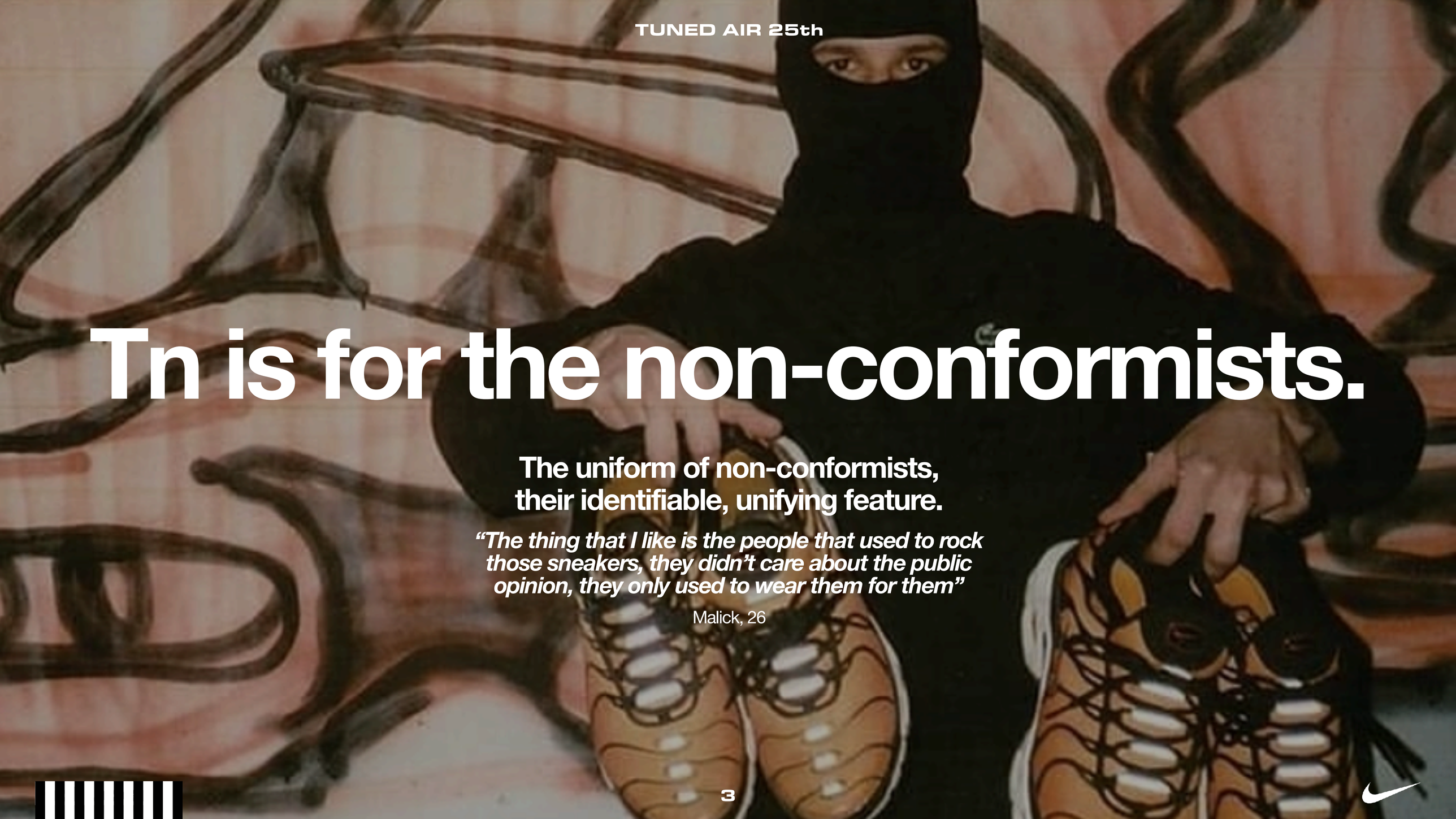
TUNED AIR 25th ANNIVERSARY

BRANDING & RETAIL ELEMENTS
21.09.23

INTRO



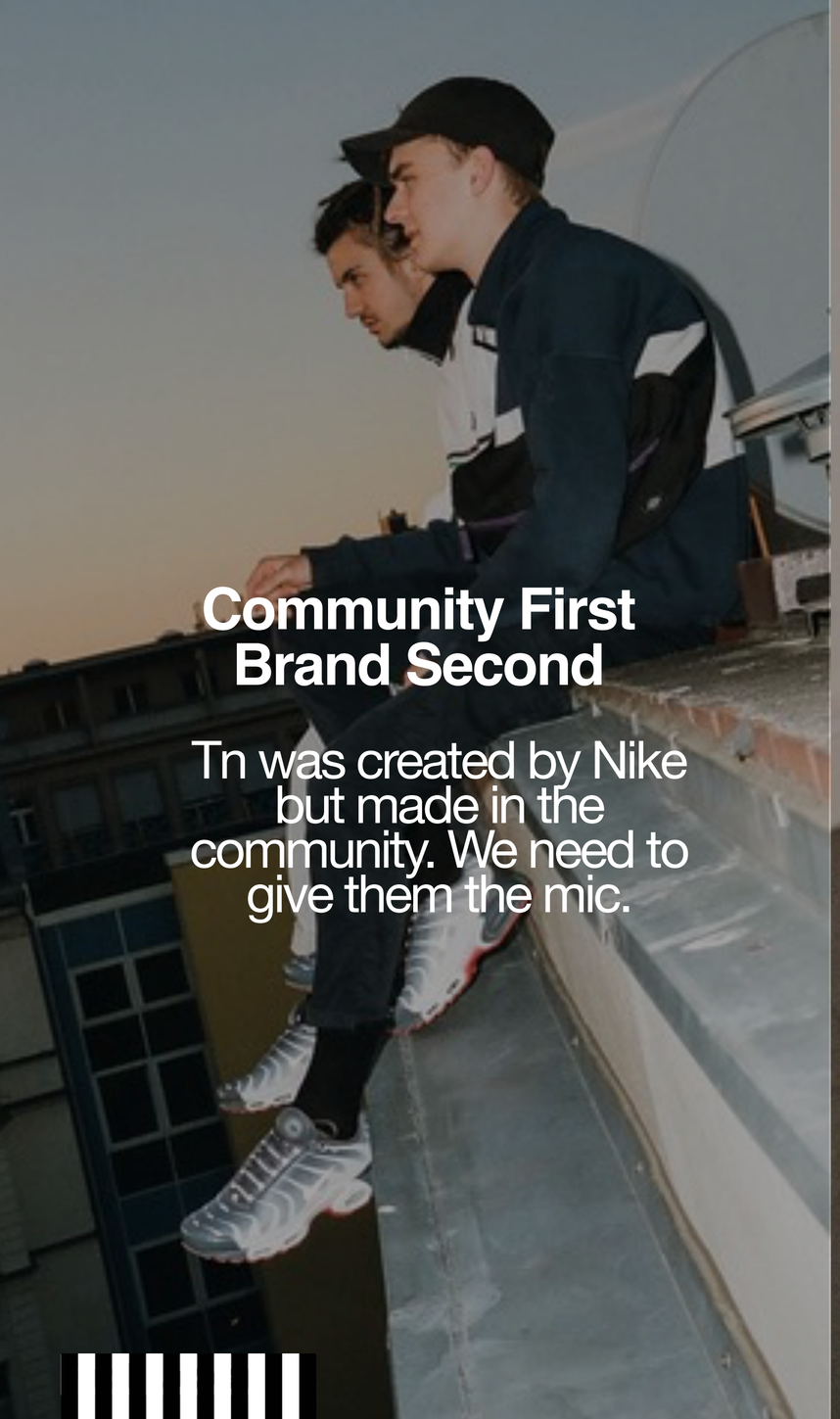
Tn is for the non-conformists.

**The uniform of non-conformists,
their identifiable, unifying feature.**

“The thing that I like is the people that used to rock those sneakers, they didn’t care about the public opinion, they only used to wear them for them”

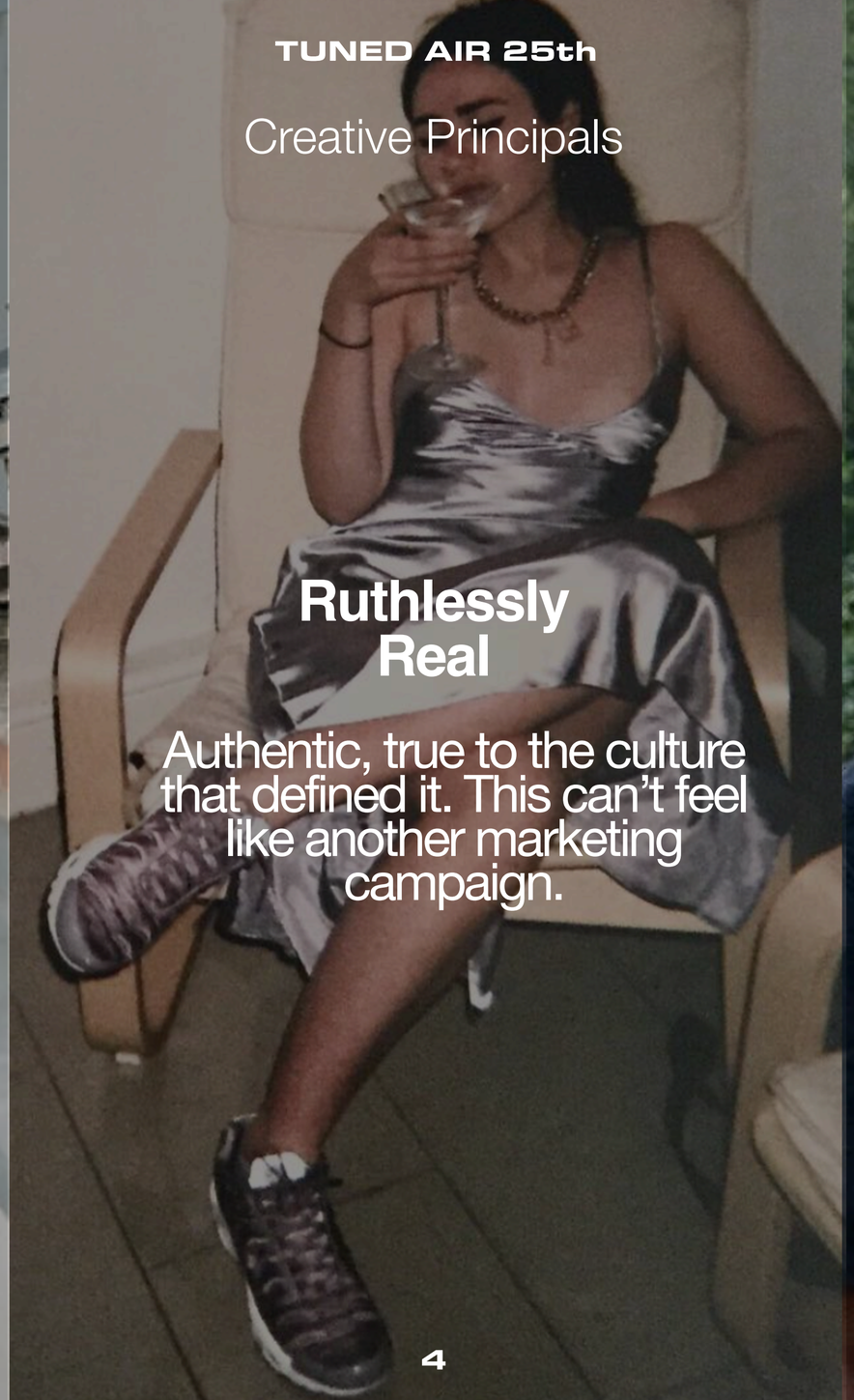
Malick, 26

Creative Principals



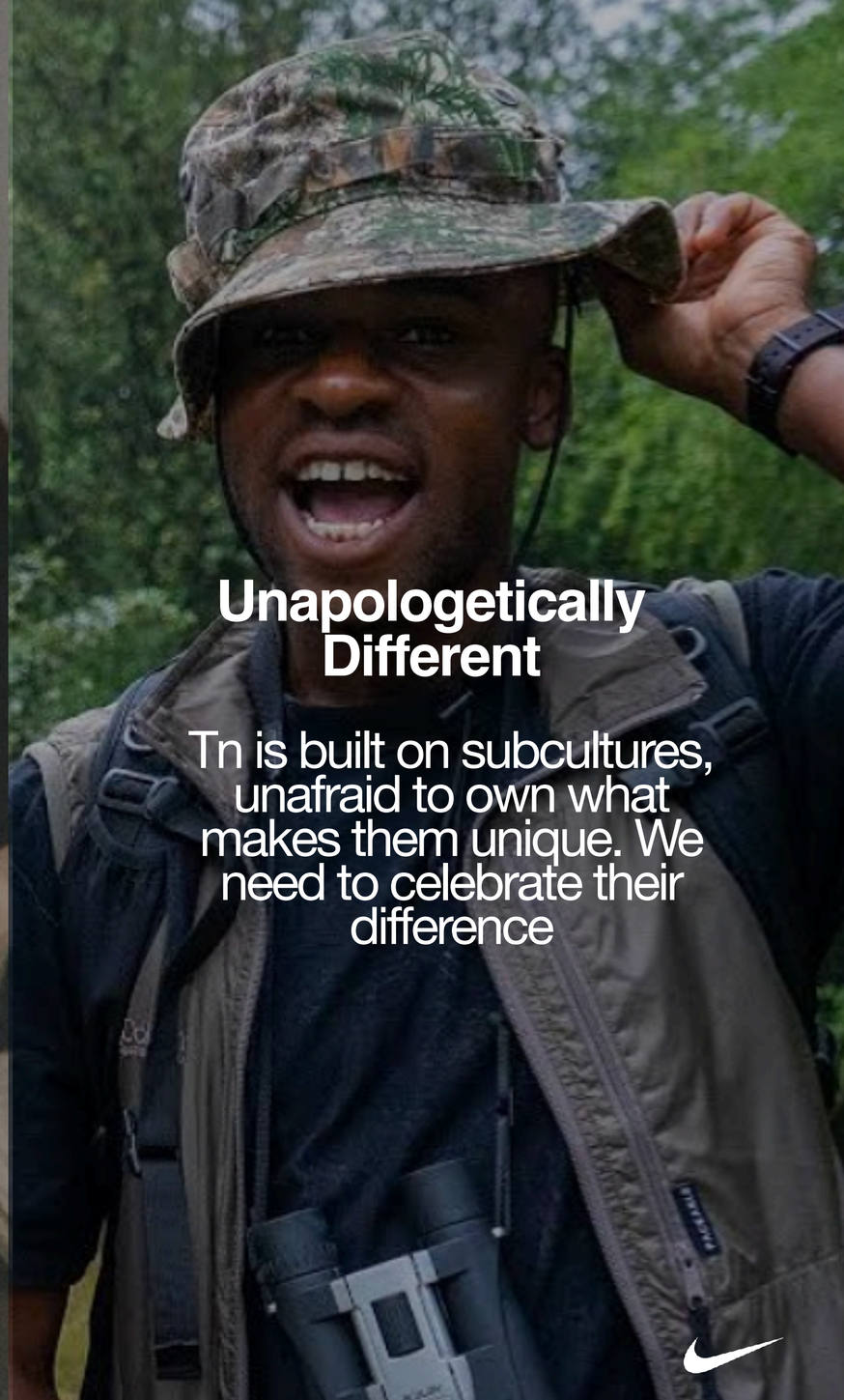
Community First Brand Second

Tn was created by Nike but made in the community. We need to give them the mic.



Ruthlessly Real

Authentic, true to the culture that defined it. This can’t feel like another marketing campaign.



Unapologetically Different

Tn is built on subcultures, unafraid to own what makes them unique. We need to celebrate their difference

Tone of Voice

defiant

Individual. Self-expressive

No boxes, no labels

Passionate, purpose-led

Bold

Determined

together

A calling to come together

Connecting through shared experience

Celebrating differences

Collective power

CREATIVE CONCEPT

Tn is the defiant one.

It has always appeared in places where it was not supposed to be. From the running track to the street, the club & the catwalk, the Tn defiantly shows up to disrupt the status quo.

25 years on, the Tn has become a cultural icon with a die hard community across the world who are constantly evolving.

To celebrate the 25th anniversary of Tuned Air, we celebrate the communities that have made it what it is today & that are re-inventing it for the next generation through their united creativity & defiant spirit.

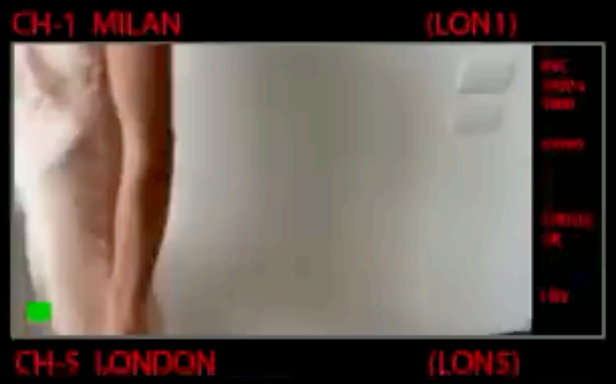
Tune in for Tn25th







TUNED-IN LIVE









live streams from the Tn community
across the globe.

TUNED AIR 25th

We are everywhere.

You will find us at the core of the culture. Together we are defiantly breaking through the worlds of art, fashion, music & creativity.

This time we are taking over. We've hacked through the surveillance systems to create our own live stream from all corners of the globe.

Come with us for a window in to the worlds we create, the people who have made it happen for the last 25 years as well as those pushing the culture forward for the next 25.



Creative Filters

Live Stream & Surveillance Video Hacked

Our window in to the world of Tn



Defying Convention

Our Attitude

Unexpected

Telling the untold stories

A celebration of the community

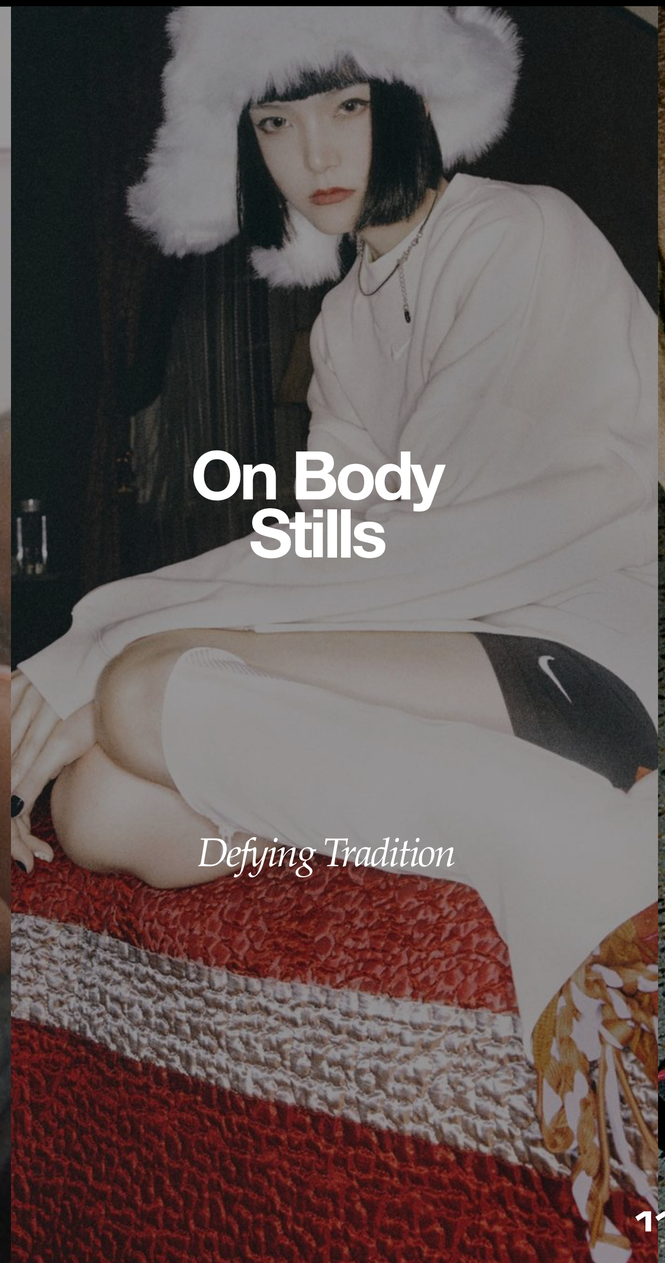
Tn Sneaker Culture

Campaign Buckets



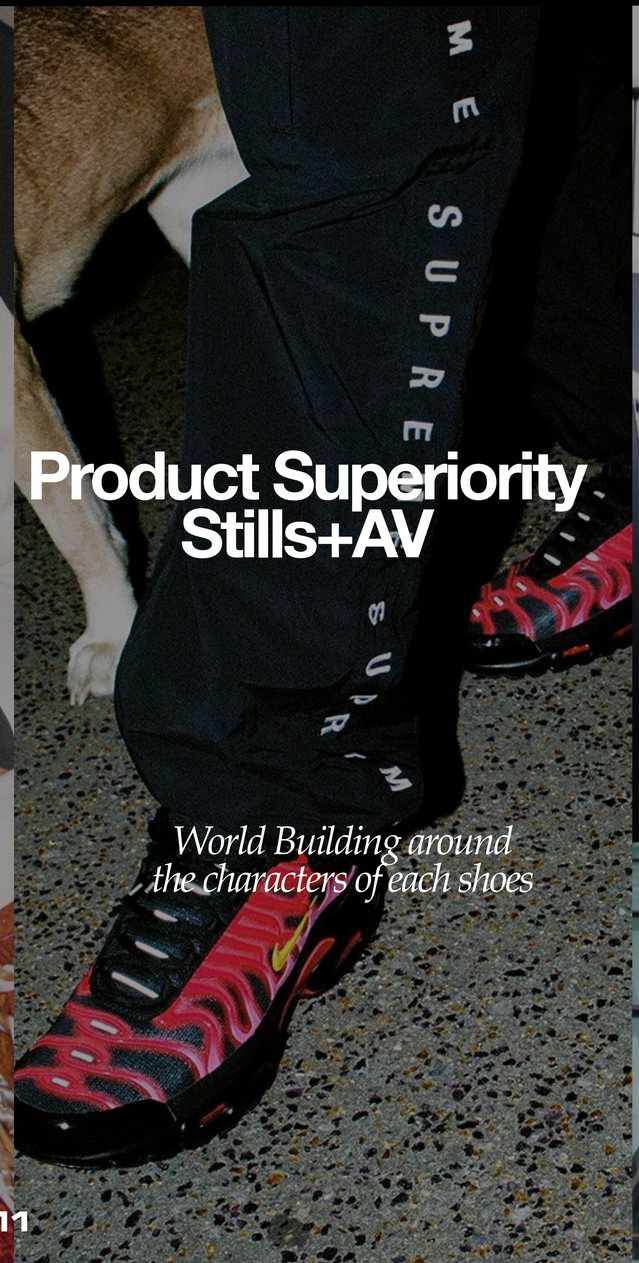
Storytelling Series AV

Defiant Together



On Body Stills

Defying Tradition



Product Superiority Stills+AV

World Building around the characters of each shoes



Activations

Physical Installations

BRANDING

A celebration of 25 years of iconic Tn designs, through the lens of the Tn community.

Typography

TUNED AIR

Typeface

EUROSTILE—
NEXT PRO
EXT. BOLD

Sign-Off Lockups

25 YEARS OF
TUNED AIR

FOOT LOCKER
HOME OF Tn

Logos

NIKE
AIR MAX

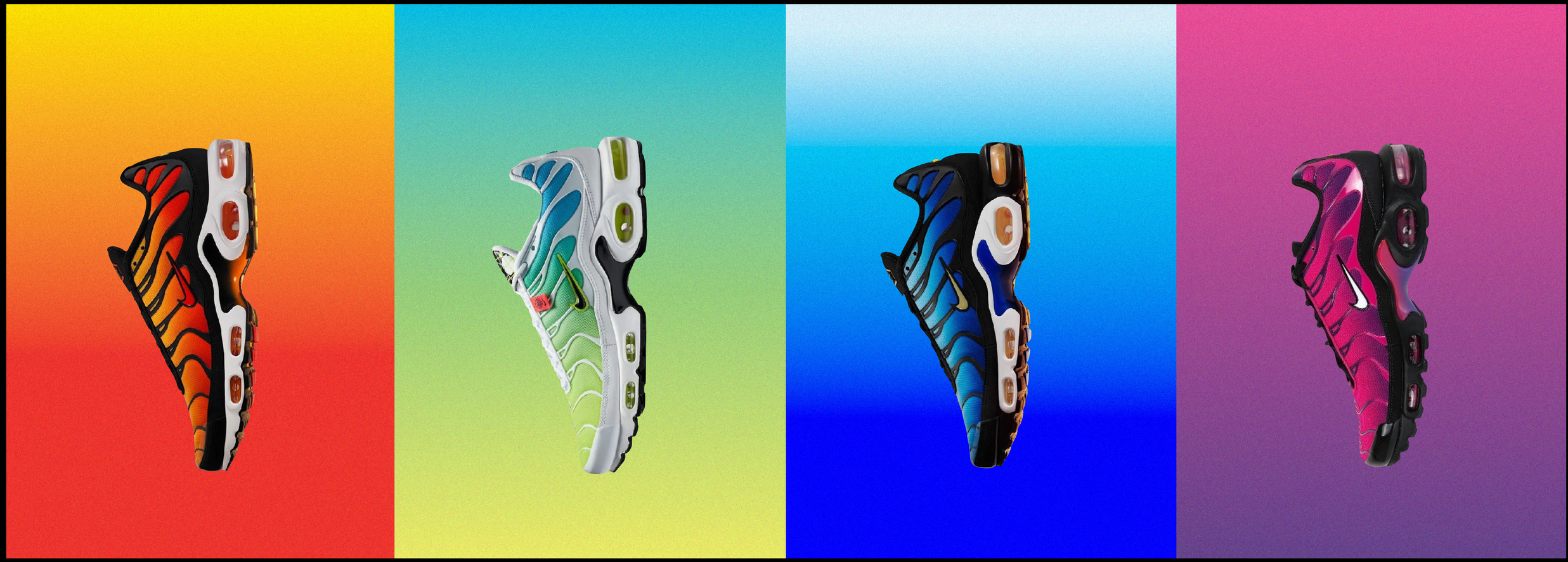
Tn
AIR

Foot Locker

Color

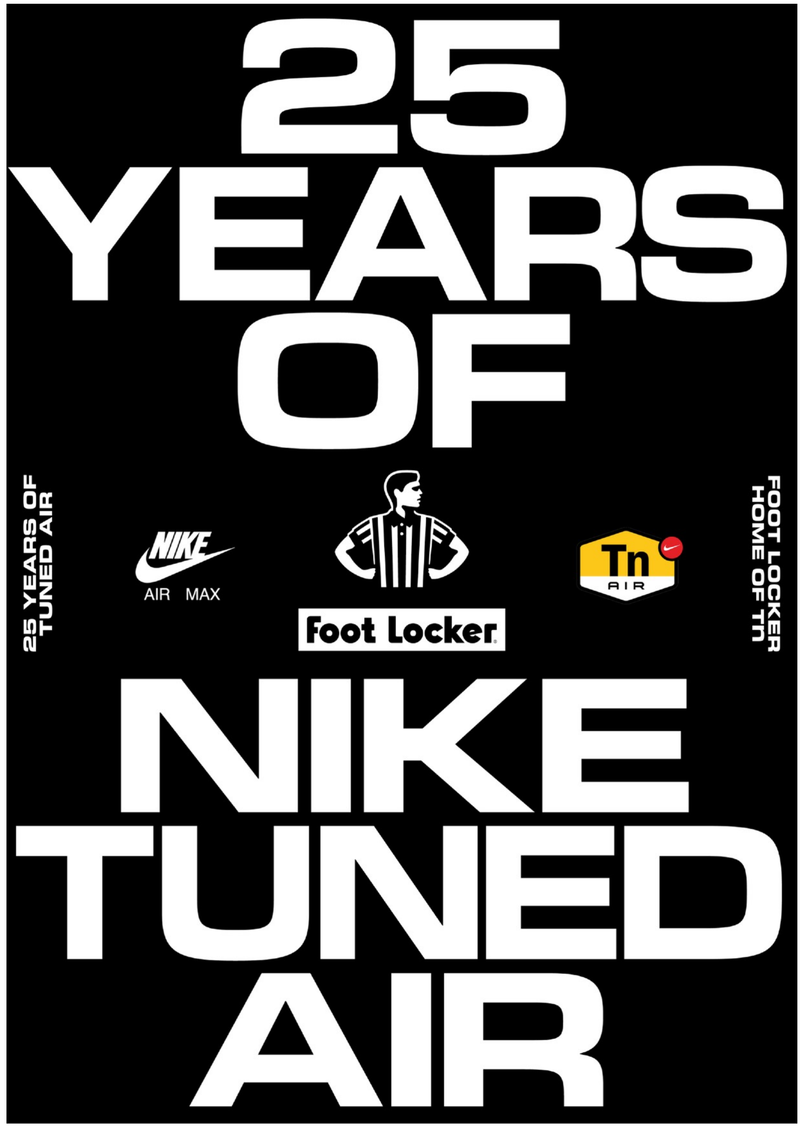
Gradient colours sampled from iconic Nike Tn's and intended to replicate the shoes colour scheme. Gradients are produced at finished size and resolution.

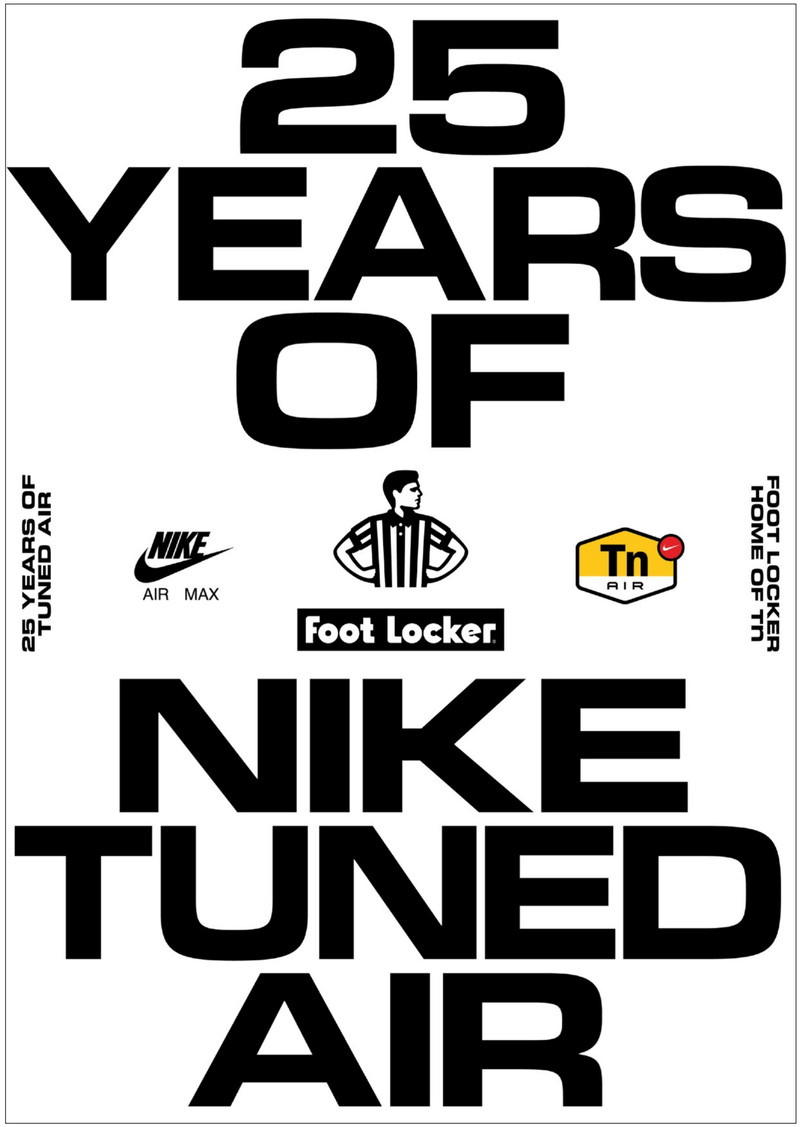
To Create a Gradient:
Noise applied to finished gradient.
Noise settings:
PSD > Filters > Noise > Add noise
- 4.75% amount
- Gaussian distribution
- Not monochromatic



STREET POSTERS

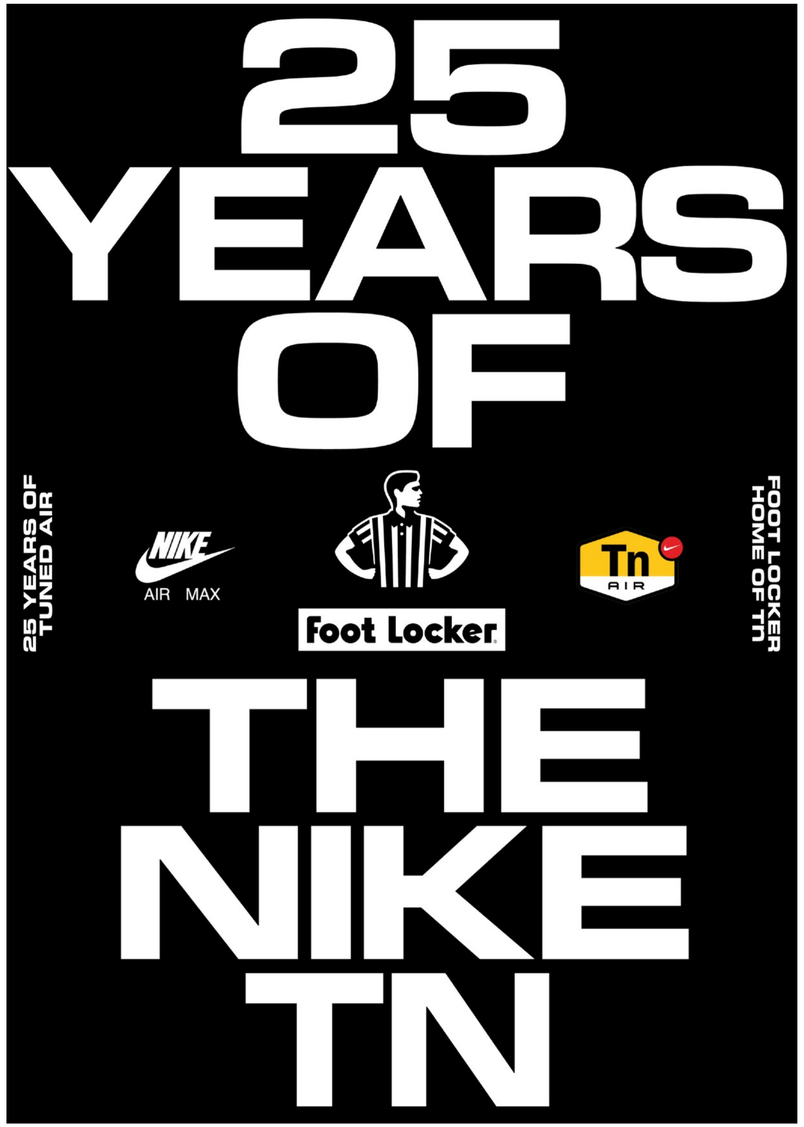
A1 – Foot Locker Celebration Posters V1

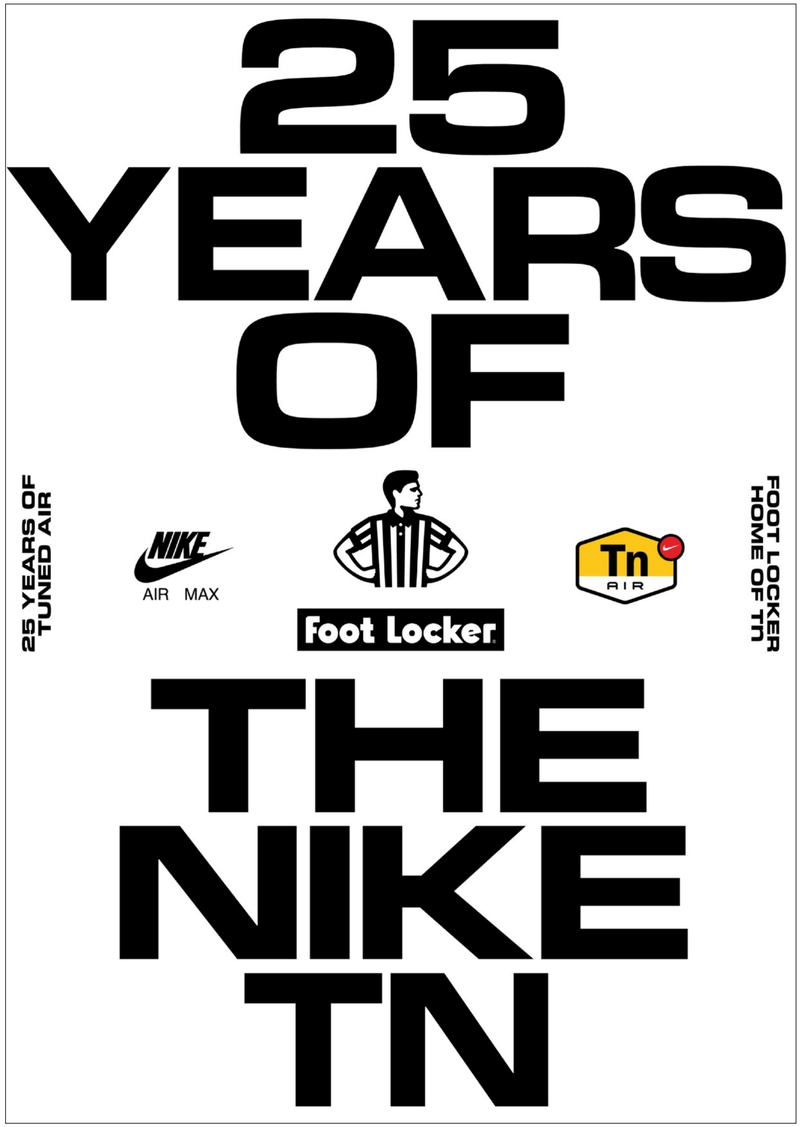




See InDesign Package:
NIKE_TN25_FOOTLOCKER_POSTERS_TUNEDAIR

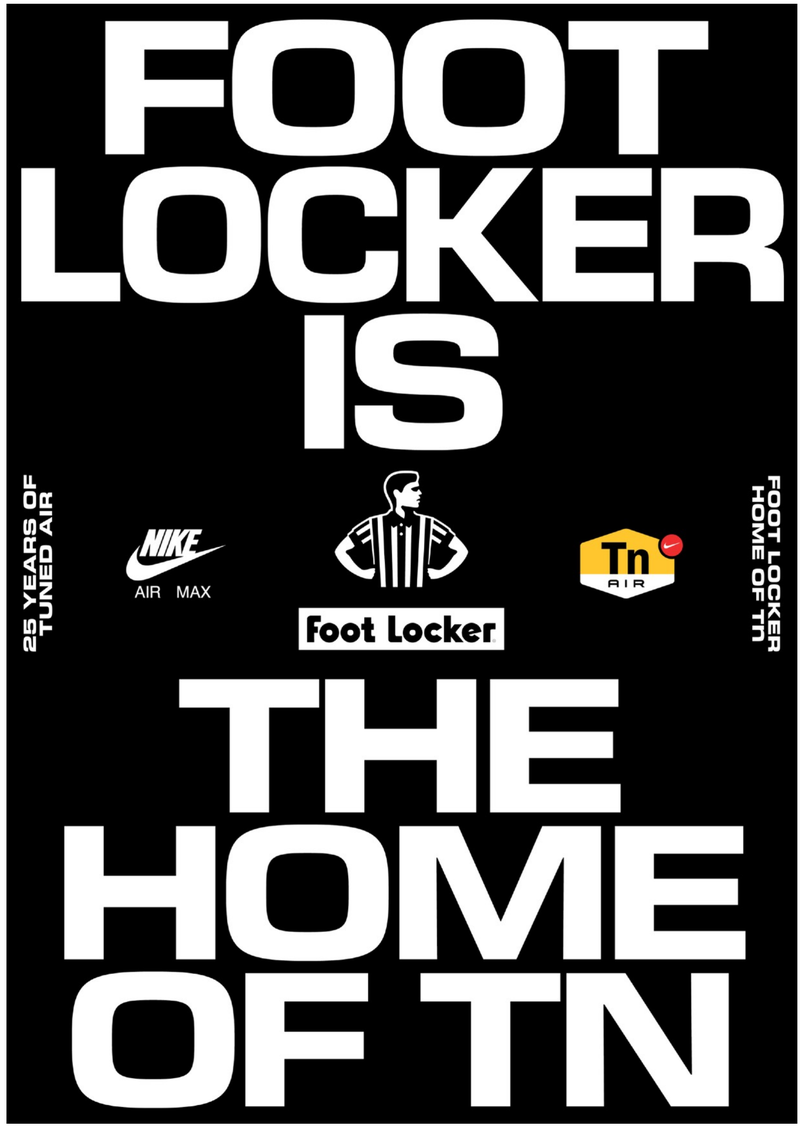
A1 – Foot Locker Celebration Posters V2





See InDesign Package:
NIKE_TN25_FOOTLOCKER_POSTERS_NIKETN

A1 – Foot Locker Celebration Posters V3





See InDesign Package:
NIKE_TN25_FOOTLOCKER_POSTERS_HOMEOFTN

A1 – Tn 25th 1998 Posters

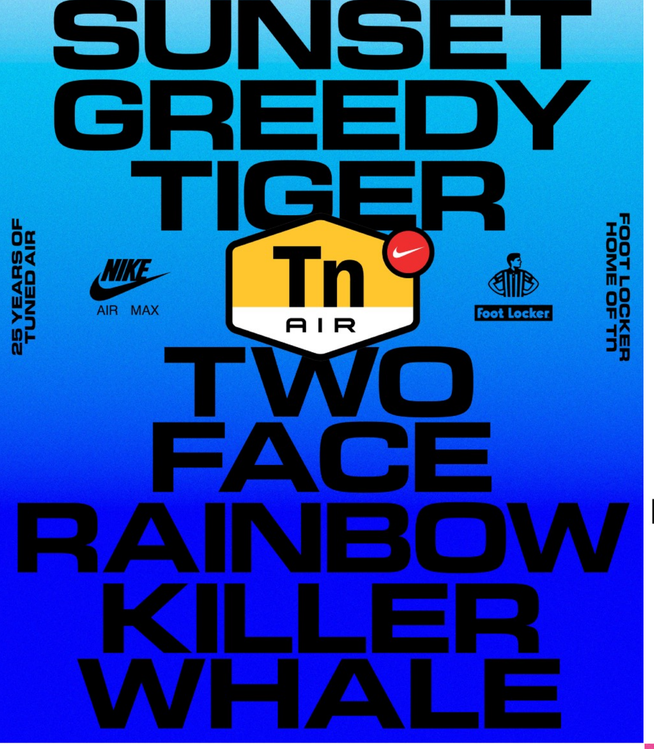


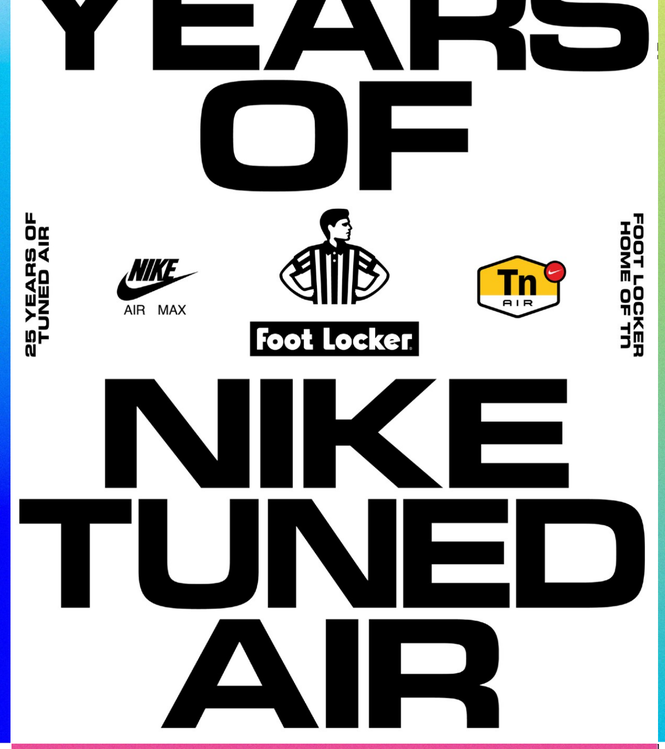
See Files:
NIKE TN25 1998 POSTERS

A1 – Tn GOAT Posters Colour

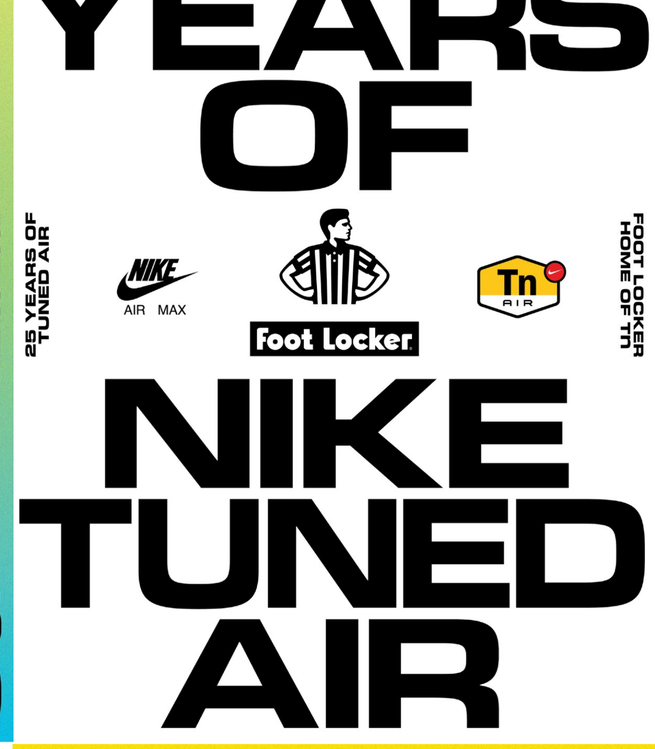


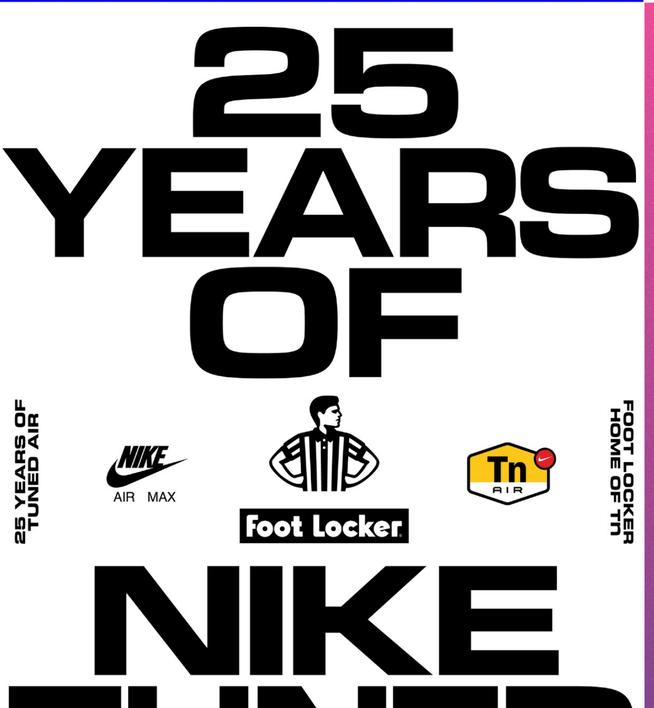
See Files:
NIKE TN25 GOAT POSTERS

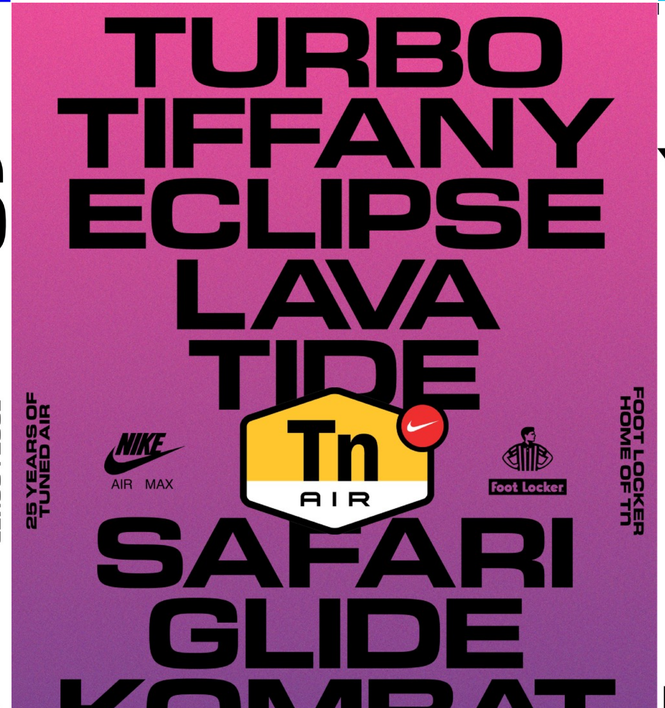

SUNSET
GREEDY
TIGER
TWO
FACE
RAINBOW
KILLER
WHALE
25 YEARS OF TUNED AIR
FOOT LOCKER HOME OF TN
NIKE AIR MAX
Tn AIR
Foot Locker

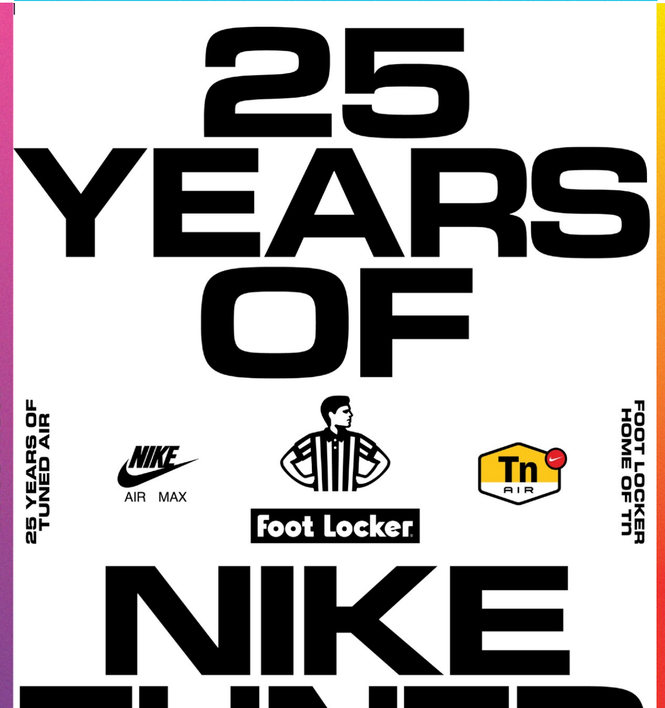

YEARS
OF
NIKE
TUNED
AIR
25 YEARS OF TUNED AIR
FOOT LOCKER HOME OF TN
NIKE AIR MAX
Foot Locker
Tn AIR

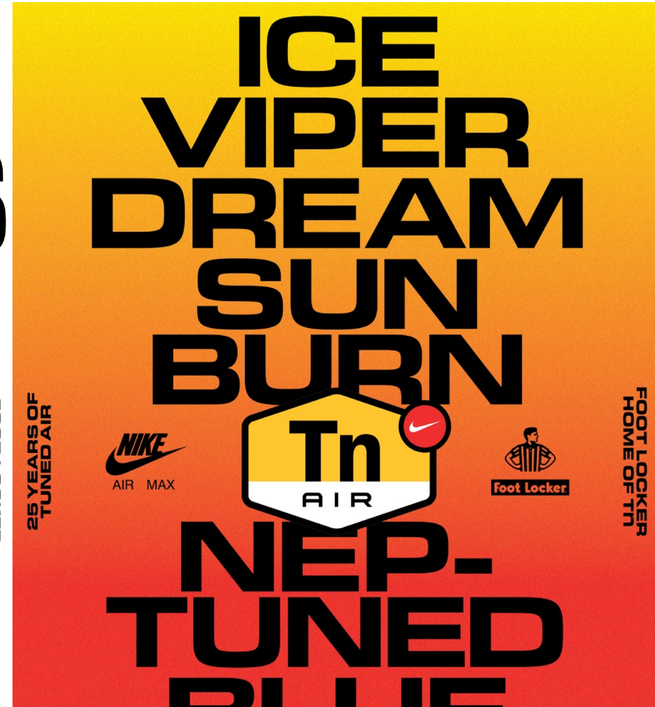

CAMO
BATTLE
BLUE
WOLF
FIREBERRY
PINK
SUNSETS
VOLCANO
25 YEARS OF TUNED AIR
FOOT LOCKER HOME OF TN
NIKE AIR MAX
Tn AIR
Foot Locker


YEARS
OF
NIKE
TUNED
AIR
25 YEARS OF TUNED AIR
FOOT LOCKER HOME OF TN
NIKE AIR MAX
Foot Locker
Tn AIR


25
YEARS
OF
NIKE
25 YEARS OF TUNED AIR
FOOT LOCKER HOME OF TN
NIKE AIR MAX
Foot Locker
Tn AIR


TURBO
TIFFANY
ECLIPSE
LAVA
TIDE
SAFARI
GLIDE
25 YEARS OF TUNED AIR
FOOT LOCKER HOME OF TN
NIKE AIR MAX
Tn AIR
Foot Locker


25
YEARS
OF
NIKE
25 YEARS OF TUNED AIR
FOOT LOCKER HOME OF TN
NIKE AIR MAX
Foot Locker
Tn AIR


ICE
VIPER
DREAM
SUN
BURN
NEP-
TUNED
25 YEARS OF TUNED AIR
FOOT LOCKER HOME OF TN
NIKE AIR MAX
Tn AIR
Foot Locker


25 YEARS OF TUNED AIR
NIKE AIR MAX
Foot Locker
Tn AIR
FOOT LOCKER HOME OF TN
25 YEARS OF TUNED AIR
25 YEARS OF TUNED AIR
NIKE AIR MAX
Foot Locker
Tn AIR
FOOT LOCKER HOME OF TN
25 YEARS OF TUNED AIR
SPRINKLERS THROUGHOUT BUILDING
SIAMESE CONNECTION FOR FIRE DEPT.


ICE
VIPER
DREAM
SUN
BURN
NEP-
TUNED
BLUE
TIDE
AKIRA
25 YEARS OF TUNED AIR
FOOT LOCKER HOME OF TN
NIKE AIR MAX
Tn AIR
Foot Locker
25
YEARS
OF
NIKE
TUNED
AIR
CASPER
PARADISE
CAMO
BATTLE
BLUE
WOLF
FIREBERRY
PINK
SUNSETS
VOLCANO


25
YEARS
OF
NIKE
TUNED
AIR
CASPER
PARADISE
CAMO
BATTLE
BLUE
WOLF
FIREBERRY
PINK
SUNSETS
VOLCANO
Foot Locker
AIR MAX
AIR


TURBO
TIFFANY
ECLIPSE
LAVA
TIDE
SAFARI
GLIDE
KOMBAT
VOLTAGE
PURPLE
25 YEARS OF TUNED AIR
FOOT LOCKER HOME OF TN
25
YEARS
OF
NIKE
TUNED
AIR
Foot Locker
HYPER
BLUE
SUNSET
GREEDY
TIGER
TWO
FACE
RAINBOW
KILLER
WHALE
25
YEARS
OF
NIKE
TUNED
AIR
Foot Locker
CASPER
PARADISE
CAMO
BATTLE
BLUE
WOLF
FIREBERRY
PINK
SUNSETS
VOLCANO
AIR MAX
Tn
AIR

RETAIL APPLICATION

POSTER DESIGNS

Approach

The Tn25th visual identity is made up of a series of street posters, these can be combined in many combinations & form the core of the visual language within the retail environment.

A1 Posters
594mm x 841mm

Foot Locker Celebration Posters



25th Celebration Posters



Tn GOAT Posters

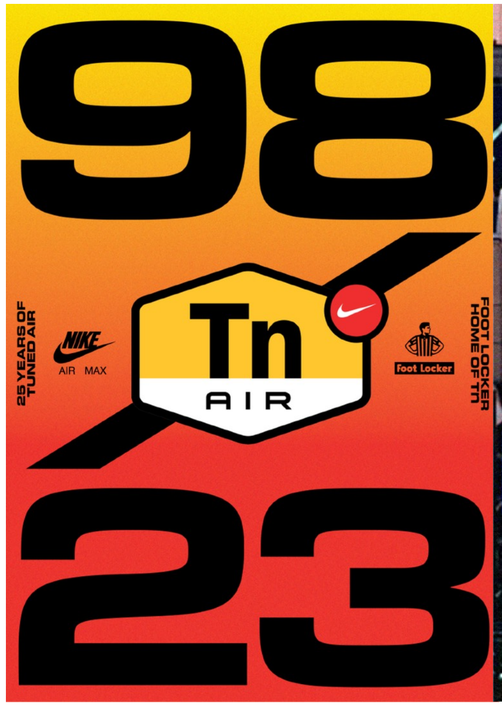


Photo Posters



A1 Poster Combination Examples
594mm x 841mm

You may use the posters in any combination to suit your store needs.



25th Celebration Poster



Photo Poster



Foot Locker Celebration Poster



Photo Poster



Tn GOAT Poster

A1 Poster Combination Examples
594mm x 841mm

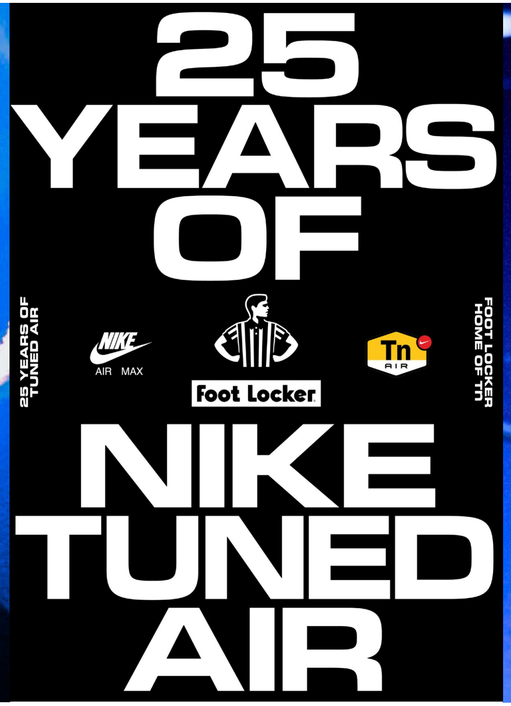
You may use these in any combination.



25th Celebration Poster



Photo Poster



Foot Locker Celebration Poster

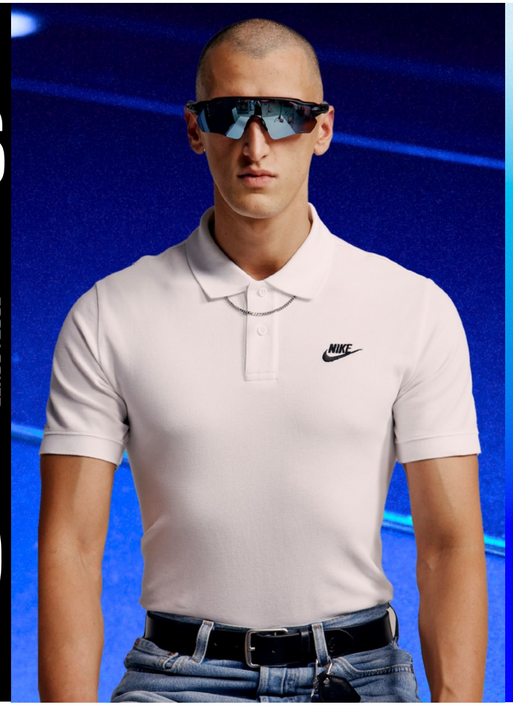


Photo Poster

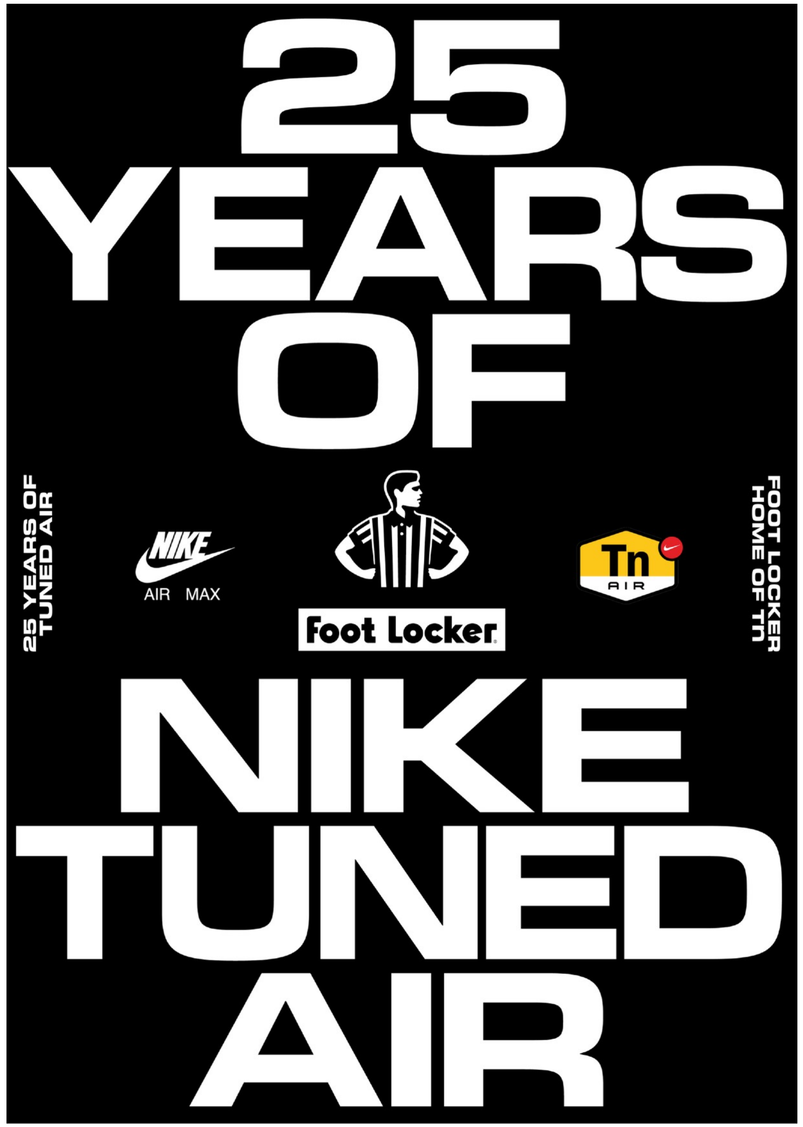


Tn GOAT Poster

A1 POSTER FRAMES

A1 Poster – V1(Single Posters)
594mm x 841mm

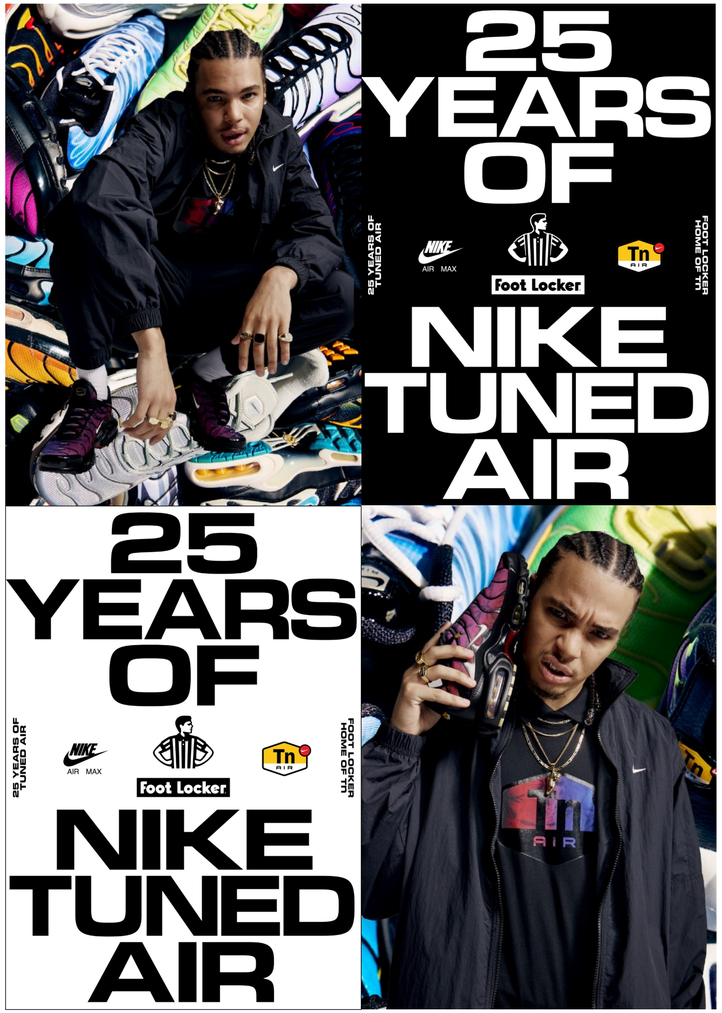
Typographic Front & Back





A1 Poster – V2 (Multiple A3 Posters)
594mm x 841mm

Possible combinations of Posters
reduced to A3 & placed side by side.

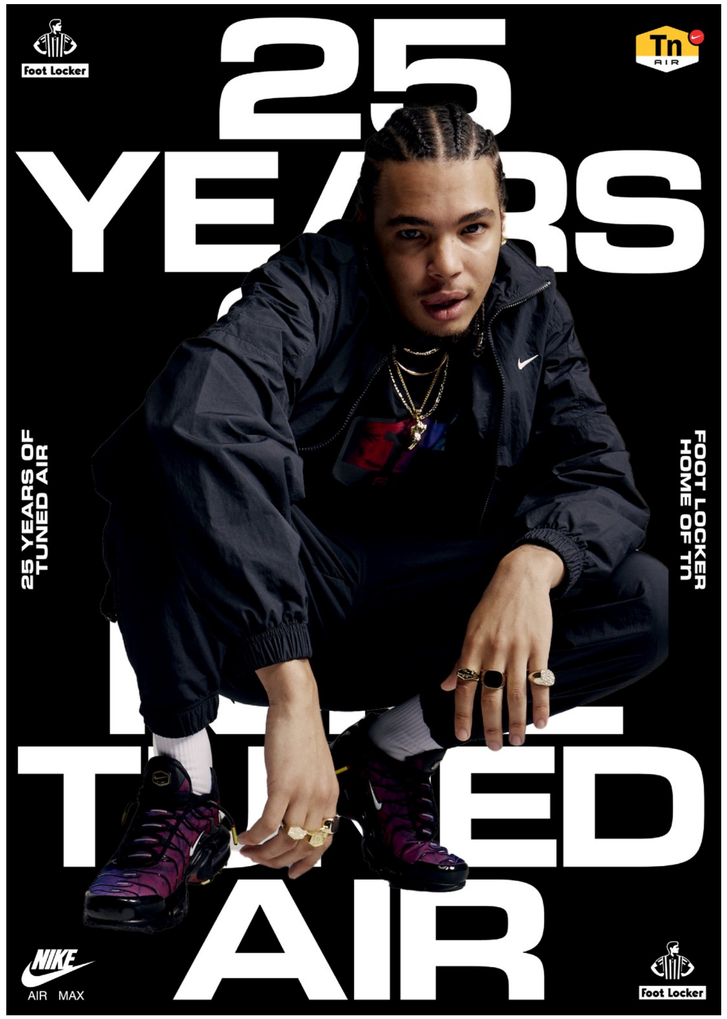




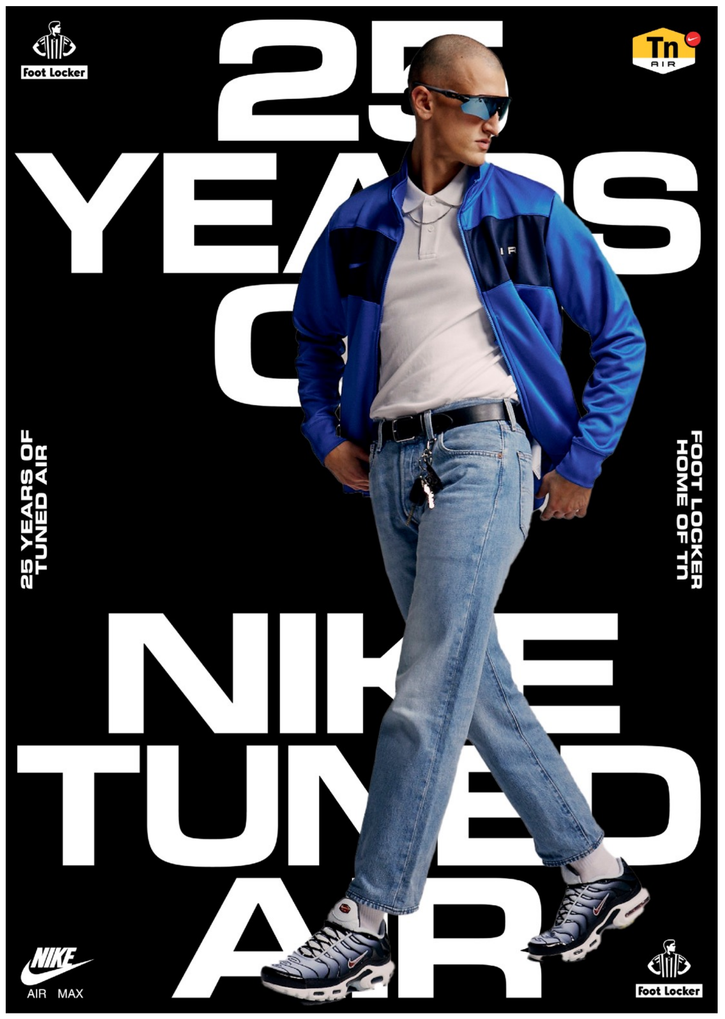


A1 Single Photography Posters
594mm x 841mm

For single use only where multiple poster graphics are not possible.







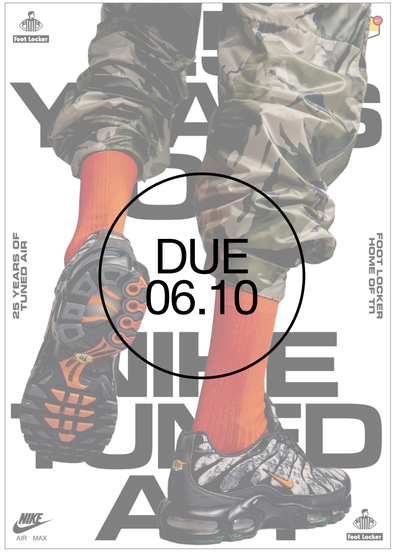
A1 Single Photography Posters

594mm x 841mm



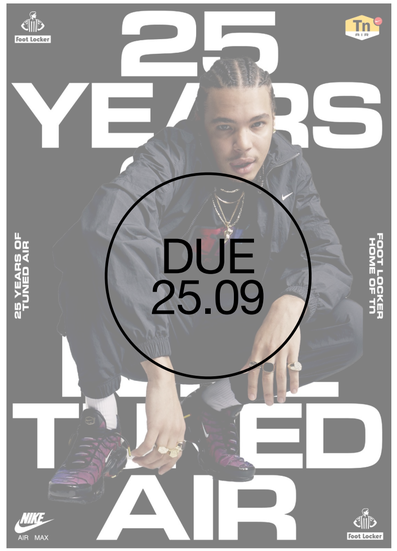






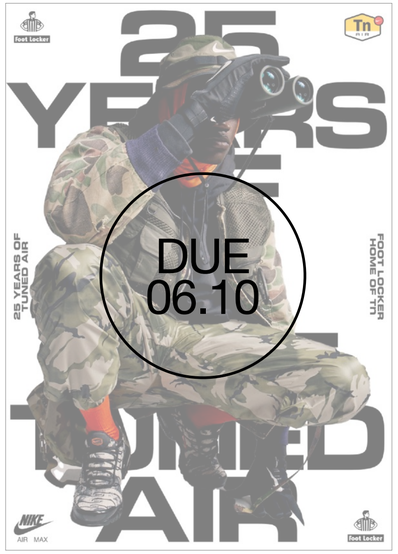
















SHADOW BOX GRAPHICS

Shadow Box Graphic - V1a
536mm x 545mm

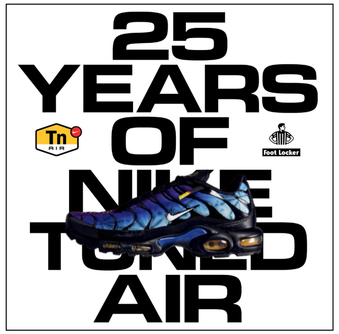
Shoe sits over copy.

a.



b.





See InDesign Package:
NIKE_TN25_SHADOW_BOX_NIKE_AW1

Shadow Box Graphic - V1b
536mm x 545mm

Intentional gap for shoe.

a.



b.





See InDesign Package:
NIKE_TN25_SHADOW_BOX_TUNED_AW1

Shadow Box Graphic - V2
536mm x 545mm

GOAT Poster Version.

a.



b.





See InDesign Package:
NIKE_TN25_SHADOW_BOX_GOAT_AW1

THE CAGE

Cage Example - B&W



Cage Example - COLOR



Cage Header - B&W
1430mm x 538mm

a.



b.



See InDesign Package:
NIKE_TN25_CAGE_HEADER_BW

Cage Header - COLOR
1430mm x 538mm

a.



b.



c.



d.



See InDesign Package:
NIKE_TN25_CAGE_HEADER_COLOUR

Campaign Panel - B&W + COLOUR

662.5mm x 585mm

a.



b.



See InDesign Package:
NIKE_TN25_CAMPAIGN_PANEL_1998_AW1

POS Box
321mm x 197mm

Colour Alternates

a.



a.



See InDesign Package:
TBC

POS Box
321mm x 197mm

Colour Alternates

a.



b.



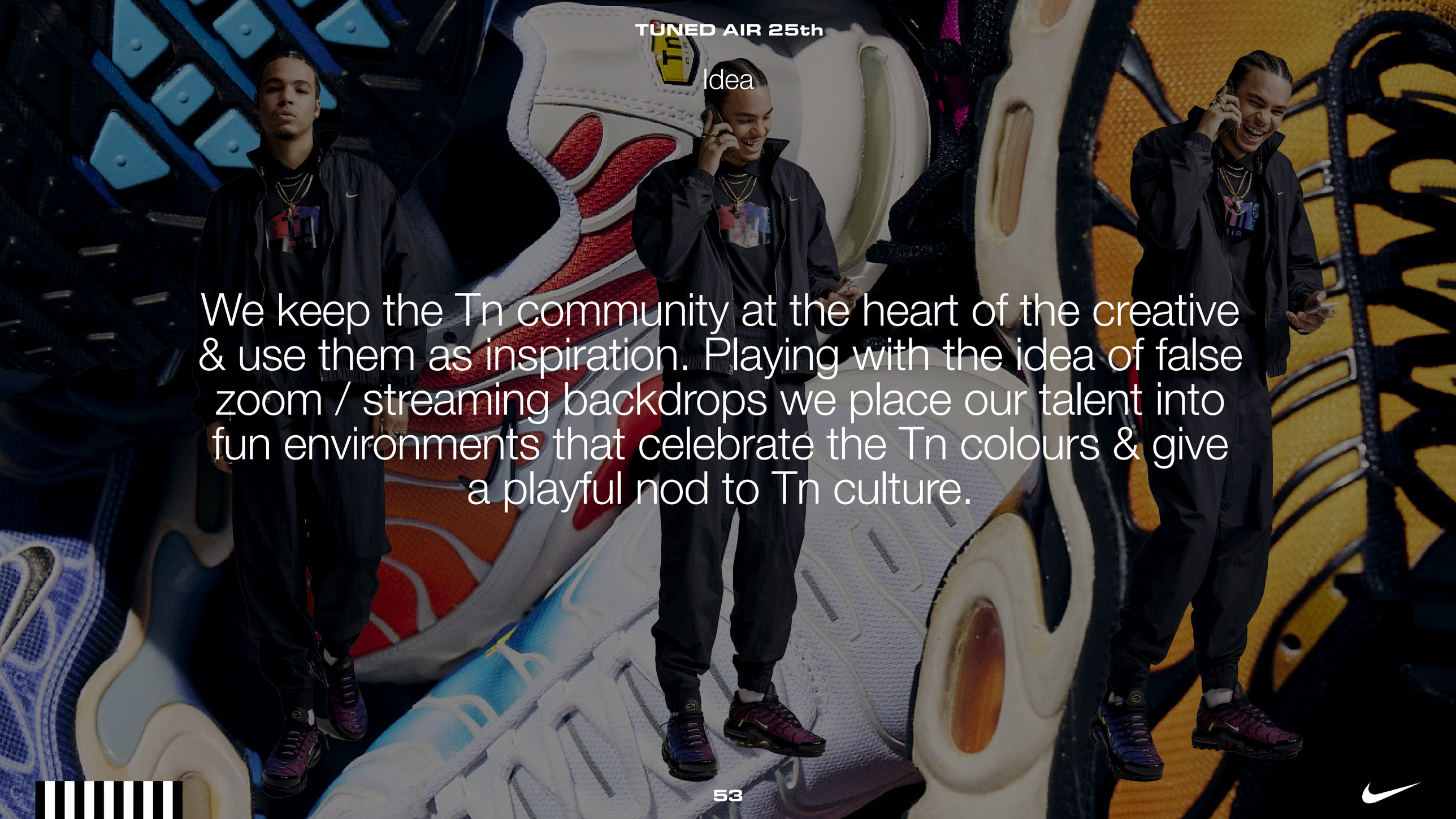
See InDesign Package:
NIKE_TN25_POS_BOX

THANK YOU

APPENDIX

PRODUCT PHOTOGRAPHY

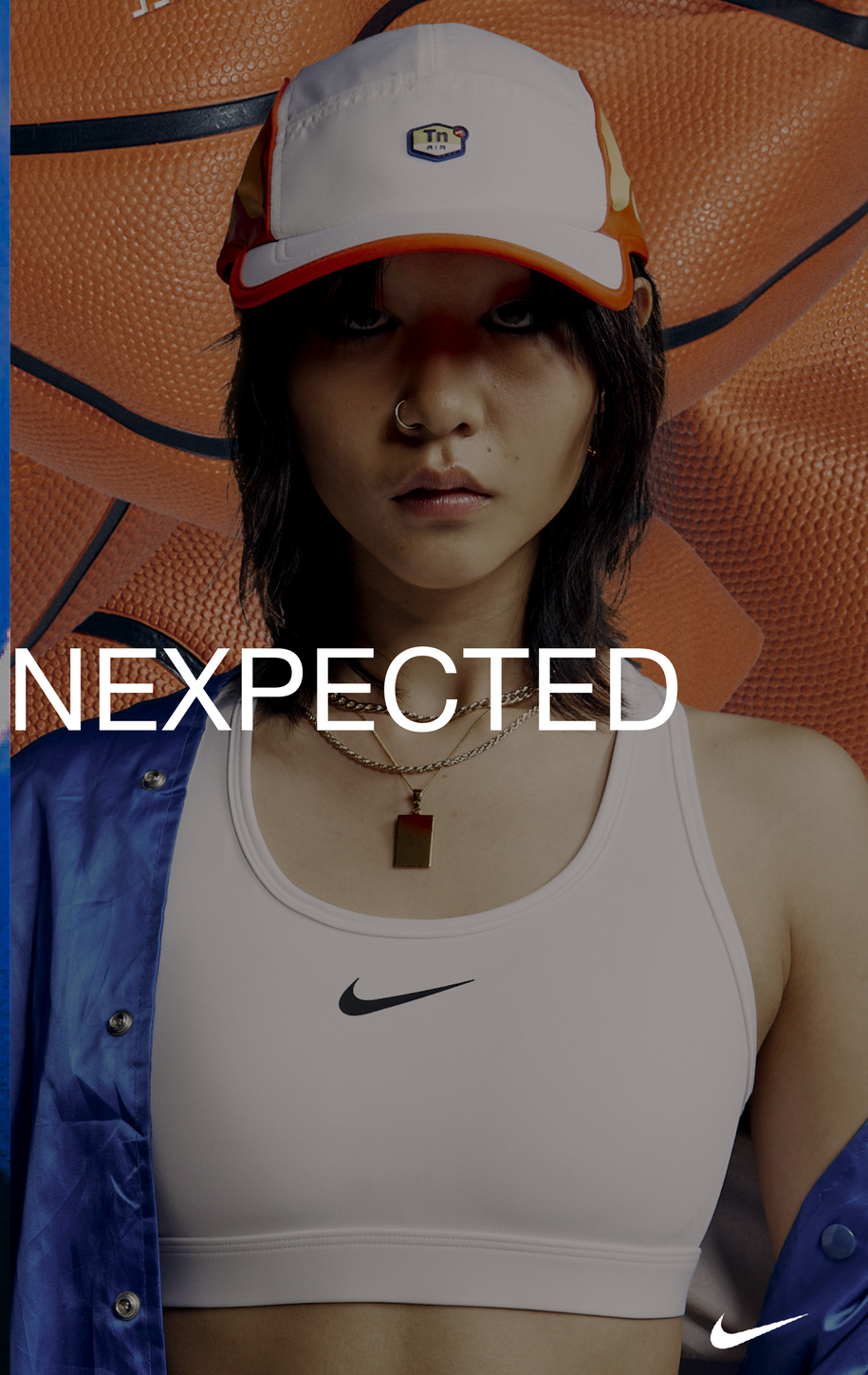
Idea



We keep the Tn community at the heart of the creative & use them as inspiration. Playing with the idea of false zoom / streaming backdrops we place our talent into fun environments that celebrate the Tn colours & give a playful nod to Tn culture.







LO-FI / RAW / CANDID / UNEXPECTED


THE
GOAT

On Body (Stills) – GOAT



01 Full Body



02 Full Alt.



03 Portrait



04 Product

Product Superiority (Stills) – GOAT



01



02



03

Assets – GOAT

On Body (Stills) x 4



01 Full Body



02 Full Body Alt.

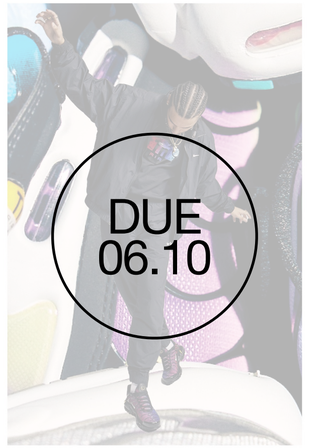


03 Portrait



04 Product

On Body (Motion Loop) x 1



Product Superiority (Stills) x 3



01



02



03

Product Superiority (Motion Loop) x 1



Additional Image Formats – GOAT

SQUARE



2:1



1:2



SQUARE



2:1



1:2



SQUARE



2:1



1:2



SQUARE



2:1



1:2




CARIBBEAN
SEA

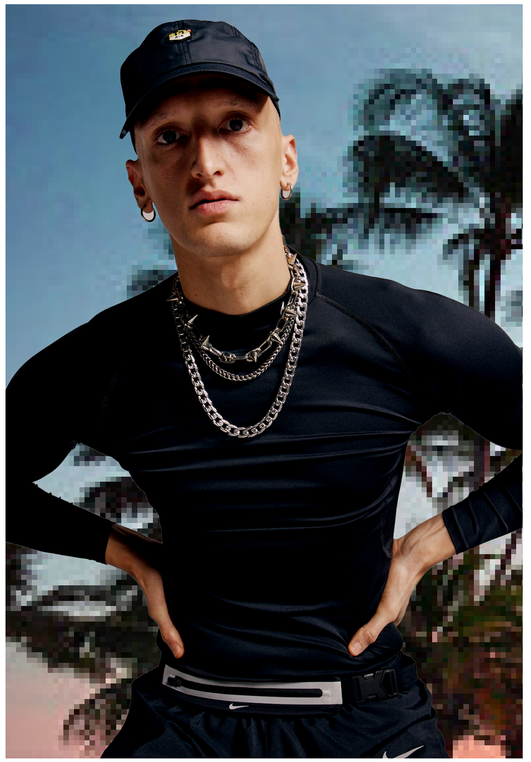
On Body (Stills) – CARIBBEAN SEA



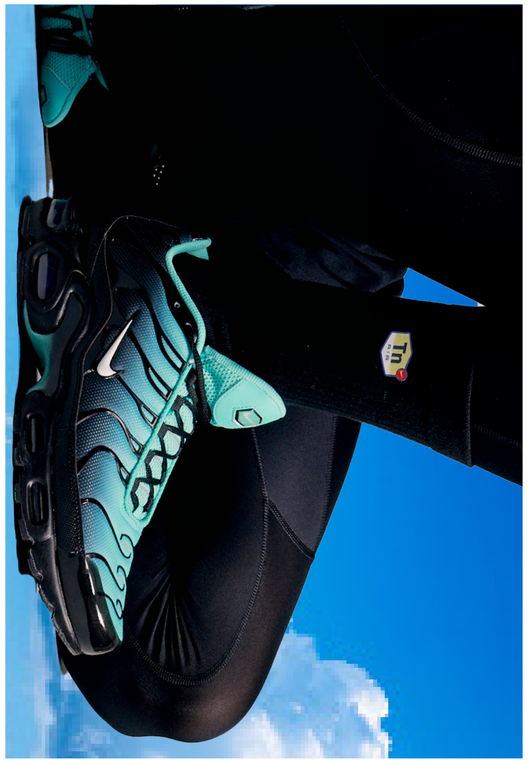
01 Full Body



02 Full Alt.



03 Portrait



04 Product

Product Superiority (Stills) – CARIBBEAN SEA



01



02



03

Assets – CARIBBEAN SEA

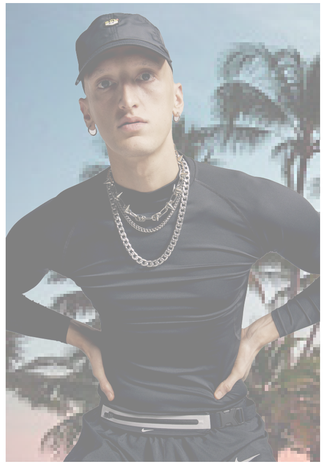
On Body (Stills) x 4



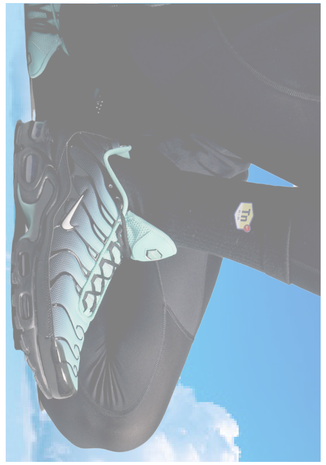
01 Full Body



02 Full Body Alt.

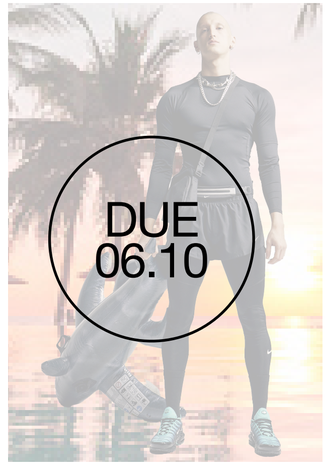


03 Portrait



04 Product

On Body (Motion Loop) x 1



Product Superiority (Stills) x 3



01



02



03

Product Superiority (Motion Loop) x 1




AKIRA

On Body (Stills) – AKIRA



01 Full Body



02 Full Body



03 Portrait



04 Product

Product Superiority (Stills) – AKIRA



01



02



03

Assets – AKIRA

On Body (Stills) x 4



01 Full Body



02 Full Body Alt.



03 Portrait



04 Product

On Body (Motion Loop) x 1



Product Superiority (Stills) x 3



01

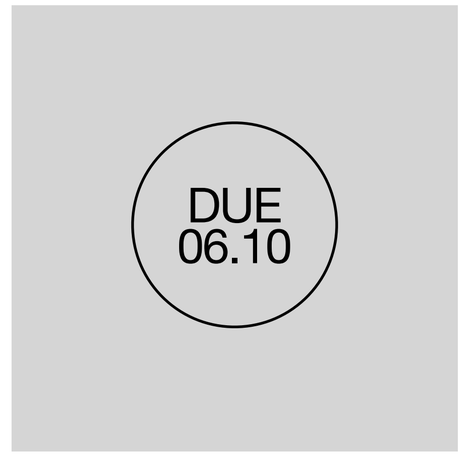


02



03

Product Superiority (Motion Loop) x 1

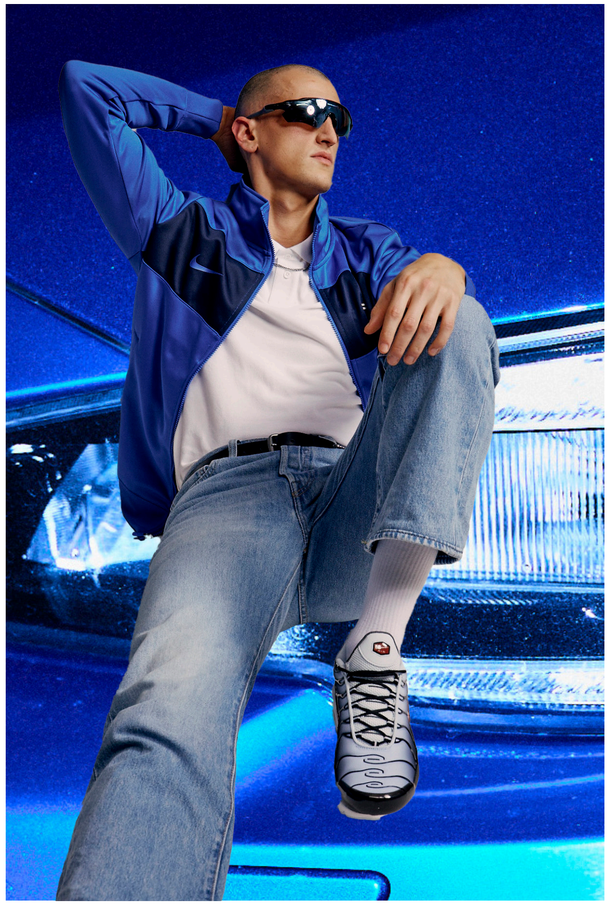



BLUE
TINT

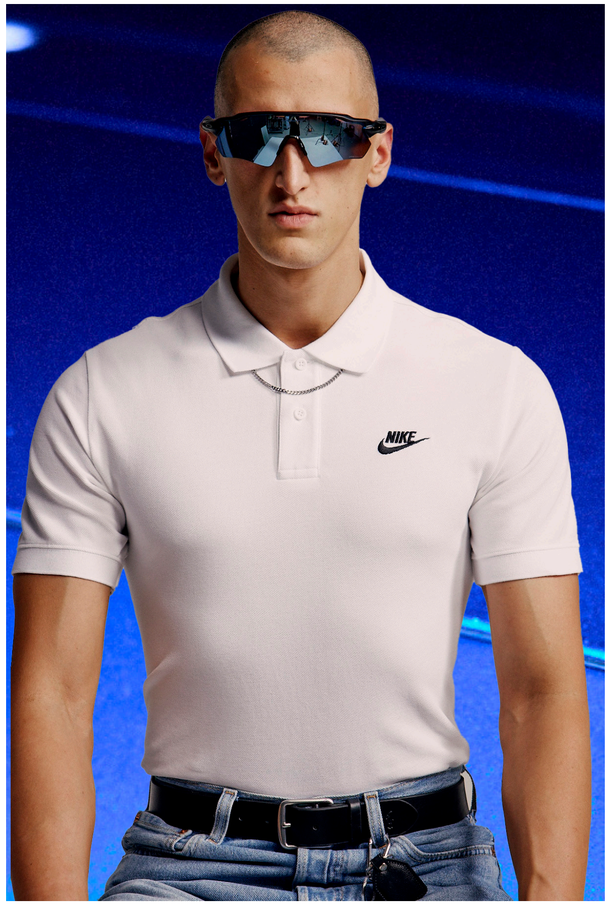
On Body (Stills) – BLUE TINT



01 Full Body



02 Full Body



03 Portrait



04 Product

Product Superiority (Stills) – BLUE TINT



01



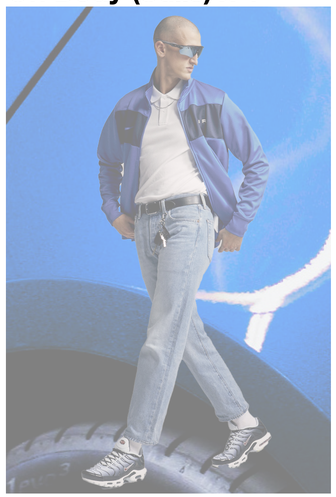
02



03

Assets – BLUE TINT

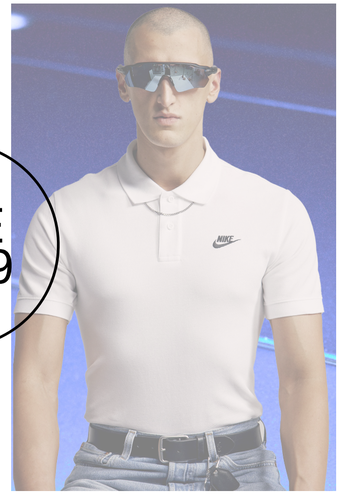
On Body (Stills) x 4



01 Full Body



02 Full Body Alt.

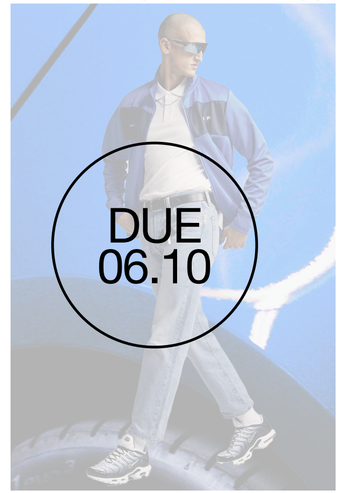


03 Portrait



04 Product

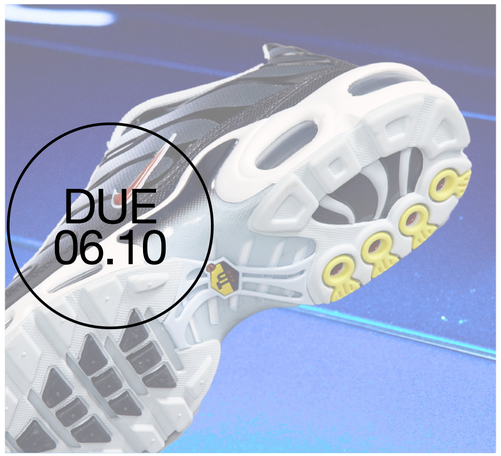
On Body (Motion Loop) x 1



Product Superiority (Stills) x 3



01



02



03

Product Superiority (Motion Loop) x 1




KNICKS

On Body (Stills) – KNICKS



01 Full Body



02 Full Body



03 Portrait



04 Product

Product Superiority (Stills) – KNICKS



01



02



03

Assets – KNICKS

On Body (Stills) x 4



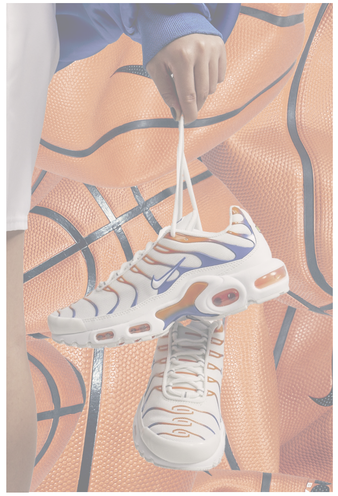
01 Full Body



02 Full Body Alt.



03 Portrait



04 Product

On Body (Motion Loop) x 1



Product Superiority (Stills) x 3



01



02



03

Product Superiority (Motion Loop) x 1




CAMO

On Body (Stills) – CAMO



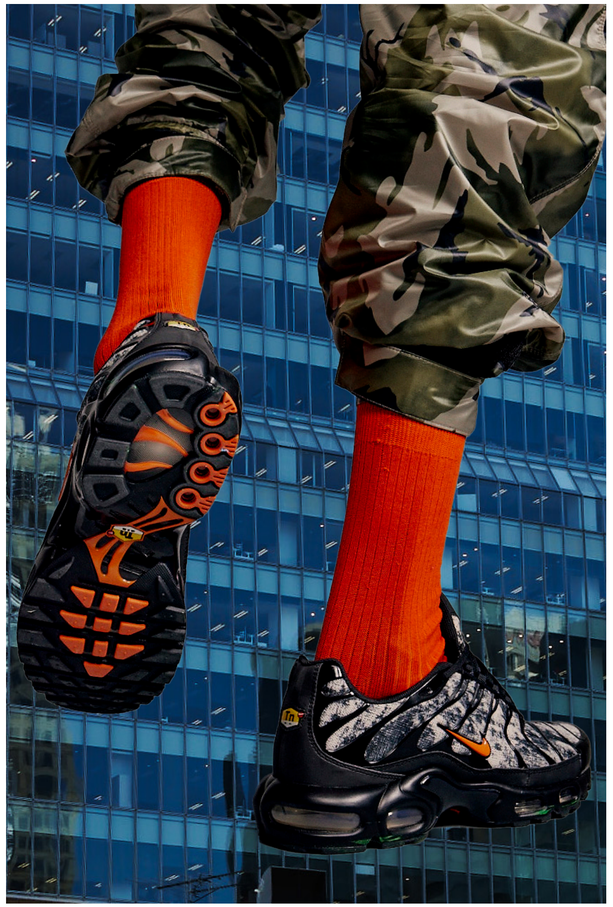
01 Full Body



02 Full Body

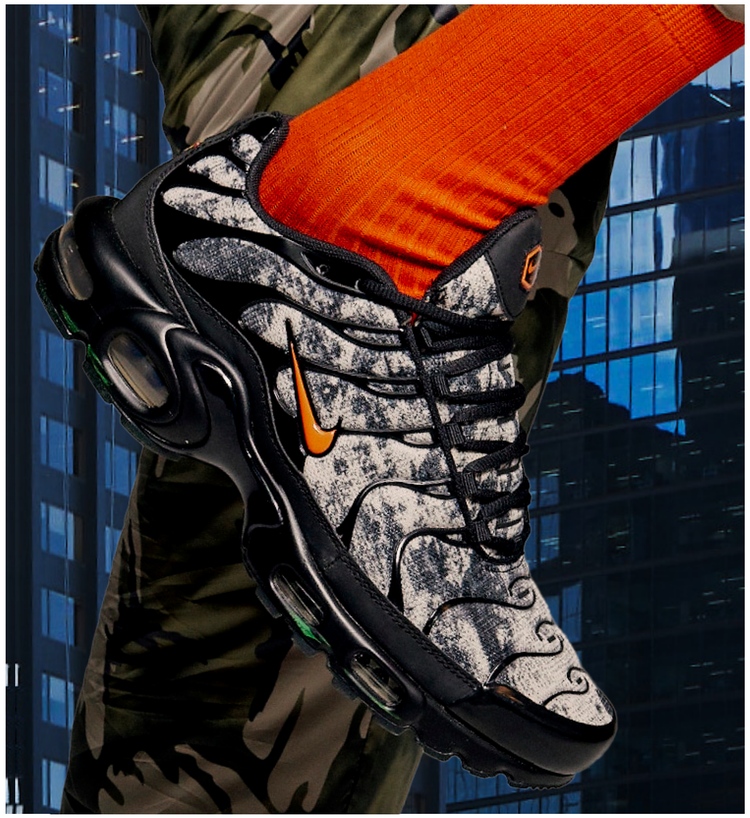


03 Portrait



04 Product

Product Superiority (Stills) – CAMO



01



02



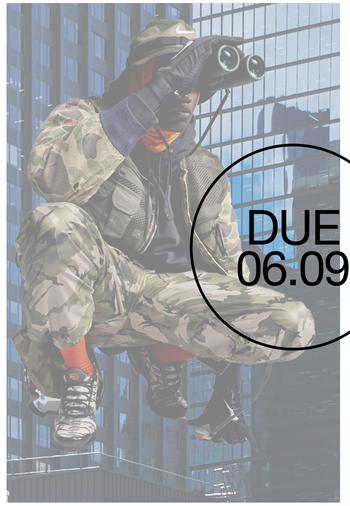
03

Assets – CAMO

On Body (Stills) x 4



01 Full Body



02 Full Body Alt.



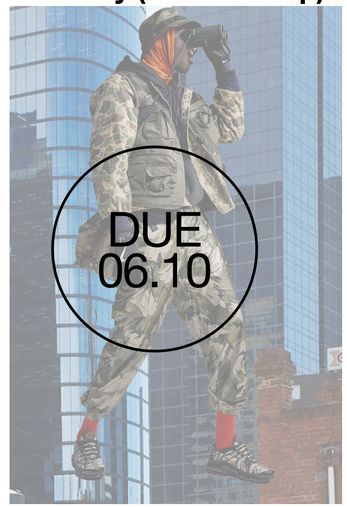
03 Portrait





04 Product

On Body (Motion Loop) x 1



Product Superiority (Stills) x 3



01



02



03

Product Superiority (Motion Loop) x 1



TUNED AIR 25th

CASPER



80

On Body (Stills) – CASPER

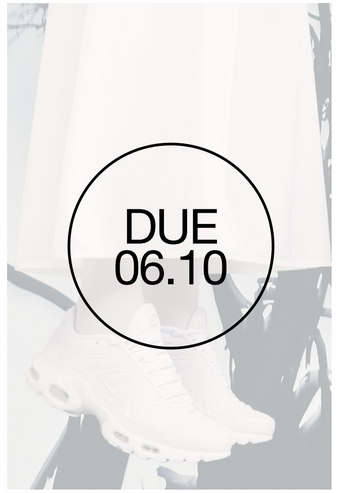


Assets – CASPER

On Body (Stills) x 1



On Body (Motion Loop) x 1



Product Superiority (Stills) x 3



01



02



03

Product Superiority (Motion Loop) x 1




BAT

On Body (Stills) – BAT



01



02

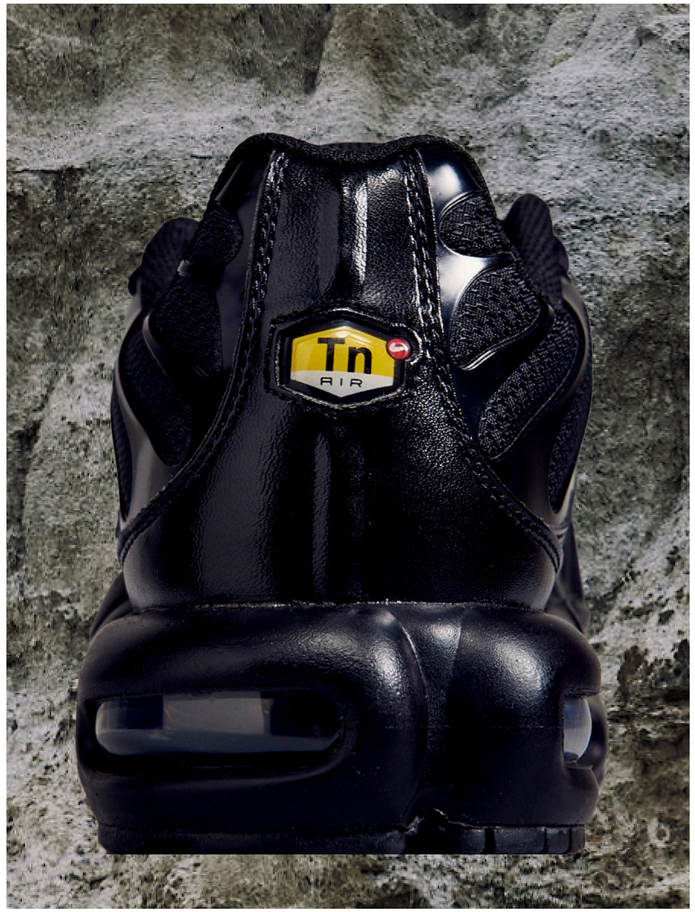
Product Superiority (Stills) – BAT



01



02



03

Assets – BAT

On Body (Stills) x 1



On Body (Motion Loop) x 1



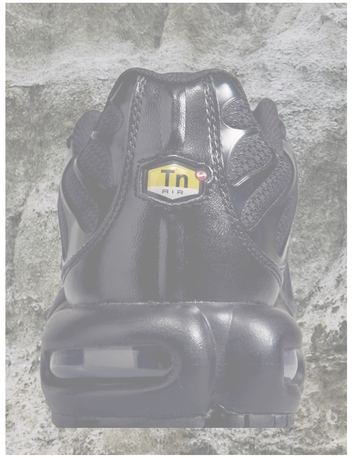
Product Superiority (Stills) x 3



01



02



03

Product Superiority (Motion Loop) x 1

