

## Nike Visual Identity Guideline

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Nike Visual Identity Guideline Second line of attack was establishing guidelines for a homogenized branded style, adopting a low-demand global navigation that could easily be adopted by all Nike websites without much reconstruction on an early phase, and educating teams and providers on a common visual language of typography, color palette and design motifs.

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Nike's logo has encompassed a brand that reflects aspects many people strive for in their lives: dominance, authenticity, innovation, winning, and performance. Nike's ability to have their brand image capture these values allows consumers to identify with Nike not only for their products but for the image that its brand embodies too.

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Background of the problem. Before going into the brand image of NIKE, there is an importance to know what exactly Brand and Brand image is. Brand is a name, term, sign, symbol, design or combination of all these which identifies the products or services of one merchant or the group of merchants and to differentiate them from the competitors (Armstrong & Kotler, 2003: 288).

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The Nike and consumer identity suddenly became enmeshed with Nike representing the individual quest for extraordinary human achievement. Appeal to Athletes Ego's and they'll love you for it. Many of Nikes ad's to this day follow marketing and branding strategy principles from successes in their early years.

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The new logo—silhouette of a blue leaping elephant—is strong and distinctive, and was largely inspired by the classic Animal Planet logo and is a homage to the brand's history.

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A visual style guide ensures brand consistency. Learn how to create one with this ultimate guide to building brand identity guidelines.

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View the full brand guidelines here. 2. Skype . Taking a huge step away from the brutalism of Nike's branding guidelines, Skype is whimsical, clever and subtle, with a dry joke in the fine print below a bigger joke. They're every bit as controlling—they're not allowing their pleasant and affable copy to water down their brand—but they ...

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The guide covers the “all you need to know” about visual identity in the digital world, typography, signatures, calls to actions, badges, rich media and so much more! This telecom giant also gives readers an idea of how to leverage their social media with their brand assets including profiles, display pictures and backgrounds.

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Every brand, from the smallest website or startup, to corporate giants such as Nike or McDonald's, need a set of branding guidelines and rules to maintain their identity. This document, which can range from a couple of pages, to several hundred, is the thread that holds together what the public sees from a company.

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