

The creation of Nike's swoosh logo

Do you know what Nike is? (*Yes, it's...*)

Vocabulary

1. official 2. co-founder 3. amount 4. symbol 5. performance 6. stocks

True Story

In 1971, Nike, a new sports clothes company, hired a student named Carolyn Davidson to make their logo. Nike's _____, Phil Knight, asked Carolyn to create a logo that showed Nike's love for sport and high _____. After working hard on many designs, Carolyn made the "Swoosh" logo. This simple _____ looks like a quick checkmark and shows the idea of speed and movement. Even though Phil Knight was not sure about the logo at first, he decided to use it as Nike's _____ symbol.

Carolyn was paid \$35 for her design, a small _____ even for 1971. However, in 1983, Nike gave Carolyn some of their company's _____ as a thank you for her important work. Even though we don't know how much these stocks are worth, it's likely a large amount. Carolyn's story shows the power of good design and how important it is to value creative people.

Quiz

1. Who did Nike hire to make their logo?
2. What did Phil Knight ask Carolyn to create?
3. How much was Carolyn paid for her design?

True or False

- | | |
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| 1. Carolyn Davidson was a student when she made Nike's logo. | True False |
| 2. Phil Knight loved the logo at first. | True False |
| 3. Nike gave Carolyn some of their company's stocks in 1971. | True False |

Conversation

- A: Did you know Nike's logo only cost them \$35?
 B: Seriously? That's cheaper than a pair of their socks!
 A: Yep, Carolyn Davidson, a student, created it.
 B: I hope she negotiated unlimited sneakers for life.
 A: She actually got stocks in the company later.
 B: Smart move, those stocks are worth a lot more than socks!

Discussion

1. Do you like Nike's logo? Why or why not?
2. What is your favorite sportswear brand? Why do you like it?
3. Can you think of any other famous logos? Which one is your favorite?