



Brand Style Guide

Strategy & Visualization 2024



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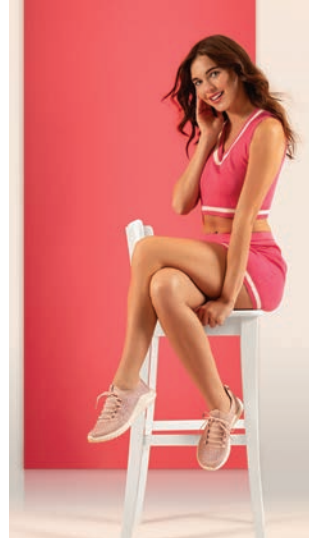
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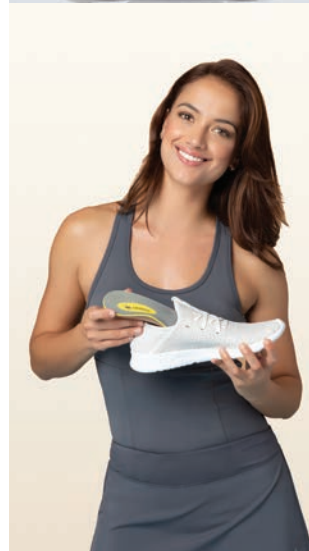
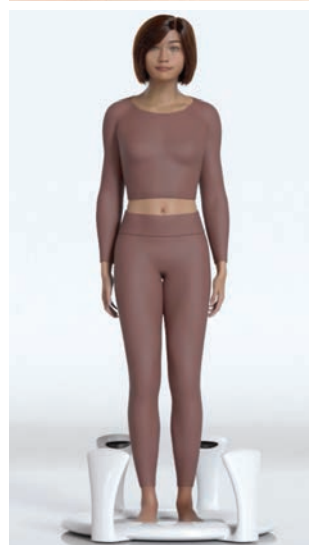
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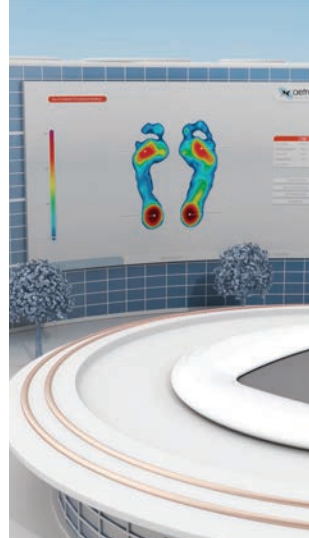
THE AETREX BRAND



OUR MISSION

Aetrex is a technology company at its core.
Everything we do evolves from our technology.

Our mission is to help people stay comfortable and healthy on their feet. And we believe it all starts with a comprehensive foot scan.



BRAND STRATEGY

The Aetrex Technology Difference

We are a vertically integrated brand that develops technology & tech-based products for better foot health.

FitTech Solutions:

The World's Most Advanced 3D Foot Scanners

FitGenius® AI Engine

Foot.com Data Portal

SizeRight™ Mobile App

Data & Technology-Driven Products:

Footwear

Orthotics



BRAND PERSONALITY

Who We Are

Innovative

We are obsessed with always trying to get better and proud of our numerous recognitions for innovation.

Tech-Obsessed

We are laser focused on keeping up with the latest technologies. And everything we do evolves from our tech.

Data-Driven & Authoritative

We are considered the authority on foot health technology. We are data-driven, honest and trusted.

Health Conscious, Authentic Foundation

Our products are based in science.
Our mission is to keep people healthy on their feet.

Modern & Clean

Our branding is clean, modern and sleek.
Our design approach is minimalistic.

Trend-Right & Stylish

Our footwear is on trend and fashion-forward.

Who We Are NOT

Old World, Set in Our Ways

We never get stuck on ideas just because they worked in the past. We are constantly looking forward.

Crunchy, Granola

We are environmentally friendly and think globally. But we do not identify as a wellness brand or have a nature-loving aesthetic.

Arrogant

We are thoughtful but not arrogant.
We are approachable and inviting.

Clinical, Medical

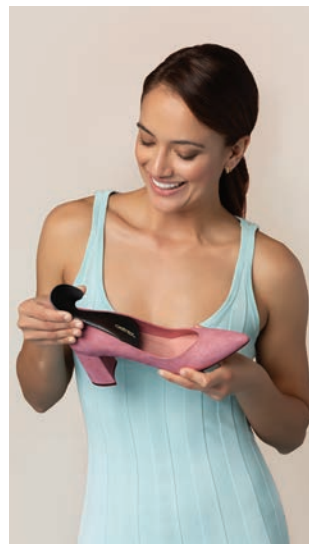
Although we are rooted in data and science, we are not clinical or medical in look and feel.

Cluttered

We're not cluttered. We are organized, streamlined, efficient and consistent.

Runway, High-End Fashion

Our footwear is stylish, but we are not high-end fashion.



THE AETREX CONSUMER: TECHNOLOGY & ORTHOTICS

Health-conscious men and women looking for the ideal fit and support for their feet

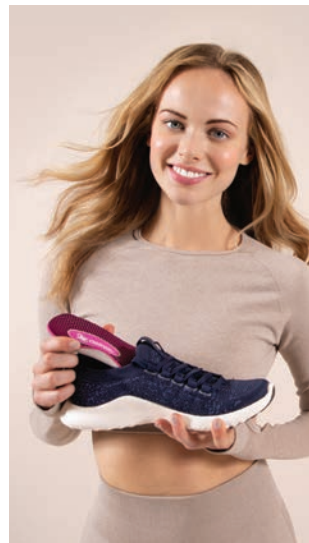
- The best footwear style for their unique feet, in the right size
- The best orthotic to support their bodies from the ground up

Consumers may have (one or all):

- An aspiration to prevent injury
- A desire for extra comfort and support
- An existing foot condition
- Foot, knee or back pain

They range from:

- Highly active (runners, athletes)
- Moderately active (some exercise)
- Selectively active (focused on life's everyday activities)



THE AETREX CONSUMER: FOOTWEAR

The Aetrex Footwear Consumer

- She is conscious of her appearance and what's on-trend.
- She seeks stylish footwear for all occasions and aspects of her life.
- She is aware of the benefits of foot health and understands the right footwear provides premium comfort, support and alignment.
- She recognizes and appreciates quality. She is willing to spend more to get what she needs.



PRODUCT STRATEGY: TECHNOLOGY

Our POV on Our FitTech Solutions

We were the first to offer state-of-the-art foot scanning solutions to consumer markets in 2002. Since then, we've stayed true to our mission, evolved with the latest technologies and challenged the status quo to offer the most advanced, global foot scanning and FitTech solutions available today.

With a decades-long deep history in foot health and an Apple-like engineering model - where we design and develop all of our own hardware and software - no other company has the absolute knowledge of feet and technology like we do. This is why we have the most streamlined, premium, omnichannel FitTech packages in the world.

- The World's Most Advanced 3D Foot Scanners
- FitGenius® AI Engine
- Foot.com Data Portal
- SizeRight™ Mobile App



PRODUCT STRATEGY: FOOTWEAR & ORTHOTICS

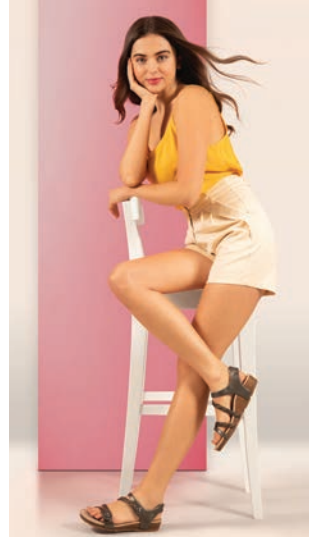
Our Technology-Driven Approach to Footwear & Orthotics

Over the past 20+ years we've scanned more than 50 million people. We use the data and learnings from our foot scans to create anatomically correct orthotics and better-fitting footwear.

Our Albert foot scanners accurately capture 3-dimensional measurements of feet and pressure data underfoot. We use this information to develop our unique line of premium shoes and orthotics. Because our design process is all tied to scientific data, we don't have to guess how a shoe or an orthotic should fit or support your body. Our data-driven approach leads to superior products.



Watch The Aetrex
Technology Difference
Video



THE AETREX BRANDING: BUILDING AN EMOTIONAL BRAND



THE AETREX BRANDING: BUILDING AN EMOTIONAL BRAND

Successful brands are brands that make authentic, emotional connections with their customers. They do this by creating meaningful experiences that evoke an honest, relatable sensibility. They are able to generate consumer desire through authentic approaches across all brand touchpoints - from product, to sales, to marketing. The result can be deep-rooted loyalty to the brand and a lasting sense of enrichment.

Our Aetrex Branding and Visual Language is key to positioning Aetrex as an emotional brand. Outlined below are some of the emotional desires that the Aetrex Brand aims to tap into.

A Desire for Authenticity

Above all else, Aetrex is deeply product focused, with an unwavering dedication to research and development and a relentless effort to continuously improve. In today's world of social media and digital communication, we are all bombarded with boastful marketing messages. However, we believe consumers are thoughtful and smart, and ultimately recognize authenticity verses exaggeration.

A Desire for Achievement

Through an inspirational brand experience and premium products, we aspire for our customers to feel a level of confidence and intelligence about their purchasing decision, to help foster a stronger emotional bond with our brand.

A Desire to Belong

Deeply rooted in human nature is the desire to belong. By infusing our Aetrex brand communications with a sense of being part of a larger cause or community, we help our consumers feel connected through common beliefs and values.

A Desire to Keep Going – “Living My Way”

When the Aetrex brand was born in 2005, the original brand slogan was “Living My Way.” Below was our original brand statement and mission.

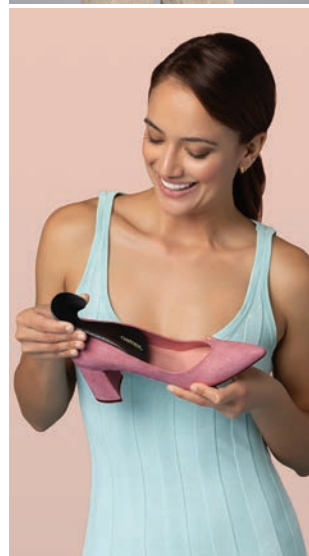
The word Aetrex is a derivation of Ae-Treks, meaning One Journey. Your own personal journey is unique, filled with activities and challenges that ultimately determine how you live your life.

The Aetrex mission is to bring to market footwear and footcare products that enable you to live life your way – pursuing your favorite activities, avoiding unnecessary setbacks, and overcoming challenges whenever possible.

All these years later, these core principles still remain essential goals, as we do everything we can to develop extraordinary products.

By building on these emotional desires, we hope to shape Aetrex into a brand that resonates deeply with our consumers, fostering an enduring and meaningful connection. Embracing the power of emotions, we hope to keep building a brand that leaves a lasting impression on the hearts and minds of the consumers.

THE AETREX VISUAL LANGUAGE



THE AETREX VISUAL LANGUAGE

The Visual Language is critical in communicating the Aetrex Brand Identity.

The elements within Visual Identity include the Aetrex logo, typography, color, photography and overall treatment.

These components collectively shape the visual aspect of the Aetrex Brand Voice. This section serves as an introduction to the fundamental Visual Identity elements, providing guidance on how to employ them consistently across all consumer and B2B interactions to create a unified and cohesive brand experience.

In the following pages, you will find comprehensive definitions and a detailed explanation of the Aetrex visual language, as well as the necessary steps for its successful implementation.



THE AETREX VISUAL LANGUAGE: THE WHITE BRAND

The Aetrex brand is a lifestyle technology brand in the footwear industry, and therefore its unique visual language consists of plenty of white space and white shades together with modern and clean elements. It involves designing a cohesive and minimalist aesthetic that communicates sophistication, simplicity, and cutting-edge technology. It also conveys a distinct and elegant brand identity. Here's a description of the elements and principles that define the visual language:

1. Color Palette

White: White serves as the primary color, symbolizing purity, simplicity, and a clean aesthetic. It also represents a blank canvas that conveys a sense of openness and limitless possibilities.

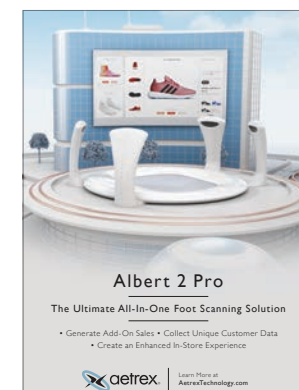
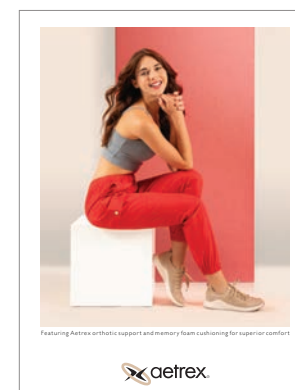
Accent colors: With only a few exceptions, it is advisable to consistently include subtle, muted accent colors such as beige (an integral part of the official Aetrex logo), light grays, soft blues, and pastel shades. These accents provide a touch of sophistication and contrast against the white backdrop. Occasionally, the strategic use of bright and vibrant colors alongside the predominant white backdrop can also be employed, as long as it aligns with the same purpose.

2. Typography

Choose clean, sans-serif fonts with a modern feel for both headings and body text. Although our primary brand fonts are Gill Sans (for print) and Century Gothic (for digital), it's acceptable to utilize Helvetica, Avenir, or Roboto if Gill Sans and Century Gothic are unavailable. Maintain consistency in font weights and sizes throughout all brand materials.

3. Layout and Spacing

Embrace a minimalist layout with plenty of white space to create a sense of clarity and openness. In many ways, the space surrounding the object can often hold greater significance than the object itself. Use sensible hierarchy and a grid-based layouts for consistency and order in design elements.



THE AETREX VISUAL LANGUAGE: THE WHITE BRAND *(continued)*

4. Imagery

Always use high-quality, minimalist imagery that complements the clean and modern aesthetic. This includes product photography and lifestyle images. Highlight products against white or neutral backgrounds to emphasize their design and functionality. Use images that convey simplicity, sophistication, comfort, and modern living. Always opt to utilize the official lifestyle imagery of the brand.



5. Iconography

If creating iconography from scratch, design a set of custom icons that align with the brand's aesthetic. These icons should be simple, intuitive, and reflect the brand's product offerings. Give preference to line icons and keep icon colors consistent with the chosen brand colors and/or accent colors. Ensure that the website is easy to navigate and provides a seamless user experience.



6. User Interface (UI) and User Experience (UX)

Apply the visual language to digital interfaces, ensuring that the design is user-friendly, intuitive, and visually pleasing. Use clean lines, minimalistic buttons, and a well-organized layout to enhance the user experience.

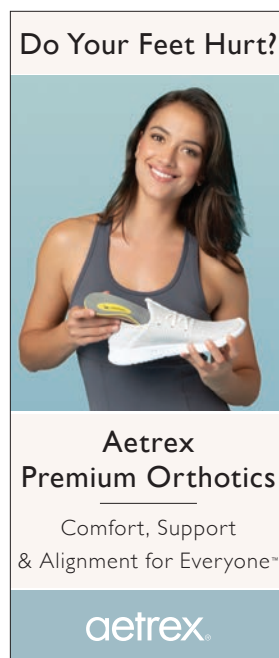
7. Packaging and Product Design

Extend the visual language to product packaging and product design, maintaining consistency in design elements.

THE AETREX VISUAL LANGUAGE: THE WHITE BRAND *(continued)*

8. Marketing Materials

Utilize the principles of the visual language to enhance the marketing materials. These include Footwear, Technology and Orthotics catalogs, trade ads, retractable banners, brochures, flyers, and digital advertisements, as shown in some of the examples on this page.



9. Web Design

Website elements should incorporate the Aetrex visual language - the color palette, typography, and imagery. Ensure that the website is easy to navigate and provides a seamless user experience.

10. Motion Graphics and Animation

If applicable, use subtle animations and motion graphics that enhance the user experience without overwhelming the design. Keep animations clean and purposeful.

SUMMARY

The white, modern, and clean visual language of our branding should convey a sense of sophistication and innovation while remaining approachable and user-friendly. It should reflect the brand's commitment to simplicity and excellence in technology, making it appealing to consumers who value aesthetics and functionality in their lifestyle products.

OFFICIAL AETREX BRAND LOGO: SPECIFICATIONS

The Aetrex Wordmark, Ellipse and Boomers are an important expression of our brand identity. By applying the Aetrex logo in a consistent manner, it strengthens the recognition & visibility of our brand.

Usage

The Official Aetrex Brand Logo should be used in all official company executions – E-commerce website, trade ads, trade show booths, footwear catalogs, brochures, orthotics packaging, POPs, company folder, letterhead, envelope, business cards and any other official company communication.

Clear Space & Size

A specific area of non-interference, or clear space between the Aetrex mark and its frame, and minimum size requirements have been established to protect the Aetrex identity. Adhering to these clear space, height and minimum size requirements will ensure that the Aetrex identity is always represented consistently and correctly.

For high visibility and an uncluttered presentation, a specific area of non-interference (x) must be maintained around the Aetrex logo. It is important that all parts of the logo can be easily read in every application. For this reason, the logo is not reproduced where the Aetrex mark measures smaller than 3/4" / 18.5mm / 52 pixels from left to right (not including the ® symbol). There are no maximum size restrictions as long as the clear space requirements are met.

Download the Official Aetrex Logo from [here](#).



Minimum size:



3/4"



18.5mm



52 px

AETREX SECONDARY BRAND LOGO: SPECIFICATIONS

Usage

The Aetrex Brand Logo, excluding the Ellipse and Boomers, should be sparingly used primarily in footwear-related communications and in instances where the preferred Official Aetrex Brand Logo cannot be accommodated due to size constraints or limited color options for printing. It may also be utilized in situations where the company's official logo is not necessary. If there is any uncertainty regarding the use of this logo in a particular execution, it is advisable to consult with the Aetrex Creative team prior to production.

Clear Space & Size

A specific area of non-interference, or clear space between the Aetrex mark and its frame, and minimum size requirements have been established to protect the Aetrex identity. Adhering to these clear space, height and minimum size requirements will ensure that the Aetrex identity is always represented consistently and correctly.

For high visibility and an uncluttered presentation, a specific area of non-interference (x) must be maintained around the Aetrex logo. It is important that all parts of the logo can be easily read in every application. For this reason, the logo is not reproduced where the Aetrex mark measures smaller than 1/2" / 12mm / 34 pixels from left to right (not including the ® symbol). There are no maximum size restrictions as long as the clear space requirements are met.

Download the Aetrex Secondary logo from [here](#).



Minimum size:

aetrex®

1/2"

aetrex®

12mm

aetrex®

34 px

THE STACKED AETREX BRAND LOGO: SPECIFICATIONS

Usage

The Aetrex Brand Logo has one more version - stacked. This unique variation features the iconic Ellipse and Boomers symbol positioned atop the Aetrex wordmark. Our stacked logo is reserved for special occasions and should be used sparingly, particularly when applied to narrow, vertical packaging like the orthotic packaging.

Clear Space & Size

A specific area of non-interference, or clear space between the Aetrex mark and its frame, and minimum size requirements have been established to protect the Aetrex identity. Adhering to these clear space, height and minimum size requirements will ensure that the Aetrex identity is always represented consistently and correctly.

For high visibility and an uncluttered presentation, a specific area of non-interference (x) must be maintained around the Aetrex logo. It is important that all parts of the logo can be easily read in every application. For this reason, the logo is not reproduced where the Aetrex mark measures smaller than 3/4" / 18.5mm / 52 pixels from left to right (not including the ® symbol). There are no maximum size restrictions as long as the clear space requirements are met.

Download the Aetrex Stacked logo from [here](#).



Minimum size:



1/2"



12.7mm



48 px

AETREX TECHNOLOGY LOGO: SPECIFICATIONS

Aetrex Technology is a sub-brand of the Aetrex brand, characterized by its vertically integrated approach to creating technology-driven products aimed at improving foot health.

Usage

The Aetrex Technology Logo should be used in all Aetrex Technology products – software, interactive pieces, web banners, animations, trade ads, trade show booth signage, brochures, b2b websites, mobile/tablet apps and all other Aetrex Technology communication.

Clear Space & Size

A specific area of non-interference, or clear space between the Aetrex mark and its frame, and minimum size requirements have been established to protect the Aetrex Technology identity. Adhering to these clear space, height and minimum size requirements will ensure that the Aetrex Technology identity is always represented consistently and correctly.

For high visibility and an uncluttered presentation, a specific area of non-interference (x) must be maintained around the Aetrex logo. It is important that all parts of the logo can be easily read in every application. For this reason, the logo is not reproduced where the Aetrex mark measures smaller than 1/2" / 12mm / 34 pixels from left to right (not including the ® symbol). There are no maximum size restrictions as long as the clear space requirements are met.

Download the Aetrex Technology logo from [here](#),



Minimum size:



3/4"



18.5mm



52 px

THIRD-PARTY LOGO LOCKUPS: CO-BRANDING SPECIFICATIONS

Aetrex collaborates with third-party partners, particularly in the context of the Aetrex Software and Orthotics. In such situations, it is recommended to follow the format provided on this page.

Logo Lockup

As shown in this example, we have designed a logo lockup featuring Aetrex and our partner on the Albert scanning software and the hockey Orthotics, Bauer.



Equal Hierarchy

Observe the placement of the Aetrex logo to the left. Additionally, take note of the equal hierarchy of both logos, with neither logo taking precedence over the other; they are displayed in parallel, maintaining an equitable position.

Minimum size:



Negative Space

Make sure to uphold the consistent rules regarding negative space around the logo lockup.

Download the template for third party logo lockup from [here](#),

LOGO COLOR PALETTE

The Aetrex logos color palette is an integral part of the identity system. When carefully applied, the colors will impart a consistent look and feel to all Aetrex communications at all touchpoints.

The **Official Aetrex logo** consists of the colors Black and Beige - Pantone 4685. When it comes to general application the beige color should be used sporadically to add value or to highlight visuals and design elements.

The **Aetrex Technology logo** consists of the colors Black and Light Teal - Pantone 114-10c. When it comes to general application the light teal and overall blue tones should be used dominantly throughout the design elements.

Official Aetrex logo colors:



Pantone Black
C0 M0 Y0 K100
R0 G0 B0
Hex#0000



Pantone 4685
C12 M21 Y31 K3
R215 G190 B167
Hex#D7BEA6

Aetrex Technology logo colors:



Pantone Black
C0 M0 Y0 K100
R0 G0 B0
Hex#0000



Pantone 114-10
C44 M15 Y11 K0
R133 G174 B195
Hex#85AEC4

NON-BRAND ACCENT COLORS

Incorporating non brand accent colors in our visual language which is a white, clean and minimalistic can add depth and visual interest to the design while maintaining a sophisticated and elegant look. Here are some steps to help you incorporate accent colors effectively:

Selecting a Color Scheme

Start by selecting a color palette that harmonizes effectively with white and aligns with the design concept. You can consider some color schemes provided here as suggestions; please note that these are not our brand colors and should be viewed as recommendations only, and may be subject to change.

Use White as a Dominant Element

Keep the majority of the design elements, such as backgrounds and large areas, in white or light shades. This ensures the clean and minimalist aspect of the design.

Accent Key Elements

Use your chosen accent color(s) to highlight key elements or areas of interest. This might include buttons, headings, icons, or important information.

Balance and Contrast

Ensure there's a good balance between white and your accent color. Too much of the accent color can overwhelm the clean aesthetic. Use contrast wisely to make important elements stand out.

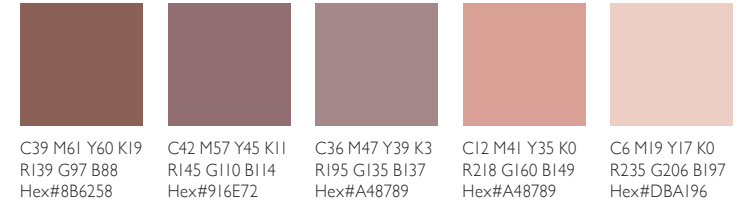
Use Non-Brand Accent Color Sparingly

Limit the use of the non-brand accent color to specific elements or areas where there's a need to draw attention or create emphasis. Avoid overwhelming the design with this color.

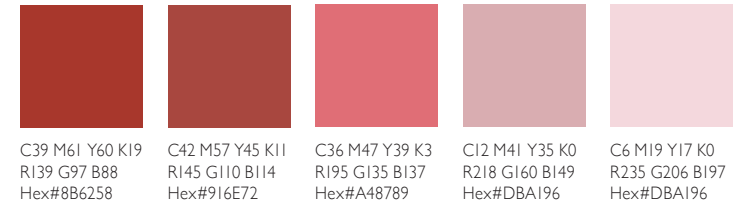
Consistency is Key

Maintain consistency in use of accent colors throughout the design. This helps create a cohesive visual language.

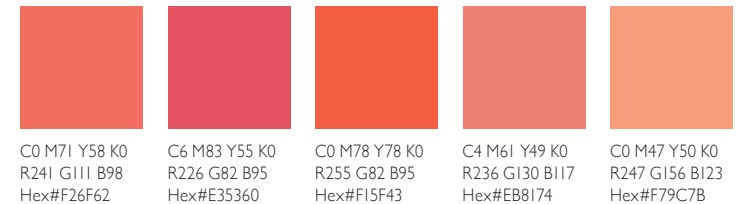
Mauve color scheme



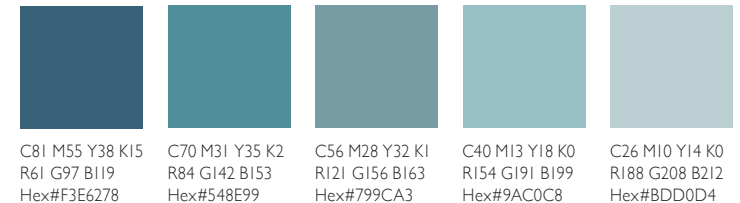
Antique Red color scheme



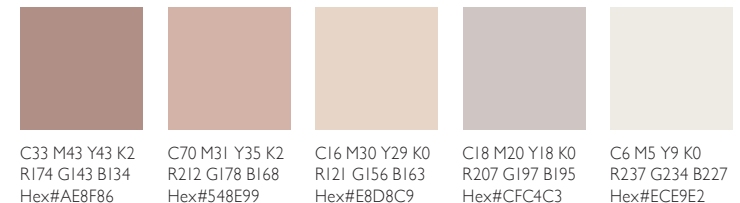
Coral color scheme



Teal color scheme



Beige color scheme



BRAND LOGO: CORRECT USE

- Always use approved artwork. Whenever possible, use the vector file format for best results.
- When necessary, all the Aetrex brand logos can be used in their negative (white on black) form as shown on this page.
- On specific designs, other colors can be applied to replace the black in the negative form, such as darker Beige (official logo), Grey (secondary logo) or darker Teal / Blue (Aetrex Technology logo). Always request approval of these exceptions ahead of publishing.

Download all approved Aetrex Logos from [here](#).



BRAND LOGO: INCORRECT USE

- Always use approved artwork.
Whenever possible, use the vector file format for best results.
- Never alter the logo by changing its proportions, lockup positioning or typeface.
- Do not change the color specification.
- JPEG, GIF or PNG format images are designed for screen applications and should not be printed.
- The rules for incorrect usage apply to all versions of the Aetrex logo.

Download all approved Aetrex Logos from [here](#).



Never change logo arrangement.



Never change the positioned order of the oval and shape and the boomers inside it



Never apply a drop shadow to the logo.



Never change the color of the oval and shape and the boomers inside it.



Never place the logo on an unapproved color block or strip.



Never move logo elements regardless of static or motion treatment



Never add text to the logo in any way, shape or form



Never outline the logo in ANY color.



Never distort the logo vertically or horizontally.



Never produce the logo in solid black or any other color.

TYPOGRAPHY: MAIN TYPEFACE

Gill Sans® is the approved main typeface for the Aetrex brand identity. Consistent use of this typeface will contribute to a unified brand voice.

Taking its inspiration from the font used for the London Underground system, Gill Sans has sleek lines and modern sensibilities, and it is used throughout various Aetrex communications.

When using Gill Sans, please avoid using a heavier or bolder weight than **Gill Sans Semibold**. Any heavier treatment is not in line with the overall Aetrex branding look and feel since it's missing the sleekness of the lighter Gill Sans font weights. When it comes to italics, please use sporadically only to highlight or emphasize a quote.

Century Gothic® can be used as a substitute font when designing digital products (websites, mobile apps etc.) or while creating a Microsoft document when Gill Sans is not available (Power Point, Outlook e-mail, Word, etc).

Gill Sans:

Semibold **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
abcdefghijklmnopqrstuvwxyz !?#\$%&@

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
abcdefghijklmnopqrstuvwxyz !?#\$%&@

Light **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
abcdefghijklmnopqrstuvwxyz !?#\$%&@

Italic **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
abcdefghijklmnopqrstuvwxyz !?#\$%&@

Century Gothic:

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
abcdefghijklmnopqrstuvwxyz !?#\$%&@

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
abcdefghijklmnopqrstuvwxyz !?#\$%&@

THE AETREX PHOTOGRAPHIC LANGUAGE



THE AETREX PHOTOGRAPHIC LANGUAGE: LIFESTYLE AND PRODUCT PHOTOSHOOTS

The Aetrex photographic language is centered on shooting lifestyle and product images against a white backdrop. It provides a versatile and elegant way to showcase subjects while maintaining a focus on authenticity and storytelling. It's a style that can work well for various purposes, from e-commerce, digital campaigns and social media to advertising and print.

Building an emotional brand while shooting lifestyle imagery against a white background can be a creative challenge. The key is to infuse the imagery with context, appeal, and a sense of aspiration while maintaining a clean, minimalist backdrop. Here's a guide on how to achieve this objective during an Aetrex photoshoot:

1. Conceptualize the Lifestyle

Begin by defining the lifestyle we want to portray. Stay consistent with the emotions, values, and aspirations we want to associate with the Aetrex product and brand.

2. Storyboard and Plan

Outline the scenes, props, and models you'll need for the shoot. Create a shot list that includes various angles and compositions.

3. Model Selection and Wardrobe

Choose models who align with the desired and aspirational lifestyle. Ensure that their wardrobe and styling not only capture the aspirational way of life, but also adhere to the color blocking methodology embraced in the evolution of our branding - the usage of accent colors against a white backdrop.

4. Setting and Props

While shooting on a seamless white backdrop as a default practice, make sure to use an accent color that complements the white background and reinforces the desired lifestyle. Ensure a cohesive color scheme. Select props that enhance the story and mood. These could be items related to the lifestyle we're portraying, or ones that seamlessly complement the composition, such as the recurring white cube or white high chair we're incorporating.

5. Lighting

Use large, soft light sources as your main light. Softboxes, umbrellas, or soft panels work well for this purpose. Position these light sources to both sides of the subject, usually slightly above eye level (in a standing pose). Consider using subtle shadows to add depth and dimension to the images. Ensure that all your light sources have the same color temperature (usually around 5500K for daylight-balanced lighting) to avoid color imbalances in your images.

THE AETREX PHOTOGRAPHIC LANGUAGE: LIFESTYLE AND PRODUCT PHOTOSHOOTS *(continued)*

6. Composition

Aetrex lifestyle imagery typically employs three composition styles: vertical (model standing), rectangular/square (model seated on a white cube), and horizontal (model seated on the floor). Preferably, employ frontal angles that prominently highlight the shoe in a profile view, emphasizing critical details such as the arch support and other shoe benefits.

7. Emotion and Storytelling

On the photoshoot set, always engage in natural interactions with models to capture spontaneous authentic emotions and moments. Narrate a story through the images; for instance, given our focus on comfort, ensure that the model appears genuinely happy and naturally at ease in their posture, avoiding stiffness or overly posed expressions and body language.

8. Movement and Action

If it fits the photoshoot narrative, incorporate movement to add dynamism to the shots. This could be models walking, stretching, or interacting with the product. Capture action shots that convey the practical use of our product and the comfort associated with it.

9. Product Integration

Ensure that the product is seamlessly integrated into the scenes. It should look like a natural part of the lifestyle, never too forced or in angles that don't compliment the product's shape. Highlight the product's features and benefits by showing how it enhances the depicted lifestyle.

10. Post-Production

Edit the images to maintain the clean white background and enhance the overall clean and modern quality. Use color enhancing and retouching to create a consistent and polished look.

SUMMARY

By meticulously planning, using creative techniques, and infusing emotion and context into our shots, you can make a lifestyle photoshoot against a white background feel desirable and aspirational. These images should inspire our consumers and make them see how our product can enhance their desired lifestyle.

Composition: Hierarchy in Footwear Lifestyle Shots

Official Aetrex Brand images can be downloaded from this [link](#)



Vertical



Rectangular



Horizontal

Product Photography: Footwear

Official Aetrex Brand images can be downloaded from this [link](#)



Product Photography: Footwear

Official Aetrex Brand images can be downloaded from this [link](#)

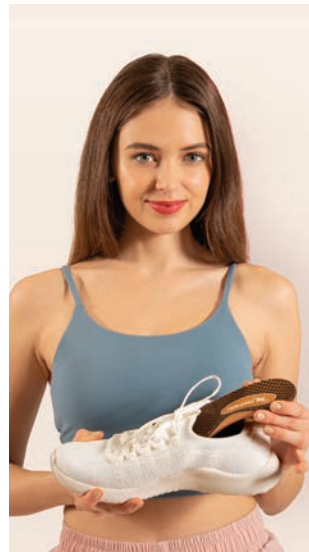


Product Photography: Footwear

Official Aetrex Brand images can be downloaded from this [link](#)



EMAIL MARKETING CAMPAIGNS



EMAIL MARKETING CAMPAIGNS: BEST PRACTICES

The following pages will showcase a few examples of successful implementations of the Aetrex brand's visual language.

Designing an email that showcases the Aetrex brand visual language while also being effective in driving sales involves a careful balance of aesthetics, content, and user experience. Here's a step-by-step guide to achieve this:

1. Begin with a clean, minimalist email template that aligns with the brand's visual language. Use ample white space and maintain a consistent layout.
2. Use the official fonts, colors, and logos as specified in this guide in the email design. Ensure that the email is instantly recognizable as part of the brand's identity. It is best practice to avoid using more than one accent color or one color theme per email.
3. Incorporate high-quality images that feature Aetrex products in lifestyle contexts. These images should be on-brand, emphasizing the clean and modern look and feel while focusing on the comfort aspects of our products.

In an email that features **lifestyle** imagery as its focal point, it is always best to use a company-official lifestyle image. When opting for a model's image, refrain from cropping out any body parts. Ensure that the model's presence maintains a proper hierarchy within the composition. The model should be prominent enough to be a central focus, as the image effectively embodies the values associated with the Aetrex brand, often more convincingly than any headline or an interesting typography can achieve.

In an email that focuses on a **product**, create a strong, high-quality visual of the product we're promoting. Show the product from various angles and highlight its key features and benefits, colors, and details. Do not crop the shoe; cropping an image of a shoe is allowed only when zooming in to emphasize specific product detail like a buckle, heel height, memory foam and more.

In a promotional email featuring a **sale discount**, maintaining our premium brand identity is crucial. To accentuate the sale discount, we can leverage captivating typography while seamlessly integrating either a lifestyle or product image. This approach enhances consumer engagement by continuously reinforcing the core visuals associated with our brand.

4. Create a brief yet captivating email headline that communicates the email's focus. While maintaining brand consistency through typography is ideal, it is acceptable to explore alternative fonts for the headline to enhance engagement.
5. Include a clear and visually prominent CTA buttons that encourages recipients to take action without coming across as overly aggressive. Aetrex is not a brand known for hard selling; maintaining its premium quality is always our priority.

New
Arrivals
eblast

aetrex.
30 Day Wear Test and Free Returns



SHOP NOW

The Vania Features:

- Adjustable Straps for the perfect fit each wear
- Signature Arch Support to help relieve heel/arch pain
- 2" Heel Height for the perfect lift
- Memory Foam footbed for cushioning & comfort



Arch Support & Cushioning in Every Pair for Pain Relief and Comfort

Shop by Size

5	5.5	6	6.5	7	7.5
8	8.5	9	9.5	10	11

Shop New Colors



SHOP CREAM



SHOP WALNUT

Also Available



SHOP RED



SHOP BLACK

#MyAetrex




Product
Focused
eblast


aetrex.
30 Day Wear Test and Free Returns

Fall Faves


Elevate Your Fall Style with Our Latest Collection!




SHOP NOW




Arch Support & Cushioning in Every Pair for Pain Relief and Comfort




Shop Fall Styles




Luna | Charcoal
BUY NOW



Beckie | Natural
BUY NOW



Kara | Cognac
BUY NOW




Mila | Navy
BUY NOW

SHOP FALL STYLES

Shop by Size

5	5.5	6	6.5	7	7.5
8	8.5	9	9.5	10	11

#MyAetrex



Sale
Focused
eblast

aetrex.
30 Day Wear Test and Free Returns

SUMMER SALE

Up to


60% OFF

On Select Styles


SHOP SALE


Shop by Size

5	5.5	6	6.5	7	7.5
8	8.5	9	9.5	10	11




Arch Support & Cushioning in Every Pair for Pain Relief and Comfort







Ashley | Poppy
60% OFF
\$165 Now \$66.00
BUY NOW



Lilly | Walnut
40% OFF
\$149 Now \$89.40
BUY NOW




Lilly | Walnut
40% OFF
\$149 Now \$89.40
BUY NOW



Noelle | Navy
50% OFF
\$135 Now \$67.50
BUY NOW

#MyAetrex



ORTHOTICS PHOTOGRAPHY & LAYOUT



ORTHOTICS PHOTOGRAPHY & LAYOUT: EVOLVING FROM NICE TO HAVE TO NEED TO HAVE

Turning orthotics from a “nice to have” into a “need to have” product requires a combination of effective marketing, education, and a focus on the real value they bring to the consumers’ lives. By addressing pain points, offering solutions, and highlighting the benefits, we can make orthotics an essential part of the target audience’s daily routines. Maintaining consistency with our branding, which revolves around a clean visual language with a strong emphasis on lifestyle and product as central elements, enables us to create a captivating, highly sought-after product. To achieve this objective, follow these photography and layout guidelines:

Clean Background

Continue to use a clean white or light beige background to keep the focus on the orthotics. Ensure that the background is well-lit. Refrain from incorporating an accent color, as our objective is to highlight both the lifestyle and the product in the orthotic imagery.

Natural Lighting

Utilize soft, natural lighting to create a bright and clean look. Avoid dramatic lighting that may distract from the product.

Simple Composition

Keep the composition minimalistic, with the orthotics as the central focus. Use negative space effectively to draw attention to the product.

Angles and Perspectives

Showcase the orthotics from various angles and perspectives, allowing potential customers to see them from different viewpoints.

Strategic Product Placement and the Human Element

Display the orthotics in ways that resonate with the target audience’s lifestyle. Include lifestyle shots with models holding the orthotics and inserting them into shoes. This helps potential customers envision how the product is being used and how it fits into their daily lives.

Emotion and Storytelling

Use lifestyle images to tell a story or evoke emotion. Showcase the positive impact that using Aetrex orthotics can have on people’s lives.

Orthotic Packaging

Designing orthotic packaging involves careful consideration of functionality, aesthetics, and branding. The Aetrex Orthotic packaging follows a consistent template, featuring a predominant white color scheme with a distinct accent color for each orthotic product. Occasionally, a texture or a distinctive pattern may be applied to the typically accent-colored area.

Orthotics Lifestyle Images

Official Aetrex Brand images can be downloaded from this [link](#)



Orthotics Product Images

Official Aetrex Brand images can be downloaded from this [link](#)

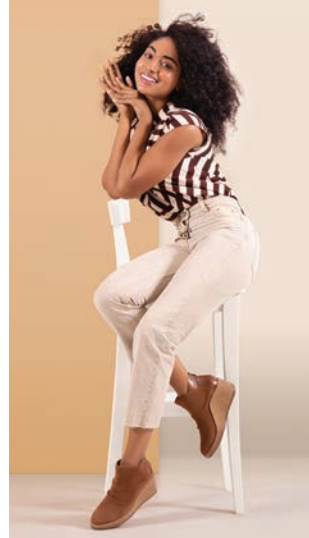


Orthotics Product Images

Official Aetrex Brand images can be downloaded from this [link](#)



BEST PRACTICES



Footwear Trade Ads



Featuring Aetrex orthotic support and memory foam cushioning for superior comfort



Featuring Aetrex orthotic support and memory foam cushioning for superior comfort



Featuring Aetrex orthotic support and memory foam cushioning for superior comfort



Featuring Aetrex orthotic support and memory foam cushioning for superior comfort



Featuring Aetrex orthotic support and memory foam cushioning for superior comfort

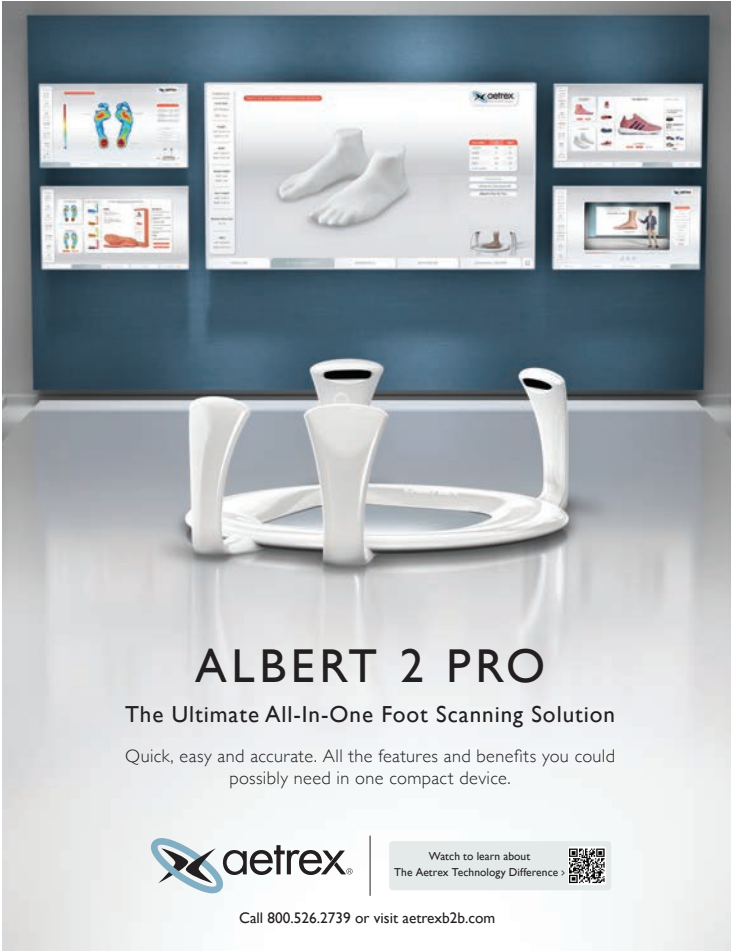


Featuring Aetrex orthotic support and memory foam cushioning for superior comfort



Official Aetrex Brand images can be downloaded from this [link](#)

Technology Trade Ads




The advertisement for the Albert 2 Pro scanner features a white, ring-shaped device with four vertical sensors on a reflective surface. In the background, a large screen displays a 3D model of a foot being scanned, alongside various shoe options and technical data. The text below the device reads: "ALBERT 2 PRO", "The Ultimate All-In-One Foot Scanning Solution", and "Quick, easy and accurate. All the features and benefits you could possibly need in one compact device." At the bottom, the Aetrex logo is shown next to a QR code and the text "Watch to learn about The Aetrex Technology Difference >". Below this, it says "Call 800.526.2739 or visit aetrex2b.com".

ALBERT 2 PRO

The Ultimate All-In-One Foot Scanning Solution

Quick, easy and accurate. All the features and benefits you could possibly need in one compact device.

 **aetrex**

Watch to learn about
The Aetrex Technology Difference >

Call 800.526.2739 or visit aetrex2b.com



The advertisement for FitGenius features the same white Albert 2 Pro scanner on a reflective surface. The background screen shows a 3D foot model and shoe options. The text below the device reads: "Introducing", "FitGenius™", "Your feet are 3-Dimensional. So are your shoes. Yet, today online ordering is still just based on length and width. It's no wonder 30-40% of these orders are returned.", and "Contact us to learn how the FitGenius AI engine can dramatically reduce your e-commerce returns." At the bottom, the Aetrex logo is shown next to the text "Aetrextechnology.com | AetrexB2B.com" and "Email: albertsales@aetrex.com".

Introducing

FitGenius™

Your feet are 3-Dimensional. So are your shoes. Yet, today online ordering is still just based on length and width. It's no wonder 30-40% of these orders are returned.

Contact us to learn how the FitGenius AI engine can dramatically reduce your e-commerce returns.

 **aetrex**

Aetrextechnology.com | AetrexB2B.com
Email: albertsales@aetrex.com

Technology Trade Ads




Welcome to Fitopia™

The Aetrex Omni-Suite Package

The Industry's Most Advanced, Integrated FitTech Solution

FitGenius™ AI Footwear Recommendations
SizeRight™ Mobile App | Foot.com Data Portal


 **aetrex** | Learn More at AetrexTechnology.com



Albert 2 Pro

The Ultimate All-In-One Foot Scanning Solution

- Generate Add-On Sales • Collect Unique Customer Data
- Create an Enhanced In-Store Experience

 **aetrex** | Learn More at AetrexTechnology.com

In Store POPs



In Store POP and Signage



In Store POP and Signage

