unisport

THE LOVE OF THE GAME
It all started as a small retail store with a passion for football shirts in 1995 in Vesterbro, Copenhagen. With the mission of becoming “The World’s Best Football Store” Unisport has now grown as to become one of the world’s leading retailers of football boots, football shirts and other football equipment.

Leading up to the 2019 Women’s world cup Unisport opened their much anticipated flagship store in Paris, with which came an update of the visual identity. A refreshed and modernized visual identity that embraces the creativity, energy, and passion that comes with football.

Not every footballer gets to be a world class athlete. Not everyone gets to play for Real Madrid – or even gets selected for their local squad. But what every lover of football gets to experience is the joy of playing or watching football. Unisport exists to enable this love of football via products, content and services that amplify the game.

THE DRIBBLES
The dribble represents signature football skills and communicate both energy and agility. The shapes contain dynamic angles which means that it is possible to use crops and details as a graphic language.

Marseille turn by Michael Laudrup

Elastico by Christiano Ronaldo

Bicicleta
by Kylian Mbappé

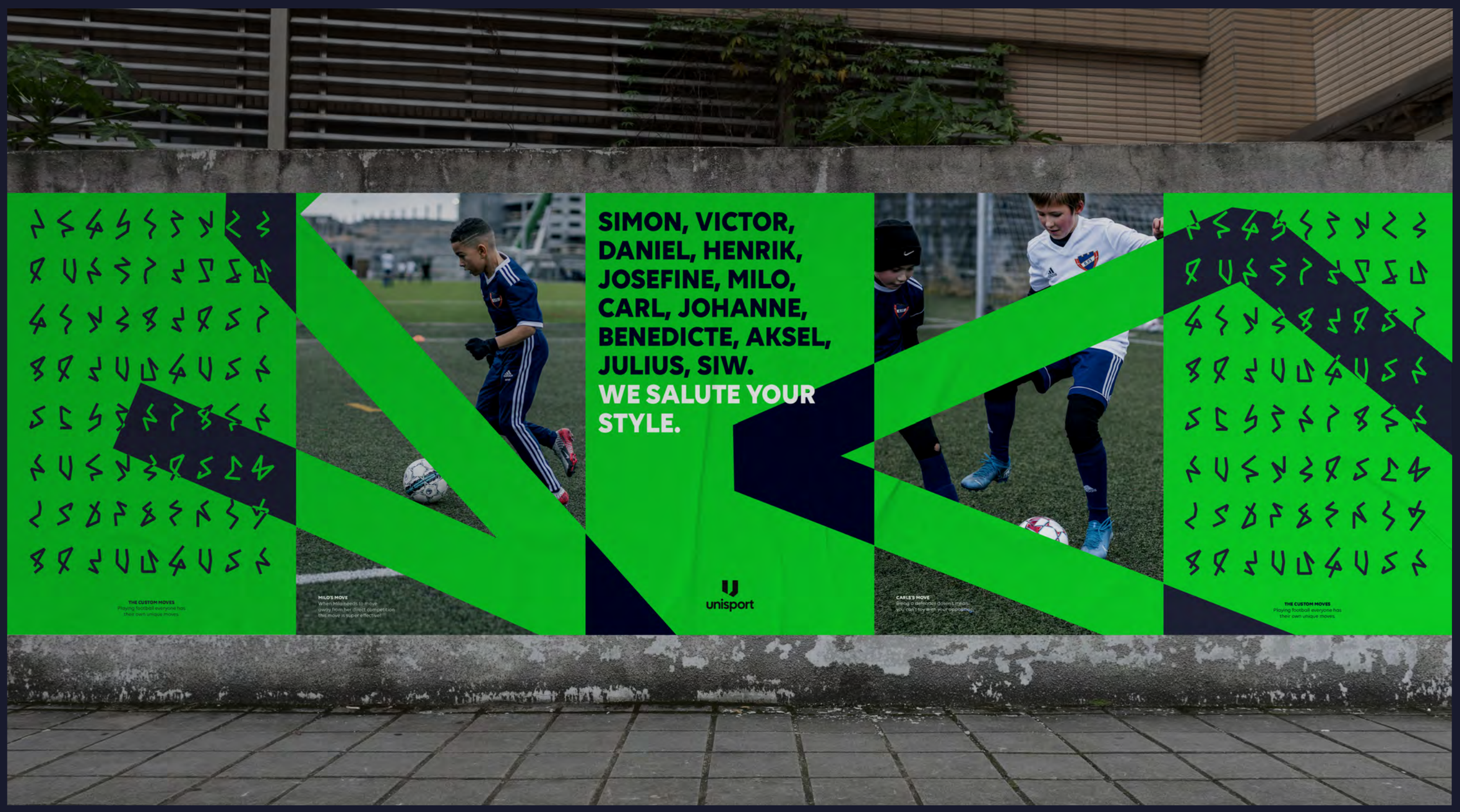
1995 — 2020

Nature Futuristic Movement

Volte Light
Volte Regular
Volte Medium
Volte Semibold
Volte Bold

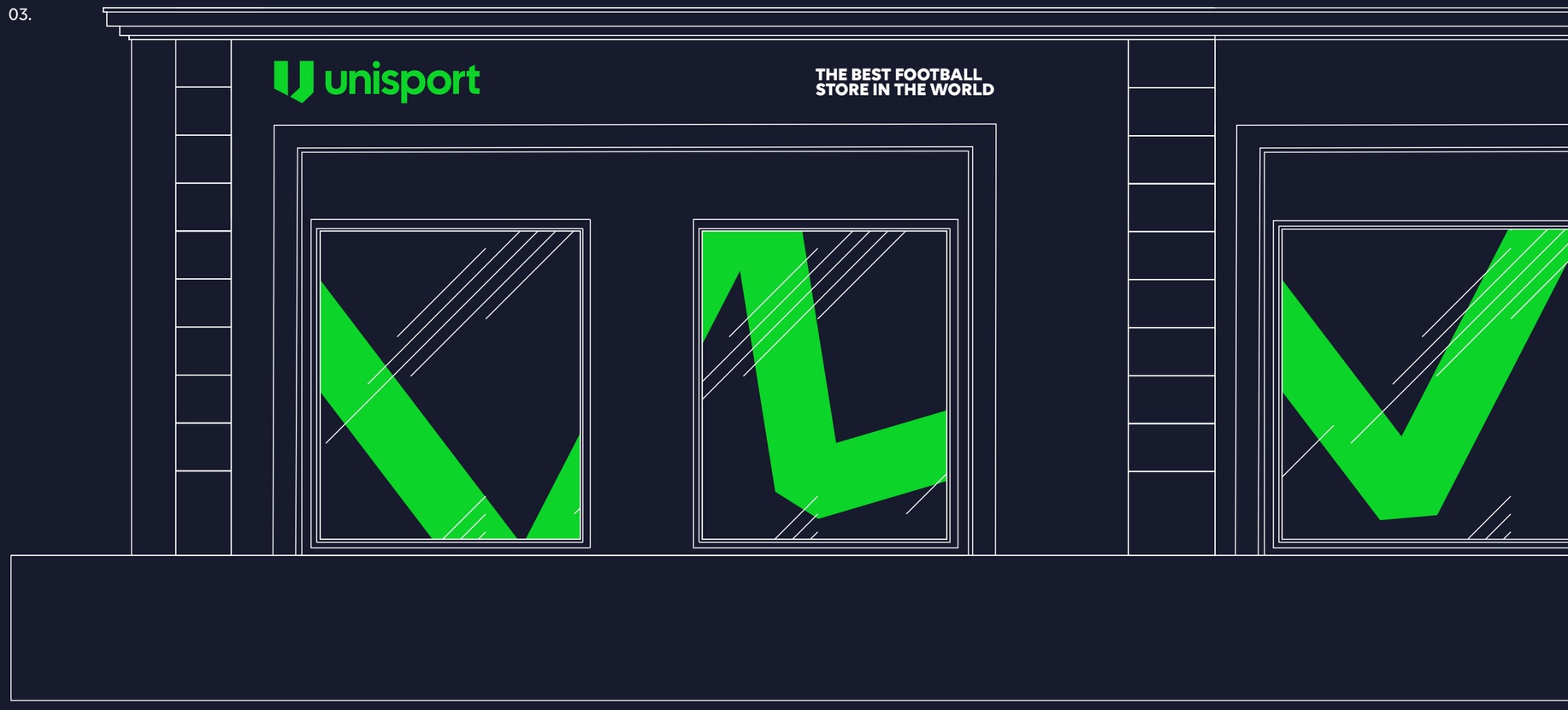
Volte Light Italic
Volte Regular Italic
Volte Medium Italic
Volte Semibold Italic
Volte Bold Italic

Deep Blue | Pitch Green | Grey | Concrete Grey | Black | Orange



01.

02.

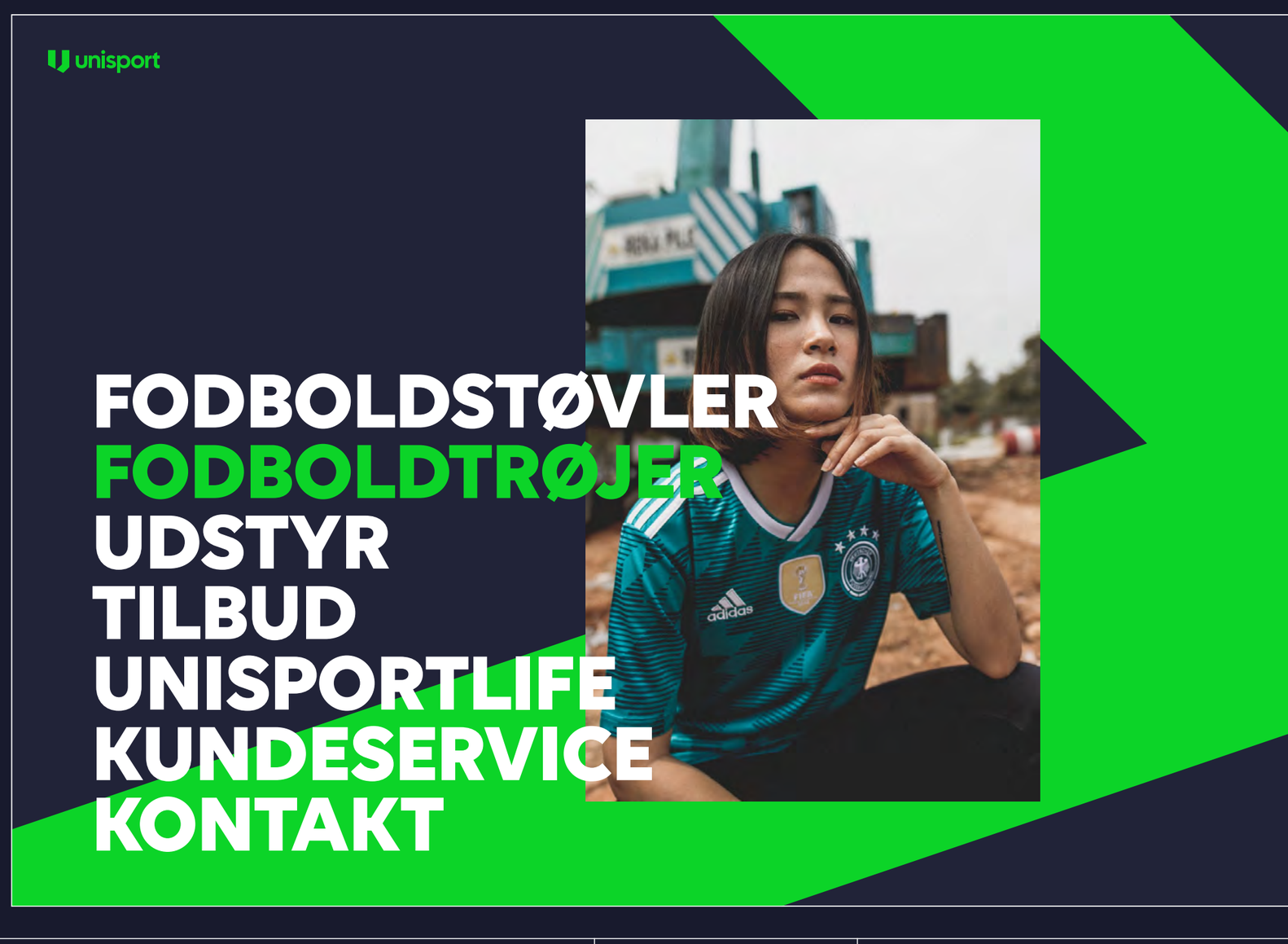


03.

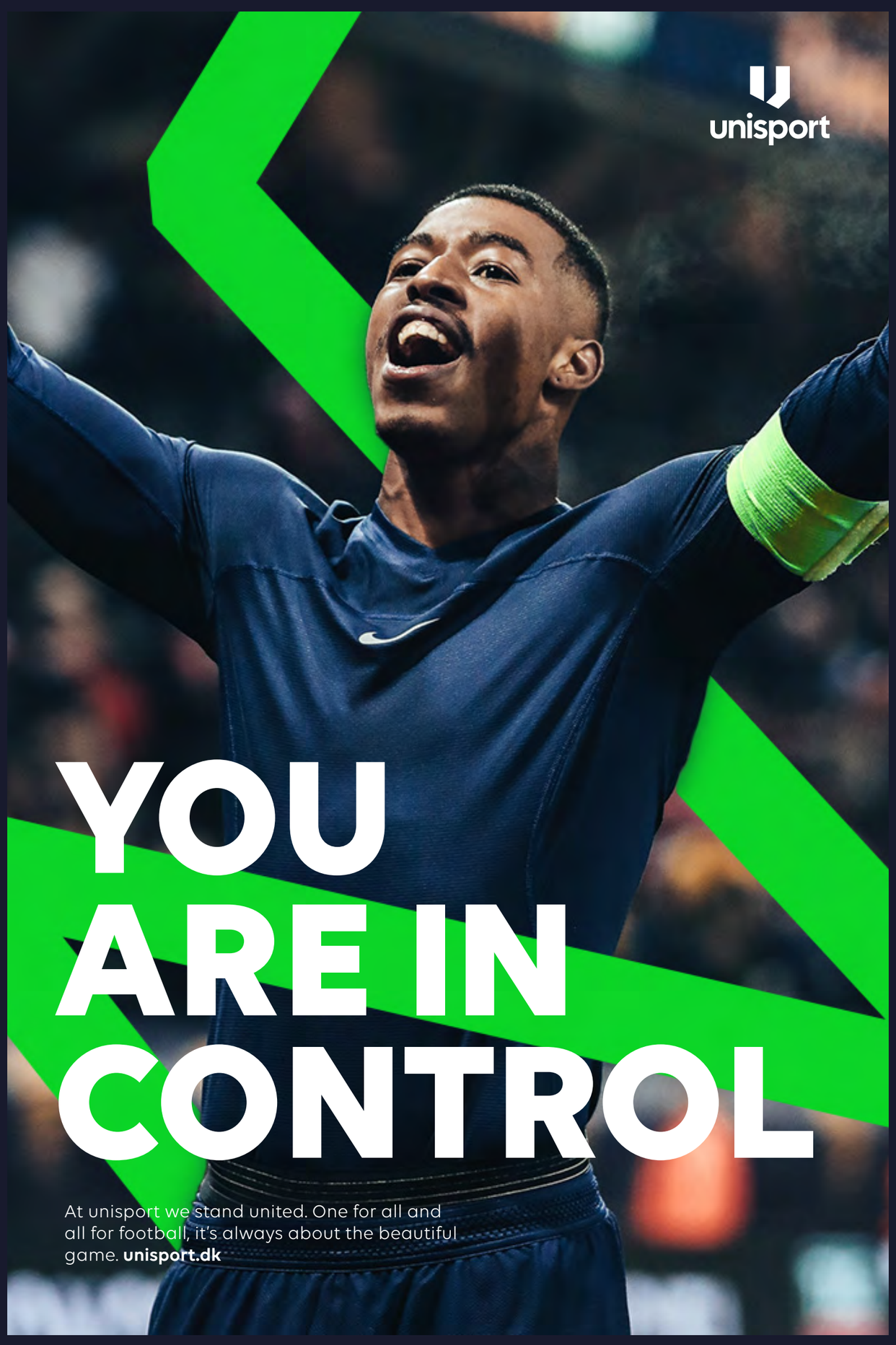
Outdoor_Billboard
Print_Business cards
F_Paris Flagship store

04.

05.



04. Packaging_Shoebox
05. Digital_Landingpage
06. Merch_Team Jersey
07. Digital_Webshop



07.

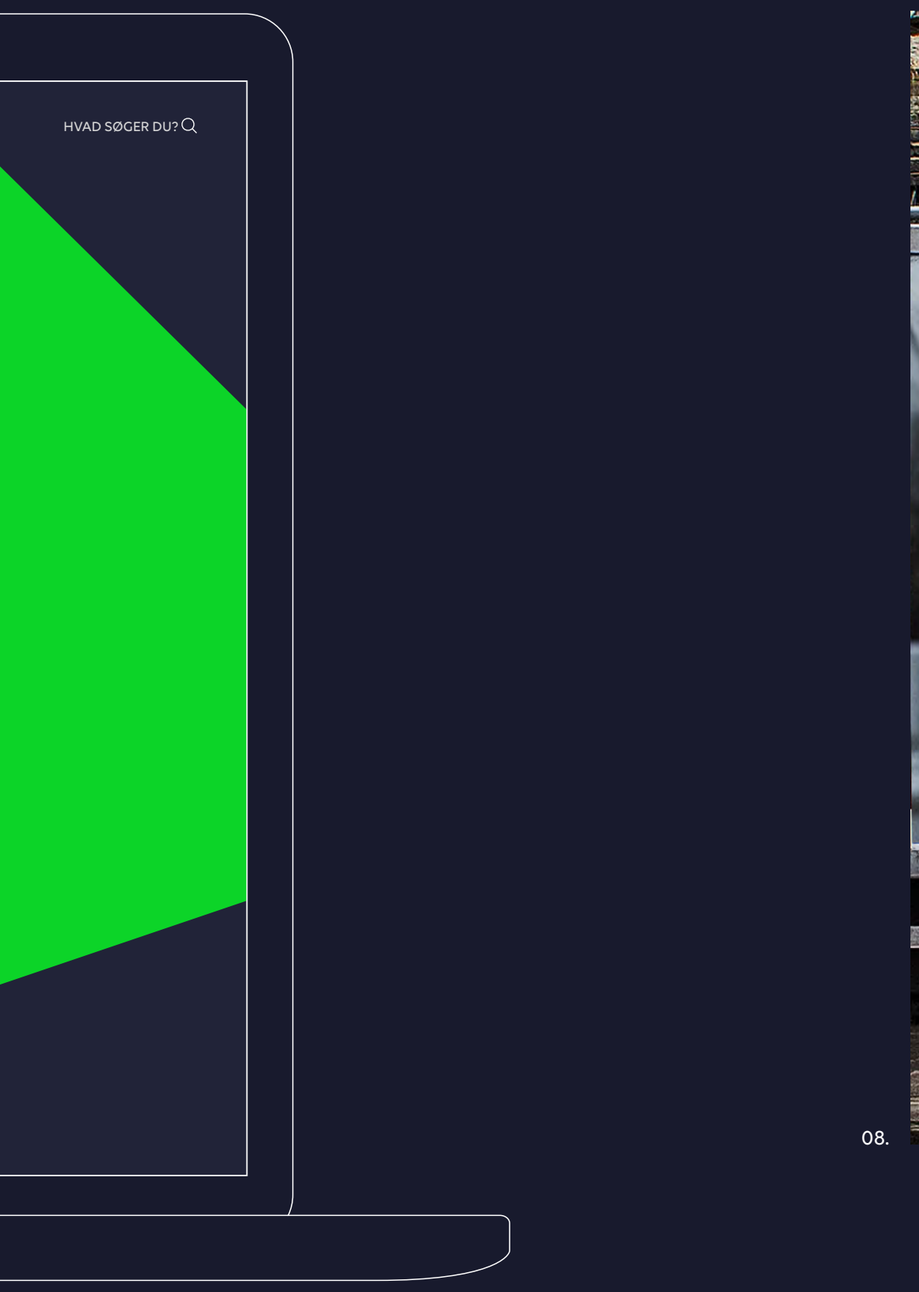
05.

Nike Mercurial Vapor 13 Elite
Colourways - Sort/Sølv

489,-

NEW RELEASE!
NIKE MERCURIAL
VAPOR 13 ELITE
FG Under The Radar

06.



08.

09.

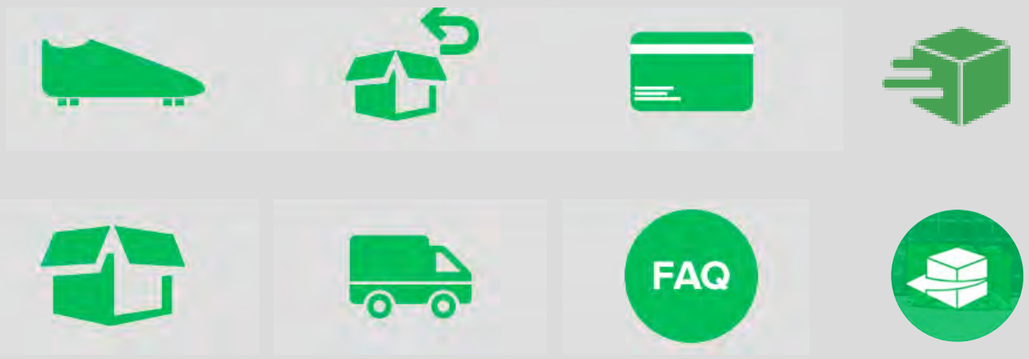
10.

08. Outdoor_Billboard
09. Print_Poster
10. Print_Poster

PARIS
ACCOR LIVE

Proxima Nova Black
Proxima Nova Bold
Proxima Nova Regular

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789$%&@'*(,.:#!?)

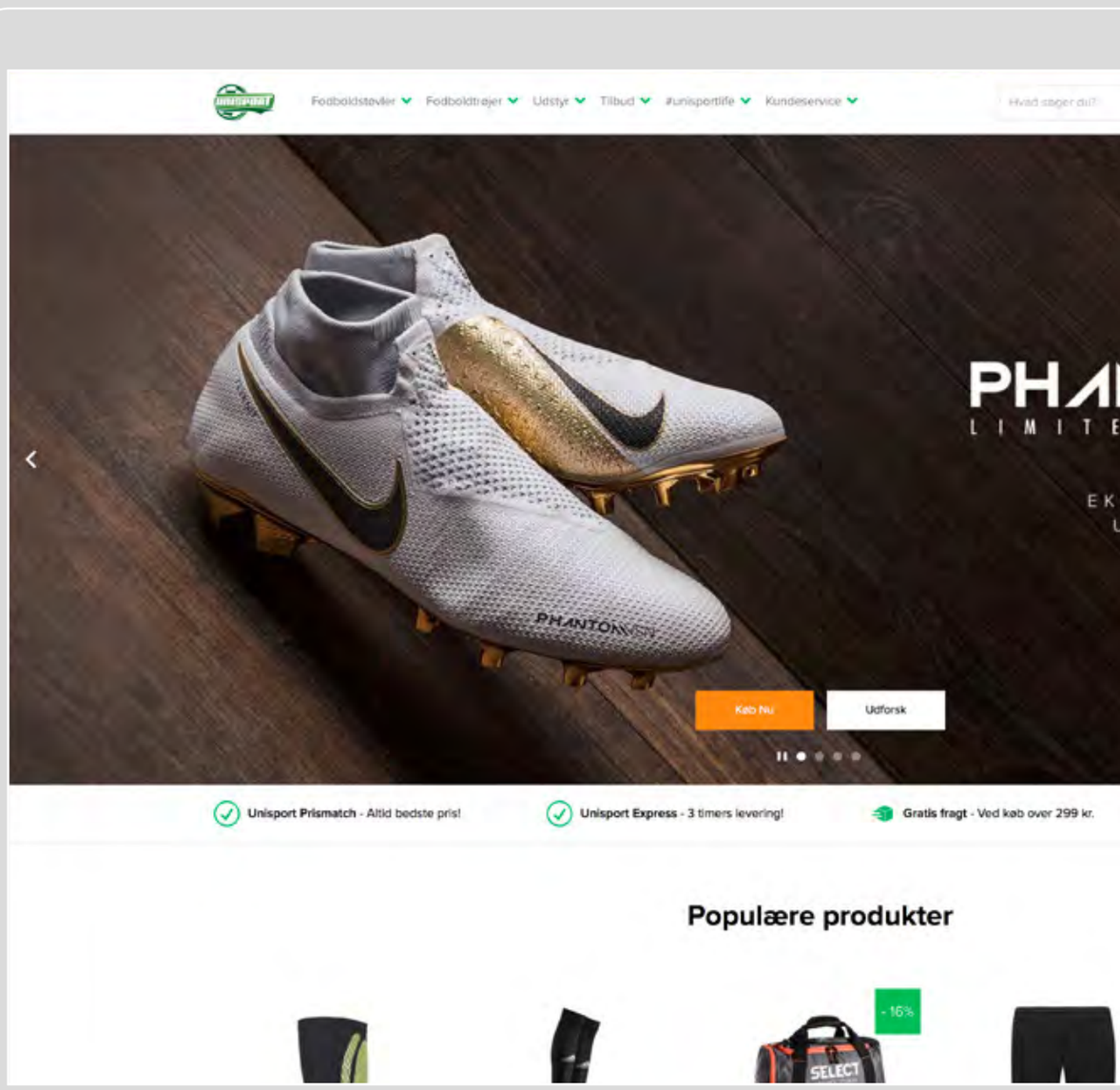


GET A PAIR OF UNISPORT FOOTBAL SOCKS AT HALF PRICE

Buy a pair of footbal boots and get 50% off on your Unisport football Socks

Normal price: 59 DKK

unisportstore.com

CHOOSE YOUR BATTLE GROUND

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