

Sports Logo As a Marketing enhancement tool of Printed Sports Wear

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Abstract:

A brand's logo has served as a means for resolving the problem of in-distinguishability. As one of the most salient visual elements of a brand, logos facilitate the identification of the brand and its differentiation from competing alternatives. Brands are important intangible assets that significantly impact firm performance. Indeed, customers can develop deep, meaningful relationships with a brand which result in increased brand purchase reduced customer price sensitivity, and lower marketing costs.

A logo anchors a company's brand and becomes the single most visible manifestation of the company within the target market. For this reason, a well-designed logo is an essential part of any company's overall marketing strategy.

The aim of this research has been to improve promoting and marketing sports brands through using logos to make new ideas for textile printed designs for sportswear and establish a significant and differentiated presence in the market that attracts and retains loyal customers.

A survey was used to test the response of selected sample of costumers concerning the development of sportswear brand using printed logos as "[d]esign moves things from an existing condition to a preferred One".

This research demonstrates the use of sports logos printed on sportswear as a marketing tool aiming to develop and promote the sports brand.

Keywords

Logo, Design, Sportswear, Printed, Marketing, Brand

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Introduction:

Based in the realm of symbology and sign, and originating in pre-Neolithic times, the logo, or ideogram, is no stranger to anyone these days. Instantly recognizable and distinctly memorable, a well-designed logo is versatile in multiple ways, from dimensions to application, but resilient enough to retain its identity instantly in the viewer's mind and throughout future evolutions. It is both cornerstone and keystone for brand development. (Dahner 2011)

So a logo is a graphic symbol that allows the consumer to locate a product, service, place, or company. The use of logos as trademarks in distinguishing goods existed as long as there have been traders and merchants. However, logos and slogans we know today first appeared at the beginning of the 20th century, as the industrial revolution and media reproduction processes gained momentum (Sheng 2009)

Brands are often symbolized by the Logos. Logos can help make or break the image of the company (Sharma 2013). The brand is a powerful visual language used to support a company's communication with its consumers. The goal of the brand is to create a lasting impression that results in a consumer bond and creates loyal customers. The logo is the point of entry to a brand. Image is a reflection of the brand strategy. Being a visual tool that

supports the brand, logos are very important. A logo is the face of a brand, but it is not the brand. However it helps it to be identified. Not having a logo would be like being a faceless person. However the logo is the mental image of a brand, it is the fastest way for a firm to be recognized and even preferred, a logo by itself is not a brand, but a brand without a logo is incomplete.

The name and a logo are important in sport branding. Recently, we saw it when more than 16,000 fans of the English football club Everton protested against the club's new crest. Still, this part of the branding process cannot be left alone. Sport branding is also about „other actions“, i.e. how the brand is cultivated. In other words, the sport entity must grow a strong society around the brand. The German club FC St. Pauli has been successful in doing so although the club is not playing at the best stage in German football. This example shows that a sport brand is a dynamic and living creature, which interacts with its surroundings, i.e. how the public perceives the brand and what it gives back to the society around it are important factors (<http://kennethcortsen.com/sport-economy/the-importance-of-a-name-and-logo-in-sport-branding/>)

Research problem:

- Enhance marketing through using sports logos as a pattern to make textile printing sportswear.

- We need to make a relation between logo design and textile printing design.

Aim of the work:

- The aim of this research is to improve promoting and marketing for sports brands through using logos to make new ideas for textile printed designs for sportswear.
- Establish a significant and differentiated presence in the market that attracts and retains loyal customers.

Research Importance:

Logo isn't just something that looks nice - it has to communicate a brand message and we can use it in Printed Athletic Sportswear.

Identifying and understanding consumers' individual motivations and goals for doing sports, their lifestyle, and their fitness level, that build a lasting impression and brand loyalty.

Research Hypotheses:

- The research assumes that using logos in making printed designs for sportswear can help in marketing those brands.
- Using sports logos as a design in sportswear enriches the market for those kinds of clothing.

Research Methodology:

Descriptive analytical method:

- Describe and analyze fine basics for different designs in this study.

Experimental method:

- The innovative aspect in creating different designs based on sports logo.

Theoretical frame work:

Theoretical study focusing on the meaning of marketing and branding including the history of sports marketing and sportswear in Egypt, Also will mention types of logo and the meaning of some sports logo.

Showing a group of individuals the proposed designs and record the extent of people's preference for the using of sports logo as a pattern in marketing for those brands.

Definition of terms:

Logo : is an identity or special symbol that represents a company or organization.

Branding: The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme.

Brand: A name, term, sign, symbol, design or a combination of these that identifies the markers or seller of the product or services.

Design: Realization of a concept or idea into a configuration, drawing, model, pattern, plan or specification (on which the actual or commercial production of an item is based) and which helps achieve the item's designated

objective(s).

Marketing: Is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Product Branding:

Product branding is a well-known phenomenon in marketing. A brand is a promise to the customer that goes beyond the generic product, the technical and physical attributes. When selling a branded product the company promises that the consumer will achieve special qualities by using the product, different qualities than when using a similar non branded or different branded product. A typical message from the company is "when using this product you will be more attracted, become better looking and signal a higher social class". By using the branded product the consumer can communicate his/her lifestyle or wanted lifestyle. A brand is a collection of images and ideas representing an economic producer; more specifically, it refers to the descriptive verbal attributes and concrete symbols such as a name, logo, slogan, and design scheme that convey the essence of a company, product or service..(Kamrul Hasan& Rabia Khan, 2011).

Branding in sports :

Branding in sport could be the most important tool that organisations might need to use in order to find new growth opportunities.

There is still a general idea in the world of sport that a brand is a logo. Although the physical aspects of your organisation (the logo, the letterhead the way your people answer the phone, etc.) are key, a brand is more widely and adequately defined as a distinctive picture and association positioned in the mind of consumers of an object (product, service) or a subject (person, institution). Brands create imaginations and can direct behaviour patterns amongst customers and consumers. When applied to sports, this definition means that a product or a service, such as a type of sport (e.g. basketball) or an event (world championships) or a person (athlete), and institution (club, federation) can be perceived as a brand. It also means that sports consumers perceive these objects and subjects in a different way. So the key is to create a picture in your customers' minds and its perception will define the value of your brand This means that the brand gives an impression, it stands for certain values, for an image and reputation and for a position in our mindset.(Pedersen 2004)

History of sports marketing.

Marketing, as one of the basic management ideas,

was founded at the end of the 19th century and in 1930s it was very progressive in the USA.

Marketing received public

awareness approximately in the mid-1950s as a market research for manufacturing and trading needs and it quickly started to expand to all advanced countries.

Since the beginning of the 70s, marketing started to gain its own place in the form of sport sponsorship. The creation of the first German Bundesliga in 1962 helped to expand marketing into sport. Advertisement on jerseys started there in 1973, when the soccer club Eintracht Braunschweig decorated its jerseys with Jeagermeister logo. The first reaction to advertisement was not positive. The attitude of a sport association to advertisement was uncompromising. AC SPARTA Praha received 1 million EUR per year for wearing jerseys with Eurotel logo in the period from 1999 to 2003. The next contract provided 1,4 million EUR for the year of 2004 .(Miloš Kosík,2011)

Sports wear in Egypt

Sportswear was one of the strongest growing categories in Egypt during 2014, backed by one of the most popular sporting events in the world. The football World Cup in 2014 was undoubtedly a success story for the leading brands in sportswear, specifically Nike, adidas and Puma, which sponsored 10, nine and eight teams respectively out of the participating 32 nations. The tight competition, however, did not spur down sales for either brand, since they both have equally strong presence in the market. Egyptians are generally very passionate about football, with local derbies such as Al-Ahly vs Al-Zamalek drawing most of the Egyptian population to watch. According to FIFA, the world's football governing body, Egypt ranked 17th in terms of the number of football players in 2014, with just over three million Egyptians practicing the sport.

For the second year running, Ra Sport Co led sportswear in 2014, with a strong 10% value share. A strong presence in the shape of three multinational brands, adidas, Timberland and Reebok, gave Ra Sport a competitive edge during the review period, and the World Cup in 2014 was also a major factor for the company's success. The company saw a surge in its value share from 2013, with 10% growth. Ra Sport's success lays in its expansion plans, as well as its attractive price promotions, especially in its factory outlets.

Sportswear is expected to see staggering value growth at constant 2014 prices in the forecast period, with sales growing by 41% overall from

2014 to 2019. This growth will be backed by the rising health and wellness trend in Egyptian society, not to mention another World Cup in 2018, which is expected to have the same growth potential as witnessed during 2014. In addition, the stabilising economy will see consumers head for formal retail channels once again in order to buy authentic and higher-quality sportswear. Much also depends on the government's ability to clamp down on informal retail channels and counterfeit products, which are currently flooding the market. (<http://www.euromonitor.com/sportswear-in-egypt/report>)

The meaning of some of sports logos:



Le Coq Sportif :

We have all heard of the athletic rooster, or as it is more famous

– Le Coq Sportif. The triangular (in most cases) logo with the rooster can be seen on variety of shoes, shorts, t-shirts and other sports equipment. Whereas the French company producing sports clothing originated back in 1882, the first branded products were available on the market from 1948. This is when Le Coq Sportif came up with their first logo design focusing on the rooster as does the name of the company. This is due to the reference to the Gallic rooster – an unofficial national symbol of France. Throughout the years the logo has been changed a few times since then. Below we have compiled the logo evolution of Le Coq Sportif as it is presented on

The image above shows how the logo has maintained the key element – the rooster within a triangle. However, the depiction of the bird is in some cases too abstract and only by knowing what the previous logos of the company looked like could one guess the true meaning behind the check-sign from 1972. The logo design from 1975 has stuck the longest – almost 35 years. Still, in 2009 Le Coq Sportif changed the design of their logo to their old 1965 logo with one main change – the different logotype. The current design is being used in most of the company's products, except for the new yellow jersey design and its subsequent products which

are part of the company's Tour de France brand. This is because in 2012 the French company decided to freshen up the logo and announced a new, customized logo design for the jerseys as it can be seen below

(<http://logoblink.com/le-coq-sportif-logo-evolution/>)



Lacoste:

The LACOSTE legend was born in 1933, when René Lacoste revolutionized mens' fashion replacing the classical woven fabric, long-sleeved and starched shirts on the courts, by what has now become the classic LACOSTE polo shirt. Almost 80 years after its creation, LACOSTE has become a « lifestyle » brand which allies elegance and comfort.

The Crocodile's origins The true story of the "Crocodile" begins

in 1923 after a bet that René Lacoste had with the Captain of the French Davis Cup Team, Allan H. Muhr, who promised him an alligator suitcase if he won an important game for the team. This episode was reported in an article in the Boston Evening

Transcript, where his nickname of the « Crocodile » came to life for the first time. The American public grew fond of this nickname which highlighted the tenacity he displayed on the tennis courts, never giving up his prey. His friend Robert George drew him a crocodile which was embroidered on the blazer he wore on the courts. The Legend was born. (http://lacoste.com/library/contents/press/pdf/LACOSTE_presskit_en.pdf)

Shape of the Lacoste Logo

The "green crocodile" logo of Lacoste is widely regarded as one of the most popular and instantly recognizable logos in the fashion and apparel industries. Lacoste's famous crocodile logo originates from a true story. The brand's history goes way back, when René Lacoste was nicknamed "Crocodile" by the American press, partly due to his infamous bet with the Captain of the French Davis Cup team. The Captain had promised to give René a beautiful crocodile skin suitcase if he wins a very important team match.

The name, that "bettered" René's performance

in every match, became immensely popular in American public. René's friend, Robert George, illustrated a red, green and white colored crocodile emblem which was later embroidered on René's shirts and blazers that he wore in all of his appearances.

The iconic Lacoste logo soon established one of the most successful apparel brands of post-World War II. Its crocodile trademark not only appeared on men's t-shirts, but also on women's and kids' clothing, perfumes, bags, footwear, belts and wallets.

Font of the Lacoste Logo

The Lacoste logo incorporates a very elegant and slightly-rounded custom typeface



Timberland:

The Timberland Shoe Company is an American success story that started with Nathan Swartz from Boston, Massachusetts. Swartz was a determined and hard-working gentleman who worked his way up from an apprentice boot stitcher in 1918 until he owned part interest in the Abington Shoe Company in

1952. Three years later he became the sole owner, and quickly brought his kids on board (<http://www.sneakerhead.com/timberland-brand.html>)

The Timberland Company (NYSE: TBL) has transcended its humble work boot origins to become one of the hottest lifestyle brands on the planet. Whether for work, recreation or dressing up, every Timberland product is a compelling blend of form and function tailored to the needs of every customer.

(http://www.3dsystems.com/sites/www.3dsystems.com/files/21_CaseStudy-Timberland-FINAL.pdf)

Shape of Timberland Logo

Timberland means "land that is covered with trees and shrubs". The company's logo is a tree – representing the environment. Being green is a selling point for the company with policies dedicated to prolonging a responsible, sustainable enterprise

(<http://www.kgbanswers.com/what-is-the-meaning-of-the-tree-logo-on-the-timberland-boot/21207071>)



Puma:

The Puma brand is one of the most valuable and recognized brands in the world. It is synonymous with elegance, fashion and sport. It sponsors over 30 national soccer teams in five different FIFA confederations.

One of the key features of Puma's phenomenal success is its incredibly effective logo.

Shape of the Puma Logo

The Puma logo is one of the most popular and instantly recognizable logos in sports. Noted for its minimalist approach, it is simple, modular, powerful and effective.

The Puma logo was first introduced in 1948. It has since remained largely unchanged. The logo comprises of a potent image of a leaping Puma, a large American feline resembling a lion (also called a "cougar") who lives in the mountains. Unmatched in grace and agility, Puma is a very powerful animal and a very expert hunter that can jump up to 20 feet high in a single, effortless leap.

With the addition of this wonderful creature in the Puma logo, the company has summed up all the core values and fundamental aspects of its brand into a powerful identity. The Puma logo very efficiently personifies the brand's future-forward approach, global dominance and its dedication to excellence.

Colors of the Puma Logo

The Puma logo mostly appears in a basic black and white color scheme, which provides a natural feeling of warmth and bears a very appealing yet classy impression.

Font of the Puma Logo

The Puma logo features a bold, custom-made typeface

<http://famouslogos.net/puma-logo/>



Adidas:

Widely regarded as one of the most famous logos ever created, the Adidas logo immensely influenced the masses with its brilliance,

elegance and simplicity. The brand is noted for motivating and inspiring the youth of every nation in the world as it remains among the most adored and commercially successful ones.

Shape of the Adidas Logo

The Adidas logo comprises of the three parallel stripes which picture the prodigious performance of the athletes and the magnificent efforts they make to accomplish their goals. The emblem also embodies the richness and grace of the Adidas AG.

Colors of the Adidas Logo

The black color in the Adidas logo represents excellence, innovation, warmth and dynamic attitude of the company.

Font of the Adidas Logo

The Adidas logo features a very simple yet effective custom typeface

<http://famouslogos.net/adidas-logo/>



Nike:

Shape of the Nike Logo

The Nike logo is widely regarded as one of the greatest and most popular logos in history. One of the reasons that allow the simple and fluid Swoosh logo to embody success is its extraordinary ability to make us see movement in particular ways. It was conceptualized by a graphic design student named Carolyn Davidson in 1971. She was paid only \$35 for the rights to use it.

The Nike "Swoosh" logo symbolizes the wing in the far-famed statue of the Greek Goddess of victory, Nike, who largely influenced countless brave warriors. Other folklore suggests that, a Greek would say, "When we go to battle and win, we say it is Nike".

The original mark was termed as "the strip", but it was later referred to as "Swoosh", as a reference to the fibers used in Nike shoes. The Nike "Swoosh" logo made its debut in the spring of 1972, when it was featured on the vamp of an athletic shoe. It was registered as a trademark in 1995 and has since become the exclusive corporate identity of Nike Inc

Colors of the Nike Logo

The Nike logo has traditionally used the red and white color palette. The red color exemplifies passion, energy and joy, whereas the white color stands for the nobility, charm and purity of the Nike brand.

Font of the Nike Logo

Until 1995, the Nike logo featured the company's name using Futura Bold typeface in uppercase characters.

<http://famouslogos.net/nike-logo/>

Designs and applications:

Those designs based on the sports logo as well as using the latest Photoshop techniques.

First Design:

In this design we used le coq sportive logo, the presentation of an integrated image, is perhaps as close to a rule as art can approach. We can feel unity which means that a congruity or agreement exists among the elements in a design; they look as though they belong together, as though some visual connection beyond mere chance has caused them to come together. The visual unity gained by repetition is obvious in this composition (Lauer 2012)



Fig (1) The idea of the design



Fig (2) The application

Second Design:

This design based on Lacoste logo, and we can find a balance in this composition which is a feeling of visual equality in shape, form, value, color, etc. our eyes require the visual weight to be equal on the two sides of the axis. In this

composition a Symmetrical balance or a bilateral symmetry occurs also one of design principle that is based on repetition occurs which is Rhythm.

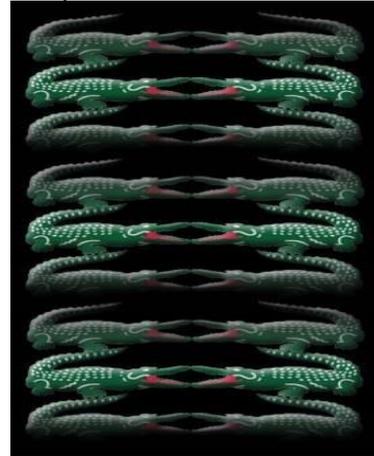


Fig (3) The idea of the design



Fig (4) The application

Third Design:

This design based on Timberland's logo, we can simply feel the visual unity through repeating the same element (Timberland tree) many times with different sizes, also balance occurs and we may speak of the rhythmic repetition of colors or textures, but most often we think of rhythm in the context of shapes and their arrangement.



Fig (5) The idea of the design



Fig (6) The application

Forth Design:

The main idea is made by using Puma's logo with the bold, custom-made typeface, in the back ground we can recognize the leaping Puma (cougar) was repeated many times in a grid of some sort to make a pattern and the result is a crystallographic balance, the transparency give an interest in ambiguity.



Fig (7) The idea of the design



Fig (8) The application

Fifth Design :

The main idea in this design depend on adiddas logo , the overlapping and the transperancy give us

the feeling of the space illution , and the various of the size and color give the design life and interest.



Fig (9)The idea of the design



Fig (10) The application

Sixth Design:

This design based on Nike's logo, we use it in different size and different direction to create the word nike , so this design is based on the focusing on the name in the middle to make a point of emphasis in the design.

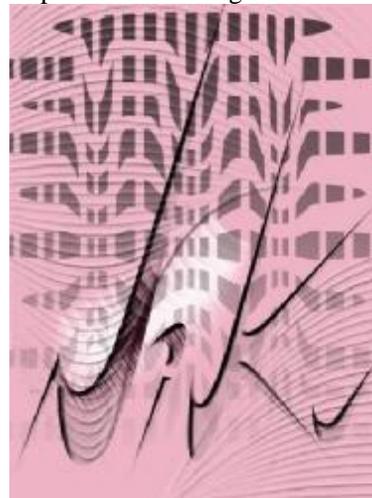


Fig (11) The idea of the design



Fig (12) The application

Plans and procedures of research

The study sample and population

The research has relied on the descriptive methodology (the survey and analytical studies) the reason for selection such a methodology is for its compatibility with this research and due to its capability to describe the phenomenon and specifying its current position, in addition to identifying the weak and strength points within.

The research sample has been selected out of a group of individuals composed of (normal individuals) both males and females, and the

Table (1) shows the male and female answers:

Total		Female answers		Male answers		Design No.
Percentage	No.	Percentage	No.	Percentage	No.	
50.00	15	20.00	3	80.00	12	1
73.33	22	46.67	7	100.00	15	2
93.33	28	100.00	15	86.67	13	3
100.00	30	100.00	15	100.00	15	4
93.33	28	100.00	15	86.67	13	5
40.00	12	53.33	8	26.67	4	6
22.5±7.53		10.5±5.21		12±4.1		Mean

The above table shows the answer for the first hypothesis concerning the first design, it has been approved by 12 males and 3 females, We have found that the total of the study sample has been 15 sample at a percentage of 50 % out of the total of sample. The second design has been selected and adopted by 15 sample from males, 7 sample of the females, at a total of sample from the males and females have been 22 sample at a percentage of 73.33 % of the sample total.

The percentage of those who have selected the third design has been higher , the males have been 13 sample, females 15 sample, and the total of both groups have been 28 sample, at a percentage of 93.33 % of the sample total. Also, we have found that the fourth design has been approved unanimously at a percentage of 100% out of the males and females .

The fifth design has been high, whereas the males have been 13 sample, females 15 sample, and the total of both groups have been 28 sample, at a percentage of 93.33 % of the sample total.

While we found that the sixth design hasn't been accepted, where the number of males 4 sample,

number of samples have been 30, included 15 males sample, and 15 females sample, this is an arbitrary sample from the study population of the individuals who are about to use sport logos and to show how it affects sport products marketing in Egypt as they work in the field of sport marketing.

The personal interview

The researcher has conducted the surveys for the research sample who work in the field of sport marketing.

The researcher has performed two hypothesis for the research as follows:

- Using logos in making printed designs for sportswear can help in marketing those brands.
- Using sports logos as a design in sportswear enriches the market for those kinds of clothing.

Analyzing the hypothesis of study

The first hypotheses

It provides that "using logos in making printed designs for sportswear can help in marketing those brands".

females 8 sample, and the total of sample 12 sample out of the sample total at a percentage of 40 % of the males and males.

The Mean of the total designs special for males has been 12 , with a standard deviation 4.1, and that is special for females while we found that the adopters of designs among females have been 10.5 with a standard deviation 5.21 . We also have found that the mean of all the samples and all designs have been 22.5 at a standard deviation 7.53. which has indicated that the designs have a degree of variance and scattering .

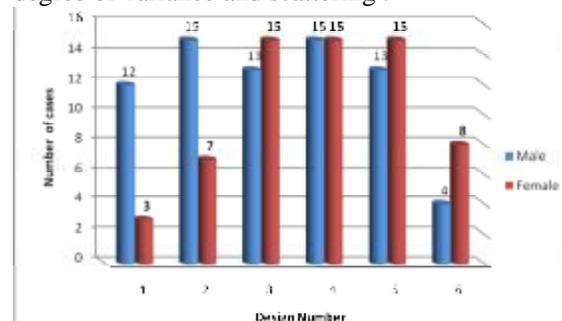


Fig. (13) shows the male and female answers for the first hypothesis.

The previous figure has shown that the fourth design has occupied the first rank, approved by 30 sample. At the second and third rank, the design number 3 and 5 , approved by 2.8 sample . The second design became at the fourth rank, approved by 22 samples. The first design has taken fifth rank approved by 15 samples. Finally, the sixth design has taken the last rank approved

by 12 samples out of the total of study samples, a matter which confirms the importance of designs in order to make Sports logo in printed sportswear and marketing way in Egypt.

The second hypotheses

It provides that using sports logos as a design in sportswear enriches the market for those kinds of clothing.

Table (2) shows the male and female answers:

Total		Female answers		Male answers		Design No.
Percentage	No.	Percentage	No.	Percentage	No.	
50.00	15	20.00	3	80.00	12	1
53.33	16	46.67	7	60.00	9	2
86.67	26	100.00	15	73.33	11	3
96.67	29	93.33	14	100.00	15	4
90.00	27	100.00	15	80.00	12	5
30.00	9	40.00	6	20.00	3	6
20.33+8.09		10+5.29		10.33+4.08		Mean

The above table shows the answer for the second hypothesis concerning the first design , it has been approved by 12 males and 3 females, We have found that the total of the study sample has been 15 sample at a percentage of 50 % out of the total of sample.

The second design has been selected and adopted by 9 sample from males, 7 sample of the females , at a total of sample from the males and females have been 16 sample at a percentage of 53.33 % of the sample total.

The percentage of those who have selected the third design has been higher , the males have been 11 sample, females 15 sample, and the total of both groups have been 26 sample, at a percentage of 86.67 % of the sample total. Also, we have found that the fourth design has been approved by 29 sample out of all samples, at a percentage of 96.67% out of the 15 males and 14 females. The fifth design has been high , whereas the males have been 12 sample, females 15 sample, and the total of both groups have been 27 sample, at a percentage of 90 % of the sample total. While we found that the sixth design haven't been accepted, where the number of males 3 sample, females 6 sample, and the total of sample 9 sample out of the sample total at a percentage of 30 % of the males and males.

The Mean of the total designs special for males has been 10.33 , with a standard deviation 4.08, and that is special for females while we find that the adopters of designs among females have been 10 with a standard deviation 5.29 . We also have found that the mean of all the samples and all designs have been 20.33 at a standard deviation

8.09 . which has indicated that the designs have a degree of variance and scattering .

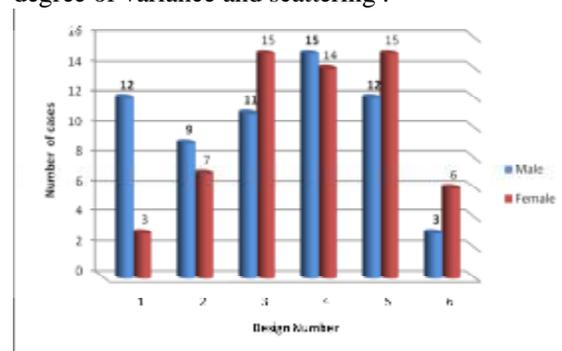


Fig. (14) shows the male and female answers for the second hypothesis.

The previous figure has shown that the fourth design has occupied the first rank, approved by 29 sample. At the second, the design number 5 approved by 27 sample and third rank, approved by 26 sample. the second design became at the fourth rank, approved by 22 samples. The first design has taken fifth rank approved by 15 samples. Finally, the sixth design has taken the last rank approved by 12 samples out of the total of study samples, a matter which confirms the importance of designs in order to make Sports logo in printed sportswear and marketing way in Egypt.

Conclusion :

The study conclude that :

- using logos in making printed designs for sportswear can help in marketing those brand.
- using sports logos as a design in sportswear enriches the market for those kinds of clothing.
- A logo is a graphic mark or emblem commonly used by commercial enterprises and we can use it as an element to make different textile printing designs.
- The study presented six main ideas for using

different sports logo as an inspiration for making different designs and its applications.

Hence the author would like to recommend that attention should be paid to the relation between advertising field and textile printing design.

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17. <http://www.euromonitor.com/sportswear-in-egypt/report>