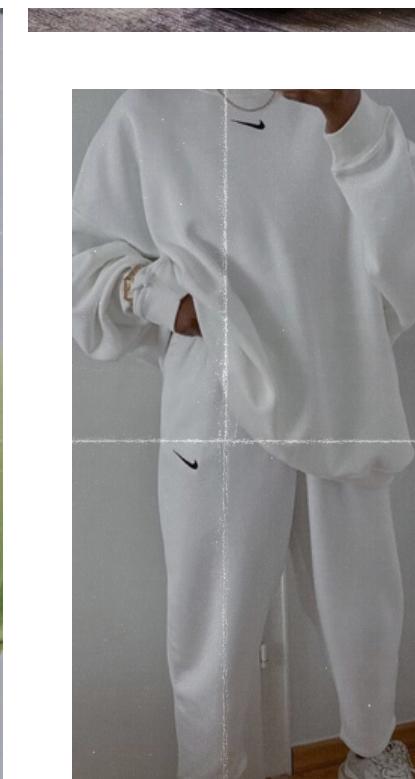


MARTA CALVO



# HISTORIA DE NIKE

empresa multinacional estadounidense dedicada al diseño, desarrollo, fabricación y comercialización de equipamiento deportivo: balones, calzado, ropa, equipo, accesorios y otros artículos deportivos.

Es uno de los mayores proveedores de material deportivo del mundo solamente bajo Adidas,<sup>6</sup> con unos ingresos de más de 24,100 millones de dólares estadounidenses y un total en 2019 de unos 76.700 empleados. La marca por sí sola tiene un valor de 47,400 millones de dólares estadounidenses, lo que la convierte en la marca más valiosa entre las corporaciones deportivas.

## TIPOS DE NIKE

Mucha gente, alrededor del mundo, tiene entre sus marcas preferidas a Nike, una firma que comercializa productos deportivos tanto femeninos como masculinos que incluyen desde calzado e indumentaria hasta accesorios como bolsos, mochilas, gorros, etc.

Al consultar el sitio oficial de la empresa descubrimos un amplio abanico de opciones. De buscar zapatillas, por ejemplo, tendremos a disposición la línea Air Max para hombres (Air Max 95, Air Max Zero, Air Max 2016, etc) o las líneas de mujer Nike Flyknit Racer, Nike Air Max Sequent y las Nike Free RN Distance Shield, todos en varios colores. De pensar en los más pequeños de la familia, hay zapatillas Nike Zoom LeBron Soldier 10, Nike Air Jordan XXXI, Nike Hyperdunk 2016, Nike Cortez SE, Nike Air Max 90 Winter, Nike Huarache y Nike Roshe One High Print, entre otras.

Más allá de la popularidad internacional de esta compañía, es interesante señalar por otra parte que el concepto de Nike se ha aprovechado además para identificar a un cohete sonda de origen estadounidense que se mantuvo en actividad entre los años 1946 y 1983. Por ese entonces aparecieron numerosas variantes, como el vehículo denominado Nike Nike HPAG que se lanzó en octubre de 1954, la unidad de cuatro etapas bautizado como Nike Nike T40 T55, el Nike Nike Recruit que tuvo dos vuelos, el Nike Iroquois que se desarrolló como un cohete sonda de bajo coste pensado para el ejército estadounidense y el Nike Apache que gozó de una gran popularidad a comienzos de los '60, por enumerar algunas alternativas.



### Bargain Brand

Meanwhile, Davidson received her diploma from PSU on June 10, and sent Knight an invoice for \$20 for the drawing that BFG had selected. Contrary to popular myth, she did not arrive at that figure by tabulating the number of hours she worked and multiplying that number by two dollars per hour.

"I didn't spend 17-1/2 hours working on the logo," said Davidson. "I spent several weeks working on the designs but it was my first real commission after finishing with school. I had no idea about pricing my work and I just charged for the one drawing. You might say I got 'on the job' training when it came to billing!"

Davidson would design additional Nike ads, brochures, posters and catalogues, including the lower-case "nike" logo used between 1971 and 1975, but as the Nike brand continued to grow, the workload became too much for one person to manage. When BFG hired John Brown & Partners, a Seattle-based advertising agency, in 1976, by mutual agreement Davidson's work for the company came to a close.

In the fall of 1980, Davidson received an invitation from Woodell, who at that time was serving as the president of Nike, Inc., to come to Nike's office for lunch. When she arrived, according to a story in the spring 1984 edition of PSU's alumni newsletter, Woodell and Knight surprised her "with a huge buffet, video cameras and a crowd of appreciative people. [Davidson] was presented with a gold-and-diamond Swarovski ring, some stock in the company and a tongue-in-cheek certificate blaming her for all of Nike's problems."

Davidson has never divulged how much stock the envelope held, but she has no complaints. "The stock has split several times since I received it, so I can definitely say that I have been well-compensated for my design."

Likewise, Davidson's design has done all right for Nike, as the swoosh has become one of the world's most recognized and respected brand marks.

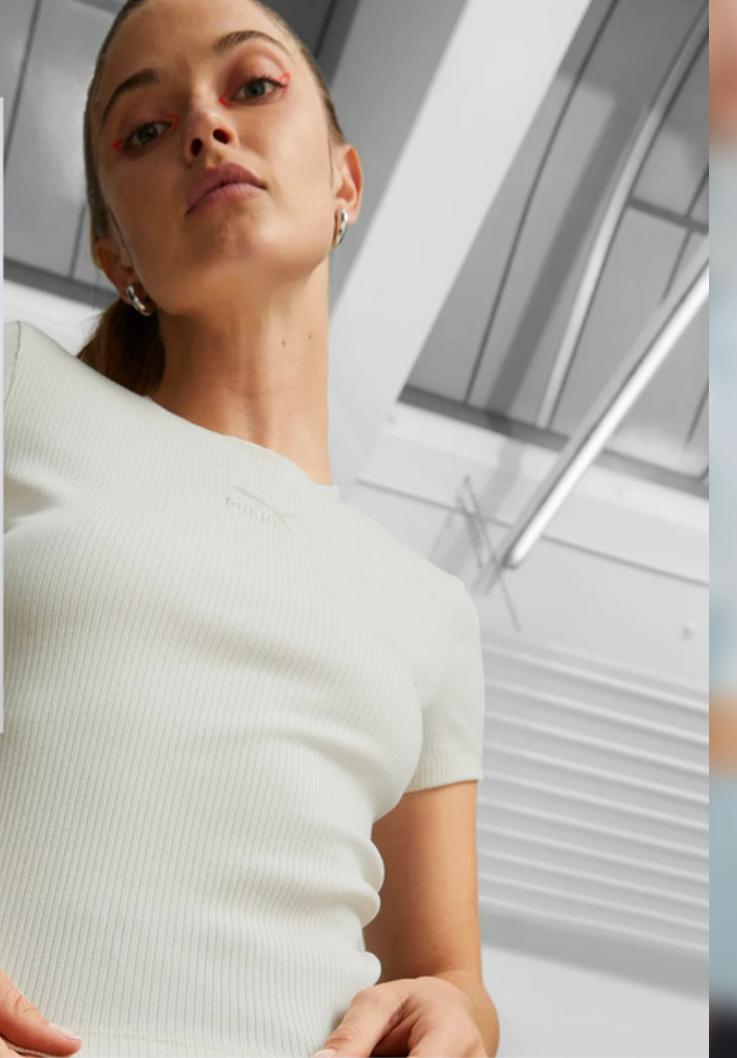
NIKE

ndre

niKE

Sketches by Carolyn Davidson





# MARVEL

Pantone Black 6C #101820 tcx. (100)

# MARVEL

Pantone 931C #FFE983 tcx (080)

# MARVEL

Pantone Blanc de Blanc #11-4800 tcx (000)

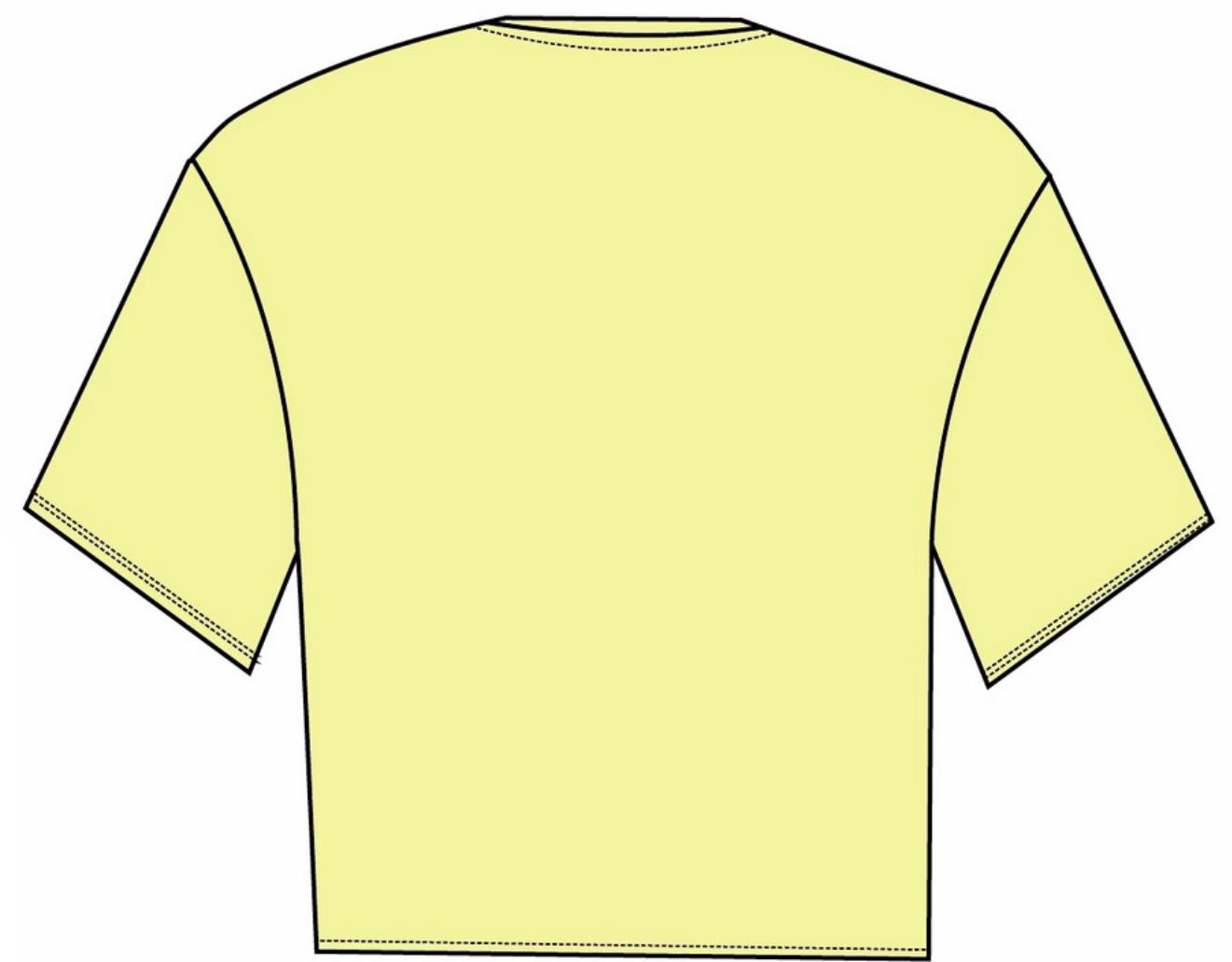
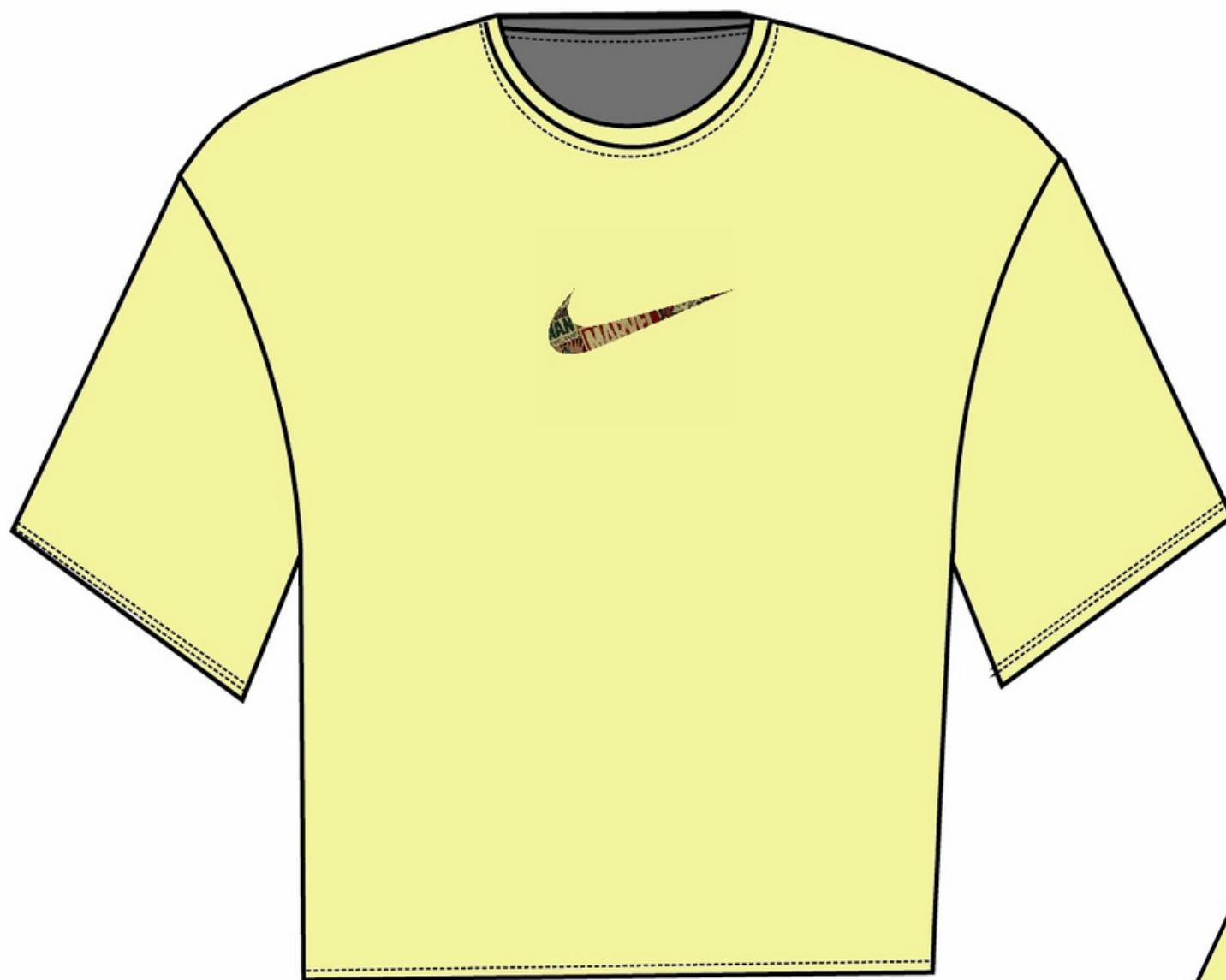
# MARVEL

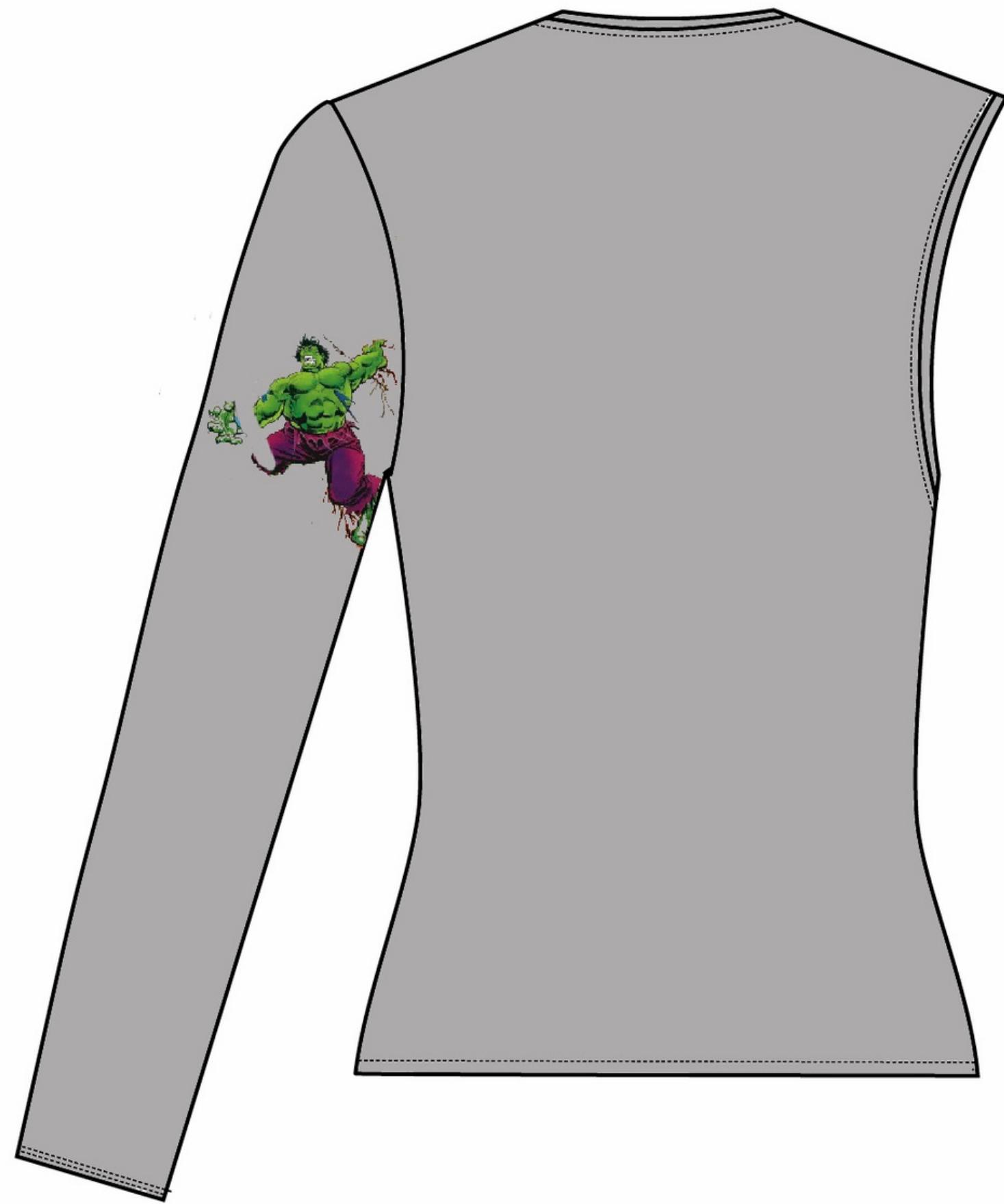
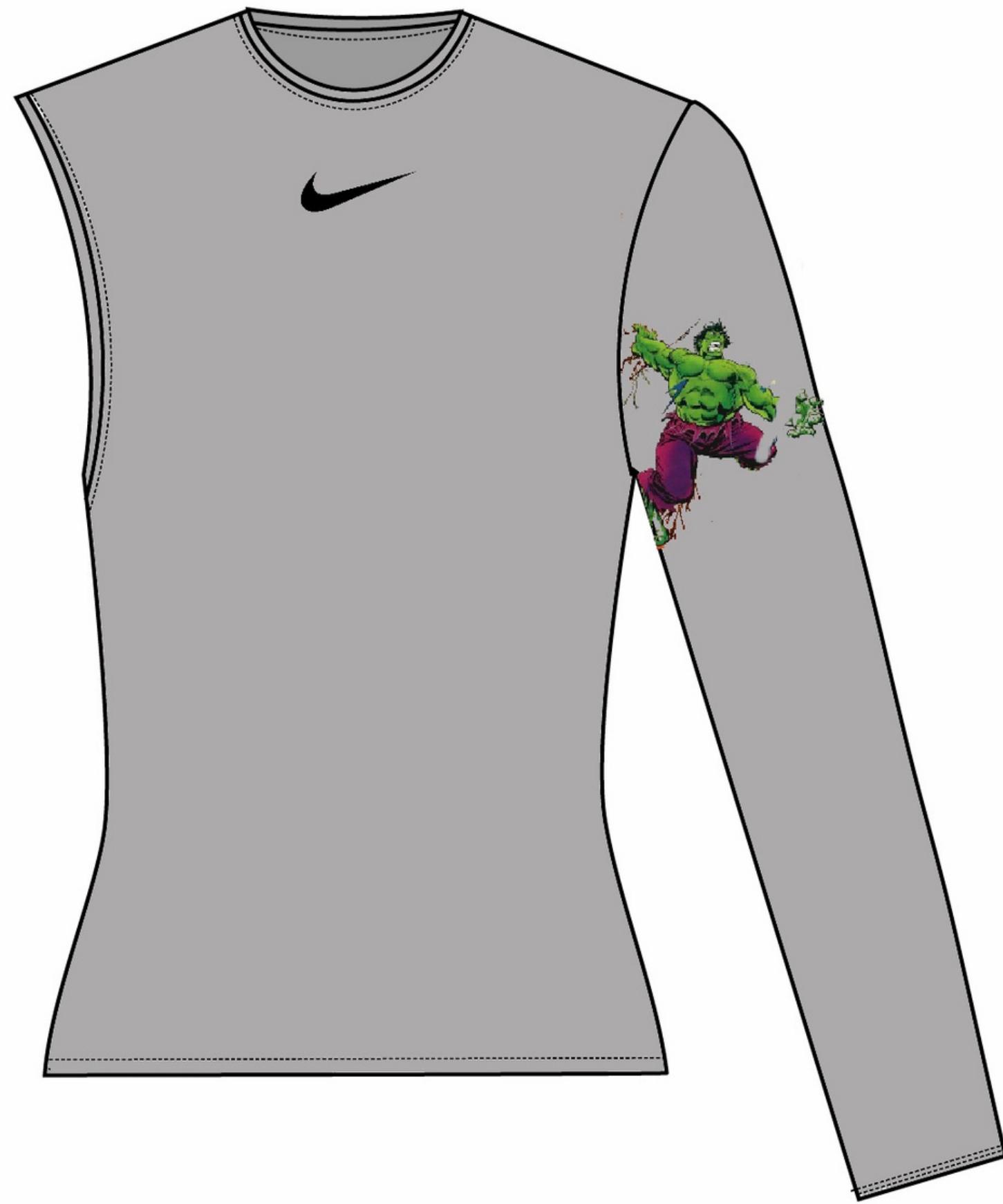
Pantone classic green #16-6340 tcx (060)

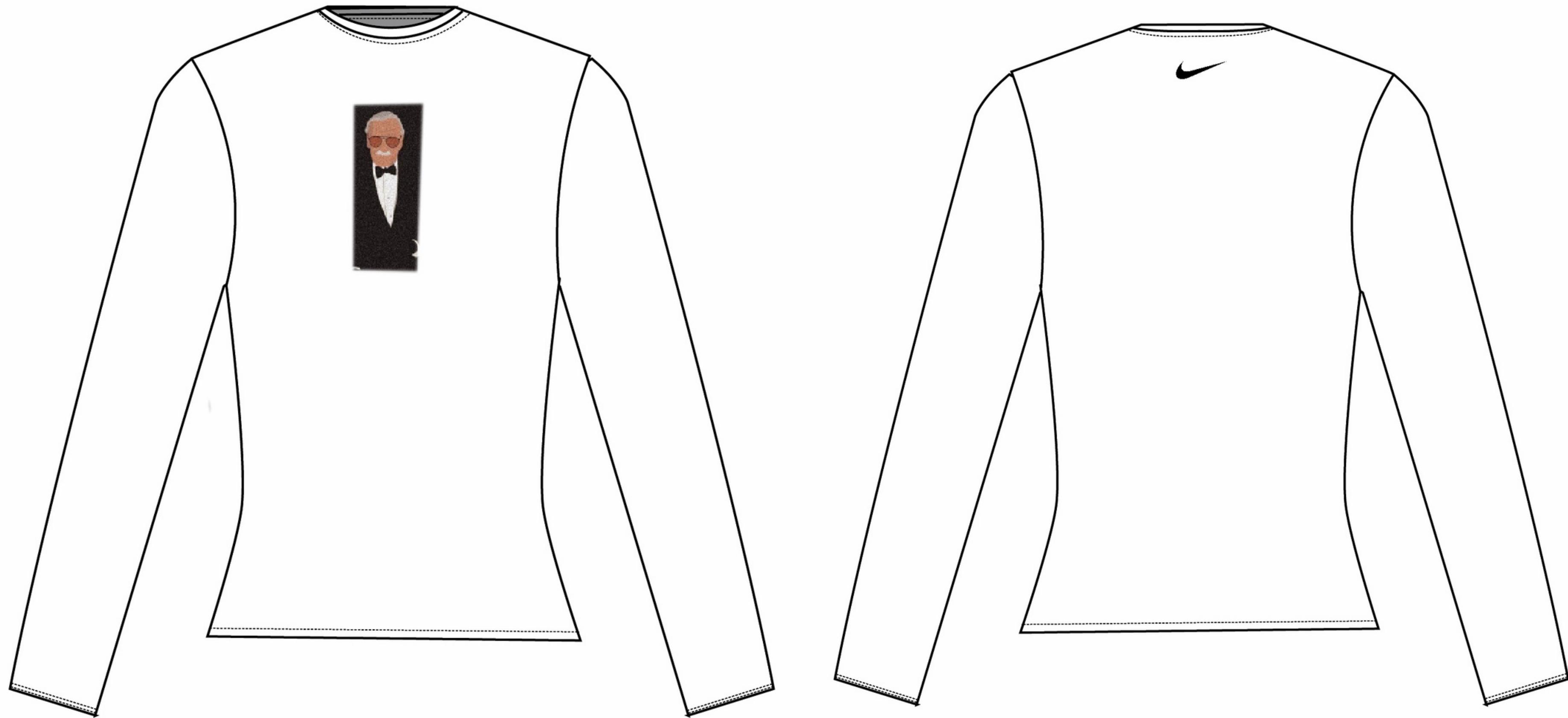
# MARVEL

Pantone Frost Grey #17-0000 tcx (090)





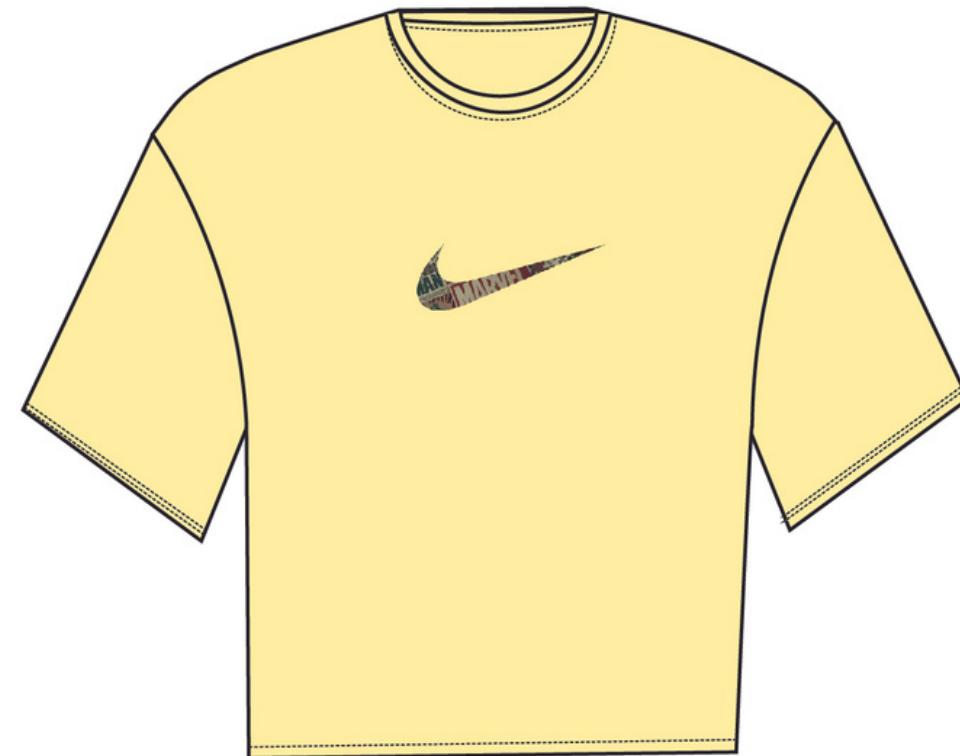




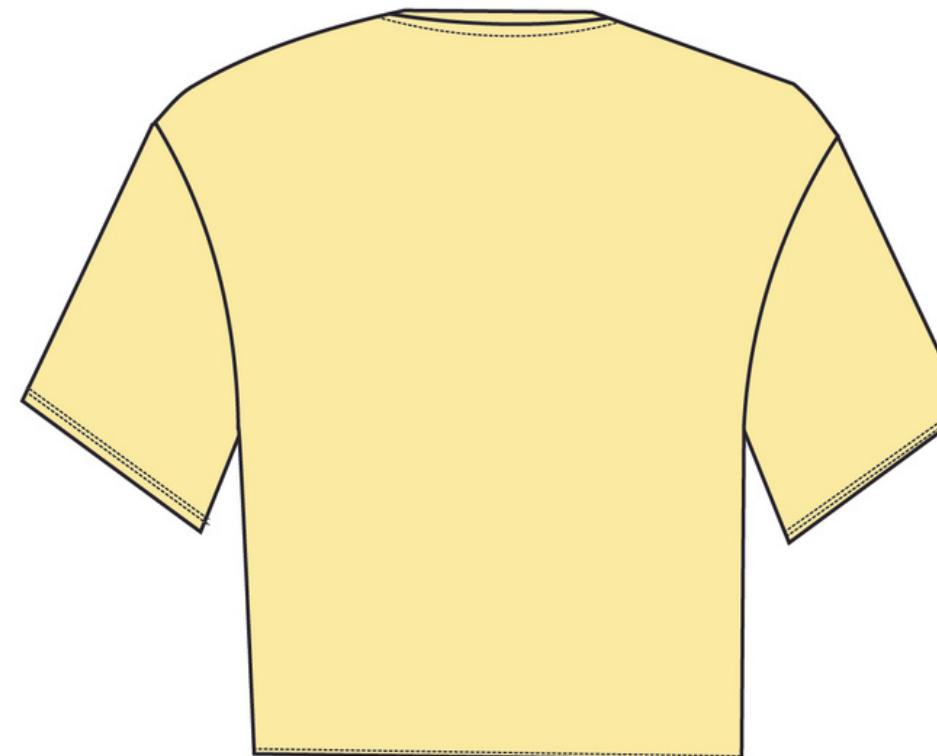




Marta Calvo		SEASON	SS 24
SUPPLIER		LINE	woman
DESIGNER	Marta Calvo	GARMENT	t-shirt oversize
DATE	11.01.2023	REFERENCE	WToo8o

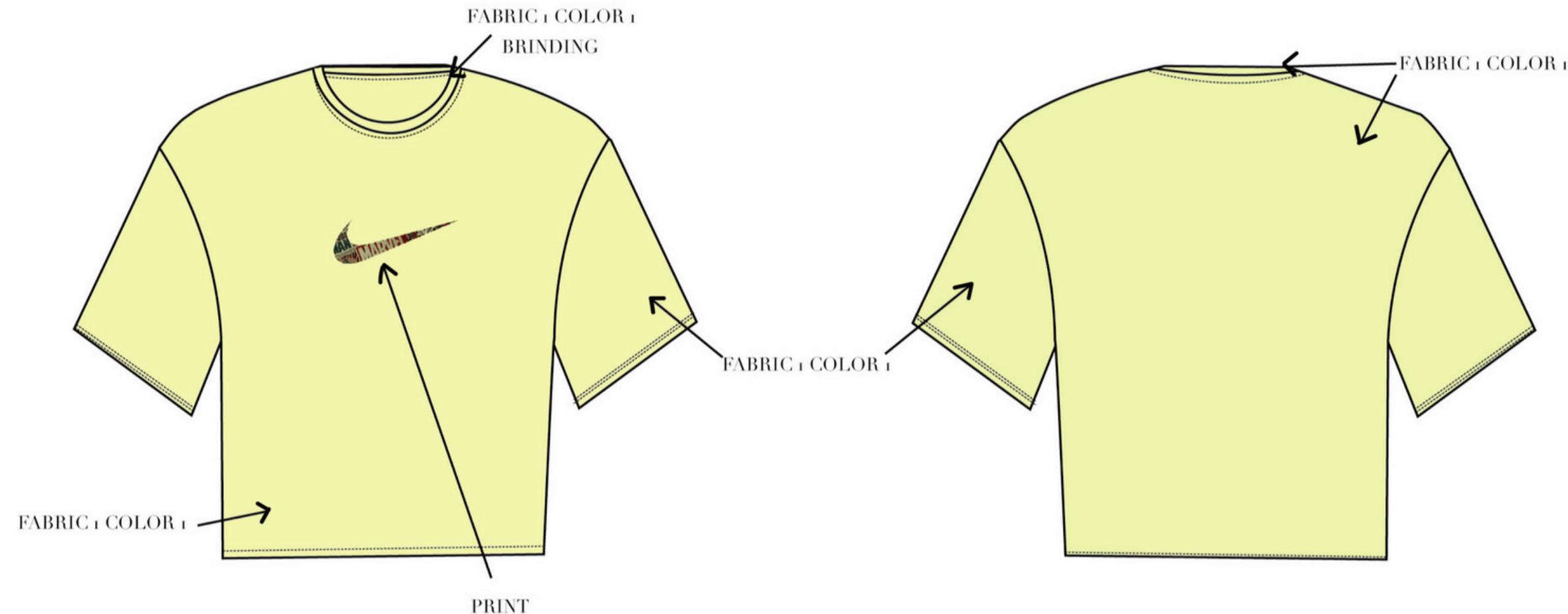


o8o yellow

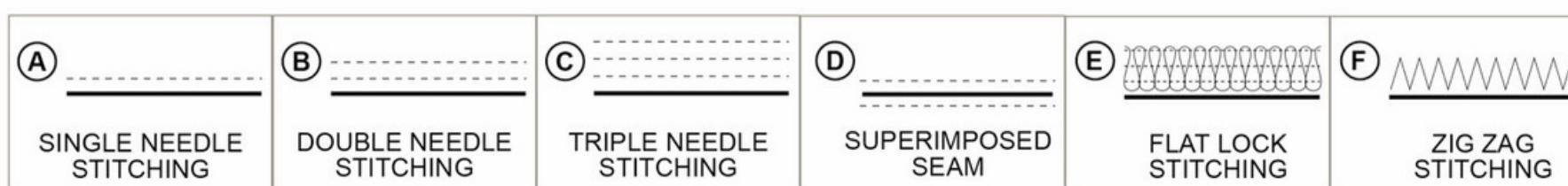
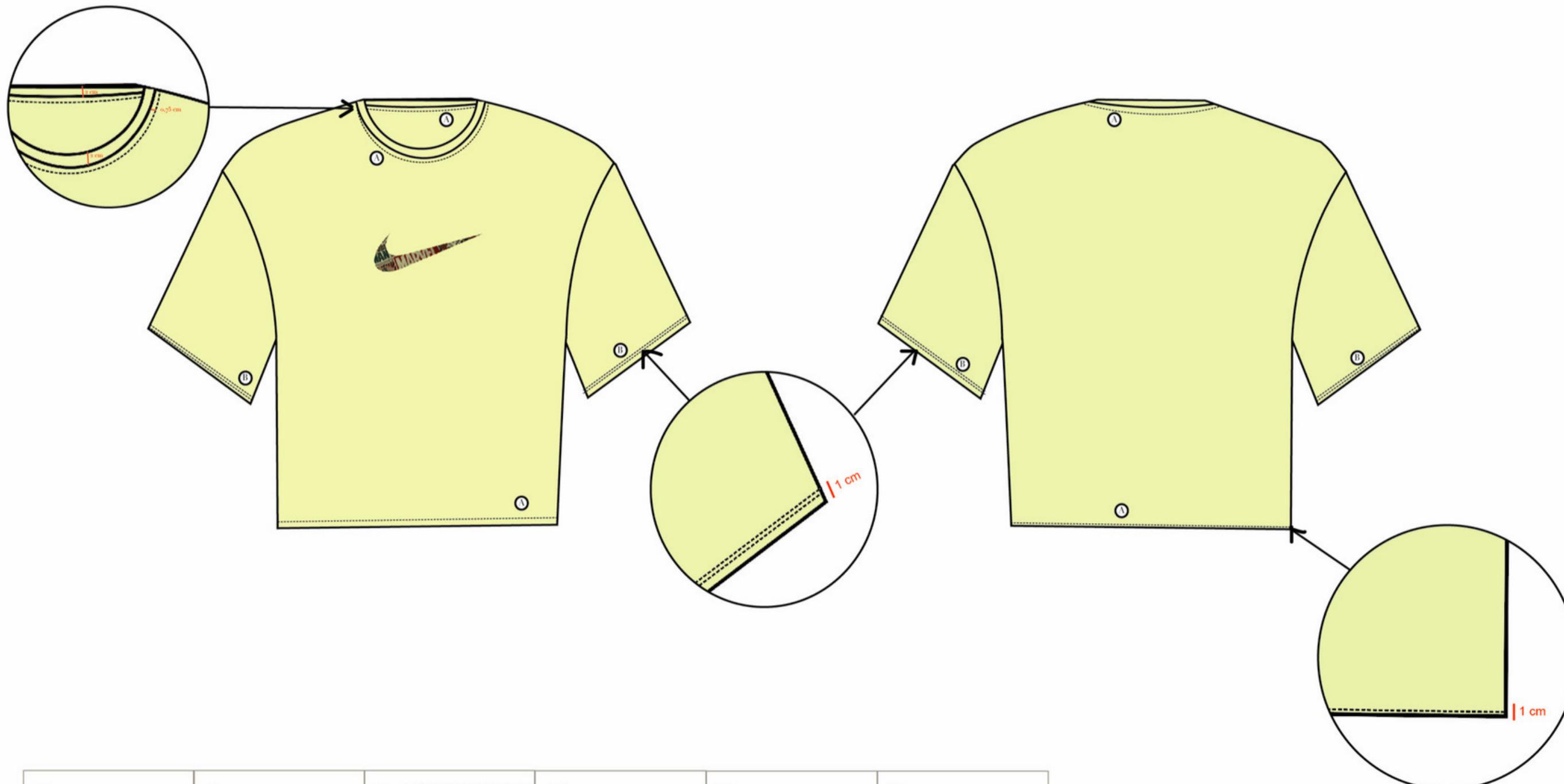


o8o yellow

Marta Calvo		SEASON	SS 24
SUPPLIER		LINE	woman
DESIGNER	Marta Calvo	GARMENT	t-shirt oversize
DATE	11.01.2023	REFERENCE	WT0080



Marta Calvo		SEASON	SS 24
SUPPLIER		LINE	woman
DESIGNER	Marta Calvo	GARMENT	t-shirt oversize
DATE	II.01.2023	REFERENCE	WToo8o

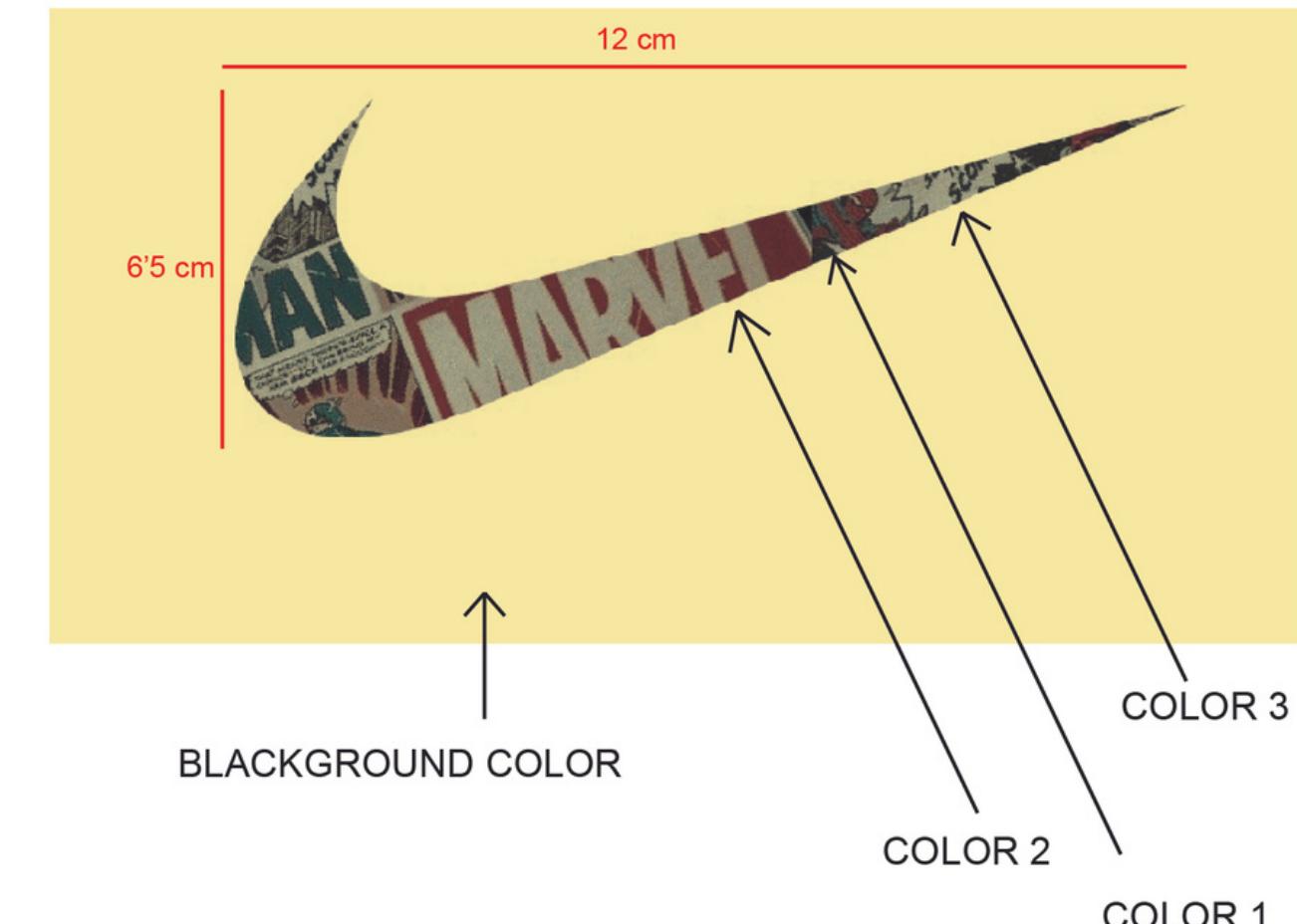
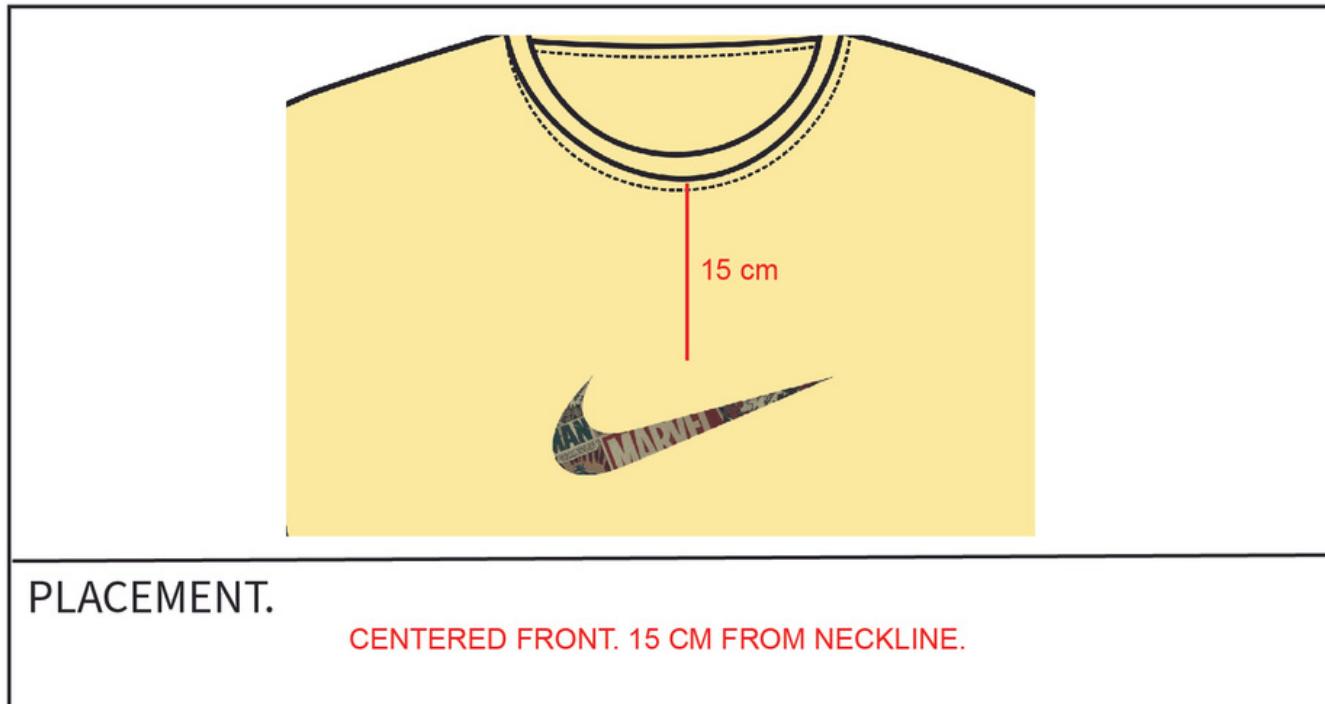


Marta Calvo		SEASON	SS 24
SUPPLIER		LINE	woman
DESIGNER	Marta Calvo	GARMENT	t-shirt oversize
DATE	II.01.2023	REFERENCE	WT0080

ARTWORK PRINT

SIZE It's not real size. You must follow measurements 12 cm x 6'5 cm

CODE	080	002	003
BACKGROUND COLOR	FFE983 TCX yellow		
COLOR 1	11-4800 TCX white		
COLOR 2	18-1664 TCX Fiery Red		
COLOR 3	17-0000 TCX Frost Gray		
COLOR 4			



Marta Calvo		SEASON	SS 24
SUPPLIER		LINE	woman
DESIGNER	Marta Calvo	GARMENT	t-shirt oversize
DATE	II.01.2023	REFERENCE	WToo8o

PROTO SAMPLE COLOR	080 yellow
SALES SAMPLE COLOR	080 yellow
SAMPLE SIZE	M
SIZES	XS, S, M, L, XL, 2XL

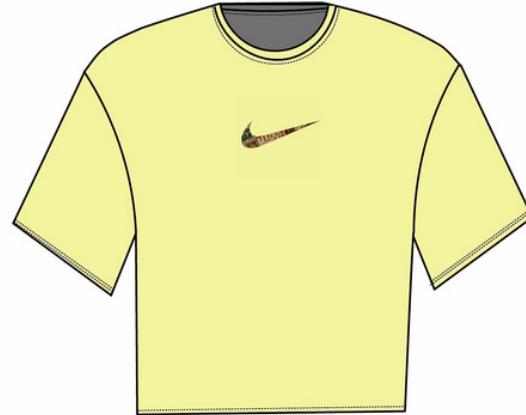
FABRIC
single jersey 140 gr/m2

FINISHES	
----------	--

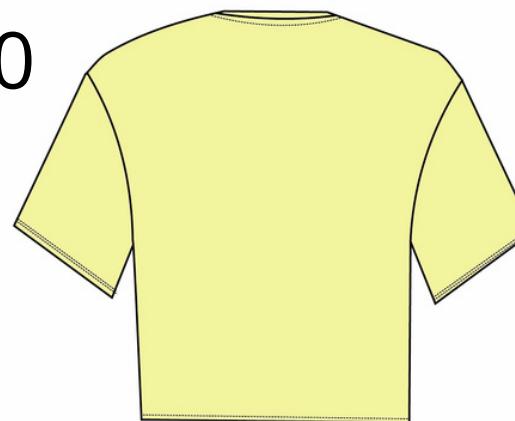
COMPOSITION
90% Co. org. 10% EA.

COLOR WAYS CODE	080 YELLOW
-----------------	------------

CODE	COLOR 1	COLOR 2	COLOR 3
080	FFE983 TCX yellow		



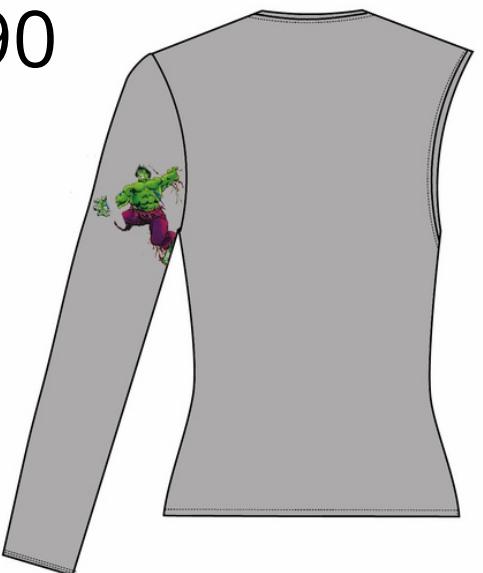
WT0080 - 080



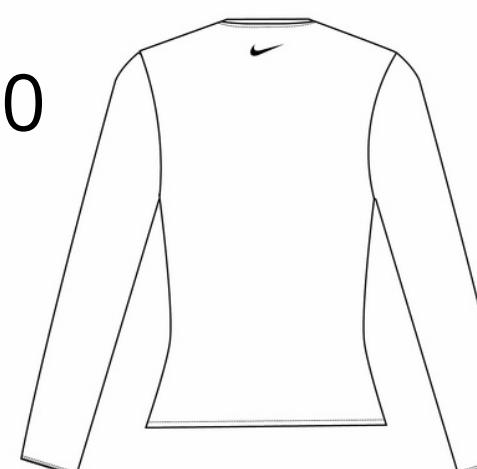
WT21657 - 100



WT38479 - 090



WT83728 - 120



WT38479 - 000

