

CONVERSE

BRAND GUIDELINES 2021

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INTRODUCTION

The Converse brand guidelines acts as a key document that helps content creators communicate a consistent message for the Converse brand. It is therefore a great asset for creating consistent, on-brand content and communicates the company's design standards to everyone.

COMPANY HISTORY

Converse is an American shoe company that designs, distributes, and licenses sneakers, skating shoes, lifestyle brand footwear, apparel, and accessories. It has been a subsidiary of Nike Inc. since 2003. The origins of Converse Inc. date back to 1908, when Marquis M. Converse founded the Converse Rubber Company in Malden, Massachusetts primarily manufacturing galoshes. They created the famous "All Star" canvas basketball sneaker in the 1920s and it gained more popularity on the streets rather than the courts due to it being worn mostly by musicians. The brand can boast one of the most recognizable elements of visual identification, which appeared in 1963 because in 1962, the company decided to create a permanent logo based on the star.



BRAND PERSONALITY

All of Converse's visual devices create the image that the wearer's personal style is what matters most and it appeals to a younger, more active crowd. Their unique style of advertising is by presenting a lifestyle that many consumers can identify with, which allows them to sell their products to a larger audience.

BRAND IDENTITY

Converse goes by many elements which make up their mission statement: "To give people the opportunity to express themselves through their Converse shoe." They are best known for selling shoes as well as clothing and their brand identity is identified with a star. This logo is on their website but they have specific shoe brand logos for their 3 types of shoes. Their shoes are known for having canvas lining and they have a slogan which is catchy and well known: "Shoes are Boring. Wear Sneakers." It is very popular and is known for its canvas shoes. Many people have been inspired to design and wear their own shoe, which is what Converse aims to achieve - wearing their shoes for comfort and self-satisfaction.



COMPANY TIMELINE

1908

Marquis Mill Converse opened the Converse Rubber Shoe Company in Malden and began production.

1910–1920

The company had expanded its plant to produce 4,000 pairs of boots and rubbers daily. In 1916, they were looking to expand their company and the decision was made by Converse to begin manufacturing footwear for basketball. In 1919, Converse refined the Non-Skid outsole pattern and added corrugated patterns to the toe and heel for increased traction. In 1920, the duck and brown leather took on a new mantle – the 'All Star'. The new models were also updated with a 'Bat Wing' toe bumper and instep reinforcement for added durability. Soon public caught on and all athletes—men, women and children, were wearing "tennis shoes".

1930–1940

Chuck Taylor designed the white high top model for the 1936 Olympics, and the shoe with its patriotic red and blue trim became very popular along with all black canvas and leather models of the All Star. As the United States entered the Second World War in 1941, the vast majority of Converse's production became focused on supporting the war effort. Converse helped out by making boots for army pilots and soldiers. They tried to make their shoe as accessible and cheap as possible during this time. The American soldiers even trained in All Stars.

1950–1960

More people started to play basketball and some players requested a low-cut sneaker for less restriction of the ankle. Popular celebrities such as Elvis Presley started wearing them, setting a new trend for the public. In the 1960s, the official low cut shoe was introduced. All-Stars were worn By 90 percent of college and professional basketball players.

1970s

Converse introduced the first coloured canvas in 1971, available in gold, green, orange, red, blue and light blue. In the same year, suede versions were produced for the first time. Converse lost popularity as a basketball shoe and it was only now that people fully accepted the trend of wearing trainers on their feet as casual footwear. Members of the beatles were seen wearing the shoes.

1980s

The use of converse for basketball had completely died out, but sales did not. Wackier styles like glow in the dark or camo had been developed and converse were a 'must have' in everyone's wardrobe. The Rolling Stones made the "Chuck Taylor" official trainer of the Steel Wheels Tour in 1989.

1990s

The official All Stars patch was attached to all the high top trainers. Many new basket ball shoe designs were made in the 90s but not many people wore them as basket ball shoes; it was mainly a fashion style worn by teenagers. The biggest thing for converse was the release of the He:01 shoe in 1999 which helped raise the continuously lowering sales figures from the early 90s.

2000 ONWARDS

Converse was bought by Nike in 2003 for \$305 million. Around this time, new shoes such as the heeled converse were invented. Their manufacturing was no longer in the USA after 2001 and was moved to countries such as China, India, Vietnam and Indonesia. The company's success has grown even more since then and 60 percent of all Americans have owned or own a pair. Also, a pair is purchased every 43 seconds.

LOGO EVOLUTION

Generally, the brand has six different logo options, although it did not have a permanent label at the beginning of its career. Instead, the manufacturer used the inscription in different styles until he launched the All-Star shoe line which gained incredible popularity.

1963-1977

Modest and minimalistic logo. It's just a rectangle with the word "Converse" in lowercase and in front, a miniature five-pointed star of black color – a sign of excellence and the highest quality products. The background is light gray, the letters are dark, the same size.

1977-2003

The emblem was used, in which the star prevails; enlarged and placed in the center of a square with rounded corners. It is completely white, so it stands out against a black background. Under it is the name of the company. The word is written in bold sans serif in uppercase – except the letter "n," which is left lowercase. The font type is Sans-Serif.



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2003-2007

A black five-pointed star was placed inside a circle with a white background. The central element was made small, and under the graphic part is the inscription "Converse." The letter "n" is lowercase, and the remaining letters – in capital letters. Font has been changed to a thin font identical to Zoria Bold. Letter space increased.

2007-2011

The version created by the artist Jim Labadini in the 1970s was chosen for visual identification. A black star is placed next to the chevron in the form of an open triangle of two wide stripes. The star is located sideways, and seems to stand on one beam. The name of the manufacturer is at the bottom and the style of letters is identical to previous versions.

2011-2017

A five-pointed star is gracefully inscribed in the letter "O." This combination came from additional versions and became recognized throughout the world. It was she who turned a simple label into a cult brand. The artists enlarged and placed the name of the company on a white background.

2017-DATE

Slight adjustment to the 2007 logo. The chevron and star were reduced in size, increasing their color to coal-black. Font was changed with all the letters in the upper case.



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LOGO USAGE

Ensure you maintain the integrity of the logo at all times. The logo is a combination mark logo of symbol and type. To maintain consistency in branding, the following rules should apply.

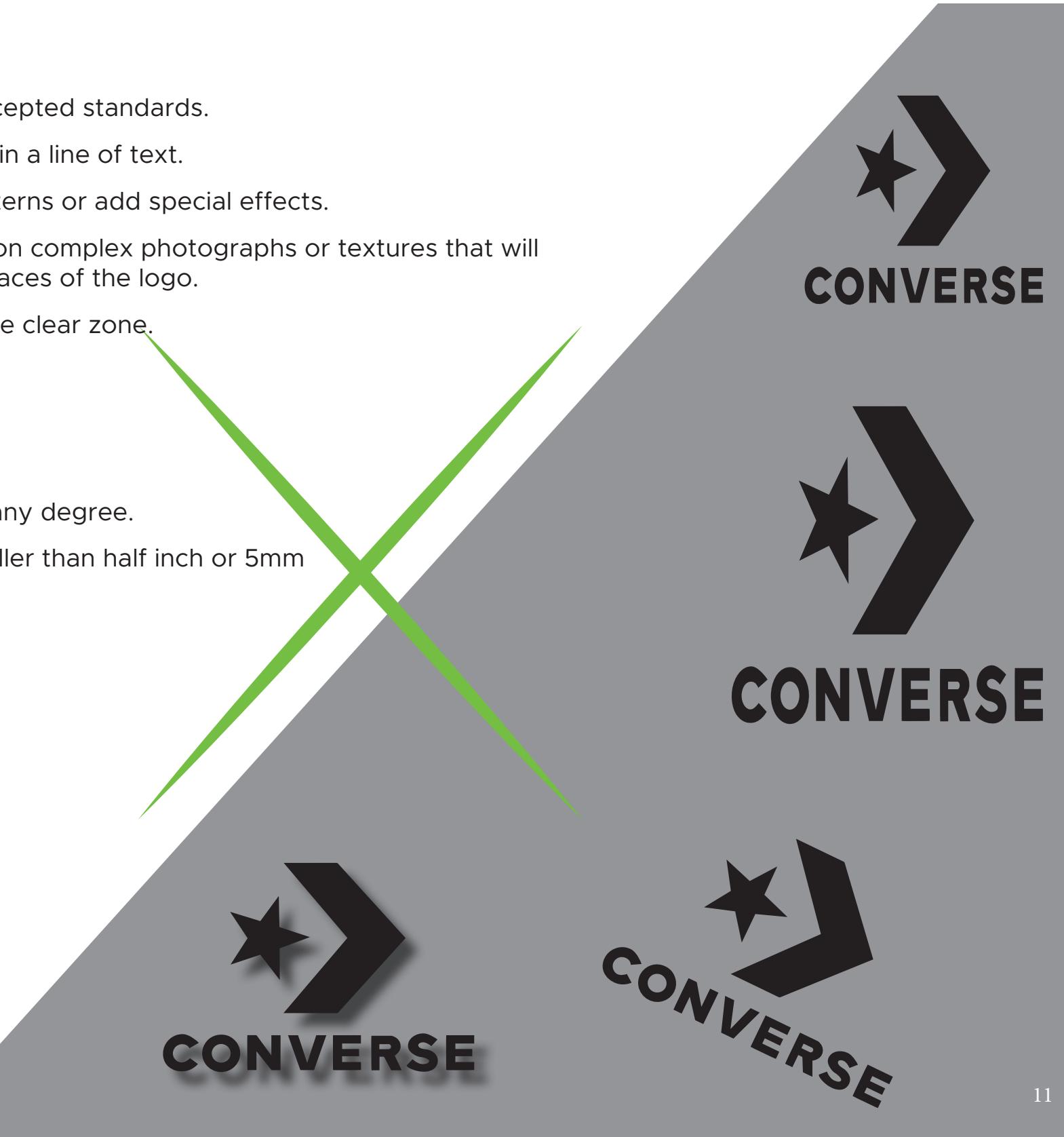
DOs

- Maintain a clear space around the logo as illustrated
- Use the logo as white on black background or black on white background
- Always maintain enough contrast for readability



DON'Ts

- Do not alter color from accepted standards.
- Do not place the logo within a line of text.
- Do not fill shapes with patterns or add special effects.
- Do not overprint the logo on complex photographs or textures that will show through the open spaces of the logo.
- Do not violate the signature clear zone.
- Do not compress the logo
- Do not stretch the logo
- Do not overlay the logo
- Do not rotate the logo to any degree.
- Do not make the logo smaller than half inch or 5mm



TYPOGRAPHY

FONT COLOUR

Black

PRINT FONT

The Metropolis font family is the primary font to be used for brand collateral and other print materials. Metropolis Black is to be used for all main headlines, Metropolis Semi Bold should be used for secondary headlines and Metropolis Regular for body. All caps for headlines and small letters for body.

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

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

OFFICE DOCUMENTS

For the office documents such as Microsoft Word and Powerpoints, we require usage of Arial font to guarantee consistency across all systems. It also provides editing accessibility for non-creative teams and individuals.

SPECIAL CASE: USING OTHER FONTS

In the rare instance that a font becomes part of a graphical illustration in a multimedia or campaign communication, it may become necessary to use a font other than the brand's main font. In these cases, ensure you are using a high-quality font that complements Spring body & soul brand fonts.

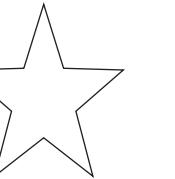


COLOUR PALETTE

The color combination is monochrome: black, white and a light shade of grey. Black symbolizes integrity, elegance, and perfection, white symbolizes charm and purity, and grey represents neutrality and balance. Pops of colour are used as accent colours wherever necessary.



Charcoal Black
CMYK-32,13,0,69
RGB-21, 27, 31
Hex-#36454F



White
CMYK-0,0,0,0
RGB-255, 255, 255
Hex-#FFFFFF



Gray
CMYK-0,0,0,40
RGB-167, 166, 166
Hex-#A7A9AC



IMAGERY

Imagery plays an important role in Converse brand identity. This content includes campaigns, online and live events, reports, website, microsites, print digital publications, marketing and advertising; etc. To ensure the brand integrity of Converse, the imagery may be described as shown:



Bold

Striking

Playful

High contrast

Colourful

Inspiring

Black and white

Creative



PRODUCTS

Apart from sneakers which are customizable, the company manufactures clothing for men, women and kids. They comprise of tops, tees, pants, shorts, hoodies, sweatshirts, jackets, skirts, dresses, romper and vests.

The company designs, distributes and licenses casual sneakers, apparel and accessories under the Converse, Chuck Taylor, All Star, One Star, Star Chevron and Jack Purcell trademarks.

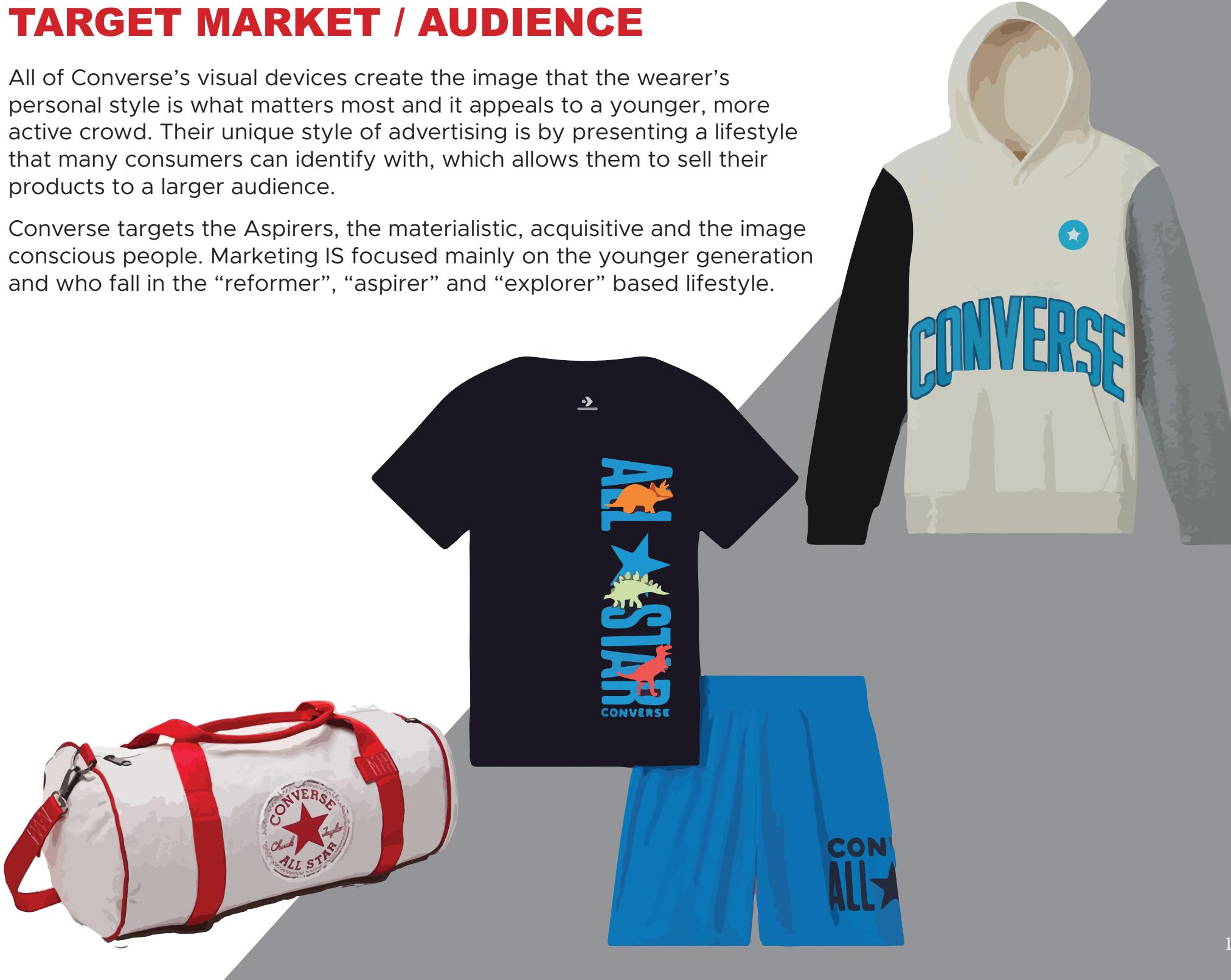
Converse counts its strategy of regularly rolling out new products, key to keeping consumers enticed to keep buying Converse shoes.



TARGET MARKET / AUDIENCE

All of Converse's visual devices create the image that the wearer's personal style is what matters most and it appeals to a younger, more active crowd. Their unique style of advertising is by presenting a lifestyle that many consumers can identify with, which allows them to sell their products to a larger audience.

Converse targets the Aspirers, the materialistic, acquisitive and the image conscious people. Marketing IS focused mainly on the younger generation and who fall in the "reformer", "aspirer" and "explorer" based lifestyle.



BRAND POSITION

The brand is positioned as a brand that is worn by artists, dreamers, rebels, rockers, and originals. It celebrates individuality. The brand encourages its customers that if they are one-of-a-kind, they should try converse.

The brand was previously positioned as an athletic footwear brand but now the brand is positioned as a “retro-modern subculture” and is a classic shoe for the people of the younger generation. The superior quality, carefully selected price ranges and image has acquired a good position in the buyer's mind.

The Chucks is positioned as a brand that is trendy yet simple. Converse has used “Cultural Symbol Approach” to position Chucks in the market and it is named after the legendary basketball player Chuck H. Taylor.



BRAND COMPETITORS

Converse main competitors are Reebok, New Balance, Adidas, Puma, Fila, Timberland, Vans and Under Armour..

Converse excels over its competitors in the following ways:

It is a well known brand around the world and more product development opportunities exist for Converse as most of the products are fashion sensitive. Converse can diversify into shirts and other fashion accessories as these are high value items. They also have more aggressive advertising and promotion strategies through e-commerce platforms.

Converse is threatened by the following:

The industry is very price and fashion sensitive and hence poses a threat to Converse. Fake imitation products is also a threat and being a global brand, Converse can be affected by recession and economic fluctuations.

