



UNDER ARMOUR

BRAND GUIDELINES

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.



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"

LOGO

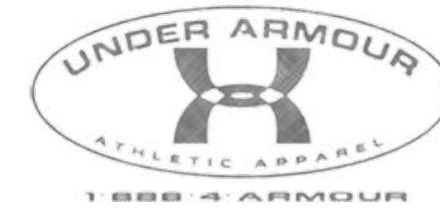
The Under Armour logo is a symbol of speed, strength and athleticism. Designed by combining the “U” and “A” to form a very simplistic, really crisp unique looking crisscross logo. The logo also features a custom typeface that was designed specifically for the company.



SINCE 1996



1996



1997

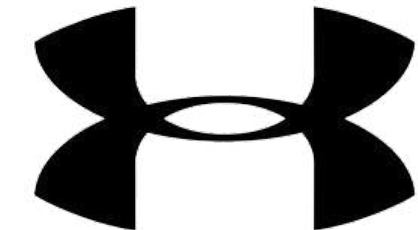


1998



UNDER ARMOUR®
PERFORMANCE APPAREL

1999



UNDER ARMOUR

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.



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.



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

BLACK

Hex 000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100%

WHITE

Hex FFFFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

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.

UNDER

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.



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

MERCH

Get the gear everyone's after.

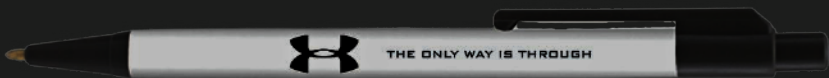


Womens UA Charged Breeze



Mens UA Locker IV Slides

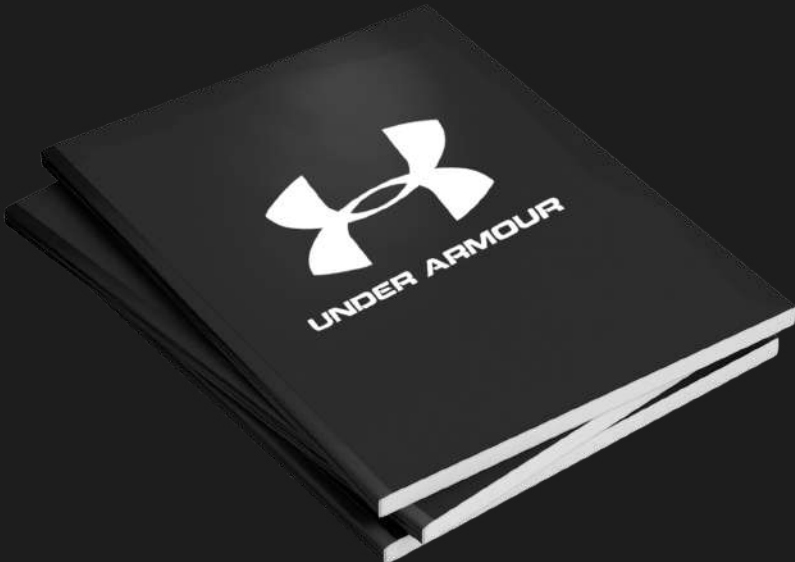
STATIONARY



UA Pen



UA Buisness Cards



UA Notebook

IMAGERY



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

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



United we **WIN.**



PUSHING
BEYOND
ANY
LIMIT

