



B r a n d G u i d e b o o k 2 0 2 4

History

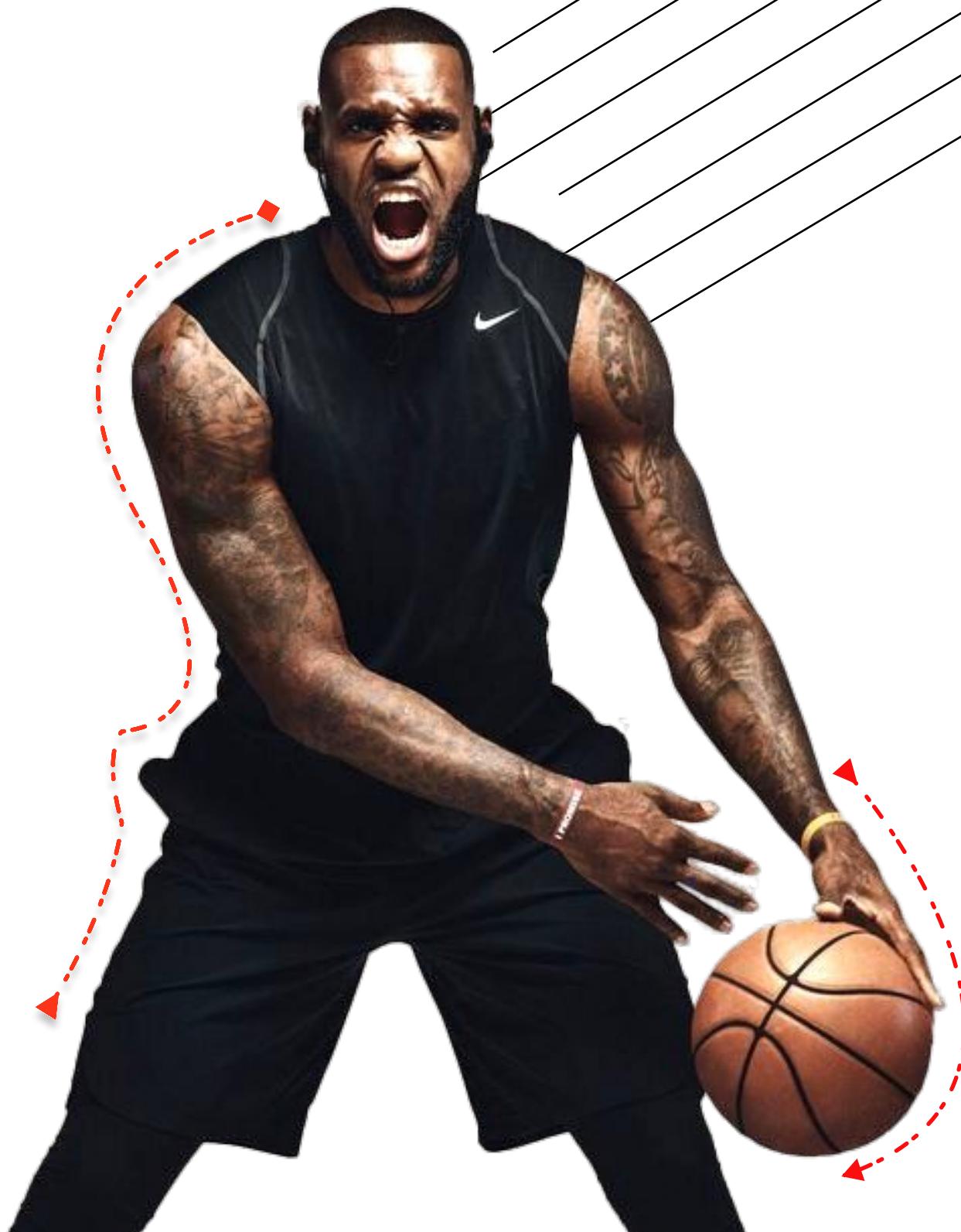
"The Journey of Nike: From Startup to Global Icon"

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 footwear that would enhance 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 experimentation with a waffle iron. 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, who launched the Air Jordan brand, and Serena 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 legacy, 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 of all levels to reach their best through innovation, inclusivity, and a relentless drive for excellence. By constantly pushing the boundaries of design and technology, Nike creates products that inspire people to break limits and embrace creativity.

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. Ultimately, Nike's vision underscores 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.





1971



1985

A large, bold black Nike logo is centered on a bright yellow background. The logo consists of the word "NIKE" in its signature sans-serif font, with the iconic swoosh graphic extending from the bottom left under the letters.

1978

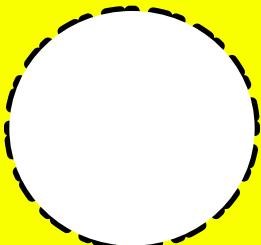


Current

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

Colors

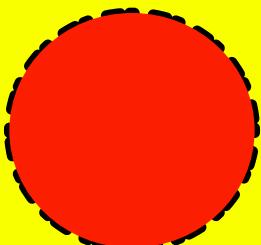
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ACCENT



Scarlet

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Black

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Lemon

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FUTURA

“Headline”

HELVETICA

“Body text”

Fonts

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WXYZ

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Imagery



Application



Nike Shoe Design

Nike is known for combining innovative technology with stylish designs. Their shoes are crafted to deliver 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 offers comfort and durability, featuring a cushioned sole and a subtle Nike logo. It's perfect for everyday wear or athletic activities.

Nike Cloths Design

Nike designs clothes that blend comfort, performance, and style. Their garments use advanced materials for breathability and flexibility, with 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, e.g., a t-shirt and joggers], made with high-quality fabric. The understated black color complements the iconic Nike logo, providing a versatile and stylish choice for everyday wear or athletic activities.





JUST DO IT