



# History

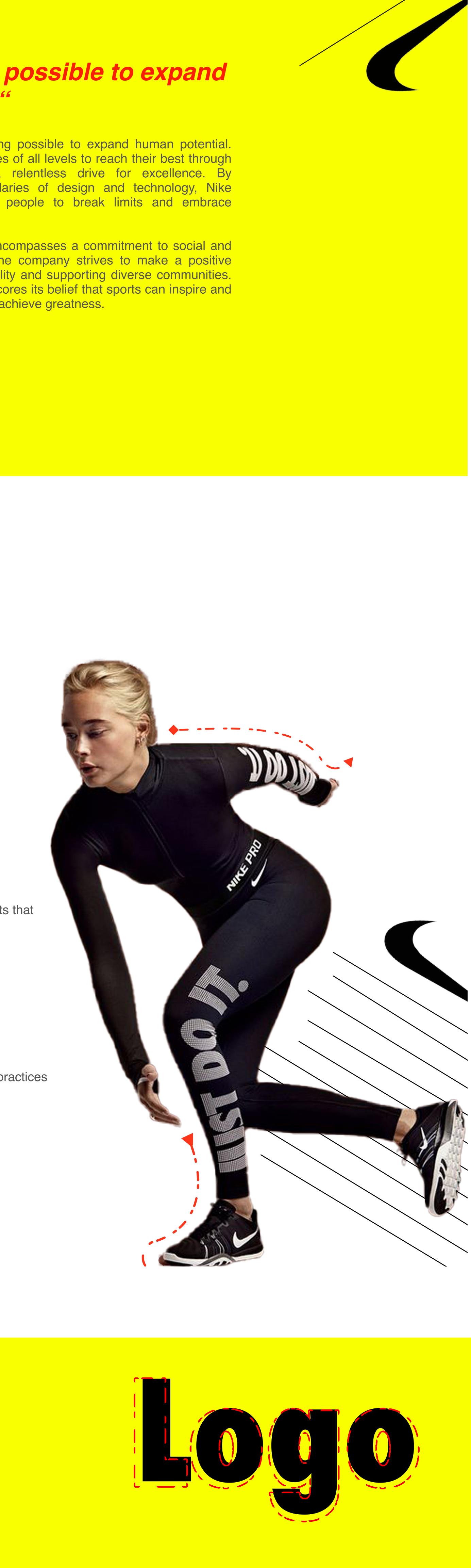
## "The Journey of Nike: From Startup to Global Icon"

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, whose "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. They seem exploring key milestones and legendary products that have shaped Nike's legacy, illustrating how a small startup became a household name in sports and beyond.



# 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.

# 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.



# Colors

## PRIMARY

### White

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

## ACCENT

### Scarlet

HEX #fc1e00  
RGB 252, 30, 0  
CMYK 0,100, 100, 0

## Black

### 1971

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

## Lemon

### 1978

HEX #faaff0  
RGB 250, 255, 0  
CMYK 10, 0, 100, 0

ABCDEFHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## FUTURA

"Headline"

ABCDEFHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## HELVETICA

"Body text"

ABCDEFHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Imagery

JUST DO IT

Designed By Mohadesheh Alidousti | May 2024

# 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.

• → •

→ • →

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •

• → •