Adidas Logo History

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Adidas is an athletic brand recognized for its iconic three stripes and for providing a quality product. Adidas has established itself as a leader and major competitor in the athletics apparel industry for many years due not only to its innovations but its relationships and building social bridges.

There are many successful athletic brands out there but very few are at the level of the Adidas brand started by to Adolf “Adi” Dassler. Born in Herzogenaurach, Germany, a young Adolf b up worked with his father in a shoe factory, where he would learn the craft of shoemaking. By the time Adolf was eighteen, being an athlete himself, Adolf with financial backing from his brother Rudolf, would create an athletic shoe for running as well as soccer.



The very first logo for the brand made use of the families last name “Dassler” along with a show being carried by a bird. In this image the bird carrying the shoe is meant to demonstrate how light the Dassler shoe is.

Forward thinking had always been at the root of the Adidas brand and according to (rogoza)branding strategy played a huge role in the company’s success. In the earliest days of Adidas with persistence, Adolf was able to break barriers by asking none other than “U.S. Sprinter Jesse Owens to where his shoes during the 1936 Summer Olympics which helped to make the shoes popular after Jesse Owens win. This move would later benefit Adolf and the Adidas factory as he used his relationship with Jesse Owens to prevent U.S. Soldiers from destroying his factory.



Over time the Dassler brand name would shift after the brothers split to form their own athletics brands. Rudolf would create what is known as the “Puma” brand and Adolf would form Adidas in 1949 only after discovering that the name Addas was already taken by another manufaturer.

At this time Adidas adopted the 3 stripes and a star was born.

Over the years the Adidas logo would undergo many changes, many of which were associated with what would become lifestyle brands. First there is the wordmark of adidas which is always lowercase. This wordmark would accompany all lifestyle brand logo such as the

Trefoil logo, the Mountain logo, 

And the Neo Logo logo and the

Works Cited

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