



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 athletic performance.

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 the Williams Nike "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, illustrating how a small startup became a household name in sports and beyond.

A black and white photograph of LeBron James in a dynamic basketball pose, wearing a dark tank top and shorts. Red dashed arrows highlight his arm and leg movements.

Vision

"Do everything possible to expand human potential"

Nike's vision is to do everything possible to expand human potential. This means empowering athletes of all levels to reach their maximum potential and pushing the boundaries of what's possible or excellent. 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.

A black and white photograph of a female athlete in motion, wearing a pink and white athletic outfit. Red dashed arrows highlight her movement and energy.

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.

A black and white photograph of a female athlete in motion, wearing a black athletic outfit. Red dashed arrows highlight her movement and energy.

Logo

A graphic showing the evolution of the Nike Swoosh logo. It includes four versions: 1971 (a simple swoosh), 1978 (a more stylized swoosh), 1985 (the iconic swoosh we know today), and Current (the current swoosh).

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

A black and white photograph of a female athlete in motion, wearing a black athletic outfit. Red dashed arrows highlight her movement and energy.

Colors

PRIMARY White
HEX #ffffff
RGB 255, 255, 255
CMYK 0, 0, 0, 0

ACCENT Scarlet
HEX #f16000
RGB 252, 30, 0
CMYK 0, 100, 100, 0

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

Lemon
HEX #faff00
RGB 250, 255, 0
CMYK 10, 0, 100, 0

A black and white photograph of a female athlete in motion, wearing a black athletic outfit. Red dashed arrows highlight her movement and energy.

FONTs

FUTURA
"Headline"
ABCDEFGHIJKLMNOPQRSTUVWXYZ
HELVETICA
"Body text"
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Two black and white photographs of female athletes in motion, wearing black athletic outfits. Red dashed arrows highlight their movement and energy.

Imagery

Two circular frames showing athletes in action: one with a female basketball player and another with a male basketball player. Red dashed arrows highlight the athletes and their movements.

Application

Nike Shoe Design

Nike is known for combining innovative technology with stylish designs. These shoes are designed for both comfort and performance, 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 sole, a light upper, and a subtle Nike logo. It's perfect for everyday wear or athletic activities.

A black and white photograph of a black and white Nike sneaker, highlighting its design and features.

Nike Cloth Design

Nike designs clothes that blend comfort, performance, and style. Their garments use advanced materials to ensure breathability and flexibility, while sleek, modern designs that suit both sports and casual wear.

Key Features

The black Nike clothing set offers a minimalist look with a focus on comfort and durability. This set includes items like a t-shirt and joggers, made with soft, stretchy fabrics. The clothing features the iconic Nike swoosh and Nike logo, providing a versatile and stylish choice for everyday wear or athletic activities.

A black and white photograph of a black Nike tracksuit, consisting of a hoodie and pants, highlighting its design and features.

JUST DO IT

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