



CONSUMER COMMUNICATION  
SPORT PERFORMANCE DIVISION  
PERFORMANCE 3-STRIPE

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## 3-STRIPE

The 3-Stripes have been a part of our brand since Adi Dassler first used them on a pair of shoes in 1949. Over the decades, they have come to represent not only the adidas brand, but for millions of consumers around the world, they have come to represent the very essence of sport itself. It is only natural that we should use them as a unifying symbol of our brand.

Using the 3-Stripes consistently and effectively will help consumers to recognize them and their connection to our brand. The following guidelines will help you use the 3-Stripes in a way that ensures they will continue to be a powerful symbol of our brand for years to come.

ARTWORK IS AVAILABLE AT <https://imagebank.adidas.com>  
OR BY CONTACTING [brand.identity@adidas.de](mailto:brand.identity@adidas.de)

# CONSTRUCTION

In consumer communications, the 3-Stripes should never appear alone, they must always lead to the Sport Performance Logo. For the purpose of explanation, we have shown the 3-Stripes alone at right.

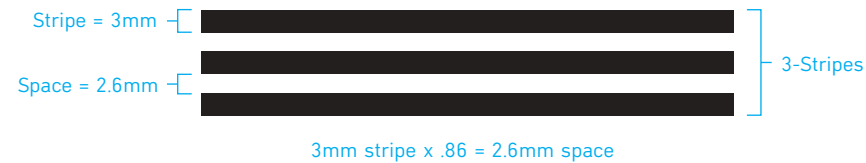
## RULES

The stripes-to-spaces ratio is based on a 10mm to 8.6mm calculation. This means the spaces between stripes are always 86% of the thickness of the stripes.

To determine the proper stripes-to-spaces ratio, take the desired thickness of one stripe and multiply by 86% (.86). This will give you the thickness of the spaces between the stripes. In the example at right, the 3mm stripe x .86 = 2.6mm space.

3-Stripes must be used either vertically or horizontally.

CONSTRUCTION CONT. ►



The 3-Stripes must be used vertically or horizontally only

# CONSTRUCTION

The 3-Stripes have a defined relationship with the Sport Performance Logo; they must always lead to it. Our branding is amplified by the 3-Stripes guiding the eye to the Sport Performance Logo.

## RULES

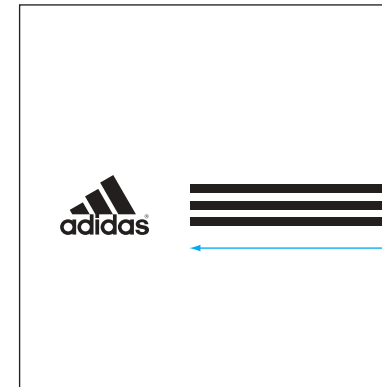
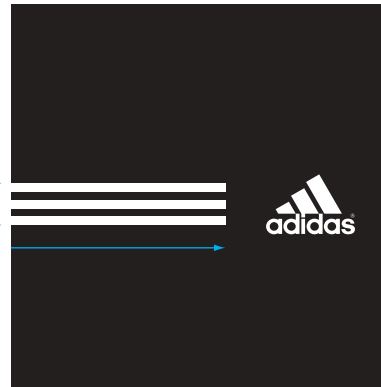
The 3-Stripes must always lead to the Sport Performance Logo, and bleed off one side.

The thickness of the 3-Stripes is 70% of the height of the Sport Performance Logo.

The 3-Stripes must center vertically or horizontally to the Sport Performance Logo.

◀ CONSTRUCTION CONT.

3-Stripes may only bleed off one side

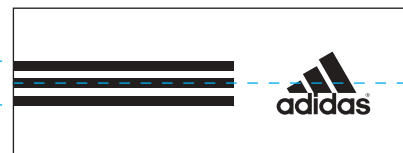


3-Stripes may only bleed off one side

The 3-Stripes must always lead to the Sport Performance Logo, and bleed off one side.

Space is equal to twice the height of "d" in the Wordmark

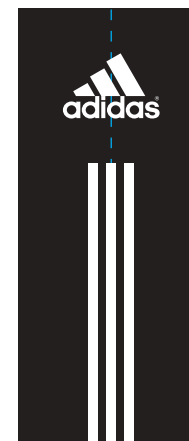
Thickness = 70% height of Logo



Center vertically

Center horizontally

Space = twice the height of "d" in the Wordmark

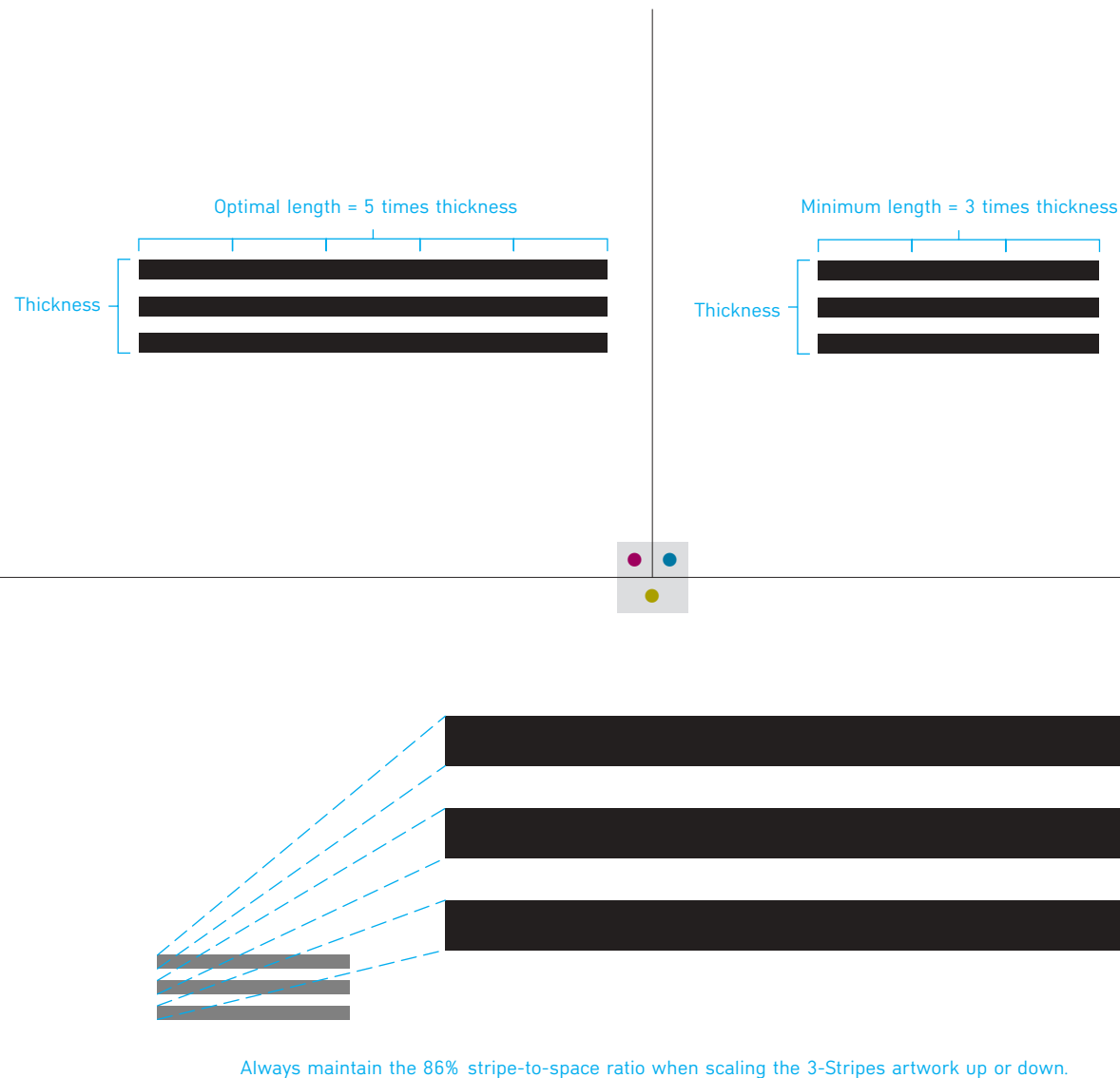


Thickness = 70% height of Logo

# SIZE

## RULES

- The 3-Stripes look best when used at a length of five times or more their thickness.
  - The minimum allowed length of the 3-Stripes is three times their thickness.
  - Using the correct stripe-to-space ratio, the 3-Stripes may be scaled up or down as necessary.
- The 3-Stripes should never appear alone, they must always lead to the Sport Performance Logo. (For the purpose of explanation we have shown the 3-Stripes alone at right.)
- To use 3-Stripes at extreme widths, see Application: Signage on page 10.



# CLEAR SPACE

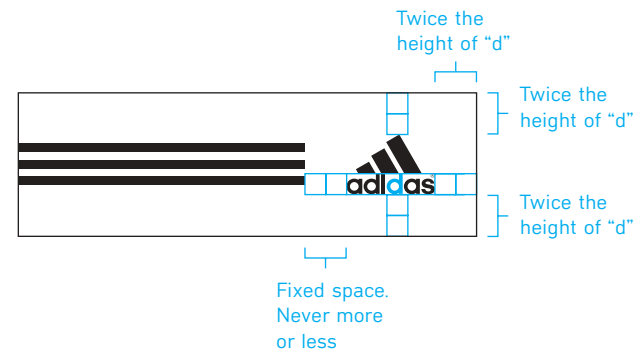
Clear space is important to the integrity of both the 3-Stripes and to the Sport Performance Logo. Adequate clear space allows immediate recognition of both important elements.

## RULES

The 3-Stripes clear space must be measured in relation to the Sport Performance Logo.

The minimum clear space around the Sport Performance Logo is equal to twice the height of the "d" in adidas.

Increase the clear space to give a stronger branding message.



The 3-Stripes must always lead to the Sport Performance Logo, and bleed off one side.

# SHAPES

Avoid placing the 3-Stripes and Sport Performance Logo within a containment shape. If a containment shape is needed, such as in retail, choose a rectangular or square shape.

## RULES

In a shape, preferred clear space above and below the 3-Stripes is twice the height of the 3-Stripes.

The 3-Stripes must bleed off one side of the shape.

If using the 3-Stripes at their minimum length causes the branding to be too small or insignificant, use the Sport Performance Logo alone.

If a containment shape is needed, choose a rectangular or square shape with proper clear space.

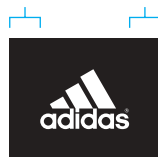
See Events and Retail sections for further details.

X = 3-Stripes  
thickness

X



Minimum clear space is twice the height of "a" when the Sport Performance Logo is used alone.



For maximum impact in small areas, use the Sport Performance Logo alone.



# COLOUR

The 3-Stripes and Sport Performance Logo are always one colour, either black or white.

## RULES

● Use white 3-Stripes and Sport Performance Logo on a black background.

● Use black 3-Stripes and Sport Performance Logo on a white background.

For architectural application see the Retail section of these guidelines.





# BACKGROUNDS

## RULES

The 3-Stripes and Sport Performance Logo can never be used on imagery.

Use black 3-Stripes and Sport Performance Logo on a white background.

Use white 3-Stripes and Sport Performance Logo on a black background.

When black or white backgrounds are not possible because of event partnership restrictions, white or black branding may be used on a colour field. However, using the Sport Performance Logo without the 3-Stripes is preferred on coloured event backgrounds. See Events section for information.

For architectural application see the Retail section of these guidelines.



Use a black logo and 3-Stripes on white background



Use a white logo and 3-Stripes on black background



Using only the Sport Performance Logo is preferred on coloured event backgrounds



Event partnership restriction: example of coloured tennis tournament signage

# APPLICATION: SIGNAGE

## RULES

Always use the 3-Stripes at the 70% regulation proportion, and with the Sport Performance Logo. The 3-Stripes must lead to the Sport Performance Logo and bleed off the other side.

### Stadium Signs

Multi-panel signs: Ensure that the Sport Performance Logo is not positioned where it is split between two panels.

Extreme widths: When the width of a sign is more than 15 times the height, more than one Sport Performance Logo can be used. The 3-Stripes must bleed off both ends.

See the Events section for more stadium sign details, and Retail section for more flag and banner alternatives.

APPLICATION CONT. ►



Preferred stadium signage (multiple panels are indicated by blue lines)



This sign is 20 times wider than its height. In this case, two Sport Performance Logos are used, with 3-Stripes bleeding off both ends.

## APPLICATION: 2-DIMENSIONAL

Whenever possible, the 3-Stripes should wrap from the back to the front of a two-sided piece. This unique application adds movement and direction to the communication materials.

### RULES

**Step 1:** Determine the 3-Stripes length by measuring the width of the page.

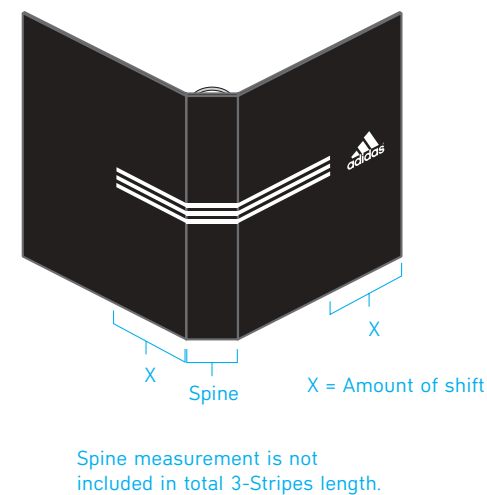
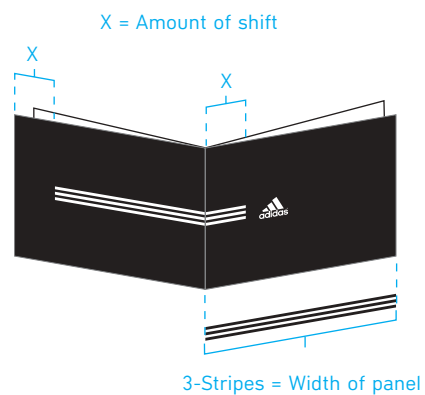
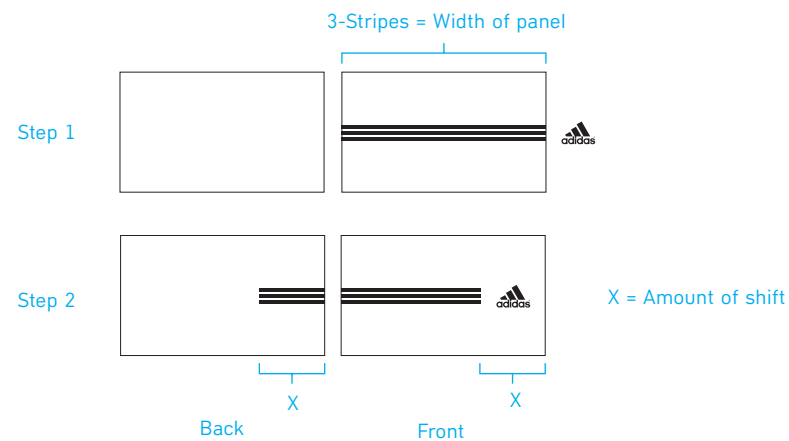
**Step 2:** Shift the 3-Stripes to the back of the page, maintaining their length. The minimum amount of the shift is equal to three times the thickness of the 3-Stripes.

Never split the 3-Stripes evenly on both sides of an object. The stripes on one side should clearly dominate.

When the 3-Stripes wrap an object like a binder or video tape jacket, continue the 3-Stripes across the spine, but do not include the spine width into the total 3-Stripes length.

Vertical branding can be centered or clearly off-centered.

◀ APPLICATION CONT. ▶



## APPLICATION: 3-DIMENSIONAL

Wrapping the 3-Stripes increases our branding by guiding the eye to the Sport Performance Logo and extending our branding into a much larger area. It adds movement and direction to the design.

### RULES

Ensure correct positioning of the Sport Performance Logo by determining the most prominent visibility.

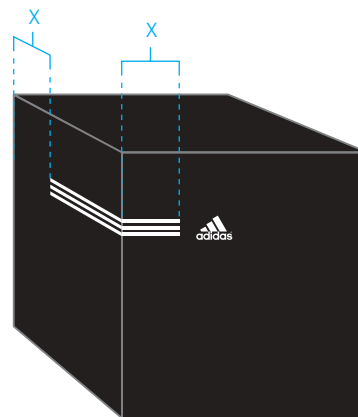
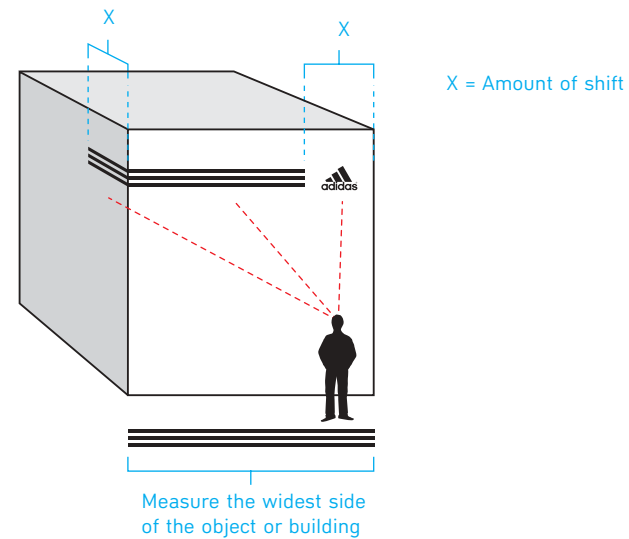
Shift the 3-Stripes to wrap the corner of the object. On one side of the object the 3-Stripes must lead to the Sport Performance Logo.

The same wrapping should repeat on the other two sides.

The amount of the shift must be a minimum of three times the thickness of the 3-Stripes.

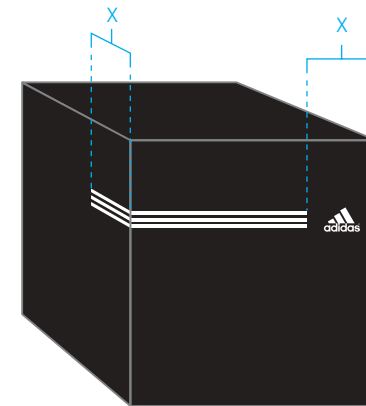
Illustrations show different branding options based on visibility.

◀ APPLICATION CONT. ▶



Use this branding when both sides are prominently visible.

X = Three times the thickness of the 3-Stripes



Use this branding when front is more prominently visible.

## APPLICATION: 3-DIMENSIONAL

Some shapes and circumstances cannot be foreseen. If you need assistance working with a certain object or location, please contact: [brand.identity@adidas.de](mailto:brand.identity@adidas.de)

These are some extreme examples that call for flexibility.

If a structure is extremely narrow and only one side is prominent, the 3-Stripes should bleed in from the top or bottom, leading to the Sport Performance Logo.

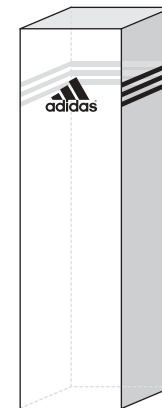
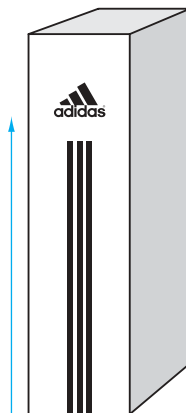
If a structure is extremely narrow and all sides are visible, the 3-Stripes should wrap around, with the Sport Performance Logo on the most prominent side.

If a structure is extremely narrow, and both sides are prominent, the 3-Stripes do not shift onto the narrow logo panel.

On extremely narrow secondary sides, the 3-Stripes bleed on both sides, rather than leaving an awkward sliver of shift.

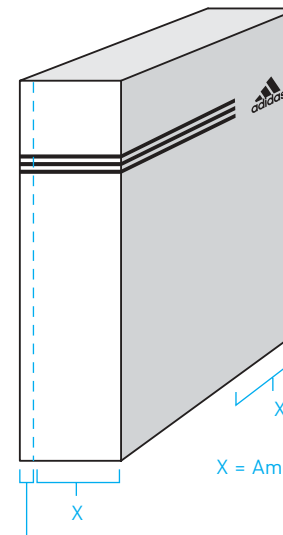
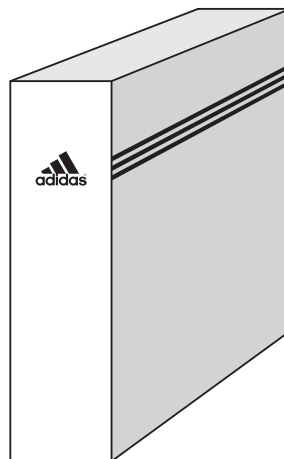
◀ APPLICATION CONT.

3-Stripes must lead to the Sport Performance Logo



3-Stripes wrap around three sides

3-Stripes bleed off both edges when there is no shift.



X = Amount of shift

After the 3-Stripes shift, if the space remaining is less than X, the 3-Stripes must bleed off the edge.




# USAGE MATRIX

This quick-reference matrix gives basic usage information. Refer to the individual sections for more complete guidelines, or contact [brand.identity@adidas.de](mailto:brand.identity@adidas.de)




NOTE: The 3-Stripes may never be used alone or with imagery. This chart shows when to use the Sport Performance Logo:

1. Alone
2. With imagery
3. In a lockup with the 3-Stripes

## KEY

	YES
	APPROVAL REQUIRED Contact: <a href="mailto:brand.identity@adidas.de">brand.identity@adidas.de</a>
	DON'T USE

## COMMUNICATION TOOLS

	SPORT PERFORMANCE LOGO USED ALONE	SPORT PERFORMANCE LOGO USED WITH IMAGERY	SPORT PERFORMANCE LOGO USED WITH 3-STRIPES
			
TV advertising signoff	●	●	—
Print advertising	—	●	●
Outdoor advertising	—	●	●
In-store video	●	●	—
New Packaging / Hangtags	—	—	●
Tech Materials – POS, posters, brochures, etc.	●	●	—
Catalog, brochure, manual – cover, dividers	●	●	●
Catalog, brochure, manual – inside pages	●	—	—
Use with 3rd party logos – accounts, events	●	●	—
Promotional vehicles	●	●	●
Giveaways	●	—	—

SEE SECTION

Retail  
Events  
Internet / Intranet  
Corporate communications  
Product

## USE IN TEXT

Spelling 3-Stripes consistently is important in all communications, including copyright lines, press communications, catalog product descriptions, etc.

### RULES

- Always spell 3-Stripes with the numeral “3”, a hyphen, a capital “S”, and end with an “s”.
- If the surrounding text is in all capital letters, 3-Stripes should also be in all capitals letters (i.e. 3-STRIPES).
- Always use the number “3” in 3-Stripes, which distinguishes it in text where other numeral descriptions are spelled out, as in catalog copy.

Always  
use a  
numeral

Always  
capitalise  
the S

3-Stripes

Always  
use a  
hyphen

Always put  
an “s” at  
the end

THE BRAND WITH THE 3-STRIPES.

Spelled out — Short-sleeve shirt with two-way breathable mesh insets,  
three button placket at center front, and applied 3-Stripes  
on collar.

Spelled out

Always numeral 3

# TRADEMARK AND COPYRIGHT

The following rules are the same as found in the Sport Performance Logo and FOREVER SPORT sections.

## RULES

Update the year in the copyright notice to the year in which the communication is first used publicly.

The company name following the year in the copyright notice is determined by the country which created the communication.

In a multiple-page press release, catalog, etc., the copyright appears at the end of a piece.

Copyright line must appear on all print, POS, below-the-line collateral, and Internet sites.

It is not necessary on: stadium boards, architecture, Intranet, stationery, small pieces like lanyards, and giveaways.

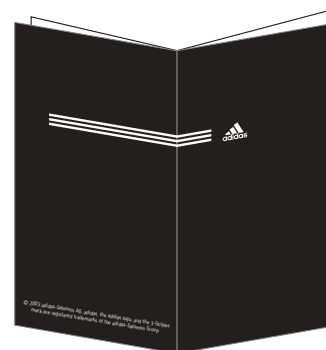
On TV and video, copyright must be on the slates portion (the non-viewable lead-in tape).

Update the year

© 2003 adidas-Salomon AG. adidas, the adidas logo, and the 3-Stripes mark are registered trademarks of the adidas-Salomon Group.

Update the company name

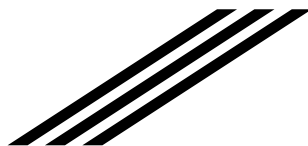
© 2003 adidas America, Inc. adidas, the adidas logo, and the 3-Stripes mark are registered trademarks of the adidas-Salomon Group.



Copyright appears at the end of multi-page materials



## 3-STRIPE: VIOLATIONS



**CONSTRUCTION.** Do not change proportion of stripes-to-spaces.



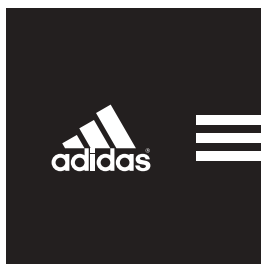
**CONSTRUCTION.** Do not use 3-Stripes at a diagonal; use vertical or horizontal only.



**CONSTRUCTION.** Do not change proportion of 3-Stripes thickness to logo height. The 70% rule applies.



**SIZE.** Do not use 3-Stripes at a length less than three times their thickness.



**CLEAR SPACE.** Do not allow anything to violate the minimum clear space.



**SHAPES.** Do not use 3-Stripes in small areas where minimum length cannot be maintained.

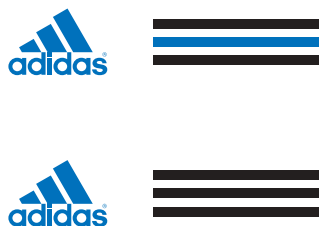


**SHAPES.** Do not use 3-Stripes in small areas where branding appears insignificant. Use a larger Sport Performance Logo only.



**SHAPES.** Do not use 3-Stripes in any shape but a square or rectangle.

## 3-STRIPE: VIOLATIONS



**COLOUR.** Do not use colours other than black or white; both elements must be the same colour.



**BACKGROUNDS.** Do not place 3-Stripes on imagery, nor use background colours other than black or white.



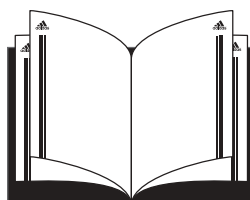
**APPLICATION: SIGNAGE.** Do not use 3-Stripes if they cannot bleed off one side.



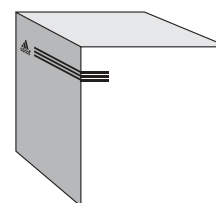
**APPLICATION: SIGNAGE.** Do not position logo on multi-panel signage where it will be split between two panels.



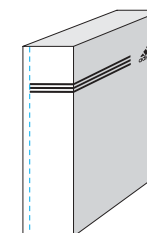
**APPLICATION: 2-DIMENSIONAL.** Do not wrap 3-Stripes equally front and back. 3-Stripes should clearly dominate one side.



**APPLICATION: 2-DIMENSIONAL.** Do not use the 3-Stripes as a page element.



**APPLICATION: 3-DIMENSIONAL.** Do not use logo on a non-visible, or non-dominant side.



**APPLICATION: 3-DIMENSIONAL.** Do not leave awkward narrow space when 3-Stripes wrap. In this case, bleed to edge.

## SECTION NAME: VIOLATIONS



- ≡ FOOTWEAR
- ≡ APPAREL
- ≡ ACCESSORIES



USAGE. Do not use branding elements repetitively, as a pattern, or decoration.



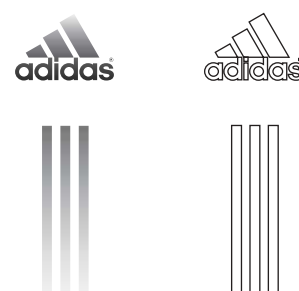
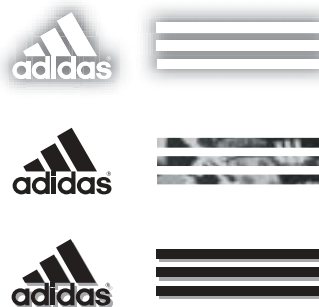
USAGE. Do not use the 3-Stripes as a bullet point or page decoration.



USAGE. Do not use 3-Stripes on giveaways; use only the Sport Performance Logo.



USAGE. Do not use the 3-Stripes with the Sport Heritage Logo. See Sport Heritage Section.



USAGE. Do not change size or positioning relationship between Sport Performance Logo and 3-Stripes.



USAGE: MANIPULATION. Do not add illumination, imagery or drop shadows.



USAGE: MANIPULATION. Do not change in any way by blurring, outlining, distorting, fading, etc.



USAGE: MANIPULATION. Do not distort the Sport Performance Logo and 3-Stripes in any way.