



# History

"The Journey of Nike: From Startup to Icon"

Nike's journey began in 1964, when Bill Bowerman, a track coach, and Phil Knight, an entrepreneur, launched Blue Ribbon Sports, a small business distributing Japanese running shoes. Their mission: to create innovative technology that would revolutionize sports. In 1971, Blue Ribbon Sports became Nike, named after the Greek goddess of victory. The company adopted the now-iconic "Swoosh" logo and introduced the first shoe with a waffle sole, a design born from Bowerman's kitchen. The Air Jordan phenomenon. This innovative spirit became the cornerstone of Nike's culture.

Nike's growth over the years was fueled by a blend of pioneering products and strategic partnerships with world-class athletes, including Michael Jordan, Tiger Woods, and LeBron James. The success of Williams' Nike's "Just Do It" campaign and the Air Jordan phenomenon turned the company into a cultural icon, influencing sports, fashion, and pop culture.

Today, Nike is a global leader in athletic footwear and apparel, inspiring people worldwide with its commitment to excellence and relentless innovation. This section explores the key milestones and legendary products that have shaped Nike's history, illustrating how a small startup became a household name in sports and beyond.

# Vision

"Do everything possible to expand human potential"

Nike's vision is to do everything possible to expand human potential. This means empowering athletes at all levels to reach their maximum potential and pushing the boundaries of what is possible or excellence. By constantly pushing the boundaries of design and technology, Nike creates products that inspire people to break limits and achieve greatness.

Beyond sports, Nike's vision encompasses a commitment to social and environmental responsibility. The company strives to make a positive impact by promoting sustainability and supporting diverse communities. Nike's "Just Do It" slogan embodies its belief that sports can inspire and uplift, encouraging everyone to achieve greatness.

# Values

**Innovation and Creativity**  
Nike constantly pushes the boundaries of design and technology to create products that enhance athletic performance and inspire athletes.

**Diversity and Inclusion**  
Nike fosters a diverse and inclusive culture, creating products for athletes of all backgrounds and abilities, and promoting equality in sports.

**Sustainability and Responsibility**  
Nike values sustainability, reducing its environmental impact through responsible practices and promoting social responsibility.

**Empowerment and Inspiration**  
Nike believes in empowering athletes and using sports to inspire positive change, encouraging everyone to reach their full potential.

# Logo

"The Nike Swoosh: An Iconic Symbol of Movement and Innovation."

# Colors

**PRIMARY** White  
HEX #fffff  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

**ACCENT** Scarlet  
HEX #f1600  
RGB 252, 30, 0  
CMYK 0,100, 100, 0

**Black**  
HEX #000000  
RGB 0, 0, 0  
CMYK 75, 68, 67, 90

**Lemon**  
HEX #faf00  
RGB 250, 255, 0  
CMYK 10, 0, 100, 0

# FONTs

**FUTURA**  
"Headline"  
ABCDEF<sup>GHIJKLMNOPQRSTUVWXYZ</sup>  
abcde<sup>fghijklmnopqrstuvwxyz</sup>  
1234567890

**HELVETICA**  
"Body text"  
ABCDEF<sup>GHIJKLMNOPQRSTUVWXYZ</sup>  
abcde<sup>fghijklmnopqrstuvwxyz</sup>  
1234567890

# Imagery

# Application

**Nike Shoe Design**  
Nike is known for combining innovative technology with stylish designs. These shoes offer superior performance and comfort, while also appealing to contemporary fashion trends.

**Key Features**  
The black and white Nike shoe on our first page exemplifies these principles. Its sleek, minimalist design is versatile and easy to match with any outfit. The shoe features a thick, cushioned sole and a subtle Nike logo. It's perfect for everyday wear or athletic activities.

**Nike Cloth Design**  
Nike designs clothes that blend comfort, performance, and style. Their garments are made from materials like cotton, polyester, and spandex, providing a range of comfort and flexibility. Nike's minimalist designs often feature bold colors and patterns, making them suitable for both sports and casual wear.

**Key Features**  
The black Nike clothing set on our first page exemplifies these principles. It's a minimalist look with a focus on comfort and durability. The set includes items like a t-shirt and joggers, made with soft, breathable fabrics. The Nike swoosh logo is printed on the chest and pants, providing a subtle yet recognizable brand element.

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