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“Impossible Is Nothing. “ this is the slogan for the second largest sportswear manufacturer, Adidas. Adidas was founded in 1924 by Adi Dassler. from 1924 to 2018, Adidas has always been a renowned sneaker brand and lifestyle brand. However, Adidas was not always like that. It went through a lot so changes with the product and its identity as a brand.

Adidas' first logo was unveiled in 1971 (Adi Dassler and the 3 Stripes: The Evolution of the Adidas Logo). this logo was the Trefoil logo(fig.1).

when this logo was created Adidas', main focus was to diverge from marketing to only to athletes. Before the logo was created, and the company was known only as Adi, the company's main focus was athletes as that was the easiest way to make it “big”. Adidas had the leap it had due to Puma 's Founder, Randolph Dassler, had a disagreement with the coach of Germany's soccer team(The History of Adidas and Puma). Which gave Adi the opening he needed. Nevertheless, the trefoil logo is Adidas' most popular and iconic logo. The mark was chosen from more than one hundred 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.

For about ninety-seven percent of the company's lifespan, this is the logo you will be most likely familiar with. It was used for about 26 years as the main logo until Adidas wanted to try other logos for different audiences, which gave birth to the equipment range logo (fig. 2).

The Equipment range logo was designed to market specifically to athletes and sell the sporting products Adidas was creating. Created in 1997, this logo is often criticized for being bland and boring. It was designed as a mountain to represent the challenges an athlete would have to overcome in their career. This is the logo you will most likely find on products linked to athletes like James Harden, or Derrick Rose.

The latest addition to the Adidas's logo range is the current Word Mark logo (fig. 3). This logo was created in 2005 (Adi Dassler and the 3 Stripes: The Evolution of the Adidas Logo). It calls back to the simplicity of the three stripes. It is believed that the logo was created to represent quality and leadership, and Adidas' ability to maintain flexibility for the future. Due to Adidas now owning Reebok and Taylor Made. You would not see this logo on a piece of clothing or a pair of sneakers. This logo is used more toward advertisement and the website.

In My opinion, the best logo is the trefoil logo. It's the most iconic. The Trefoil is the logo most tied to Adidas's legendary products like the Stan Smiths and its retro designs. The Trefoil remains the logo that is most memorable to stakeholders and the one that helped Adidas transcend the sporting arena and permeate every corner of popular culture. When the Equipment Range logo was created, and the Trefoil was only used for Adidas originals products, everyone looked solely for the Originals product as that was where all of the clout and hype for the brand was. My least favorite of the

different versions of the Adidas' logos have to be the Equipment range Logo. It's not that it was a bad design, it just was a good follow up to its predecessor. it wasn't about to uphold the legacy left behind by the Trefoil.

Fig.1



Adidas Trefoil logo

Fig. 2



Adidas Equipment range logo

Fig. 3



Adidas Word Mark logo

Work cited:

“Adi Dassler and the 3 Stripes: The Evolution of the Adidas Logo.”

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