

Carlos Hernandez
Sep. 12, 2021
ComD 1112
Adidas

The logo that I have chosen for this project is Adidas. Adidas was founded by Adolf Dassler on August 18, 1949 in Herzogenaurach, Germany. The stripes on the trefoil emblem symbolize the company's focus on variety, while the three trefoil leaves stand for three parts of the world (North America, Europe, and Asia) where you can buy its products (1). The mountain-shaped logo conveys the idea of overcoming challenges and pursuing your goals no matter what. As for the round emblem, it stands for the globe and fast adaptation to changes. It was designed in 1990 by the then Creative Director Peter Moore, and initially used on the Equipment range of performance products. It is inspired by the 3-Stripes as they appear on footwear. The shape formed by the bars also represents a mountain, indicating the challenge to be faced and the goals to be achieved.(2) ITC Avant Garde Gothic (3)(5) is a geometric sans serif font family based on the logo font used in the Avant Garde magazine. Adolf's nickname was "Adi" so the new company is a conjunction of his nickname and the first three letters of his surname: adi-das.((3)(4)(5))

To wrap things up, Adidas is Producing Innovative Concepts Rather than following the pack, Adidas is constantly testing new products in order to make a better shoe for all athletes. Since their shoes are made with a 3D printer they can be created for specific individuals and catered to their unique feet.

adidas
adidas
adidas
S



(6)

Citations:

1. [History and Meaning Behind Adidas Logo | Logaster](#)
2. [How the Adidas logo earned its stripes | Creative Blog](#)
3. [Adidas Font is → ITC Avant Garde \(fontinlogo.com\)](#)
4. [adidas | What's That Font? \(wordpress.com\)](#)
5. [ITC Avant Garde Gothic Font Combinations & Free Alternatives · Typewolf](#)
6. [Adidas Logo Design History and Evolution - LogoRealm.com](#)