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1 "So the good news is that Cristiano Ronaldo is sponsored by Nike, and Lionel Messi is sponsored by Adidas, so we can put them on the cover."

"What's the bad news?"

"Actually, no bad news."

"So they'll both agree to photo shoots?"

"Oh right, that's the bad news."

2 "No problem. We can do something with existing photos. Something with action, type at unusual angles, zig-zag lines, that sort of thing."



3 "Or some kind of starburst, if you don't like zig-zags. There's really no end to what we can do. Circles, diagonal lines, wiggly shapes..."



4 "Why don't we just emphasize the footwear angle by making their feet larger?"

"That's probably better."



Ronaldo



Messi