



JUST DO IT. JUST DO IT.

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01

# ABOUT **NIKE**

A consumer products company, engages in the design, development, and marketing of footwear, apparel, equipment, and accessory products worldwide.



## OUR VISION

We see a world where everybody is an athlete united in the joy of movement. Driven by our passion for sport and our instinct for innovation, we aim to bring inspiration to every athlete in the world and to make sport a daily habit.

**"Inspiration,  
innovation,  
every athlete  
in the world,  
authentic,  
connected, and  
distinctive."**

# OUR **LOGO**



## LOGO

The logo is derived from goddess' wing, 'swoosh', which symbolises the sound of speed, movement, power and motivation.

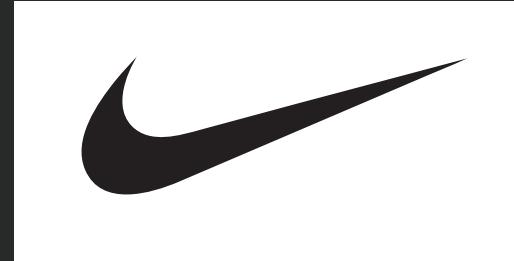
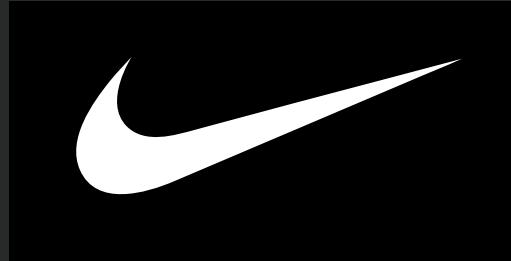
Nike is an American corporation headquartered in Washington County, Oregon. The company was established in 1964 by Bill Bowerman and Phil Knight. But the company changed its name from Blue Ribbon Sports to the current Nike in 1978.

## LOGO W/ NAME

How Nike got the name is actually from Greek mythology, Nike is the Winged Goddess of Victory.

LOGO

DO'S



A white logo is acceptable on black background or black logo is acceptable on white background.

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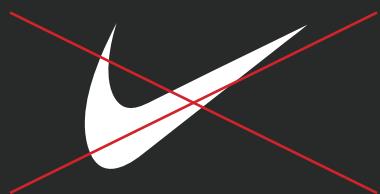
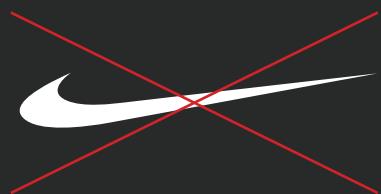


A red logo is also acceptable which represents as passion on either white or black background.

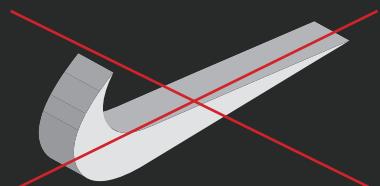
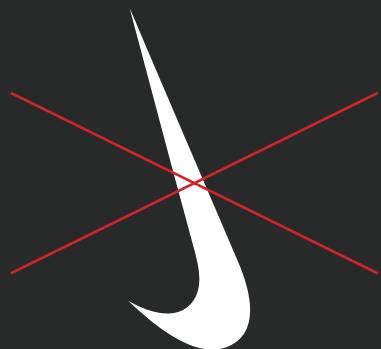
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## LOGO

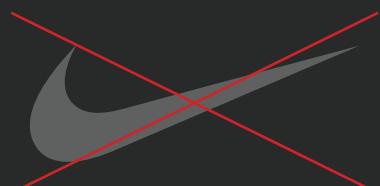
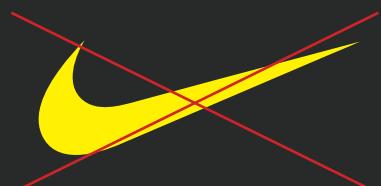
# DON'TS



Dont distort or  
stretch the logo.



Dont rotate, bevel  
or 3D the logo.



Dont change logo color  
or opacity that doesnt  
represent the brand.

LOGO W/ NAME

DO'S  
DO'S



A white logo is acceptable on black background or black logo is acceptable on white background.

---



A red logo is also acceptable which represents passion on either white or black background.

---

## LOGO W/ NAME

## DON'TS



Do not change  
it into 2 different  
colors or place  
them unnaturally.

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Do not change  
logo or logo  
name to big or  
small sizes.

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# OUR **COLORS**

## COLOR PALETTE

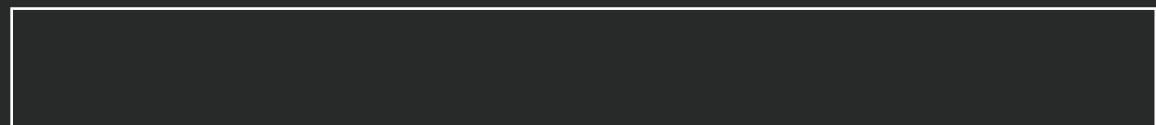
Nike uses the red and white color palette on its logo for much of its history. The red is meant passion, energy, and joy, while the white color represents nobility, charm and purity. White and black are the two primary colors used to display the logo on their shoes and apparel.



C=15 M=100 Y=100 K=0



C=0 M=0 Y=0 K=0



C=100 M=100 Y=100 K=100



# OUR **TYPEFACE**

## FONT HISTORY

Futura has a powerful design that you can see right away. It's related to strength because of the bold version used, it shows dynamism as it is inclined together with stability given by the geometry of the Futura. Together with the rest of the image you get a very clear message. The message is that Nike is a very strong brand and if you get their products you will also be associated with that.

### Futura PT

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

### Futura Condensed Extra Black

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

# OUR **KEYWORDS**

- Nike
- Nike Shoes
- Air Max
- Air Force 1
- Jordan
- AirMax
- Blazer
- New Releases
- Nike Men
- Nike Women
- Nike Apparel
- Nike Kids
- Nike Sale
- Nike Collections





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