



UNDER ARMOUR



VIDEO MUSIC AWARDS

UNDER ARMOUR

VMA

PRODUCTION DESIGN DECK

BY RASHI JAIN

UNDER ARMOUR & VMAS

POST GAME AURA and HALFTIME

Presented by GUNNA

Director: Gil Green

UA COLOR PALETTE



Color Palette

Under Armour’s palette is a critical component of its brand expression. The core colors are black, white, grey, and red, with an emphasis on how the monochromatic baseline is activated by strategic “flashes” of red.

PMS spot colors should be used whenever possible and are preferred over their CMYK equivalents. For black-only applications the logo should be used as 100% black or white (reversed out of black or an image).

i For web and other screen applications, the identity components should be rendered with a RGB/HEX value. Due to inherent differences in the calibration of different monitors, these may need to be altered slightly. RGB and HEX values seen here should be used as references only.

Printing with CMYK can produce varied results. Please work with your printer to ensure the CMYK values are as close a match to the PMS as possible. (Draw downs and proofing are recommended.)

UA Red PMS 2035C CMYK0 100 100 0 RGB220 0 25 HEX#dc0019	UA Black PMS BLACK 6C CMYK40 30 30 100 RGB0 0 0 HEX#000000	UA White CMYK0 0 0 0 RGB255 255 255 HEX#ffffff	UA Silver PMS COOL GREY 4 C CMYK27 22 22 0 RGB187 187 187 HEX#bbbbbb	UA Dark Grey PMS 179-13C CMYK0 0 0 82 RGB73 73 73 HEX#494949
				UA Mid Grey PMS COOL GREY 6C CMYK38 29 28 2 RGB155 155 155 HEX#9b9b9b
				UA Light Grey PMS COOL GREY 1C CMYK16 12 13 0 RGB227 227 229 HEX#e3e3e5

“POST GAME AURA” SPOT

PRESS CONFERENCE



The room explodes with chaos—flashing lights saturate the space in bursts, creating a visual snowstorm of paparazzi energy. But the reporters themselves are never clearly seen. Instead, we use blur and shape cutouts to create the illusion of a crowd without ever fully revealing them.

LOCATION PHOTOS



PRESS CONFERENCE : : : : :
OVERALL VIBE : : : : :



PRESS CONFERENCE

MICROPHONE REFERENCES

Love the colors on the mics - I think we can use different kinds of grays and reds on the mics for covers. Some cables and some without cables - A lot of the mics should have Flags on them



PRESS CONFERENCE ::::: ::::: CAMERA REFERENCES ::::: :::::



Love a mix of old school and new cameras - we will get about 6 cameras. Will also bring some iPhones for this scene. I also think adding some notepads with pens etc would be a good touch

PRESS CONFERENCE

CAMERA REFERENCES



Images only to show different kinds of cameras we will use



PRESS CONFERENCE
DESIGN RENDER



PRESS CONFERENCE DESIGN RENDER



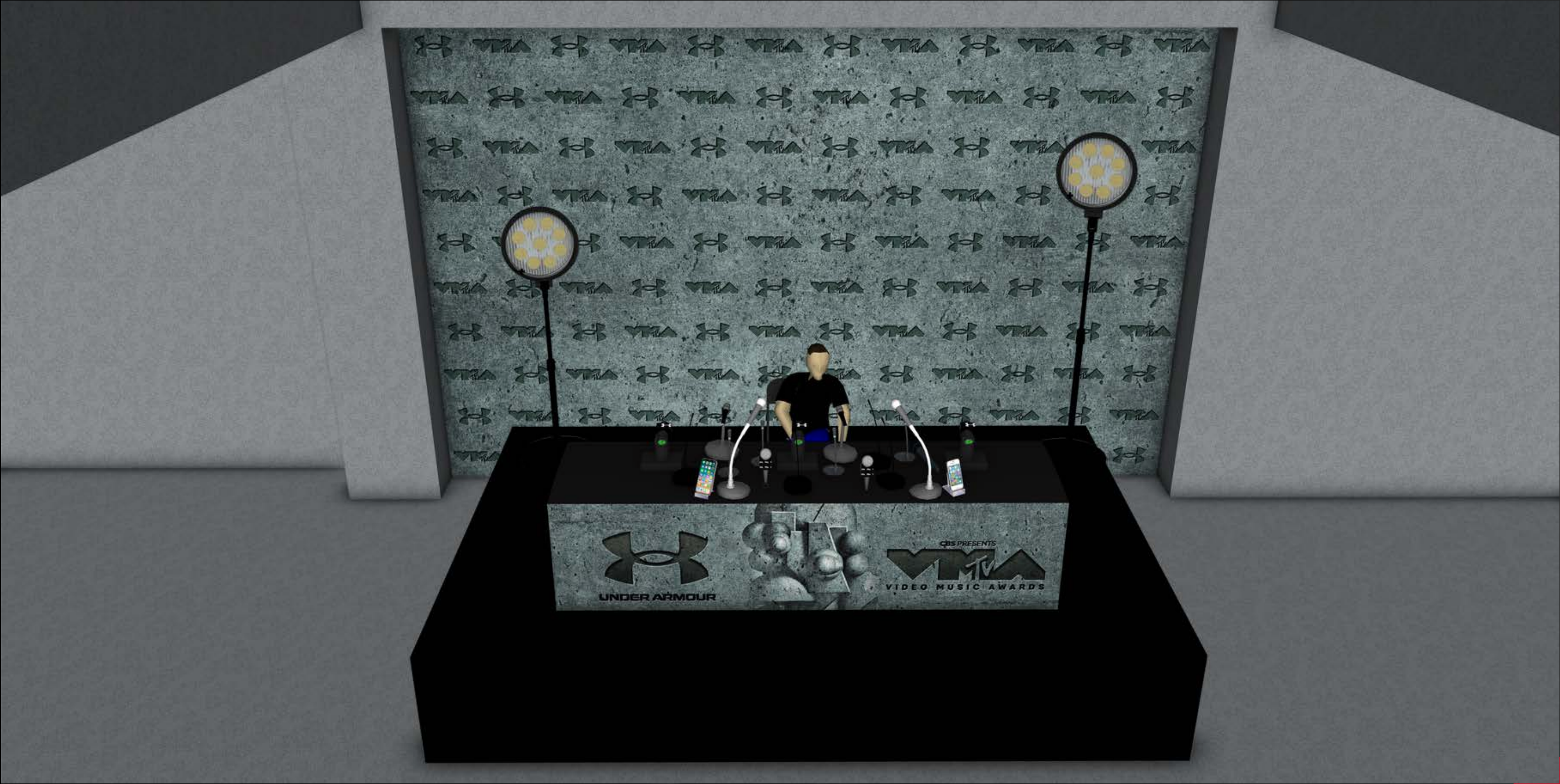
PRESS CONFERENCE DESIGN RENDER



**PRESS CONFERENCE
DESIGN RENDER** ::::



PRESS CONFERENCE
DESIGN RENDER



PRESS CONFERENCE STEP & REPEAT



Description:
STEP AND REPEAT

Department:
Art

Fonts:
NA

Stock Art:
NA

Notes:

SET: Press Conference
Date : 03/13/25
Version: First Draft

VARIATIONS



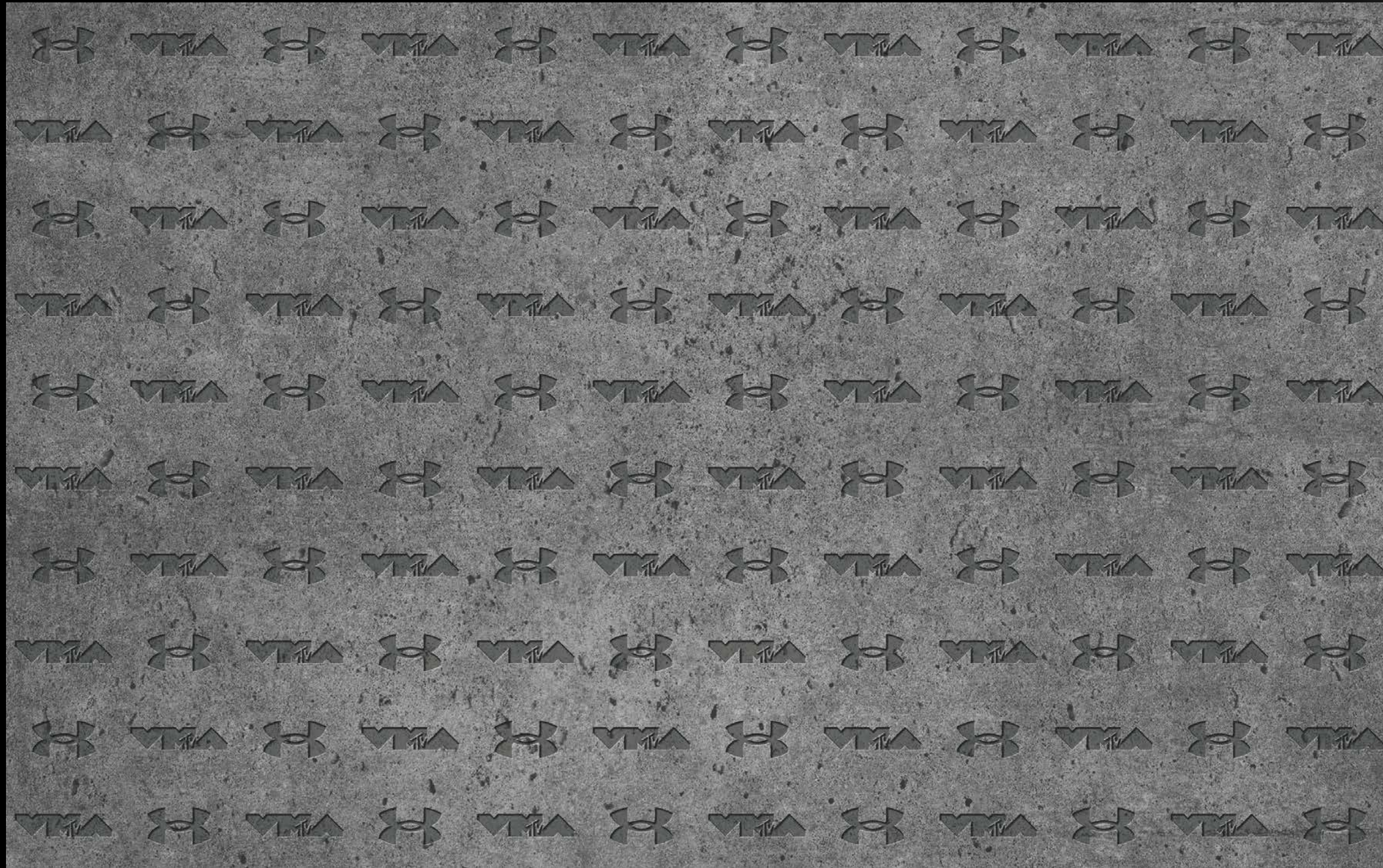
Samara Mitchell 218.431.0184

Step & Repeat - Sizes and Variations

PRESS CONFERENCE STEP & REPEAT



Best Backdrop for
Camera flashes
and for human
shadows

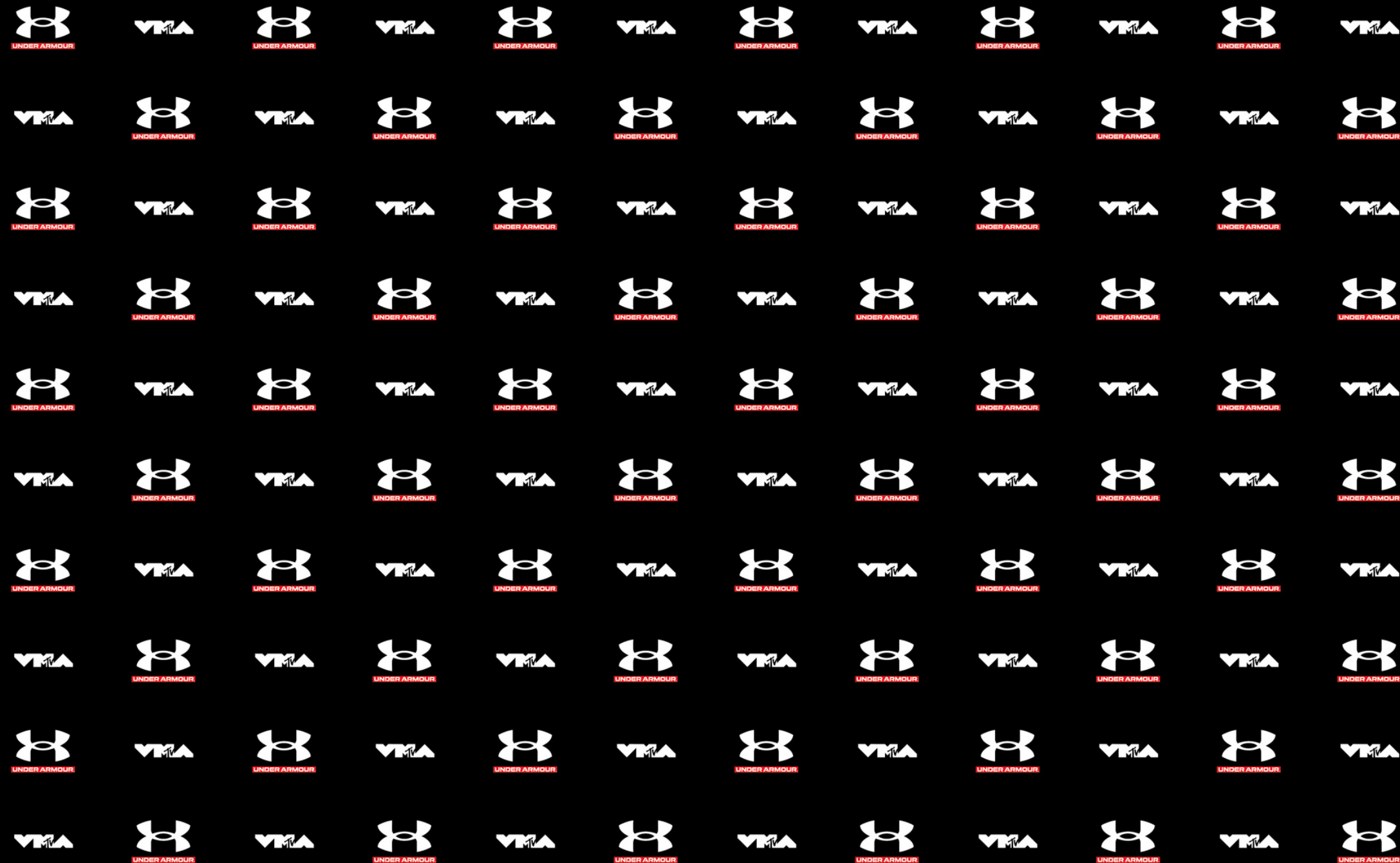


Option 1

Step & Repeat - 16' x 10'

Gray texture from Gunna's album cover as Background - Embossed Logo look

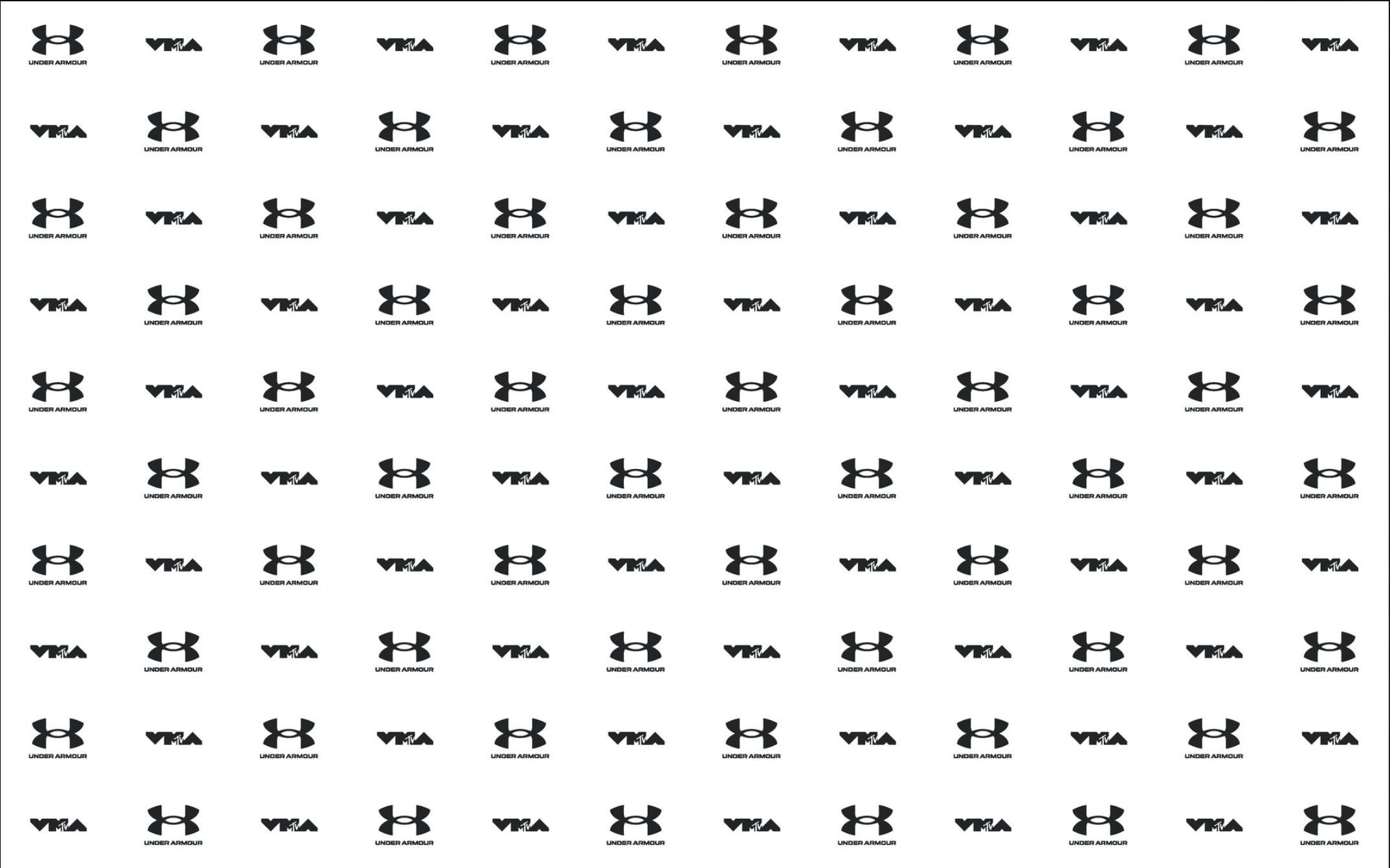
PRESS CONFERENCE STEP & REPEAT



Option 2

Step & Repeat - 16' x 10'
Black bg - White logos, Red UA text

PRESS CONFERENCE
STEP & REPEAT



Option 3

Step & Repeat - 16' x 10'
White bg - Black logos

PRESS CONFERENCE TABLE CLOTH



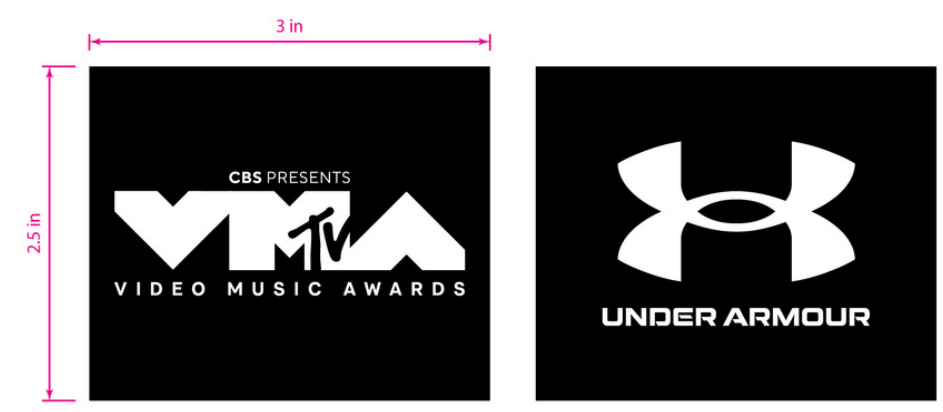
Option 1

Printed Table cloth options to go over a 8'x3' table



Option 2

PRESS CONFERENCE MIC FLAG



MOCKUPS




UNDER ARMOUR.

Description:
MIC FLAGS

Department:
Art

Fonts:
NA

Stock Art:
NA

Notes:
SET: Press Conference
Date : 8/12/25
Version: First Draft

Samara Mitchell 218.431.0184

Mic Flags - 3 different Kinds
Will print 4 of each kind

PRESS CONFERENCE MIC FLAG

Will print 4 of each kind
All mics will have mic covers - Reds, Grays and Blacks



VMA Logo all 4 sides



UA + VMA Alternating logos



UA Logo all 4 sides

PRESS CONFERENCE MIC COVERS

Different kind of mic covers for all the microphones that we use



PRESS CONFERENCE SET DEC

Different kinds of microphones - 20



PRESS CONFERENCE SET DEC

Different kinds of microphones - 20



Mic Set up



Microphones



PRESS CONFERENCE MONITOR & FAN REFERENCES

1 non working TV



OR



2 Fans



Industrial Light Fixture



PRESS CONFERENCE

SET DEC



Conference Table with printed
table cloth



The idea is to have 6 cameras of different styles and eras and 4 disposable cameras along with 4 working phone's with stands

SPFX



Smoke & Haze

“HALFTIME” SPOT

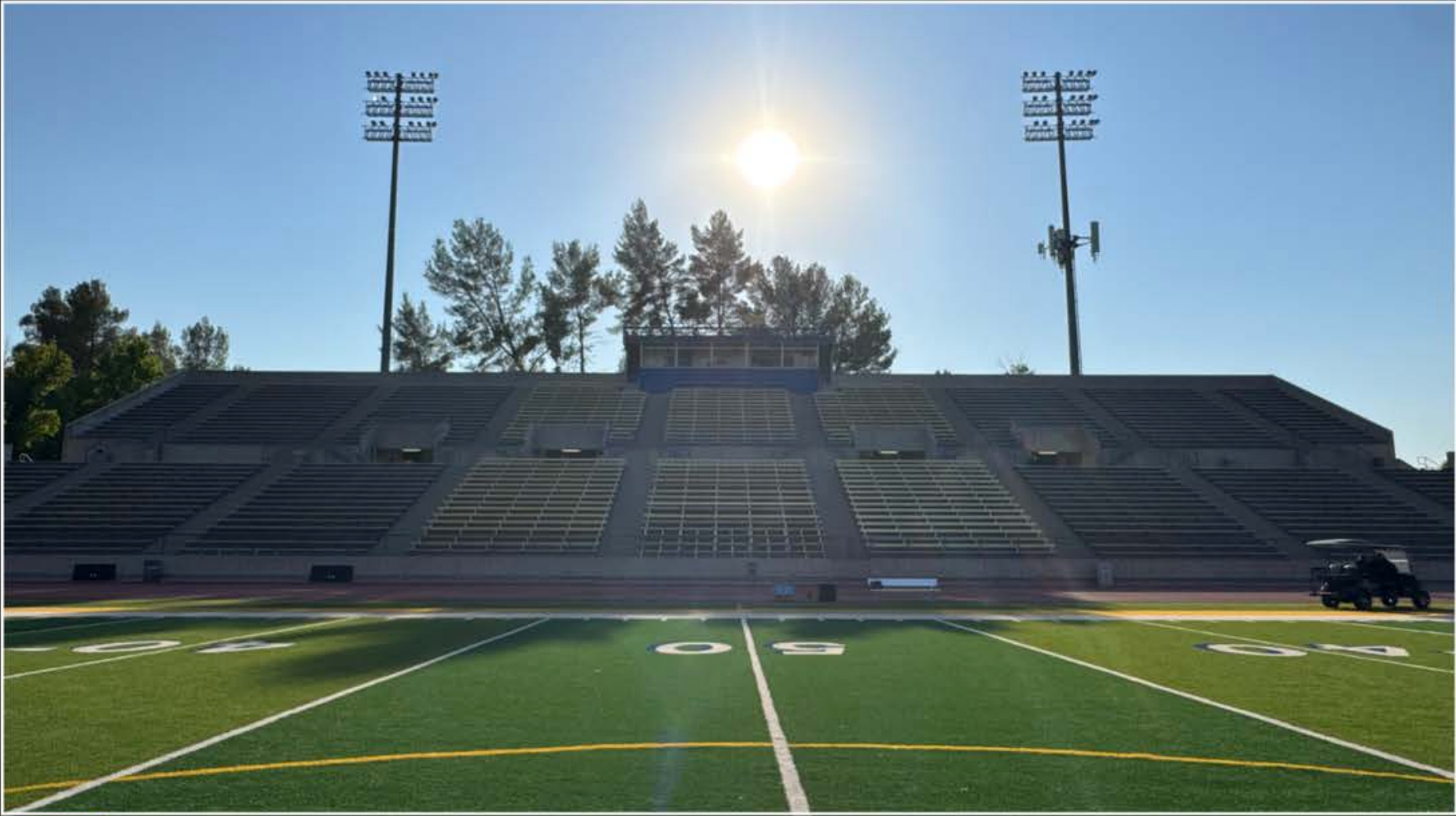
STADIUM



STADIUM



Add Slug

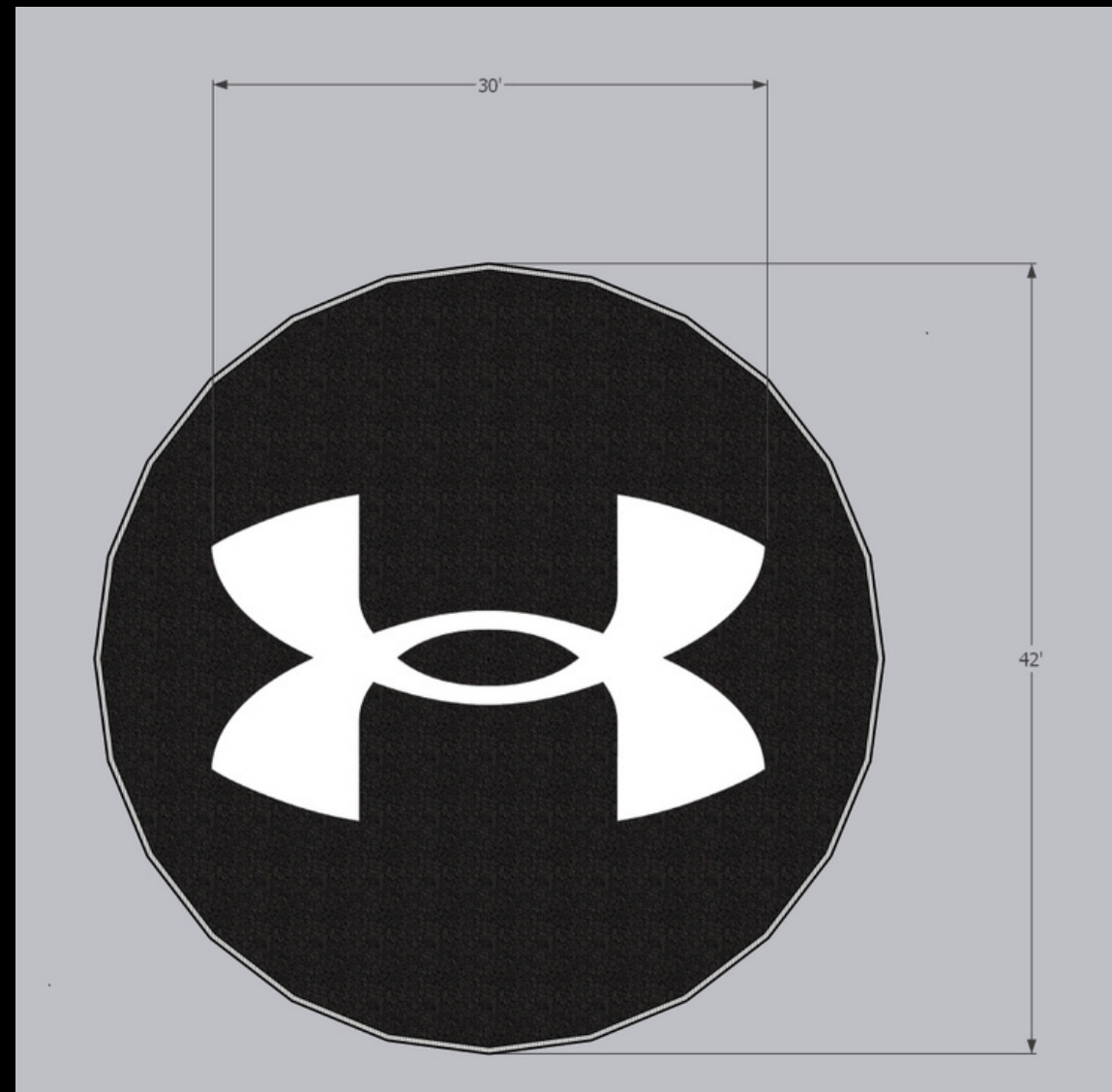


18mm : 76°

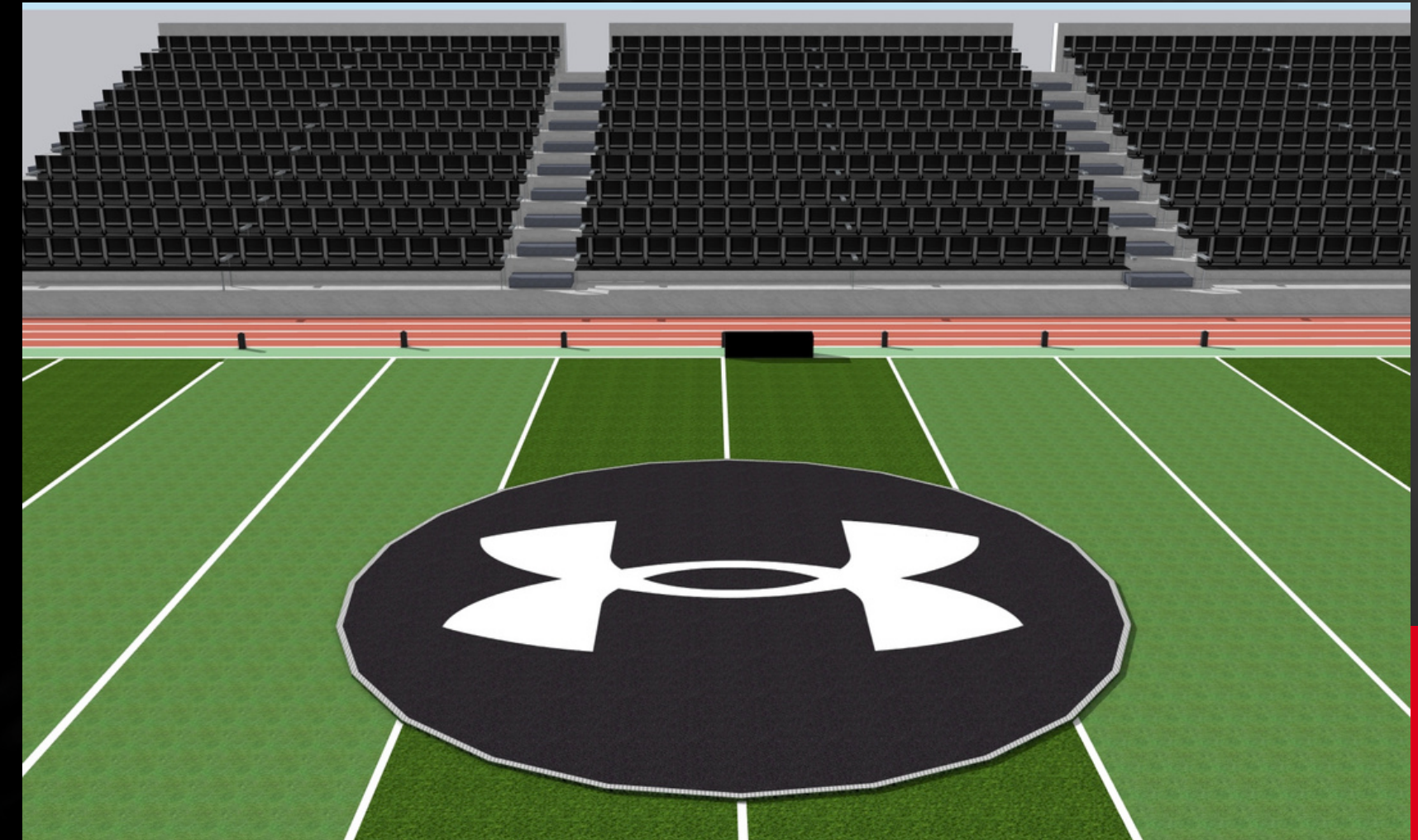
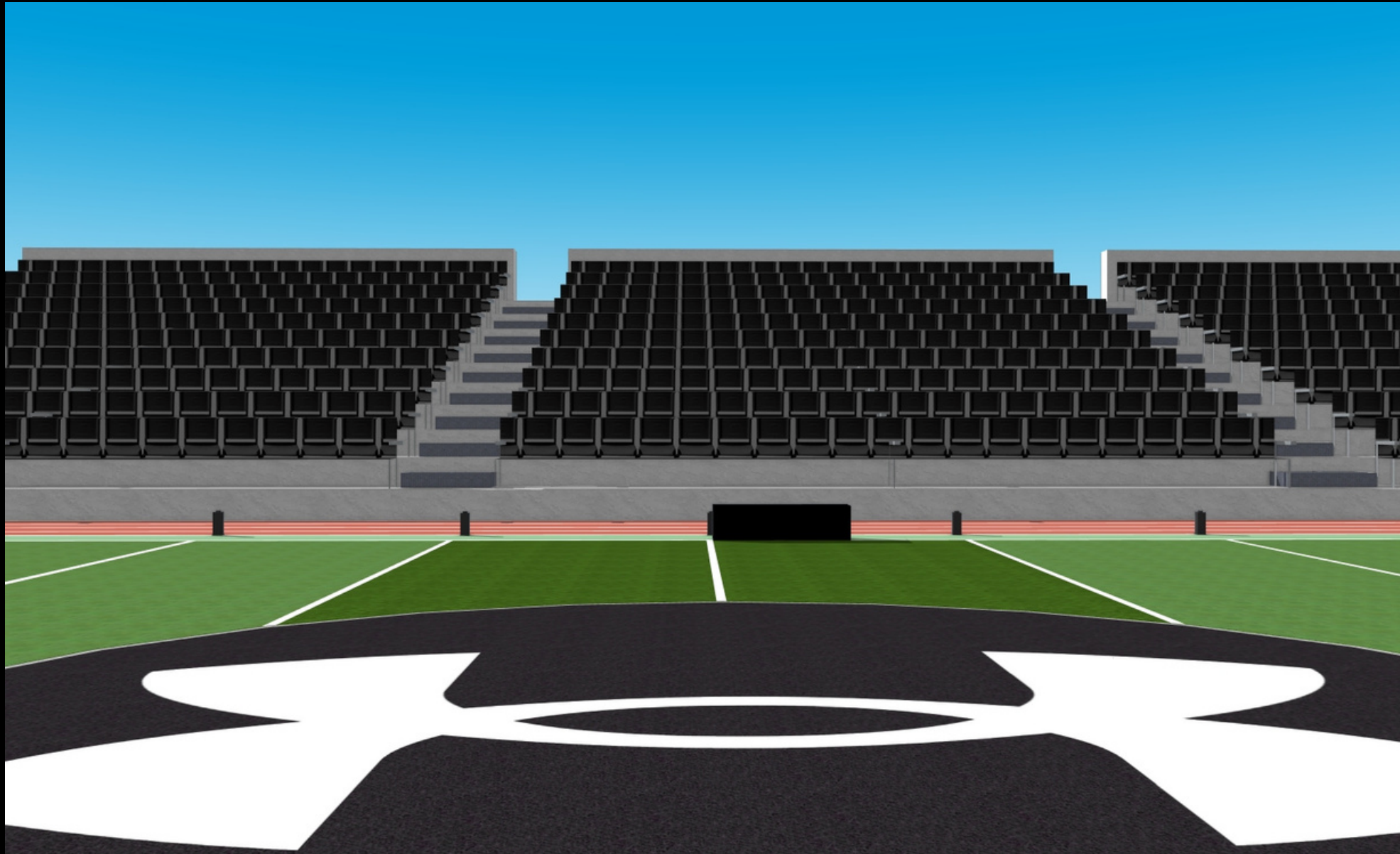
STADIUM : : : : : UA LOGO ON TURF : : : : :

42' Diameter Circle
Turf painted in Black
4" Silver Border
Logo Size - 30' x 18'

Black recommended in
order to align with the
color scheme of the
brands.



STADIUM : : : : : UA LOGO IN STADIUM : : : : :



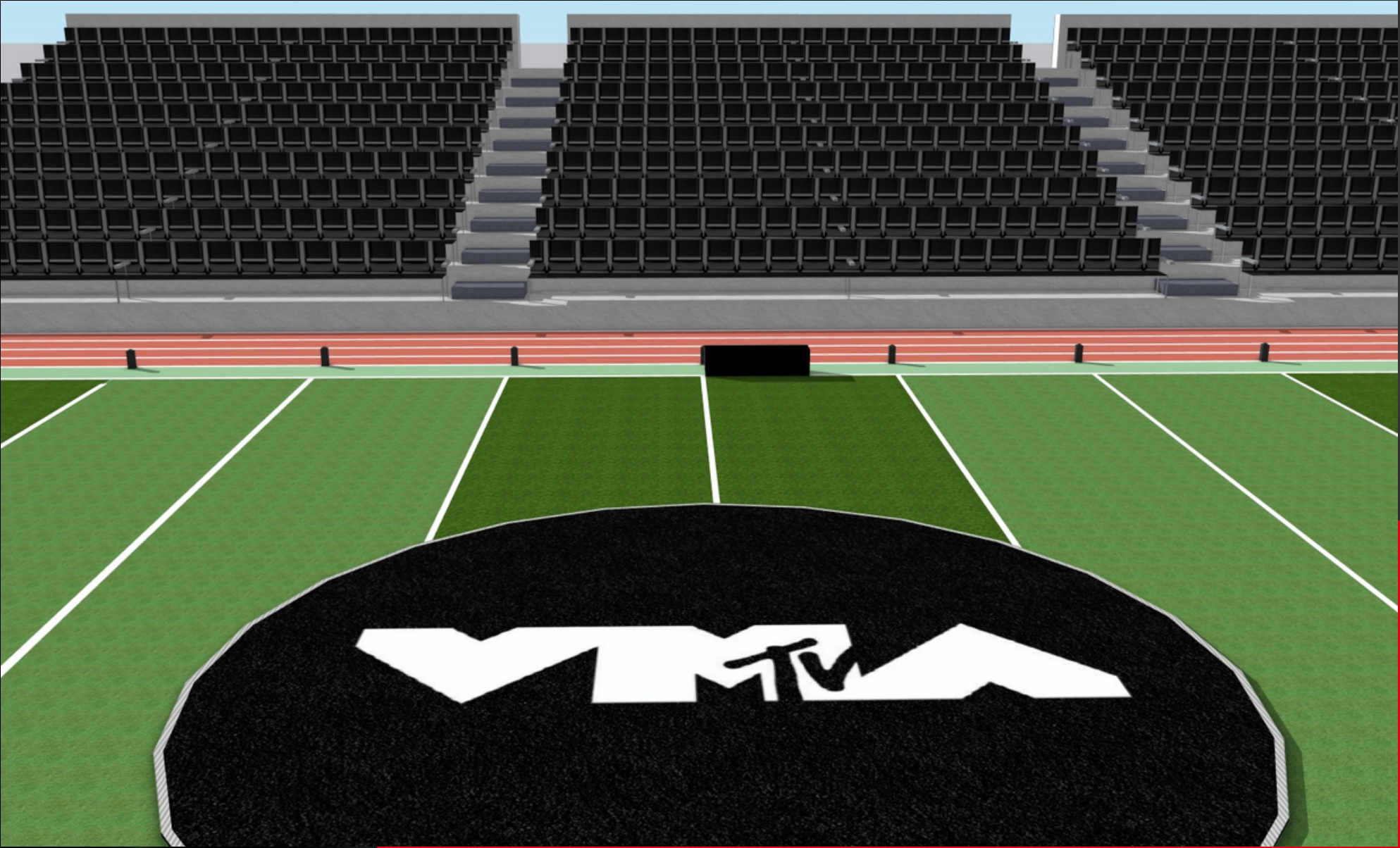
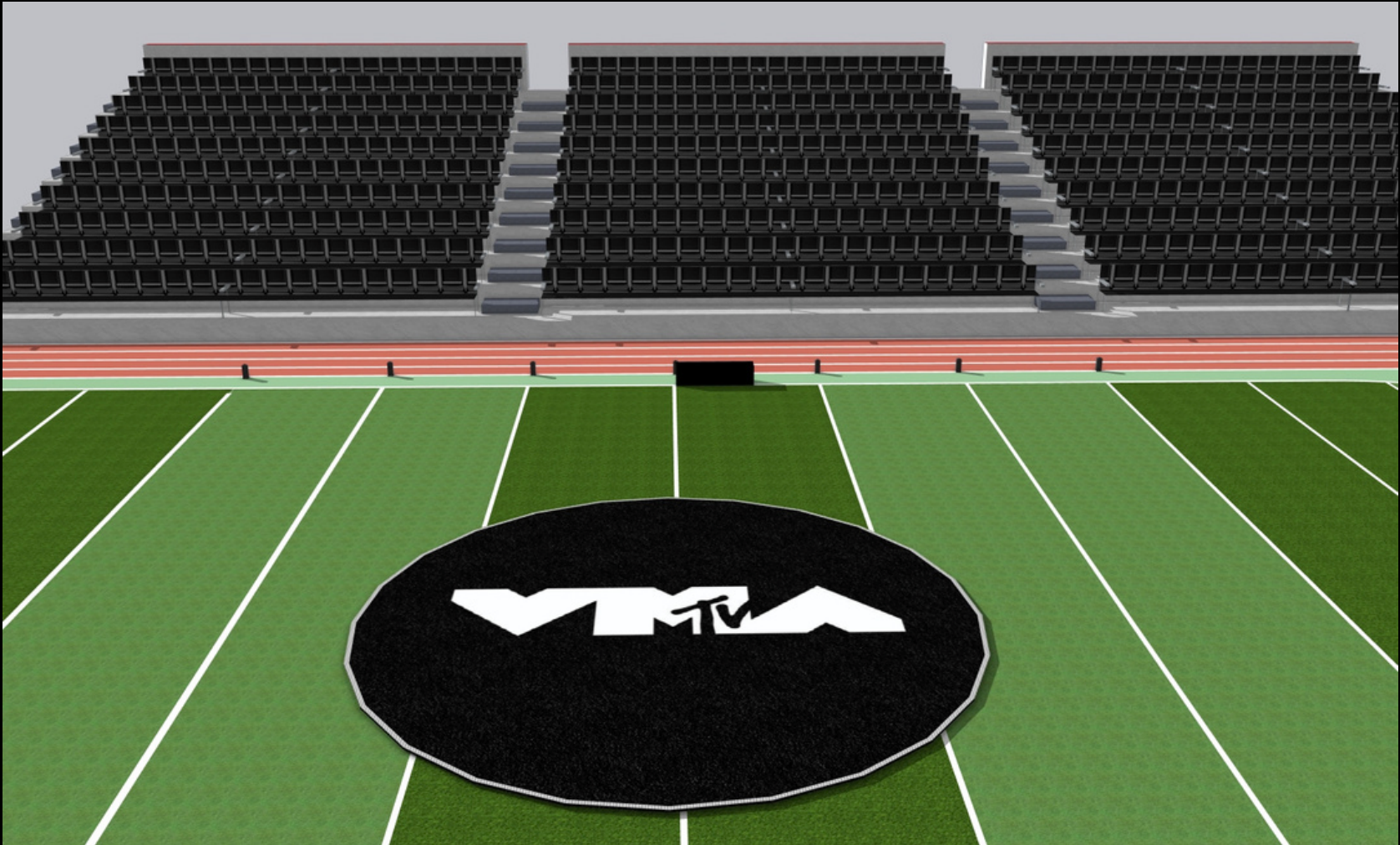
STADIUM : : : : : VMA LOGO ON TURF : : : : :

42' Diameter Circle
Turf painted in Black
Logo Size -28' W x 6'6" H

Black recommended in
order to align with the
color scheme of the
brands.

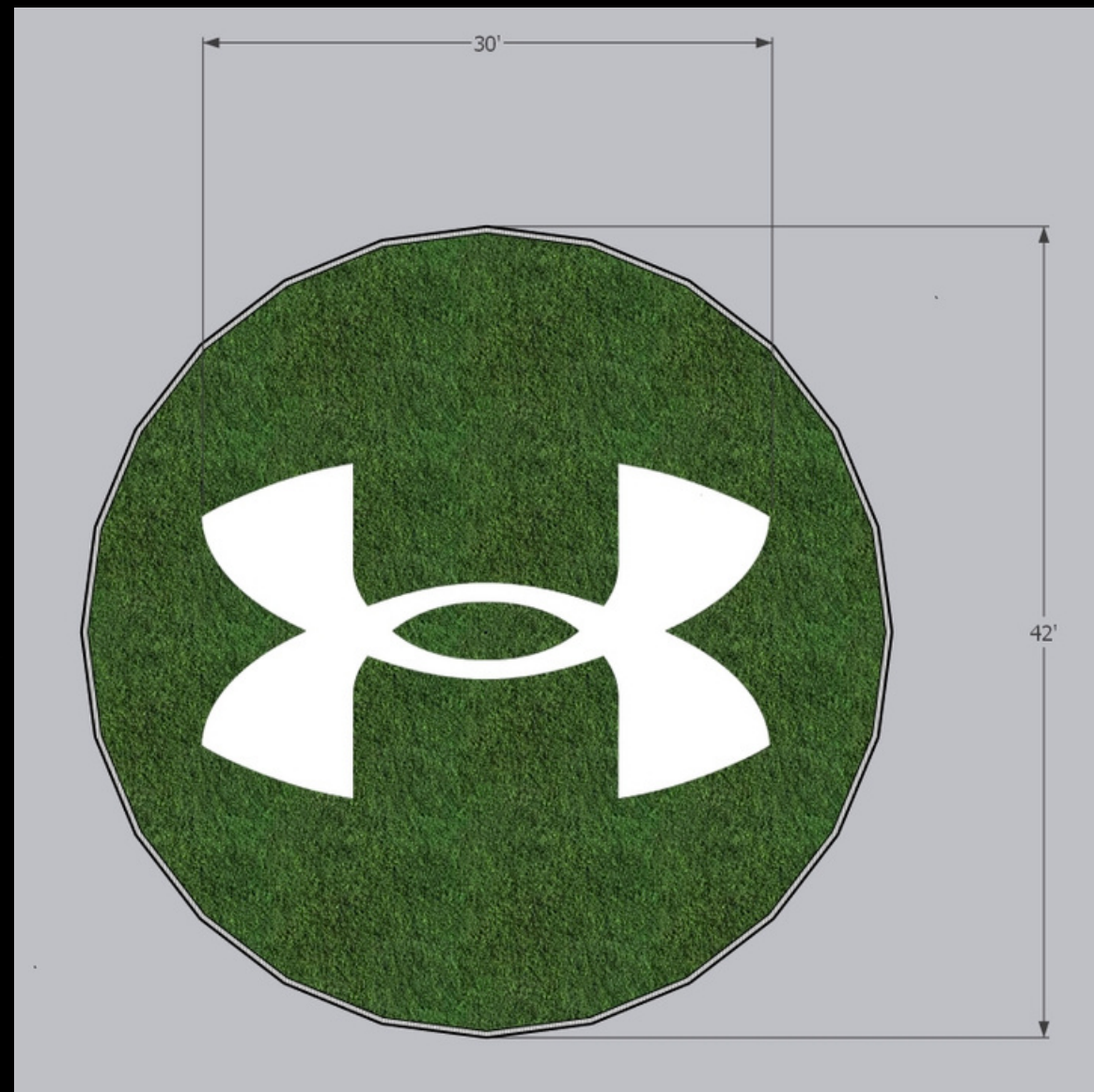


STADIUM : : : : :
VMA LOGO IN STADIUM : : : : :

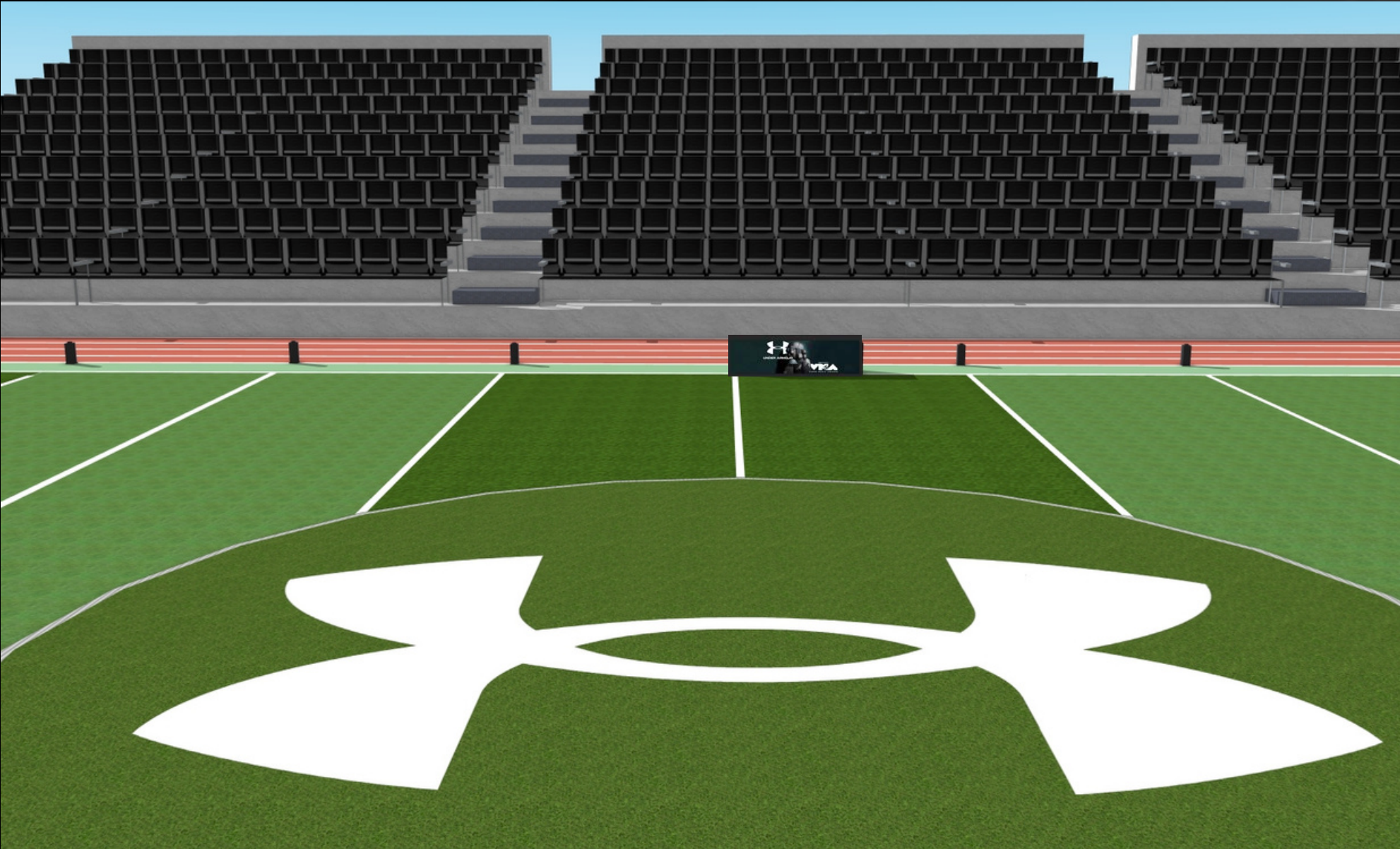
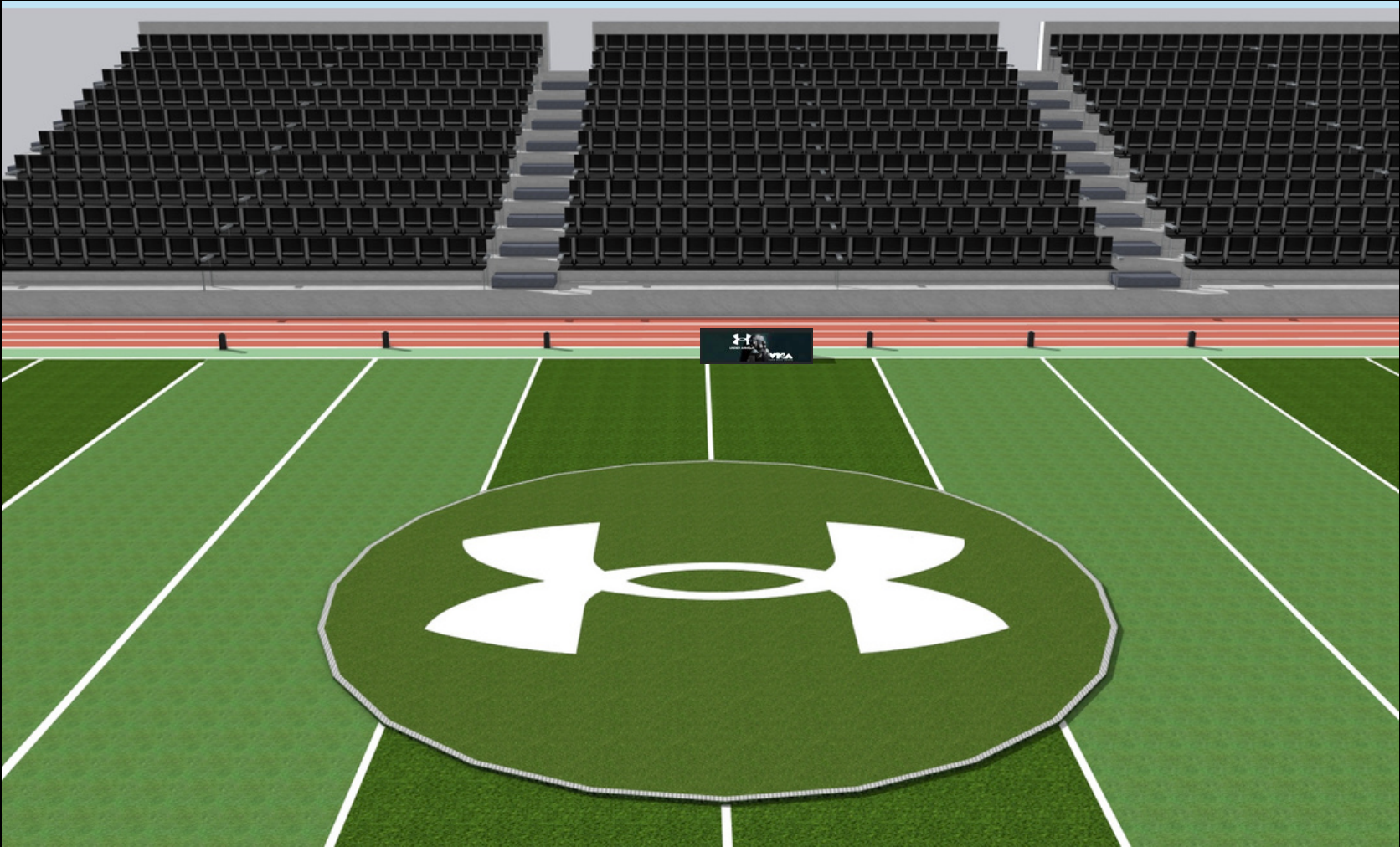


STADIUM : : : : : UA LOGO ON TURF : : : : :

42' Diameter Circle
Green Turf - Can be a
different color than
the turf on the field.
The field has 2
different color turf
every 10 yards
Logo Size - 30' x 18'

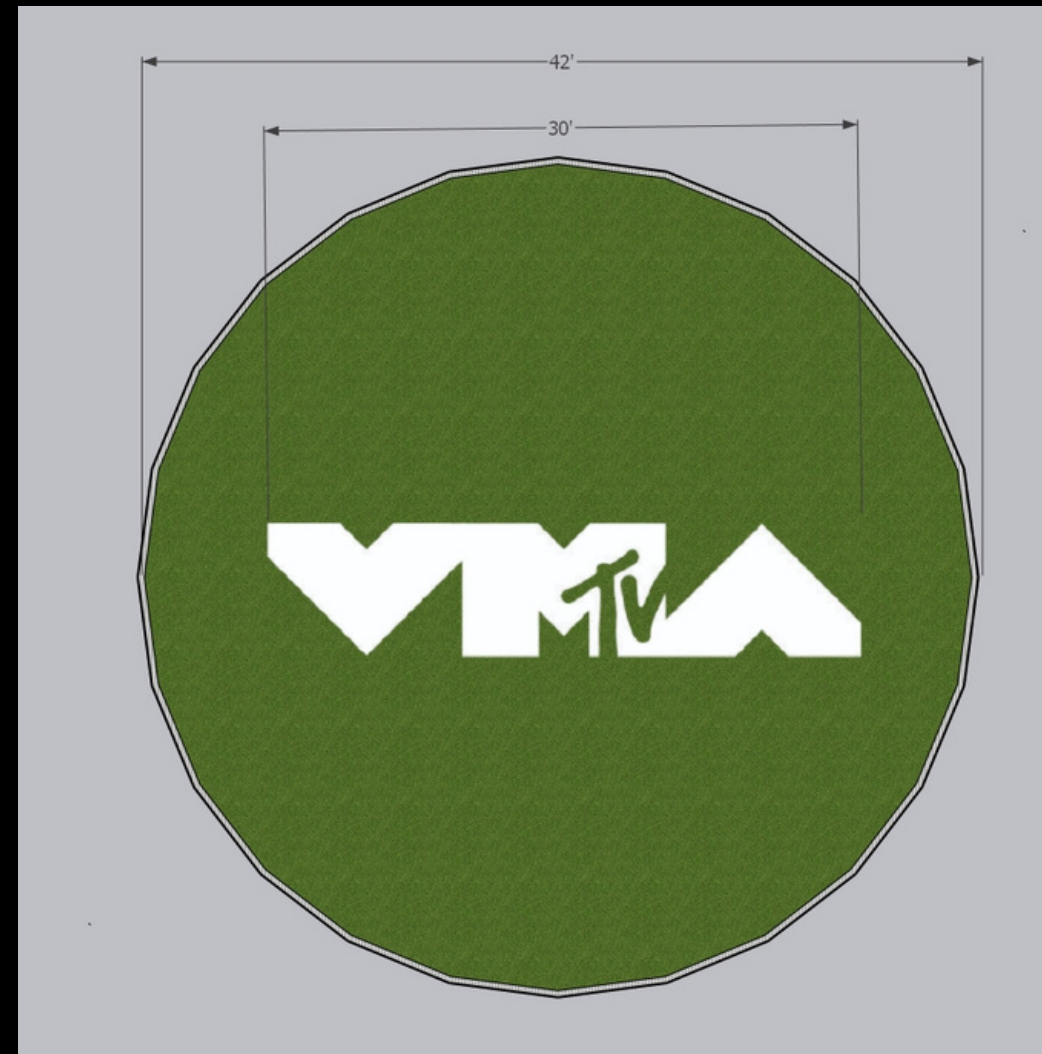


STADIUM : : : : :
UA LOGO ON TURF : : : : :

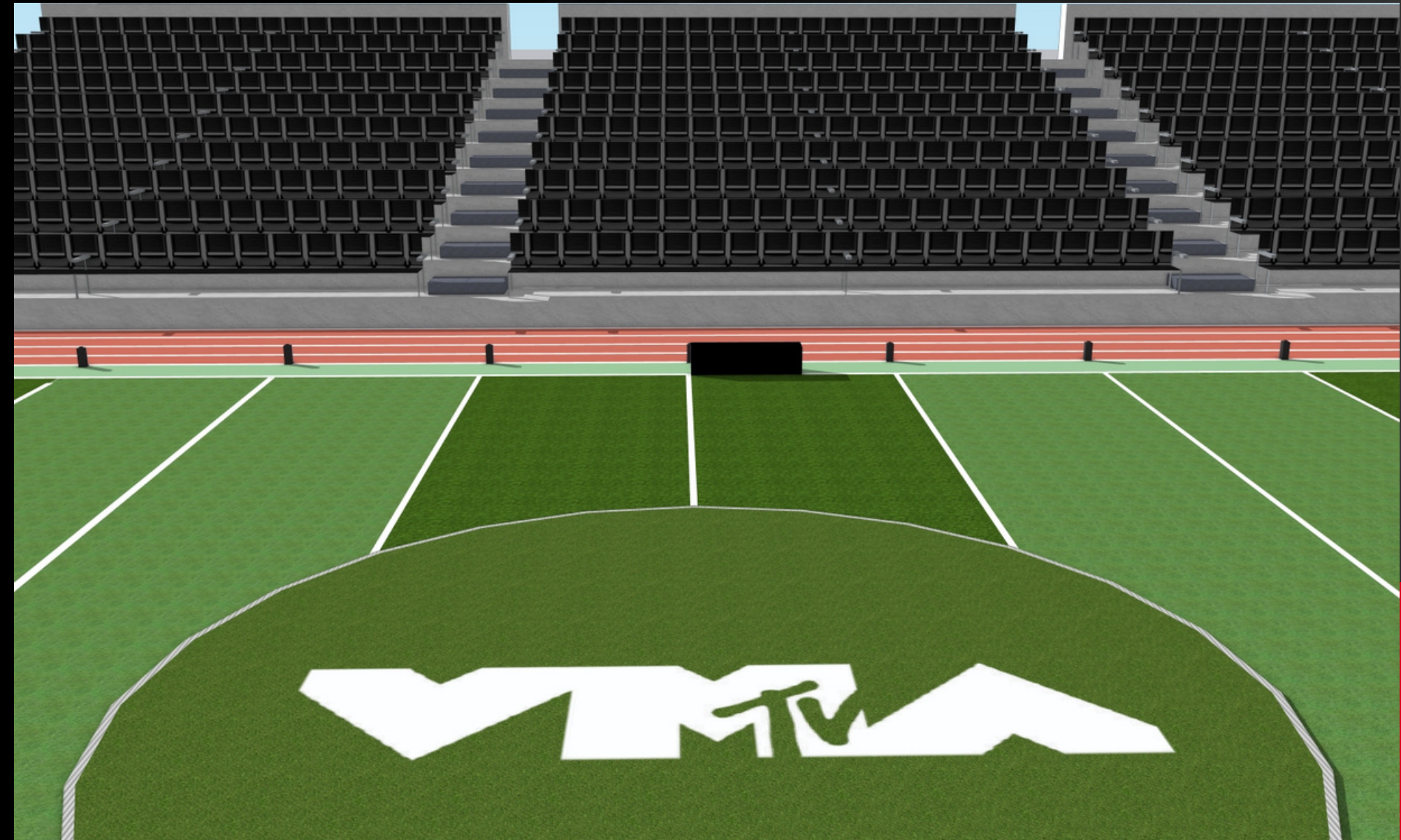
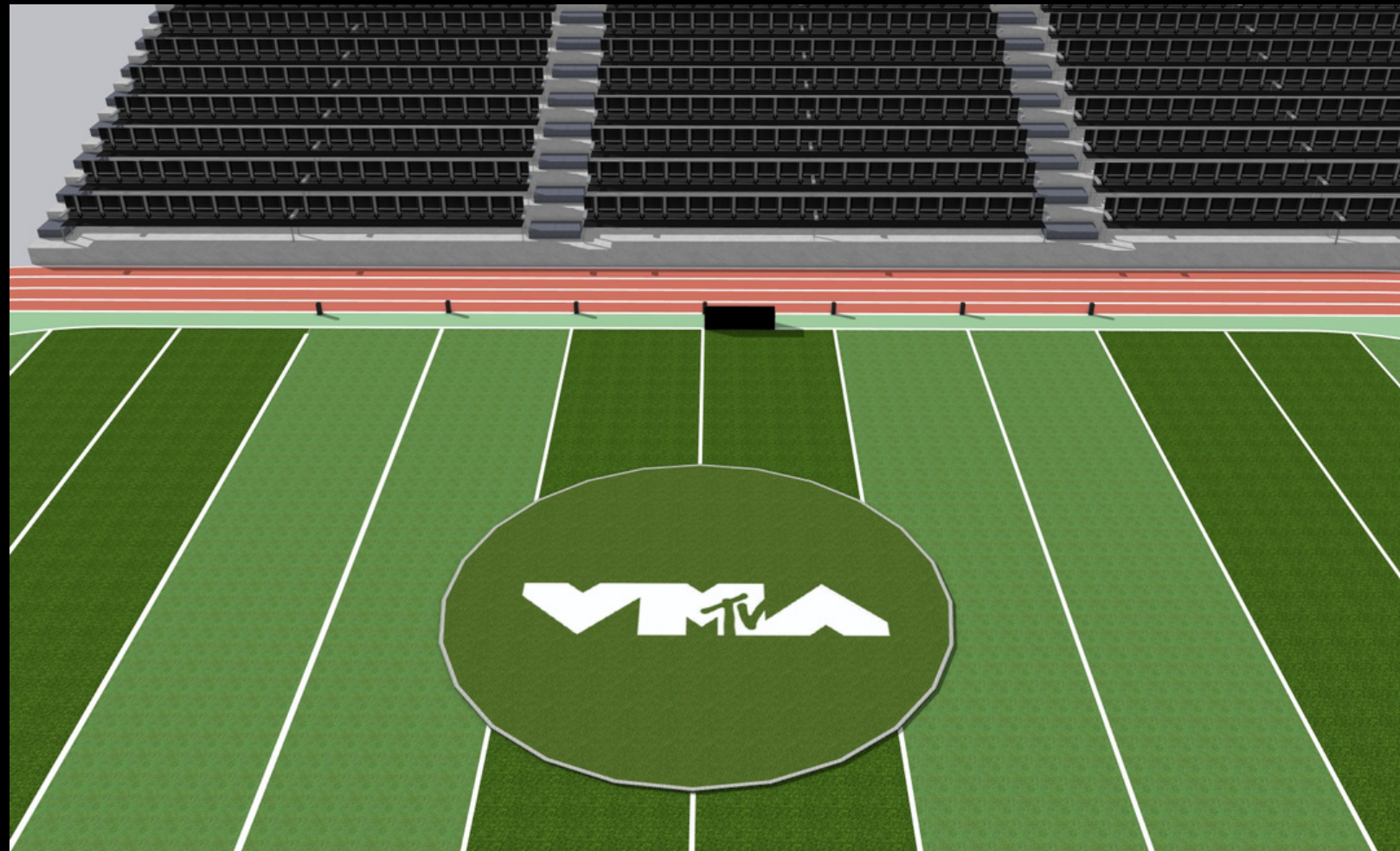


STADIUM : : : : : VMA LOGO ON TURF : : : : :

42' Diameter Circle
Green Turf - Can be a
different color than the turf
on the field.
The field has 2 different
color turf every 10 yards
Logo Size -28' W x 6'6" H



STADIUM : : : : : VMA LOGO ON TURF : : : : :



UA FLAG GUIDELINES

Logo & Lockup Colors

The UA Logo and Logo Lockups should be reproduced in their respective colors to maintain identity.

All logos and lockups should be used in black, white, grey, or silver from the palette only. (See page 49 for color use details.) To ensure the integrity of the brand, the colors should never be altered, manipulated, or filled with textures or patterns.

i More color applications are possible using different lockups/signatures (only a representative amount is shown right) and should follow the same guidelines for color application.

! UA RED
UA Red is reserved for specific use in supporting elements only and should never be applied to the logo or logo lockups.



WHITE
UA Logos, Lockups, and Signatures can be used in white.



BLACK
UA Logos, Lockups, and Signatures can be used in black. (PMS Black C)



SILVER OR GREY
UA Logos, Lockups, and Signatures can be used in silver or grey. (PMS Cool Grey 4 C or web colors)



RED
UA Logos, Lockups, and Signatures should never be used in red, or used in black on red.



FLAGS VMA LOGO OPTIONS

3' x 5' Flags with Gray Flag Poles



VMA white Logo with black background



VMA white logo with red background

FLAGS UA LOGO OPTIONS

3' x 5' Flags with Gray Flag Poles



UA logo vertical - Black BG



UA logo vertical white - Red Bg

STADIUM BOX COVER

Metal Box



Option 1

Printed on foamcore - 8' x 2' - to hide permanent metal fixture in stadium



Option 2

MICROPHONES



Shure KSM8 Dualdyne Dynamic
Handheld Vocal Microphone
Nickel



Earthworks SR314 Cardioid
Condenser Handheld Vocal
Microphone - Stainless Steel



Telefunken M80
Supercardioid Dynamic
Handheld Vocal
Microphone - Satin
Chrome

DRUMBOTS



Drumbots are a famous LED Drumming Band from Las Vegas who are performing at our event



DRUMBOTS



Non LED Costumes, LED Drums



DRUMBOTS



Non LED Costumes



DRUMBOTS



LED Drums will have Black UA Decals on them of appropriate size
This is only a representation of how the logo will look on the drums, not the LED costume with it



DRUMBOTS



LED Drums will have Black UA Decals on them of appropriate size
This is only a representation of how the logo will look on the drums, not the LED costume with it



PICTURE CAR ::::: OPTION 1 :::::



Rolls Royce - Phantom
Masonry

ROLLS ROYCE W/ MOONPERSON : : : : : EMBLEM 1 : : : : :



Rolls Royce - Phantom
Masonry

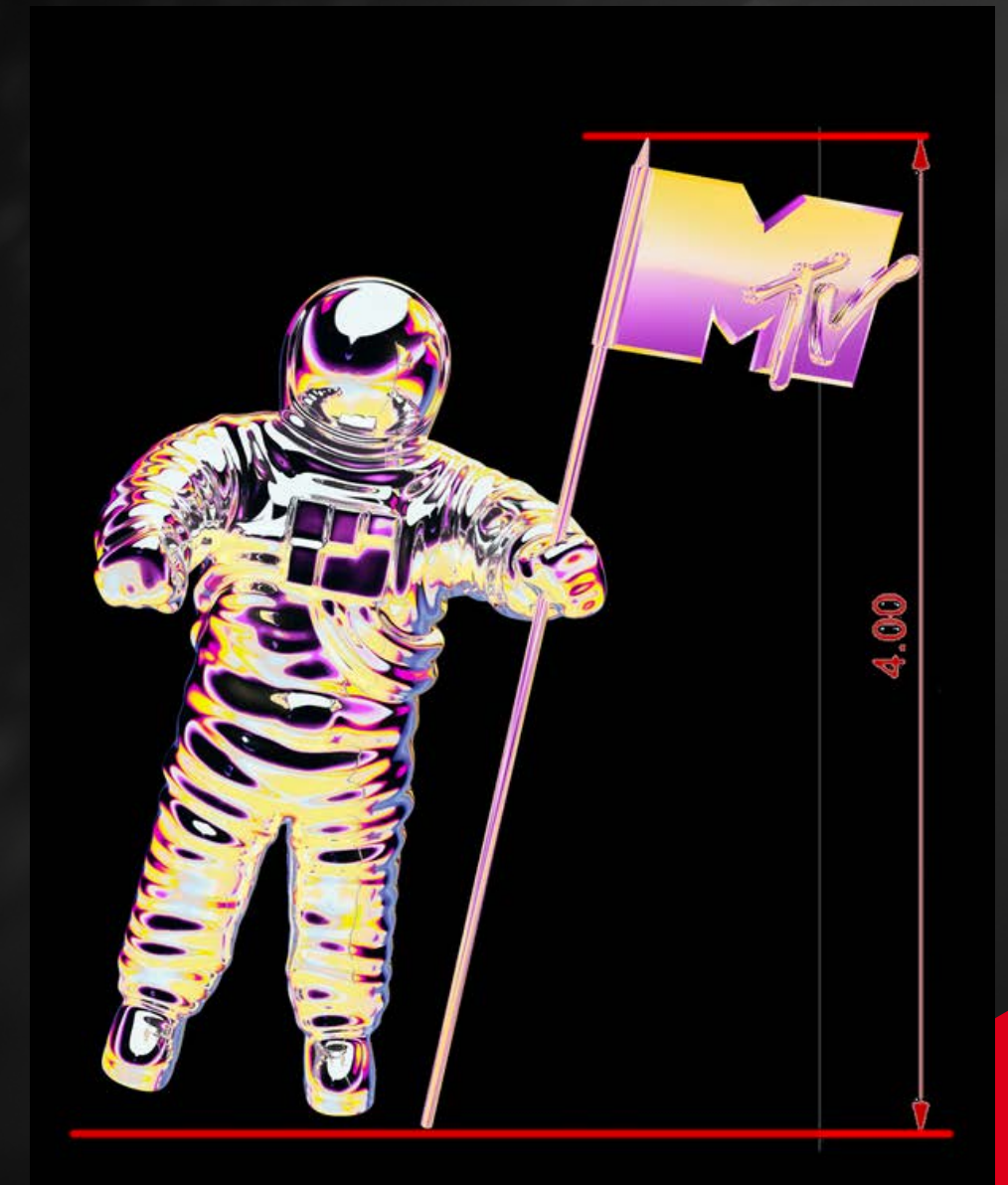


MOONPERSON

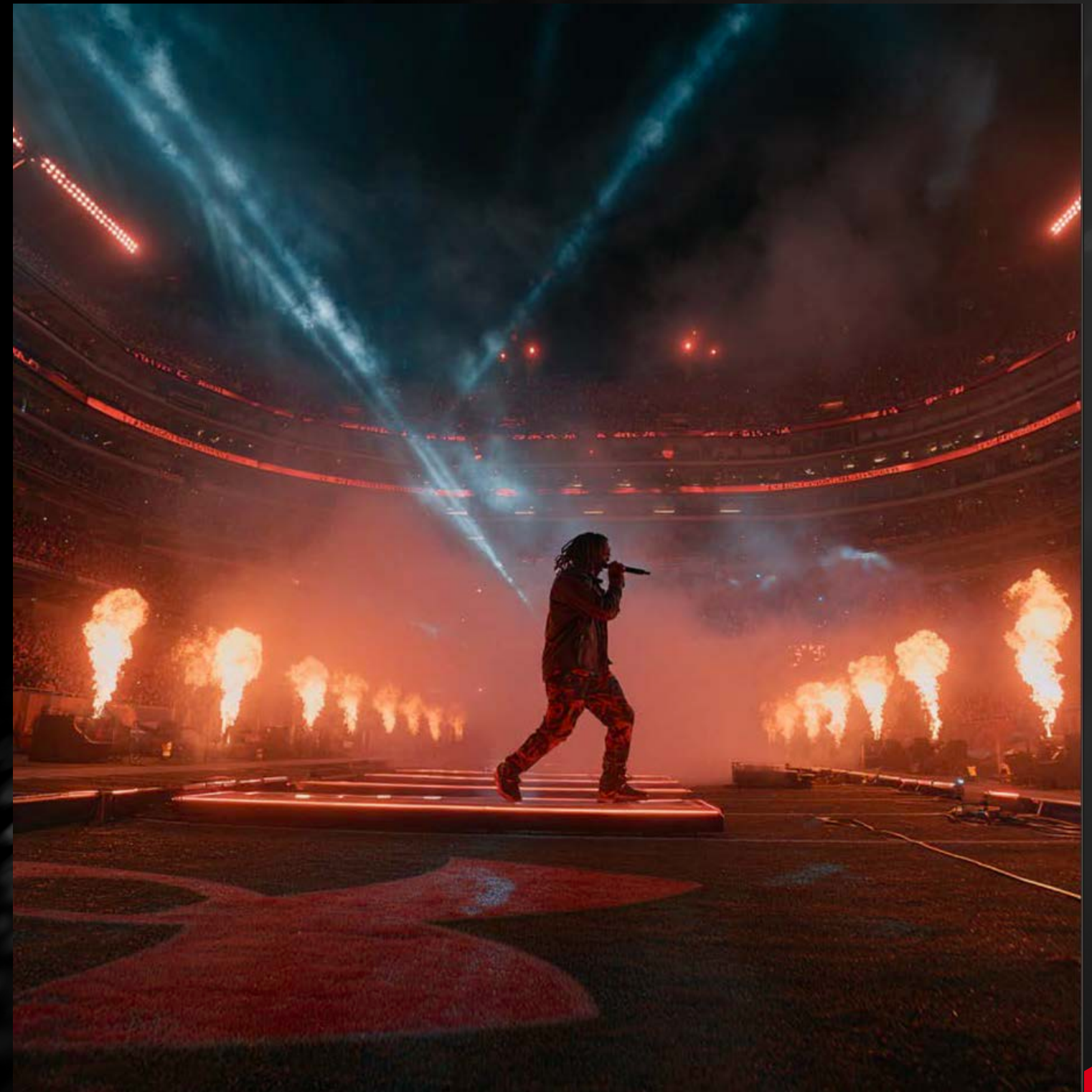
3d printing, finishing and painting the Moonperson logo for the VMA's to put as a car topper and as easter eggs at different places.

Visual

Size in Inches



PYRO & SPFX



PYRO & SPFX



Pyro



Pyro - Fireballs



Foggers & Smoke Machines



THANK YOU