



CONSUMER COMMUNICATION
SPORT PERFORMANCE DIVISION
SPORT PERFORMANCE

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SPORT PERFORMANCE LOGO

The Sport Performance Logo was launched in 1991 as the symbol of our most innovative, performance-enhancing products. Since that time, we have built an incredible amount of equity into the Logo of our Sport Performance Division by putting it on the most functional, performance-oriented products we make.

The best way to keep this Logo meaningful is to continue placing it on inspiring products and communications so that every time consumers see it, they know they're getting something they can rely on and believe in.

The next best way to keep it meaningful is to apply it in the same consistent and compelling manner every time we use it so that we receive full credit for each and every one of the millions of positive experiences athletes and consumers have with the adidas brand each year.

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

CONSTRUCTION

RULES

The Sport Performance Logo is comprised of two registered elements: the Wordmark (adidas) and the 3-Bars (adidas Logo).

Make every effort to refer to Logo elements using proper names.

The Sport Performance Logo uses specially-drawn letters which can never be replaced by a font.

The registration mark must appear with every use of the Sport Performance Logo.

The 3-Bars and the Wordmark can never be used as separate elements.



SIZE

The ® must always be present with the Sport Performance Logo. But it needs to be as unobtrusive as possible so as not to interfere with the impact of our logo.

RULES

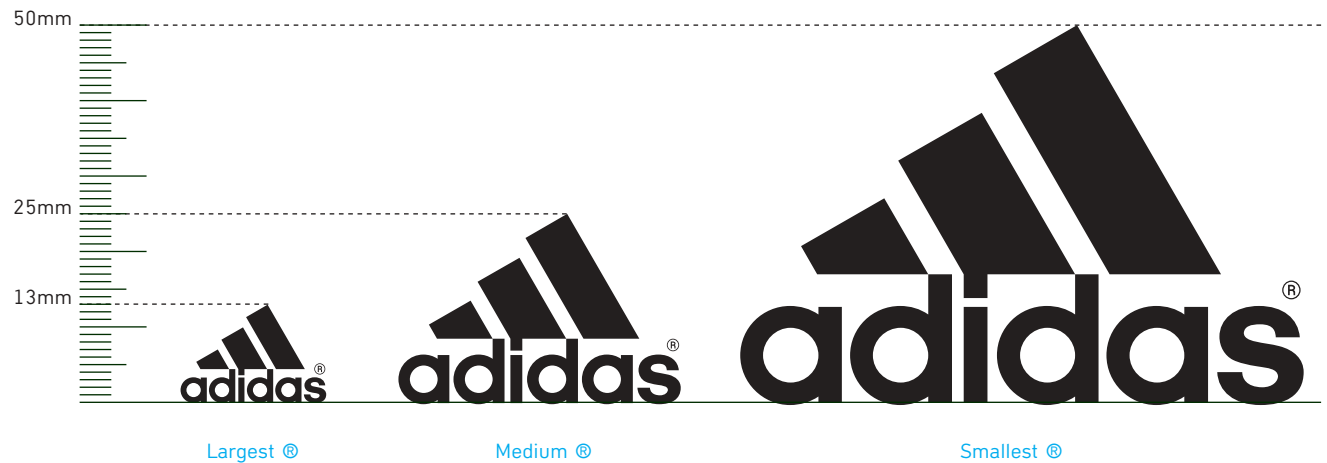
To minimise the size of the ® but still keep it readable, choose the appropriate version of the Sport Performance Logo depending on the size it will be used.

Use the following rules to decide which version to use:

Sizes below 13mm (1/2"): use the Sport Performance Logo with the largest size ®.

Sizes between 13mm (1/2") and 50mm (2"): Use the Sport Performance Logo with the medium size ®.

Sizes 50mm (2") or greater: use the Sport Performance Logo with the smallest size ®.



CLEAR SPACE

The Sport Performance Logo is one of the most recognised logos in the world. To keep its power and immediate visual recognition, no text, graphic element, or edge should interfere with it.

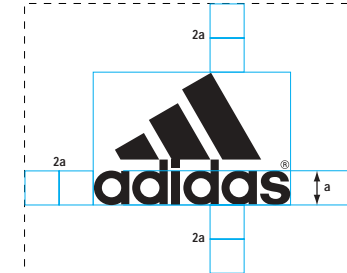
RULES

The minimum amount of clear space required around the Sport Performance Logo is equal to twice the height of the "a" in the Wordmark.

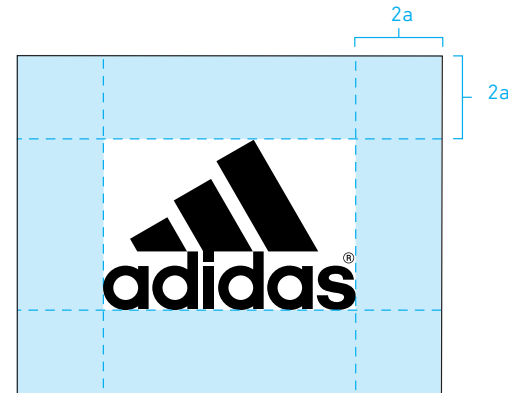
The clear space must be maintained on all sides of the Sport Performance Logo.



The minimum clear space is twice the "a" height



Minimum clear space on all sides



Twice the height of "a" is the minimum clear space, including when it is placed at an edge.

SHAPES

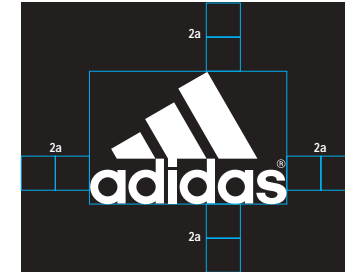
RULES

When it is necessary to use the Sport Performance Logo inside a defined shape or border, a rectangle can be used. Twice the height of the "a" in the Wordmark is the minimum clear space.

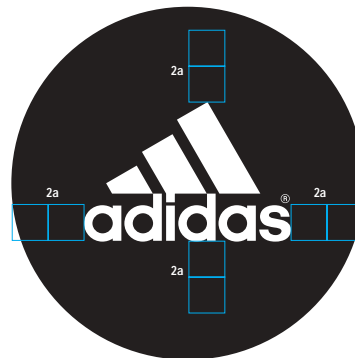
Other shapes should not be used unless absolutely necessary, such as for a pin, sticker or button.



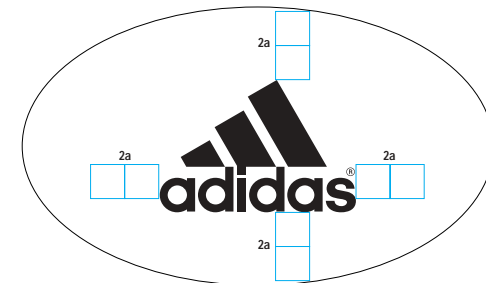
The minimum clear space is twice the "a" height



Minimum clear space when contained in a shape is twice the "a" height



If a shape other than a rectangle must be used, minimum clear space is twice the "a" height.



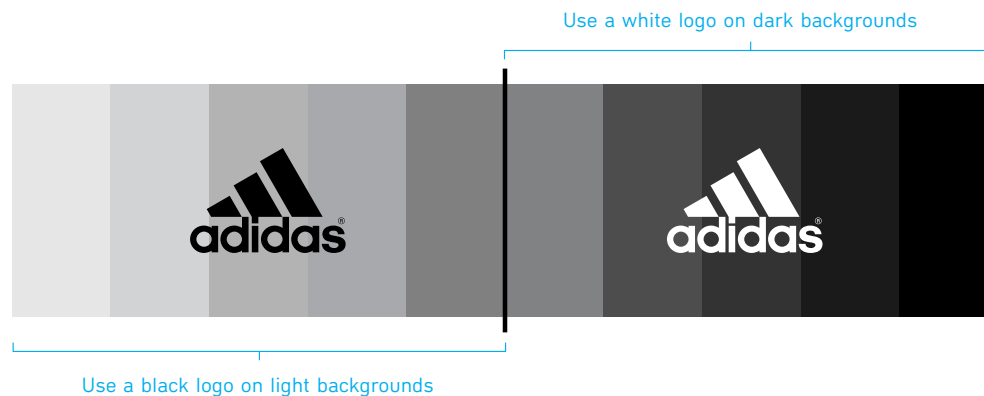
If a shape other than a rectangle must be used, the Sport Performance Logo must be centered within it.

COLOUR

The Sport Performance Logo and Wordmark must appear as one colour.

RULES

- The Sport Performance Logo may only be used in black or white.
- If the value of the background is light, use a black Sport Performance Logo for maximum contrast. If the background is dark, use a white Sport Performance Logo.



BACKGROUNDS

The Sport Performance Logo should be used on a black or white background, or placed on imagery. If a coloured background must be used, maximum contrast between the background and the Sport Performance Logo is necessary for it to remain strong and legible.

RULES

The Sport Performance Logo should be placed where there are no visual distractions interrupting it or its clear space.

If a background is too busy or high-contrast, neutralise the contrast of the background so the Sport Performance Logo remains distinct.



Background is too busy behind Sport Performance Logo



Neutralise the background behind the Sport Performance Logo

APPLICATION: PRINT

To keep the Sport Performance Logo meaningful, apply it to communications in ways that are consistent, elevating its presence. This means applying it neither too large nor too small.

RULES

Placement: Sport Performance Logo should be kept to the right of the page in a position that makes the strongest impact with imagery.

Scale: The size of the Sport Performance Logo on an image should be appropriate to the final printed piece.

Impact: Do not use the Sport Performance Logo in ways that degrade or lessen its impact, such as a decorative element on each page of a catalogue.

On banners and signage only one Sport Performance Logo can be used. See 3-Stripes Signage section for alternatives.

APPLICATION [CONT.](#) ►



Sport Performance Logo sized for a postcard.



Sport Performance Logo sized for a poster.

APPLICATION: GIVEAWAYS

Sometimes branding is necessary on non-sport related items, such as giveaways. Only the Sport Performance Logo can be used, no 3-Stripes.

RULES

- A black background with white Sport Performance Logo is the strongest branding.

- Do not size the Sport Performance logo too large.

◀ APPLICATION CONT.



For maximum impact use a white Sport Performance Logo on black items.



Keep Sport Performance Logo small on giveaways.

USAGE: WITH ATHLETE AND CATEGORY LOCKUPS

Specific categories and partner athletes might receive management approval for their own logos. These logos must be created by Global Marketing Communications, as special rules apply. See Composite Logo section. Contact: brand.identity@adidas.de

RULES

Category and athlete logos must be designed in combination with the Sport Performance Logo in the Lockup shown, and can never appear outside the Lockup in any communication medium.

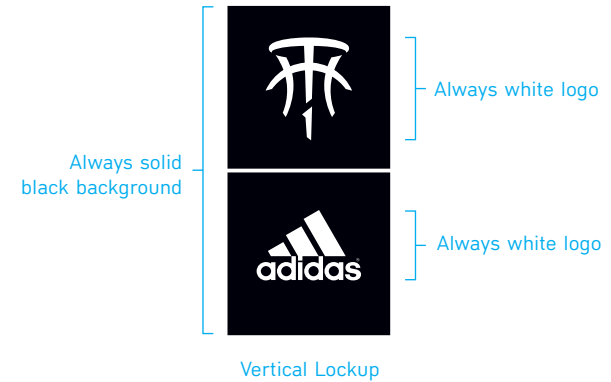
The logos always appear white on a solid black field. Lockups may be used vertically or horizontally.

The white rule prints around the Lockup on both dark and light backgrounds.

◀ USAGE CONT. ▶



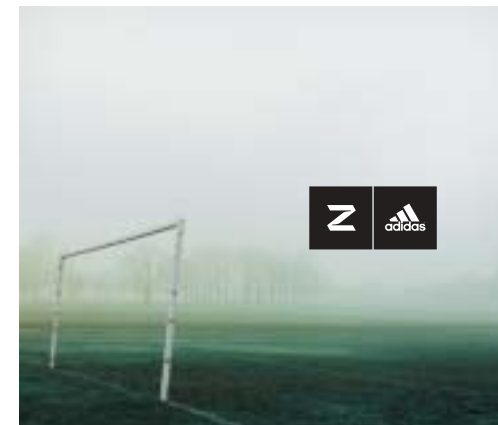
Horizontal Lockup



Vertical Lockup



White outline rule prints
on dark backgrounds



White outline prints
on light backgrounds

USAGE: WITH TECHNOLOGY LOGOS

Marketing Concept level technologies, (such as a³® and ClimaCool®), must always be accompanied by the Sport Performance Logo. For each new global campaign, guidelines will be established as to how these logos will be used with the Sport Performance Logo.

RULES

When featuring a single technology, the Sport Performance Logo must visually be of equal or greater size than any individual technology logo.

Strong colour and irregular shapes are elements that contribute to the visual balance between the two logos.

When featuring multiple technologies on a single page, the Sport Performance Logo must be clearly larger and more prominently placed.

◀ USAGE CONT. ▶



Sport Performance Logo is visually of equal size to the a³® logo



Sport Performance Logo is visually of equal size to the ClimaCool® logo. Irregular shapes and colours must be taken into account when determining sizes.

Sport Performance Logo is dominant in size and position



Multiple technologies on a single page

USAGE: WITH EVENT PARTNERS

Creation of banners, signs or other materials for adidas sponsored events should be developed with event partners, to find ways to highlight not just the event, but also our Brand.

Specific guidelines are created for each event Lockup. See Composite Logo section. If you have legal or sponsorship requirements that are not consistent with these guidelines, contact: brand.identity@adidas.de

RULES

Preserve the required clear space around the Sport Performance Logo.

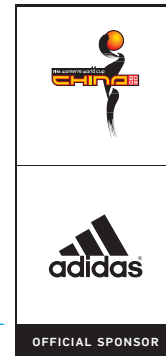
Execute the Sport Performance Logo in either black or white on a black or white background.

Event logos may be in colour but must be on a black or white background.

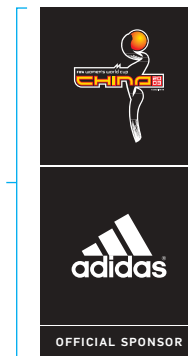
Ensure the event logo is placed above or left of the Sport Performance Logo.

◀ USAGE CONT. ▶

For emphasis,
background may
be black or white



Background must
be black or white



Event logo may
be in colour

Sport Performance
Logo is always
white or black



USAGE: WITH RETAIL ACCOUNTS

The adidas Sport Performance Logo and Marketing Concept message must be the primary communication on all POS. Retail account logos and their corresponding messages must be secondary.

RULES

adidas Marketing Concepts: The Sport Performance Logo should be visually 25% larger than the account logo.

To determine the size of the account logo in proportion to the Sport Performance Logo, scale to fit within the predetermined shape that closest fits the account logo. Maintain this ratio to the Sport Performance Logo when scaling up or down.

Account Initiatives: For a collaborative effort between the retailer and adidas, the Sport Performance Logo and account logo should visually be the same size.

Strong colour and irregular shapes are elements that contribute to the visual balance between the two logos.



Sport Performance Logo and Footlocker logo are visually the same size for collaborative account initiatives.

USAGE: WITH RETAIL ACCOUNTS

Positioning of the Sport Performance Logo and campaign messaging is especially critical at the retail level, where there is tremendous competition for the consumer's attention.

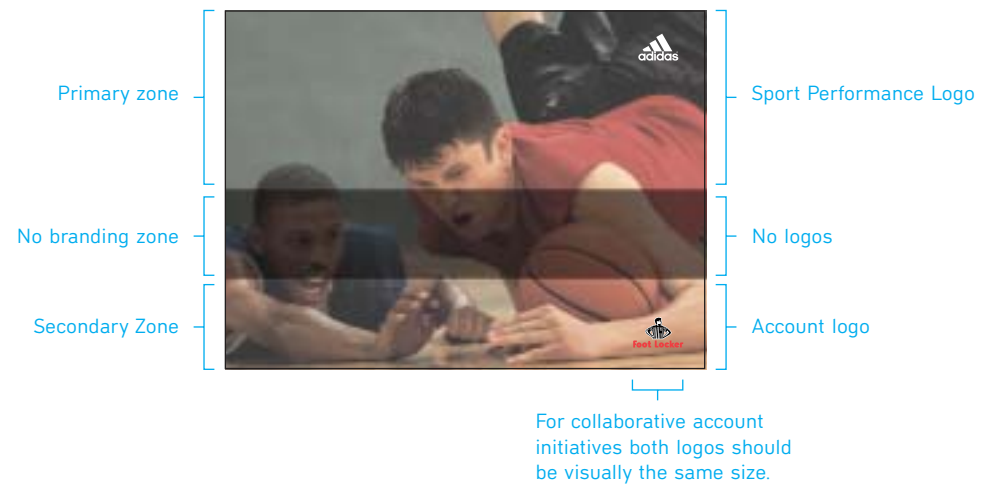
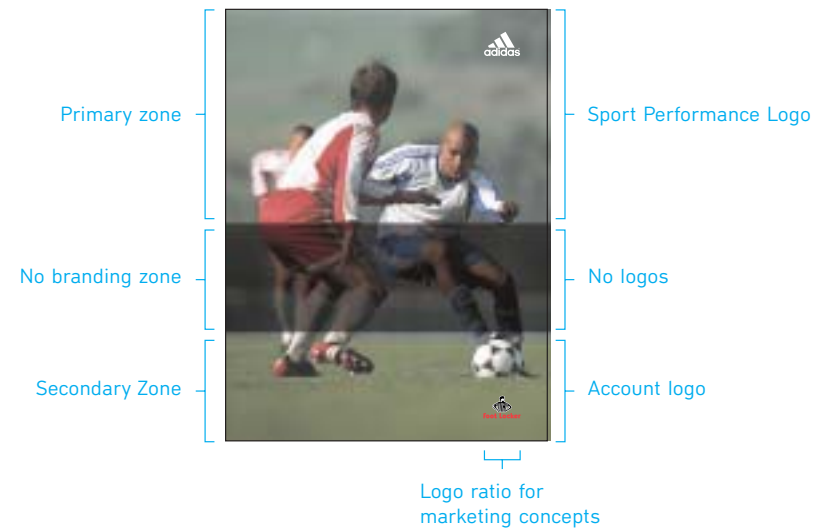
RULES

For adidas global marketing concepts, the Sport Performance Logo and marketing concept message should occupy the primary position of the layout. Logos should be positioned in the primary zone.

For collaborative account initiatives, logos must visually be the same size.

The primary zone is the top 50% of the format. The secondary zone is the lower 25% of the format. No logos can appear in the no branding zone.

◀ USAGE CONT. ▶



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




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: brand.identity@adidas.de
- 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

RULES

- Any text reference to the Sport Performance Logo must always use the full name.
- Every reference to the Sport Performance Logo in text must be fully spelled out.
- When text is in all capital letters, the Sport Performance Logo will also be typed in all capital letters.

Sport Performance Logo

Capitalise each word as shown

The Sport Performance Logo should be placed where there are no visual distractions interrupting it or its clear space. Standard clear space: The minimum amount of clear space required around the Sport Performance Logo is equal to the height of the Wordmark.

Every occurrence fully spelled out

IF A BACKGROUND IS TOO BUSY OR HIGH-CONTRAST, NEUTRALISE THE CONTRAST OF THE BACKGROUND SO THE SPORT PERFORMANCE LOGO REMAINS DISTINCT.

Sport Performance Logo is all capital letters when surrounding text is the same.

TRADEMARK AND COPYRIGHT

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

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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.



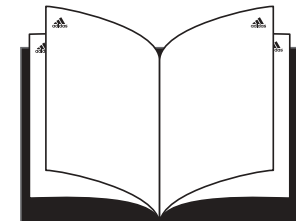
Copyright appears at the end of multi-page materials



SPORT PERFORMANCE LOGO: VIOLATIONS

			
<p> CONSTRUCTION. Do not replace Wordmark with any font. Do not use Sport Performance Logo without ®.</p>	<p> CONSTRUCTION. Do not use the Wordmark or the 3-Bars as separate elements.</p>	<p> SIZE. Do not change the size relationship between Wordmark and 3-Bars</p>	<p> SIZE. Do not use Sport Performance Logo with the large ® at more than 13mm in height. ® is too dominant.</p>
			
<p> CLEAR SPACE. Do not allow anything to encroach on Sport Performance Logo clear space.</p>	<p> CLEAR SPACE. Do not position Sport Performance Logo too close to the edges.</p>	<p> SHAPES. Do not use Sport Performance Logo within a shape other than those shown in the Shapes section.</p>	<p> SHAPES. Do not use Sport Performance Logo within a shape other than those shown in the Shapes section.</p>

SPORT PERFORMANCE LOGO: VIOLATIONS



COLOUR. Do not use Sport Performance Logo in a colour other than black or white. Never use in two colours.



BACKGROUND. Do not use Sport Performance Logo on a busy or high-contrast background.



BACKGROUND. Do not use black Sport Performance Logo on dark background or white Logo on light background.



APPLICATION: PRINT. Do not use Sport Performance Logo as a page design element, such as throughout a catalogue.



 **FOOTWEAR**
 **APPAREL**
 **ACCESSORIES**



APPLICATION: PRINT. Do not repeat the Sport Performance Logo on a graphic, banner, flag, etc. See 3-Stripes section for alternatives.



APPLICATION: PRINT. Do not use Sport Performance Logo as a pattern, border or bullet point.



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



USAGE: MANIPULATION. Do not add shadowing, illumination, imagery, etc.

SPORT PERFORMANCE LOGO: VIOLATIONS



APPLICATION: GIVEAWAYS. Do not use the 3-Stripes on any giveaways.



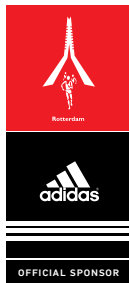
USAGE: WITH ATHLETE AND CATEGORY LOCKUPS. Do not separate logo lockups to make new arrangement.



USAGE: WITH ATHLETE AND CATEGORY LOCKUPS. Do not change logo positions within lockups nor change logo colour.



USAGE: WITH TECHNOLOGY LOGOS. Do not make technology logo larger than Sport Performance Logo.



USAGE: WITH EVENT PARTNERS. Do not change event lockup background colour, nor ever use the 3-Stripes in any lockup.



USAGE: WITH EVENT PARTNERS. Do not alter lockup shape nor add coloured outline.



USAGE: WITH RETAIL ACCOUNTS. Do not make Sport Performance Logo visually smaller than retail partner logo.



Primary zone

No branding zone

Secondary zone



USAGE: WITH RETAIL ACCOUNTS. Do not place Sport Performance Logo below retail partner logo.