Nike

"MetaDesign is one of the few design firms with the ability to design a systemic approach that still enables exciting design to happen within it – they develop systems that accommodate visual excitement."

Tom Ancona
Global Creative Director, Nike Retail

Nike wanted to upgrade its approach to graphic design in its retail locations. Previously, for each new store, teams of designers would independently develop graphics department-by-department for each location without providing a consistent brand experience across the store. Nike commissioned MetaDesign to implement a more extensible, systemic approach and apply it to the launch of the NikeTown Honolulu store.

MetaDesign developed a comprehensive in-store graphics and signage system that included information graphics, product displays, banners, point-of-sale displays, signage and packaging – tailored for each store location. MetaDesign's work included redrawing the famous Nike logotype to optimize legibility. The system ensured consistency of the Nike brand experience throughout the store – and between store locations – while enabling each geography and department to tailor the look and feel to best suit its customer audience.

The system developed for NikeTown Honolulu was so successful it was adopted for Nike's next two stores, NikeStore Melbourne and NikeStore Toronto. Existing stores throughout the Nike chain also incorporated elements of the system when they updated their signage and graphics. Further testimony to the strength of the system came when Nike included it in its core branding guidelines.

According to Ancona, "MetaDesign's system provided a consistent, coherent in-store branding experience which could be cost-effectively rolled out throughout our locations."
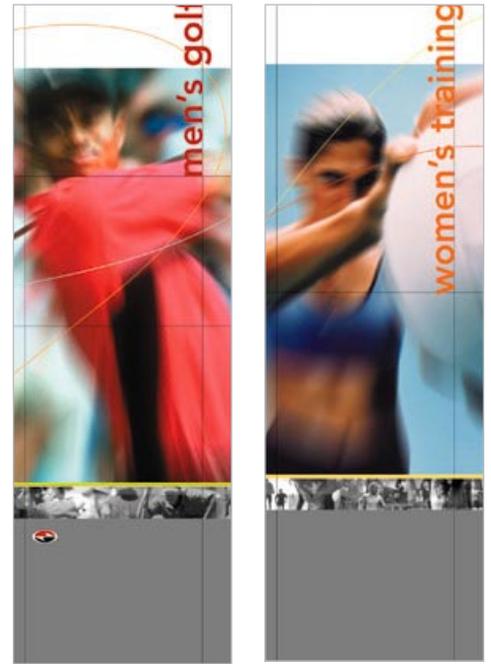
Placemaking signage

Large panels identifying specific sections of the store illustrate MetaDesign's retail design system for Nike. The system incorporates photo imagery and text information in a framework distinctive to the Nike brand. The system's built in flexibility allowed Nike to implement the graphics over a wide variety of format sizes and messaging needs.

Packaging

The success of the retail graphics called for an extension of the system into shopping bags and packaging. Using the same system elements, these items focused on general Nike branding and store identity.
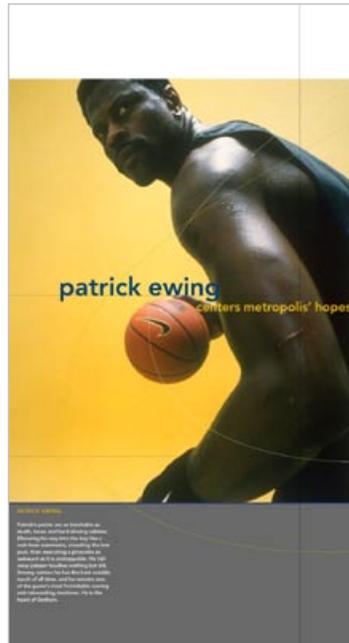
Product displays

Product displays feature information panels that showcase famous athletes and their accomplishments. The flexible system allows for different image cropping and several levels of text information.