

THE ONLY WAY IS THROUGH



UNDER ARMOUR

SINCE

1996

B R A N D
G U I D E B O O K



— TABLE OF — C O N T E N T S

PAGE 1 **Table of Contents**

PAGE 2 **About the Brand**

PAGE 3 **Colours of the logo**

PAGE 4 **Typeface**

PAGE 5 **Logo Spacing**

PAGE 6 **Logo Versions**

PAGE 7 **Company Swag**

PAGE 8 **Website**



UNDER ARMOUR



A leading American sports equipment and athletic apparel company, Under Armour first launched in 1996 and has been growing ever since.

Today, the company has stores worldwide and even sponsors several leading athletes and sports teams.

Kevin Plank, a 24-year-old special teams captain for the University of Maryland Football club, started his new company from his grandmother's basement in Washington.

Under Armour garments were sold entirely from Kevin's car's trunk as he traveled along the East Coast trying to sell his wares. According to Kevin, when performing as a fullback for the University of Maryland, he often got tired of having to change out of sweat-soaked T-shirts regularly. However, he noticed his compression shorts often stayed dry during practice.

This discovery inspired him to create a T-shirt using a moisture-wicking fabric to reduce sweat.

Kevin perfected his design, creating a t-shirt built from microfiber to keep athletes cool and dry. Countless competing brands, including Reebok, Adidas, and Nike, soon followed in Kevin Plank's footsteps.

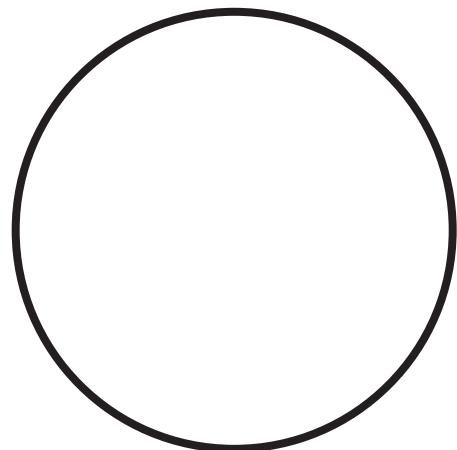


UNDER ARMOUR

W H I T E

Hex: #FFFFFF

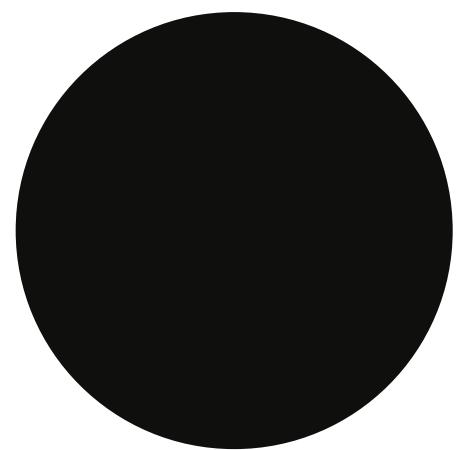
R: 255
G: 255
B: 255



B L A C K

Hex: #000000

R: 0
G: 0
B: 0





UNDER ARMOUR

The Under Armour logo meaning is simple enough. Like many of the top logos throughout the world today, the Under Armour symbol was created based on the name of the brand.

Interestingly, the name “Under Armour” is said to have been something of an accident for the company.

Initially, when Kevin was discussing name ideas with his brother, Bill, he mentioned perhaps calling his company “Body Armour”.

However, Bill misheard him and thought he said, “Under Armour”, which eventually stuck as the official moniker. The logo was designed soon after choosing the official name, combining the letters “U” and “A” from “Under Armour” into a simple shape.

TYPEFACE

Under Armour uses Montalban as their typeface for the logo

M O N T A L B A N

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

A B C 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



LOGO SPACING



UNDER ARMOUR

THE GRAPHIC SYMBOL OF THE BRAND
CONSISTS TWO SEMICIRCLES.

THE ARE MIRRORED AND INTERSECT AT TWO POINTS.

THE FIRST FIGURE IS DIRECTED
UPWARDS & DENOTES THE LETTER "U".

THE SECOND LOOKS DOWN AND SHOWS "A".

TOGETHER, BOTH ELEMENTS FORM A UNIQUE MONOGRAM
OF SOMEWHAT REMINISCENT OF AN INVERTED CHANEL LOGO

S

P

A

C

I

N

G

A font designed specifically for the company, used since 1997.

The "Under Armour" was made with this font.

The inscription is under the original brand symbol.

All letters in words are capital, strict, sans-serif.

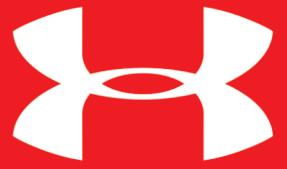
Typography combines both sharp corners and smooth edges.

This is a hint that the clothes may look aggressive,

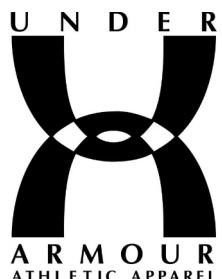
but they are still comfortable to wear.

The horizontal strokes "D," "E," "R," and "A" are short:

on the left side, they do not reach the vertical lines.



LOGO VERSIONS



When the Under Armour logos began in 1996, it was with a highly sophisticated and stylish version of the design we know today. The first Under Armour emblem was a narrower version of the overlapping U and A, with a symbol in the connecting point between the two letters.

1996



In 1997, the Under Armour logo became broader and closer to the image we know today. The design was stretched into an oval badge, with the primary word mark on top, this time in a thicker, square-style font.

1997



However, in 1998, Under Armour removed these additional components and simplified the logo. The design between the U and A was removed, and the oval around the shape became much bolder. The company also moved the word mark to the bottom of the symbol.

1998



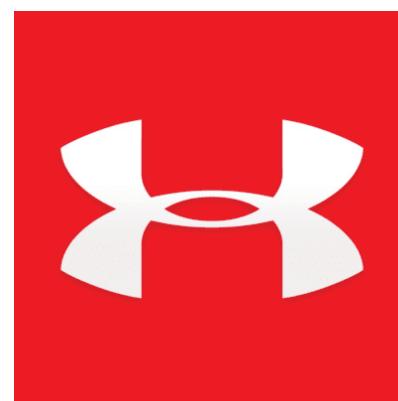
In 1999, Under Armour replaced its grey logo with a much darker black-and-white design. The smooth and stylish emblem was retained but refined, and the blocky font was enhanced too. The company added the phrase "Performance Apparel" underneath the brand's name, separated by a horizontal line.

1999



In 2005, the new symbol for the Under Armour brand was introduced. This was similar to the previous design, but the "Performance Apparel" tagline disappeared. The iconic emblem remained alongside a blocky sans-serif font.

2005



The current Under Armour logo has remained with the company for several years now, creating a highly sophisticated, powerful, and confident image for the brand. The use of black and white as a colour palette is popular among clothing companies because it's highly versatile.

PRESENT

Under Armour - Logo Versions (Timeline)

Under Armour - Logo Versions (Timeline)



UNDER ARMOUR



COMPANY
SWAG



COMPANY SWAG



CURRY BRAND GEAR

**“FOR ME IT’S
GAME-CHANGING.”**

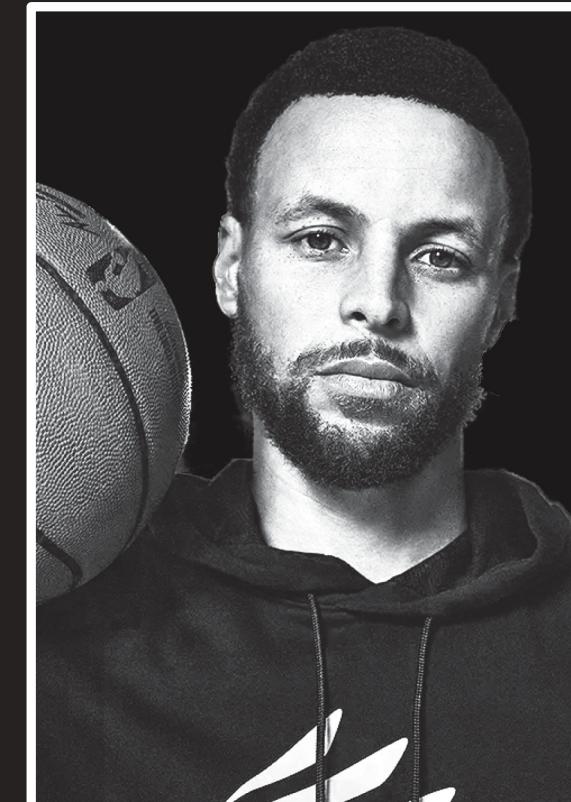
“Everything I put my name on has to be good—it has to help you play and it has to support our mission to change the game for good.”

— Stephen Curry, 4x NBA Champion

WWW.UNDERARMOUR.CA

10
CURRYFLOW
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NOW AVAILABLE





UNDER ARMOUR



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