



UNDER ARMOUR

BRAND GUIDELINES

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Under Armour's vision is to inspire you with performance solutions you never knew you needed and can't imagine living without.

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INNOVATION

Innovation is in our DNA. We defy convention. We're bold thinkers and risk-takers who never quit. The athletes we serve want to take their game to the next level, and Under Armour gives them the edge to get there.



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ABOUT

Under Armour, Inc., headquartered in Baltimore, Maryland, is a leading inventor, marketer and distributor of branded athletic performance apparel, footwear, and accessories. Designed to empower human performance, Under Armour's innovative products and experiences are engineered to make athletes better.

Under Armour's products are sold globally in retail stores and in our Brand and Factory Houses, and online via e-commerce. Our user community of digital connected fitness apps is the largest in the world.

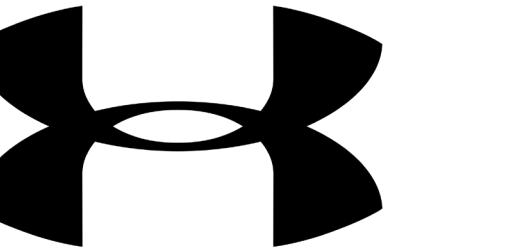
"The only way is through"

5

LOGO

SINCE 1996

The Under Armour logo is a symbol of speed, strength and athleticism. Designed by combining the “U” and “A” to form a very simplistic, really crisp unique looking crisscross logo. The logo also features a custom typeface that was designed specifically for the company.



UNDER ARMOUR



UNDER ARMOUR



1996



1997



1998



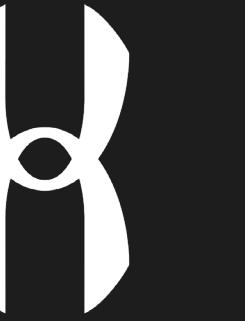
1999



2005

LOGO MISUSE

There is flexibility in our visual identity but there are definitely things you should never do with our logo. Using it correctly helps to ensure the brand is seen and understood the way we want and need it to be.



UNDER ARMOUR



LOGO MISUSE

Do not alter in any way.
Don't make it too detailed or complex.
Do not add a drop shadow.
Do not change the typeface.
Do not rearrange logo elements.
Do not Stretch or condense.
Do not rotate logo in any direction.



UNDER ARMOUR

CLEAR SPACE

The logo must stand out and not cluttered. This is achieved by surrounding the logo with clear space that is kept free of any type or distracting graphics to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The minimum spacing requirement around the logo is 0.25 inches. The X indicator around the logo is the clear space.

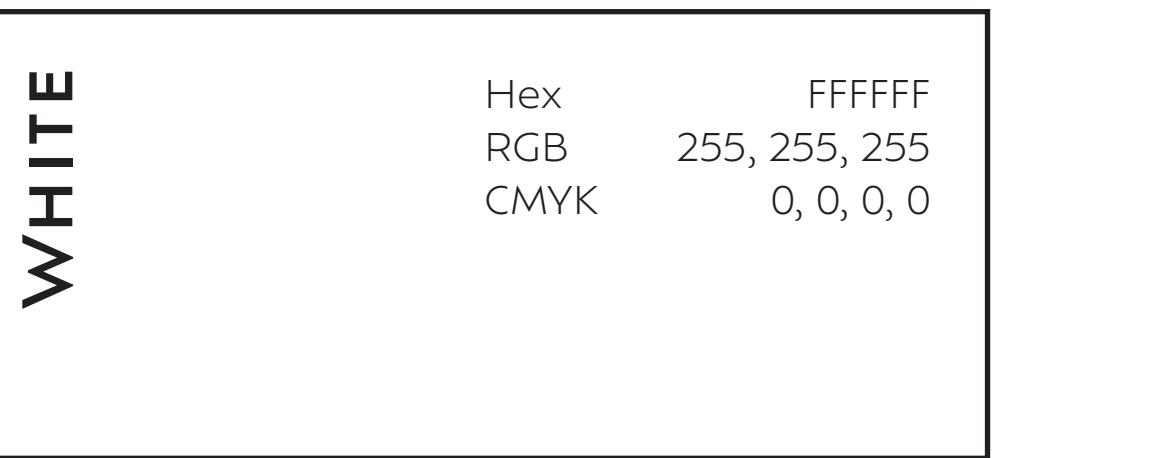


THE COLORS

Black & White

The white color represents the charm and elegance of the Under Armour brand while the black color reflects its courage, excellence and prestige.

COLOR PALETTE



TYPEFACE

The Under Armour logo also features a custom typeface that was designed specifically for the company. The typeface combines both smooth edges and sharp points. The “Under Armour” was made for this font. All letters in words are capital, strict, sans-serif. This is a hint that the clothes may look aggressive, but they are still comfortable to wear.

A large, semi-transparent watermark of the Under Armour logo, which consists of the words "UNDER ARMOUR" in a bold, sans-serif font. The logo is oriented vertically and centered on the page.

TYPEFACE-MONTALBAN

A B D E F G
H I J K L M N
O P Q R S T
U V W X Y Z
1 2 3 4 5
6 7 8 9 0

ARMOUR

MERCH

Shop the latest Under Armour apparel and footwear collection, men, women, boys, girls, toddler and baby.



Mens HeatGear Armour Long Sleeve



Womens UA Run Anywhere Tank

MERCH

Large selection.



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Girls HeatGear Armour Crop Leggings



Boys Toddler Cloud Camo Short Sleeve

MERCH

Driven by Technology.



UA Hustle 3.0 Backpack



UA Iso-Chill Armour Vent Stretch Hat

17

MERCH

Get the gear everyone's after.

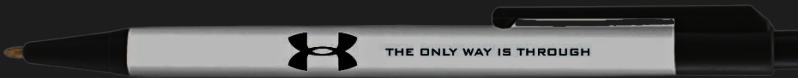


Womens UA Charged Breeze



Mens UA Locker IV Slides

STATIONARY



UA Pen



UA Business Cards



UA Notebook

IMAGERY

20



*We believe in waking up every morning
to make athletes legendary.*

21

*We show up big where athletes train,
compete and recover.*



22

United we WIN.



23

PUSHING
BEYOND
ANY
LIMIT

