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Adidas Logo

The logo I'm going to be researching is The Adidas logo. It is a nice and neat logo. I have always been a fan of Adidas. They are a big company and are popular all across the world. Everyone has heard of adidas it is very famous and they sponsor a lot of athletes. In addition, they have multiple stores all around the world. I like the shoes and clothes they make but I took interest in adidas when I got into soccer, Adidas is a big sports brand for soccer and I bought cleats. The logo for adidas was made by Adolf 'Adi' Dassler. It was founded in Germany 1924. Adolf 'Adi' Dassler and his brother started the company in their mother's house. They made spikey athletic shoes, the model before used metal but he wanted to use rubber to enhance the shoes and wanted U.S. sprinter Jesse Owens to wear them and sponsor them. After, him and his brother had a internal dispute and his brother left and started a different company which would then turn into PUMAS. My paper will talk about the Adidas logo and what it was before and what it is now. I will show the history the logo.

I'm sure everyone knows how the Adidas logos look like. They are simple yet eye catching and effective. Adolf 'Adi' Dassler split from his brother and decided his company needed a logo and he spent 1,600 dollars and two whiskey bottles for the three stripes from Karhu (shoe company) little did they know this company would turn out to earn millions and more. Rather than the logo the name was taken from both Adolf and his brothers name to turn into Adidas. According to Wikipedia, it states "The name is a portmanteau (combining two words) formed from "Adi" (a nickname for Adolf) and "Das" (from "Dassler")". Furthermore this logo changed into the trefoil that is still used today too. It is a three leaf shaped with 3 stripes going through it horizontally and it is said to represent the land masses in the Americas, Europe, Africa and Asia. Famous people liked the logo, a rapper even made a song about Adidas. Later on, actors and singers started to wear it and then Adidas got more popular not just in sports but as casual wear too. That's one of the reasons Adidas got mainstream and things started going well. The second logo was the one that is seen everywhere. All their logos are seen but I feel like the 1997 logo is known because of Soccer. It is the Adidas Equipment logo/Performance logo "Three Stripes". This logo also got widespread success. The company makes a lot of soccer jerseys and you will always see the logo on the jersey. If you see three stripes on a soccer jersey or anywhere in fact, you assume that it is from Adidas. In the Performance logo, the way they make it is explained so simple but you know for a fact that it took a lot of thought. They made three stripes and tilted it and made it look like a mountain. Fine Print Art stated "For this design the three bars were staggered vertically then rotated 30 degrees, giving the overall impression of a mountain. This was an intentional design feature meant to highlight the company's dedication towards helping people achieve more challenging feats with superior comfort and performance."

The design is simple yet has such a heavy meaning. I never would have guessed that. I just always thought it looked cool. The current logo which is the 2005 one is simple. I didn't even know that this was one of their current logos because the 1997 logo is everywhere. This logo is used for boxes and such, it is very minimalistic. It is three stripes and adidas written next to it. On all these logos they share the same typeface which is bolded Avant Garde.



The Trefoil (1972)



Performance Logo (1997)

The Wordmark (2005)



First logo

The adidas logo is seen everywhere but some people don't know the very first logo. It had Adolf Dassler's name on it and a cleat on it. I personally liked it, it shows that the company is about sports, very straightforward. It also had more designs in it than the ones used now. They're all good but I think it was a good choice to change it. The one thing that hasn't changed about the adidas logo is the word itself. All this time it has the same typeface but just used in a

different font size. What makes the logo so recognizable is that it is minimalistic. It is a simple design and yet it is so recognizable. Other logos have a lot of art design and different typefaces but even if they are a famous company people might have a hard time trying to figure out their logo. Adidas has already established themselves and the three stripes are theirs.

At the start of Adidas, Adolf 'Adi' Dassler and his brother had a internal dispute. They severed ties and went their own ways. Fine Print Art states, “While the feud between the Dassler brothers would endure long after they both passed on, it would eventually fizzle out once the enterprise went public and family ownership was no longer an issue. The beef was officially squashed in September of 2009. In commemoration of UN's World Peace Day, Puma CEO Jochen Zeitz decided to call Adidas CEO Herbert Hainer and organize a spirited, yet friendly soccer match. The game was a close one at 7-5 although each team was comprised of employees of both companies, to drive home the message of solidarity and peace.” Even after their deaths, both companies resolved their issues. Rather than see each other just as rivals they changed to rivals but to strive together.

In conclusion, each company has their own history. Each company has their own logo and it takes a lot of thought to come up with. It has to have meaning, if it doesn't it isn't going to reach an audience. The adidas logo went through a lot of changes but I think now they found their logo that will stick with them for a long time. Or maybe they'll change it into something better. You never know. Each logo from adidas had a different meaning. The Trefoil which symbolized the lands of Americas, Africa and etc. Which meant that adidas was for anyone. Next was the Performance logo, which was three stripes but tilted and cut which symbolized a

mountain and that meant the company was striving. Designers put a lot of thought into logos and they might have zero or multiple meanings.

Reference Page

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