Adolf and Rudolf Dassler founded the Dassler Brothers Shoe Factory in the 1920s. Originally it was a small shoe making business in Germany that both brothers opened together. The factory was a success and focused on making top quality footwear for athletes. The Dassler Brother Shoe Factory logo is a clear indication that these brothers knew of the importance of a good logo. Its black and white design make it classy and the shield-like graphic is very strong. The last name of the brothers stands out at the very top in capitalized letters in a type of word wrap which completes the shield shape. At the center, the shoe is carried by a bird, relating the logo immediately to a shoe company.

The logo for the Dassler Brother Shoe Factory. Photo credit: https://www.fineprintnyc.com/blog/the-history-of-the-adidas-logo

Unfortunately, during the 1930s the brothers had major differences and separated. After parting ways, both brothers founded sportswear companies. Rudolf created Ruda, which is now the Puma company. Adolf founded Adidas, which like Puma would become world known.

Adolf registered his company's name in 1949. The company name Adidas resulted from Adolf's nickname ADI and DAS for Dassler. Adolf's goal was still to craft the best sportswear for athletes. He wanted quality and high performing products. The first Adidas logo consisted in a basic design of three parallel black stripes. Adidas purchased the rights to this design from another sportswear company. The three stripes logo was placed on everything that was manufactured and was an easily recognizable stamp. The font used in the first logo is ITC Avant Garde Gothic font. The Adidas letters are all lower case

with the line stroke from the letters "d" being elongated to accommodate an Adidas soccer shoe at its center. From the very start, the logo had a wide acceptance and was liked.

The next logo was released in 1971. It was the Trefoil logo which is a graphic resembling a clover-like shape plant. It has three leaves and is meant to symbolize the Americas, Eurasia, and Africa. The three lines across the trefoil symbolize diversity. This trefoil logo was released when Adidas launched leisure and apparel products. It is also a larger sized logo which meant to show that Adidas was a larger company. It is successful in catching customer attention this way. Although the trefoil is new, you still get the familiar three bars and the same name brand lettering.

The new Adidas logo (specifically for sportswear) was formed by Creative Director Peter Moore in 1990. This new logo still kept the original 3 parallel stripes but in addition is shaped like a mountain.

The three black bars are now diagonally angled from left to right and are increasing in size, visually creating the shape of a mountain. The mountain is meant to signify all the challenges that athletes have to overcome. This logo was chosen as the company's logo in 1997. The Trefoil logo is only implemented in classic designs.

Adidas logo has same lettering, color and registered mark. Three black parallel lines resemble a mountain shape

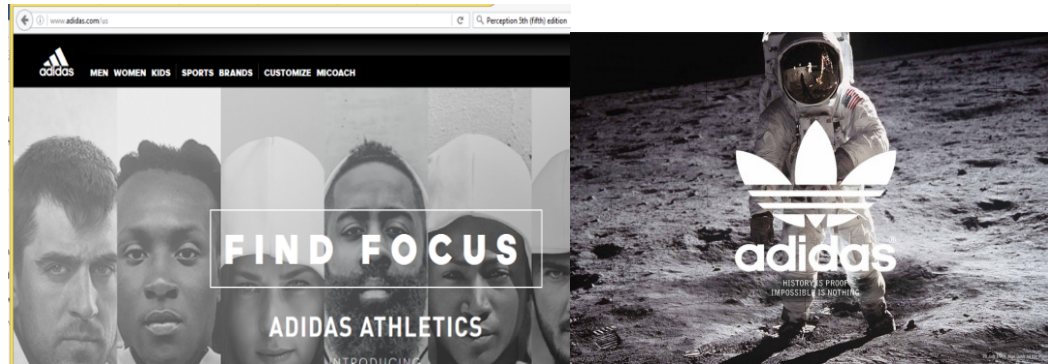*Photo credit: https://www.fineprintnyc.com/blog/the-history-of-the-adidas-logo*

In 2005 Adidas released the word mark logotype. This consisted of the name of the brand accompanied by the famous three stripes on its left side. The simple three black parallel bar design creates a feel of simplicity, quality, and identity of the product. It was designed with the idea of symbolizing leadership and quality. The Adidas lettering is in the same font and has remained this way over years. What is particularly interesting about the lettering is that it is lowercased, but is customized in a way that the letters can be small or large in height. In this way the letter "a" and the letter "s" can be the same height. This is very pleasing visually and gives a nice proportion. This will make the logo stand out no matter if the size of the entire logo is small.

Word mark logotype, 3 black parallel bars coming from left to right in front of the brand name

Photo credit: https://www.fineprintnyc.com/blog/the-history-of-the-adidas-logo

Adidas's logos are seen on webpages, advertisements, apparel and footwear. Their flexible logo design goes nicely on just about anything. Other companies have noted Adidas' logo approach, resulting in them coming up with their own classic designs, concentrating on an effective recognizable logo.

Left: Adidas homepage has the logo at the top left of webpage. Picture credit: http://www.adidas.com/us

Right: Adidas logo in commercial ad. Picture credit: www.myretailmedia.com

Adolf Dassler's work has evolved significantly since its founding. Competitively it remains one of the strongest sportswear companies on the market. Selling to men, women and kids, Adidas has become a must-have for all. They are high in demand and are among the most popular brands. Adidas' variety, modern and fashionable pieces continue to make this brand successful.

Left to right: Men's sneakers, men's hoodie, kids soccer jersey. Photo credit: www.adidas.com/us

Left to right: women's watch, women's sneakers, women's hoodie and sweatpants. Photo credit: www.pinterest.com

Today, Adidas is a prestigious well-known brand. Above is a chart of the Adidas logos through the years.

Picture credit: https://www.pinterest.com/pin/470837336016594580/

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