

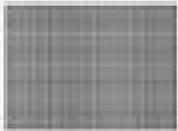
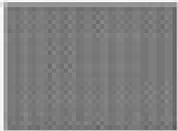
## Swatches\_

DESCRIPTION OF THE SWATCHES AND HOW TO USE THEM IN THE DESIGN.

DESCRIPTION OF THE SWATCHES AND HOW TO USE THEM IN THE DESIGN.

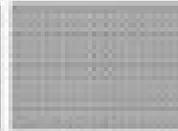
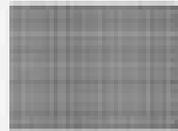
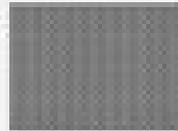
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## Swatch sets\_

DESCRIPTION OF THE SWATCH SETS AND HOW TO USE THEM IN THE DESIGN.



## Visuals set1\_

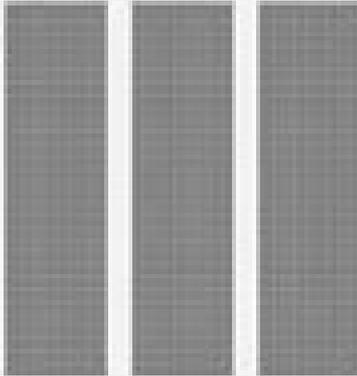
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## Visuals set2\_

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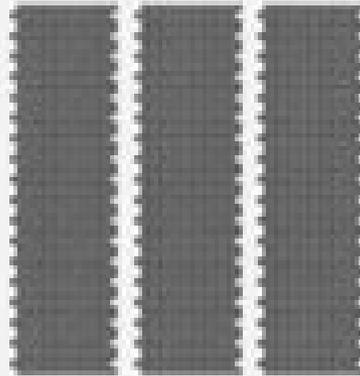
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## Visuals set3\_

DESCRIPTION OF THE VISUALS SET 3 AND HOW TO USE THEM IN THE DESIGN.

DESCRIPTION OF THE VISUALS SET 3 AND HOW TO USE THEM IN THE DESIGN.



## Typography\_

DESCRIPTION OF THE TYPOGRAPHY AND HOW TO USE THEM IN THE DESIGN.

DESCRIPTION OF THE TYPOGRAPHY AND HOW TO USE THEM IN THE DESIGN.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## Typography\_

DESCRIPTION OF THE TYPOGRAPHY AND HOW TO USE THEM IN THE DESIGN.

DESCRIPTION OF THE TYPOGRAPHY AND HOW TO USE THEM IN THE DESIGN.

ABC123  
ABC123  
ABC123  
ABC123

## Lockup\_

DESCRIPTION OF THE LOCKUP AND HOW TO USE THEM IN THE DESIGN.

DESCRIPTION OF THE LOCKUP AND HOW TO USE THEM IN THE DESIGN.

NMD\_

DESCRIPTION OF THE LOCKUP AND HOW TO USE THEM IN THE DESIGN.



NMD\_

DESCRIPTION OF THE LOCKUP AND HOW TO USE THEM IN THE DESIGN.

## Colour\_

DESCRIPTION OF THE COLOURS AND HOW TO USE THEM IN THE DESIGN.

DESCRIPTION OF THE COLOURS AND HOW TO USE THEM IN THE DESIGN.



# Adidas Brand Identity Guidelines Degen

**Catharine Slade-Brooking**



## **Adidas Brand Identity Guidelines Degen:**

**Brand Extension. How Sub-Branding can be used to stretch a Brand effectively** Lina Seil, 2016-10-20 Seminar paper from the year 2016 in the subject Business economics Offline Marketing and Online Marketing grade 2 0 University of Applied Sciences Hannover language English abstract The purpose of this academic paper is to identify how Sub Branding can be used to stretch a brand effectively Thereby the essence of the Brand Extension should be clarified and especially Sub Branding should be classified and represented In addition an overview of the Adidas Group is given Furthermore it is closely examined how Sub Branding works in practice on the basis of the brand Adidas First of all the focus of this academic paper lies on the conceptual fundamentals This chapter will define and discuss the terms Brand Brand Management and Brand Policy Secondly Brand Extension will be analysed in detail Here the types of Brand Extension which are Category Extension and Line Extension and its opportunities and risks will be displayed Then the Brand Extension strategy Sub Branding and in particular its objectives requirements as well as opportunities and risks will be explained in detail Following this a case study of the German sportswear retailer Adidas is presented to illustrate how Brand Extension and especially Sub Branding work in practice Thereby this chapter is aimed at recognizing how Sub Branding can be used to extend a brand effectively At the beginning the company Adidas and its Brand Portfolio will be introduced Afterwards a closer look is taken at how Sub Branding works in practice based on the example of Adidas using several sub brands Following that a critical evaluation of the company's brand extension strategy finalizes the chapter Finally the knowledge gained from this academic paper will be summarized in a conclusion

*A Guideline for Adidas to Develop Design Leadership* Sampo Lenzi, 2013 Creating a Brand Identity: A Guide for Designers Catharine Slade-Brooking, 2016-01-18 Creating a brand identity is a fascinating and complex challenge for the graphic designer It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour This practical handbook is a comprehensive introduction to this multifaceted process Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity including defining the audience analyzing competitors creating mood boards naming brands designing logos presenting to clients rebranding and launching the new identity Case studies throughout the book are illustrated with brand identities from around the world including a diverse range of industries digital media fashion advertising product design packaging retail and more

**Brand Identity Essentials, Revised and Expanded** Kevin Budelmann, Yang Kim, 2019-04-16 Brand Identity Essentials Revised and Expanded outlines and demonstrates basic logo and branding design guidelines and rules through 100 principles These include the elements of a successful graphic identity identity programs and brand identity and all the various strategies and elements involved A company's identity encompasses far more than just its logo Identity is crucial to establishing the public's perception of a company its products and its effectiveness and it's the designer's job to envision the brand and create what the public sees Brand Identity Essentials a classic design reference now updated and expanded lays a

foundation for brand building illustrating the construction of strong brands through examples of world class design Topics include A Sense of Place Cultural Symbols Logos as Storytellers What is On Brand Brand Psychology Building an Online Identity Managing Multiple Brands Owning an Aesthetic Logo Lifecycles Programs That Stand Out Promising Something and Honesty is Sustainable The new revised edition expands each of the categories descriptions and selections of images and incorporates emergent themes in digital design and delivery that have developed since the book first appeared Brand Identity Essentials is a must have reference for budding design professionals and established designers alike **Identity Designed** David Airey,2019-01-22 Ideal for students of design independent designers and entrepreneurs who want to expand their understanding of effective design in business Identity Designed is the definitive guide to visual branding Written by best selling writer and renowned designer David Airey Identity Designed formalizes the process and the benefits of brand identity design and includes a substantial collection of high caliber projects from a variety of the world s most talented design studios You ll see the history and importance of branding a contemporary assessment of best practices and how there s always more than one way to exceed client expectations You ll also learn a range of methods for conducting research defining strategy generating ideas developing touchpoints implementing style guides and futureproofing your designs Each identity case study is followed by a recap of key points The book includes projects by Lantern Base Pharus OCD Rice Creative Foreign Policy Underline Studio Fedoriv Freytag Anderson Bedow Robot Food Together Design Believe in Jack Renwick Studio ico Design and Lundgren Lindqvist Identity Designed is a must have not only for designers but also for entrepreneurs who want to improve their work with a greater understanding of how good design is good business **Adidas** Peng Yangjun,Moon Jiaojiao Chen,Chen Jiaojiao,2008-01-17 Brands A Z is a series that tells the story of independent creative and alternative brands with each title delving into the history of a chosen brand reflecting its corporate culture and showcasing its winning designs This volume focuses on the definitive advertising campaigns by Adidas charts the creative thinking processes that produced the much acclaimed campaigns over the years and showcases a series of creative artwork A must have for fans of the brand that will serve as an inspiration for designers and advertisers everywhere Designing Brand Identity Alina Wheeler,2012-10-11 A revised new edition of the bestselling toolkit for creating building and maintaining a strong brand From research and analysis through brand strategy design development through application design and identity standards through launch and governance Designing Brand Identity Fourth Edition offers brand managers marketers and designers a proven universal five phase process for creating and implementing effective brand identity Enriched by new case studies showcasing successful world class brands this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding including social networks mobile devices global markets apps video and virtual brands Features more than 30 all new case studies showing best practices and world class Updated to include more than 35 percent new material Offers a proven universal five phase process and methodology for creating and implementing effective brand identity

*Building Our Brand Identity*, 1995      **Designing Brand Identity** Alina Wheeler, 2003-02-04 From an interactive website to a business card a brand must be recognizable differentiated and help build customer loyalty This indispensable resource presents brand identity fundamentals and a comprehensive dynamic process that help brands succeed From researching the competition to translating the vision of the CEO to designing and implementing an integrated brand identity program the meticulous development process is presented through a highly visible step by step approach in five phases research and analysis brand and identity strategy brand identity design brand identity applications and managing brand assets From global corporate mergers through entrepreneurial ventures and nonprofit institutions twenty two case studies portray the brand identity process in action They illustrate a range of challenges and methodologies and represent a select group of branding and multidisciplinary design firms The scope of material includes history of identity design up to the latest information about online brand identity standards naming and trademarking with practical project management resources about decision making and creating brand briefs Alina Wheeler specializes in brand identity She uses her strategic imagination to help build brands create new identities and design integrated brand identity programs for Fortune 100 companies entrepreneurial ventures cities and foundations Wheeler works closely with founders CEO s and senior management to insure that their vision and their brand identity are communicated clearly to accelerate the success of their organizations She has been the principal of several design firms as well as a consultant to some of America s largest business consulting groups She is a former national board member of AIGA and was named an AIGA Fellow in 1998 Hallmark Features Unlike most books that show identity programs this book outlines a rigorous complex and proven process from research and analysis through the design development of a new identity and online standards through launch and brand asset management Comprehensive easy to understand guide that is organized by spreads by subject for easy reference An indispensable reference for anyone with responsibility for brand identity Meaningful and actionable information that will accelerate the success of any brand identity project A toolkit for design firms and professionals design students and design managers Presents the relationship between effective brand identity and creating building and managing successful brands Presents case studies from Cingular Amazon Citibank TAZO Zoom Harley Davidson FedEx and twenty others      **Brand Identity Essentials** Kevin Budelmann, Yang Kim, Curt Wozniak, 2010-10-01 This book is the fourth book in the Essential series following Layout Essentials Typography Essentials and Packaging Essentials It outlines and demonstrates basic logo and branding design guidelines and rules through 100 principles including the elements of a successful graphic identity identity programs and brand identity and all the various strategies and elements involved      Logo Design Love David Airey, 2015 In Logo Design Love Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page Just as in the blog David fills each page of this simple modern looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last      **Diverse**

**Karten von Ostfriesland: Landschaftskarte Wilhelmshaven ,      Designing Brand Identity Alina Wheeler,2017-10-16      Soft Brand Identity Guidelines ,2016 Proposal for a soft brand clothing collection with emphasis on minimalism and quality rather than loud distracting branding      Designing Brand Identity Alina Wheeler,Rob Meyerson,2024-02-13** Revised and updated sixth edition of the best selling guide to branding fundamentals strategy and process It s harder than ever to be the brand of choice in many markets technology has lowered barriers to entry increasing competition Everything is digital and the need for fresh content is relentless Decisions that used to be straightforward are now complicated by rapid advances in technology the pandemic political polarization and numerous social and cultural changes The sixth edition of Designing Brand Identity has been updated throughout to address the challenges faced by branding professionals today This best selling book demystifies branding explains the fundamentals and gives practitioners a roadmap to create sustainable and successful brands With each topic covered in a single spread the book celebrates great design and strategy while adding new thinking new case studies and future facing global perspectives Organized into three sections brand fundamentals process basics and case studies this revised edition includes Over 100 branding subjects checklists tools and diagrams More than 50 all new case studies that describe goals process strategy solutions and results New content on artificial intelligence virtual reality social justice and evidence based marketing Additional examples of the best most important branding and design work of the past few years Over 700 illustrations of brand touchpoints More than 400 quotes from branding experts CEOs and design gurus Whether you re the project manager for your company s rebrand or you need to educate your staff or students about brand fundamentals Designing Brand Identity is the quintessential resource From research to brand strategy design execution to launch and governance Designing Brand identity is a compendium of tools for branding success and best practices for inspiration

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