



UNDER ARMOUR
BRAND BOOK

**PROTECT
THIS HOUSE**









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OUR MISSION

TO MAKE ALL ATHLETES
BETTER THROUGH
SCIENCE, PASSION
AND THE **RELENTLESS**
PURSUIT OF INNOVATIONS.

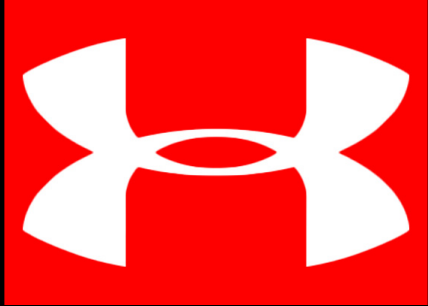




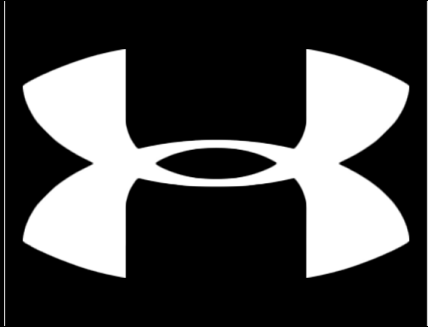


OUR LOGO

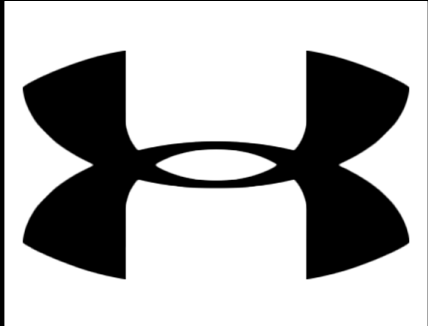
THE LOGO IS MADE OF THE “U” AND THE “A” OF THE COMPANY’S NAME. THE LOGO DESIGN REPRESENT SPEED, STRENGTH, AND ATHLETICISM.



**UA WHITE LOGO ON ACCEPTABLE
COLOR BACKGROUND**

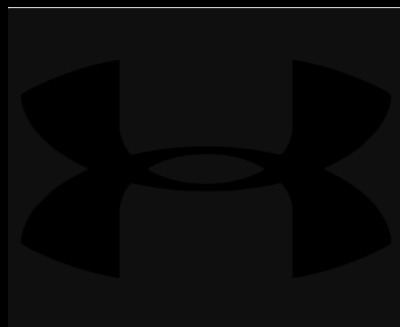
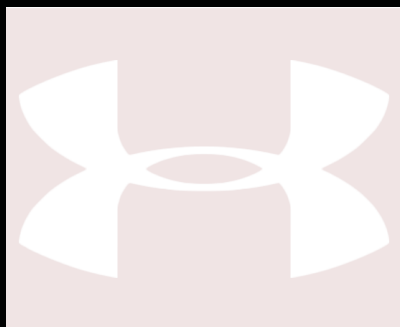


**UA BLACK LOGO ON ACCEPTABLE
WHITE BACKGROUND**



**UA WHITE LOGO ON ACCEPTABLE
BLACK BACKGROUND**





DO NOT

USE LOGO ON A BACKGROUND TOO SIMILIAR TO TO
THE LOGO COLOR OR PLACE THE LOGO IN A BOX.



OUR COLORS



RGB

0 0 0

CMYX

0 0 0 0

PANTONE

PROCESS BLACK

RGB

229 27 36

CMYX

4 100 99 0

PANTONE

185C

RGB

255 255 255

CMYX

0 0 0 0

PANTONE

009C



OUR TYPOGRAPHY

MONTALBAN

AA

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10 - = _ < >

Univers 55 Roman

AA

A B C D E F G H I J K L N M O P Q R S T U V W X Y Z

a b c d e f g h i j k l n m o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10 - = _ < >

