

**Product:** Nike

**Competitors:** Adidas, Under Armour, Puma, etc.

**Market:** Sports apparel

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

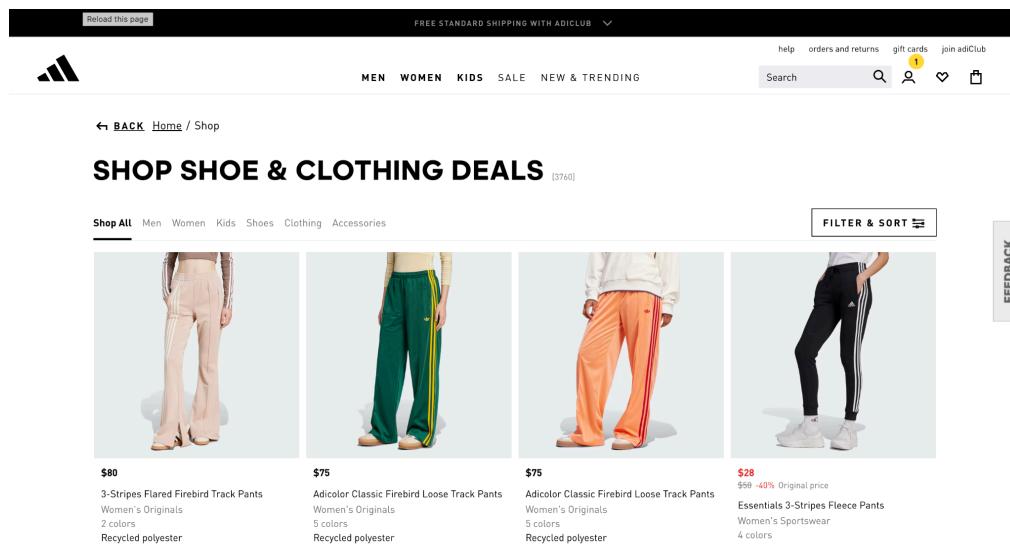
**Archetype:** Cody Martin

**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.

# ADIDAS



**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)

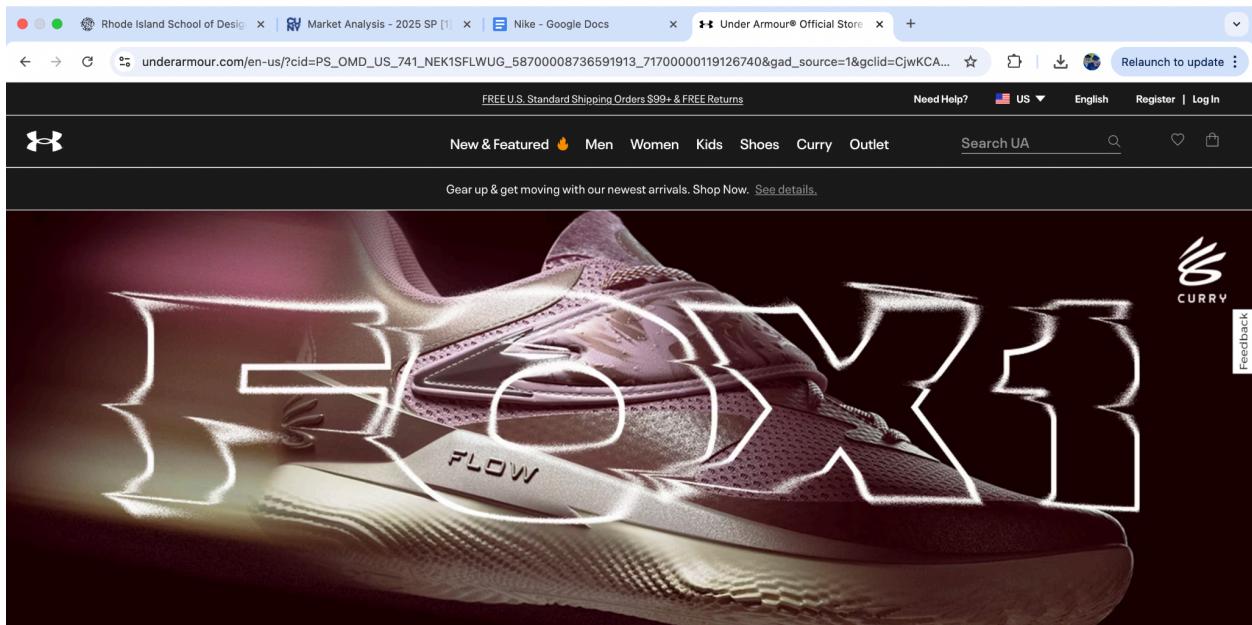
#767677  
RGB (118, 118, 119)

#EDE734  
RGB (237, 231, 52)

#FFD210  
RGB (255, 210, 16)

#FFFFFF  
RGB (255, 255, 255)

# Under Armor



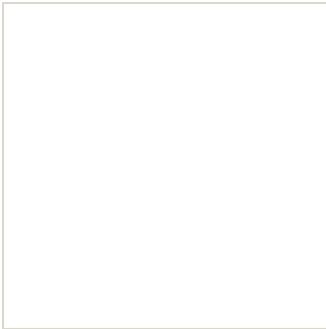
D. FOX 1

## 'REIGN ROSE'

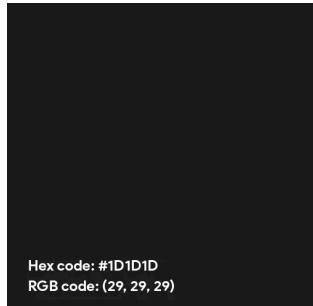
Learn about your data rights. Click here to opt out of certain cookies  
<https://www.underarmour.com/en-us/c/dearon-fox-shoes-and-clothing/>

X

## Color Palette:

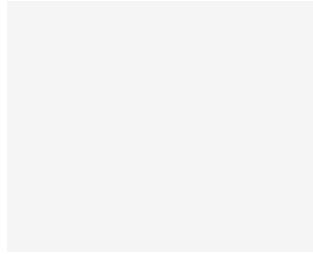


--color-white: #fff;



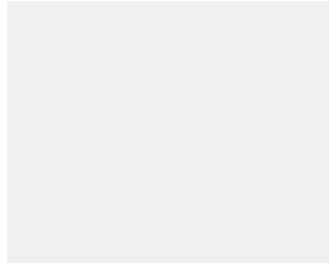
Hex code: #1D1D1D  
RGB code: (29, 29, 29)

--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;



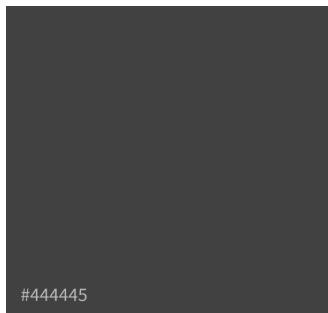
#949494  
RGB (148, 148, 148)

--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;



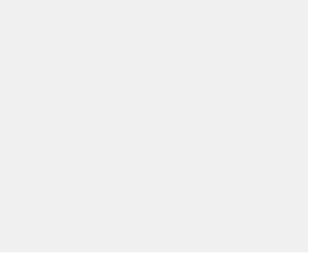
#8C8C8C  
RGB (140, 140, 140)

--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.

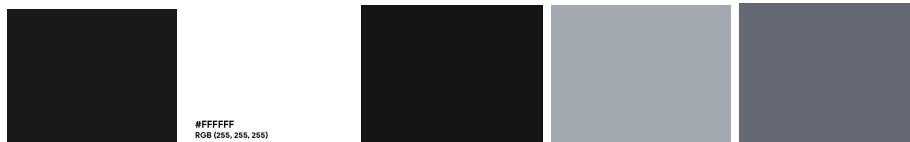
[SHOP NOW](#)

**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”.