



A Research Paper By Alex Salvador



# THE HISTORY OF THE Adidas LOGO



The German powerhouse sportswear brand Adidas began its logo in 1949 by placing three stripes in all of its products. The name of Adidas comes from its founder Adolf Dassler "Adi" for Adolf and Das for "Dassler". The company has changed its logo design two times with minor changes to its original concept. Its

first change was made in 1971 with the symbol of a trefoil. Its second change was made in 1997 where the famous three stripes were formed into the shape of a mountain.

Each change contained the logo's original three stripes format and is still in use today. Even though both changes were very simple each design added to the brand's motif of that time period. By placing three stripes in each of his products Dassler created a logo that was both simple and memorable. I

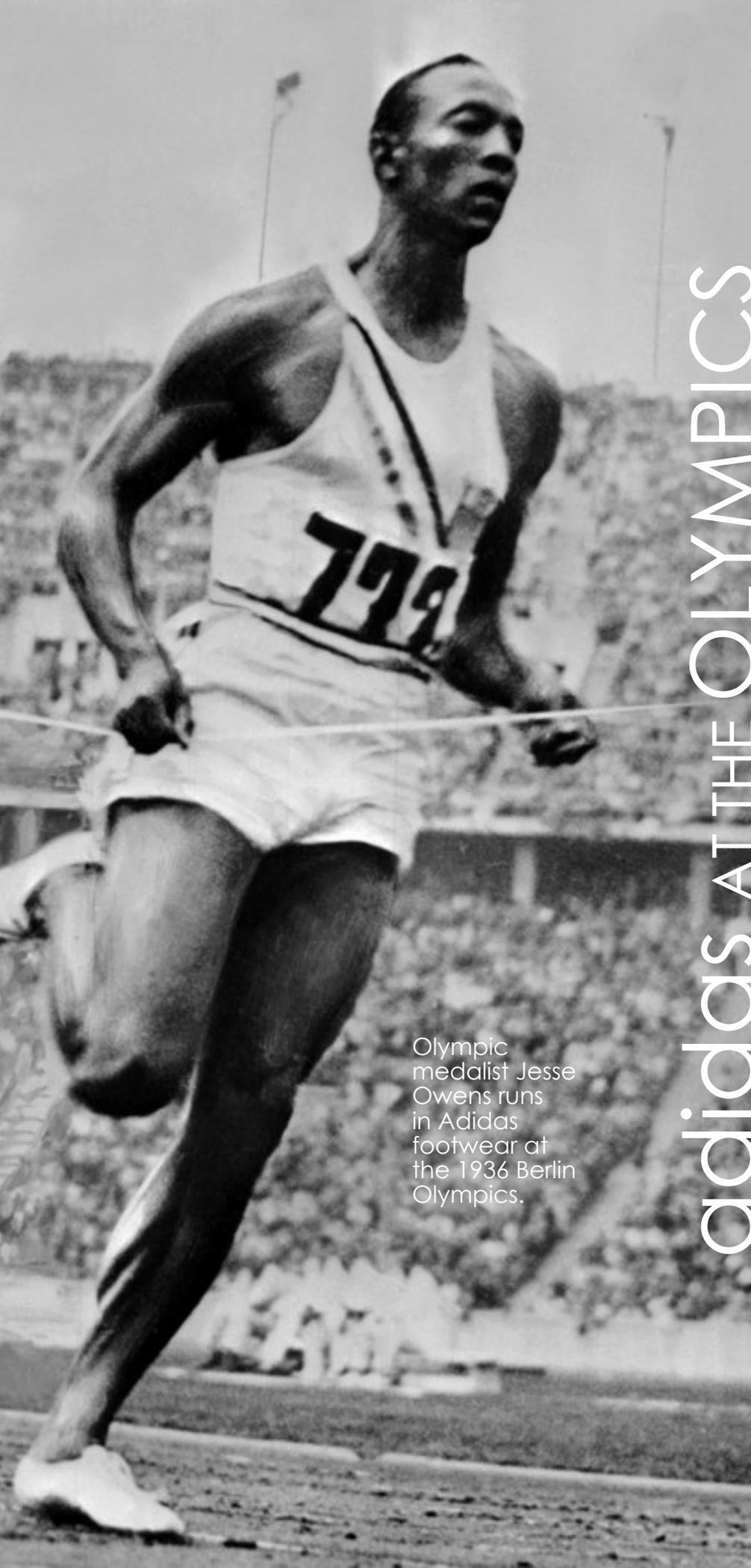
# THE trefoil DESIGN

*“For years the only symbol associated with Adidas was the trefoil (flower) logo design. The 3 leaves symbolize the Olympic spirit, linked to the three continental plates as well as the heritage and history of the brand.”*

*logoorange.com*



In 1971 Adidas began to expand into more diverse styles of clothing. It was this year that Adidas created the Trefoil logo. The trefoil logo represented Adidas expansion into everyday wear rather than just sportswear.



adidas AT THE OLYMPICS

Olympic medalist Jesse Owens runs in Adidas footwear at the 1936 Berlin Olympics.

Dassler's goal was to make the best running shoes and athletic gear possible. The best way to showcase the Adidas gear was to place it on actual professionals in the olympics. Many of the athletes who wore Dassler's equipment went on to win various medals which increased the popularity of the Adidas brand.

# THE CREATIVE MIND OF peter moore

Peter Moore has been the creative mind behind many of the world's largest cooperations. He designed the Adidas mountain logo in 1997. Moore began his career in Adidas in 1993 and co-founded Adidas America, Inc. Moore worked 5 years at Adidas stepping down in 1998. Moore has produced other important designs such as Nike's Air Jordan concept, and has even designed for Microsoft's Xbox gaming console.



Peter Moore at Xbox Cup 2006



The company last and most recent change to its logo was designed in 1997 by Peter Moore. This new logo made its 3 stripes into an ascending mountain. This design symbolized the obstacles that athletes had to overcome in order to get to the top there league. Adidas focus was to give those athlete's the equipment necessary to be the best intheir field.

*“...the challenge to be faced and the goals to be achieved.” Peter Moore*



THE



adidas



wordmark

The wordmark of the adidas logo is a customized variation of the sans serif font, Century Gothic. The actual name of the font is known as Adineue bold. The font was designed in in 2011 by Joancarles Casasín. The original font only contained lowercase letters. It was developed into Adineue pro designed by Jeremy Mickel, which contained all forms of the typeface.

**a b c d e f**

**g h i j k l m**

**n o p q r s t**

**u v w x y z**

**1 2 3 4 5 6 7 8 9**

# The adidas collaborations

Adidas has collaborated with various creative minds outside of its brand. Many of these collaborations include high end designers, other competitor brands, and even Hip-Hop artists alike.



Raf Simons,  
one of many  
high end  
fashion design  
in collaboration  
with adidas.

# TOP collaborations

The following is a list of  
my personal favorite  
collaborations with adidas



Y-3:

A brand in its own is a collaboration with critically acclaimed Japanese Designer Yoji Yamamoto. The brand is famous for its geometric and architectural approach to everyday sporswear.



Raf Simons with Adidas:

Belgain designer Raf simons takes a modern spin to classic adidas sportswear with amazing color palletets.



Jeremy Scott for Adidas:

American designer Jeremy Scott adds an accentric approach to the adidas brand.

# Works Cited

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