



World Class Logos - Nike Logo

From athletic shoes to sports equipment and from apparel to accessories, Nike has revolutionized the sportswear industry. Endorsed by superstar athletes like Michael Jordan, Andre Agassi, Roger Federer, the Williams sisters and many more, Nike is complimented by its mission of 'bringing inspiration and innovation to every athlete in the world'.

Simple, Fluid and Fast. These are the words used to describe the "Swoosh" in the Nike logo that has become one of the most recognized symbols in the world. The Nike SWOOSH logo represents the wing in the famous statue of the Greek Goddess of victory, Nike, who was the source of inspiration for many great and courageous warriors. According to legends, a

Greek would say, "When we go to battle and win, we say it is Nike."

The Nike "swoosh" is a design created in 1971 by Carolyn Davidson, a graphic design student at Portland State University. She met Phil Knight while he was teaching accounting classes and she started doing some freelance work for his Blue Ribbon Sports (BRS)

Davidson presented a number of design

options to Knight and other BRS executives, and they ultimately selected the mark now known globally as the Swoosh. Davidson submitted a bill for \$35 for her work.

In 1983, Knight gave Davidson a diamond Swoosh ring and an envelope filled with Nike stock to express his gratitude. ■

