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## OUR VOICE

Our mission is what drives us to do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.





"Just Do It"

# LOGO



The logo has undergone minor changes from its original design in 1971, today most commonly seen as a solo swoosh, although for much of its history, the logo incorporated the NIKE name alongside the Swoosh. Over the years, the orange and white color palette has traditionally been used on the logo, although most recently a solid black swoosh has gained significant popularity.

The Swoosh has appeared alongside the trademark “Just Do It” since 1988. Together, these two make up the core of Nike’s brand, and has been the face of the company, with many high-profile athletes and sports teams around the world sporting the logos.

The Swoosh is the logo of American sportswear designer and retailer Nike. Today, it has become one of the most recognizable brand logos in the world, and the most valuable, having a worth of \$26 billion alone.



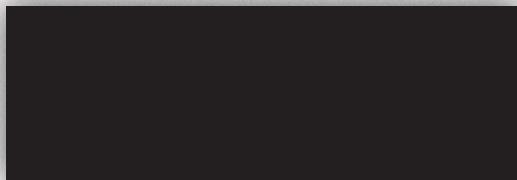
# Logo MISUSE



Either logos may not be distorted in anyway, its shape must always be maintained and the ratio between elements must be modified.



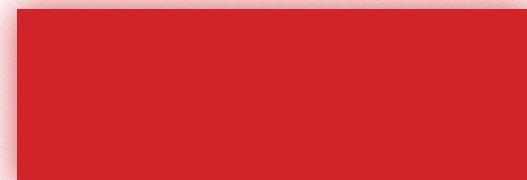
# COLOR



C=0 M=0 Y=0 K=100



C=0 M=0 Y=0 K=0



C=15 M=100 Y=100 K=0

Nike co-founder Phil Knight was adamant that his company's new logo be a simple design that is fluid and conveys motion and speed. The logo is also said to symbolize the wing of the Greek goddess of victory, Nike.[4][9] [10]

When first released, the design was displayed in a variety of colors in order to stand out on the track from other shoe manufacturers.[13] Nike primarily used the red and white color palette on its logo for much of its history. The red is meant to exemplify passion, energy, and joy, while the white color represents nobility, charm and purity.

Until 1994, the official Nike corporate logo for Nike featured the name "NIKE" in Futura Bold, all-caps font, cradled within the Swoosh. In 1995, Nike began using the stand-alone Swoosh as its corporate logo as a form of debranding, and continues to use it that way today, while also using a simple black color palette for the Swoosh.

# TYPEFACE

Just do it is the well-known slogan of the Nike company. It was created back in 1988 in an agency meeting. The font that stands behind this brand is the Futura Condensed Extra Black that was done by Paul Renner. Futura is more or less a commercial typeface. The typeface now is also known as the Nike Font as it got so popular.

Futura Condensed Extra Black

**"Just Do It"**

Futura has a powerful design that you can see right away. It can be used for branding elements and we can see how Nike did a great job with this. Together with the logo the font also sends a message towards the viewers.

## NIKE AIR MAX 97 SNEAKERS



## NIKE AIR FORCE 1 '07 SNEAKERS



Since its debut nearly 25 years ago, the legendary Air Max 97 has been remixed by just about everyone who's anyone in the sneaker world. Inspired by the sleek aesthetics of Japanese bullet trains, its wavy lines and formidable silhouette will sync up seamlessly with the type of big, brash pants we've been championing.

40 years after its release, the Nike Air Force 1 is still a bona fide staple. The clean white uppers and distinct silhouette are adored by music legends and TikTok influencers alike, largely thanks to their goes-with-everything styling.

"Collaboration is critical to our work at Nike—within our own teams to build on our ideas, and with outside partners who can help take us to new places," said Mark Parker, Chairman and CEO of Nike. "Each relationship brings a different point of view or skill that we're interested in. Once you go through the creative process together, you always learn something. And you might not even realize what that is until you start the next project."

