



JUST DO IT.

PRESLEY PERAZA

ORGANIZATIONAL WRITING

OUR PURPOSE

Our purpose is to bring inspiration and innovation to every athlete* in the world.

*If you have a body, you are an athlete.

- In 1964, Phil Knight and Bill Bowerman—two trailblazers driven by a desire for better performance in sports—founded what would become NIKE.¹
- Our story started in Eugene, Oregon, where Bowerman’s work as a track coach inspired a new way of thinking about athletic footwear.
- Originally named “Blue Ribbon Sports”, we officially adopted NIKE in 1971, named after the Greek goddess of victory.¹
- We were founded on the dream of lighter, faster, and more comfortable shoes for athletes.
- Through hands-on experiments, Bowerman pushed the boundaries of footwear design, making innovation a core belief for us.
- Our mission is to bring inspiration and innovation to every athlete in the world, with the belief that if you have a body, you are an athlete.
- The Swoosh logo represents movement, speed, and the pursuit of victory.
- We stand apart by cutting-edge design, performance-and driven technology
- We work with elite athletes to break barriers in sports.
- We compete with global athletic brands such as Adidas, Puma, Under Armour, and New Balance.
- We compete with global athletic brands such as Adidas, Puma, Under Armour, and New Balance.
- NIKE is unique by our ability to combine sports, culture, and innovation into a single global voice.

¹ <https://www.eugene-cascades-coast.org/explore/history-culture-museums/tracktown-usa/birthplace-of-nike/>

AUDIENCE

- Men and women ages 18-35 years old
- Students, young professionals, and early-career athletes
- High school graduates
- Pursuing or have earned college degree

- Motivated, disciplined athletes
- Active, high performing
- Driven by fear of being held back by limited

AUDIENCE BIO

Alex is a 22-year-old college student who trains regularly, he uses excersises as a way to stay focused and confident, while challenging his limitations and building disciplines



STYLE GUIDE

Logos



Heading

Anton

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!?

Subheading

Trade Gothic

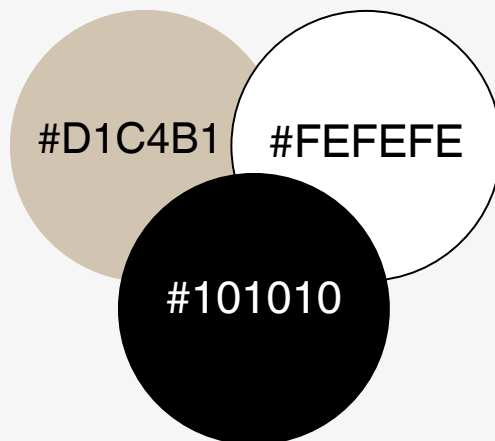
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!?

Body

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!?

COLOR PALETTE



VOICE

Attribute	Description	Example	Counter-example
Bold	Our voice is confident, never hesitant	“We push athletes to go further than what was possible”	“We try our best to help people improve if we can”
Inspirational	We motivate our athletes to defy expectations	“Every rep gets you closer to victory”	“You need to exercise to stay fit”
Accessible	We speak to all athletes in simple language	“If you have a body, you are an athlete”	“Only high-level athletes can wear NIKE”
Authentic	We are honest, grounded in truth, not just hype	“Innovation starts by listening to athletes”	“We are the best company in the world”

Formal ————— Casual

Serious ————— Funny

Respectful ————— Irreverent

Matter-of-fact ————— Enthusiastic

ASSIGNMENT PITCHES

JOURNALISTIC WRITING

We will be writing an article studying our top athletes and their performance during competitions

PR WRITING

We will create a press release unveiling our new innovative tech in shoes

ACADEMIC WRITING

We will analyze our impact on athletic culture using research and studies

SPEECH WRITING

We will write a motivational speech that inspires athletes to push limits and defy expectations

ABOUT US

We exist to push athletes beyond what they thought was possible. Built on innovation and driven by performance, We design gear that helps you move faster and perform like an elite athlete. Because if you have a body, you are an athlete.

JUST DO IT.

