

ahead of the game   humble beginnings   carve their niche  
kick in the pants   genius   adorned   stood the test   feud

## Adidas



The original Adidas logo proudly bore the surname of the co-founders, the Dassler brothers, who began to 1) \_\_\_\_\_ in the sports footwear industry in the 1920s. But what truly set the design apart was its striking imagery. Below the Dassler name, you could see a boot carried by a bird. This emblem, intended to show how light the boots were, was a stroke of design 2) \_\_\_\_\_.

Fast forward to 1949, and the landscape of the Adidas logo design experienced a dramatic change. After a fraternal 3) \_\_\_\_\_, the company was split into two separate firms, the name "Adidas" began to be used. The extended ends of the "D's" were crafted with a creative flair, "holding" a shoe in their embrace.

The year 1971 marked another milestone in the Adidas logo design - introducing a beloved symbol for the brand: the trefoil. This version has not only 4) \_\_\_\_\_ but continues to be used for the Adidas Originals line. Entering the 1990s, the Adidas logo design underwent another transformation that brought more power and weight to the emblem. The design choices made during this period reflect the brand's drive to innovate and stay 5) \_\_\_\_\_. The stripes grew bolder, infused with energy, and were even rotated, giving the logo a dynamic and forward-moving appearance. This wasn't just a design tweak; it was a visual statement about the brand's direction and its relentless pursuit of excellence.

ahead of the game   humble beginnings   carve their niche  
kick in the pants   genius   adorned   stood the test   feud

## Procter & Gamble



There is no bigger manufacturer of consumer goods around the world today than Procter & Gamble, and it seems like they make nearly everything. Of course, they didn't start a business that way—making everything under the sun. And in P&G's case, things had much more 6) \_\_\_\_\_ than what we see today. It all started in 1837 when a candlemaker named William

Procter was introduced to a soapmaker named James Gamble. In a year they opened a store together in Cincinnati, Ohio. At first, the business did well enough selling soap and candles, but it wasn't long before the fellas wanted more. They started producing some other consumer goods. Now, nearly two centuries later, Cincinnati's soap-and-candle shop is one of the world's biggest and most profitable companies.

Their original logo was used until the 1980s. That was when rumours started flying that the image in the logo, the man in the moon looking over 13 stars representing the original 13 colonies of the United States, was actually 7) \_\_\_\_\_ with satanic [sə'tænɪk] symbolism, including at least one hidden "666" in the curly beard. Procter & Gamble fought the satanic symbolism rumours until finally in the 1990s they swapped a graphic logo for a wordmark using just the P&G. It just goes to show that rebranding can work, even when it's not done by choice. Sometimes a brand just needs to be updated or needs a 8) \_\_\_\_\_, so to speak.

