

Opinions on corporate and brand identity work.

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- [Charity](#)
- [Consumer products](#)
- [Corporate](#)
- [CRM](#)
- [Culture](#)
- [Destinations](#)
- [Development](#)
- [Education](#)
- [Entertainment](#)
- [Environment](#)
- [Fashion](#)
- [Finance](#)
- [Food](#)
- [Government](#)
- [Graphics Industry](#)
- [Health](#)
- [Hospitality](#)
- [Insurance](#)
- [Lifestyle](#)
- [Logistics](#)
- [Lottery](#)
- [Media](#)
- [Non-Profit](#)
- [Nutrition](#)
- [Politics](#)
- [Publishing](#)
- [Real Estate](#)
- [Religion](#)
- [Restaurant](#)
- [Retailers](#)
- [Software](#)
- [Sports](#)
- [Technology](#)
- [Telecom](#)
- [Transportation](#)
- [Web Publication](#)
- [Web Service](#)

By Tag

- Top 10 Tags
- [sans serif \(1091\)](#)
- [blue \(790\)](#)
- [uppercase \(491\)](#)
- [red \(484\)](#)
- [monogram \(425\)](#)
- [black \(414\)](#)
- [custom \(414\)](#)
- [icon \(405\)](#)
- [lowercase \(394\)](#)
- [packaging \(381\)](#)
- [See all tags](#)

By Project Type

- [Before-After](#)
- [Follow-up](#)
- [Friday Likes](#)
- [New](#)

By Editorial Category

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- [Noted](#)
- [Spotted](#)
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[New Logo and Identity for Reebok done In-house with Darrin Crescenzi](#)

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before

after

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Established in 1895 in the small England village of Holcombe as J.W. Foster and Sons, [Reebok](#), as it was renamed in 1958 (after “rhebok”, a type of African gazelle) is a “worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment.” With headquarters in Boston, MA, and a subsidiary of Adidas since 2005, Reebok has transitioned over the years “from a traditional sports brand to a brand focused on fitness” which means that instead of doing shoes and apparel for specific sports like basketball, soccer, or baseball they do so for more general fitness like functional training, running, combat training, walking, dance, yoga, or aerobics — to wit, they are the official footwear and apparel sponsor for UFC, CrossFit, and Spartan Race. Last week, Reebok re-introduced its “vector” logo and new identity designed in collaboration by their in-house team and New York, NY-based [Darrin Crescenzi](#).

Today, Reebok announced that beginning in 2020, it will unify under one brand logo and wordmark, leveraging its most recognizable and distinguished assets - the Vector logo and “drop-R” wordmark.

The wordmark and logo will be fully integrated across all Reebok sport and lifestyle products, including footwear and apparel, while an exclusive early release of sport styles featuring the Vector logo will be available this month. This evolution shines a spotlight on Reebok’s proud heritage, connecting its rich legacy to its exciting future.

[Reebok press release](#)

The Vector logo was first introduced in 1992 and has been used in various forms since, most recently on Reebok heritage and lifestyle products. The new Vector logo is an updated, subtle modern evolution of the original. The Reebok Delta logo, which was first introduced on product in 2011, will continue to be used on select product, including CrossFit and UFC-branded Reebok apparel.

[Reebok press release](#)

Reel

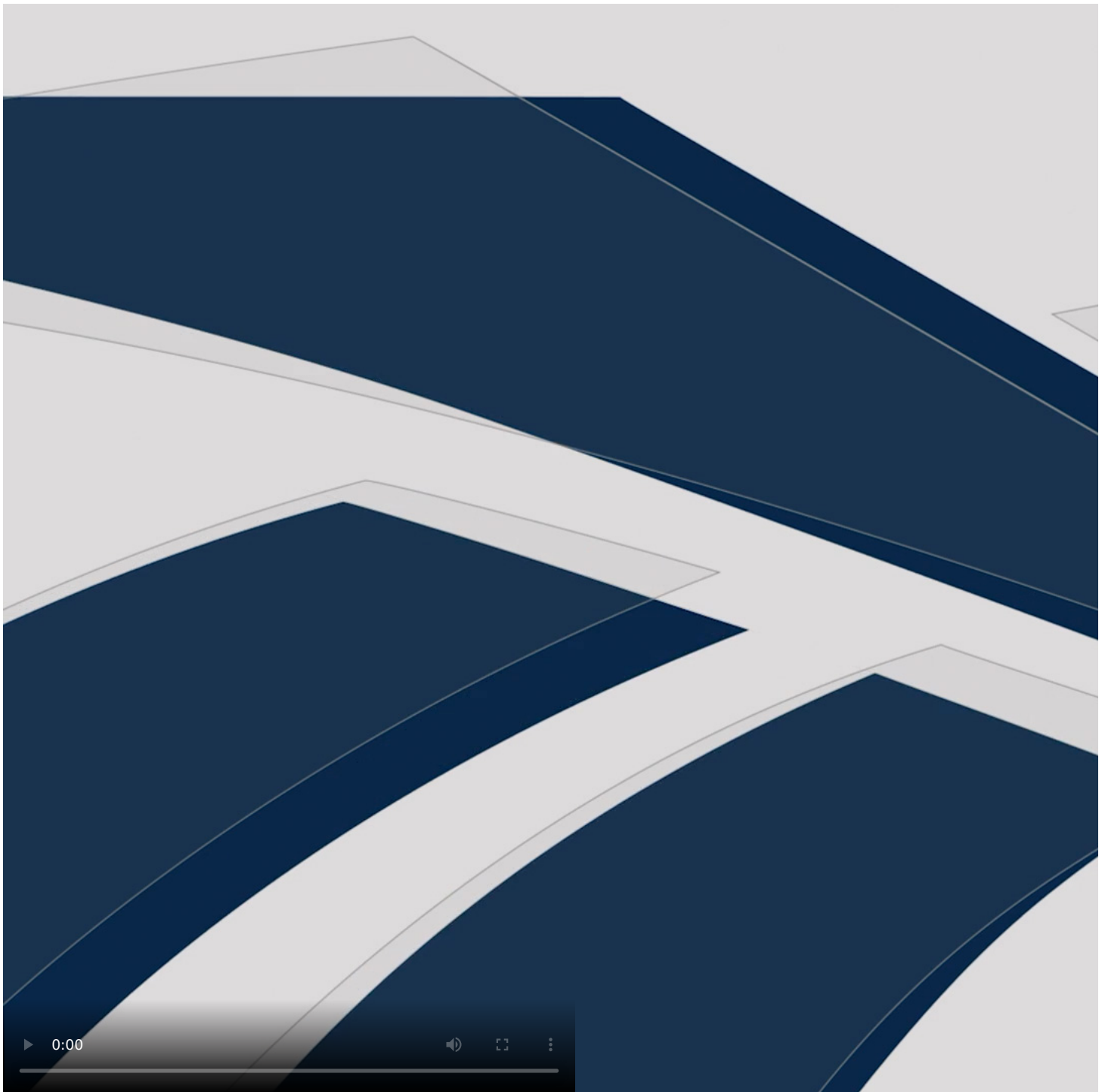


Logo.

1992



Comparison with 1992 version (left).



Icon evolution.



The image shows the word "Reebok" in a bold, white, sans-serif font against a dark blue background. The letters are closely spaced, with the 'e's having a distinctive shape with a gap in the middle. The 'k' is also bold and blocky.

Wordmark.

The previous logo was a reflection of the change of Reebok's focus as the "Delta" icon had started as the identifier for the company's CrossFit products and evolved into the company logo. Its more "hardcore" look helped signal a new personality for the brand and establish some distance with Nike and even parent brand Adidas. As [in my 2014 review of that change](#), five years later, I still don't find the Delta icon particularly great but I think it worked well to propel Reebok forward. The old wordmark was fine and had some subtle personality to it but nothing that will be missed.

The new logo is a return to the 1990s logo and the closest Reebok has had to an equivalent of Nike's swoosh or Adidas' three stripes. The dynamic "Vector" icon has been cleaned up for another go-round and the changes are all improvements, especially making the top and bottom flat for crisper placement and alignment with other elements or simply for being on its own. To me, the most exciting part is the return of the wordmark in one of the most 1980s-tastic fonts of all, [Mottor Tektura](#). I know I speak more from nostalgia than any other relevant cognitive function but I really like that wordmark and the opening up of its spacing makes a huge, positive difference. I also like the return of the blue to replace the black as it provides a softer look and a color palette that supports Reebok's "American-inspired" positioning.



Shoe boxes.



Hang tags.



Shopping bags.

The few applications shown above are pretty nice, with a hint of retro-ness to them that can potentially have the effect of older consumers falling back in love with Reebok and maybe young consumers finding it as curious as vinyl records to give it a go.









Various apparel applications.

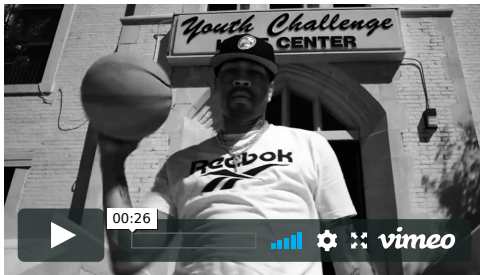
On the products, the logo looks great whether the icon is on its own or with the wordmark. Both are easy to reproduce and work well in the different production methods. The embroidered wordmark at the top of the image set above is particularly good in how the simple strokes of the character adapt to the limitations of embroidery.





Cool apparel shots.

The two images above, not gonna lie, they are cool as shit. There is something very bad-ass and confident about them that really transforms the way I think about Reebok... so at least with this potential consumer, dear Reebok, you won.



Sizzle reel.

On the flipside, they kind of lost me with the video above. It's just a bunch of random ENERGY! stuff with bad typography. But, to its credit, that probably triggers, in a good way, another segment of the audience that's not me.



Headquarters sign drone view. Somebody *really* likes their new sign.

Overall, I think this is a very positive change that reasserts Reebok's legacy and history in a way that is contemporary and engaging in a way that makes it different not just from Nike and Adidas but from other closer competitors like Under Armour or even Lululemon.

Your opinion...

On Return to Vector Logo

- Great
- Fine
- Bad

Total

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On Logo Evolution

- Great
- Fine
- Bad

Total

On Application

- Great
- Fine
- Bad

Total

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TJ • 6 months ago
Sometimes it works to take a big step back :)

42 ^ | v • Reply • Share >

Valerio Lauri → TJ • 5 months ago
sometimes not

4 ^ | v 5 • Reply • Share >

Paul Jamie Kidd • 6 months ago
Another brand dipping back in to nostalgia... I think it's a decent evolution for sure... while we are at it... how about this nostalgic 'Beer Ok' t-shirt from Britpop's Blur? I could never look at the Reebok logo the same way after seeing this t-shirt many years ago! :)

[View](#) — uploads.disquscdn.com

I didn't realise how big Reebok was until learning about how they dominated the NBA then adidas consumed it..... lets hope this rebrand rejuvenates it to it's former glory..

6 ^ | v 1 • Reply • Share >

Chris Colouryum → Paul Jamie Kidd • 6 months ago
This is forever my favourite and can't be unseen.
<http://www.turbo-island.co....>

[View](#) — uploads.disquscdn.com
16 ^ | v • Reply • Share >

Alex Holland • 6 months ago
Finally gone back to this one!

^ | v • Reply • Share >

Kevin Minnis • 6 months ago



I've never really given it much thought - but the logo is just really ugly. Yet in application I guess it doesn't really matter? Has that nostalgic vibe that's allowed brands like Ellesse make a comeback.

28 ^ | v 1 • Reply • Share >



Gourmet Poptart → Kevin Minnis • 6 months ago

Pizza Hut is doing it too. The trend of no ideas and risk aversion strikes again. Tbh I liked the latest iteration of Reebok it felt more future facing.

^ | v 2 • Reply • Share >



RONJA MESCO → Gourmet Poptart • 6 months ago

The last iteration also felt like it was a division of a Arco gas stations....

3 ^ | v • Reply • Share >



Brandon Detherage → Kevin Minnis • 6 months ago

I totally agree that the icon is nothing. I remember thinking the same thing in the early '90s. And I was 10. You're absolutely right that nostalgia is driving almost all of the appeal ... and I'm okay with that. Case in point: the teal/purple jacket at the 0:19 mark in the sizzle reel is monnnnnney.

1 ^ | v • Reply • Share >



JustJoeDesign • 6 months ago • edited

Sure this old *new* logo is better than the other things they spent time with in the early 00s. However, as a youth this logo and their design never enticed me as consumer the way Nike, Adidas, and others did. It's the step forward after going back two from where they were. Still way behind everyone else, even New Balance, now.

14 ^ | v 3 • Reply • Share >



Chris Colouryum → JustJoeDesign • 6 months ago • edited

In the UK its definitely having a huge resurgence especially in street (fashion) culture. Sports Banger definitely played some part in this prior to his Slazenger partnership. This is a smart move based on current trends.

5 ^ | v • Reply • Share >



JustJoeDesign → Chris Colouryum • 6 months ago

Really? I live in England now (not LDN) and haven't noticed anyone wearing Reebok. I'll keep my eyes peeled, though.

^ | v 3 • Reply • Share >



Jamie Long → JustJoeDesign • 6 months ago

Really? A huge number of under 30's are wearing Reebok Classics again and have been the last year or two. Apparel not so much, it's just the classic trainer from the late 90's coming back in fashion.

2 ^ | v • Reply • Share >



Bruno Halúzska • 6 months ago

I have to say it amazes me that I wasn't even aware of the last icon.

9 ^ | v 1 • Reply • Share >



tyrannosaurus_rek → Bruno Halúzska • 6 months ago

I recognize it, but I was under the impression it was a sub-brand of some kind. I didn't realize it had outright replaced the slashed bending arrow thing.

1 ^ | v • Reply • Share >



Bruno Halúzska → tyrannosaurus_rek • 6 months ago

Exactly. So I guess it's a good move (and not just because of the nostalgia factor). When someone said reebok I always imagined the OG icon.

^ | v • Reply • Share >



Chris Colouryum • 6 months ago

Great move. Never liked the "previous" version and always preferred the 90's one. I can see them keeping the 1970's as an asset too as they still use it on trainer tongues like on the Reebok classics. Its very much like the Adidas Originals logo relationship in my mind.

^ | v • Reply • Share >



Daniel Bennett • 6 months ago

A thousand times yes. Please bring back pumps! [View](#) — uploads.disquscdn.com

6 ^ | v • Reply • Share >



Jarvaun Lindsay → Daniel Bennett • 6 months ago

They are back.

3 ^ | v • Reply • Share >



Robbie McBride • 6 months ago

Bok Boys 4 Life!

^ | v • Reply • Share >



Scott Misner • 6 months ago • edited

No fanny pack is ever "cool as shit." Probably a good move to go back to classic logo. But feels like the icon could've tucked under the wordmark better. The 00s version was better at that. BS still have love for the 70s/80s that was on all the red sneakers ahead of that era

wordmark better. The 90s version was better at that. PS, still have love for the 70&80s...that was on all the rad aerobics shoes of that era. PPS, been there done that already with Puma, Asics, Adidas classic, Saucony, et al.

1 ^ | v 4 • Reply • Share >



Jacob → Scott Misner • 6 months ago

I saw fanny packs all over the place this year. But the kids don't wear them around the waist, they wear them over the shoulder and across the chest.

7 ^ | v • Reply • Share >



Harry Fowler → Scott Misner • 6 months ago

Get with the times old man

8 ^ | v 2 • Reply • Share >



Scott Misner → Harry Fowler • 6 months ago

Yeah, you're right. They'll still be cool in about 3, 2, 1... <https://ftw.usatoday.com/20...>

1 ^ | v 1 • Reply • Share >



Chipper → Scott Misner • 6 months ago

All fanny packs are cool, nothing will ever convince me they aren't.

2 ^ | v • Reply • Share >



jessemac • 6 months ago

This is a great move, the two most recent versions already look dated. All of the revisions are positive, and although in many ways it's not a very good looking logo, there's some sort of confidence and nostalgia to it that just makes it work, especially on the products.

Also I've always been pretty fond of that 1970s mark, which they still use on some of their "Classics" line.

1 ^ | v • Reply • Share >



Rob Montilla • 6 months ago

It's ok, but I don't love it. I feel like you could've kept the nostalgia of the logo while evolving the look of it. I feel like I like it because it is familiar to me and everyone, but it is not a pleasant looking logo

^ | v • Reply • Share >



Jeffhalmos • 6 months ago

Well it's terrible. But familiar. They're playing the shortgame with nostalgia. It will change again.

7 ^ | v 3 • Reply • Share >



This comment was deleted.



Jeffhalmos → Guest • 6 months ago

Feeling the love.

^ | v • Reply • Share >



Erik Geens • 6 months ago • edited

Can't wait for this 90's hype to be over.

3 ^ | v 9 • Reply • Share >



Harry Fowler • 6 months ago

Don't know about elsewhere but in the UK everyone is wearing the Reebok Classic trainers, which seems to be part of the 80s and 90s renaissance that's happening right now. This could be a reaction to this movement now the brand has relevance and momentum again as part of the 'streetwear' rise.

1 ^ | v • Reply • Share >



rcarmstrong • 6 months ago

Sometimes brands lose their essence along the way and find that re-centering and taking a step back is the right decision to make.

2 ^ | v • Reply • Share >



Dylan Dunaway • 6 months ago

I see a trend happening... Pizza Hut... Reebok... any others? I think we're going to see a swing to vintage logos.

5 ^ | v • Reply • Share >



Armin Vit **Mod** → Dylan Dunaway • 6 months ago

Fingers crossed for Trapper Keeper.

10 ^ | v • Reply • Share >



Chris Elkerton → Armin Vit • 6 months ago

Fanny Packs too?

^ | v • Reply • Share >



Darrin Crescenzi → Armin Vit • 6 months ago

You... really love Motter Tektura.

^ | v • Reply • Share >



Armin Vit Mod → Darrin Crescenzi • 6 months ago

Guilty pleasure.

^ | v • Reply • Share >



Joseph SchianodiCola → Dylan Dunaway • 6 months ago

I've been saying this ever since brands like Champion and Fila went from being outdated athletic brands to dominant purveyors of trendy hype-beast gear, just a few years ago. Other brands across all markets are following suite.

1 ^ | v • Reply • Share >



wlym → Dylan Dunaway • 6 months ago

I really hope apple goes back to their original logo!

[http://www.edibleapple.com/...](http://www.edibleapple.com/)

^ | v • Reply • Share >



Corey Kent • 6 months ago

Nothing surprising in the applications, but just solid and well done.

1 ^ | v • Reply • Share >



TØM • 6 months ago

Pretty sure they've still be using the 70's and 90's version this whole time? The 70's version on the tongue of their shoes, and the 90's version on clothing and and the side of shoes? I honestly thought the 2010's logo was an additional logo for a sub brand of some kind.

^ | v • Reply • Share >



Michael D'Angelo → TØM • 6 months ago

they've only been using that stuff for their "classics" lines, the "delta" has been the main logo for some time now on their new designs of core shoes, athletic gear, etc.

1 ^ | v • Reply • Share >



Jones919 • 6 months ago

Every time I see the "delta" logo, I think of the old Dodge fratzog [View](#) — uploads.disquscdn.com

1 ^ | v 1 • Reply • Share >



Oliver • 6 months ago • edited

Hipster-Teens around the globe loved the old logo for its vintage appeal. I have seen so many teens in Tokyo wearing 2nd hand vintage Reebok clothes. Probably they just wanted to take advantage of this trend. They could have introduced a vintage sub-brand (similar to Adidas trefoil) for a collection. The motivation behind this new logo is wrong from my perspective.

2 ^ | v 1 • Reply • Share >



Drew LeVan • 6 months ago

Next up... FILA

1 ^ | v • Reply • Share >



JnM → Drew LeVan • 6 months ago

underrated comment

^ | v • Reply • Share >



photodesign → Drew LeVan • 6 months ago • edited

FILA is a zombie brand owned by a hedge fund, but the logo, thankfully, has never changed and it's still around in its 70s glory.

3 ^ | v • Reply • Share >



Drew LeVan → photodesign • 6 months ago

The red white and blue block color apparel of this Reebok rebrand gives me total FILA vibes.

2 ^ | v • Reply • Share >



Drew LeVan → Drew LeVan • 6 months ago

I mean...

[View](#) — uploads.disquscdn.com

3 ^ | v • Reply • Share >

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Sample Application

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dynamixyz
Expressive Machines

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-
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[New Name, Logo, and Livery for Breeze](#)

The image shows the word "Bree" in a light blue, sans-serif font against a dark blue background. The letter "e" is partially cut off on the right side. A small, light blue arrow-like shape is positioned above the top right of the "e".

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Reebok

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