



UPDATED 6 MONTHS AGO

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NOTIFICATION SETTINGS

## LOGO

It is critical to our success that we use our brand's trademarks in a consistent, meaningful and targeted way. Often people's first impression of adidas is formed when they see our logo.

Basic information about using logos, clear space and colours can be found in the logo channel of each sub-brand.

DO NOT MIX ADIDAS LOGOS ON A PAGE UNLESS THE PAGE HAS A HIGHER LEVEL.

*E.G. AN E-STORE THAT SELLS THE PRODUCTS OF SEVERAL BRANDS.*

Communications that require the use of the Badge of Sport logo must maintain a commitment to clarity, precision and consistency, and uphold the integrity of the brand across all its representations.

If you have questions or a special request, please contact: [BRAND.IDENTITY@ADIDAS.COM](mailto:BRAND.IDENTITY@ADIDAS.COM)

## BRAND ARCHITECTURE

	SPORT	SPORTSWEAR	STREETWEAR		STYLE & COLLABORATION	
BEST						
BETTER					X	X
GOOD						

## CONSTRUCTION



- The Badge of Sport is composed of two elements: the adidas wordmark and the 3-Bars.
- The wordmark uses specially drawn letters, which can never be replaced by a font.
- The 3-Bars and the wordmark can never be used as separate elements in communications. Some exceptions for product application do exist, please refer to the current Product ID Guidelines for usage guidance.

## SIZE

DO NOT CROP OR ALTER THE LOGO TO ACCOMMODATE SMALL SPACES.

IF A LOGO CANNOT FIT INTO THE AVAILABLE AREA IN AN ACCEPTABLE SIZE, DO NOT USE IT.



### PRINT COMMS

Minimum width of the Badge of Sport is 3/8" or 9,5 mm.



### WEB USE

Minimum width of the Badge of Sport is 50 pixels.



#### MINIMUM CLEAR SPACE

Clear space must be no smaller than the height and width of the 'a' in adidas.



#### EXTREME FORMATS

For extreme vertical and horizontal placements, clear space must be no smaller than the dot of the 'i' in adidas.

## COLOUR OF SPORT

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The colour and vibrancy of sport will be in our brand mark. We will continue to focus on the iconic black and white. In addition, we have established a new colour palette and guidelines for the Badge of Sport.

### PRIMARY

The Badge of Sport (BOS) can appear in any of the colours in the seasonal palette as well as BLACK or WHITE. The BOS can only appear as a solid fill colour. **DO NOT EDIT BLENDING MODE OR OPACITY.**

If the background is light, use a black logo for maximum contrast. If the background is dark, use a white logo. If the background is too busy, neutralize the contrast of the background so that the logo remains distinct.

If you want to create a related piece of communication, please check the Brand Expression links for seasonal campaign direction provided in the Links and Contacts section.



BLACK  
PANTONE 426C  
CMYK 0/0/0/100  
RGB 0/0/0  
WEB #00000



WHITE  
CMYK 0/0/0/0  
RGB 225/225/225  
WEB #FFFFFF

## SECONDARY

Accent colours should be used only in corporate communications when it is necessary to distinguish chapter headings, PowerPoint bars and other such elements. We have chosen colours similar to those of the Olympic rings as additional accent colours to the adidas brand palette.



CORE RED  
CMYK 11/96/81/2  
RGB 210/36/48  
WEB #D22430



SOLAR YELLOW  
CMYK 0/53/100/0  
RGB 255/173/0  
WEB #FFAD00



CORE GREEN  
CMYK 83/19/68/4  
RGB 1/143/107  
WEB #008F6E



BLUE  
CMYK 94/63/0/0  
RGB 0/90/167  
WEB #005AA7

## SEASONAL PALETTE

For the seasonal colour palette please visit the [Brand Expression 2018 Brand & Color Direction](#) link.

## VIOLATIONS

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Replace 3-Stripe Linear logo with Badge of Sport immediately.

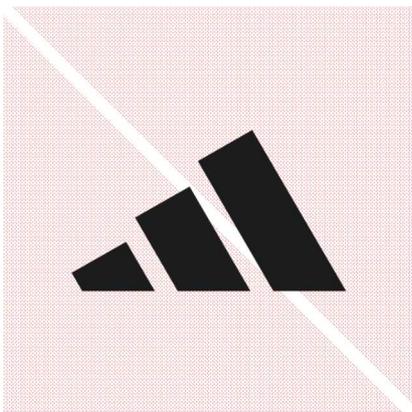


Replace Style logo with Badge of Sport immediately.



The registration mark has been removed from the Badge of Sport.

## DECONSTRUCTION



Never use 3-Bars as separate element in communications.

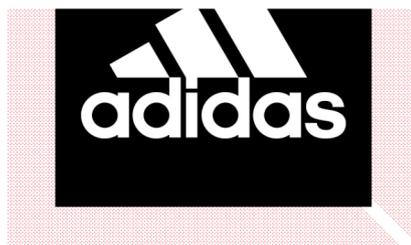


adidas wordmark is only for use in communications when referring to the company.

## OTHER VIOLATIONS



Do not overbrand or use as a repeating pattern.



Do not place in a container.



Do not fill with an image, text or graphics.

## CATEGORY CALLOUTS

CATEGORY CALLOUTS ARE ONLY ALLOWED FOR USE AS T-SHIRT GRAPHICS.



Never replace adidas wordmark in Badge of Sport logo.



Discontinue using old Category Callout logos immediately.



Please visit the Asset Library for full list of approved Category T-Shirt Graphics.

## DOWNLOAD ASSETS

### FILE NAME

Badge\_of\_Sport\_Remastered\_BWp.pdf

Badge\_of\_Sport\_Remastered\_BWr.pdf

Badge\_of\_Sport\_Remastered\_BWp.png

Badge\_of\_Sport\_Remastered\_BWr.png

### UPDATED

UPDATED: 1 year ago

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