



# BRAND BOOK

## & style guide

# Reebok



Since 1958





# Table Of Contents

|                              |    |
|------------------------------|----|
| 1. Brand Identity            | 05 |
| 1.1 Reebok Mission Statement | 05 |
| 1.2 Reebok Vission Statement | 05 |
| 1.3 Reebok Values            | 05 |
| 2. History                   | 06 |
| 3. Logo                      | 07 |
| 3.1 Size                     | 07 |
| 3.2 Color                    | 08 |
| 3.3 Typography               | 08 |
| 4. Logo Placement            | 09 |
| 4.1 Products                 | 09 |
| 4.2 Social Media             | 10 |
| 5. Do's                      | 11 |
| 6. Don'ts                    | 11 |



# 1. Brand Identity

Reebok is dedicated to providing each and every athlete - from professional athletes to recreational runners to kids on the playground - with the opportunity, the products, and the inspiration to achieve what they are capable of. As a brand, Reebok has the unique opportunity to help consumers, athletes and artists, partners and employees fulfill their true potential and reach heights they may have thought un-reachable.

## 1.1 Reebok Mission Statement

Always Challenge and Lead through Creativity At Reebok, we see the world a little differently and throughout our history have made our mark when we've had the courage to challenge convention. Reebok creates products and marketing programs that reflect the brand's unlimited creative potential.

## 1.2 Reebok Vision Statement

Reebok is dedicated to providing each and every athlete - from professional athletes to recreational runners to kids on the playground - with the opportunity, the products, and the inspiration to achieve what they are capable of. Everyone has the potential to do great things. As a brand, Reebok has the unique opportunity to help consumers, athletes and artists, partners and employees fulfil their true potential and reach heights they may have thought un-reachable.

## 1.3 Reebok Values

They instigate innovation

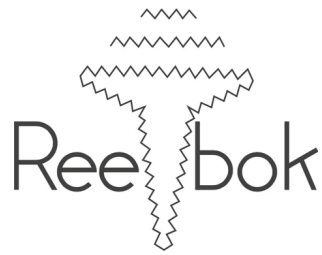
They define their own code

They risk everything



## 2. History

In 1958, Reebok was established as a companion company to J.W. Foster and Sons, founded in 1895 in Bolton, Lancashire, England. From 1958 until 1986, Reebok clothing featured the Union Flag to signify the company's British origins.



## 3. Logo

Reebok International Limited is a footwear and clothing company that has been a subsidiary of German sporting goods giant Adidas since 2005. Reebok produces and distributes fitness, running and CrossFit sportswear including clothing and footwear. It is the official footwear and apparel sponsor for



### 3.1 Size

The minimum size of the logo is 25mm width and 5mm height







### 3.2 Color



Name: Charleston Green  
Hex: #2B2C2B  
RGB: (43, 44, 43)  
CMYK: 0.022, 0, 0.022, 0.827



Name: Amaranth Red  
Hex: #D01931  
RGB: (208, 25, 49)  
CMYK: 0, 0.879, 0.764, 0.184

### 3.3 Typography

Avenir used for logo amd headers Minion Pro used for body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567891!@#\$%&\*()\_+\*  
Avenir

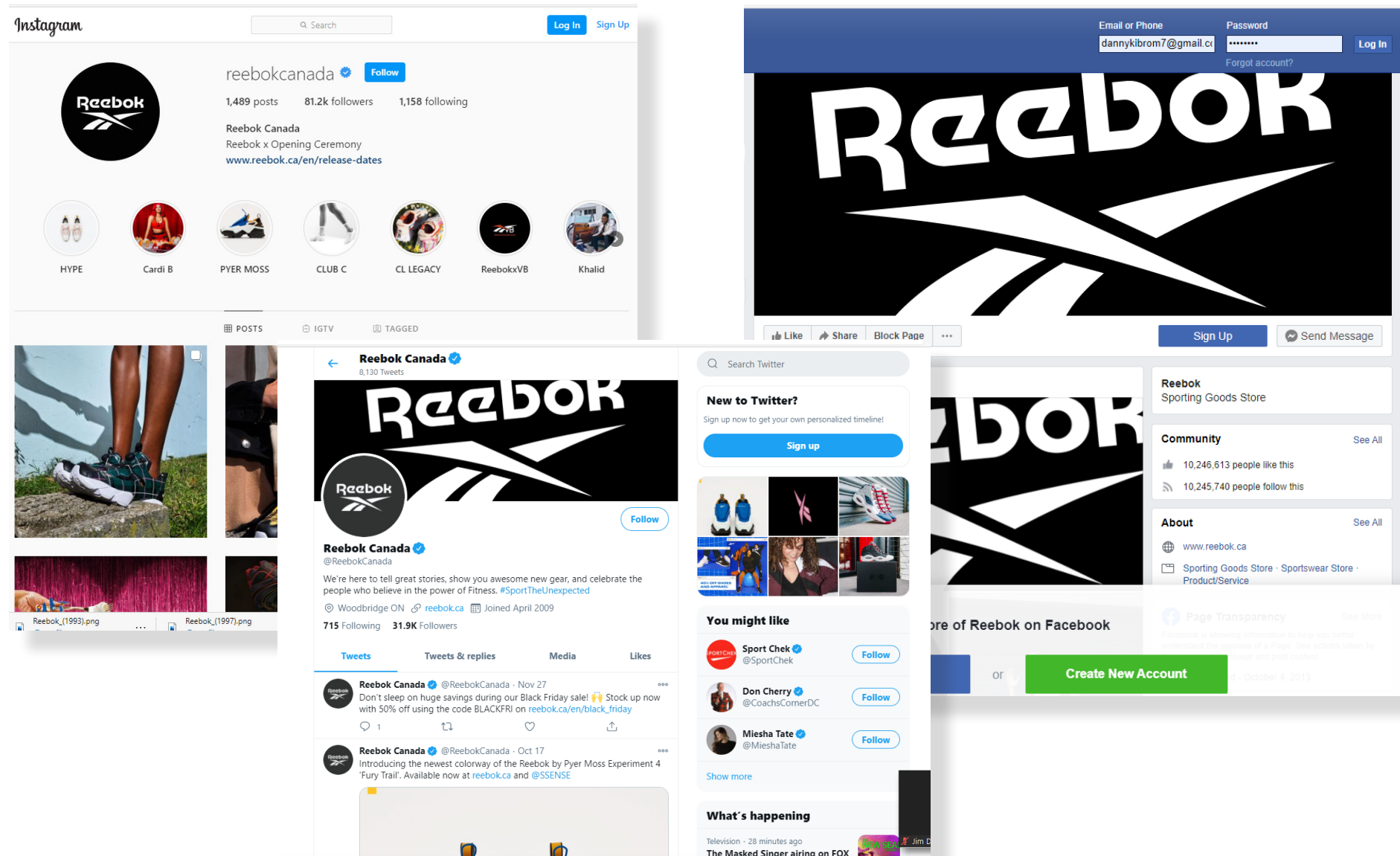
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567891!@#\$%&\*()\_+\*  
Minion Pro

## 4. Logo Placement

### 4.1 Products



## 4.2 Social Media



## 5. Do's

Everything and each time we use Reebok logo it should have exact size and color and font .



## 6. Don'ts

Reebok logo shouldn't change color, position and size .





**Reebok** 

