

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

Adidas



In the bustling landscape of the 1920s, the original Adidas logo design took its first steps into the world. The first emblem proudly bore the surname of the co-founders. The Dassler brothers were just beginning to 1) _____ in the sports footwear industry. But what truly set the 1924 Adidas logo 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 original 1949 Adidas logo design featured the company name boldly at the forefront. 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 journey, introducing a new emblem that would become a beloved symbol for the brand: the trefoil. It enriched the logo with visual complexity and symbolic depth. This version has not only 4) _____ of time 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) _____. While keeping the recognizable three stripes, the designer added an extra layer of boldness. 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.

Procter & Gamble



There is no bigger manufacturer of consumer goods around the world today than Procter & Gamble. They are everywhere, 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, they made exactly what each man knew how to make: soap and candles. The business did well enough selling those two products, and it wasn't long before the fellas wanted more. They started producing other consumer goods as time allowed. Now, nearly two full 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 of the man in the moon looking over 13 stars representing the original 13 colonies of the United States was actually 7) _____ with satanic symbolism, including at least one hidden "666" in the curly beard. Procter & Gamble fought the satanic symbolism rumours until finally in the 1990s they removed the beard graphic and later moved from a graphic logo to a wordmark using just the P&G that the company has become known as in the 21st century. 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.

