

# A SIMPLE AD IN 5 EASY STEPS



designed for walking

**CLOUD 9**  
FOOTWEAR FOR MEN ONLY



## WOLKY COLORS:

WOLKY BLUE: C87/M23/Y0/K0

BLACK: C0/M0/Y0/K100

RED: C15/M100/Y100/K0

## BUILD A SIMPLE AD WITH JPEGS

Use our range of JPEGs to create a Wolky or Cloud 9 ad in five easy steps.

### STEP 1: CHOOSE A BORDER

Choose a border from the Borders folder that best suits the ad format of your choice.

### STEP 2: CHOOSE A HEADLINE

Choose a headline from the Headlines folder. If you want to create a different headline, you can use the Woodstock font from the Fonts folder. NB: The spaces are quite big. We always reduce them to -60 pt.

### STEP 3: ADD A SHOE AND ANY ICONS

Add a shoe of your choice. You'll find the photos on the Wolky server. In the Icons folder you'll also find any icons that apply to the shoe you have chosen.

### STEP 4: INSERT LOGOS

Insert your own logo and the Cloud 9 or Wolky logo. When scaling the logos, be careful not to change the proportions.

### STEP 5: INSERT OTHER TEXTS AND STAMPS

State the name of the shoe under the picture. The font we use for this is DIN. The range name is set in DIN regular, and the number and model name are in DIN bold. You will find DIN in the Fonts folder. If you wish you can also insert one of the stamps from the Stamps folder.

OUR FONTS MAY ONLY BE USED FOR WOLKY ADS!

SHARE THE WOLKY EXPERIENCE  
FEET LOVE OUR SHOES  
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Revolution **0472 Lerma**

**SHARE  
THE WOLKY  
EXPERIENCE**

**FASHIONABLE  
COMFORT**

**COME AND SEE THE SPRING COLLECTION**