



BRIEF HISTORY ON NIKE

The company of Nike was founded by Phil Knight. He is the owner of Blue Ribbon Sports and decided to start up a new company which will become an empire to the world. As of 2019, the Nike brand is valued at about 32.4 billion dollars. The brand became an icon for sport and fashion.



DESIGNER OF THE BRAND

The designer of the Nike logo is Carolyn Davidson. She was a graphic design student attending at Portland State University. Davidson was approached by her professor Phil Knight for a opportunity to design a logo for his upcoming company. She presented your work and was rejected. However, he gave up and accept the design.

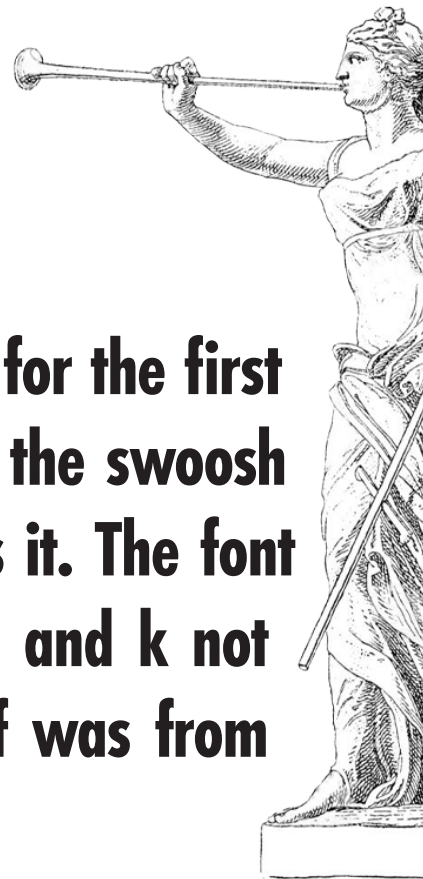




Nike

1971

The Nike logo was presented for the first time. The logo is a outline of the swoosh with the name of Nike across it. The font has a unique serif with the i and k not connecting. The inspiration of was from the Greek Goddess, Nike.





1978

The brand has changed its appearance with a solid silhouette of the swoosh and a font change. The font is replaced with Futura bold with some kerning to mimic the swoosh. The brand design now have a geometric and bold shape to it.



1985

The company decided to add a red square to the logo. However, the design didn't last long. This was a time where the company was receiving major athlete endorsements, such as Michael Jordan.





1995 - Present

Nike decided to keep the swoosh as their brand logo. The swoosh became an icon symbol and easily recognizable throughout the world. The swoosh is understood as a symbol of speed, athleticism, and quality in their apparel design.



ADVERTISING PRODUCTS

