

NIKE IN BRUTALISM

REBRAND DESIGN

SYBILIA JOHNER

**INITIAL
CONCEPT**

**CONCEPTUALIZING
A CAMPAIGN TO
REBRAND NIKE INTO
A BRUTALIST AESTHETIC**

BRUTALISM

**BRUTALISM IS GENERALLY ASSOCIATED ROUGH,
UNFINISHED SURFACES, UNUSUAL SHAPES,
HEAVY-LOOKING MATERIALS, AND STRAIGHT LINES.
THROUGH SKEWED TEXT AND DISTORTED IMAGES IT
REPRESENTING SPECIFIC
FUNCTIONAL ZONES,
GROUPED INTO A UNIFIED WHOLE.**

MOODBOARD

SOPHIA JORTNER

MOOD BOARD

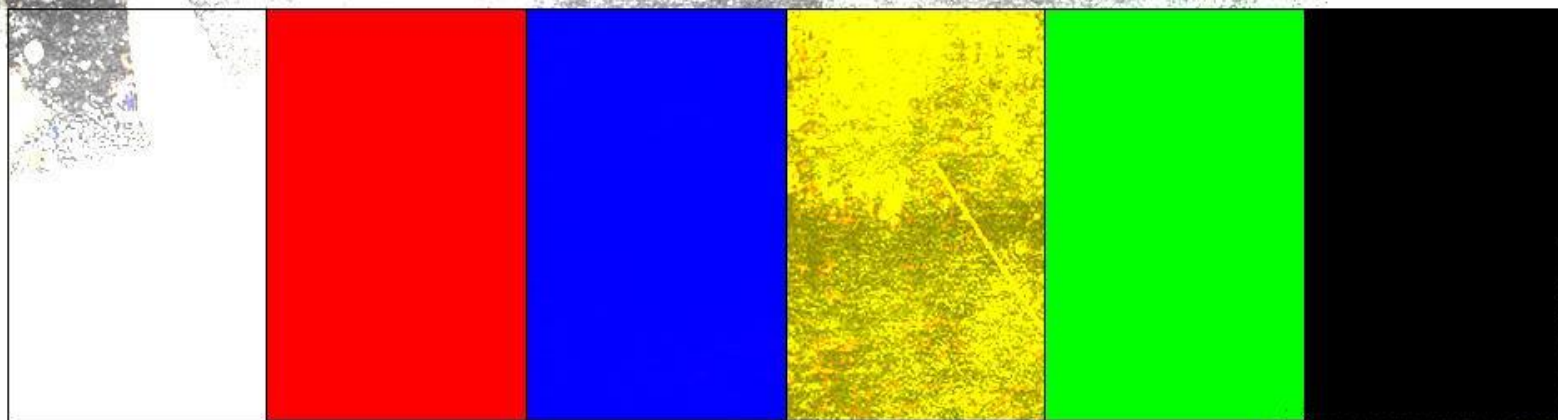


HEADING FONT

SUBHEADING

BODY

COLOR PALETTE



#FFFFFF

#e71111

#0c00ff

#fffc00

#00ff00

#000000



DESIGNS

NIKE



NIKE

NIKE

NIKE

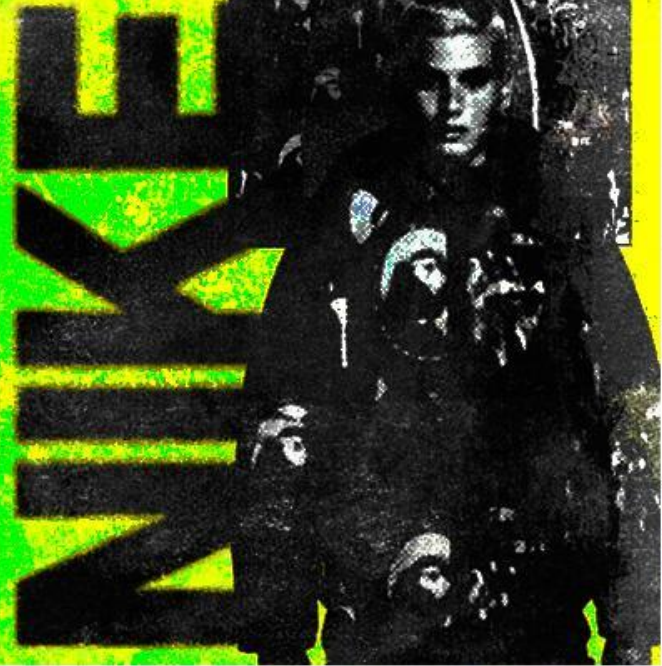


NIKE
JUST DO IT

NIKE
1964

Nike, Inc. is an American athletic footwear and apparel corporation headquartered near Beaverton, Oregon, United States. It is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment.

JUST DO IT.
JUST DO IT.
JUST DO IT.





The image features a central, high-contrast black and white graphic of the Nike logo. The word "NIKE" is rendered in a bold, blocky, sans-serif font. The letters are filled with a dark, grainy texture, and the entire word is set against a white rectangular background. This white background is itself set within a larger, dark, textured frame. A vibrant green glow emanates from the left and right sides of the image, creating a dramatic, atmospheric effect. The overall aesthetic is gritty and industrial.

NIKE

JUST DO IT.

NIKE

BE LEGENDARY.
BE LEGENDARY.





JUST DO IT. JUST DO IT. JUST DO IT. JUST DO IT. JUST DO IT. JUST DO IT.

BEZZA RADID



NIKE
NIKE
NIKE
NIKE

JUST DO IT.

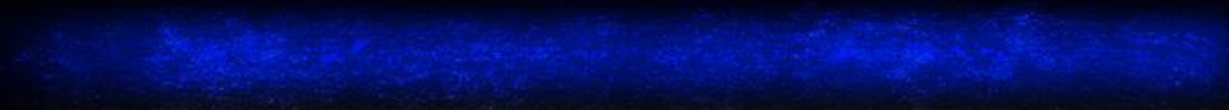
JUST DO IT.



YOU
ARE
YOUR
OWN
LIMIT.



SPORT MOCKUPS



NFL STADIUM

MOCKUP



FOOTBALL STADIUM
MOCKUP 2



FOOTBALL STADIUM
MOCKUP 3





NIKE LIFESTYLE
MOCKUPS

SUBWAY AD



BILLBOARD AD



NYC BILLBOARD



**STREET
BANNER AD**



NEW YORK CITY MOCKUP



**BELLA HADID
NYC CAMPAIGN
BILLBOARD**



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INSTAGRAM MOCKUP



NIKE IN BRUTALISM SIZZLE REEL

