



"AIR"

BRAND GUIDE BOOK



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Introduction

Our mission is: To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.



LOGO AND LOGO MISUSAGE

TAG LINE

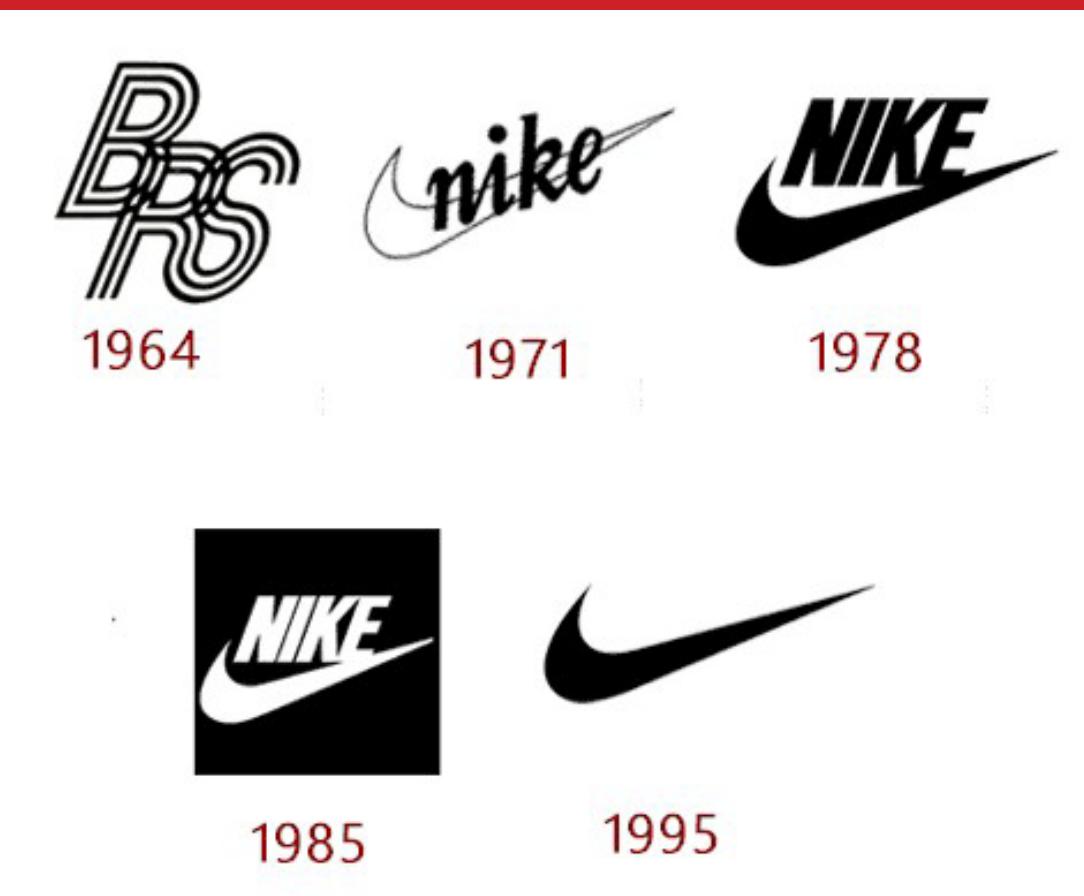
Current Logo



With Kerning



EXAMPLES OF OLD NIKE LOGOS NO LONGER IN USE.



JUST DO IT

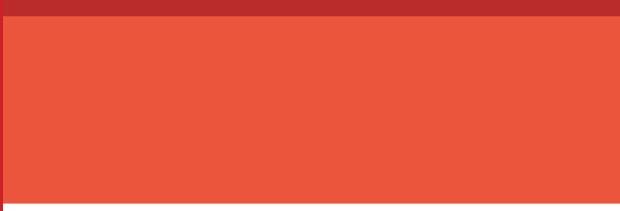
Nike continues to use the tagline across much of its advertising and branding today. "Just Do It' is still as relevant to us as a brand today as it was 23 years ago," says Davide Grasso, VP of global brand marketing at Nike. "It has been translated into many, many languages," he continues.

JUST DO IT.
2021 do it.



COLOR PALETTE

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. In recent years white and black are the two primary colors used to display the logo on their shoes and apparel.

Color	Hex	RGB
	#000000	(0,0,0)
	#005147	(0,81,71)
	#ba2b2b	(186,43,43)
	#ea553b	(234,85,59)
	#ffffff	(255,255,255)

TYPEFACE

The font used in the logo is Futura Extra Bold Condensed. It is a font of the Futura font family which is a geometric Sans serif font.

TITLE:

SANS SERIF VARIABLE BOLD

a b c d e f g h i j k l n o p q r s t 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

BODY TEXT:

SANS SERIF VARIABLE SEMIBOLD

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

COMPANY SWAG



