

Delbert -Vazquez- Reebok logo project

The Reebok logo is a design for sports wear, and equipment for CrossFit and sports such as football, basket ball, baseball, soccer, and mixed martial arts. It usually advertises compression shirts, training shorts, gloves, boxing gloves, shoes for sprinting, weightlifting wraps, sweater, sweat pants, and the the brand itself is usually seen in malls, sometimes in commercials, and it also have it's product being sold in other major stores .However there's still so much to the logo that people don't know about, such as it's history and it's purpose. From the moment Reebok was created, it was originally made to advertized shoes. The company brand has been out for years, and the logo wasn't always how we see it today.

In an online article called "Reebok Logo", by Alexander Eckstein stated that The Entire Reebok concept was created in 1895 by non other than Joseph Willian Foster, and it was originally made to make and sell shoes. Then in the same article, Eckstein aslo claimed that after that family company was pasted on to the two sons, Jeff and Joe Foster, the Reebok logo was changed numerous times in the 1990s. Then Eckstein said that in the early 2000's the logo was "simplified and improved"(Eckstein, Alexander). Not to mention there's another online article that takes about the creative process of the Reebok logo called "Reebok refreshes iconic vector logo, sidelines red delta symbol." The author Monica Marie Zorilla said that logo itself is planning on loosing the red delta logo, and going for a more simplified look. Zorilla claimed that logo will be a "more modern version"(Zorilla, Monica). So, as time went on the company and it's brand went through all types of revisions.

Through out the decades, the logo has gone through some changes and upgrades in order to stand out as a stylish futuristic brand that everyone likes. In an online article called “A quick history of Reebok” written by Marc Richardson, Richardson explained that in the Reebok logo was established by the Foster, and from the 1960’s to the 1990’s Reebok was going through different stages as “the athletic footwear market” (Richard, Marc). In addition, in another article named “Reebok says it’s new delta ‘brand mark’ is not a logo but a symbol” the author described the logo as a vector symbol and in the 1980’s would have a new symbol that would represent athletic sports wear. So basically unlike other brands like adidas, and Nike, Reebok is supposed to be a market for sports product.

One more characteristic the Reebok logo is known for is its color and type phase that is associated with the title. There’s yet another online article called “Nike and Reebok branded their websites, in accordance with their logo” and it talks about the making of the Reebok concept design. The author, Gabriel Shaolian mentioned that the title font is based on “Bold sans serif typography”(Shaolian, Gabriel). And then Gabriel goes on to describe the design, saying that the red triangle is a delta for “crossfit” and “power”(Shaolian, Gabriel). There a huge meaning behind this design, and it’s important because it represents athletics.

The creation of Reebok logo goes back all the way to the 1890s, and ever since then the company Brand has been evolving, going through revisions. It is understandable why there’s so many different versions of Reebok during the 20th century, so that young adults don’t look at the logo as outdated or obsolete. The color palette that was chosen, is perfect, because the logo has to be vibrant, and with its type phase, Reebok will look more presentable. In conclusion the Reebok logo currently looks modern, and the newer style they went for helps it stand out more as a brand for today’s sports wear.

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2014 reebok logo. " a way of life"

Delbert- Vasquez- Reebok project (photograph)

Reebok 

The 2014 version " a way of life" (Marion) from the site - *the branding journal*

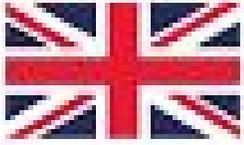
Reebok



1986 version, from the site -*IrocDecals*

The

1895 the very first Reebok

Reebok 

The very first Logo from 1895, (Brownsell,Alex)from the site *Campaignlive*.