

# adids

Brand Guidelines 2022

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## INTRODUCTION

Adidas is a German based multinational sporting goods company. It's the biggest sports manufacturer in Europe and the second largest in the world. It's the holding company for the Adidas Group that includes Reebok, Rockport shoes, Taylor-Made golf company and 9.1 % of FC Bayern Munich soccer team, along with Runtastic, an Austrian based fitness tech company.

The company was registered in 1949 by Adolf Dassler following a family fight between him and his older brother Rudolf. Rudolf earlier established Puma, a rival business of Adidas, also headquartered in Germany. The company's design on its apparel features a 3 parallel bar logo, and the brand name is uncapitalized: adidas. The company has 3 major lines: Adidas Sport Performance, Adidas Original, and Adidas style.

# “IMPOSSIBLE IS NOTHING”

Is adidas biggest brand campaign that includes T.V., print and many types of advertising including internet. Started in the USA early 2022 and europe in march 2022 by Adidas' global ad company 180/TBWA



Runner

Photo by Suphattra

## HISTORY

Good stories have a beginning. Our story begins in a small washing room in a small Bavarian town in Germany.

After starting in his mother's washing room, Adi Dassler registered the Gebruder Dassler Schuhfabrik in 1924. This started his mission to give athletes the best sports equipment that they can buy.

In 1949 Adi Dassler had to start over after WW2 with 47 employees and registered the 3-stripe logo.

Screw-studs on soccer boots were a famous Adidas invention that revolutionized the soccer shoe world. Another famous piece was the track suit named after famous German born soccer star Franz Beckenbaur. This opened a new line for the company that was famous for soccer boots.

In 1970 Adidas made the official ball for the World Cup called the Telstar. This ball was made to improve the image for viewers that only had black and white T.V.

In 1978 Adi Dassler died and his wife Kathe and son Horst took over managing the company.

In 1984 Kathe died and Horst was the sole manager of Adidas, and in 1987 Horst suddenly passed away leaving his 2 sisters as the sole shareholders. 2 years later, in 1989, they sold their shares, and in 1992, Adidas had its first financial loss.

In 1993 Robert Louis Dreyfus purchased Adidas along with a partner, Christian Tourres and took it out of bankruptcy and turned it into a marketing driven corporation. The new company slogan was: "We Knew Then, and We Know Now" was perfect.

In 1997 Adidas bought Solomon, Taylor-Made, Mavic, and Bonfire. Adidas was then known as Solomon-Adidas.



Root

Photo by Suphattra

## Football

Photo by Suphattra



## MISSION

Adidas' brand's mission is to be the best sports brand in the world, by designing, building and selling the best sports products in the world, with the best service and experience, in a sustainable way. With Adidas "you're on the ball."

# LOGO HISTORY

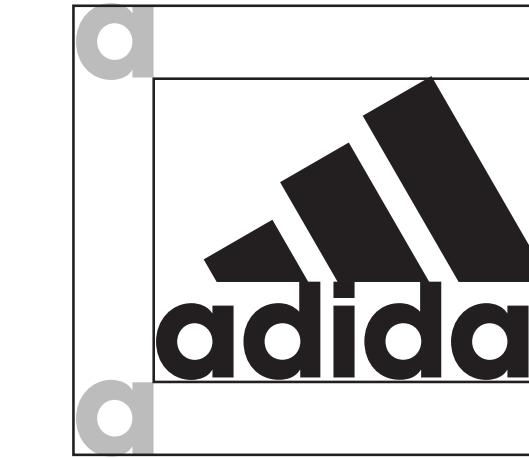


In the beginning, Adidas added stripes to its running shoes to make them more durable and several years later, the runner Jesse Owens won the 1933 Olympics wearing the Adidas shoes.

The stripes on the trefoil emblem symbolize the company's focus on variety, while the three trefoil leaves stand for three parts of the world (North America, Europe, and Asia) where they sell their products.

The mountain-shaped logo conveys the idea of overcoming challenges and pursuing your goals no matter what. As for the round emblem, it stands for the globe and fast adaptation to changes.

# LOGO CLEAR SPACE



The mountain-shaped logo seen here is the logo used for this brand Guideline.

Adidas logo must maintain clear space around its logo equal to the height of the letter "a" as shown. This is the preferred and minimum clear space.

# LOGO MISUSE



Don't rotate the logo any direction



Impossible is Nothing

Don't add slogan /tagline the logo

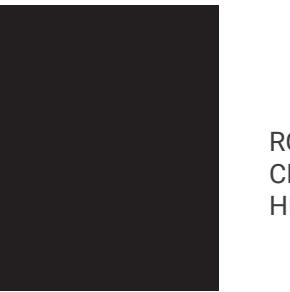


Don't insert text on the logo



Don't squeeze the logo

## PRIMARY COLOURS



RGB, 0 0 0  
CMYK, 0 0 0 100  
HEX, #000000



RGB, 225 225 225  
CMYK, 0 0 0 0  
HEX, #ffffff

## ACCENT COLOURS



RGB, 190 0 39  
CMYK, 17 100 95 8  
HEX, #be0027



RGB, 206 141 44  
CMYK, 18 47 98 2  
HEX, #ce8d2c



RGB, 226 228 57  
CMYK, 15 0 91 0  
HEX, #e2e439



RGB, 47 160 72  
CMYK, 94 100 18 11  
HEX, #3a2a74



RGB, 82 50 93  
CMYK, 73 88 35 26  
HEX, #52325d



RGB, 82 50 93  
CMYK, 73 88 35 26  
HEX, #52325d



RGB, 82 50 93  
CMYK, 73 88 35 26  
HEX, #52325d

# Typeface

Preferred  
ITC Avant Darde Gothic Pro for Logo and H2

**A B C D E F G H I G K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

Roboto Regular for Subheads

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

# PHOTOGRAPHY

Adidas Images must reflect the properties and the characteristics of its brand such as Warmth, spirit of sport, Adidas items and characteristics relate to the brand

Camera  
Photo by Suphattra



Enjoy  
Photo by Suphattra



Style  
Photo by Suphattra



Fashion  
Photo by Suphattra



# APPLICATION



Letterhead



Front Business Card



back Business Card

# SWAG



T-Shirt with logo on the back



Adidas Soccer Boots



Adidas Backpack



Adidas Water Bottle



Long Sleeve with logo back



Baseball Hat

A person wearing a dark hoodie is shown from the waist up, holding a black and white running shoe. The shoe has three purple stripes on the side and a purple and white sole. The background is a solid dark blue.

adidas