



UNDER ARMOUR



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# BRAND

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The pursuit of better

## OUR VALUES

This is who we are and what we do, as a team. Every day.



From product launches and ground-breaking campaigns to key partnerships and big bets that propelled the Brand forward, these are the moments that made us who we are. 1996

PROTOTYPE #0037 - "THE SHORTY"

The shirt that started it all. It was soft. It was skin-tight. It was stretchy. And, most importantly, it wicked sweat faster than anything else out there, keeping athletes cool, dry and light.





**LOGO**

The logo of design



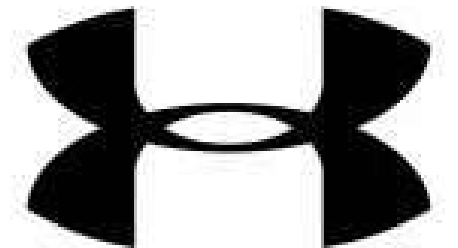
1996-1997



1997-1998

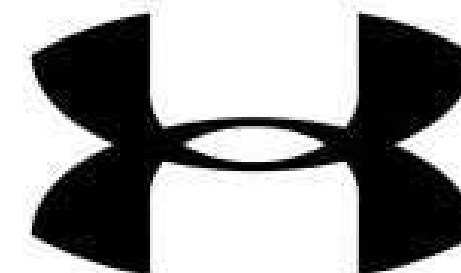


1998-1999



UNDER ARMOUR  
PERFORMANCE APPAREL

1999-2005



UNDER ARMOUR

2005-PRESENT



# Swag



Duffle



GLOVES



Sport hats



sport mask



Sports shoes



football

## OUR PRODUCT



Innovations built to perform



## COLOR

The main color and style of the product



UNDER ARMOUR

### Black

#000000

Red:0

Green:0

Blue:0

C.75 M.68 Y.67

The black pattern spreads its wings for the eagle, symbolizing the enterprise to march forward bravely and make progress, full of vigor and vitality.



UNDER ARMOUR

### White

#ffffff

Red:255

Green:255

Blue:255

C.0 M.0 Y.0

White symbolizes the sun and light, meaning the enterprise progresses day by day, illuminates the world, reflects the new mining light



# TYPOGRAPHY

Simple and unique font style

**Impact**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**Arial Rounded MT Bold**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**



Under armour clothes  
Under armour pants  
Under armour hoodie  
Under armour T-shirt  
Under armour hat  
Under armour coat  
Under armour socks  
Under armour accessories  
Under armour Double fleece  
Under armour wool sweater

## KEYWORDS

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To quickly solve





UNDER ARMOUR  
MAKES YOU BETTER

04/15/2020

Under Armour makes you better