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Logo History Draft

### Adidas' Logo History



Adidas has been established for being a successful and famous footwear. Having been worn and still worn by athletes and everyone in general. Also collaborating with celebrities and inventing their own shoe design. The logo has a unique background story to it and has gone through a series of evolution. Adidas was founded in 1949 in Herzogenaurach, Germany by two brothers by the names of Adi and Rudolf Dassler.

Both brothers established their own first shoe factory called "Dassler Brothers Shoe Factory". Their factory and product gained immediate recognition and profit after multiple winners in the 1928 Olympics were witnessed wearing their brand footwear. The Dassler brothers' success was going great, but not their relationship. Later on, one of the brothers, Rudolf, was drafted in WW2 leaving Adi behind. Adi launched his own project in 1951, calling it by how we know it today, "Adidas". Combining his first name and nickname. Adi soon added the notorious three stripes to his brand to up his

advertising game and used a ITC Avant Garde Gothic font for the typeface of the name. Also to give it a spartan aesthetic reference.

The color of the logo has always remained the color black and has gone through changes overtime. Every Adidas logo that has ever been created has been shape shifted into different forms but always has the famous three stripes featured in them. Each logo depicts a meaning based on the growth of the industry. The trefoil or leaf logo symbolizes rapid improvement in their market. The three bars that are slanted are depicted to give away the impression of a mountain. It highlights the company's determination to help people overcome obstacles with comfort and performance.



**Sources:**

**[www.1000logos.net/adidas-logo/](http://www.1000logos.net/adidas-logo/)**