



UNDER ARMOUR

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**

A woman with short, light-colored hair tied up in a bun, wearing a black sports bra and black leggings, is in a boxing stance in a gym. She is wearing black boxing gloves and looking directly at the camera. The background shows gym equipment, including a punching bag and a weight rack. Overlaid on the image is the text "ABOUT THE" in a large, white, sans-serif font, with the letters "B", "R", "A", "N", and "D" positioned to the left and right of the main text respectively.

ABOUT THE
B R A N D



Under Armour was founded in 1966 by former football player Kevin Plank.

Under Armour was the first company to engineer athletes apparel to keep them cool, light and dry throughout their course of workout, sessions or games.

COLOURS OF THE
L O G O



UNDER ARMOUR

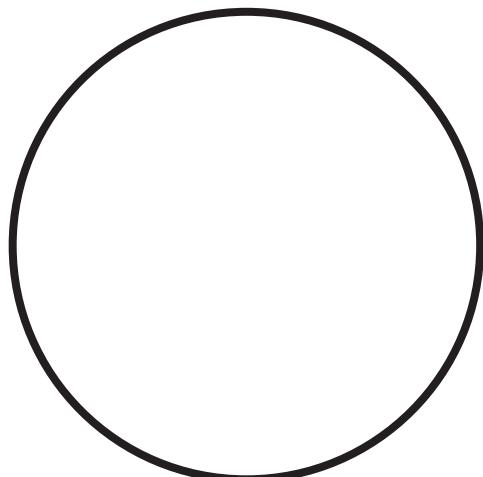
W H I T E

Hex: #FFFFFF

R: 255

G: 255

B: 255



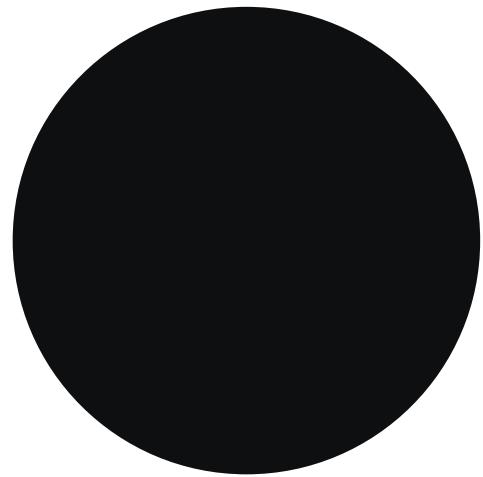
B L A C K

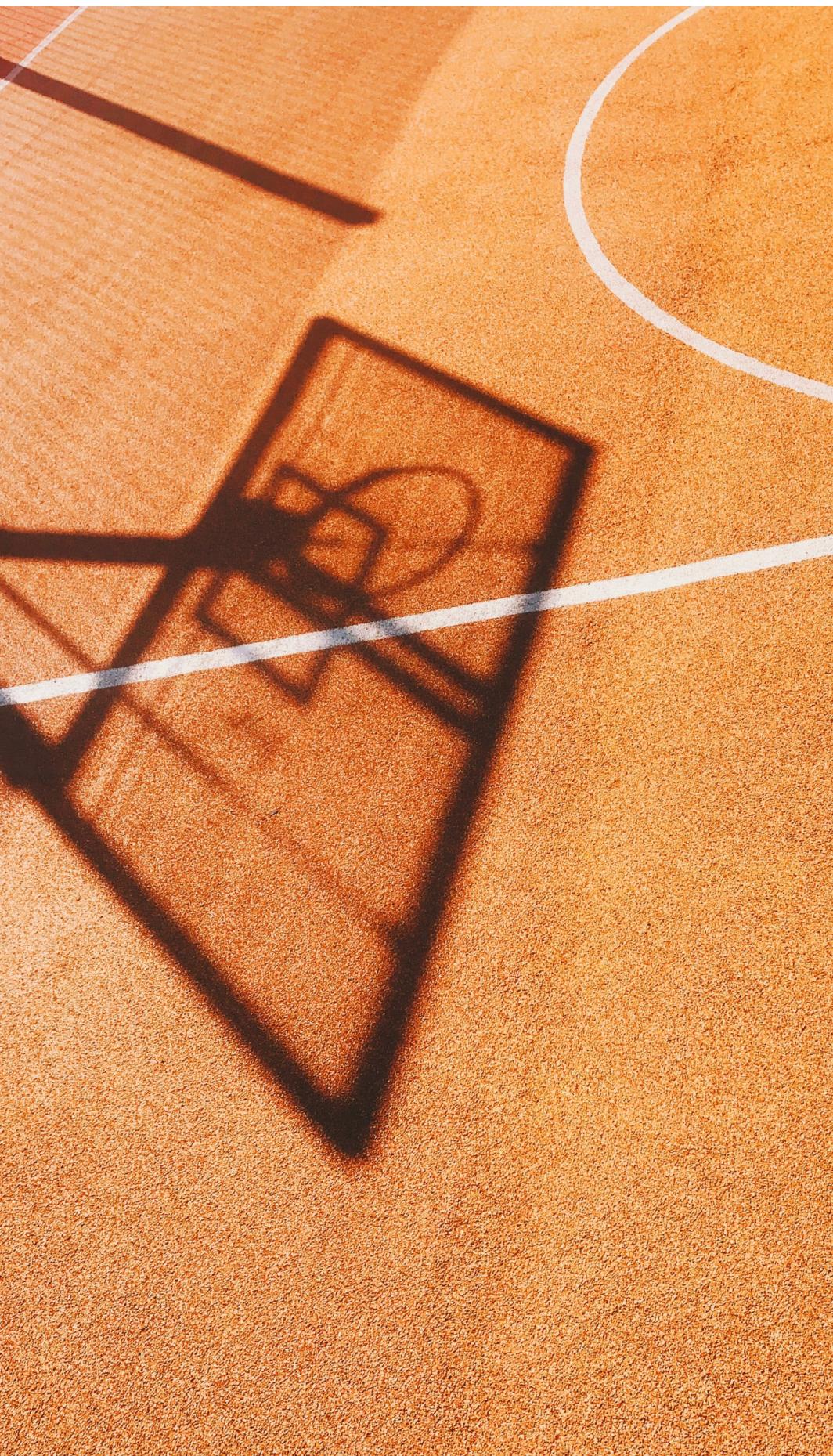
Hex: #000000

R: 0

G: 0

B: 0





T Y

PEFACE

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
S P A C I N G

LOGO
V E R S I O N



Under Armour - Logo versions (Timeline)



1996



1997

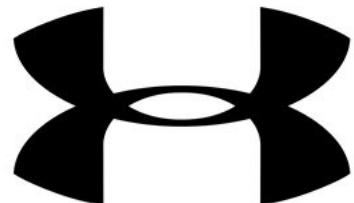


1998



UNDER ARMOUR®
PERFORMANCE APPAREL

1999



UNDER ARMOUR

2005

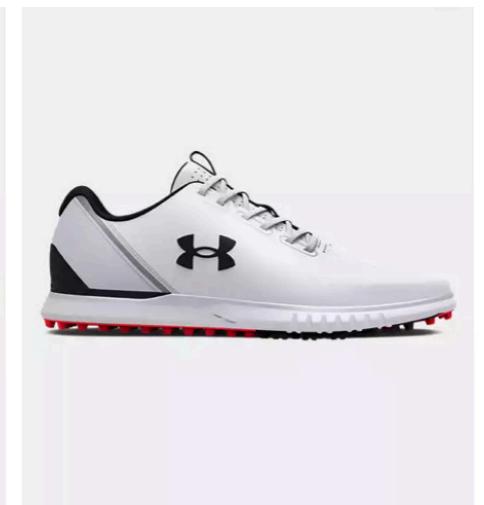


Red and White



CO
M
W
P
A
N
Y
G

A black barbell with weight plates is positioned on a light-colored gym floor. The background shows a weightlifting rack and a window. The letters 'CO', 'M', 'W', 'P', 'A', 'N', 'Y', and 'G' are overlaid in yellow, corresponding to the letters on the barbell plates.





W E B S I T E

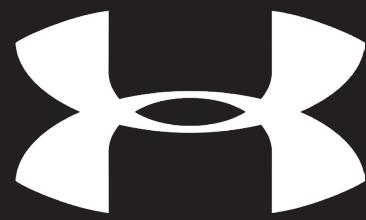




UNDER ARMOUR

www.underarmour.ca





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