AUGUSTA SPORTSWEAR BRANDS











BRAND GUIDELINES

Our brand portfolio - reimagined, refreshed and ready to win.

This document was created to provide clear and concise brand personality and design direction for both internal and external use.

For access to logos, typefaces, etc. refer to the media page, www.augustasportswear.com/logos

Should further direction or clarification be needed regarding brand usage please contact jminnick@augustasportswear.com

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WHO WE ARE

Augusta Sportswear Brands is a leading designer, manufacturer and marketer of high-performance active and spirit wear and headwear for teams, coaches, athletes, fans & corporate needs. Our family of brands offers a complete source for performance, lifestyle & branded apparel.

These guidelines have been developed with the Augusta Sportswear Brands personality and vision in mind. We're driven by a corporate mission to inspire and fuel a physically fit lifestyle, healthy families and connected communities.



OUR BRAND LINE-UP



Augusta Sportswear[®] is your reliable, go-to source for quality affordable athletic apparel running the gamut from sports, training and fanwear.



From the traditional Varsity Jacket to innovative new designs and fabrics, Holloway[®] is the high-performance sports and outerwear brand that meets your premium apparel needs.



High Five[®], with it's dynamic energy and contemporary feel, is focused on outfitting Volleyball teams and Soccer leagues with industry leading service, value and speed.

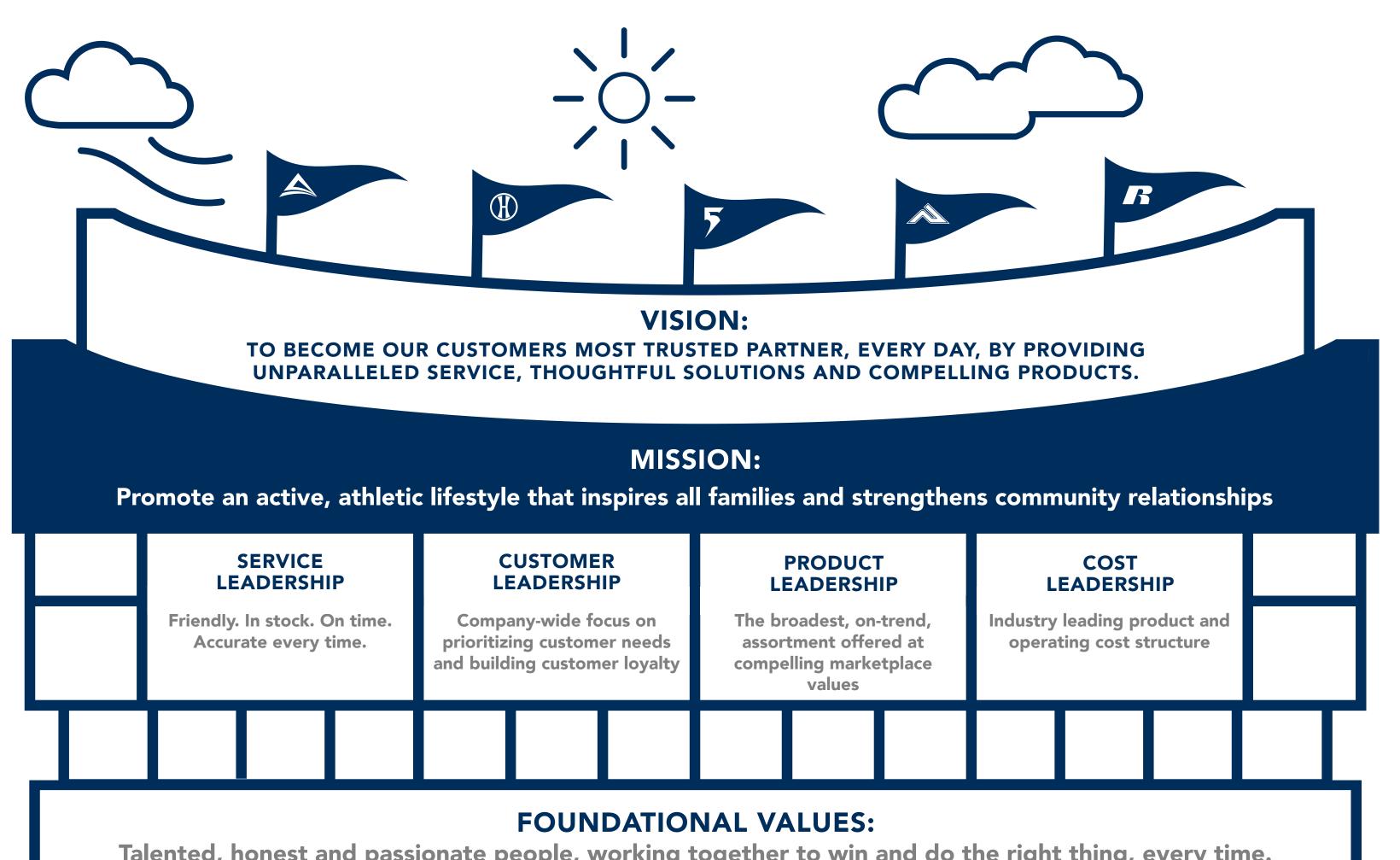


Pacific Headwear®, offers high quality on trend headwear with the very best decoration and customization options in the industry propelling Pacific Headwear into a leadership position in the customer service area that has helped uplift the brand and build a loyal base of customers for over 20 years.



Russell Athletic® has a long history as a leader in the team uniform industry. Augusta Sportswear Brands is proud to be the Exclusive Team Uniform Partner and to be able to offer Russell Athletic basics.

CORPORATE BRAND IDENTITY



Talented, honest and passionate people, working together to win and do the right thing, every time.

OUR BRAND BELIEFS



VISUAL IDENTITY SYSTEM

AUGUSTA SPORTSWEAR BRANDS











PRIMARY

COLOR VERSION - STACKED IN TWO LINES

Clear Space

AUGUSTA SPORTSWEAR BRANDS

PRIMARY - HORIZONTAL

COLOR VERSION - ONE LINE

Clear Space

AUGUSTA SPORTSWEAR BRANDS

PRIMARY COLOR VERSION - THREE LINES

Clear Space

AUGUSTA SPORTSWEAR BRANDS

PRIMARY REVERSED VERSIONS



AUGUSTA SPORTSWEAR BRANDS

SECONDARY AUGUSTA SPORTSWEAR BRANDS ICON

Cloar Space



SECONDARY - with ICONS

STACKED TWO LINES WITH FAMILY OF ICONS

Clear Space



SECONDARY - with ICONS

WITH FAMILY OF BRANDS – FULL COLOR & ONE COLOR

Clear Space

AUGUSTA SPORTSWEAR BRANDS











Clear Space

AUGUSTA SPORTSWEAR BRANDS











SECONDARY - with ICONS

STACKED THREE LINES WITH FAMILY OF ICONS

Clear Space



SECONDARY - EMAIL SIGNATURE

WITHICONS

Clear Space













WORDMARK

GUIDELINES

- Augusta Sportswear Brands should ONLY be used as the company name and Augusta Sportswear® as the brand name.
- When in type always use "Augusta Sportswear Brands"
- Clear space around the logo
- Minimum size:

AUGUSTA SPORTSWEAR BRANDS

Print: .5 in - height

AUGUSTASPORTSWEAR BRANDS

WEB: 40 px - height

DON'TS

AUGUSTASPORTSWEAR BRANDS

Don't stretch disproportionately.

AUGUSTA SPORTSWEAR BRANDS

Don't re-create the logo with a different typeface or add language.

AUGUSTASPORTSWEAR BRANDS

Don't alter colors.

AUGUSTA SPORTSWEAR BRANDS

Don't add effects (glows, shadows, etc.)

AUGUSTA SPORTSWEAR BRANDS

Don't rotate.

AUGUSTA SPORTSWEAR BRANDS

Don't alter the proportions.

ASB

Don't abbreviate

211 TYPOGRAPHY

Avenir Standard Family is used to clearly and objectively communicate information. Medium or Black for headlines & sub-headlines. Medium for body copy. Black or Italic for emphasis. Upper and lowercase or ALL CAPS. If Avenir font is not available please default to the Arial font family.

Preferred Color: Black

When necessary: Grey

Use sparingly: Red & White

For the Web:

Font-Family: "Avenir Next", "Helvetica Neue", Helvetica, sans-serif

Font-weight for "Regular": 400 Font-weight for "Bold": 600

For access to typefaces, refer to the media page, <u>augustasportswear.com/media</u>

TYPOGRAPHY



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

AVENIR BLACK



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

AVENIR MEDIUM

SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

ARIAL BLACK

ARIAL REGULAR

VISUAL IDENTITY SYSTEM







Offering the widest range of colors and styles at the best value in the industry.

It's tried and true, been there, done that attitude projects you can do almost anything in the training room, or on game day in Augusta Sportswear[®]. It's authenitc, no nonsense, versatile approach to athletic wear always exceeds expectations.

BRAND ASPIRATION

To become the go-to value brand for athletic apparel.

Reliability is the calling card of this true, gritty, and aggressive can-do athletic brand. Augusta Sportswear® provides athletes the look, durability and choice that simply no other on-field brand can offer.

PRIMARY COLOR VERSION

Clear Space



This is our preferred logo. It should be used whenever possible and never be altered.

PRIMARY - STACKED

COLOR VERSION

AUGUSTA SPORTSWEAR®

PRIMARY

BLACK & WHITE VERSION

Clear Space



Clear Space



PRIMARY - STACKED

BLACK & WHITE VERSION

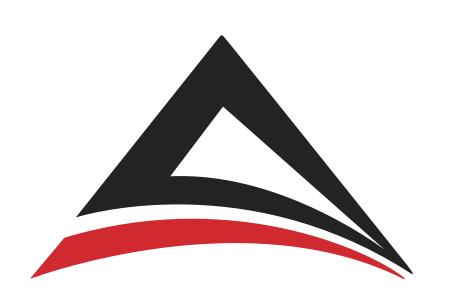
Clear Space



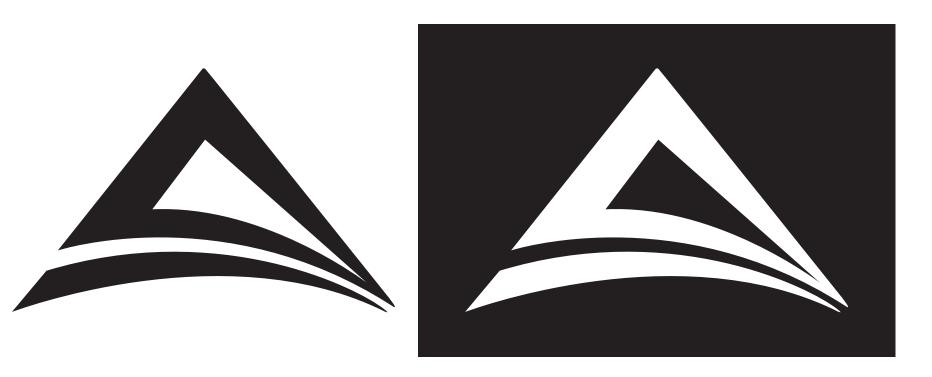


LOGO ICON

"Action A" in color



"Action A" in black & white



Reference the Augusta Sportswear® icon as the "Action A" (internal language)

The Augusta Sportswear® "Action A" can be used independently for the following

- Internal meeting usage
- Corporate employee apparel
- Catalog references and other communication where space is limited and/or other brand communication is present.

WORDMARK

GUIDELINES

- Augusta Sportswear® should ONLY be used as a brand name and Augusta Sportswear Brands as the company name.
- Always use the ® registered trademark symbol after the words Augusta Sportswear®.
- When in type always use "Augusta Sportswear®" Not Augusta by itself.
- Clear space around the logo
- Minimum size:





Print: .375 in - height

WEB: 35 px - height

DON'TS



Don't stretch disproportionately.



Don't re-create the logo with a different typeface or add language.



Don't alter colors.



Don't add effects (glows, shadows, etc.)



Don't rotate.



Don't alter the proportions.



Don't alter the internal spacing.



Don't rearrange the components.



Don't use part of the logo as a sports name or decoration addition

TYPOGRAPHY

Avenir Standard Family is used to clearly and objectively communicate information. Medium or Black for headlines & sub-headlines. Medium for body copy. Black or Italic for emphasis. Upper and lowercase or ALL CAPS. If Avenir font is not available please default to the

Preferred Color: Black

When necessary: Grey

Use sparingly: Red & White

For the Web:

Font-Family: "Avenir Next", "Helvetica Neue", Helvetica, sans-serif

Font-weight for "Regular": 400 Font-weight for "Bold": 600

For access to typefaces, refer to the media page, <u>augustasportswear.com/media</u>

AUGUSTA SPORTSWEAR® BRAND GUIDELINES

3.9

TYPOGRAPHY



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

AVENIR BLACK



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

AVENIR MEDIUM

SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

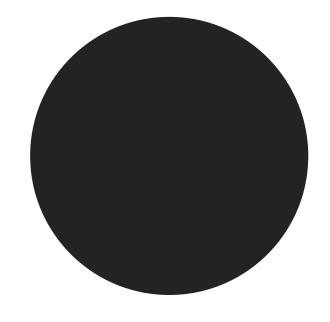
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

ARIAL BLACK

ARIAL REGULAR

COLOR PALETTE

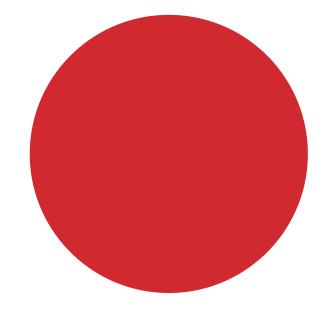
PRIMARY



Augusta Black PANTONE Neutral Black C

CMYK: 71 / 65 / 64 / 70 RGB: 37 / 37 / 37 HEX: #262525

SECONDARY



Augusta Red PANTONE 711 C

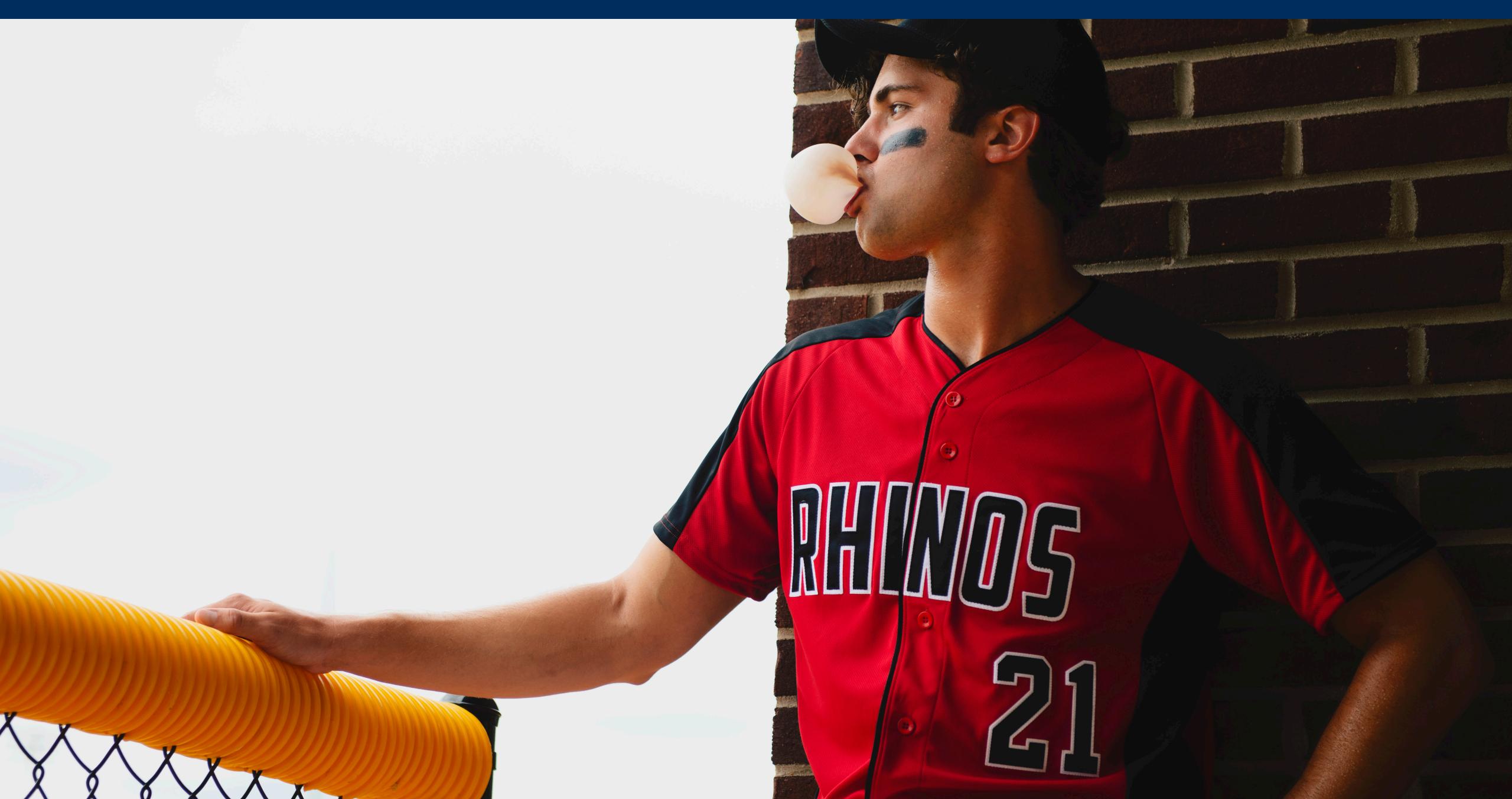
CMYK: 12 / 97 / 91 / 3 RGB: 208 / 44 / 48 HEX: #cf2b2f AUGUSTA SPORTSWEAR® BRAND GUIDELINES Last updated on 09/106/2019

3.11

athletic activities.













Our premium on field and lifestyle brand is all about performance and brings with it an industry leading heritage that spans back generations. Holloway[®] sets itself apart using innovative fabrics and designs to provide athletes and fans the very best in athletic apparel.

Since 1946, Holloway[®] has designed and built some of the top outerwear in the world and is known for its best in class on-field uniforms that extend to on-trend fanwear in the stands and even the office.

Holloway®, where heritage meets innovation.

BRAND ASPIRATION

Striving to build on it's heritage with a modern vision towards crafting a differentiated brand based on excellence in design and innovation.

The Holloway® brand aims to consitantly deliver globally inspired, worldclass performance apparel for both on and off the field.

PRIMARY COLOR VERSION

Clear Space



This is our preferred logo. It should be used whenever possible and never be altered.

PRIMARY - STACKED

COLOR VERSION

Clear Space

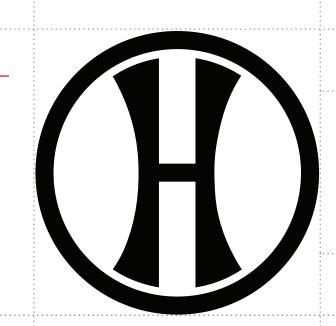


HOLLOVAY.

PRIMARY

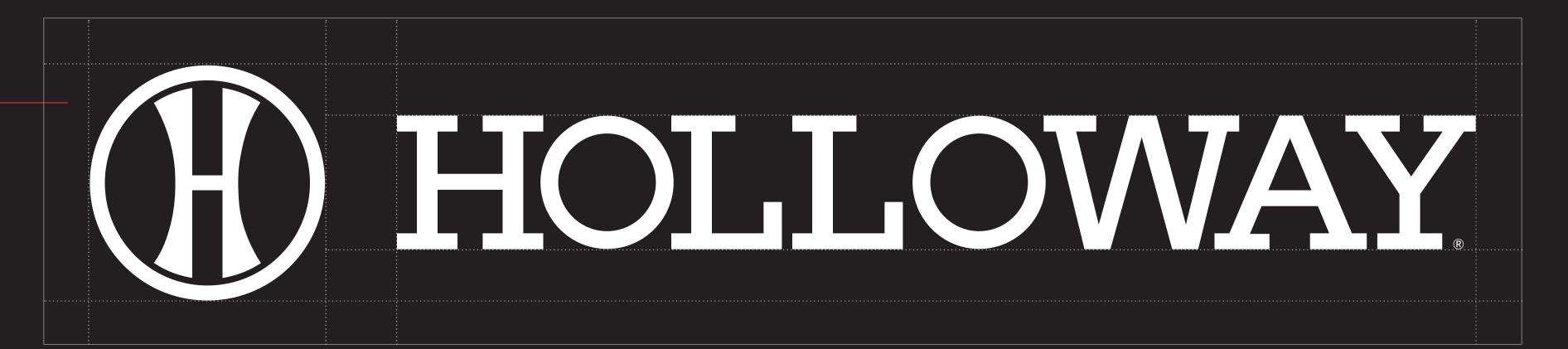
BLACK & WHITE VERSION

Clear Space



HOLLOWAY

Clear Space



PRIMARY - STACKED

BLACK & WHITE VERSION

Clear Space





SECONDARY

Clear Space



This logo is to be used in our Varsity Jacket product line in addition to any future vintage/channel appropriate apparel.

SECONDARY - STACKED

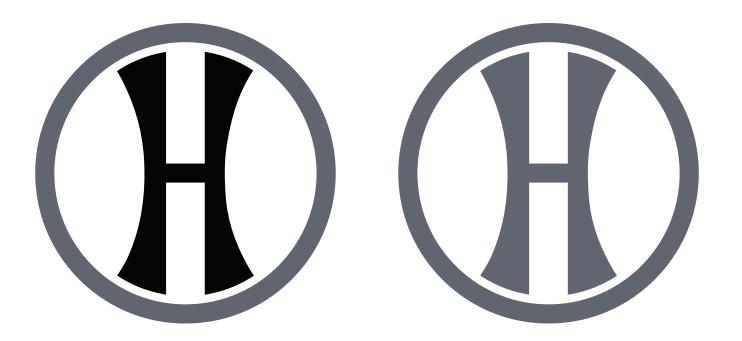
HOLLOVAY.

EST. 1946

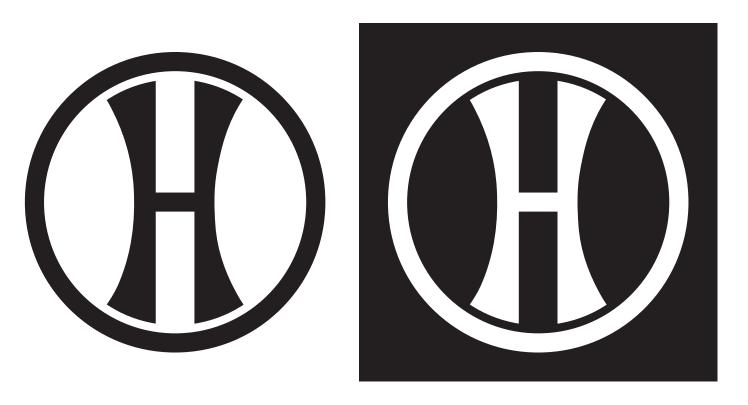
This logo is to be used in our Varsity Jacket product line in addition to any future vintage/channel appropriate apparel.

LOGO ICON

"Sphere" in color



"Sphere" in black & white



Reference the Holloway® icon as the "Sphere" (internal language)

The Holloway® "Sphere" can be used independently for the following

- Internal meeting usage
- Corporate employee apparel
- Catalog references and other communication where space is limited and/or other brand communication is present.

WORDMARK GUIDELINES

- To be used in regards to the Holloway® brand.
- Clear space around the logo
- Minimum size:

(H) HOLLOWAY



Print: .375 in - height

WEB: 35 px - height

DON'TS



Don't stretch disproportionately.



Don't re-create the logo with a different typeface or add language.



Don't alter colors.



Don't add effects (glows, shadows, etc.)



Don't rotate.



Don't alter the proportions.



HOLLOWAY

Don't alter the internal spacing.



Don't rearrange the components.



Don't use part of the logo as a sports name or decoration addition

4.10 TYPOGRAPHY

Avenir Standard Family is used to clearly and objectively communicate information. Medium or Black for headlines & sub-headlines. Medium for body copy. Black or Italic for emphasis. Upper and lowercase or ALL CAPS. If Avenir font is not available please default to the Arial font family.

Preferred Color: Black

When necessary: Grey

Use sparingly: Red & White

For the Web:

Font-Family: "Avenir Next", "Helvetica Neue", Helvetica, sans-serif

Font-weight for "Regular": 400 Font-weight for "Bold": 600

For access to typefaces, refer to the media page, <u>augustasportswear.com/media</u>

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

AVENIR BLACK



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

AVENIR MEDIUM

SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

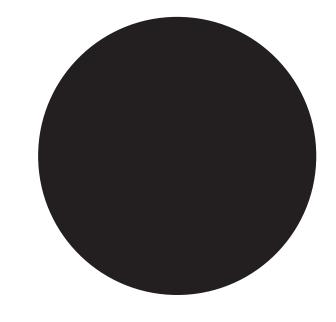
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

ARIAL BLACK

ARIAL REGULAR

4.12 COLOR PALETTE

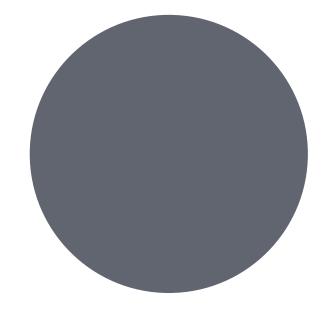
PRIMARY



Holloway Black PANTONE Neutral Black C

> CMYK: 0 / 0 / 0 / 100 RGB: 35/31/32 HEX: #231f20

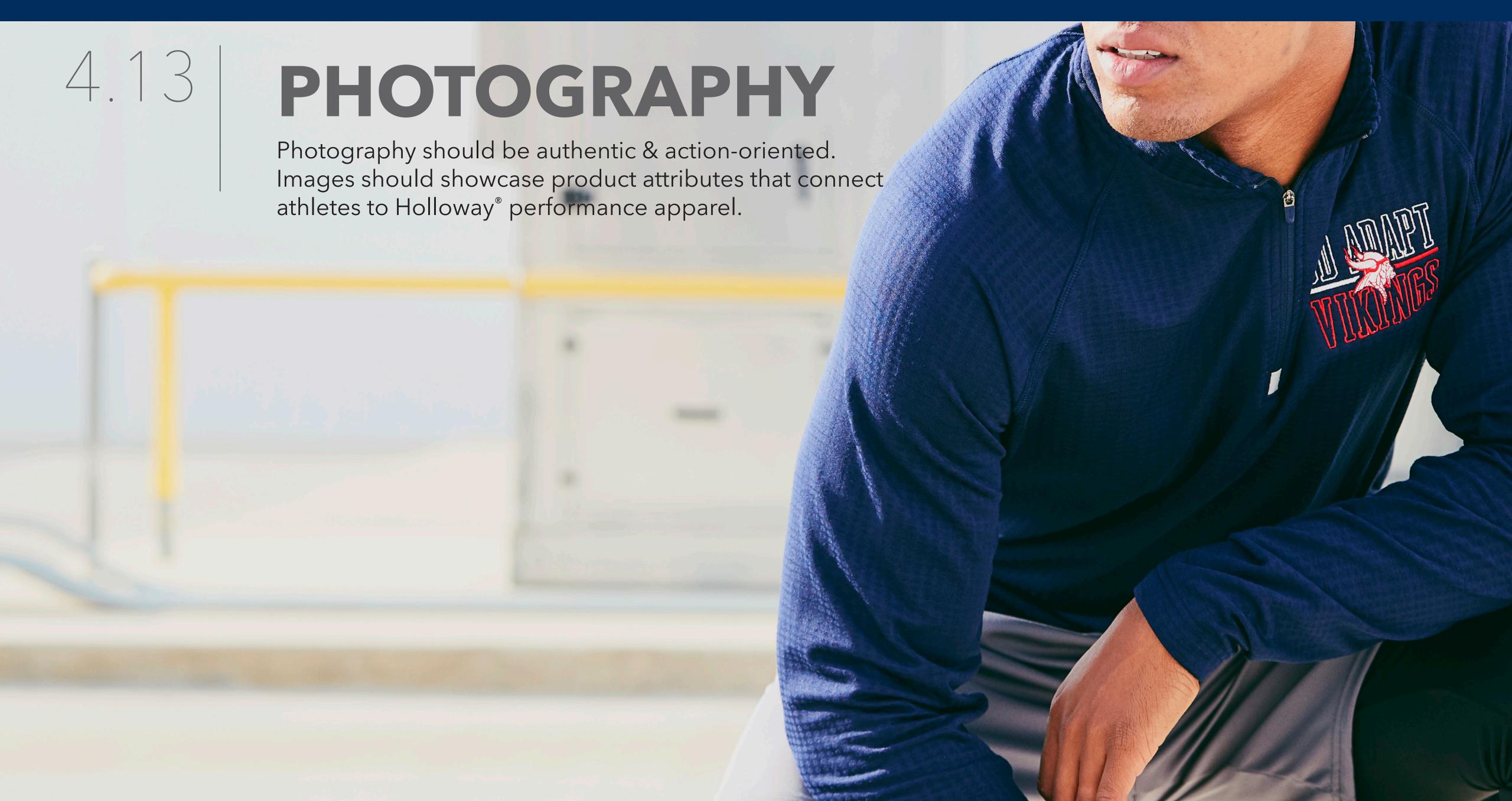
SECONDARY



Holloway Graphite PANTONE Cool Gray 10

CMYK: 62 / 53 / 47 / 19 RGB: 108 / 112 / 120 HEX: #626571

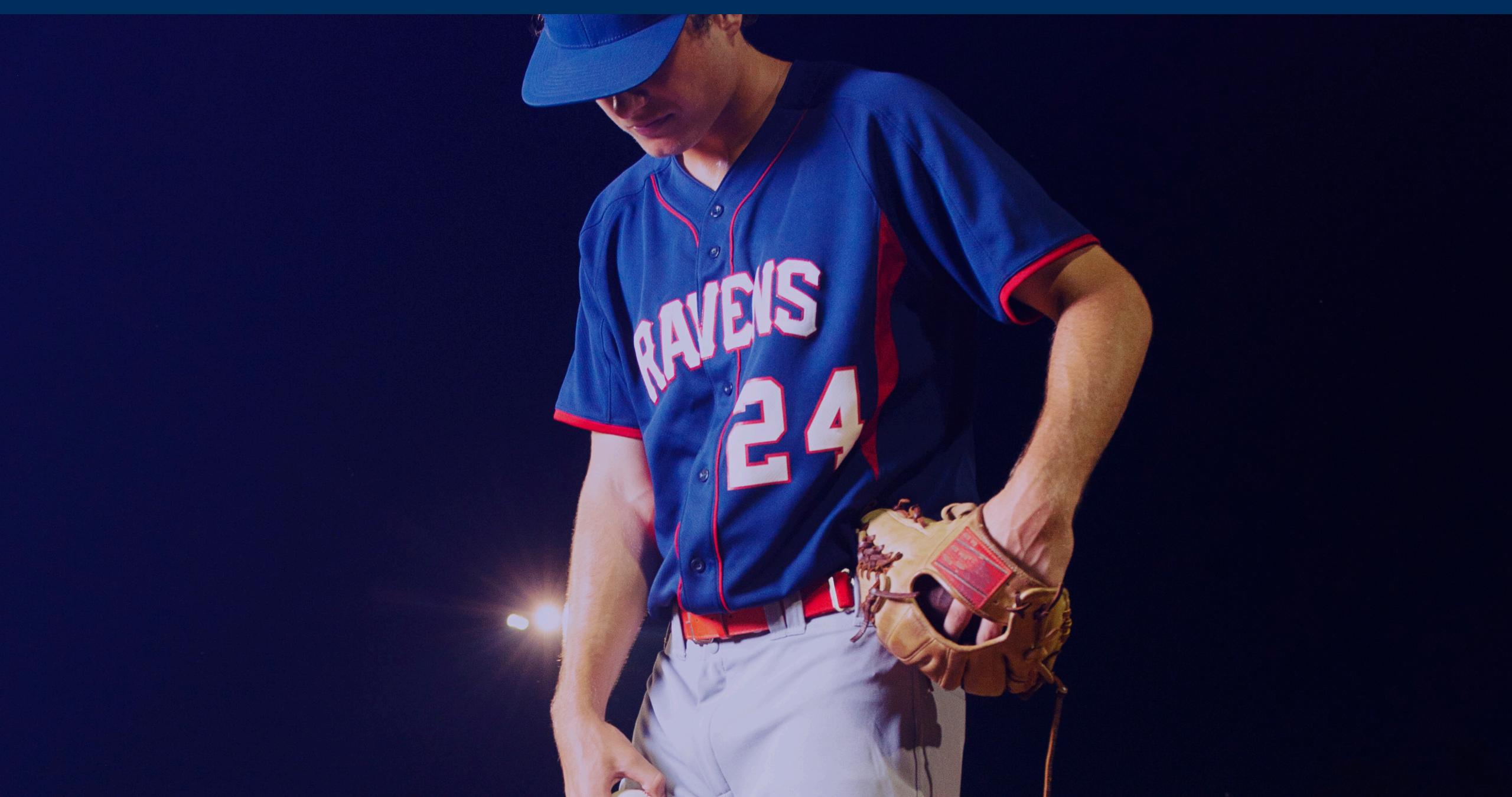
HOLLOWAY® BRAND GUIDELINES



HOLLOWAY® BRAND GUIDELINES







HOLLOWAY® BRAND GUIDELINES Last updated on 09/16/2019







HIGH FIVE® BRAND GUIDELINES Last updated on 09/16/2019

5.0



5 BRAND DNA

Focused solely on Soccer and Volleyball, High Five is crafting a relevant and focused message to these athletes, coaches and team directors in their sports specific language. High Five is an energy filled dynamic brand that uses vibrant colors and celebrates athletes passion for their sport in every brand expression.

That's pure High Five®, dream it, design it, play it!

BRAND ASPIRATION

To offer best in-class uniform design from stock to sublimation, while providing the ability to communicate their individual identities within a team structure on the pitch, or on the court.

This rebellious brand is bold, loves to celebrate and is not afraid to stand out from the pack.

PRIMARY COLOR VERSION

Clear Space

HIGH > FIVE

This is our preferred logo. It should be used whenever possible and never be altered.

PRIMARY - STACKED

COLOR VERSION

Clear Space



PRIMARY

BLACK & WHITE VERSION

Clear Space

HIGHFIVE

Clear Space

HIGH FINE

PRIMARY - STACKED

BLACK &WHITE VERSION

Clear Space

HIGHS FIVE



5.6 SECONDARY

Clear Space

HIGH>FIVE

Clear Space

HIGH) FIVE VOLLEYBALL

SOCCER

These logos are to be used when referencing a specific sport category/offering for the brand, such as a catalog cover. All six approved brand colors may be used in either sport.

SECONDARY - STACKED

Clear Space





These logos are to be used when referencing a specific sport category/offering for the brand, such as a catalog cover. All six approved brand colors may be used in either sport.

LOGO ICON

"Bolt" in approved color spectrum



"Bolt" in black & white



Reference the High Five® icon as the "Bolt" (internal language)

The High Five® "Bolt" can be used independently for the following

- Internal meeting usage
- Corporate employee apparel
- Catalog references and other communication where space is limited and/or other brand communication is present.

WORDMARK GUIDELINES

- To be used in regards to the High Five® brand.
- Clear space around the logo
- Minimum size:

HIGH FIVE



Print: .375 in - height

WEB: 35 px - height

DON'TS



Don't stretch disproportionately.



Don't re-create the logo with a different typeface or add language.



Don't alter colors.





Don't rotate.



Don't alter the proportions.



Don't alter the internal spacing.



Don't rearrange the components.



Don't use part of the logo as a sports name or decoration addition

5.10 TYPOGRAPHY

Avenir Standard Family is used to clearly and objectively communicate information. Medium or Black for headlines & sub-headlines. Medium for body copy. Black or Italic for emphasis. Upper and lowercase or ALL CAPS. If Avenir font is not available please default to the Arial font family

Preferred Color: Black

When necessary: Grey

Use sparingly: Red & White

For the Web:

Font-Family: Avenir Next, Helvetica Neue, Helvetica, Sans-Serif

Font-weight for "Regular": 400 Font-weight for "Bold": 600

For access to typefaces, refer to the media page, <u>augustasportswear.com/media</u>

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

AVENIR BLACK



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

AVENIR MEDIUM

SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

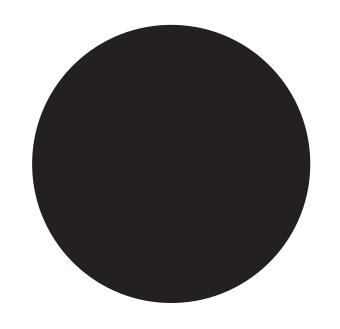
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

ARIAL BLACK

ARIAL REGULAR

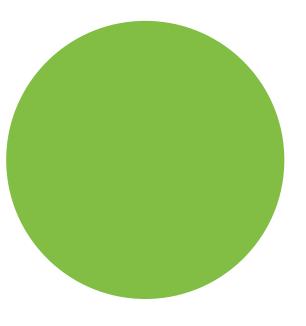
COLOR PALETTE

PRIMARY



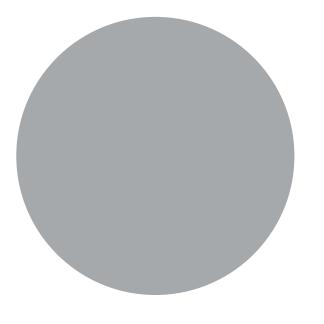
High Five BLACK
PANTONE Neutral Black C

CMYK: 0 / 0 / 0 / 100 RGB: 35 / 31 / 32 HEX: #231e21



High Five Green PANTONE Green 360

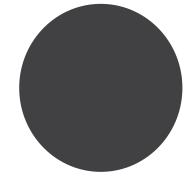
CMYK: 54 / 4 / 98 / 0 RGB: 130 / 189 / 69 HEX: #83bd43



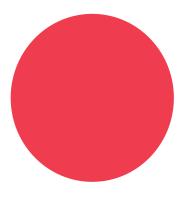
High Five Gray PANTONE Cool Gray 6 C

CMYK: 36 / 28 / 27 / 0 RGB: 166 / 169 / 171 HEX: #a7a9ac

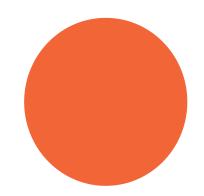
SECONDARY



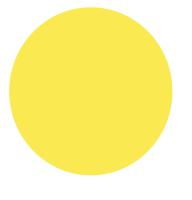
High Five
Graphite
PANTONE
426 C
CMYK:
0/0/0/90
RGB:
65/64/66
HEX: #404042



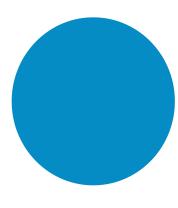
High Five
Red
PANTONE
710 C
CMYK:
0 / 91 / 66 / 0
RGB:
239 / 61 / 79
HEX: #eb3f4f



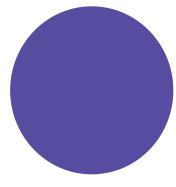
High Five
Orange
PANTONE
7579 C
CMYK:
0 / 75 / 87 / 0
RGB:
242 / 101 / 54
HEX: #ee6535



High Flve Yellow PANTONE 101 C CMYK: 4 / 2 / 81 / 0 RGB: 250 / 233 / 80 HEX: #f7e84e



High Five
Blue
PANTONE
7689 C
CMYK:
81/33/5/0
RGB:
5/140/196
HEX: #018cc4



High Five
Purple
PANTONE
7670 C
CMYK:
79 / 82 / 0 / 0
RGB:
86 / 76 / 160
HEX: #55449 Proprietary

PHOTOGRAPHY

Photography should be playful, vibrant & dynamic. Images should focus on emotion, energy & celebration of the game.





HIGH FIVE® BRAND GUIDELINES Last updated on 09/16/2019



HIGH FIVE® BRAND GUIDELINES











Offering the highest quality on-trend headwear for on and off the field, what sets Pacific apart from the competition is the very best decoration and customization options in the industry. This in combination with the premier customer service team and process has propelled Pacific Headwear into a leadership position in the industry that has helped uplift the brand and build a loyal base of customers for over 20 years.

BRAND ASPIRATION

The Pacific brand allows you to express your passion from the office to the field to the beach or the mountains. Pacific understands and designs for the lifestyle in concert with the performance that's needed and expected.

PRIMARY COLOR VERSION

Clear Space



This is our preferred logo. It should be used whenever possible and never be altered.

PRIMARY - STACKED

COLOR VERSION



PRIMARY

NAVY & WHITE VERSION

Clear Space





PRIMARY - STACKED

BLACK & WHITE VERSION







SECONDARY

Clear Space



This logo is to be used on product?

6.8 LOGOICON

Cloar Soace

WORDMARK

GUIDELINES

- To be used in regards to the Pacific[™] Headwear brand.
- Clear space around the logo
- Minimum size:





Print: .375 in - height

WEB: 35 px - height

DON'TS



Don't stretch disproportionately.



Don't re-create the logo with a different typeface or add language.



Don't alter colors.



Don't add effects (glows, shadows, etc.)



Don't rotate.



Don't alter the proportions.



Don't alter the internal spacing.



Don't rearrange the components.



Don't use part of the logo as a sports name or decoration addition

6.10 TYPOGRAPHY

Avenir Standard Family is used to clearly and objectively communicate information. Medium or Black for headlines & sub-headlines. Medium for body copy. Black or Italic for emphasis. Upper and lowercase or ALL CAPS. If Avenir font is not available please default to the Arial font family.

Preferred Color: Black

When necessary: Grey

Use sparingly: Red & White

For the Web:

Font-Family: "Avenir Next", "Helvetica Neue", Helvetica, sans-serif

Font-weight for "Regular": 400 Font-weight for "Bold": 600

For access to typefaces, refer to the media page, <u>augustasportswear.com/media</u>

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

AVENIR BLACK



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

AVENIR MEDIUM

SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

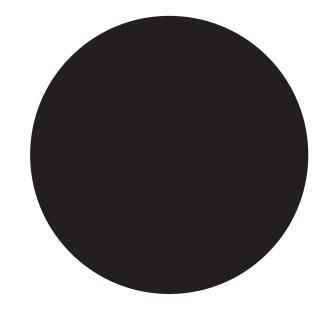
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&

ARIAL BLACK

ARIAL REGULAR

6.12 COLOR PALETTE

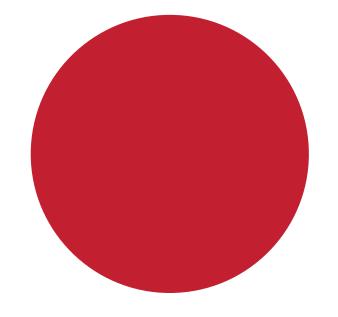
PRIMARY



Black PANTONE Neutral Black C

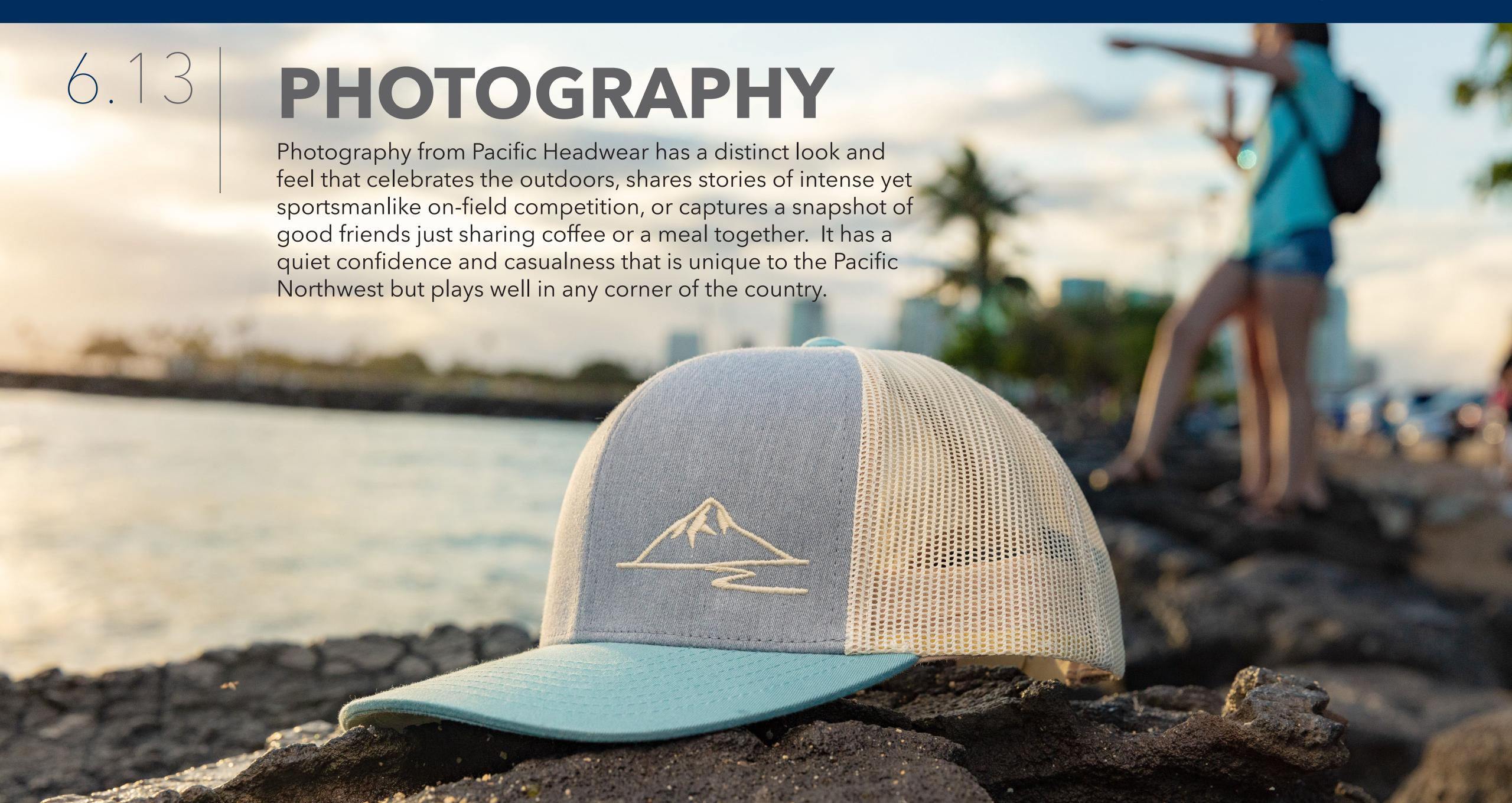
> CMYK: 0 / 0 / 0 / 100 RGB: 35/31/32 HEX: #231f20

SECONDARY



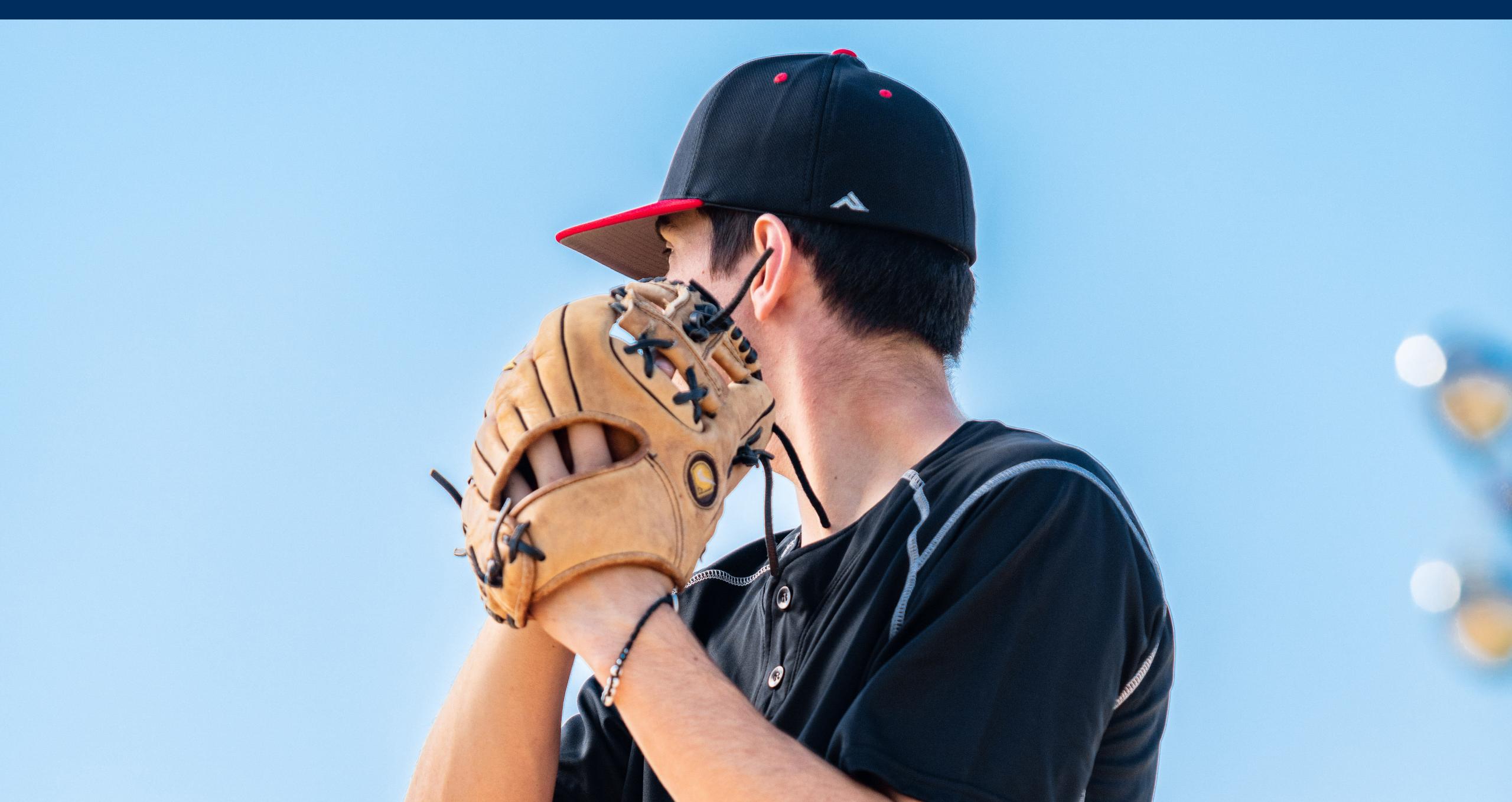
Pacific Red PANTONE 200 C

CMYK: 16 / 100 / 87 / 7 RGB: 195/32/50 HEX: #C32032



PACIFIC™ HEADWEAR BRAND GUIDELINES Last updated on 09/16/2019





PACIFIC™ HEADWEAR BRAND GUIDELINES Last updated on 09/16/2019





VISUAL 7.0 DENTITY SYSTEM MADISON BUSSELL ATHLETIC **EXCLUSIVE TEAM UNIFORM PARTNER**



Uncompromising value and quality. Russell Athletic® is rooted in history, leading the team uniform market with performance driven styles and functional benefits that are second to none with over 114 years of heritage built within the brand.

BRAND ASPIRATION

Built on heritage, Russell Athletic® is advancing by providing bold new looks and functional benefits to all areas of the team uniform market in partnership with Augusta Sportswear Brands.

Respecting the past, defending the present, owning the future.

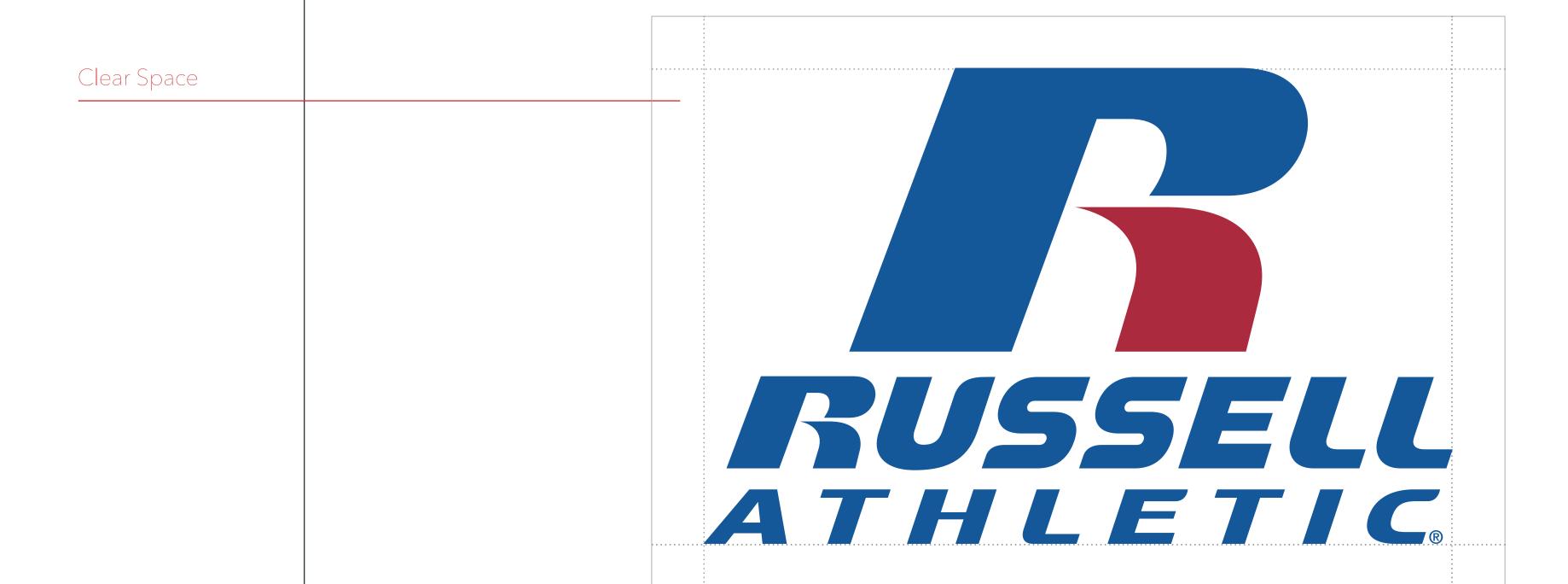
PRIMARY

COLOR VERSION



PRIMARY - STACKED

COLOR VERSION



This is our preferred logo. It should be used whenever possible and never be altered. Always use the words "Russell Athletics" underneath the "R"

PRIMARY
BLACK & WHITE VERSION

Clear Space





PRIMARY - STACKED

BLACK VERSION





SECONDARY COLOR & BLACK AND WHITE VERSIONS

Clear Space







To be used with Brand Family lockup. (ex. 2.1)

LOGO ICON

"Russell R" in color

"Russell R" in black & white







Reference the Russell Atheletic® icon as the "Russell R" (internal language)

The Russell Atheletic® "Russell R" can be used independently for the following

- Internal meeting usage
- Corporate employee apparel
- Catalog references and other communication where space is limited and/or other brand communication is present.

WORDMARK GUIDELINES

- When in type always use "Russell Athletic®" Not Russell by itself.
- Clear space around the logo
- Minimum size:

TUSSELL ATHLETIC PUSSELL ATHLETIC

Print: .375 in - height

WEB: 35 px - height

$) \bigcirc \text{N/TS}$



Don't stretch disproportionately.



Don't re-create the logo with a different typeface or add language.



Don't alter colors.



Don't add effects (glows, shadows, etc.)



Don't rotate.



Don't alter the proportions.



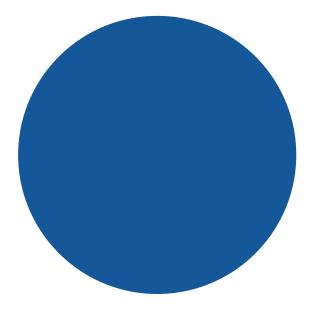
Don't alter the internal spacing.





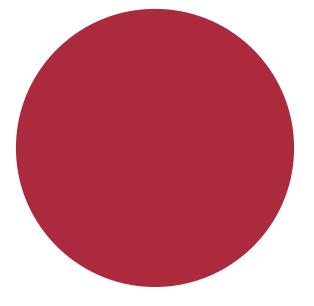
COLOR PALETTE

PRIMARY



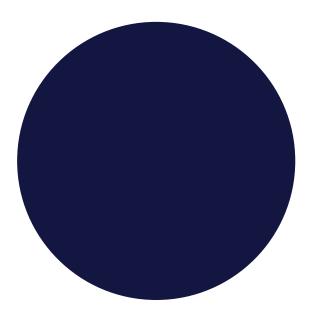
Russell Royal PANTONE 7686 C

CMYK: 96 / 71 / 11 / 1 RGB: 14 / 88 / 154 HEX: #0d5898



Russell Red PANTONE 201 C

CMYK: 23 / 96 / 72 / 13 RGB: 172 / 43 / 63 HEX: #ab2c3f SECONDARY



Russell Navy PANTONE 2765 C

CMYK: 100 / 97 / 40 / 46 RGB: 23 / 24 / 68 HEX: #171844 RUSSELL ATHLETIC® BRAND GUIDELINES





RUSSELL ATHLETIC® BRAND GUIDELINES Last updated on 09/16/2019







RUSSELL ATHLETIC® BRAND GUIDELINES



ADDITIONAL TRADEMARKS, CAMPAIGNS, ICONS, PROGRAMS & PLATFORMS



TRADEMARK | true hue technology TM

This is our visual trademarked branding of our dye migration prevention technology. Our true hue technology™ is designated throughout our catalogs with the branding featured below.

Clear Space



This is our preferred logo. It should be used whenever possible and never be altered.

TRADEMARK | true hue technology TM

PRIMARY

true
hue
technology

SECONDARY



CATALOG ICONOGRAPHY



In type, to be used in lower case only and must be used with a TM after the word technology, "true hue technology TM "

Proper supporting copy should be stated as:

Our products with true hue technology[™] are designed to help prevent dye migration so you can decorate confidently with color reliability you can count on, guaranteed!*

When referencing the "Guarantee" copy should be stated as:

We will replace any true hue technologyTM style that has color migration post decoration, that was produced under normal operating conditions.

See Augustasportswear.com/truehuetech

TRADEMARK | FreeStyle Sublimation

FreeStyle Sublimation is a state of the art design experience that differentiates itself from other sublimation options through its speed, ease of use and sophisticated, yet simple, user interface. Users will be able to design custom apparel via desktop or mobile devices at a game changing speed with any of the brands in the Augusta Sportswear Brands portfolio - Augusta Sportswear, Holloway, High Five and Russell Athletic. It truly is the next generation design experience.

Clear Space



This is our preferred logo. It should be used whenever possible and never be altered.

TRADEMARK | FreeStyle Sublimation

HORIZONTAL

Clear Space



Reverse



TAGLINE | FreeStyle Sublimation

PRIMARY WITH TAGLINE



THE NEXT GENERATION DESIGN EXPERIENCE

TAGLINE | FreeStyle Sublimation

SECONDARY WITH TAGLINE



THE NEXT GENERATION DESIGN EXPERIENCE

SUB BRANDS | FreeStyle Sublimation







This is the design process for your traditional cut & sew sublimated garments that can be customized via the new FreeStyle Builder by uploading your vector ready art or logo or using available fonts and mascots on the builder.

Our quick-turn, finished garment sublimation solution also featured on the FreesStyle Sublimation Builder. Choose from select garments & design lines and customize with ease!

Allows a customer to work directly with our knowledgeable FreeStyle Sublimation Customer Care Team. This one on one service is focused on the customers special requirements but will entail longer lead times and additional costs.

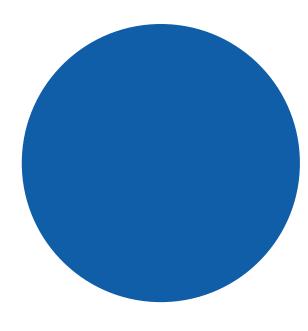
Clear Space

8.8 ICON | FreeStyle Sublimation



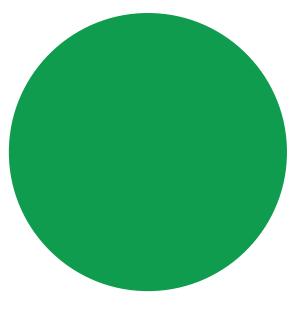
This icons represents free flowing creative process FreeStyle enables so well.

COLOR PALETTE Primary



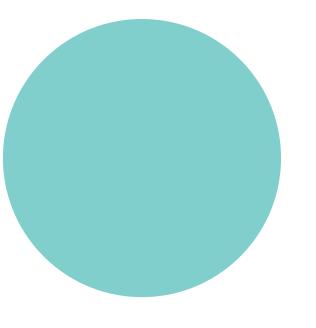
Design Cobalt Blue PANTONE 2935 C+U

CMYK: 100 / 68 / 4 / 0 RGB: 0 / 85 / 184 HEX: #0055b8



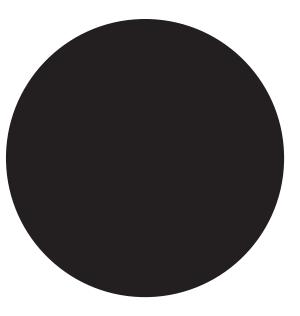
Turbo Green PANTONE 7482 C+U

CMYK: 96 / 8 / 99 / 1 RGB: 0 / 157 / 79 HEX: #009d4f



Service Seafoam PANTONE 7471 C+U

CMYK: 47 / 0 / 22 / 0 RGB: 122 / 219 / 212 HEX: #7adbd4



FreeStyle Black
PANTONE 7546 C+U

CMYK: 75 / 68 / 67 / 90 RGB: 0 / 0 / 0 HEX: #000000

CON Core Color Choice

This is our visual icon branding for our collection of products that represents our broadest spectrum of color choice. This guides customers on connecting color families of products across styles.

Clear Space



PROGRAM | Varsity Co-Lab Program

This is our visual branding of our collaborative program that defines the customer expereince that strengthens the customer relationship as well as go to market executions.

Clear Space



To be used in black and white.

Specifically in presentations, apparel swag, thank you cards, etc.

Can be used by Key accounts and Sales Management

PRODUCT PLATFORMS

Storm-DfendTM Technology

This is our visual trademarked branding of our Storm-Dfend™ Technology product collection. This trademark represents our proprietary technology built into specific garments notated online or in our catalog.

Clear Space



Should be written in Title Case

Should always have a dash between Storm and Dfend™, should always be followed by ™, and used with the word Technology "Storm-Dfend™ Technology"

Proper supporting copy should be stated as:

Durable water resistant finish helps keep you dry while knit soft shell breathes to keep you comfortable

PRODUCT PLATFORMS | Dry-ExcelTM

This is our visual branding of our collaborative program that defines the customer expereince that strengthens the customer relationship as well as go to market executions.



D and E should always be capitalized

Should always have a dash between Dry and Excel, and should always be followed by TM "Dry-ExcelTM"

EMPLOYEE RESOURCES

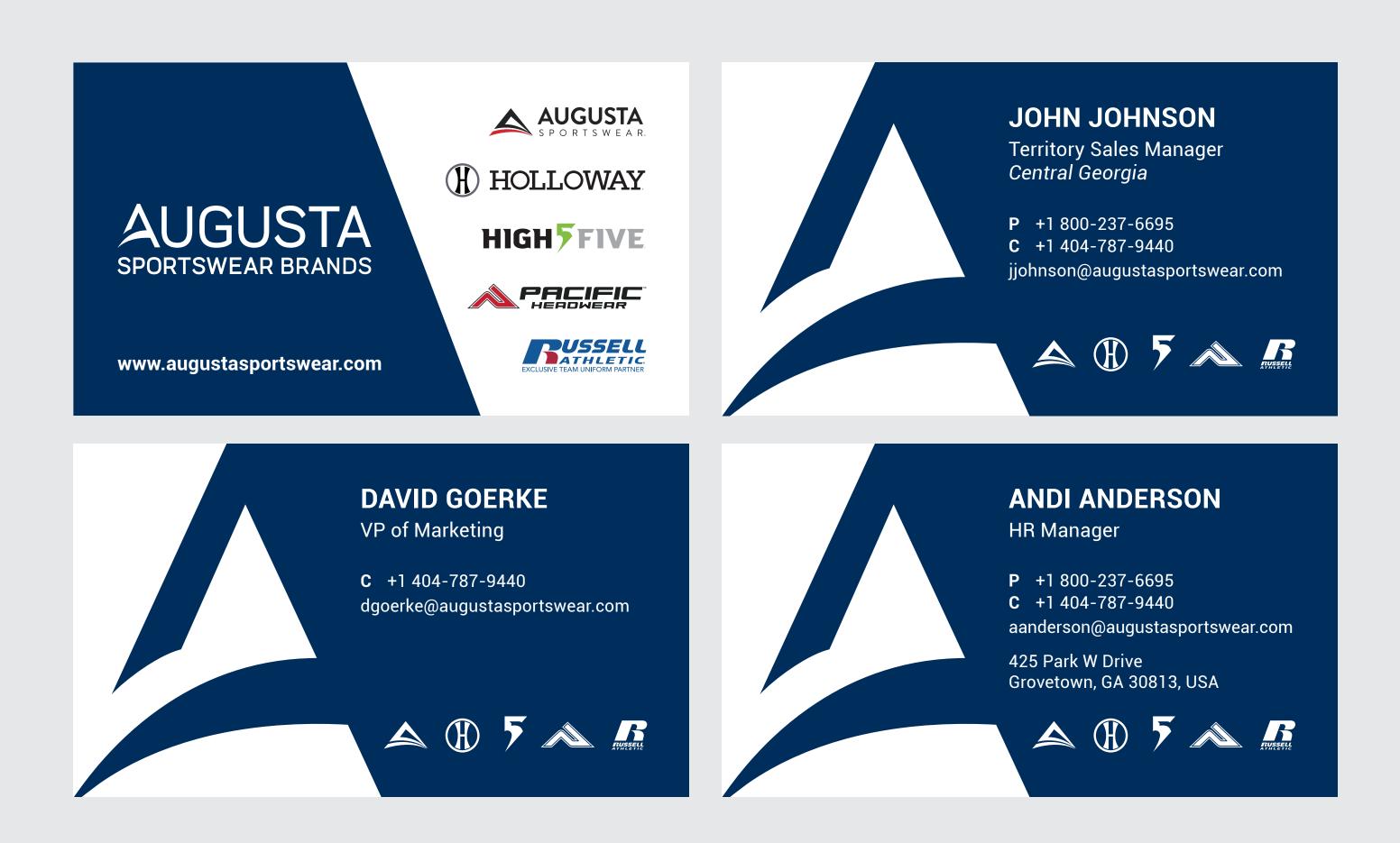
Business Card

Email Signature

Letterhead

PPT Templates

BUSINESS CARD



EMAIL SIGNATURE

ANDI ANDERSON

Senior Product Designer

O +1 800-237-6695 Ext. 6404 **M** +1 920-813-6414 augustasportswear.com





LETTERHEAD

AUGUSTA SPORTSWEAR BRANDS

AUGUSTA DICLOWAY MIGHT FIVE APPLICATION

AUGUSTA DI

AUGUSTA SPORTSWEAR BRANDS

AUGUSTA

HIGHT FIVE

AUGUSTA

ON N. Stolle Ave. Sidney, OH 45365

AugustaSportswear.com

AUGUSTA SPORTSWEAR BRANDS

425 Park West Drive Grovetown, GA 30813
AugustaSportswear.com

AUGUSTA SPORTSWEAR BRANDS

600 N. Stolle Ave. Sidney, OH 45365

AugustaSportswear.com

FULL COLOR

BLACK & WHITE

Please go to www.augustasportswear.com/branding to access these templates.

POWERPOINT

FULL COLOR

NEUTRAL



16:9



16:9



4:3



4:3

Please go to www.augustasportswear.com/branding to access these templates.

