

MAKES YOU BETTER.



**UNDER ARMOUR
BRAND GUIDE BOOK**



THE BEST ATHLETIC BRAND

Under Armour is one that is athletic, strong, serious and fit as demonstrated with the sponsorships and the brand ambassadors the company has.

They have endorsement contracts with the likes of Andy Murray and Stephen Curry as well as Lindsey Vonn, thus proving that the Under Armour brand does not belong to one specific sex and targets both men and women.

The personality can also reflect Under Armour's will to be the best sports brand as the athletes they have signed up all demonstrate a will to be the best in their specific field.

TWO SEMI-CIRCLE

The graphic symbol of the brand consists of two semicircles. They are mirrored and intersect at two points. The first figure is directed upwards and denotes the letter “U.”



UA Accelerate Terrace Jacket

The second looks down and shows “A.” Together, both elements form a unique monogram, somewhat reminiscent of an inverted Chanel logo.



COLOR

Men's HeatGear® Armour Sleeveless

BLACK



Hex color:	#000000
RGB:	0 0 0
CMYK:	0 0 0 100
Pantone:	PMS Process Black C

EUROSTILE BLACK EXTENDED

UNDER ARMOUR

The logotype of the company was probably designed based on Eurostile Ext Black, a geometric sans serif font designed by Aldo Novarese in 1962.





www.underarmour.ca

Under Armour Canada ULC 169 Enterprise Blvd, Suite 500, Unionville, ON L6G 0E7