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### **ADIDAS CORPORATE BRAND LOGO**

In this research, I will analyze the evolution of adidas Corporate Brand Logo. We should know some background information of the company itself for further analysis of the logo from a graphic identity perspective. This will allow us to have a visual context, and in turn know the elements such as typeface, colors and others used in the designs, as they are essential when investigating the details of a brand's logo.

First, we must know adidas is a German multinational sporting goods company, whose headquarters is in Herzogenaurach, Bavaria. The company originally was called "Gebrüder Dassler Schuhfabrik" (adidas Brand Design Study) and was founded by Adolf Dassler (Adi) and Rudolf Dassler in early 1920. Adolf separated from his brother and took over the company renaming it adidas, legally registered on 1949 (Evans, Gary/Stewart, Craig). The company's name comes from the diminutive of Adolf (Adi) and the first letters of the name (Das). The final global brand push came in when the German soccer team played the final with adidas boots, making the brand popular worldwide. It is at this time when Adolf decided to link their brand with the sports world in its different disciplines to improve their products by exploiting various sports stars to advertise their products, such as Muhammed Ali and Jesse Owens.

The evolution of adidas Corporate Brand Logo has its own history. Adolf 'Adi' Dassler began utilizing three stripes to identify its shoes. Through the time, adidas was emerging into the world of clothing and the company needed to reinvent the logo; as a result, the trefoil logo (Fig. 1) was revealed. The logo kept the three stripes; its three-leaf shape is intended to symbolize the main continents of the Americas, Europe and Africa, and Asia. The intersecting lines across the

three forms indicate diversity. The trefoil (Fig. 1) has been a fashion success with footwear, apparel, accessories and denim, but at that time the company needed a new logo for sporting products. First produced by the creative director Peter Moore in 1990 (Douglas, Steve), the performance logo (Fig. 2) was primarily used on the sporting goods of the company which are football, basketball, training, running and outdoors. The three stripes in a mountain shape have a special meaning for those athletes who always have challenges in their careers. (Fig. 2). This second design was approved as the company's logo in 1997 (Evans, Gary/Stewart, Craig) after adidas agreed that the trefoil logo was only going to be used for heritage and "Original" (Evans, Gary/Stewart, Craig) products. Then came, the Wordmark (Fig. 4), which adidas has been utilizing since 2005 (Evans, Gary/Stewart, Craig). This logo made a retro back to the straightforwardness of the three stripes. The logo means quality and leadership. Plus, it gives elasticity if in the future the logo has to suffer some variations. It must be mentioned that adidas is now just one company inside the adidas Group (Fig. 3). This is the last logo that will be analyzed further.

First of all, I must highlight adidas is always spelled in lower cases letters because is one of the two company exigencies as part of the brand recognition; if any exception applies, such as headlines, the name must be all capitalized. The other exigency of the company is referred to the typeface; when using for communication purposes the typeface must not look like adidas original logo. This is imperative to maintain the exclusivity and preserve the brand logo recognition.

After having clear the exigencies of adidas Corporate Brand Logo, we can restart the analysis and add some facts about the logo itself. The elements of adidas Corporate Brand Logo (Fig. 4) are the most vital to its logo analysis; these elements are the three stripes, the Wordmark and the registration. The elements of the logo must be used always as is presented in Fig. 4, there

is no excuse to use these elements separate or rearranged. The length of the three stripes must remain the same length of the letters “idas” (Adidas Identity) in the Wordmark. Plus, we must have in consideration the Wordmark letters are made of specially drawn letter forms and cannot be similar or imitate by any typeface. At the moment of scaling, the logo has to conserve the same proportions. The clear space above, below and right edge around the logo preferable be three times the x-height of the letter “a”. There is not cause to justify the interferences of the clear space of the logo (Adidas Identity).

When we refer to the color of the logo, this must remain white or black for all communication purposes with its background black or white to give the perfect contrast; these specifications apply to the home pages, logos and covers. The Brand colors palette chosen by adidas is to be used in communications to differentiate from others in headings, PDF’s and so on are the colors below, there is no excuse not to use them at the moment of communicate adidas Corporate Brand Logo (Fig. 2).

In reference to the typeface of adidas Corporation Brand Logo, we must mention that the company proudly owns its own font which is called “adiHaus” (Adidas Identity) and it is available for internal and external use of its communications (Fig. 6). The font adiHaus Regular, Medium and Bold are utilizing only for communication reasons. While adiHaus Italic, Medium Italic and Bold Italic must utilize only to accentuate a word and can be used for headlines or paragraphs. The last groups of the font are adiHaus Condensed Regular, Italic, Medium, Medium Italic, Bold and Bold Italic and are used for financial purposes only (Fig. 3).

Through this brief research, we have shown how with the passing of time the adidas Corporate Brand Logo have evolved. These logos, thanks to its easy visual image recognition, have been widely accepted and are popular among people today. The colors utilize and the

variety of sub brands logos can fit the exigencies of each product the company design. Thanks to this concise research now more people can have access to details about the brand and logo of this prestigious well-recognized company in the world.

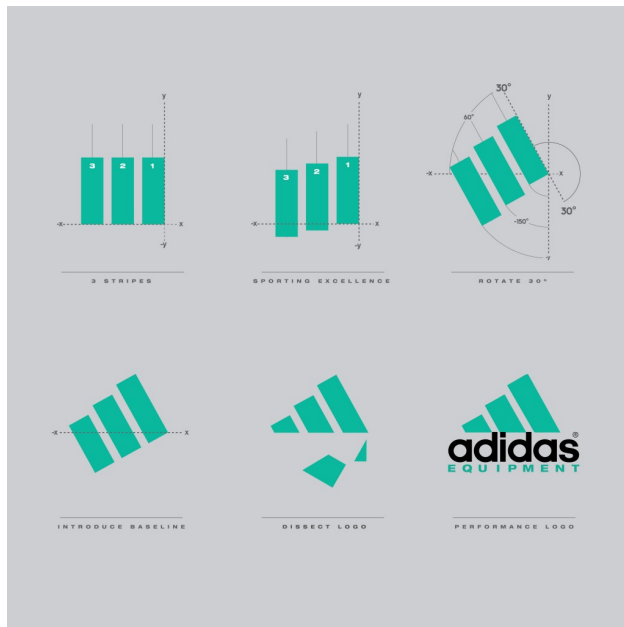
### Figure Reference

Fig. 1



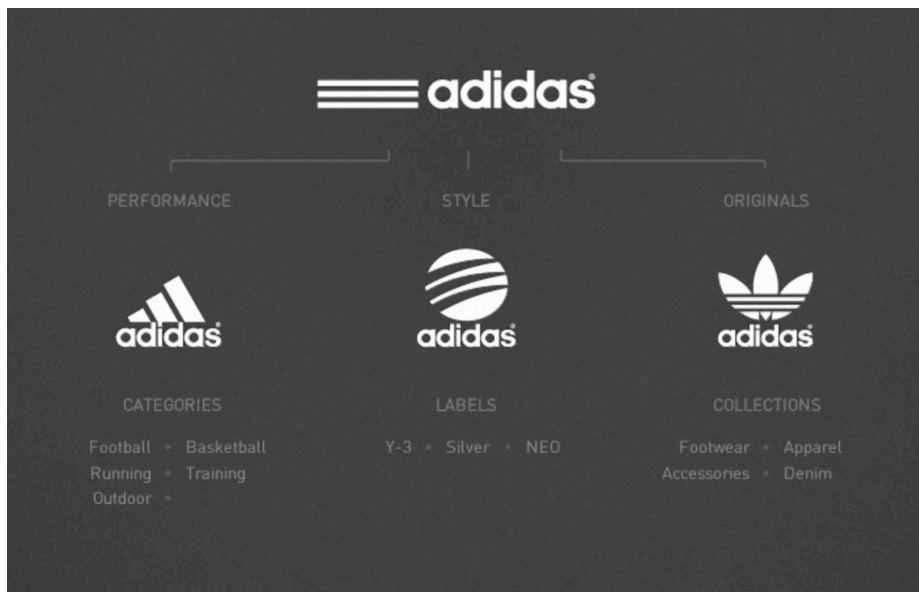
Evans, Gary/Stewart, Craig. "How the Adidas logo earned its stripes" Creative Bloq. Future Publishing Limited, 3 Feb. 2014. Web. 27 March. 2016.  
<<http://www.creativebloq.com/logo-design/how-adidas-logo-earned-its-stripes-11135390>>

**Fig. 2**



Evans, Gary/Stewart, Craig. "How the Adidas logo earned its stripes" Creative Bloq. Future Publishing Limited, 3 Feb. 2014. Web. 27 March. 2016. <<http://www.creativebloq.com/logo-design/how-adidas-logo-earned-its-stripes-11135390>>

**Fig. 3**



"Adidas Brand Design Study." Behance. Adobe System Incorporated, 2016. Web. 23 Feb. 2016. <<https://www.behance.net/gallery/16482709/adidas-brand-design-study>>

Fig. 4



"Adidas Identity." Issuu. Brand Books, 2015. Web. 27 March. 2016.  
<<https://issuu.com/janjaneczek/docs/adidas/5>>

Fig. 5



"Adidas Identity." Issuu. Brand Books, 2015. Web. 27 March. 2016.  
<<https://issuu.com/janjaneczek/docs/adidas/5>>

Fig. 6



"Adidas Identity." Issuu. Brand Books, 2015. Web. 27 March. 2016.  
<<https://issuu.com/janjaneczek/docs/adidas/5>>

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