

**By Dennis Betanco**

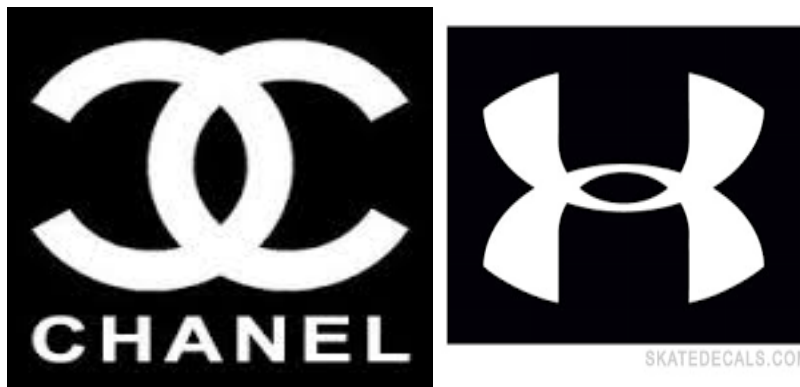
I chose to write about the brand Under Armour because I love playing basketball and I use this company's shirts all the time. Under Armour mission is to make all athletes better through passion, design and the relentless pursuit of innovation. Since 1996, this company/brand has been manufacturing and providing a large variety of sports clothing, quickly rising in its success being able to walk among the giants such as Nike and Adidas. Under Armour as of 2/5/17 has a net worth of \$1.87 billion but this didn't happen over night. Like every ones else we all have to start somewhere.



However, this story started with the founder of Under Armour his name is Kevin Plank. Kevin was a 23-year-old special teams captain at the University of Maryland's football team. Kevin got the idea of his brand after noticing how much dryer his shorts stayed rather than his shirts. He then set out a goal for

himself to design a synthetic fabric that would wick away moisture from his shirts. Kevin Plank began to sell this apparel out of the trunk of his car and his grandmother's basement. At the end of that year, Plank made his first large sell to a team for \$17,000. From rags to riches that is how Under Armour was born. The Under Armour logo was born from the name itself. In addition, it was essentially made by accident. Going back when Under Armour was first created, Kevin Plank mentioned his idea to his brother Bill calling it "Body Armour" but his brother misheard him and thought he said "Under Armour". Plank stuck with it and wrote with British spelling being used in order to get the phone number he wanted. Subsequently, combining the "u" in "Under" with the "A" in "Armour" to create a brilliant but simplistic logo design that is now recognizable world wide.

Equally important the design elements of the Under Armour logo, combining an upside down "U" with another "U" in all black text with the words "Under Armour" spelled out underneath it. These two elements of the logo anatomy construct a really crisp, distinctive face crisscross that is easily recognized and aesthetically appealing enough to be the central design on all of the Under Armour's clothing. Alluding to Chanel they also have the luxury to have come up with a brilliant logo design that works just as good as the Under Armour. Same perceptual idea but with different conceptual platforms, Under Armour is a brand of sports while Chanel is a brand of sophisticated high end clothing with two different kind of audiences. The Under Armour logo also features a custom typeface that was specifically for the company. It is an extraordinary typeface that creates both smooth edges and sharp points, projecting Under Armour's message that their clothing is comfortable to wear while also being tough and aggressive.



The logo debut was when Jeff George appeared on the cover of USA Today wearing an Under Armour turtleneck. From that point on Kevin Plank was receiving orders from teams across the country.



Unlike other brands the Under Armour logo as attach feelings to the logo and is a symbolism of speed, strength, and athleticism. People are proud to wear it because the audience attaches their own life style and interests. The is the ultimate goal as a logo designer is to make it a part of people's life style and it will become high on demand. Under Armour has cratered creatively to their company logo color displays either on modifying colors for sports teams or on famous athletes. For example:

Stephen Curry



Michael Phelps



Tom Brady



In most of these ads, Under Armour has a signature style, which is you will see a famous athlete's working out in some sort of Under Armour gear or a an already built person. Color can be either light or dark depending on the intensity of the ad for example the first one is light complementing the skin and the vibrant colors of the sneaker. The second one is a bit in between the background is light but the sweater on the athlete is dark but the logo is white giving it that pop. Same with the third instead it's all dark but the logo and the face of the athlete is still visible.



<http://blog.logomyway.com/history-under-armour-logo/>

<http://www.uabiz.com/company/mission.cfm>

<http://www.famouslogos.net/under-armour-logo/>