Reebok Refreshes Iconic Vector Logo, Sidelines Red Delta Symbol

|
59 mins ago
Reebok is unifying its brand under the iconic Vector logo and “drop-R” wordmark, dumping its red Delta logo from most products in the process. While that Vector logo may look similar to the original, this updated version is a thinner, more modern version.

“Under a unified banner, all of our products and experiences will tell a single story that is clear and consistent,” said Karen Reuther, vp of creative direction. “The Vector was created as a logo version of the iconic Reebok side stripes and cross-check design that dates back more than 50 years. It’s compelling, dynamic and powerfully linked to some of our greatest cultural moments.”

In 2014, Boston-based athletic brand Reebok unveiled its Delta symbol and “Pain Is Temporary, Reebok Is Forever” campaign to signal the three distinctive aspects of a person’s fitness transformation: physical, mental and social. The red triangle made its debut on CrossFit apparel in 2011, after Adidas Group acquired the company in 2005 and began to shift its focus from specific sports to wellness.

And while the Delta logo began to get sewn on en masse, Reebok’s Vector logo—which first appeared in 1992—remained the more recognizable image to consumers. It predominantly lived on the Reebok Classics line and lifestyle-focused products.

Now, Vector logo 2.0 will be fully integrated on all Reebok sport and lifestyle products, including an early release of sports styles later this month. By 2020, the brand will be completely unified under the logo and wordmark. The red Delta symbol will continue to be used on select products, including CrossFit and UFC-branded Reebok apparel.

The company installed the new logo outside of its Drydock Avenue headquarters in Boston on Thursday.

The redesign will reflect the company's positioning at "the intersection of fitness and fashion," according to Reebok president Matt O'Toole. "As we continue to differentiate ourselves, we're blurring the lines between our entire portfolio of performance and lifestyle products even more so to give our brand one unified presence and voice."

Earlier this year, Venables Bell & Partners released its final work for the brand, creating the new tagline "Sport the Unexpected" in the process. That campaign took the place of "Be More Human," which featured a series of celebrities like pop star Ariana Grande, Wonder Woman's Gal Gadot and Nathalie Emmanuel of Game of Thrones. Reebok has since moved on to Deutsch as its agency of record.

https://www.adweek.com/brand-marketing/reebok-vector-logo-refresh-red-delta-symbol/