

adidas



adidas

Brand Identity

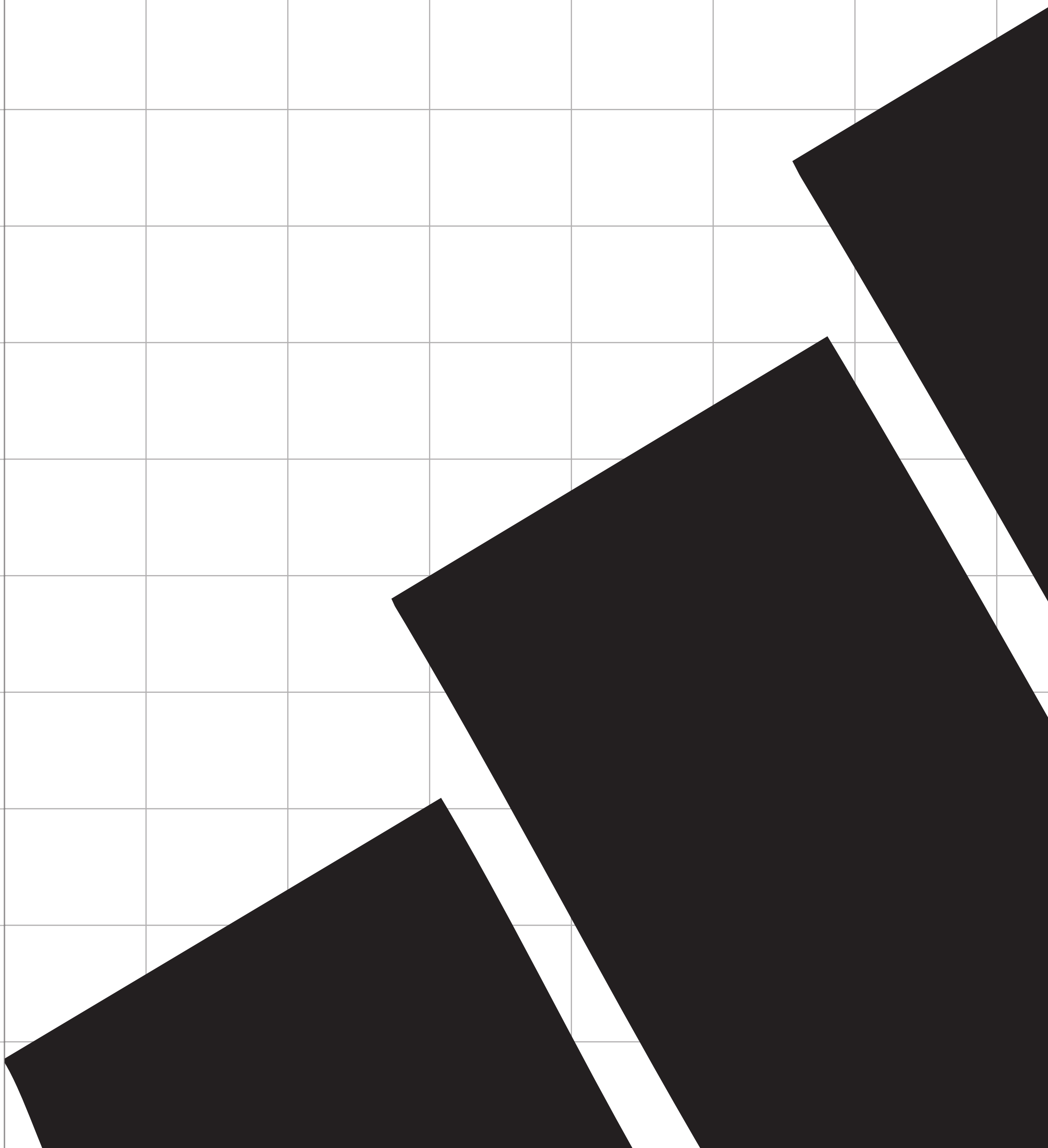


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ABOUT

HISTORY

1954

A MIRACLE IN BERN

Few could have anticipated that the incorporation of screw-in studs onto lightweight football boots would leave an indelible mark on history. In the 1954 World Cup final, as the German national football team confronted the seemingly invincible Hungarians, they achieved far more than securing a mere trophy. Their astonishing triumph resonated globally for generations to come, elevating both adidas and its founder to renowned status on football fields worldwide.

**PURPOSE,
MISSION, AND
ATTITUDE.**





LOGO

EVOLUTION



1924 - 1949



1949 - 1950



1950 - 1971



1967 - present



1991 - present



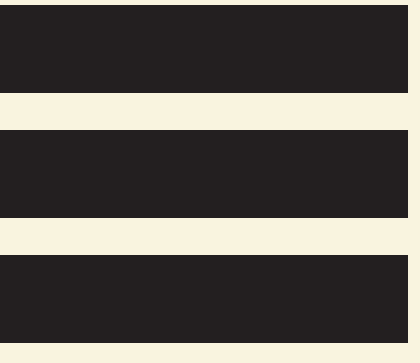
2001 - present



2002 - present



2005 - present



LOGO

INSPIRATION

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adiமாஸு

The logo draws its inspiration from the iconic elements of Tamil Nadu Koppuram (Tower), which is a distinctive feature of the state and symbolizes our rich culture. This logo is exclusively associated with Chennai.





THEME

DEFINITION

அடிலாக்கிஸ்

In the heart of Chennai, the term "mass" resonates with a cultural significance that transcends its literal meaning. Rooted deeply in Tamil cinema and Popular culture, "mass" is an accolade reserved for the truly impactful and awe-inspiring. It's the grand entrance of a beloved film star, the climax of a song that sends fans into a frenzy, or even a moment of sheer brilliance that captures the collective imagination. More than just a word, "mass" is an emotion, encapsulating the essence of what's stylish, powerful, and revered by the Makkal(people) of Chennai. For those unfamiliar with the term, think of it as the ultimate stamp of approval, a nod to something so cool and commanding that it's destined to be unforgettable.

Values





AUTHENTICITY

adima  ams

At its core, "**Mass**" is about genuine impact and resonance. It's not about superficial appeal or fleeting trends. Associating "mass" with authenticity ensures that it represents something real, original, and deeply connected to its roots.

Eg., Panningathan kootama varum. Singam single-ah dhan varum.





EMPOWERMENT


adilaksh

"**Mass**" often relates to figures or moments that empower and inspire. By linking it with empowerment, it emphasizes the ability to uplift, motivate, and create positive change, whether in cinema, culture, or broader societal contexts.





INCLUSIVITY

adiya  nenu

While "**Mass**" denotes something admired by the masses, it's also about collective celebration and shared experiences. Associating it with inclusivity underlines the idea that "mass" is for everyone, transcending barriers and uniting diverse audiences in admiration and joy.

The image of Kalanai dam built by King Karikalan of Chola dynasty

