

Task: Logo Redesign & Variations

Brand Name: ASICS

Task: Logo Redesign – Logo Variations

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1. Introduction

This task focuses on redesigning the ASICS logo to give it a more modern, dynamic, and performance-driven visual identity while maintaining the core essence of the brand. The redesigned logo emphasizes speed, motion, and athletic energy, making it suitable for contemporary digital and print applications.

2. Understanding of the Task

Logo redesign involves refining an existing brand identity using modern design principles such as simplicity, scalability, and visual impact. The objective of this task is not to replace the ASICS brand identity, but to enhance it by introducing a bold and versatile logo system that performs effectively across various platforms.

The task also includes creating multiple logo variations to ensure usability in different design environments.

3. Brand Overview

Brand Name: ASICS

Industry: Sportswear & Athletic Performance

Brand Values:

- Speed & Performance
- Innovation & Technology
- Strength & Endurance
- Trust & Global Recognition

ASICS is a globally recognized sports brand known for high-performance footwear and apparel designed for athletes and active lifestyles.

4. Redesigned Logo Concept

The redesigned logo is built around a sharp, stylized “A” symbol that represents motion, speed, and forward momentum. The angular cuts and flowing lines symbolize athletic movement and energy, aligning strongly with ASICS’ performance-driven identity.

The typography is bold and clean, ensuring strong readability and visual balance when paired with the icon.

5. Logo Variations

To ensure flexibility and consistency, three logo variations have been designed: Primary, Monochrome, and Icon versions.

5.1 Primary Logo (Full-Color Version)

The primary logo uses the official ASICS blue color combined with the redesigned “A” symbol and brand name. This version represents the main brand identity and is intended for primary branding use.

Design Logic:

- Blue color reflects trust, strength, and performance
 - Stylized “A” conveys speed and motion
 - Suitable for websites, advertisements, packaging, and marketing materials
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5.2 Monochrome Logo (Black & White Version)

The monochrome logo uses a single color (black or white) to ensure clarity in situations where color usage is limited or unavailable.

Design Logic:

- Ideal for documents, official stationery, and print materials
 - Maintains strong visibility without color
 - Ensures consistent branding across all formats
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5.3 Icon Version (Symbol-Only Logo)

The icon version features only the redesigned “A” symbol placed inside a rounded square. This version is optimized for small-scale and digital use.

Design Logic:

- Suitable for mobile apps, social media profiles, and favicons
 - Compact and easily recognizable
 - Maintains brand identity at smaller sizes
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6. Typography

A bold, modern sans-serif typeface is used to complement the sharp and dynamic icon. The typography enhances readability while reinforcing the brand's strong and athletic personality.

7. Tools Used

- Canva – for layout, composition, and logo presentation
- Adobe Illustrator – for refining vector shapes and logo precision

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The Original logo:



The Primary Logo:



The Monochrome Logo:



The Icon Logo:

8. Conclusion

The redesigned ASICS logo successfully modernizes the brand identity while preserving its core values of performance and innovation. By introducing a dynamic symbol and creating three versatile logo variations—primary, monochrome, and icon—the logo becomes adaptable, scalable, and suitable for both digital and print

platforms. This redesign strengthens ASICS' visual presence and ensures consistent branding across all applications.