

JUST
DO IT. 

NIKE BRAND BOOKLET

Nike

One Bowerman Drive
Beaverton, OR 97005

Phone: 1-503-671-6453

7:30 a.m. - 5:30 p.m. PT,
Monday - Friday (except holidays).

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HISTORY

Nike, Inc., formerly (1964 to 1978) Blue Ribbon Sports, American sportswear company headquartered in Beaverton, Oregon. It was founded in 1964 as Blue Ribbon Sports by Bill Bowerman, a track and field coach at the University of Oregon, and his former student Phil Knight. They opened their first retail outlet in 1966 and launched the Nike brand shoe in 1972. The company was renamed Nike, Inc., in 1978 and went public two years later. By the early 21st century, Nike had retail outlets and distributors in more than 170 countries, and its logo a curved check mark called the “swoosh” was recognized throughout the world.

From the late 1980s Nike steadily expanded its business and diversified its product line through numerous acquisitions, including the shoe companies Cole Haan (1988 sold in 2012) and Converse, Inc. (2003), the sports-equipment producer Canstar Sports, Inc. (1994 later called Bauer and sold in 2008), and the athletic apparel and equipment company Umbro (2008 sold in 2012). In 1996 the company created Nike ACG (“all conditions gear”), which markets products for extreme sports such as snowboarding and mountain biking. In the early 21st century Nike began selling sports-technology accessories, including portable heart-rate monitors and high-altitude wrist compasses.

Part of Nike’s success is owed to endorsements by such athletes as Michael Jordan, Mia Hamm, Roger Federer, and Tiger Woods. The NikeTown chain stores, the first of which opened in 1990, pay tribute to these and other company spokespersons while offering consumers a full range of Nike products. In the 1990s the company’s image briefly suffered from revelations about poor working conditions in its overseas factories.

IF NO ONE
THINKS
YOU CAN
THEN YOU
HAVE TO

LOGO

The Swoosh is the logo of American sportswear designer and retailer Nike. Today, it has become one of the most recognizable brand logos in the world, and the most valuable, having a worth of \$26 billion alone. Bill Bowerman and Phil Knight founded Nike on January 25, 1964, as Blue Ribbon Sports.

The Nike swoosh logo is shaped as a wing of the Greek goddess of Victory, Nike. So, the designer had the wing shape in mind because of the goddess. By borrowing the shape and other design elements from mythical, cultural, and historical sources, you can engage people with the design.



The black swoosh should be use into white background.



The logo should not be smaller than 1.30 cm x 2.60 cm.



The white swoosh should be use into black background.



Make sure the logo is not distorted in any shape of form.

COLOR PALETTE

The bigger circle represent primary color and the smaller circle represent secondary color. Primary color is mainly use for logo. and secondary color is mainly use for packaging and uses for quotes that will be posted on social media and etc.



SWOOSH BLACK.

#000000
C0 M0 Y0 K100
R0 G0 B0



SWOOSH ORANGE.

#F05A22
C0 M80 Y100 K0
R241 G90 B34



SWOOSH WHITE.

#FFFFFF
C0 M0 Y0 K0
R255 G255 B255



SWOOSH LIME.

#A6CE39
C40 M0 Y100 K0
R166 G206 B57

TYPOGRAPHY

Nike has nearly completed its transition to Trade Gothic as the primary typeface for the brand. There are still some areas of the site using Futura Extra Bold Condensed, but mostly it's Trade Gothic Bold Condensed being used everywhere. Body copy is Helvetica.

LIFE IS
A SPORT.
MAKE
IT COUNT.

abcdefghijklmno
pqrstuvwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

TradeGothic LT Bold

abcdefghijklmno
pqrstuvwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

TradeGothic LT

TEXT ALIGN

Left align is the main text align of nike. It was also help to use to create the logo, we also use it for some of our quotes that we post on social media or billboards and our tagline which is “Just Do It”.

Center align is our secondary text align it’s maily use for the quotes of our sponsored athletes. Center align can also be use for some shirt design that we make.

