



adidas

# adidas

brand guidelines 2021

adidas is all in



# CONTENTS

TAGLINE	<b>03</b>	LOGO	<b>08</b>
HISTORY	<b>04</b>	LOGO GUIDE	<b>10</b>
MISSION AND VISION	<b>06</b>	LOGO DONT	<b>11</b>
VALUES AND PERSONALITY	<b>07</b>	LOGO VERSIONS	<b>12</b>
		TYPOGRAPHY	<b>13</b>
		COLOR PALETTE	<b>14</b>
		PHOTOGRAPHY	<b>15</b>
		APPLICATION	<b>16</b>



On March 16, 2011, adidas unveils its latest global brand campaign. This is the first time that the company has created a campaign leveraging the adidas Sport Performance, adidas Originals and adidas Sport Style sub-brands, ensuring that it is the most diverse and all-encompassing glimpse into the brand ever.

The campaign showcases adidas' distinctive presence across and into different sports, cultures and lifestyles fusing the worlds of sport, music and fashion.

Captured in their natural, authentic surroundings, brand ambassadors from football stars Lionel Messi and David Beckham to NBA star Derrick Rose and pop icon Katy Perry to the adidas skateboarding team and many more show that when you love your game, whatever the game, you put your all into it.



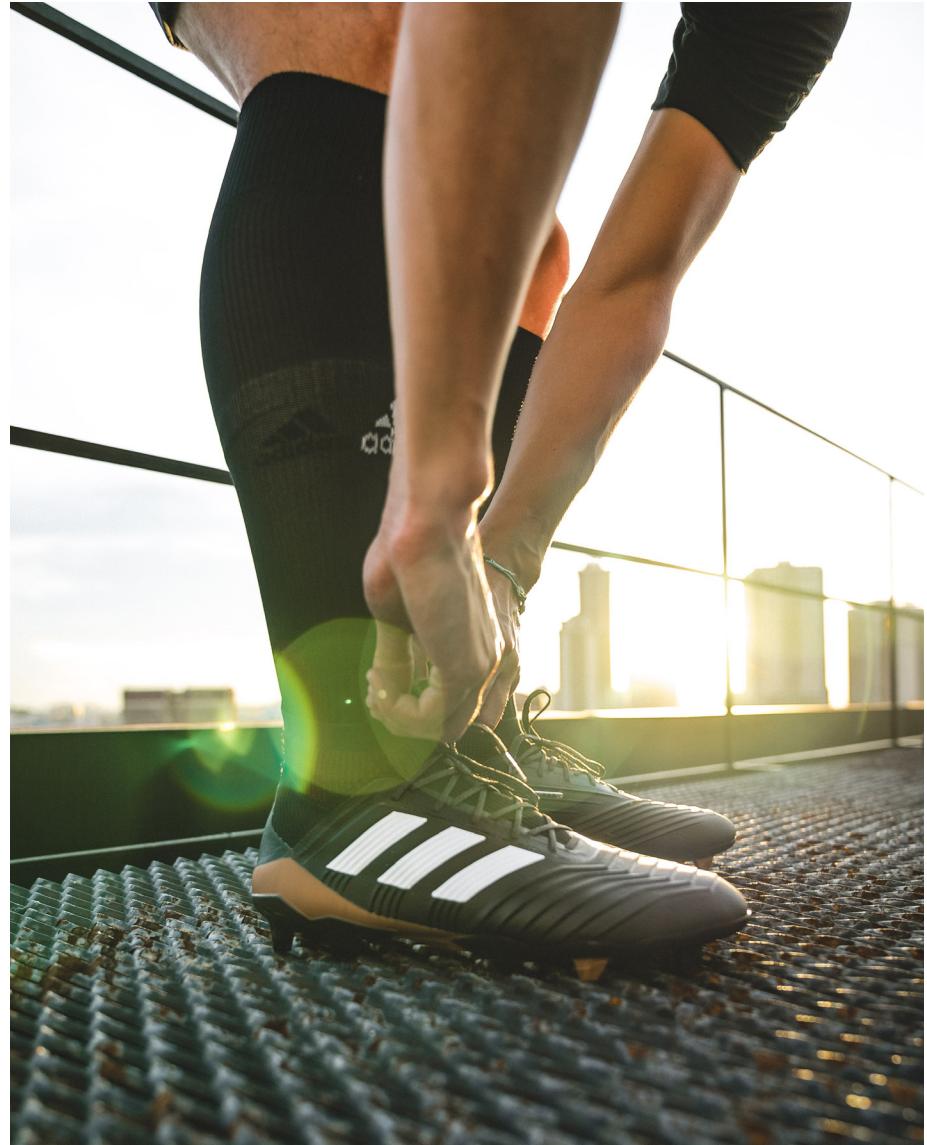
# HISTORY

Founded in 1924 by Adolf “Adi” Dassler with the help of his brother. First known under the name “Dassler Brothers Shoe Factory”.

In 1947, the brothers split up and they both open their respective companies. Adi decided to rename his company to Adidas.

It didn't take long, for the lightweight Adidas soccer boots to become popular. Riding on the success of being used by the German national soccer team, Adidas turned into a household name.

They introduced their first piece of apparel in 1967, known as the Franz Beckenbauer tracksuit mode. The suit opened a whole new opportunity for business to the company.





After taking on different types of sportswear, in 1970 Adidas became the company to provide the official soccer ball to every FIFA World Cup™ matches.

After the death of Adi Dassler in 1978, his family inherited the company. Eleven years later, Adi's son also passed away, and in 1989 Adidas became a stock corporation.

Some time later, in 1990 all members of the Dassler family sold their shares.

Since then, the company continues to operate as a corporation. Today, it is a leader in the sports industry, manufacturing different types of sportswear, accessories, and products.



# MISSION AND VISION

Adidas works to become the best sports company in the world. Here is their official mission statement:

*"To be the best sports company in the world. Every day, we come to work to create and sell the best sports and fitness products in the world, and to offer the best service and consumer experience – and to do it all in a sustainable way."*

The official purpose statement of Adidas goes like this:

*"Through sport, we have the power to change lives."*





# VALUES AND PERSONALITY

AUTHENTIC.  
CONFIDENT.  
PRACTICAL.  
CREATIVE.  
SUSTAINABLE:





# LOGO

The Adidas brand is famous first for its trefoil, and now for the updated three stripes logo.

The original trefoil Adidas logo represents the three landmasses America, Europe, and Asia where you could buy their shoes. They first used it as their primary logo until 1988, and still use it today for the sub-brand Adidas Originals.

In 1990 a new logo was introduced by Peter Moore, featuring the famous three stripes. This logo represents performance and increasing success.

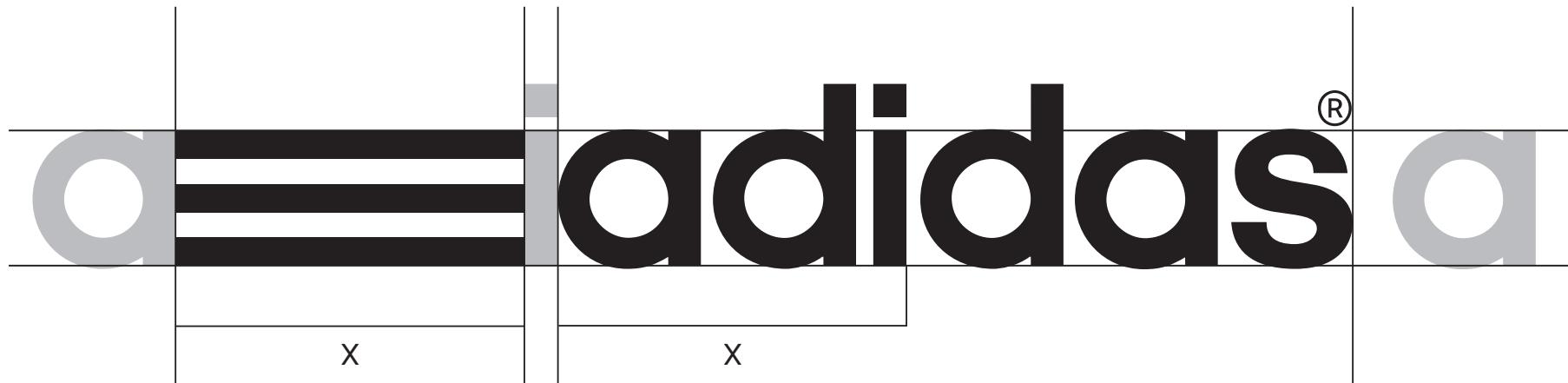
Nowadays they use their brand name wordmark as the logo, stylized as “adidas” in all small letters. This has been the most prominent logo since 2005.

You can find combinations of these three logos across the many products that the company manufactures.





adidas



The Adidas Corporate Brand Logo elements are:

- The 3-stripes, wordmark (Adidas), and registration ( ).
- Always use all elements together as shown; do not rearrange them. The 3-stripes must always equal to the length of "adi" in the wordmark.
- The space between the 3-stripes and the wordmark must always equal to the width pf the letter "i".



# LOGO GUIDE AND CLEAR SPACE.



## Minimum Logo Size - Digital and Print

Don't make the logo smaller than 60 px wide in digital executions. For Print use, the logo should never be reduced below the minimum size of 25 mm x 3.876mm.



## Clear Space - Print

In print materials, the preferred amount of clear space around the logo is equal to the height of the letter "d".



## Minimum Clear Space - Digital

Maintaining a 25 pixel clear space is always preferable.

# LOGO DON'T



Don't alter color.



Don't add a drop shadow effect.



Don't add slogan or tagline.



Don't distort and elasticize the logo.



Don't apply patterns/ picture inside the logo.



Don't insert text on the logo.



# LOGO VERSIONS

The unique thing about Adidas is that it never gives up the older versions of its logos. The apparel manufacturer is using all four of them in different product lines and collections.



# TYPOGRAPHY

## ITC Avant Garde Gothic

PRIMARY FONT ( LOGO AND BRANDING )

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

## ITC Avant Garde Gothic

“ITC Avant Garde Gothic Std Demi” is the font used in the Adidas logo. This font is designed by Edward Benguiat, Andre Gürtler, Herb Lubalin, Tom Carnase, Erich Gschwind, Christian Mengelt and published by ITC.

## Source Sans Variable

SECONDARY FONT ( WEB AND BODY TEXT )

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



# COLOR PALETTE

## PRIMARY COLORS



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



RGB: 225, 225, 225  
CMYK: 0, 0, 0, 0  
HEX: #FFFFFF

## ACCENT COLORS



RGB: 190, 0, 39  
CMYK: 0, 100, 100, 0  
HEX: #BE0027



RGB: 207, 142, 47  
CMYK: 5, 55, 95, 0  
HEX: #CF8D2E



RGB: 229, 234, 51  
CMYK: 10, 0, 95, 0  
HEX: #E4E932



RGB: 45, 159, 70  
CMYK: 95, 0, 100, 0  
HEX: #2C9F45



RGB: 56, 23, 120  
CMYK: 100, 100, 0, 0  
HEX: #371777



RGB: 83, 51, 93  
CMYK: 70, 85, 30, 20  
HEX: #52325D



RGB: 81, 20, 120  
CMYK: 80, 100, 0, 0  
HEX: #511378

Use RGB and HEX formulas for on screen and digital use. CMYK builds are for print applications.

Please note that each color has been optimized for on-screen (RGB) or print (solid or 4CP) reproduction. The specific RGB color formula, PMS color, and CMYK color formula are provided here and must be specified individually for each color. Do not use the automated color conversion tools in your software.

Black and white: The Adidas brand colors of black and white always used for logo, covers, and home pages.

Accent colors: We have chosen color similar to the Rainbow as accent color for the adidas brand color palette.

Color should be used only in corporate communications when necessary to distinguish chapter headings, powerpoint bars, etc.

# PHOTOGRAPHY



Adidas images must reflect the properties and the characteristics of its brand such as:

- Warmth, spirit, and sport.
- Athlete-centered.
- Adidas items.
- Characteristics relate to the brand.



# APPLICATION

SHOE BOX



BUSINESS CARD



adidas

LETTERHEAD



T-SHIRT





adidas

# adidas

## brand guidelines 2021

by Aljon Acosta