



Brand Guide Booklet





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Brief History

1924	Founded by Adolf “Adi” Dassler with help of brother named “Dassler Brothers Shoe Factory”
1947	Brothers split up and company is renamed to Adidas
1967	First piece of apparel released known as the “Franz Beckenbauer tracksuit”
1970	Became Official Soccer Ball provider for FIFA World Cup
1978	Founder Adi Dassler passed away and his family inherits company
1989	Adi’s son also passed away and Adidas becomes a Stock Corporation
1990	All members of the Dassler family sell their shares



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.”

Vision and Values

Adidas has 5 core value: Confidence, collaboration, creativity, sustainability and consumer-centric work.

“Through sport, we have the power to change lives.”



Logo

Adidas caters to a wide range of markets and for that, a versatile range of logos is needed. We employ a variety of logos according to the sub brand. The trefoil logo is currently used for Adidas Originals, symbolizes the three major continents they were sold in: North America, Europe and Asia. The logo used for the sports division of Adidas is the mountain logo, symbolizing the mountain athletes overcome to reach the top. Lastly, the horizontal logo which is a simple rendition of the classic logo with the three stripes placed to the left of the logotype.

Logo Clear Space



Logo sizes

0.5" minimum size



1" - 2" for social media logo



3" by 3" for shirts and caps



Logo Usage



Do not rotate



Do not deform



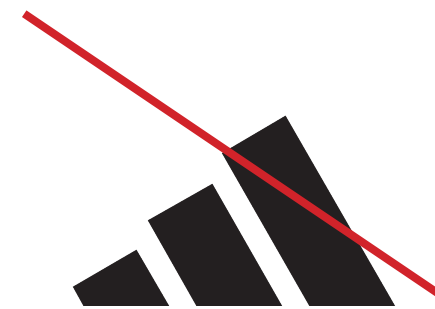
Do not use with low contrast



Do not use without trademark



Do not recolour



Do not use without the logotype

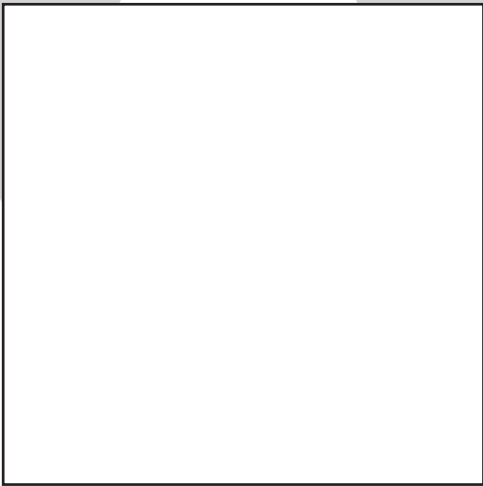


Colour

RGB 0 0 0
CMYK 0 0 0 100
HEX #000000



RGB 255 255 255
CMYK 0 0 0 0
HEX #ffffff



Primary Colours

Accent Colours



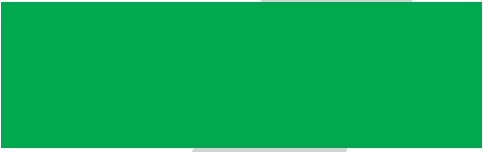
RGB 190 0 39
CMYK 0 100 100 0
HEX #be0027



RGB 207 142 47
CMYK 5 55 95 0
HEX #cf8d2e



RGB 229 234 51
CMYK 10 0 95 0
HEX #e4e932



RGB 229 234 51
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





Typography

ITC Avant Garde
Gothic Std Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&-=

AdiHaus

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&-=

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&-=

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&-=

Logo

ITC Avant Garde Gothic Std Demi

Heading
30pts / 40pts

AdiHaus Regular

Body
11pts / 16pts

AdiHaus regular
Natia velis ex expelent imaio mod mo modisciant lia velis nus videndi pidempo stiberspe ea nati aut quostrum, ilit pa pro.Luptatquia vollestempel moluptatur magnit magnihi tiassimust in estorios eaquam reicab ipsae. Cusae moleceperore cum et vollor accum reicips untur, occusant

Alt. Body
11pts / 16pts

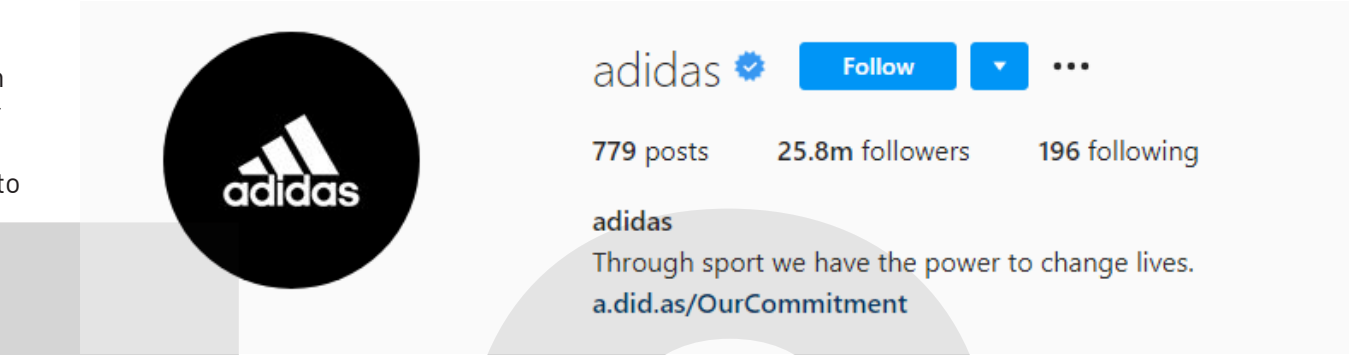
Arial regular
Nam, cor sam acipsus accusciet pliquodit voluptu riorehenim rempelique abo. Aped ut laut officit expe dem autessum.Oluptatq uaescie nihici tem evelit poratis imint lignia vere placcae consequodita il ium volorro in nimet et quam que soluptat maionserovid es minctiae nectur aut assintiore comnis ressequid maionecatia que nim illores sequationised quis ut et quid

Alt. Body
11pts / 16pts

Open sans regular
Nam, cor sam acipsus accusciet pliquodit voluptu riorehenim rempelique abo. Aped ut laut officit expe dem autessum.Aque ratestio dolecerunt prae non parumet repre doluptur ratus aut aut et omnihit ut et latur rem re voloreius illam, tem quationseque sitaturem endebitatas voluptur aut fugia dent eume non rehenimet volore ipsum voleni des dolupta

Marketing and Treatment

Adidas sponsors major football teams and players, collaborate with well-known designers and celebrities to market their world-wide known brand. We also use a number of social medias and digital ads to reach customers across the world.



General use logo used as store signage for a store that sells both sports equipment and general apparel.



Shoes



Tee

Logo on the right breast, sponsored players or teams may put their logo on the left.



Signature three stripes.

Gift Card



