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# Nike Corporate Identity Guidelines

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No Logo

Behind the Brand

PR Today

Designing Brand Identity

Wally Olins on Brand

Co-creating Brands

The Business of Human Rights

The “People Power” Women’s Guide (Identity, Independence, Fashion, Feminism, Family, Happiness, Domestic Violence: Live a Better Life)

Corporate Social Responsibility: Case Study of Nike, Inc.

Marketing Aesthetics

Brand Leadership

The Public Relations Handbook

Organizations and Public Policy Challenges

The Strategic Management of Brands, Identity, and Image

A Guide to Theory and Practice

How to give consumers what they actually want

Marketing Communications

Sprint

A practical guide to branding your business, from creation and vision to protection and delivery

Brand Management from A Co-creative Perspective

Magazine of International Design

Corporate Communication

Promoting and Protecting the Public Face of an Organization

How to Create Effective Company Logos

Strategic Issues Management

Stories from Some of the Most Intriguing Innovators, Entrepreneurs and the Reasons Behind Their Success  
Creative Techniques for Photographers, Artists, and Designers  
The Complete Idiot's Guide to Branding Yourself  
Offline and Online Integration, Engagement and Analytics  
Bringing the Moguls, the Media, and the Magic to the World  
The Complete Guide to Business Risk Management  
An Evolving Agenda for Corporate Responsibility  
The Complete Idiot's Guide to Starting and Running a Coffee Bar  
Tips and Techniques for Showing Who You Are and What You Can Do  
How Corporate Cash Bought American Higher Education  
Guidelines for Creating Codes of Conduct in Multinational Corporations  
The Power of Logos  
How to use psychology and behavioral science to create an experience that sings  
An Essential Guide for the Whole Branding Team

*Nike Corporate Identity Guidelines*

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## **JAELYN EDWARDS**

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**No Logo** SAGE Publications

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

**Behind the Brand** SAGE Publications

Whether you're a student of public relations, someone who hopes to break into one of today's most popular growth

industries or someone who wants to understand PR better, this book is for you. The new and fully-updated second edition of this acclaimed textbook takes account of the rapid change in the PR industry, including a thoroughly revised and expanded chapter on digital PR. It offers a guide to public relations, spanning all aspects of PR work, including fashion, events management, crisis communications, politics, celebrity PR and corporate communications. It combines essential practical guidance with a thought-provoking analysis of this exciting

but enigmatic industry, its ethical dilemmas and the role it plays in the contemporary world - not least its controversial but crucial relationship with the media. With a wealth of international examples, PR Today offers a fresh, lively and realistic perspective on its subject, based on the authors' rare combination of top level experience, insider knowledge and years of teaching and writing about PR.

Simon and Schuster

This should be a bulleted list of key points about the book and about your

background. You can also include any data points about the sales or marketing strategy (ie - full page ad in WIRED planned) and anything else that would be a likely sales point for the book that would be valuable to share.

*PR Today* McGraw Hill Professional  
 The Complete Idiot's Guide to Starting and Running a Coffee Bar Penguin  
Designing Brand Identity Macmillan

This book covers film, cable, broadcast, music, sports, publishing, social media, gaming and more.

### **Wally Olins on Brand** SAGE

As a full-featured, free alternative to Adobe Photoshop, GIMP is one of the world's most popular open source projects. The latest version of GIMP (2.8) brings long-awaited improvements and powerful new tools to make graphic design and photo manipulation even easier—but it's still a notoriously challenging program to use. The Artist's Guide to GIMP teaches you how to use GIMP without a tedious list of menu paths and options. Instead, as you follow along with Michael J. Hammel's step-by-step instructions, you'll learn to produce professional-looking advertisements, apply impressive

photographic effects, and design cool logos and text effects. These extensively illustrated tutorials are perfect for hands-on learning or as templates for your own artistic experiments. After a crash course in GIMP's core tools like brushes, patterns, selections, layers, modes, and masks, you'll learn: -Photographic techniques to clean up blemishes and dust, create sepia-toned antique images, swap colors, produce motion blurs, alter depth of field, simulate a tilt-shift, and fix rips in an old photo -Web design techniques to create navigation tabs, icons, fancy buttons, backgrounds, and borders -Type effects to create depth, perspective shadows, metallic and distressed text, and neon and graffiti lettering -Advertising effects to produce movie posters and package designs; simulate clouds, cracks, cloth, and underwater effects; and create specialized lighting Whether you're new to GIMP or you've been playing with this powerful software for years, you'll be inspired by the original art, creative photo manipulations, and numerous tips for designers. Covers GIMP 2.8

**Co-creating Brands** Melville House  
 Do you see branding as the key to the

success of your business but aren't sure where to start? This book, written by enthusiastic experts, will help you to maximise your brand, even in a downturn. All aspects of branding are covered including brand creation and protection. Fascinating case studies of famous brands, including the disaster stories, nail their advice in the real world. All aspects of branding are covered including: - what is a brand and why it is heart, soul and core of a business - brands in a recession, including the success stories - methods to value a brand - brand focus - brand creation and structure - brand audience and brand vision -importance of creativity - brand implementation - personal branding - brand protection- trademark, intellectual property - brand delivery Throughout the book the authors include their own extensive experiences and guidance. A multitude of fascinating case studies include Harley Davidson, IKEA, Aldi, Lego, Cadbury and the Apple iPod plus the disaster stories such as Woolworths and MFI are given throughout the book to nail the advice given in the real world. Even examples of branding behaviour such as Susan Boyle, banks and

MPS are analysed! NOT GOT MUCH TIME? One, five and ten-minute introductions to key principles to get you started. AUTHOR INSIGHTS Lots of instant help with common problems and quick tips for success, based on the author's many years of experience. TEST YOURSELF Tests in the book and online to keep track of your progress. EXTEND YOUR KNOWLEDGE Extra online articles at [www.teachyourself.com](http://www.teachyourself.com) to give you a richer understanding of computing. FIVE THINGS TO REMEMBER Quick refreshers to help you remember the key facts. TRY THIS Innovative exercises illustrate what you've learnt and how to use it.

The Business of Human Rights Springer Essay from the year 2013 in the subject Business economics - Operations Research, grade: A, Stanford University, language: English, abstract: Nike Inc. was founded in 1964 by Bill and Phil as Blue Ribbon Sports. It is headquartered in Oregon, United States and operates on a global scale. The company is traded on NYSE and operates in apparel industry. Its segment markets include athletic footwear and apparel, sports equipment's, and recreational products. With control of over

60% of the business Nike has become a pop culture and at the same time involved in corporate social responsibilities. Increase in market resulted to be marked as the advertisement of the year in 2003 while in 2004 its annual revenues exceeded \$ 13 billion. Nike's acquisitions include Starter and Umbro (NIKE, INC., 2013). Its subsidiaries include Hurley International and Converse Inc. with over 44,000 employees it made a revenue of US\$ 24.128 billion and a net income of US\$ 2.223 billion in the fiscal year 2012. In 2 fiscal year 2009 Nike reported a revenue of US\$ 19.2 billion. Nike has offices are located over 45 countries. Nike sells products in over 180 countries. Nike Portfolio include top competitive brands which include: NIKE brand ( accessories, footwear, apparel, and equipment); Cole Haan (designs, distributes and markets handbags, luxury shoes, outwear and footwear); Converse ( athletic footwear, apparel and accessories); Hurley International LLC (action sports and youth lifestyle footwear, apparel and accessories); Umbro; Nike Golf; and Jordan brand providing similar products (Carbasha, 2010).

*The "People Power" Women's Guide (Identity, Independence, Fashion, Feminism, Family, Happiness, Domestic Violence: Live a Better Life)* Simon and Schuster

Strategic Issues Management explores the strategic planning options that organizations can employ to address crucial public policy issues, engage in collaborative decision making, get the organization's "house" in order, engage in tough defense and smart offense, and monitor opinion changes that affect public policy. In this fully updated Second Edition, authors Robert L. Heath and Michael J. Palenchar offer practical, actionable guidance that readers can apply to organizations from large Fortune 500 companies to nongovernmental organizations and start-up high tech companies.

Corporate Social Responsibility: Case Study of Nike, Inc. Routledge

Brand Think™ - a guide to branding is written for those who want to know what is involved in building a brand to achieve greater success in marketing. Whether they run their own business or work in the marketing department or a marketing

student, the book offers an easy-to-read and start point to learn what branding is all about. Branding is part of the marketing management discipline that can offer the differentiation to compete in the market place outside the organization, and offer the consensus and focus wi The book acquaints the reader with the basics on what a brand is, what branding can do for a business, and introduces the concept of a brand as a Person. Incorporated is the Brand Person™ tool, an easy format to capture your brand identity, defined by eight elements. Each element is explained in detail with accompanying Brand Person™ illustrations. Brand Think™ offers a basic formula that takes into consideration the interplay of the three dimensions of Brand, Consumer and Environment. Each dimension is discussed in some depth. Discipline and action are required to build and bring the brand to life.

#### Marketing Aesthetics Branding Yourself Online

Women have been defined by men in men's terms until relatively recently but now that women are coming into their own both out in the workforce and as separate

entities unto themselves, the question is, once you throw off the shackles of what it means to be a woman as defined by men all throughout history, what exactly is a women as the pure essence she is in her soul? Women are as complex and individual as men if they choose to be yet as simple and one-dimensional as the stereotypical caricatures if they choose to be too so women are women just like men are men. In modern society, a woman can be pretty well anything she wants but the problem, hypocrisy or contradiction with all of this is that despite all this talk about freedom and being who you are, beyond a superficial, glossy façade of store-bought trendiness, most women are no different than the woman of 30 years ago and have no desire to be.

*Brand Leadership* Pearson Education  
THE NEW HARBRACE GUIDE: GENRES FOR COMPOSING offers a sleek and dynamic rhetorically based writing guide that includes a rhetoric, writing guide, guide to genres and persuasion, thematic reader, and research manual (offering both MLA and APA style guides). It also provides additional coverage of punctuation, grammar, and style. THE NEW HARBRACE

GUIDE brings the rhetorical situation to life, whether on the screen, on the page, in an academic setting or at work, at home, and in the community, especially with its emphasis on knowledge transfer.

Renowned author and educator Cheryl Glenn translates rhetorical theory into easy-to-follow (and easy-to-teach) techniques that help sharpen students' rhetorical abilities; their digital, print, and multimodal composing skills; and the critical reading and thinking skills that promote intellectual confidence. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. The Public Relations Handbook Trafford Publishing

There is no way to mistake the ubiquitous trademarked Coca-Cola bottle, or the stylish ads for Absolut Vodka with any of their competitors. How have these companies created this irresistible appeal for their brands? How have they sustained a competitive edge through aesthetics? Bernd Schmitt and Alex Simonson, two leading experts in the emerging field of identity management, offer clear guidelines for harnessing a company's

total aesthetic output -- its "look and feel" -- to provide a vital competitive advantage. Going beyond standard traditional approaches on branding, this fascinating book is the first to combine branding, identity, and image and to show how aesthetics can be managed through logos, brochures, packages, and advertisements, as well as sounds, scents, and lighting, to sell "the memorable experience." The authors explore what makes a corporate or brand identity irresistible, what styles and themes are crucial for different contexts, and what meanings certain visual symbols convey. Any person in any organization in any industry can benefit from employing the tools of "marketing aesthetics." Schmitt and Simonson describe how a firm can use these tools strategically to create a variety of sensory experiences that will (1) ensure customer satisfaction and loyalty; (2) sustain lasting customer impressions about a brand's or organization's special personality; (3) permit premium pricing; (4) provide legal "trade dress" protection from competitive attacks; (5) lower costs and raise productivity; and (6) most importantly, create irresistible appeal. The

authors show how to manage identity globally and how to develop aesthetically pleasing retail spaces and environments. They also address the newly emergent topic of how to manage corporate and brand identity on the Internet. Supporting their thesis with numerous real-world success stories such as Absolut Vodka, Nike, the Gap, Cathay Pacific Airlines, Starbucks, the New Beetle Website, and Lego, the authors explain how actual companies have developed, refined, and maintained distinct corporate identities that set them apart from competitors.

**Organizations and Public Policy Challenges** Gingko Press Inc  
Learn how large corporations can make real improvements in their standard business practices without jeopardizing their competitiveness in the global marketplace. S. Prakash Sethi, a preeminent business scholar and researcher on the activities of multinational corporations and global business issues, outlines a number of highly effective approaches by which corporate leaders can improve their credibility and ensure the protection of the human and civil rights of their workers

across the globe. Order your copy today!

[The Strategic Management of Brands, Identity, and Image](#) Macmillan International Higher Education  
This is a guide to help brand strategists consider what people really want in order to enhance their lives, and think about the role of their brand in responding to these desires. It offers a new framework for understanding desire, based on some of the things that are really important to us: our family, friends and community; the desire to explore, learn and grow; how we experience the world through our senses; our appetite to live life to the full; and what we set out to achieve. Brand strategists are the link between a commercial proposition and the lives it means to touch. They can talk to the people the company wants to reach, and – more importantly – listen to them. A brand which both enhances people's lives, and nurtures the resources on which they depend, will prove more resilient, win trust and achieve better results.

*A Guide to Theory and Practice* No Starch Press  
The Public Relations Handbook, 6th edition provides an engaging, in-depth exploration

of the dynamic and ever-evolving public relations industry. Split into four parts exploring key conceptual themes in public relations, the book offers an overview of topics including strategic public relations, politics and the media; media relations in the social media age; strategic communication management; public relations engagement in the not-for-profit sector; activism and public relations; and the effects of globalisation and technology on the field. Featuring wide-ranging contributions from key figures in the PR profession, this new edition presents fresh views on corporate social responsibility, public relations and politics, corporate communication, globalisation, not-for-profit, financial and public sector public relations. The book also includes a discussion of key critical themes in public relations research and exploratory case studies of PR strategies in a variety of institutions, including Extinction Rebellion, Queen Margaret University, Mettis Aerospace, and Battersea Cats' and Dogs' Home. Containing student-friendly features including clear chapter aims, analytical discussion questions, and key further reading throughout the text, The

Public Relations Handbook is an ideal resource for students of public relations, corporate and strategic communications, and media studies.

**How to give consumers what they actually want** Lulu.com

In a time when multinational corporations have become truly globalised, demands for global standards on their behaviour are increasingly difficult to dismiss. Work conditions in sweatshops, widespread destruction of the environment, and pharmaceutical trials in third world countries are only the tip of the iceberg. This timely collection of essays addresses the interface between the calls for corporate social responsibility (CSR) and the demands for an extension of international human rights standards. Scholars from a vast variety of backgrounds provide expert yet accessible accounts of questions of law, politics, economics and international relations and how they relate to one another, while also encouraging non-legal perspectives on how businesses operate within and around human rights. The result is an essential incursion for a wide range of scholars, practitioners and students in law,

development, business studies and international studies, in this emerging area of human rights.

**Marketing Communications** Jennifer L. Clinehens

While traditional in its coverage of the major research traditions that have developed over the past 100 years, *Organizational Communication* is the first textbook in the field that is written from a critical perspective while providing a comprehensive survey of theory and research in organizational communication. Extensively updated and incorporating relevant current events, the Second Edition familiarizes students with the field of organizational communication—historically, conceptually, and practically—and challenges them to critically reflect on their common sense understandings of work and organizations, preparing them for participation in 21st-century organizational settings. Linking theory with practice, Dennis K. Mumby and new co-author Timothy R. Kuhn skillfully explore the significant role played by organizations and corporations in constructing our identities. *Sprint* Penguin

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.

**A practical guide to branding your business, from creation and vision to protection and delivery** Jones & Bartlett Publishers

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