

The visual identity of Nike and How It Helps the Company to be Successful

Introduction

In recent years, there are more and more brands are competing in the market. Every companies aim at creating a famous brand. If a brand wants to be more prominent, the visual identity is very important. Nike which has an impressive visual identity is one of the most famous brand. It was created in 1972, and now Nike as a typical sign of sport and competition is very popular in the world. Consumers are attracted by Nike's visual identity because of the representative logo and commemorative store design. These impressive visual identity have become the key to the brand "NIKE" . This essay will analyse Nike's visual identity about logo and store design, and explain how it can help Nike to create a successful brand.

Secondary research and examples

A typical logo will become the representative of the corporate image and fast attract people's attractions. Logo is not just a figure or some letters. A meaningful logo as a part of brand can express the company's visual image by making people fell their connotation. The logo of Nike successfully became the brand's sign. In fact, Nike is one of the most famous sports company in the world. And there is no doubt the visual image of Nike is relate to competition and sport. Fig. 1 shows Nike's logo. The the logo is a figure like a "check mark" symbol, and its color is white and black. On the whole, the logo looks very concise, but this does not mean that it is boring. As Campbell Jof points out, "The logo was once considered as an insignificant and humble symbol. It later became a part of sports culture" (Jof, 2017). This logo as one of the most typical logo shows the style of Nike. And the concise logo express one of the visual image of Nike is simplify. Nike's simple logo is more conspicuous to attracts people's attention. In addition, the figure is not

just a symbol, it is also a sign comes from the ancient Greek goddess Nike. As fig. 2, the logo's shape is as a wing of the ancient Greek goddess Nike which symbolises victory. And the wings of the ancient Greek goddess Nike is a sign of power and movement. These meanings are also contained in the Nike's logo, in a simplify form. According to Stefan Andrews, "The lines of the sign denote speed and motion, while the word swoosh itself mimics the sound you can hear from your favorite NBA player as he zig-zags around on his way to score the next best three points" (Andrews, 2017). The meaning of this logo which is speed and motion is consistent with the Nike's visual image. At the same time, the lines of the logo denote a fast-moving movement, which is exactly the mark of Nike visual image. So the logo of Nike will leave a deep impression on consumers, because consumers can see the brand's design concept from this logo. To sum up, Nike's memorable logo will not only attract people, but also helps people to remember it.

Fig. 1. Nike's logo



Source:<https://i.pinimg.com/originals/b9/29/9f/b9299fcf8e291288e5d7acbf28a018e0.png>

Fig. 2. Nike's logo and the ancient Greek goddess Nike



Source:<https://www.thevintagenews.com/wp-content/uploads/2017/10/i69gpoo3.jpg>

Store design is a way that brands can create a positive visual identity for customers. Nike's stores are usually attractive and popular for customers. These stores are not eye-catching in colour, because there are not too many colour. But they are designed in good colour scheme to attract people. For example, there is a great colour scheme in fig.3 which shows the outside of a Nike's store. The colour of sign's background is black, and there is a large red logo on it. These forms a conspicuous colour scheme, though it is a simple colour scheme. According to Diana Molina, "Nike stores carry implicit innovation and design, part of the imprint of the brand" (Molina,2015). It means the simplify store design reflected in the details express exactly Nike's visual identity. This implicit design is not only reflected in the color matching outside the store, but also has some subtle innovations in the store. In addition, Nike's store design is also commemorative. Fig. 4 shows a Nike's store. It is noticeable that the store design contains many meanings like the logo. The goods are shown clearly. And there are some images and information about basketball stars. For example, there is a basketball jersey number 23 to commemorate Michael Jordan, and a photo of Jordan's scene on the court is also displayed beside it. These are shown in the store are not just goods, they are also signs .And there are some related information on the floor. This store design is not only as a meaningful sign to express visual identity, it also creates an emotional connection with customers from the environment.

Fig. 3. The outside of a Nike's store



Source:<http://descaparatismo.com/wp-content/uploads/2015/08/nike-oreg%C3%B3n.jpg>

Fig. 4. Nike's store



Source:https://eightinc.com/wp-content/uploads/nike_108-1136x757.jpg

Conclusion

It is important for a company to have meaningful or typical visual image to create a well-known brand. Both of Logo and store design play a big role in the Nike's brand as two factors of visual identity. Nike's logo attracts people, and the store design gives customers a good experience when they watch the displays that resonate with them in the store. Nike showed people their visual identity through typical logo and positive store design to leave a deep impression on people, so eventually became one of the world's most famous brands and representatives of sports

Bibliography:

Andrews, S. (2017) The ancient Greek goddess Nike, representing victory and speed, inspired the Nike company logo, *The Vintage News*. Available from:

<https://www.thevintagenews.com/2017/10/11/the-ancient-greek-goddess-nike-representing-victory-and-speed-inspired-the-nike-company-logo/>

Jof, C. (2017) Surprising Facts You Didn't Know About Nike's Swoosh Logo, *Design Hill*. Available from:

<https://www.designhill.com/design-blog/surprising-facts-you-didnt-know-about-nike-swoosh-logo/>

Molina, D. (2015) ANALYSIS OF NIKE STORE, *Descaparatismo*. Available from: <http://descaparatismo.com/en/analisis-de-la-tienda-nike/>