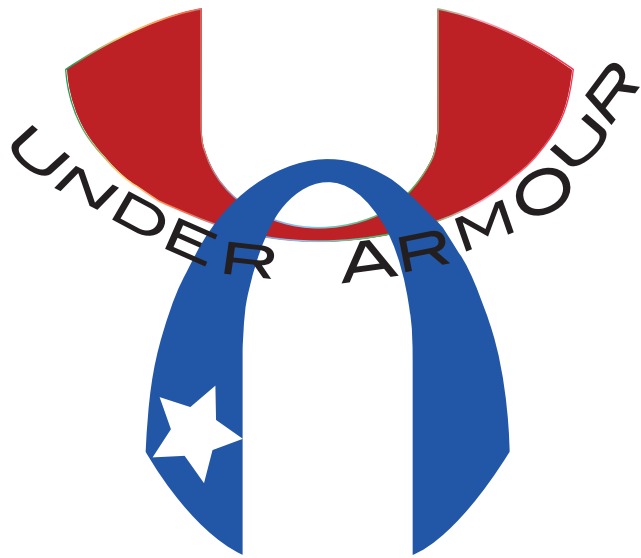


Under Armour- Graphic Standards



Shawn Li - Fall Term 2014

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Introduction

The company I have chosen is the Under Armour, because this is my favourite sport brand. Under Armour, is an American sports clothing and accessories company. The company is a supplier of sportswear and casual apparel. Under Armour was founded in 1996 by Kevin Plank, a then 23-year old former special teams captain of the University of Maryland football team. Under Armour is an American sports clothing and accessories company. The company is a supplier of sportswear and casual apparel. UA mainly produced in the sports uniforms inside the tight underwear (such as wearing clothes in basketball and baseball) or shoulder pads (such as American football or Hockey shoulder pads), but otherwise UA also produces sweater, ordinary Tee, long sport pants, and so on. Under Armour led the production tight to sweat polyester yarn (moisture-wicking) the trend of material for sports equipment.

Glossary

Printing type face: Standard text form for typesetting printing with

Opacity: The level of transparency of a typeface or image.

Horizontal setting of types: Transverse sequence aligned character format.

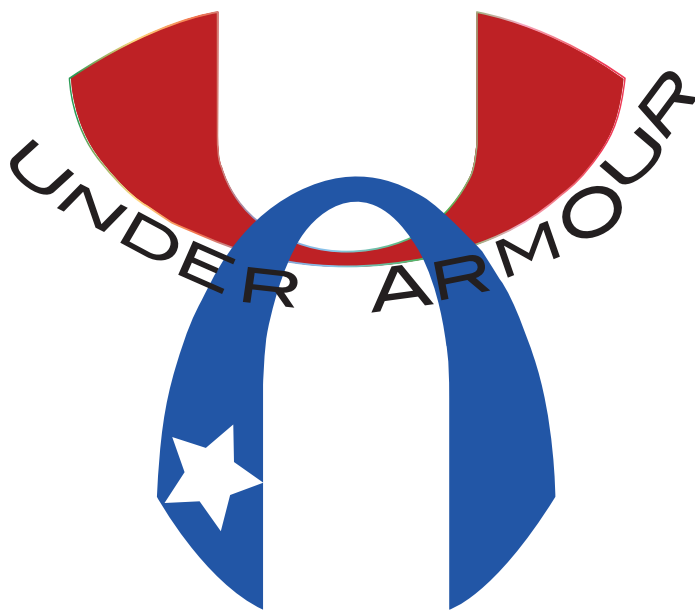
Line space: The distance between the lines.

Type area: The sum of the printed products in the wide part of the graphics and text and blank

Proof-reading: In accordance with the original design, typesetting and needs to check the annotation errors in proof.

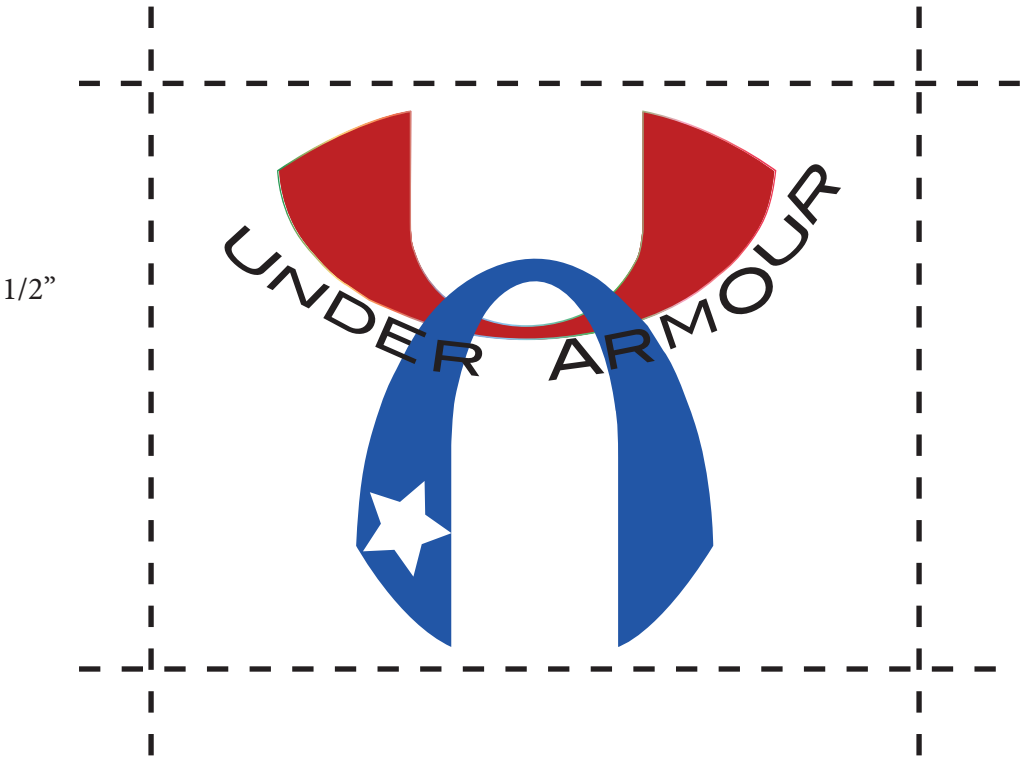
Logo

Because under armour is USA brand, so the color I choose with American flag element color and star patterns, in my opinion, the original logo shape is more like a flat oval, and now I changed it into a rectangular vertical version, lets the whole logo looks more like a shield, and close to the brand name of armor, protect the athlete's body to create more outstanding for their athletic performance.



Use of Space

The original logo shape is more like a flat oval, and now I changed it into a rectangular vertical version, lets the whole logo looks more like a shield, the under part's space will little bit small. but i think the use of space is very wide range.



Color

Color used color elements of the American flag, the upper half is dark red, the lower half part is dark blue, black font is simple and eye-catching font selection.



C = 15%
M = 100%
Y = 100%
K = 0%



C = 0%
M = 0%
Y = 0%
K = 100%



C = 92.79%
M = 73.43%
Y = 0.93%
K = 0%

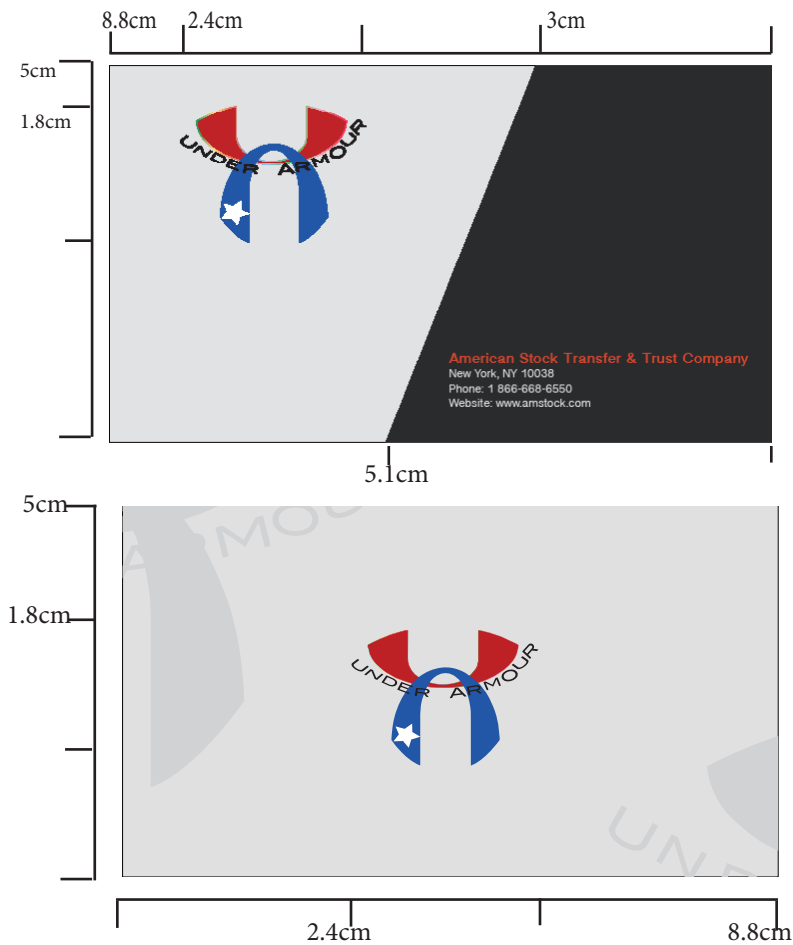
Typography

The typography that i use for the logo is Microsoft Tai Le
I think black font is simple and eye-catching.in my opinion this font simple eye-catching,
and sense of flow lines.

Example:
Microsoft Tai Le
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Business Card

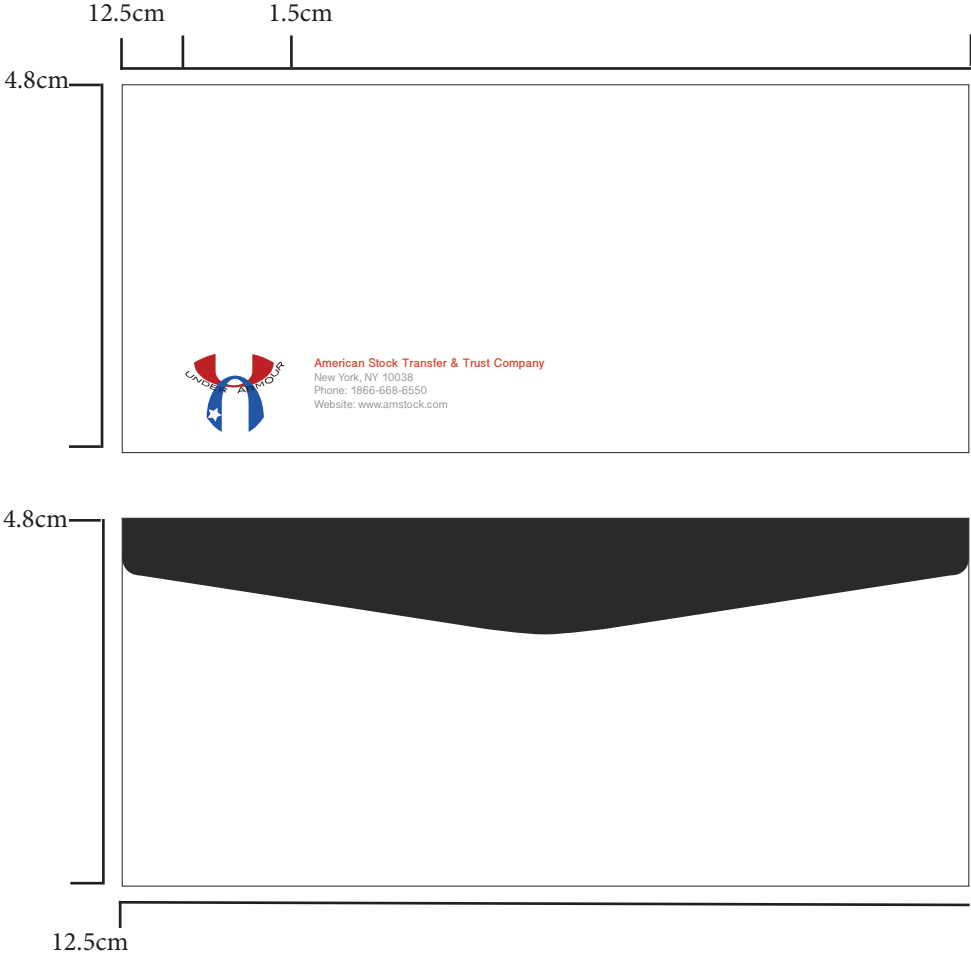
Business card design theme is simple style, the front is black and gray contrast color, it is eye-catching colors, a slash divided card into two colors, very visual impact, give people a kind of sense of weight and solid sense, let people unforgettable, back central is the company's logo, the background is logo fragments.



Envelope



The envelope design concept is as same as business card,it is simple style, front have logo, no other complex patterns, reflects the unity of the enterprise culture.



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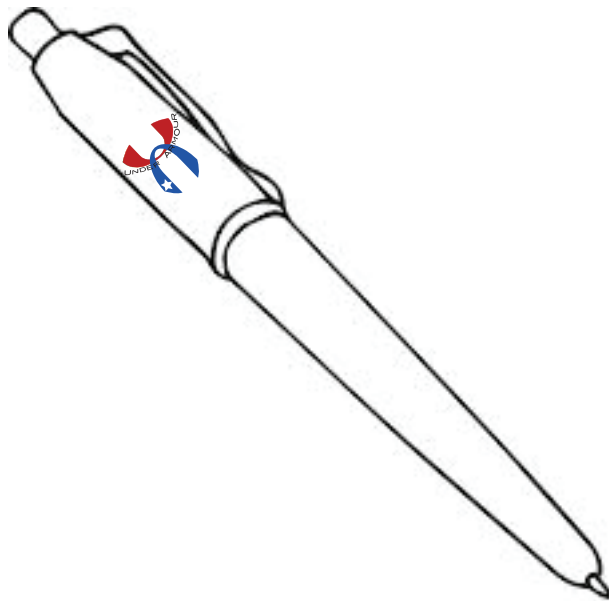
Letterhead

The top of a letter is the name of the company, logo in the lower left corner of letter.



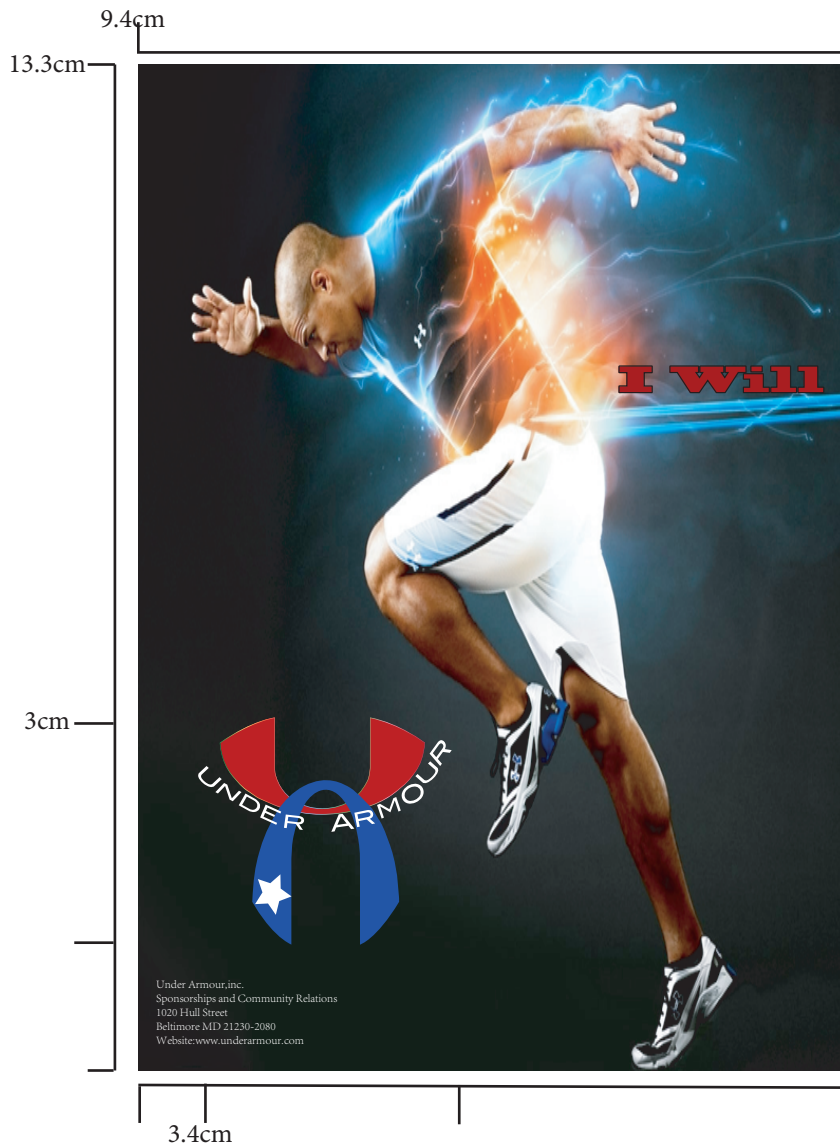
4th Piece

The pen is very important in our daily life, almost everyone can use so that with enterprise logo pen can be a very good publicise tools, bring better effect for the enterprise.



Poster

when i made the poster,the frist feeling in my mind is must have a little bit science fiction elements.like this athlete,his body is burning spark,the lighting round his arms,the whole picture show us futuristic, power, and speed.i think this poster can express my understand- ing about Under Armour.



Display Ad

The characters in the picture the NBA star Stephen Curry, Stephen Curry's performance is getting better and better in recent year, so choosing him as a spokesman, not only can improve the brand's market value and alos improve the status in the NBA league for Curry. The characters in the picture on the right side of picture, I put logo on the left, make the picture look more enrich and full.



