

THE CHALLENGE

To create a brand identity of a new Nike skateboarding shoe that will be launched at the 2020 Tokyo Summer Games.

For the first time, skateboarding will be featured in the Games as a competitive sport.



TOKYO 2020





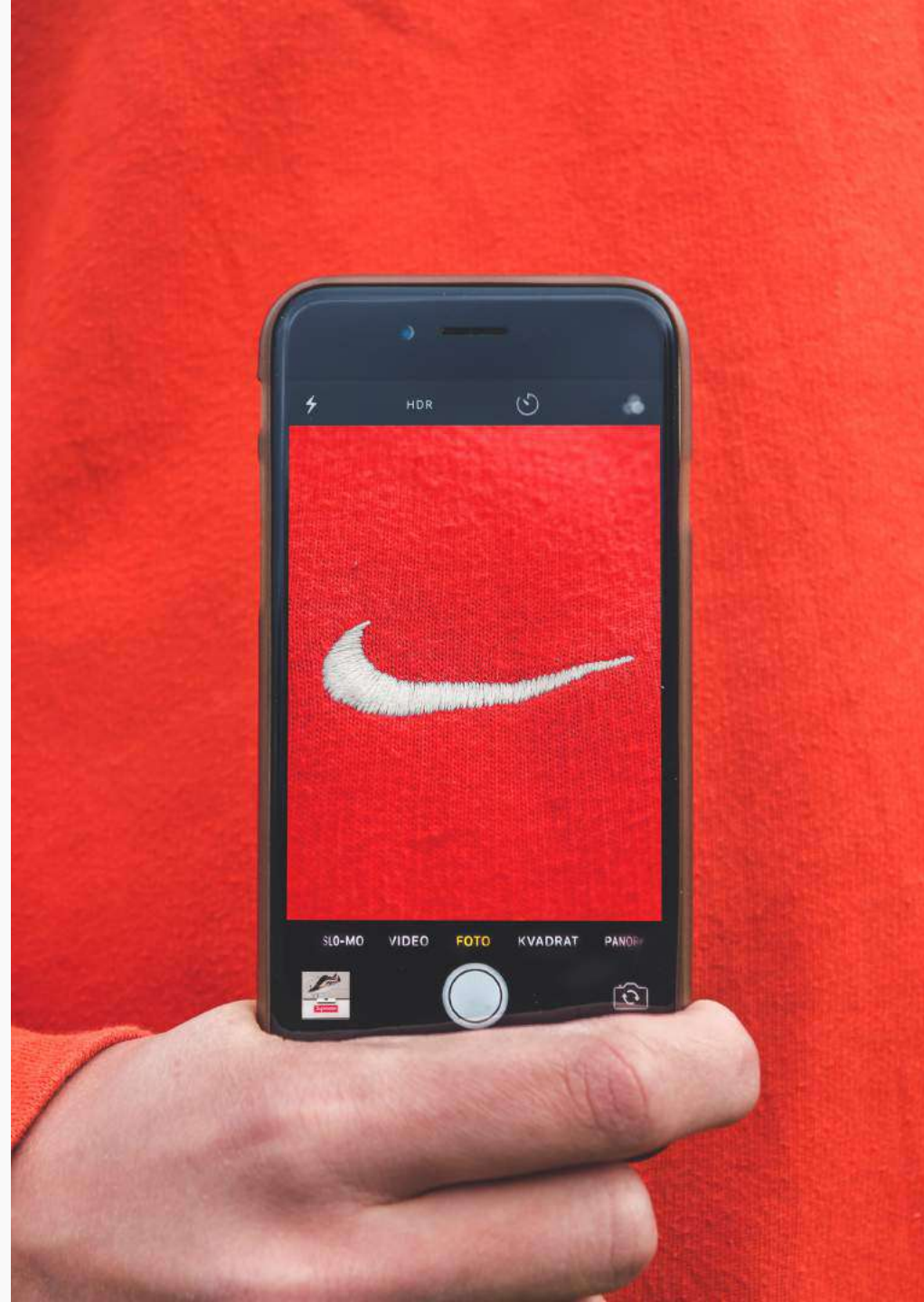
A LITTLE ABOUT NIKE

Nike continuously makes groundbreaking innovations in the sporting world. These values create a strong foundation for the brand and enables them to do everything they can to expand human potential and make a positive impact on communities around the world. Nike is a diverse, inclusive brand that isn't afraid to work hard, take risks, and express themselves.

NIKE

POSITIONING STATEMENT

“For serious athletes, **Nike** gives confidence that provides the perfect shoe for every sport.” In today's competitive environment, **Nike**, one of the global leaders in sporting goods industry, has established a strong position for enhancing athletic lifestyle.



NIKE AND THE OLYMPIC GAMES

Nike has been a proud sponsor of the U.S. Olympic Committee since 2005 and will outfit Team USA in the 2020 Tokyo Summer Games. As a global platform, the games offer the opportunity to showcase new products.

In the past, Nike made waves as they utilized ambush marketing in the 1996 Atlanta Games with Michael Johnson and his record-breaking gold shoes. Once again in 2012, over 400 athletes sported the highly recognizable florescent Nike Volt running shoes. Nearly half of all medalists wore these shoes while receiving their olympic medals, making Nike the most prominent brand during the London Games.





TOKYO, JAPAN

"Discover Tomorrow"

From the snowcapped Mount Fuji to conveyor-belt sushi, the culture of Tokyo is both a nod to the past and an embrace of the future. The city's center is a bustling atmosphere with neon lights and thousands of people.

The 2020 Games will be the first time Tokyo has hosted since 1964 and with the city's advanced technology and architectural innovations, they are sure to be boundary breaking.



SKATEBOARDING CULTURE

Skateboarding is unlike any other sport and has influenced everything from fashion to music to language. The culture is a rebellious one, with individuals rejecting the mainstream status quo and embracing their own way of doing things.

Together, the skate community has made skateboarding the popular renegade movement that it is today.



NIKE AND SKATEBOARDING

In 1997, Nike saw an opportunity to break into the skateboarding industry—and they went for it. However, the culture of skateboarding was unlike anything Nike had dealt with before and their newly released line of skate shoes flopped due to skateboarders rejection of Nike's big name.

After consideration, Nike came back to skateboarding in 2002 with the SB Dunk Low model. This shoe offered all the comfort and style skateboarders wanted, plus it came with the added bonus of a famous brand figurehead, skater Paul Rodriguez.

INSIGHTS

- Skateboarders value creativity, self-expression and freedom but do not like to abide by guidelines.
- Skaters are considered rebels and outcasts, and are therefore stigmatized.
- Nike has become a technology company with enhanced performance as a main objective.
- Gen-Z lives on their phone and online. They spend 6-9 hours per day absorbing media.
- Gen-Z prefers a cool product over the experience.

OPPORTUNITIES

- Give skateboarders an environment to freely express themselves.
- Create an inclusive community initiative for the skateboarding culture.
- Incorporate technology in an innovative way that enhances performance and gives value to skateboarders.
- Make social media the primary source of amplification.
- Create a cool product that enhances performance through technology.

COMPETITORS



"To enable creative expression."



"To make a significant change in style and elevate performance."



"To be the best sports company in the world."



"Forever Faster."



"To build products with exceptional performance, function and lifestyle appeal."



"Always challenge and lead through creativity."



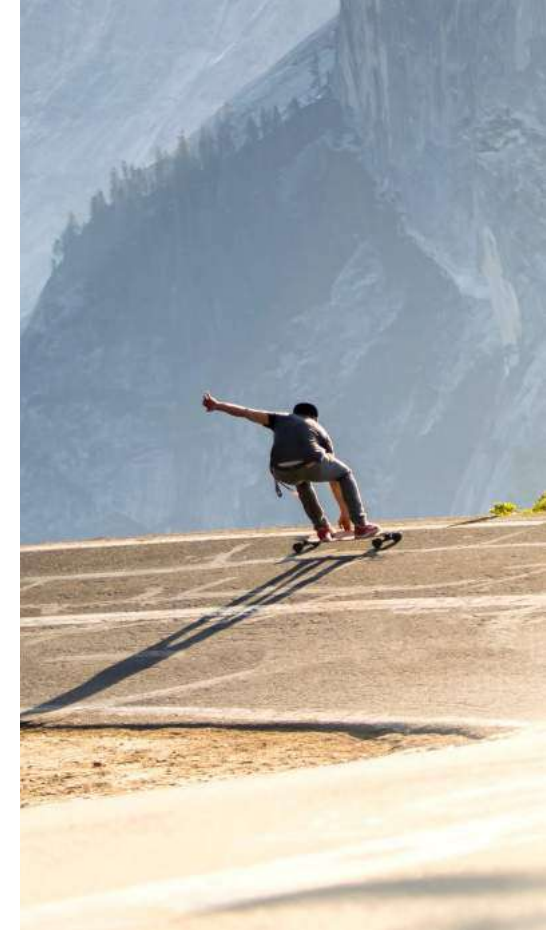
SELF-EXPRESSION

Skateboarders value the freedom of expressing themselves which enhances their unique lifestyle.



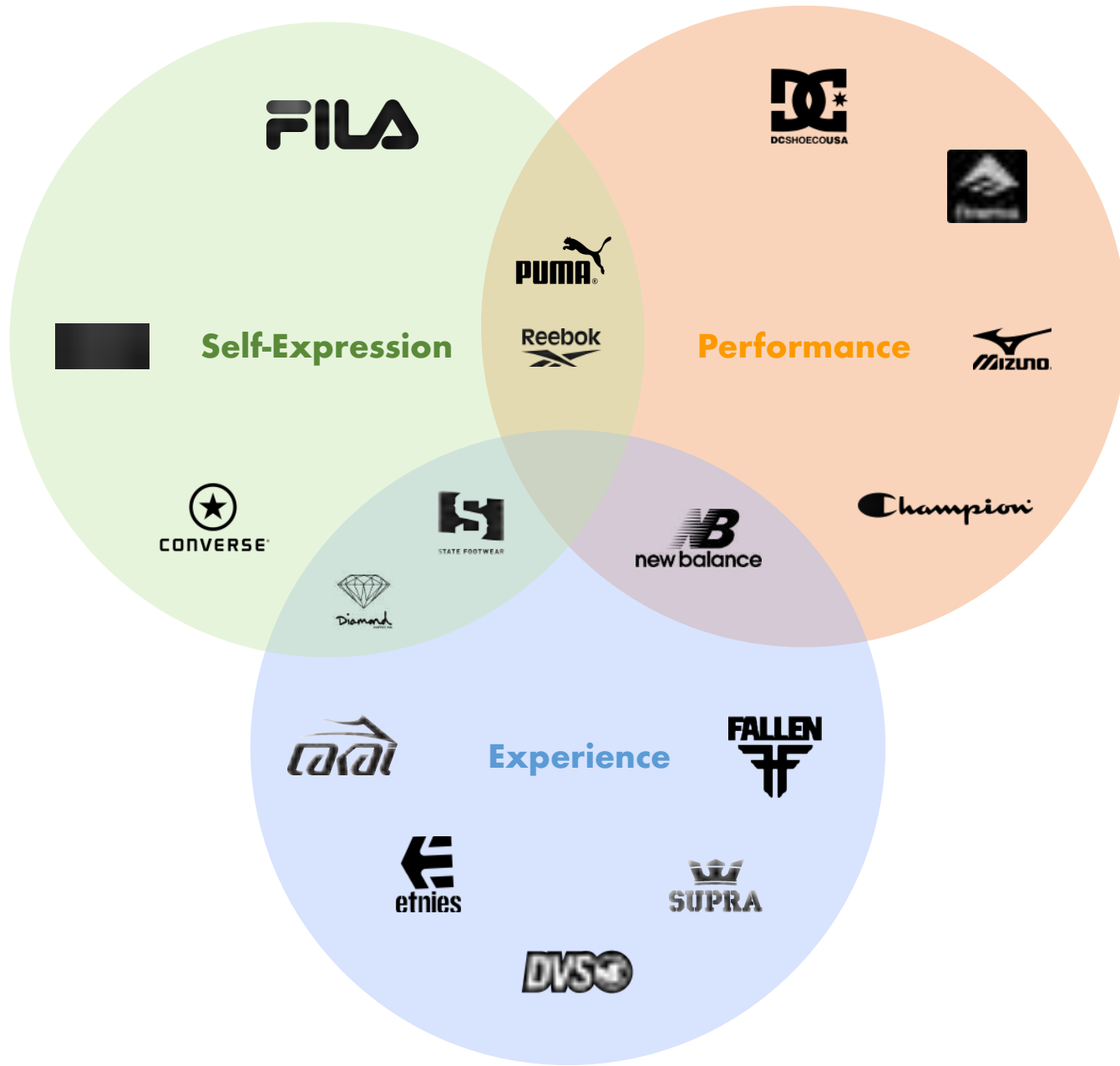
EXPERIENCE

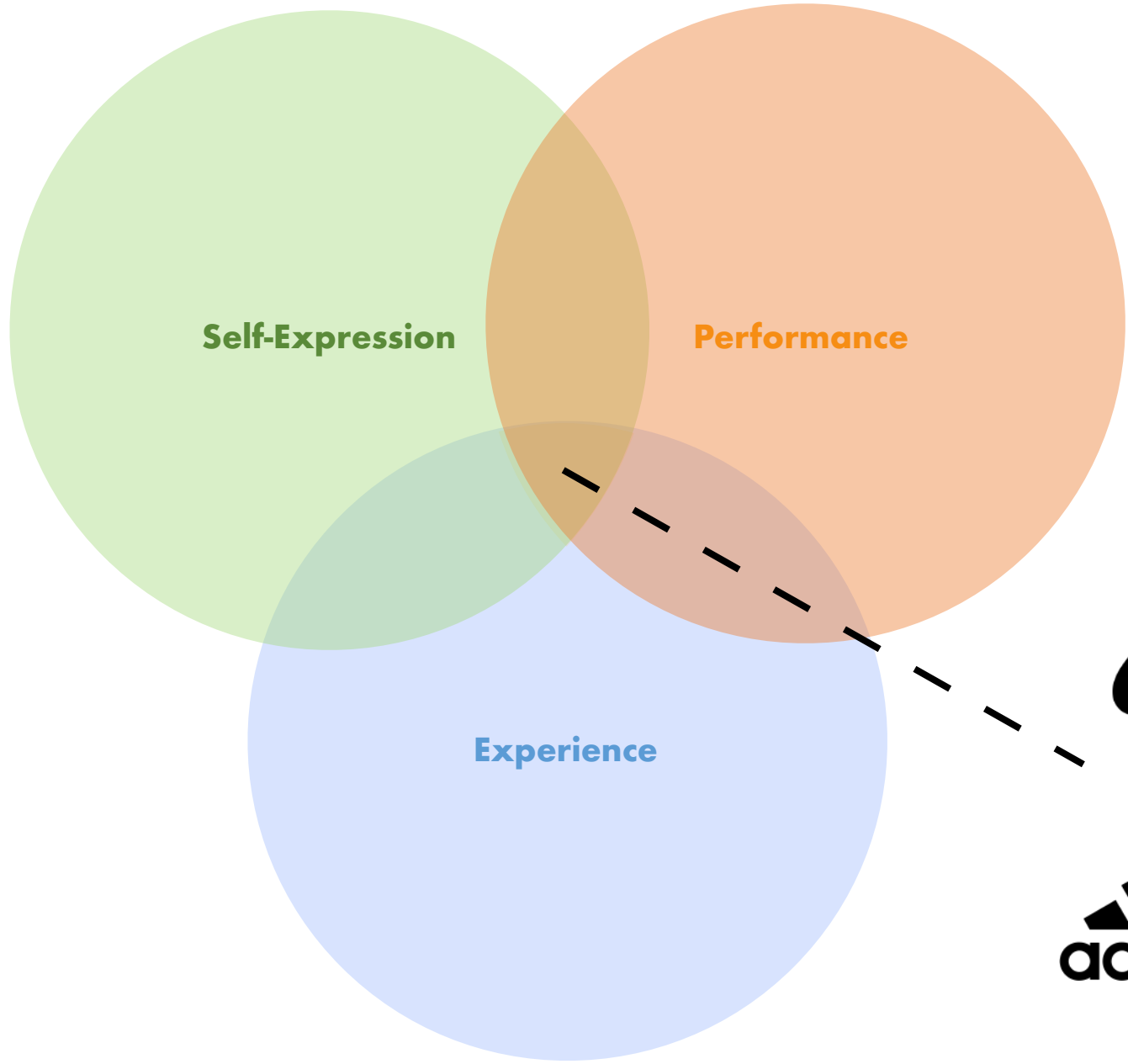
Nike enables users to feel engaged with their brand; a chance to take risks and embrace adrenaline rush.



PERFORMANCE

Nike is a brand that prides itself with their integration of technology in products. These advancements help push skateboarders to their full potential.







Ensō

Ensō is a common character in Japanese calligraphy. The loose circular brush stroke represents the state of mind of the artist at the time of creation. Ensō also symbolizes strength, elegance, single-mindedness, refinement and personal development.

FNSO

FNSÖ

FNSÖ

FNSÖ

FNSÖ

Logo

MOODBOARDS





TOKYO 2020



2020 TOKYO



SUMMER GAMES



BRAND VOICE

EXPRESSIVE

INCLUSIVE

DYNAMIC

OPEN

AUTHENTIC

CONFIDENT

BRAND VALUES



PERFORMANCE



AUTHENTICITY



INNOVATION



SUSTAINABILITY



BRAND NARRATIVE

Nike Ensō exists because you do. Yeah, *you*. You are the **risk-takers**, the **trouble-makers**, and of course the **boundary-breakers**. You've challenged those preconceived notions and defied all odds. *You* are the master with the **freedom to perform, rebel, and stand up** for what you believe in.

The **skateboarding** experience and culture is about **self-expression**, so we created a product that's just as unique and innovative as you are. Designed with both **essential and technologically advanced features** in mind, Nike Ensō enhances your style and performance—on or off the board.

***You* are a street-shattering individual and we are along for the ride.** Sure, there's such a thing as healthy boundaries. But in this case? **Let's agree that boundaries are meant to be broken.**

PURPOSE

Create and develop a unique skateboarding shoe that enhances performance through technology.

BRAND

PRODUCT

Nike Zoom Air responsive cushioning
Flexible rubber outsole for durability traction
Measures speed, height, and level of difficulty
Nike+ line

SHARED
VALUES

**BREAK
BOUNDARIES**

SHARED
EXPERIENCE

DESIRES

Adrenaline rush
Competitive spirit
Feeling free/Being spontaneous
Individuality
Self-expression creativity

CONSUMER

NEEDS

Comfort
Durability
Technological Improvements
Measurement Capability

Free yourself to perform, rebel
and be the best version of yourself.

BREAK
BOUNDARIES

Free yourself to perform, rebel
and be the best version of yourself.

BREAK

BOUNDARIES

Eliminate them.

TARGET AUDIENCE



Hideji Kim

Age: 17

Occupation: Film Student.

Location: Tokyo, JP.

The Die-Hard

- Makes his own clothes.
- Hangs out with friends.
- Practices new tricks.
- Explores new skate locations.
- Attends skateboarding events.
- Enjoys vintage photography and film.
- Follows skateboarding influencers.

Product Feature Relevance

Self-Expression



Experience



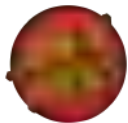
Performance



Devices



Social Media



SAMSUNG

GoPro
Be a HERO.

FUJIFILM



THE DIE-HARD

Hideji is 17 years old and lives in Tokyo, Japan. He began skateboarding from a young age and his passion for it only continues to grow. Every day, Hideji uses his skateboard as a means of transportation, to commute to school and also riding around the streets of his city. Hideji skateboards for fun and because he loves it, but he also has real aspirations to compete in the X-Games someday. Because of this, Hideji is always trying to better his abilities through practice and new skate products.

Hideji enjoys the camaraderie of the skateboarding culture. He and his group of friends all have a similar but distinct style that incorporates retro, vintage, and brand names that they like. Hideji cares a lot about the performance and comfort of his clothes so he can skate freely. Since he's always watching skateboarding videos on Vimeo and YouTube, Hideji got his friends to act as amateur videographers so they can post their own content and share among each other.

Skateboarding is Hideji's life and he spends every waking hour thinking about skating, reading skate magazines, watching videos of pros and himself, and practicing every moment he can. He has a wide range of skate shoes but his favorites are his Nike SBs. He wishes he had some way to measure his performance with concrete numbers so he can continue to improve his skills.



Jack Jones

Age: 12

Occupation: Student.

Location: Melbourne, AU.

The Novice

- Visits skateparks on the weekend.
- Hangs out with friends.
- Plays video games.
- Likes all things outdoors.
- Collects cool socks.
- Watches pro-skaters' videos on YouTube.
- Attends guitar lessons after school.

Product Feature Relevance

Self-Expression



Experience



Performance



Devices



Social Media



P A C S U N

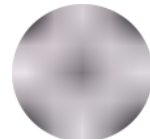


Victoria Marshall

Age: 21

Occupation: Journalism Student
& Part-Time Barista.

Location: Long Beach, CA.

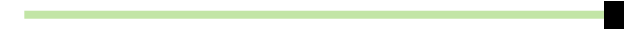


The Rebel

- Stands up for Feminism.
- Loves Street Art.
- Attends local music festivals.
- Does not conform to society.
- Has tattoos and piercings.
- Enjoys traveling and camping.

Product Feature Relevance

Self-Expression



Experience



Performance



Devices



Social Media





Phillip Showers

Age: 28

Occupation: Mechanical Engineer.

Location: Cleveland, OH.

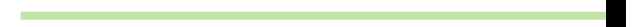


The Sneaker Head

- Loves technology and science.
- Explores his city daily.
- Listens to Ted Talks.
- Follows fashion trends.
- Collects and hoards expensive sneakers.
- Always active on Instagram.

Product Feature Relevance

Self-Expression



Experience



Performance



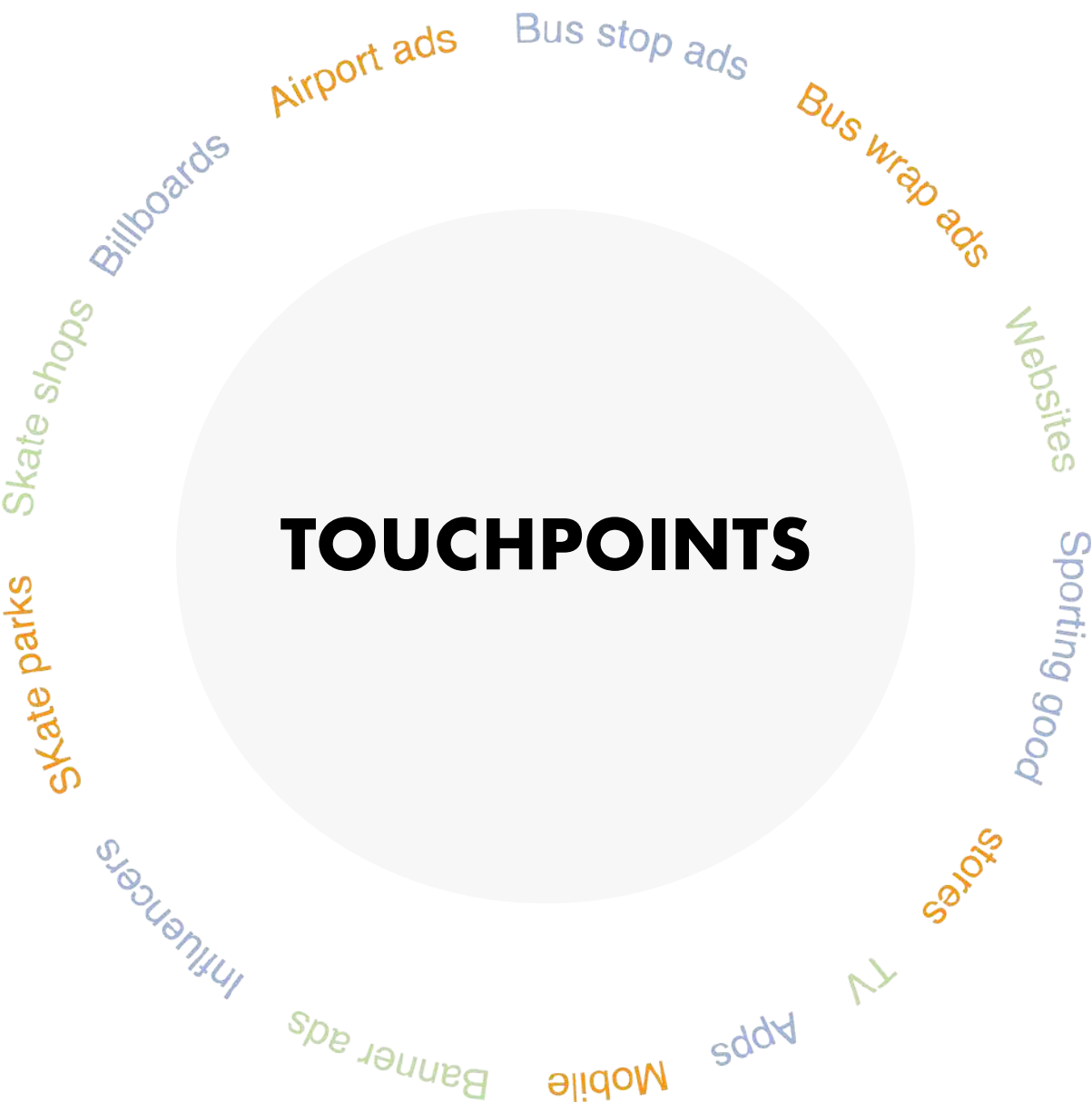
Devices



Social Media



TOUCHPOINTS





BRAND GUIDELINES

The logo consists of the word 'Enso' in a bold, black, sans-serif typeface. The letter 'E' is particularly stylized, with a thick vertical stem and a horizontal top bar that extends to the right, ending in a short, thick horizontal bar. The 'n' and 's' are also thick and blocky. The 'o' is a simple, rounded shape with a horizontal bar above it, resembling a macron. The entire logo is centered horizontally on the page.

Based on the new Nike collection for skateboarding, Enso logo aims to represent skateboarding culture. The Japanese name with a macron on 'O' in this logo reflects the idea of breaking boundaries in any way one desires to. It is created using AgencyFB, a geometric sans-serif typeface that tends to express a distinctive mannerism of style much like skateboarders.

Element Spacing



The space between Nike's iconic swoosh and Ensō is equivalent to half the height of the top arm of the letter E.

Element Spacing



The space between Nike's iconic swoosh, Ensō, TYO and 2020 is equivalent to half the height of the top arm of the letter E.

Element Spacing



When an element is vertically stacked, the space between all elements remains equivalent to half the height of the top arm of the letter E.

Element Spacing



A vertically placed element begins at the cap height of the letter E.



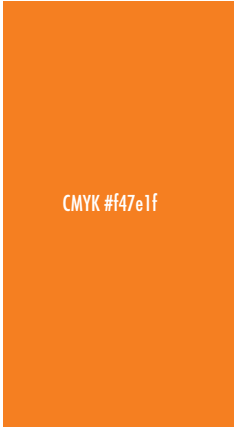
**COLOR
PALETTE**

The Nike swoosh is only used in black or white.





Vibrant colors are used to reflect the diverse demographic and Japanese culture.



CMYK #f47e1f



CMYK #e8a825



CMYK #eedf20



CMYK #ffff9



CMYK #000000



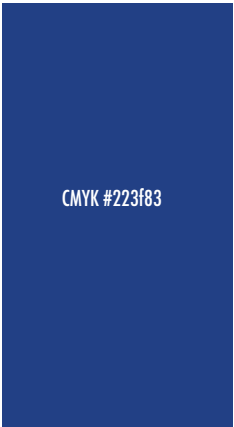
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CMYK #2b2b70



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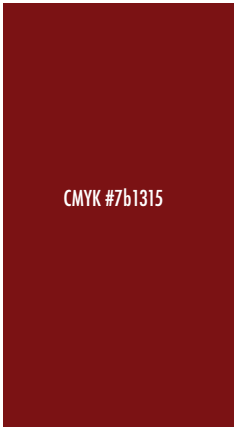
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CMYK #69a4d8



CMYK #0c5e30



CMYK #7b1315



CMYK #ea1d24



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CMYK 62163a



CMYK 8b1e1b



CMYK ec382b



CMYK f08933



CMYK e6a63d



CMYK ffd54



CMYK 8cc23c



CMYK 2a5126



CMYK 3a8180



CMYK 88b9db



CMYK 3c7dd1



CMYK 6e5aa6



TYPOGRPAHY

Futura - Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Bold

32 points

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Medium

12 points

Helvetica - Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

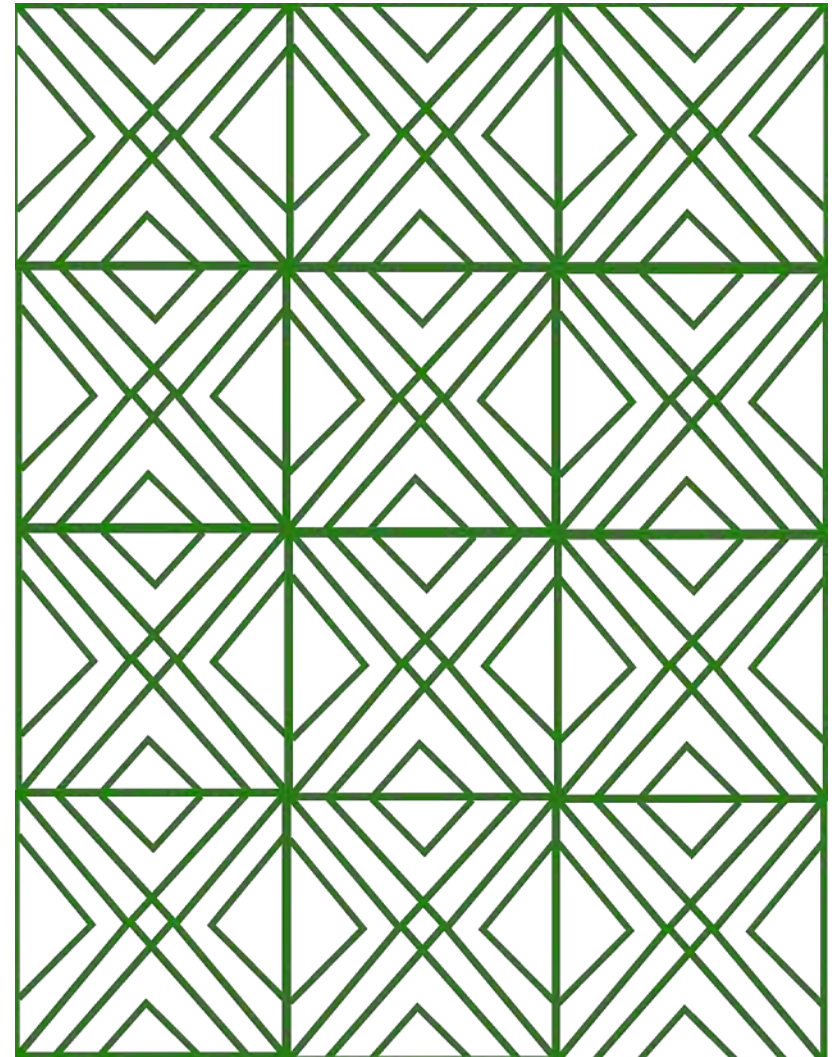
0123456789

Regular

12 points



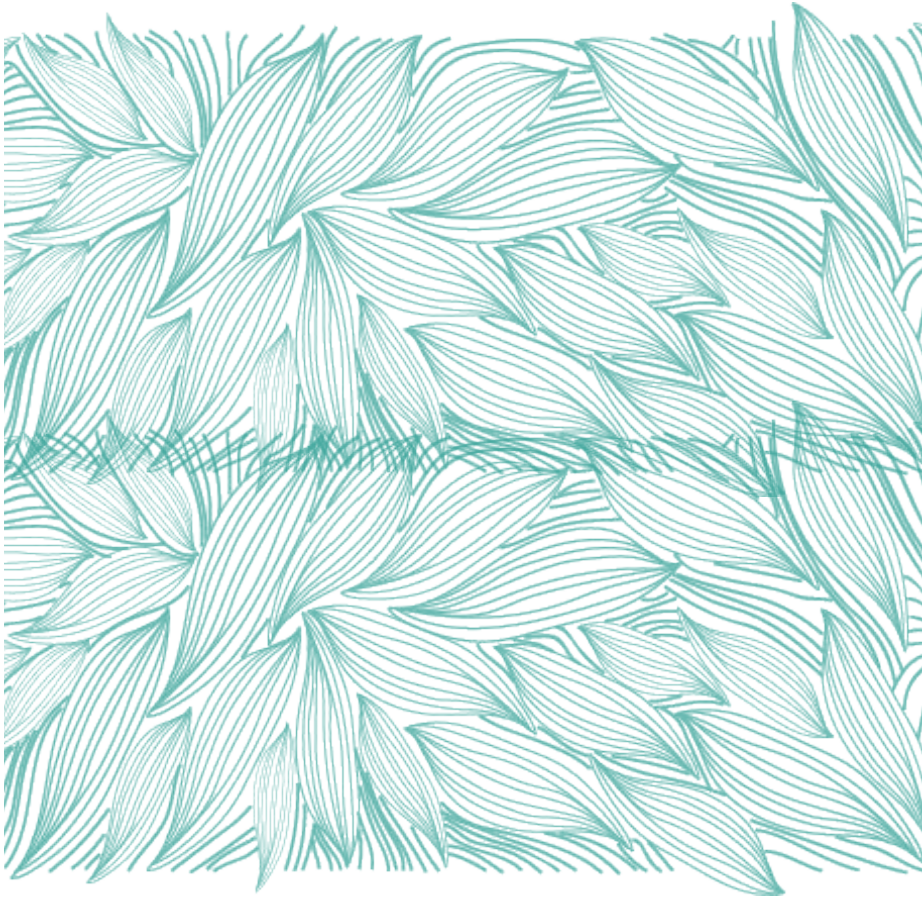
**DESIGN
ELEMENTS**



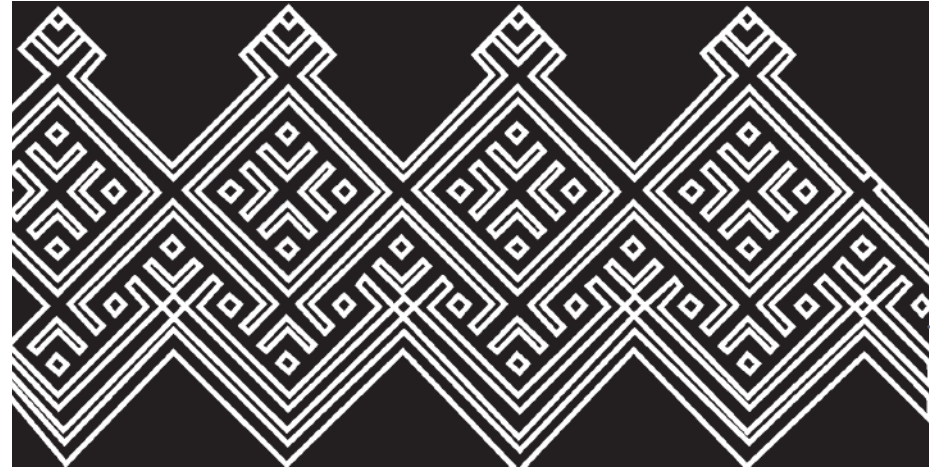
The skeleton created to execute a brand identity for Ensō is inspired from the popular Japanese video game, Metal Solid Gear in 1998. It aligns with the adrenaline rush that comes with skateboarding. The skull is imperfect and freehand illustrated art to show self-expression. The colors also of the video game, Red and Green. It is paired with a structured pattern of various streets in Japan.



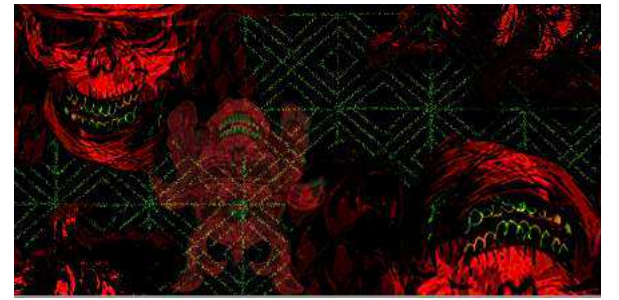
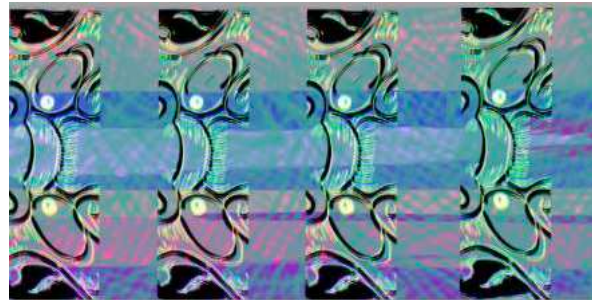
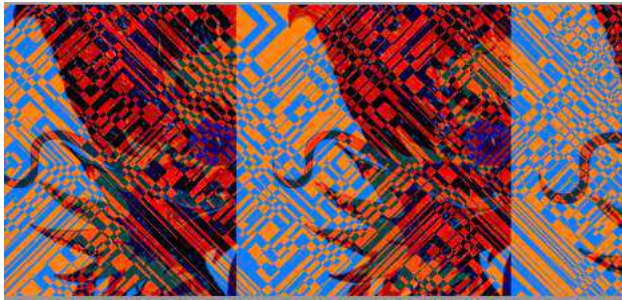
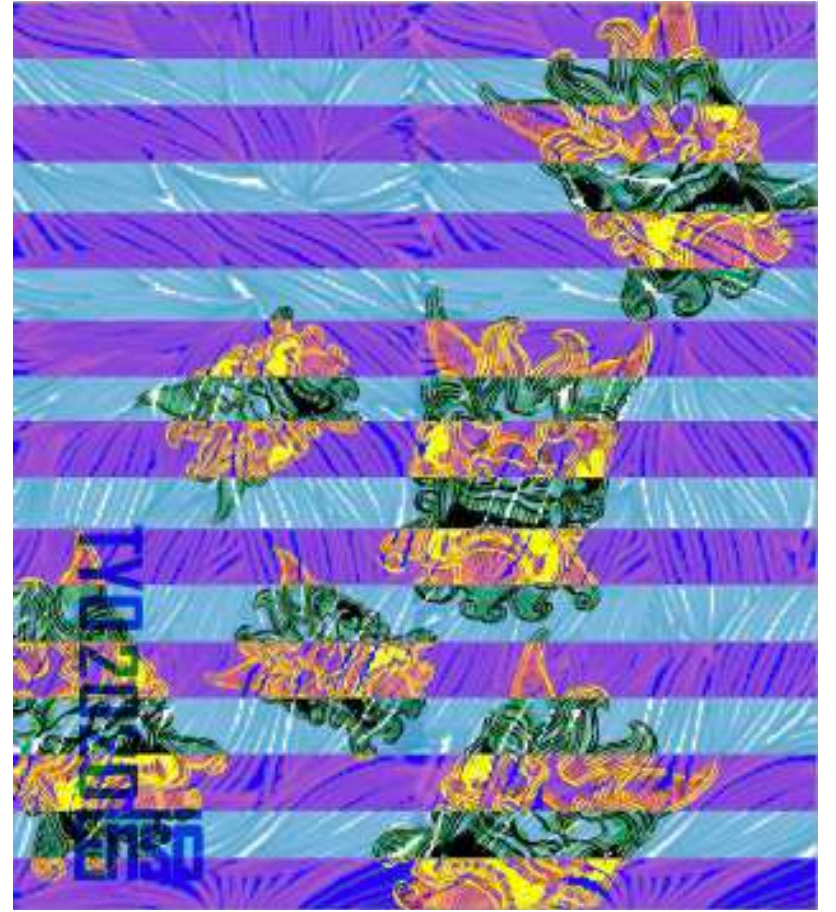
These illustrations of masks using Tokyo sunset colors are an inspiration from the Japanese masks that are believed to represent fierceness and fearlessness. It aligns with the idea of Skateboarders' lifestyle and their discovery of the sport as an innovation. It hints that there is always more to the person, promoting a sense of community and inclusivity.



The free movement of brush strokes highlight the free movement of skateboarders as they perform their tricks and effortlessly balance on the board. These aim to outline a popular comic-style illustration, Manga comics. The embroidery pattern is a traditional Japanese pattern to highlight the authenticity of the skateboarders and their beliefs to compete with themselves only.



The overall approach for branding was Graffiti style. It reflected the idea of breaking boundaries, self-expression and individuality. As all the elements come together with their patterns and colors, they are carefully chosen to represent the gen-c which is the primary demographic.







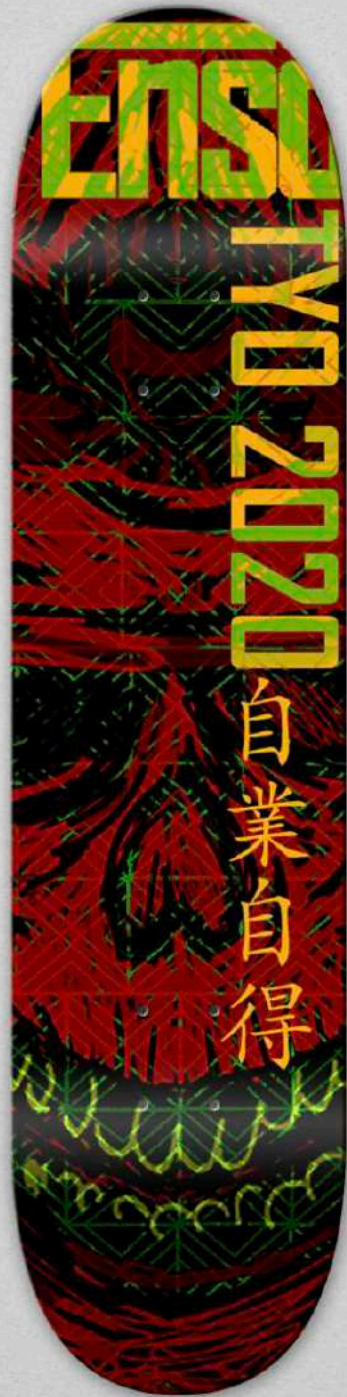






SKATEBOARDS





Priyanshi Singhal
ADBR 341
Brand Book