

Adidas Brand Identity Style Guide

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adidas - Strategy

This style guide is modern and focuses on the flexibility of brand identity. The colour palette is mostly muted blue and gray, with black typeface. They use a chevron style logo beside the company name while the feel of the brand is both modern and simple.

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It is the single biggest growth opportunity for the adidas brand. That is why we have made North America a strategic priority and started to significantly increase our investments into our US business - people, infrastructure, marketing and point-of-sale - in order to be more relevant and always visible to the consumer. ...

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The adidas brand has a long history and deep-rooted connection with sport. Everything we do is rooted in sport. This is what 'The Badge of Sport' stands for as a brand mark. Our broad and diverse sports portfolio, from major global sports such as football and running, to regional heartbeat sports such as American football and rugby, has enabled the brand to transcend cultures and become one of the most recognized and iconic global brands, on and off the field of play.

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[What is Brand Identity Design?](#)

Design: the foundation of your brand identity — Just like your Adidas built the brand identity of your middle-school-star-athlete persona, your design is what will build the brand identity of your company. Your corporate design assets are the tangible elements that will determine how your brand is perceived. Things like your logo, your packaging, your web design, your

social media graphics, your business cards and the uniforms your employees wear.

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The sub-brands adidas Originals and adidas Sport Style strive to take the brand 's unique heritage and design leadership to capture further potential in the sports lifestyle and fashion market.

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Adidas is a sports brand or a brand which believes in the emotion and power of sports to change lives. The mission of Adidas is to be the best sports brand in the world. This mission is

anchored in its core belief that big changes can be brought about through sports.

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