

Product: Nike

Competitors: Adidas, Under Armour, Puma, etc.

Market: Sports apparel

Archetypes: Athletes, all ages, all genders, influencers, fashion bloggers, celebrities

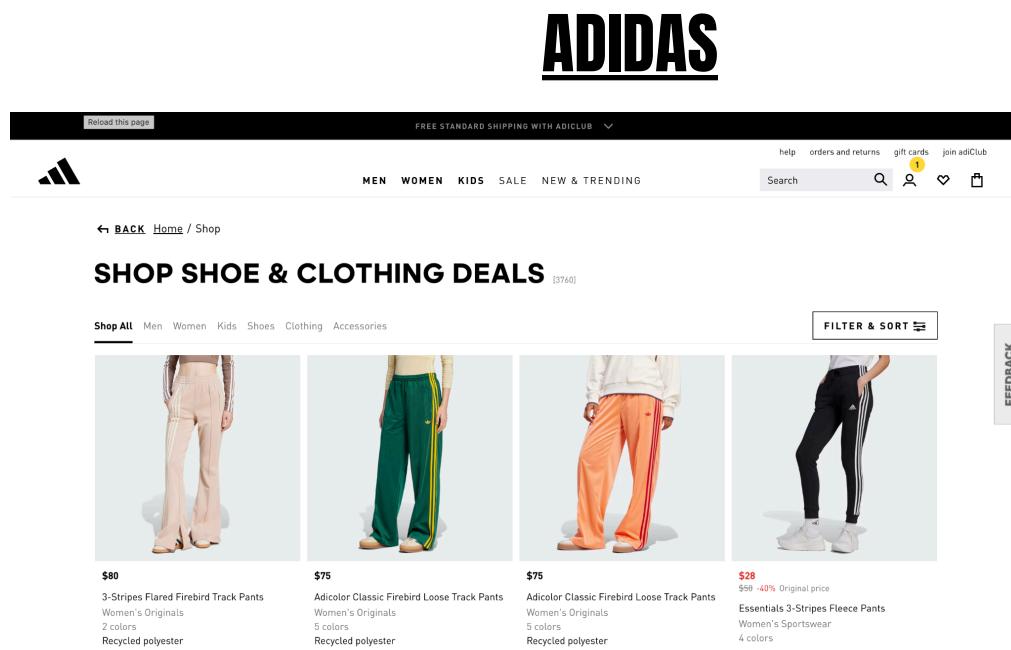
Archetype: Cody Martin

- Age 12
- Goes to Middle School
- Has an athletic older brother that he looks up to
- His interests are sports and school
- He admires his brother and wants to dress like him

Media Type: Photos

Persona

Functions: Nike's primary function of their products is to create shoes, clothing, and accessories that are comfortable, stylish, and overall functional in their respected purpose.



COLOR PALETTE: #767677, #000000 #EDE732 #FFD200

FONTS: Helvetica, Arial, AdineuePRO. AdihausDIN, SIZES: 40x, 16x, 14.4,

MEDIA: Photos, including gifs, and animated photo gallery

FUNCTION: According to Addias their product function is to give athletes as well as the average consumer sustainable, comfort, credible, and inclusive sports apparel



#000000
RGB (0, 0, 0)

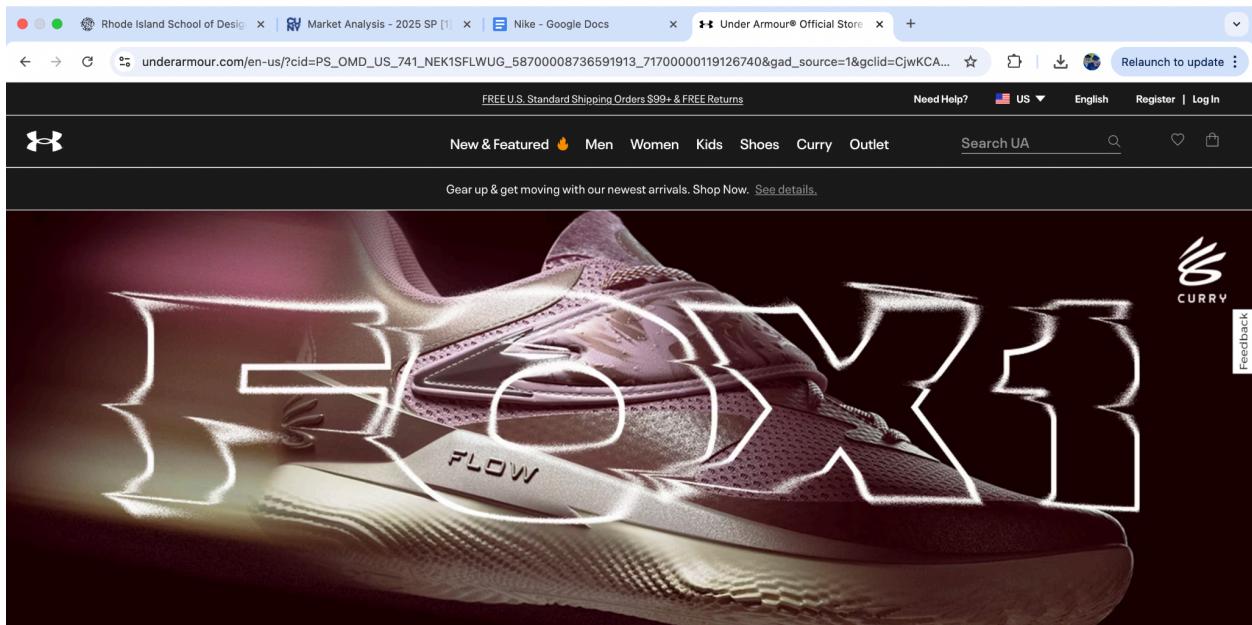
#767677
RGB (118, 118, 119)

#EDE734
RGB (237, 231, 52)

#FFD210
RGB (255, 210, 16)

#FFFFFF
RGB (255, 255, 255)

Under Armor



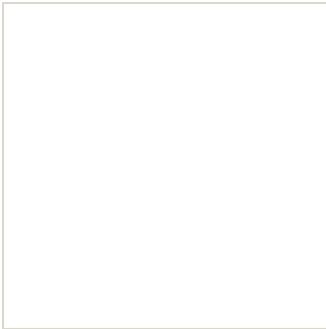
D. FOX 1

'REIGN ROSE'

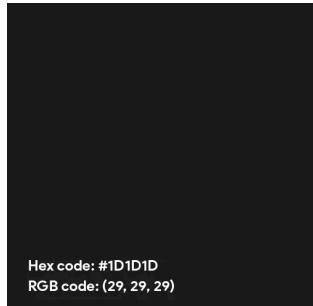
Learn about your data rights. Click here to opt out of certain cookies
<https://www.underarmour.com/en-us/c/dearon-fox-shoes-and-clothing/>

X

Color Palette:

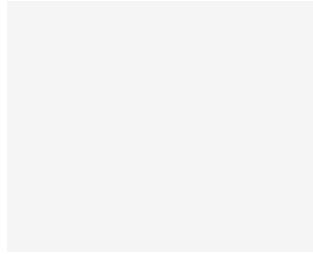


--color-white: #fff;



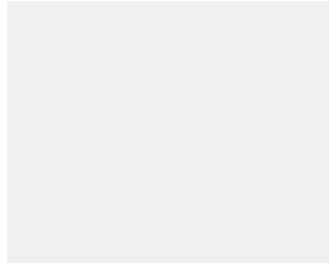
Hex code: #1D1D1D
RGB code: (29, 29, 29)

--color-black: #1d1d1d;



#F7F7F7
RGB (247, 247, 247)

--color-grey-1: #f7f7f7;



#F0F0F0
RGB (240, 240, 240)

--color-grey-2: #f0f0f0;



#DODODO
RGB (208, 208, 208)

--color-grey-3: #d0d0d0;



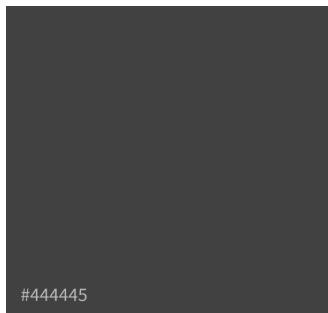
#949494
RGB (148, 148, 148)

--color-grey-4: #949494;



#5f5f5f
RGB (95, 95, 95)

--color-grey-5: #5f5f5f;



#444445

--color-grey-6: #444;



#B4B4B4
RGB (180, 180, 180)

--color-grey-7: #b4b4b4;



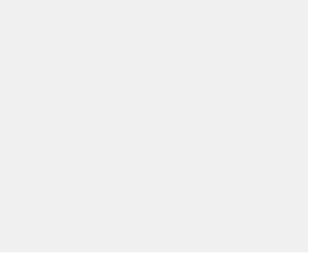
#8C8C8C
RGB (140, 140, 140)

--color-grey-8: #8c8c8c;



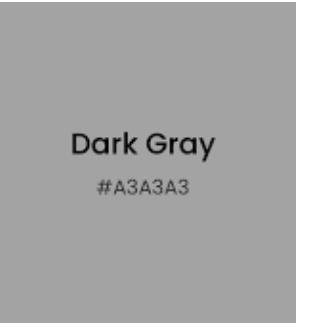
#CCCCCC

--color-grey-9: #ccc;



#F3F3F3
RGB (243, 243, 243)

--color-grey-10: #f3f3f3;



Dark Gray

#A3A3A3

--color-grey-11: #a3a3a3;



#969696
RGB (150, 150, 150)

--color-grey-12: #969696;

-color-red: #dc0019;
--color-red-1: #e51b24;
--color-red-2: #ff2a29;
--color-red-3: #fab2ba;
--color-red-4: #e93e51;
--color-ghost-option: #190c0c;
--color-green: #00834b;
--color-dark-green: #008850;
--color-mint-green: #e5f3ed;
--color-amber: #ffc700;

Fonts:

Sans serif

-font-size-legal: calc(10rem / 16)
-font-size-subtext: calc(12rem / 16)
-font-size-body: calc(14rem / 16)

Media:

-Images

Function of Products:

-Comfort
-Sustainability
-Focus on performance
-Innovation

Persona

Mike
Family of 3
College athlete
Middle Class
Basketball
Track

PUMA

Market Analysis - 2025 SP [1] X Nike - Google Docs X PUMA.com | Clothing, Shoes, ... Google inherit font - Google Search X +

us.puma.com/us/en?gad_source=1&gclid=CjwKCAiA74G9BhAEIwA8kNfpeZcwPsvgnaRBZZsL6l3r5BHcZVRfqblGk3SgNJVN0J1OiiU2HWj5... ☆ Relaunch to update :

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MB.01 BAXTER STOCKMAN

PUMA x TMNT

The first limited-edition drop in this collection is an iridescent version of Melo's debut PUMA Hoops sneaker. This MB.01 is covered in the shimmering pattern of the half-man, half-fly mad scientist, Baxter Stockman.

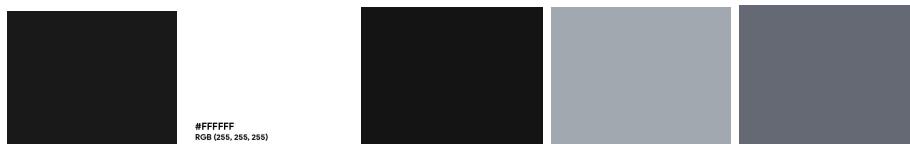
[SHOP NOW](#)

EXPLORE THE COLLECTION

[GET 20% OFF](#)

Color Palette:

- color-black: #191919
- color-white: #FFFFFF
- color-black: #181818
- color-gray: #676D75
- color-gray: #A1A8AF



Fonts:

“inherit”

“Segoe UI”
“Roboto”
“Helvetica Neue”
“Arial”
“Sans-serif”

Font Sizes: 28px, 18px, 14px,

Media: Images

Function:

According to Puma, they are passionate about designing, developing, selling and marketing their products. Since 1948, Puma has made history as a creator of extraordinary product designs for the fastest athletes on the planet. They achieve to be the “Fastest Sports Brand in the World”.