

SQUARE O EVENT



ALTERNATIVE / FREESPORT

SPORTS:
SURF, WAKE

EVENT EXAMPLES:

Oakley Pro Junior,
F.I.S.E.,
San Sebastian Pro Junior



ELLIPSE O EVENT



SPORTS PERFORMANCE

SPORTS:
SKI/SNOW, MTB TRIATHLON,
CYCLING, FMX, MX

EVENT EXAMPLES:

Arctic Challenge,
Tour de France,
Any World Cup Championships



BASIC EQUIPMENT:



Banner



Beach Flag



Tent 3x3

BASIC EQUIPMENT:



Banner



Beach Flag



Tent 3x3

SPECIAL EQUIPMENT (ON TOP):



Infl. Tent 4x4



infl. Beach Flag



Arch
Start/Finish
Entrance/Exit

SPECIAL EQUIPMENT (ON TOP):



Infl. Tent 4x4



infl. Beach Flag



Oakley Arch
Start/Finish
Entrance/Exit

EXTRA POP MATERIAL:



Dealer/Media Invitation



Poster/Postcards



Signing Session Poster

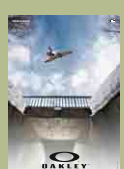
EXTRA POP MATERIAL:



Dealer/Media Invitation



Poster/Flyer



Signing Session Poster

OAKLEY - EVENT CHECKLIST

EVENT MUST ALIGN WITH OVERALL STRATEGY

WHAT IS MY MESSAGE?

CORRECT LOGO?

LOGO VISABILITY?

SEND A REPORT TO ICON AFTER EVENT

CLEAN BRANDING

ENGAGE DEALER & CONSUMERS – DELIVER BRAND EXPERIENCE

DO'S



LOGO MUST BE A 100% VISIBLE!!



USE ONLY ONE LOGO ON SITE
NEVER MIX ELLIPSE AND SQUARE O



ALWAYS USE WHITE LOGO
ON BLACK BACKGROUND

DONT'S

