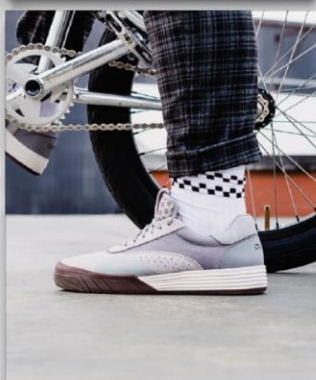
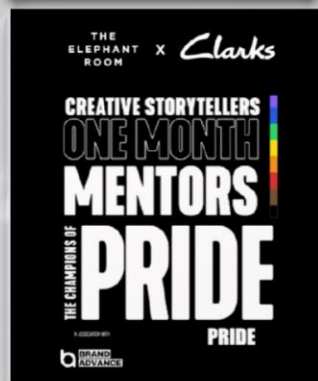


INFLUENCER GUIDELINES

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Clarks®



THE GREATEST CASUAL SHOE BRAND IN THE WORLD

200 YEARS OF SHOEMAKING AND INNOVATING

TRUE TO OUR ROOTS ROOTED IN INNOVATION

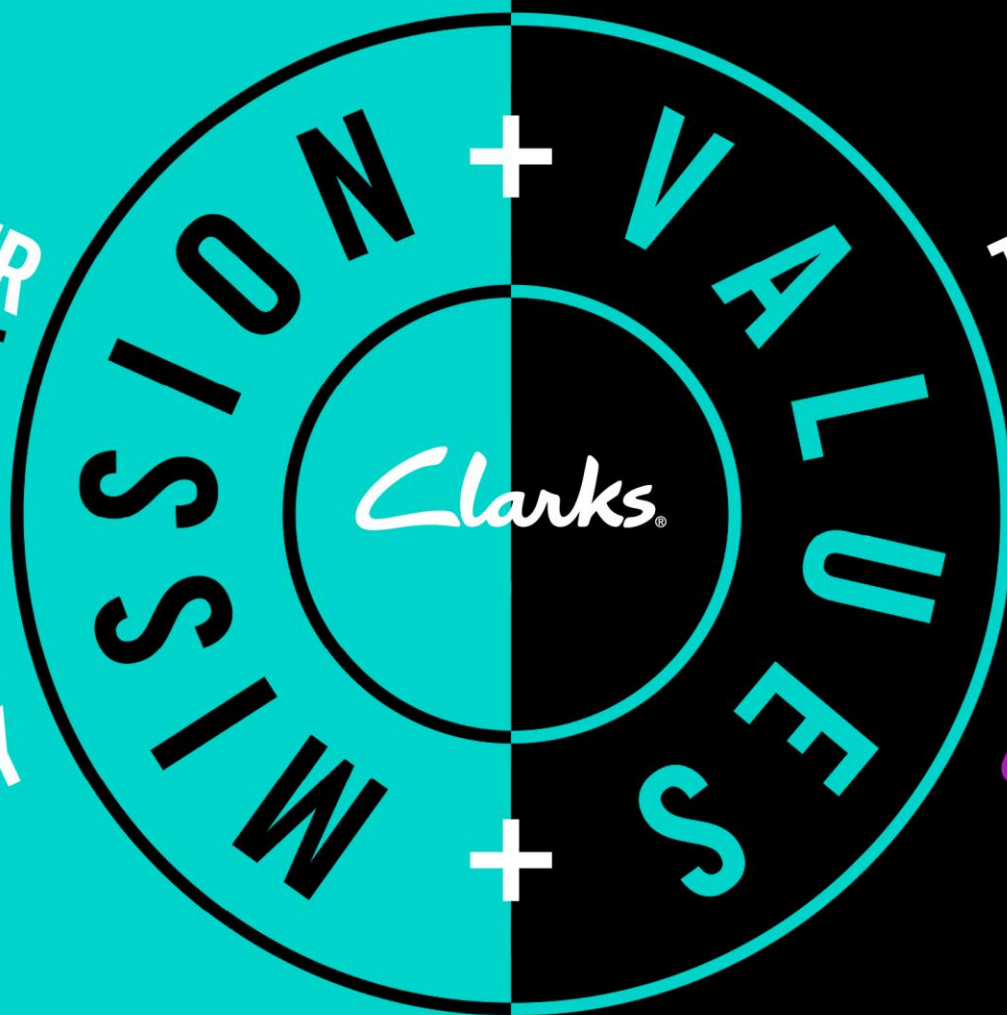
Based in Somerset, England, Clarks have been shoemaking pioneers since 1825 when founding brothers James and Cyrus created their first profile using a radical combination of innovation and craftsmanship – a combination that remains at the heart of everything we do.

Now, as always, our icons remain true to our craft, our heritage and our inspirations.



Cyrus Clark
James Clark

**EMPOWER
EVERYONE
WITH
THE FREEDOM
TO MOVE
COMFORTABLY**



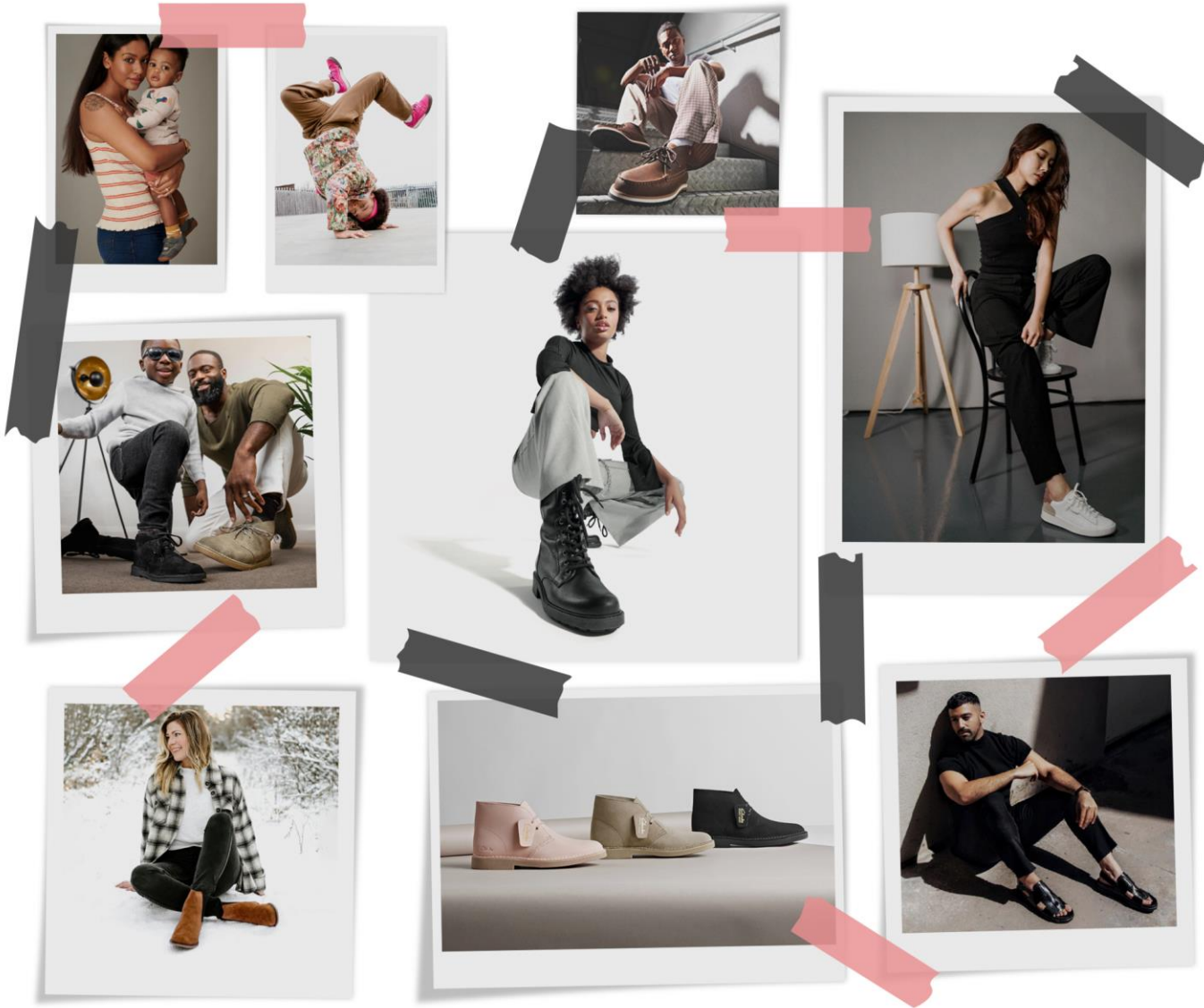
THE CLARKS 5 Cs
COMMUNITY
CURIOSITY
COMMITMENT
CLARITY
COURAGE

Clarks®

SHOES DESIGNED FOR LIVING

Walk Iconic.

Made with nearly 200 years of experience and expert craftsmanship, our shoes define who we are. Renowned innovators, we are continually pushing the boundaries to craft stylish and comfortable shoes designed for the modern world. Because fashions come and fashions go, but we are still Clarks, and our expertise will always set us apart from others. Now and in the future.





The great ones don't need to tell you how great they are.
No one's ever written the future by living in the past.
It's why we're shaping a legacy that pays it forward instead.
Empowering everyone with the freedom to move comfortably.

To move together.

Because the truth is, the world's a wild place these days.

And the goal shouldn't be to make it through,
it should be to make a difference.

If 200 years of shoemaking has taught us anything,
it's that unless you're keeping up,
you're going to get left behind.

You have to originate, not imitate.

You have to behave courageously.

Act responsibly.

You have to stay true to your roots while staying true to tomorrow.

Because the world's going to keep moving.

And the future will be brighter if we stay out in front of it...

CREATIVE GUIDELINES



THE SHOE COMES FIRST ALWAYS

The shoe should be the hero of every piece of content



COMPOSITION THAT WORKS



UNEXPECTED
THUMB-STOPPING



BOLD/INTERESTING
COMPOSITION



BRIGHT,
STYLED
AND
CASUAL



OTHER CONSIDERATIONS

1. BACKGROUND
2. LIGHTING
3. CONTRAST
4. FOCUS

COMPOSITION THAT DOESN'T WORK

DO NOT

- UNDEREXPOSE
- COLOURWASH
- HIDE SHOES IN SHADOWS
- COVER SHOES WITH TROUSERS
- INCLUDE OTHER DESIGNER LOGOS
- PUT SHOES IN PLACES THEY WOULDN'T BE IRL (EG ON BED)



WHY IT DIDN'T WORK

- LACK OF CONTRAST
- LACK OF UNIQUE COMPOSITION



WHY IT DIDN'T WORK

- EMPHASIS ISN'T ON SHOE
- IMAGE IS UNDEREXPOSED
- COMPOSITION IS FLAT



WHY IT DIDN'T WORK

- BACKGROUND IS FLAT
- LACK OF COMPOSITION



WHY IT DIDN'T WORK

- SHOES ARE HIDDEN IN SHADOWS
- UNDEREXPOSED



WHY IT DIDN'T WORK

- LACK OF CONTRAST
- SHOES ARE COLORWASHED AND DON'T POP



CHANNEL / POST TYPE SPECIFIC GUIDELINES

CAROUSELS & STORIES

Carousels (albums) and stories provided should always include 3 intentional shots – tight shot, medium shot and full shot. By intentional shots, we mean composed angles (not 1 photo cropped 3 ways)

See slide 16 for image resolution/dimension requirements

FULL SHOT



MEDIUM SHOT



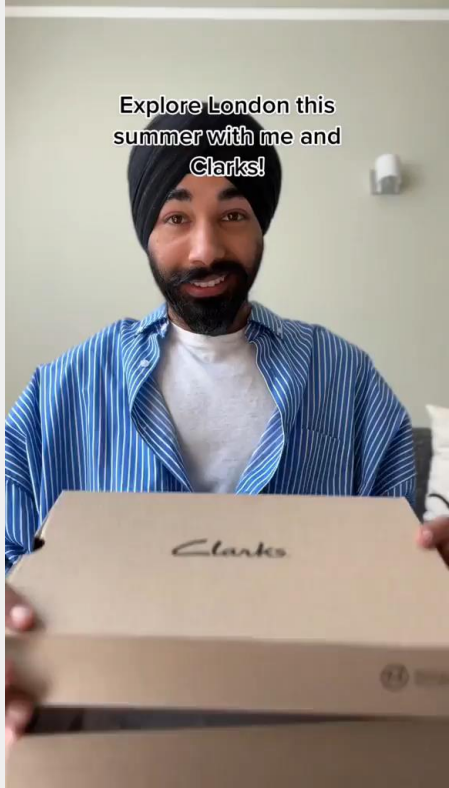
TIGHT SHOT



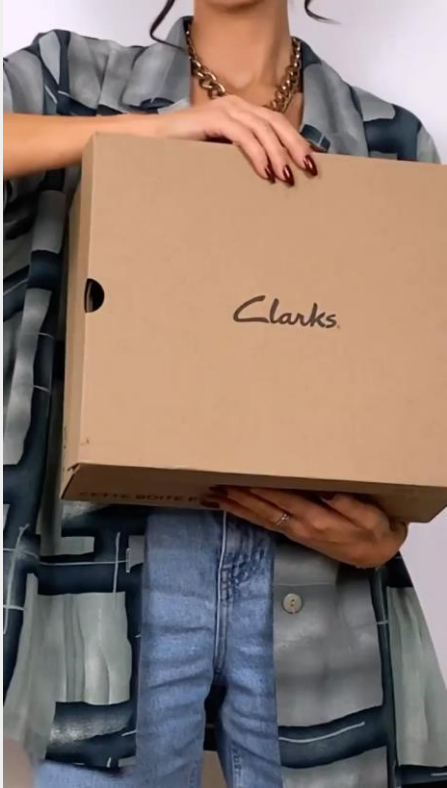
IG REELS & TIKTOK

Unboxing can feature styling or pure ASMR. These should consist of showing off the shoe in a natural or attention grabbing way and can be followed up with some light styling. For example, “three ways to style this Desert Boot”, styling with unique transitions, or showing off the shoe in different locations.

UNBOXING & STYLING



[PLAY >>](#)



[PLAY >>](#)



[PLAY >>](#)



[PLAY >>](#)



[PLAY >>](#)

IG REELS & TIKTOK

Beyond unboxings and styling videos, our parameters also include crazy and courageous creativity. We enjoy testing in new, unexpected, innovative and thumb stopping spaces.

UNIQUE CONTENT



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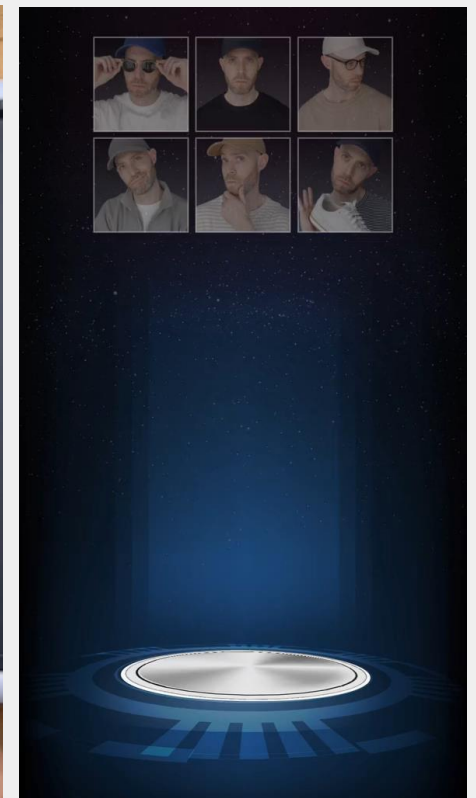
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CHANNEL / POST TYPE SPECIFIC GUIDELINES

ASSET REQUIREMENTS

MINIMUM PPI FOR CONTENT IS 72 PPI

INSTAGRAM SPECIFICATIONS

REQUIREMENT	CAROUSEL PHOTO	REEL / TIKTOK VIDEO	REEL COVER PHOTO	STORIES PHOTO
Minimum Assets	3 Cards	1 VIDEO	1 COVER PHOTO	3 Cards
Resolution	1080x1080 or 1080 x 1350 If a portrait asset is provided (1080x1350) it must be able to be cropped without cutting off focus for profile grid	1080X1920	1080x1080	1080X1920
Aspect Ratio	1:1	9:16	1:1	9:16
Duration	-	IG: 7-30 Seconds TikTok: 30-60 Seconds	-	-