

## adidas – the story of a logo



The **3-Stripes** mark is without doubt the quintessential adidas symbol. It was created by the adidas company founder, Adi Dassler, and first used on footwear in 1949. Dassler created a symbol that could be immediately recognized when his footwear was used in athletic competition and associated with adidas. He emphasized the association with the slogan “The Brand with the 3 Stripes”. The 3-Stripes were first used on apparel in 1967. The 3-Stripes now enjoy worldwide recognition as an adidas symbol.



In the late 60s adidas expanded into the leisure and apparel sector, and this prompted Käthe and Adi Dassler to seek a new, additional identification mark for the adidas brand. In August 1971, the **Trefoil** was born, out of more than 100 ideas. Inspired by the 3-Stripes, it is a geometric execution with a triple intersection, symbolizing the diversity of the adidas brand. This symbol was first used on adidas products in 1972, and later became the company’s corporate symbol. Today it plays the important role of representing the adidas Originals collection.



In 1997, adidas decided to introduce an integrated corporate design, choosing as the core element a new and yet familiar logo: the **3 bars**. It was designed in 1990 by the then Creative Director Peter Moore, and initially used on the Equipment range of performance products. It is inspired by the 3-Stripes as they appear on footwear. The

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shape formed by the bars also represents a mountain, indicating the challenge to be faced and the goals to be achieved.



In August 1998, following the merger of adidas and Salomon, the then named adidas-Salomon AG introduced a new corporate logo. The logo unites the values of the brands of the Group, incorporating the typical colours of the two previous groups: blue for adidas, red for Salomon. The logo shows three shapes coming together to form a larger shape, namely a diamond. The space between the shapes forms another shape, that of a person with arms raised in victory and celebration. This logo appeared on all corporate documents of the then named adidas-Salomon AG, but not on products.



In July 2002, adidas-Salomon AG presented a revolutionary new business strategy for the adidas brand, aimed at expanding its customer base and driving top-line growth. The new structure marked a fundamental shift from the traditional "Footwear" and "Apparel" structure, introducing a new three-divisional approach with the "Sport Performance", "Sport Heritage" and "Sport Style" divisions.

The products in the **adidas Sport Performance** division are developed for the sports performance market but have design appeal, encouraging consumers to wear the products both on and off the court or playing field.

The **adidas Sport Heritage** division contains adidas Originals products. Originals products seek to extend the adidas brand's unique and authentic heritage to the lifestyle market. Design and functionality are already strong aspects of the two existing adidas divisions and are continued with an even stronger focus in the new Sport Style division.

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**adidas Sport Style** - the future in sportswear designed by Yohji Yamamoto is an exclusive collection, consisting of men's and women's footwear, apparel and accessories. It combines the mission of the sports brand with the vision of style to develop an unexpected and radical appeal. Yohji Yamamoto: "For me, this is an interesting and exciting new project on many levels. And, I always wanted my clothes to be accessible to... and desired by... a greater number of people, and I feel that it will be possible for me to achieve this through this new line."

In 2007, the Sport Heritage and Sport Style divisions merged into a single Sport Style division. The logos of the two divisions remain visible on the respective collections.



The corporate logo changed after the divestiture of Salomon in October 2005. The new logo of the adidas Group was launched in April 2006. The adidas Group logo is the umbrella under which all Group-owned brands stand. It brings adidas back to its roots by using the familiar adidas wordmark as a visual identity to the business community, strengthening image and impression.

From a design perspective, the new logo is simple, clear, confident and shows leadership. It will support future business growth and is flexible enough to anticipate any unforeseen changes.



At the same time the adidas brand received a new logo to incorporate the divisions Sport Performance and Sport Style.

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The following chart shows all the brands gathered under the roof of the adidas Group:



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The other brands of the adidas Group also have a long history of logos themselves:

## Reebok

Reebok officially joined the adidas Group on January 31<sup>st</sup>, 2006.



The original Reebok logo shows the Union Jack, representing the brand's beginnings in Bolton, England in 1895.



The logo was modified to represent the Reebok Classic Collection, a collection of products characterized by the brand's past.



In the late 80s, Reebok introduced a second icon, known as the vector. This icon was introduced to represent a new era of "performance" product. The design comes from cues on the product – known as the "side stripe – cross check".



There have been modifications and iterations of the Reebok Performance Logo over the years. The vector has been Reebok's iconic symbol of Sport Performance.



To achieve a greater connection to the youth market, in 2001 Reebok introduced a new tier of product – known as Rbk. The success of this branding influenced Reebok to look at its overall branding scheme and determine that the future of the brand would best be represented by this new logo.

## **Reebok**

At the 50<sup>th</sup> anniversary of the brand name in 2008, Reebok returned its brand identity from Rbk to Reebok. While Rbk captured a moment in time for the brand, Reebok is timeless and reflects the company's heritage. The new design entails a new font that is modern, yet simple, and incorporates the face of the brand.

## TaylorMade-adidas Golf

TaylorMade-adidas Golf officially joined the adidas Group in 1997.



The first Taylor Made logo was implemented in 1979. It shows the script “Taylor” and “Made” off to the side.



The TaylorMade “T” logo made its debut in the mid 1980s.



The updated copper “T” logo was used starting around late 1998.



The current TaylorMade logo was implemented in September 2000.