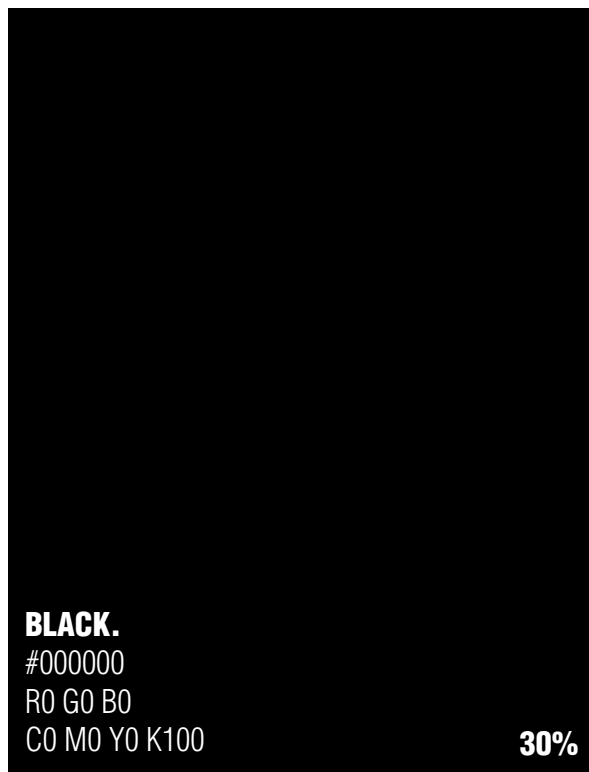
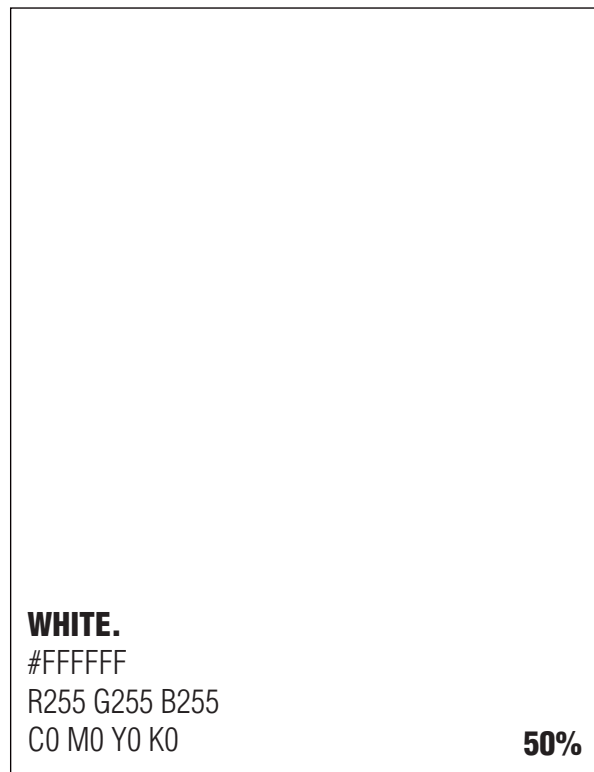
- When the images show movement the plainest logo (without the slogan) should be used to centre the view.
- In images containing a lot of information, the plainest logo (without the slogan) should be used.
- Use the white logo on dark images.
- Use the black logo on bright images.
- The use of black and white images is allowed.
- Add the logo with the safety margins as indicated previously.

NEVER:

- Place more than 1 logo on the same image.
- In squared formats the logo will never take up more than half the image and in rectangular formats no more than one third.
- Apply filters or re-touch an official image (except converting to black and white)
- Mix in the same artwork images of athletes and products.
- Do not make photo montages or use multi photos.







PRINCIPAL FONT

HEADLINES  
Helvetica LT Std . Black Condensed

Aa  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@\$\$%^&\*(),./?

TEXT FIELD  
Helvetica LT Std . Ligth Condensed.

Aa  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@\$\$%^&\*(),./?

SECONDARY FONT

LAUNCHES  
Aku & Kamu

AA  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@\$\$%^&\*(),./?

LOGO FONT

Compacta Bd BT. Bold.

A  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@\$\$%^&\*(),./?





## ACCURACY

226ERS speaks of fulfilling its promise and re-affirming its brand values.

Experience enables them to speak with knowledge of the benefits, challenges and characteristics of their products. Comments should be very accurate and although we are “in possession of the truth”, 226ERS should always be cordial and friendly, avoiding any negative comment or content.

## CLARITY

226ERS uses a plain and direct language, without embellishments. At times, the messages are so direct that they can be replaced by symbols, signs or acronyms. It speaks in a realistic and affirmative way, repeating its commitment to the customer and the end consumer.

This specification implies that judgements or opinions regarding sex, politics and religion cannot be given and are completely forbidden.

## CLOSENESS

The sports career of the founder gives the brand a sociable and friendly tone. On occasions, the character of improvement and effort is represented through messages of encouragement and support. It is in those moments that the tone becomes again more familiar and close. Dialogue with its customers is always honest, ready and willing to listen.

226ERS is surprising, cheerful and questioning. Question and exclamation marks may be used at will.



## OBJECTIVE

Connect the public objective through the values of 226ERS:

**EXPERIENCE: PASSION: COMPETITION: IMPROVE-  
MENT: RESEARCH: PERFORMANCE**

The intention is: TO MOTIVATE AND EDUCATE through the 226ERS philosophy. To promote a vision of life, marked by an eagerness to be better every time, to improve daily, to pursue the dreams with all available resources and to achieve the aims which at the beginning seemed impos-  
sible.

## CUSTOMER

- Sports people with set objectives and who moreover are systematic, innovative and determined.

- Communities for whom sport is their way of life and are up-to-date with the materials and equipment that help them improve in their 2 worlds.

- People concerned by their lifestyle, health, social and/or environmental responsibility.

## COMUNICATION

It is the link uniting all tools; it allows the brand to ad-  
vertise through various channels; Media (press releases),  
Newsletters, social networks etc and audiovisual media.

## POINTS OF SALE

They are the main prescribers of the brand. They provi-  
de direct contact for the brand and create credibility and  
attention.

## ATHLETES

They are the ambassadors for the brand, representing the  
values of 226ERS. They identify with belief and trust. They  
operate like a loudspeaker for the brand, helping to spread  
the product and to educate in the 226ERS philosophy. Mo-  
reover, they are part of the process of improvement and  
quality of the products.



# PRESS RELEASES

These are written communications directed to members of the media with the intention of announcing something of journalistic interest.

## ALWAYS:

- Send at least one press release per month
- The contents of the press release will highlight: Motivation through reports provided by our athletes. Education through use in a leading role of our products.
- The same format will be used for all press releases.
- Instructions will be followed as regards colours, images and styles/wording.
- Arial 12 is the official print for this type of document.

## NEVER

- Create contents lacking the brand values.

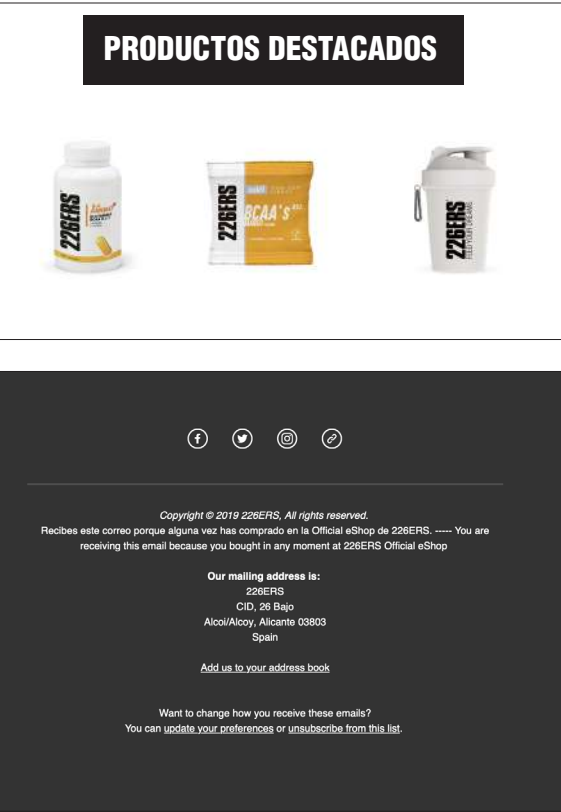
# NEWS LETTERS

This is a digital and informative publication by email which businesses regularly send to their subscribers to keep them informed.

- Send a weekly newsletter.
- The contents will emphasise: Motivation through reports provided by the 226ERS athletes. Education through use in a leading role of 226ERS products (include promotions and discounts here)
- Instructions should be followed on colours, images, logos and styles/wording set out in this guide. With a maximum of 2 logos.
- The same format will be used for all newsletters.

Follow the layout shown in the images aside:

1. Logo.
2. Title and image.
3. Body of the text.
4. Prominent products. Three images with a link to purchasing on the web.
5. Footer. Include a link to social networks and the address of the 226ERS headquarters.



# SOCIAL NETWORKS

The most important reasons for using social networks are:

## RECOGNITION OF THE BRAND

With each posting on social networks, you raise the visibility of 226ERS products, which at the same time, makes the brand more accessible to new customers and more familiar and recognisable to existing ones.

## LOYALTY

Maintaining a connection with the community which pleases the public helps to build a relationship with the customer. Each posting on social networks is an opportunity to convert customers.

## INFLUENCE

By interacting with the community, 226ERS regularly allows for the creation of a direct dialogue with the public, where the values and good work of the brand are on view to other potential members of the community.

The more people talk about the brand on social networks the more recognition there will be.

## PUBLIC AWARENESS

Social networks afford the opportunity of obtaining very valuable and important information on the public; what interests them and how they conduct themselves.

## ALWAYS:

- The profile names on new items on Facebook/Instagram/Twitter should be “226ERS” followed by the name of the corresponding country in the local language.

- The profile images on all social platforms must bear the main official logo, 226ERS (black font on white background)



226ERSMexico

# COPYS

## ALWAYS:

- Friendly and respectful
- Short, clear and concise sentences
- Emojis may be used to describe images
- Quick and clear replies, expressing thanks and interest
- Always use a sense of humour where appropriate
- Hashtags: the main ones are #226ERS and #FEEDYOURDREAMS

Only 2 hashtags may be used in the main text and should make reference to the image or the content and should be placed a few lines below the main body of text.

## NEVER:

- Superior, unfriendly or disrespectful
- Complex or over-elaborate sentences and not too much punctuation
- Abbreviations or mis-spelt words
- Rude or coarse
- Do not use negative messages
- Do not argue with people
- Do not react in a negative way to adverse comment
- Do not write or share contents on: Sex, Politics or Religion



# IMAGES

## ALWAYS:

- Only share images which highlight the brand values
- The images chosen for posting should motivate and educate
- Use only silhouettes of the official and up-to-date product
- The images of the product “in still life” may be done in a local method, keeping to the instructions set out in this guide
- Use images of fans and supporters showing the author of the images
- All images should be of good resolution and the format suitable for each network
- Make image galleries
- The official images may be converted to black and white.

## NEVER:

- Use images which do not reflect any of 226ERS values and which don't motivate or educate
- Use pixelated images
- Use images without identifying the author of the image
- Photo montages or multi-photos
- Introduce text into the images
- Introduce the 226ERS logo into shared images
- Use images of damaged products, in poor condition or out-of-date.
- Touch up an official image
- Apply filters



FACEBOOK

Facebook permits more and more contents both of the product and of athletes as well as activities related to the brand.

All contents should contain some of the 226ERS values, both motivating and educating.

Themed contents:

- 1. 20% Contents centred on competition and effort (sponsored athletes)
- 2. 20% Product. Launches, innovations, promotions etc.
- 3. 20% Activities connected with the brand
- 4. 20% Sales outlets and Expos.
- 5. 20% Third party postings relevant to the 226ERS community

**\*Minimum of 3 postings per week.**

INSTAGRAM

Instagram operates as a “shop window” for brands, basing their strong success on a good image. To achieve this, the content must be colourful, simple and direct.

Themed content for posting:

- 1. 50% content emphasising competition and effort (sponsored athletes)
- 2. 50% product: Still life, silhouettes of products or the product + input from the athletes.

Content for STORIES:

The short nature invites the use of content of immediate relevance.

- Videos and images of the brand
- Share 226ERS content with other users
- Sense of humour

**\*Minimum of 2 postings per week .**

TWITTER

Twitter requires immediate information and topics from us and from third parties. All contents must contain some of the 226ERS values, both in motivation and in education.

Themed contents:

- Competition and effort (sponsored athletes)
- Product (Launches, innovations, promotions etc)
- Activities connected with the brand. Competitions.
- Our own contents or those from third parties linked with civic, ecological social responsibility.
- Sales outlets and Expos
- Notices from third parties relevant to the supporters.

A notice of the last launch should remain posted, until there is another innovation to be published and posted.

**\*Minimum of 3 notices per day.**

LINKEDIN

With regard to Linkedin, there is only an account managed from the country of origin, in this case Spain. As with other social networks, Linkedin allows businesses to include their brand image and values, and also to maintain a more professional relationship with its members, customers and the public. Here, the contents should be focussed on the business philosophy and should represent the brand from a more strategic and business point of view.

Always remember to share the content of value and interest for the followers and do not forget to support what they share, welcome their promotions and endorse their talents.

Contents of themed postings:

- Postings relating to 226ERS as a business; opening up in new markets, presentations of teams from each country, new sales outlets etc.

- Content from third parties associated with the brand values (ecology, education, performance, nutrition, health, sport etc).

- A presence in Expos and events both of the brand and its representatives (athletes).

- A search for talent: use the network to advertise vacant posts and to look for the best professional people available.

**\*A minimum of one posting per week.**

**ALWAYS:**

- A single page for each country
- Maintain all up-to-date information about the business
- Boost your profile with content about all markets
- Speak of the product as educating: characteristics, how and when to use it
- Interact with followers
- Keep track of friendly and supportive businesses
- Neutral style, respecting the “wording and style” shown in this guide.

**NEVER:**

- Publish contents related exclusively to the product.
- Publish contents with a clear purpose of a sale.
- Share contents from rival companies.
- Be judgemental on publications from third parties. Continue with negative communication
- Maintain negative communication.



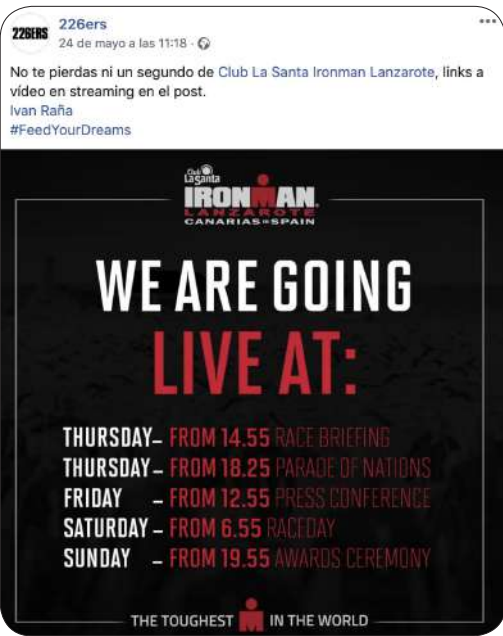
1. COMPETITION AND EFFORT



2. PRODUCT



3. ACTIVITIES LINKED TO 226ERS



4. POINTS OF SALE AND EVENTS



5. THIRD PARTY POSTINGS



6. PUBLICATIONS AS A COMPANY



# VIDEOS ON SOCIAL NETWORKS

When used correctly, a brief text can gain the same amount of attention, comments and interest in social marketing as videos do. The quality of videos is essential; however, important though they may be, they are not everything. The finest and most attractive video you can post will produce nothing if the people do not view it, share it and like it.

**ALWAYS:**

-Adjust the format and length of your video for acceptance by the different social networks. Instagram and Twitter prefer short posts. In You Tube, Facebook and Linkedin, the audiences prefer viewing a longer item.

-You should submit the video separately to each platform, to capture greater effectiveness and impact.

-The content of the videos should be informal, clear and attractive as it is important that the community feels interested in sharing them.

-Speak directly to your audience, both in the video and in the summary to encourage their participation.

-As with all articles on social networks, videos shared on

226ERS channels (both our own and others) should follow all the instructions on style as set out in this guide, representing the brand values; motivate and/or educate the viewers.

-Use calls to action which are powerful and inspire the audience to see more of your videos.

**NEVER:**

- Post videos which do not motivate or educate.
- Post offensive content.
- Post or use videos of low resolution or poorly encoded.
- Use third party videos without crediting the author.
- Post videos of rival brands.





The brand image and identity of 226ERS should be respected in all sales outlets. Shops are the customer's main point of contact with the product; it is where the customer or the public can touch, pick up and also try out at first hand 226ERS products. That is where your enthusiasm in the shop should represent in a correct and adequate way the image of quality which:

-On the one hand, has attracted the public to the shop, having been made aware of 226ERS through other channels.

-On the other hand, it is going to attract the customer who was not previously aware of the brand, but who through your keenness and charm becomes interested in the product.

It is also very important that sales staff have full knowledge of the product and its characteristics so that they can advise the customer in the best way, MOTIVATING and EDUCATING, offering them products which best meet their needs. A good experience of 226ERS for the customer is good for the brand and also for the shop which will have managed to create in the customer the desire to repeat the experience.

## ALWAYS:

- Display all 226ERS products together on the same stand.
- Use 226ERS display stands only for 226ERS products.
- Display products by categories, packaging and size, ensuring that the larger boxes remain on the lower shelves and the smaller ones on the upper shelves.
- Display stands should be clean and tidy.

## NEVER:

- Use 226ERS stands for other brands.
  - Mix different brands on 226ERS stands.
  - Leave empty or half empty boxes on view.
  - Overload with 226ERS products.
- Mix on the same shelf products with different types of packaging.



The first image is a perfect example of cleanliness and tidiness. The number of products is very good and balanced. The arrangement of the product in categories and by the packaging is perfect. The arrangement should be improved according to the sizes where the large bags should be on the lower shelves and the small cartons of salts/amino acids on the upper shelves.

The 2nd image shows examples of 226ERS products on display on the same shelf as other brands. In situations like this, all the 226ERS items should be placed on the same shelf; grouped together where they send out a stronger and more uniform image.



In the same way as at the “points of sale”, the brand image and its values should be properly represented on the stands at different events. At Expos and races, 90% of the spectators are the public target for the brand and the impression and image of 226ERS should be the best so that the customer recognises the brand quickly, not only by the logo but also by the “look and feeling” which the image represents.

At Expos, a large number of rival companies will be attending. It is very important to show the complete identity of 226ERS to differentiate them:

-Indoor Expos where the stand is not a shop window, but more like a sales outlet, go beyond that . At these Expos, brands create their own space (temporary), a micro world that perfectly represents what is on sale.

-At outdoor events, the atmosphere can be more relaxed, but without setting aside an immaculate and correct representation of the brand.

### ALWAYS:

- Display the best products and in balance.
- Display products according to categories, packaging and size, ensuring the larger containers are on the lower shelves and the smaller ones on the upper shelves.
- The display stands should be clean and tidy.
- The staff at the Expo should EDUCATE and inform the customer.

### AT INDOOR EXPOS OR WHERE SPACE IS RESTRICTED:

- Use should be made of the instructions and stands designed for each year.
- Where the stand is adapted locally, follow the instructions with regard to logos, images, print style and colour as set out in this guide.

### AT OUTDOOR EXPOS AND STANDS :

- Use should be made of materials designed specifically for outdoor use (page 48)

### NEVER:

- Overload with 226ERS products
- Overload with information (too many images and logos)
- Let the storage area neither be visible nor keep boxes in public view.
- Use outdoor materials for a display at an indoor Expo.

## INDOOR EXPOS

In the first image, the stand is overloaded with information. The panels (side and rear) are full of images and information which makes it difficult for the consumer to absorb and more so to take in: they confuse. The stand does not set out any of the principles of 226ERS. It is important to understand that the staff at the Expo is entrusted with EDUCATING and informing the consumer and not the messages on the walls.

However, the second image represents the principles of 226ERS. On the one hand we have simplicity and uniformity. The brand and image is not only represented by the logos, but also by the colours (black and white) and by one of its media experienced athletes (who represents for his part the 6 values of the brand). “Less is more”, in this case with the simplicity of the side and rear panels on the stand, the public can concentrate on the product (the star attraction) which will be presented in the most complete fashion by the staff at the Fair





# OUTDOOR EXPOS

In the first image, the stand is a perfect example of positioning at an outdoor EXPO, but it should be improved because there are boxes piled up in public view, behind the white display stand. However, both the number of products and their placement are correct and the materials used for the display (marquee, covering and display stand) are all designed for outdoor use.

Whereas in the second image, no account is taken of categories, packaging and size. However the covering should only be used for race events. They should never be used as a table covering or as wall on a marquee. There already exist two specific materials for these two functions.



# COMPETITIONS

The presence of 226ERS at events and races will be defined by the kind of backing granted, but it is very important that the organisers are aware of the standards and the uses expressed in this guide so that the correct image of the brand is maintained.

Where agreement is reached, use will be made of materials and designs of 226ERS specifically produced for races and competitions, such as the finish arch, covers and banners.





OPTION 3X6



OPTION 3X3M





# 226ERS MATERIAL

1. Outdoor marquee



2. Outdoor banners



3. Indoor and outdoor display stand



6. Coverings



4. Table covering, indoor and outdoor



5. Finish archway



The selection of sponsored athletes should be made thoroughly and carefully. The most important thing is to consider that those who are going to represent the values of the brand and who, as ambassadors, will recommend 226ERS products at each of the different events. The athletes chosen must convey credibility and confidence, operating as a loudspeaker for the brand, educating and motivating in equal parts.

**ALWAYS:**

- The athletes must represent the brand values to a greater or lesser extent.
- Have a signed contract of association and agreement, indicating the agreed conditions.
- Promote the products as agreed, as well as information on the components of each of the products.
- Look after and indulge the athlete.
- Chose athletes from different disciplines, sex and age.
- If in any doubt about the selection of athletes, contact the Headquarters in Spain for the final decision.
- The athletes should follow the guidelines on style established by the brand.

**NEVER:**

- Associate with athletes of rival companies.
- Associate with athletes with proven criminal activities
- Choose athletes who do not represent the brand values.

Passion, research and performance.



Experience, passion and improvement.



Performance, experience and competition.





226ERS clothing is designed to represent the brand in the field of play. For that reason, it is very important that both the employees of 226ERS and the sponsored athletes receive clothing as a minimum which they can use for visits to shops, events and Expos.

On the other hand, clothing is one more category in all the articles offered by the brand. In this way, we invite customers and the public to buy clothing products as a means of merchandising. Don't forget that if a customer is happy with the performance and benefits provided by our foods, he will be delighted to become part of the 226ERS family, wearing that garment that suits his needs.



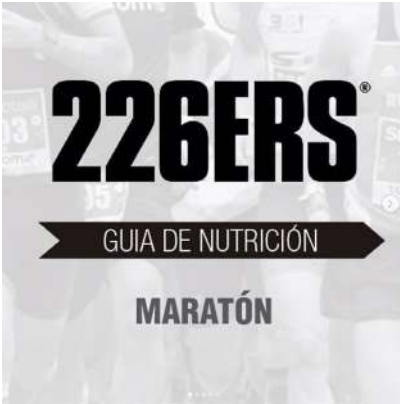


# ANNEX



ALWAYS

Use official fonts in videos and on images.  
Use the logo 226ERS in all public communications



RIGHT ✓



RIGHT ✓

NEVER

Use unofficial fonts.  
Use the written brand name for public use and/or communications.



WRONG ✗



WRONG ✗

ALWAYS

Not all images need have the logo 226ERS. If the 226ERS logo is clear and recognisable in the image, do not add more logos. Where it is necessary to add a logo to an image, this will be divided into squares (as can be seen in the examples in this guide) and the logo will have a maximum of two squares and a minimum of one.



RIGHT ✓



RIGHT ✓

NEVER

Add logos where 226ERS is clear and recognisable. In squared formats, the logo will never take up half the image and in rectangular formats, one third.



WRONG ✗



WRONG ✗

ALWAYS

Use only the colours and wording shown in this guide.



NEVER

Use colours or wording not shown in this guide.



ALWAYS

Use images which convey the values of 226ERS associated with the product and its context.



NEVER

Use images which do not convey any of the values of 226ERS and which do not motivate or educate.





ALWAYS

Photograph the product in a way that highlights the values of the brand and the quality of the product.  
Official images may be converted to black and white.



RIGHT ✓



RIGHT ✓

NEVER

Use images that do not highlight the values of 226ERS nor motivate or educate.  
Introduce text into images.



WRONG ✗



WRONG ✗

ALWAYS

Use plain images and make photo galleries



RIGHT ✓

NEVER

Montages or multi photos



WRONG ✗

ALWAYS

At outdoor Expos and stands you should use materials designed specifically for outdoor use (pages 48 and 49).



RIGHT ✓



RIGHT ✓

NEVER

Use outdoor materials for a display at an indoor Expo.



WRONG ✗



WRONG ✗

ALWAYS

Athletes should represent the values of the brand and associate them directly with the product. In images, they should be shown:

1. Practising the sport, in which case the product is not necessary.
2. Posing with a 226ERS product.



RIGHT ✓

NEVER

Use poses of athletes where the 226ERS product is not seen.



WRONG ✗



**226ERS<sup>®</sup>**  
FEED YOUR DREAMS