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<u>Brand of Three Stripes</u>

Three stripes; everyone knows the brand with the three stripes. Adidas is a modern-day brand that produces trendy, simple and unique products worldwide. Adidas was founded by Adolf Adi Dassler in 1949 and to this day it is one of the biggest sports manufacturer consisting of all kinds of products, mainly apparels and shoes. In fact, it all started with three stripes that changed the world. Not only do the stripes represents an eternal movement straight ahead and towards the victory but also, the black color meant excellence, elegance and perseverance qualities. To enumerate, Adidas's simple logo design and products have made it a prosperous company.

At first, Adidas' logo started with three parallel bars (Fig. 1). In the article, Design Oddities. The Strange Story of the Adidas Logo, Steven Douglas notes "Dassler wanted something that would be instantly associated with his company when athletes used his footwear in international athletic competitions" (Douglas). This matters because the company's fame rose after athletes started wearing Adidas products at the Olympic games.

Throughout time, the company has only changed its logo twice. Nevertheless, they kept the same three stripes, typeface and simplicity but the logos would make the company bloom each time. For instance, during 1971, the trefoil logo (Fig. 2) was the second logo design for the company. In the article, How the Adidas Logo Earned its Stripes, on the website creativebloq states, "When Adidas expanded into the leisure and apparel markets, it's famous the trefoil logo

was developed. The mark was chosen from more than 100 ideas put forward. While it still

included the three stripes, its three-leaf shape is meant to represent the main landmasses of the

Americas, Europe and Africa, and Asia respectively. The intersecting lines across the three forms

signify diversity" (How the Adidas Logo Earned its Stripes). Soon after, the trefoil became a

legendary logo, not only was the design loved by celebrities, athletes and consumers but also, it

heightened the company's fame. Although, the trefoil logo for the company would be replaced,

the trefoil logo is still being used even in modern day. In fact, it has a separate line of products

called Adidas Originals.

Equally important, the third logo (Fig. 3) was crafted by creative director Peter Moore in

1990 and adopted by the company in 1997 (How the Adidas Logo Earned its Stripes). Of course,

the company kept the simplicity but the logo represented a mountain and symbolized the

challenges and goals that everyone will meet and overcome (10 Logos That Mean Way More

Than You Think). Additionally, The third logo (Fig. 3) is still being used and worn everywhere

today, this logo has complimented many modern and trendy products.

Furthermore, Adidas succeeds in their fashionable and trendy products. In detail,

products like Yeezys, NMD's, or Adidas Original. In the article, Adidas AG SuccessStory from

the website successstory states, "Being the 61st ranked brand amongst the World's Most

Valuable Brands and having more than 92 innovative companies, Adidas has positioned itself as

the leader in the world market. adidas is world renowned for its sports-related products like

sports clothing, shoes, bags, shirts, watches, eyewear and other accessories" (Adidas AG

SuccessStory). Many products are made each day and each time it's an improvement, only

making the company better. Adidas has earned great heights of success, the logos complimented the products and made the three stripes a brand of its own.

All in all, Adidas' logos has left a mark on the world for sure. Almost everyone sees their brand, logo, and products synonymous with sports. Even Though their logos didn't have much on them, each simple designs turned out to be legendary logos. It's amazing how this started with one man who crafted shoes founded a company with an idea of three stripes and the slogan, "Nothing is Impossible."

Figure Reference

Fig. 1

Adidas Logo, Word Mark.

Fig. 2

Adidas Logo, Trefoil Logo, 1971.

Fig. 3

Adidas Logo, Mountain Logo, 1997.

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