

AUGUSTA SPORTSWEAR BRANDS **BRAND GUIDELINES**

Our new 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,
augustasportswear.com/media

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

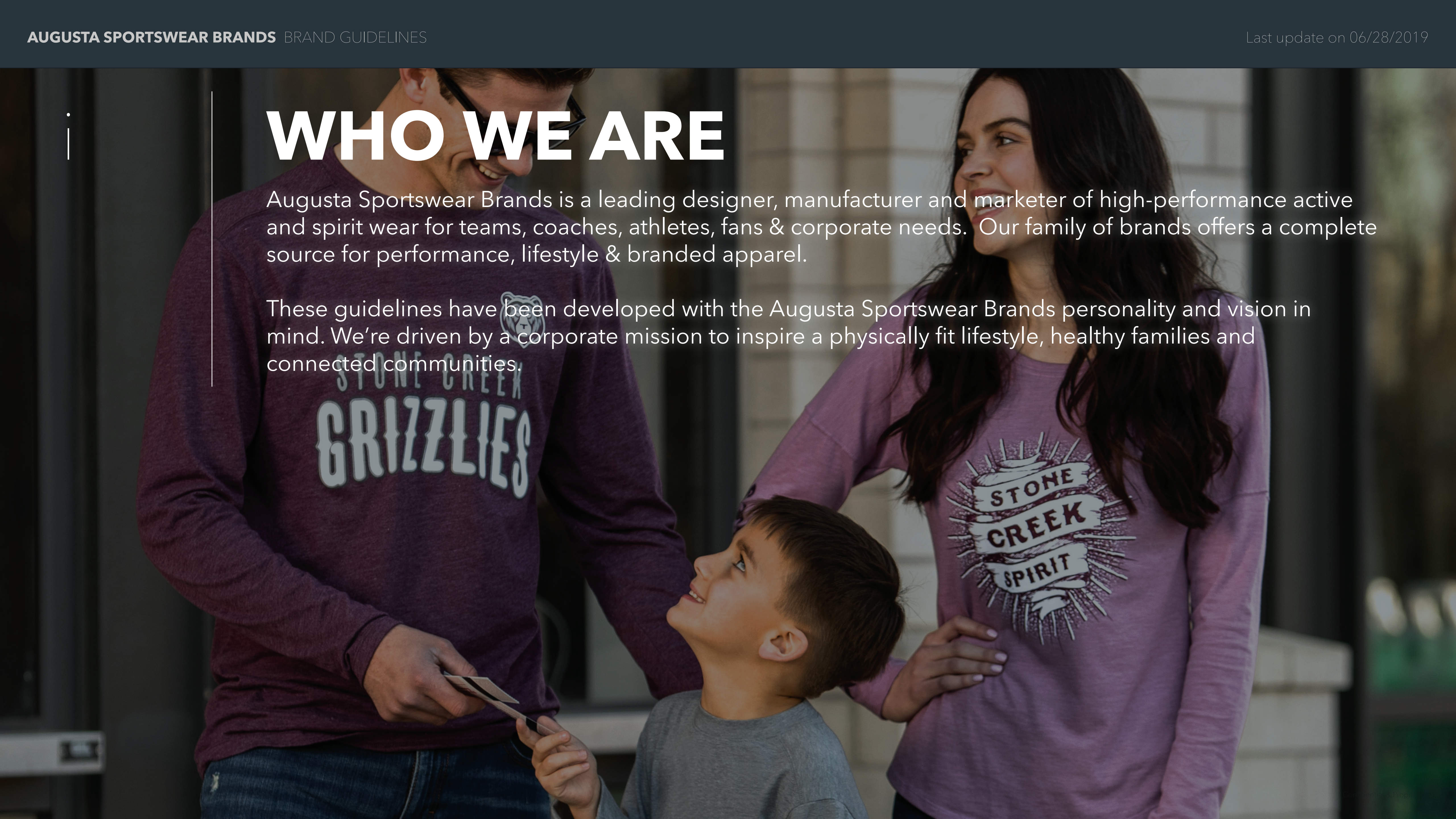
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WHO WE ARE

Augusta Sportswear Brands is a leading designer, manufacturer and marketer of high-performance active and spirit wear 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 a physically fit lifestyle, healthy families and connected communities.



ii

IT'S A BRAND NEW DAY



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.



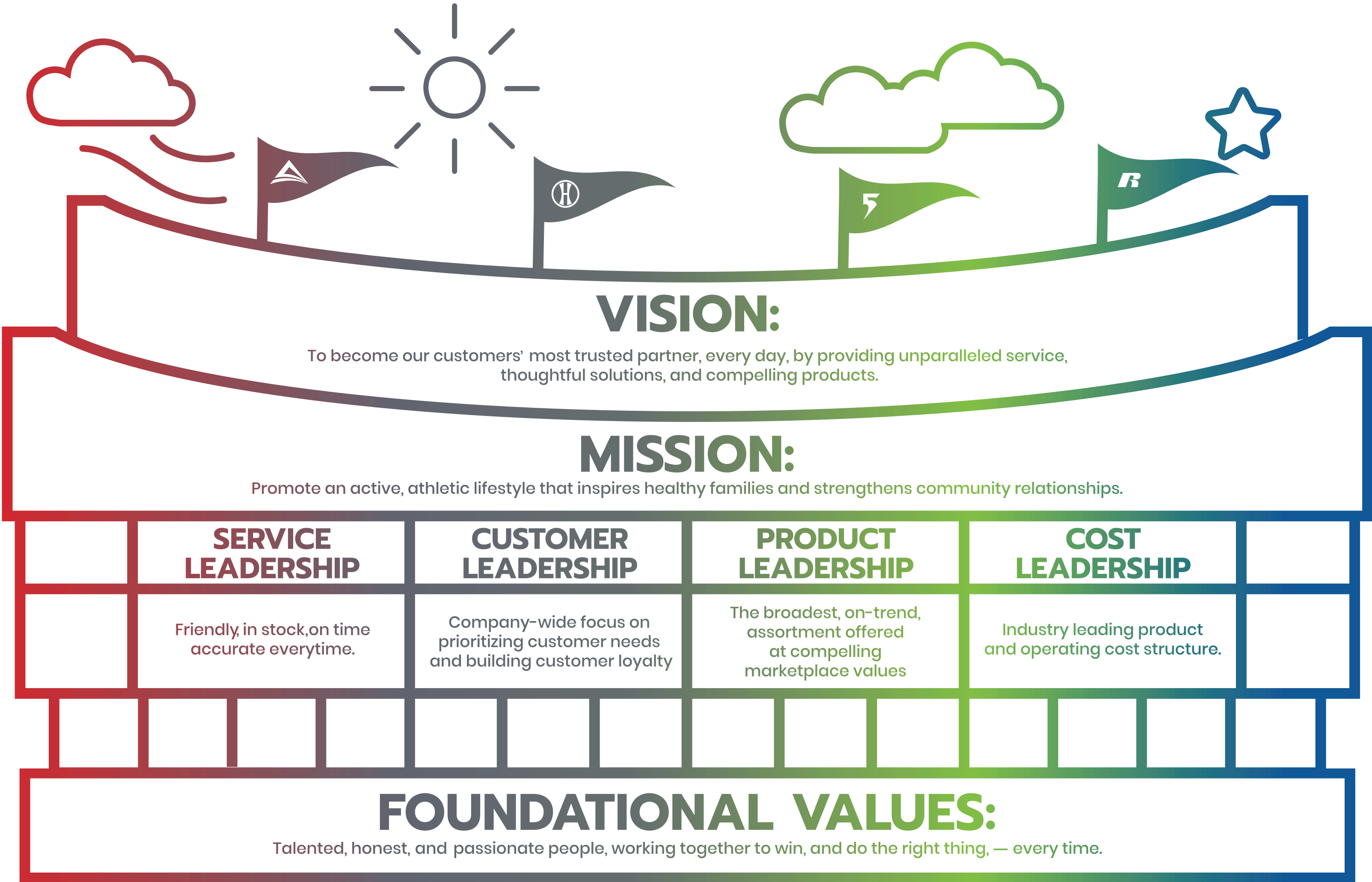
High Five®, with it's dynamic energy and contemporary feel, is focused on outfitting Volleyball teams and Soccer leagues with industry leading service, value and speed.



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.

1.0

CORPORATE BRAND IDENTITY



1.1

OUR BRAND BELIEFS

The word cloud graphic is centered on the page and tilted at an angle. It features the following text elements:

- HOLLOWAY** (with a circular logo containing the letter 'H')
- INVITE PARTICIPATION
- BE THOUGHTFUL
- SURPRISE OURSELVES
- OUR BRAND BELIEFS
- TALK WITH THEM
- NOT AT THEM
- BE AUTHENTIC
- EMOTION WINS
- HIGH FIVE
- TELL A STORY
- POINT OF VIEW
- SHARE
- KEEP IT INTERESTING
- SIMPLICITY
- EVERYTHING COMMUNICATES
- RUSSELL ATHLETIC** (with the tagline 'EXCLUSIVE TEAM SPORTS PARTNER')
- ATHLETE KNOWS BEST
- LOOK FOR THE BACKSTORY
- A GOOD IDEA CAN COME FROM ANYWHERE
- AUGUSTA SPORTSWEAR**

2.0

VISUAL IDENTITY SYSTEM

AUGUSTA SPORTSWEAR BRANDS



2.1

PRIMARY
COLOR VERSION - FAMILY OF BRANDS

Clear Space

AUGUSTA SPORTSWEAR BRANDS



AUGUSTA
SPORTSWEAR



HOLLOWAY

HIGH**FIVE**



RUSSELL
ATHLETIC

2.2

PRIMARY - STACKED

COLOR VERSION - FAMILY OF BRANDS

Clear Space

AUGUSTA
SPORTSWEAR
BRANDS



2.3

PRIMARY

COLOR VERSION - FAMILY OF BRANDS - WITH BRAND BAR

Clear Space



2.4

PRIMARY

BLACK & WHITE VERSION - FAMILY OF BRANDS

Clear Space

AUGUSTA SPORTSWEAR BRANDS



AUGUSTA
SPORTSWEAR



HOLLOWAY

HIGH FIVE

RUSSELL
ATHLETIC

Clear Space

AUGUSTA SPORTSWEAR BRANDS



AUGUSTA
SPORTSWEAR



HOLLOWAY

HIGH FIVE

RUSSELL
ATHLETIC

2.5

PRIMARY - STACKED

WITH FAMILY OF ICONS

Clear Space



2.6

PRIMARY
WITHOUT FAMILY OF BRANDS

Clear Space

AUGUSTA SPORTSWEAR BRANDS

Clear Space

AUGUSTA SPORTSWEAR BRANDS

2.7

PRIMARY - STACKED

WITHOUT FAMILY OF ICONS

Clear Space



2.8

SECONDARY - STACKED

WITH BRANDS

Clear Space

AUGUSTA
SPORTSWEAR
BRANDS



AUGUSTA
SPORTSWEAR.



HOLLOWAY.



HIGH FIVE.



RUSSELL
ATHLETIC.

2.8

SECONDARY - STACKED

BLACK & WHITE WITH BRANDS

Clear Space

AUGUSTA
SPORTSWEAR
BRANDS



AUGUSTA
SPORTSWEAR
BRANDS



2.9

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

AUGUSTA
SPORTSWEAR
BRANDS

WEB: 40 px – height

DON'TS

AUGUSTA
SPORTSWEAR
BRANDS

Don't stretch
disproportionately.

AUGUSTA
SPORTSWEAR
BRANDS

Don't alter colors.

AUGUSTA
SPORTSWEAR
BRANDS

Don't rotate.

ASB

Don't abbreviate

AUGUSTA
SPORTSWEAR
BRANDS

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

AUGUSTA
SPORTSWEAR
BRANDS

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

AUGUSTA
SPORTSWEAR
BRANDS

Don't alter
the proportions.

AUGUSTA
SPORTSWEAR
BRANDS

Don't rearrange
the components.

3.0

VISUAL
IDENTITY
SYSTEM



3.1

BRAND DNA

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 authentic, 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.

3.2

PRIMARY
COLOR VERSION

Clear Space



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

3.3

PRIMARY - STACKED

COLOR VERSION

Clear Space



3.4

PRIMARY
BLACK & WHITE VERSION

Clear Space



Clear Space



3.5

PRIMARY - STACKED

BLACK & WHITE VERSION

Clear Space



3.6

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.

3.7

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 alter colors.



Don't rotate.



Don't alter the
internal spacing.



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



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



Don't alter
the proportions.



Don't rearrange
the components.



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

3.8

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, augustasportswear.com/media

3.9

TYPOGRAPHY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

AVENIR BLACK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

AVENIR MEDIUM

SECONDARY FONT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

ARIAL BLACK

Aa

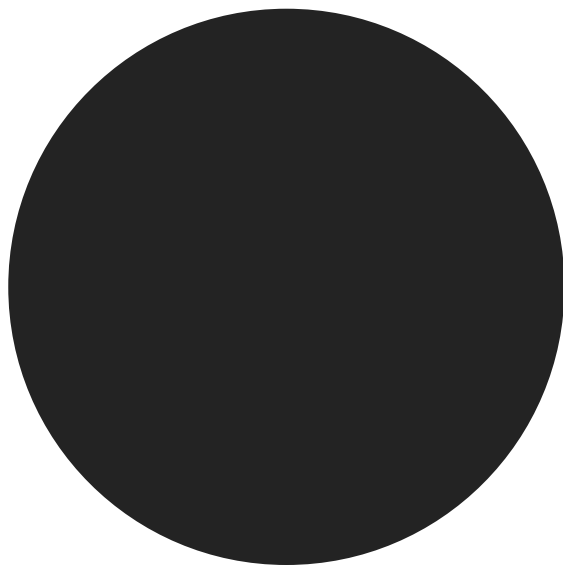
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

ARIAL REGULAR

3.10

COLOR PALETTE

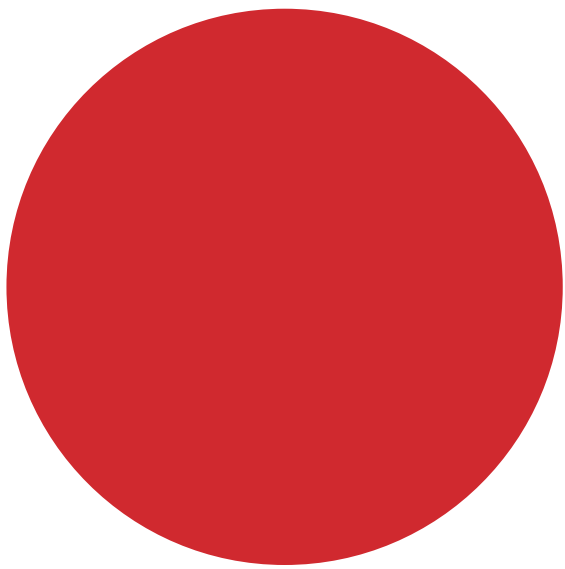
PRIMARY



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

3.11

PHOTOGRAPHY

Photography should be authentic & action-oriented. Images should showcase a wide range of athletic activities.









4.0

VISUAL IDENTITY SYSTEM



4.1

BRAND DNA

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.

4.2

PRIMARY
COLOR VERSION

Clear Space



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

4.3

PRIMARY - STACKED

COLOR VERSION

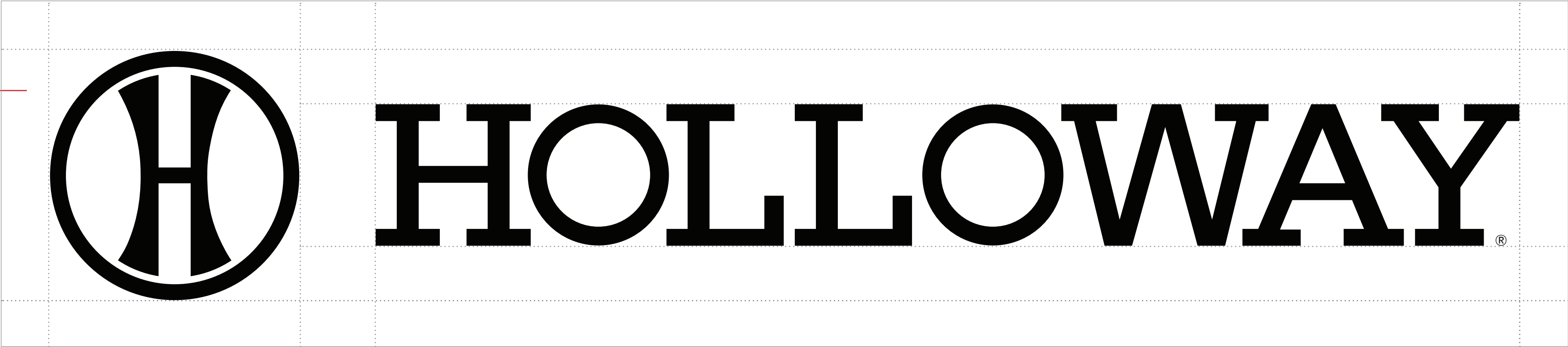
Clear Space



4.4

PRIMARY
BLACK & WHITE VERSION

Clear Space



Clear Space



4.5

PRIMARY - STACKED

BLACK & WHITE VERSION

Clear Space



4.6

SECONDARY

Clear Space

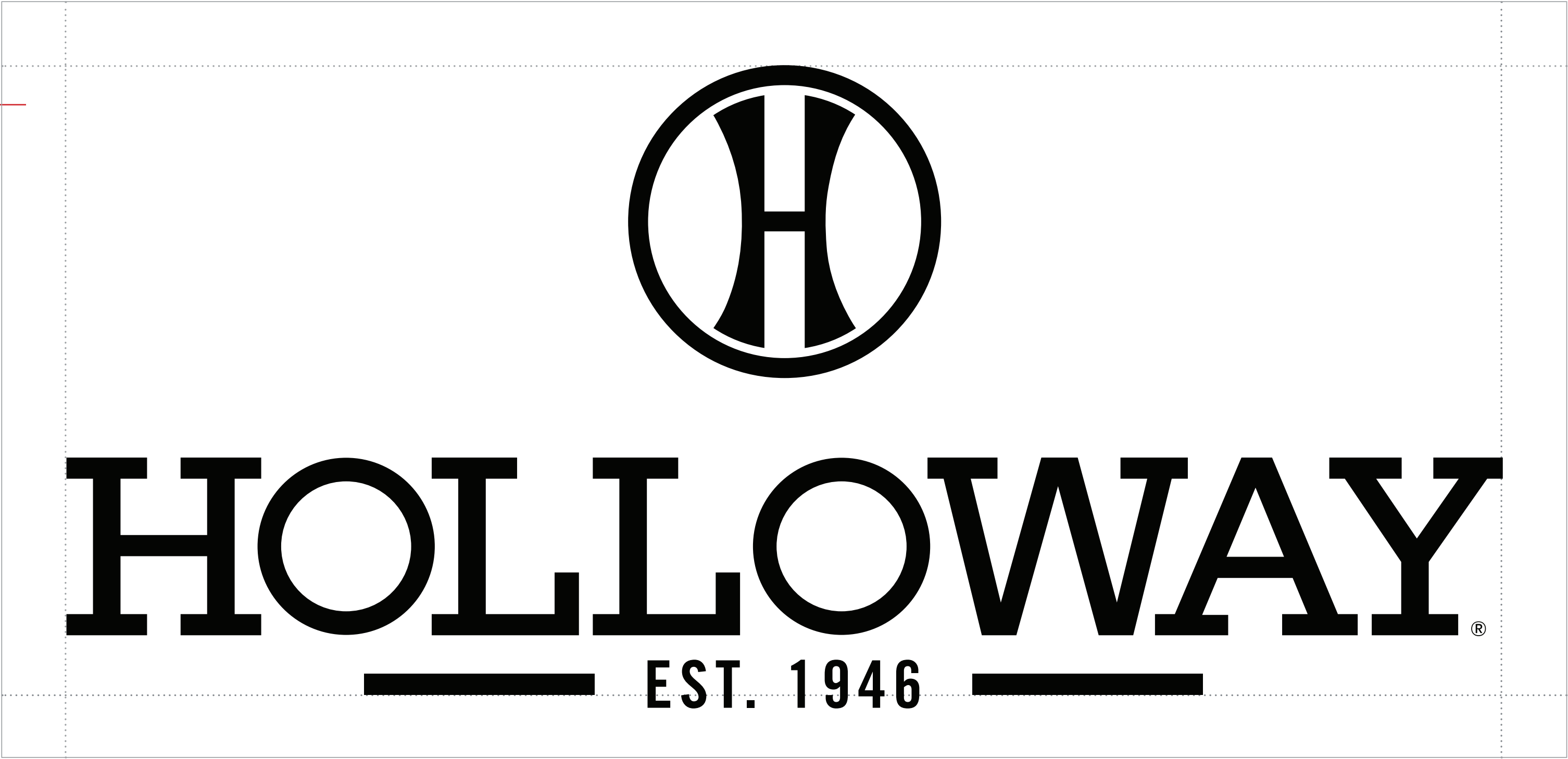


This logo is to be used in our Varsity Jacket product line in addition to any future vintage/channel appropriate apparel.

4.7

SECONDARY - STACKED

Clear Space

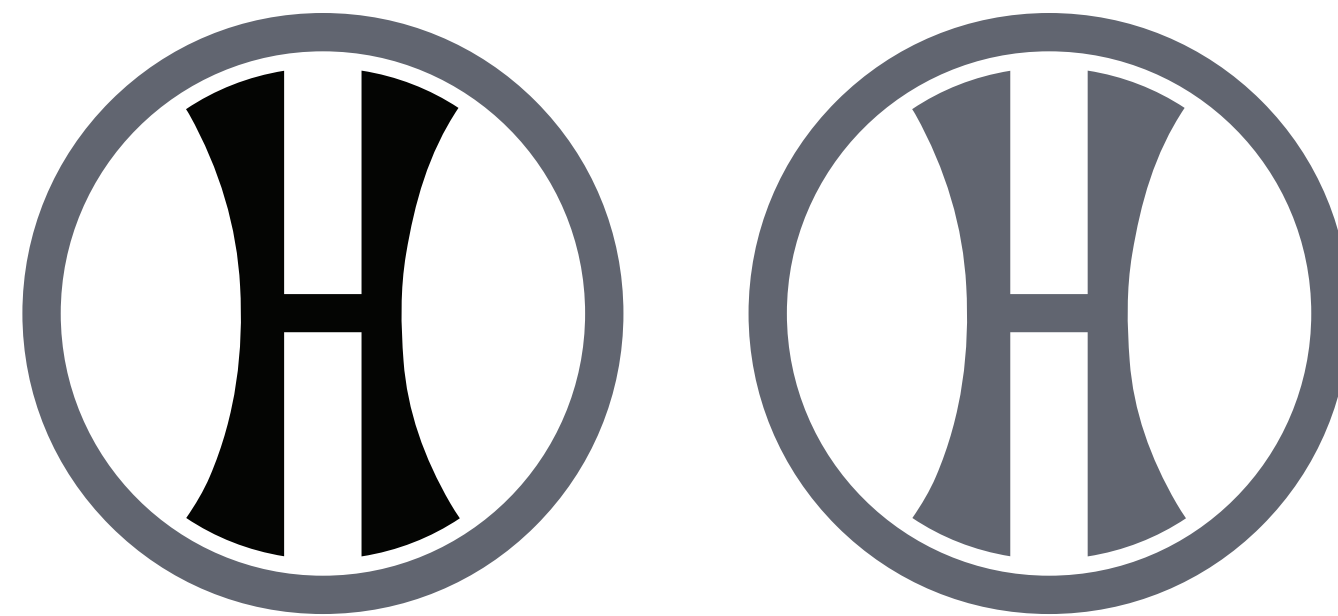


This logo is to be used in our Varsity Jacket product line in addition to any future vintage/channel appropriate apparel.

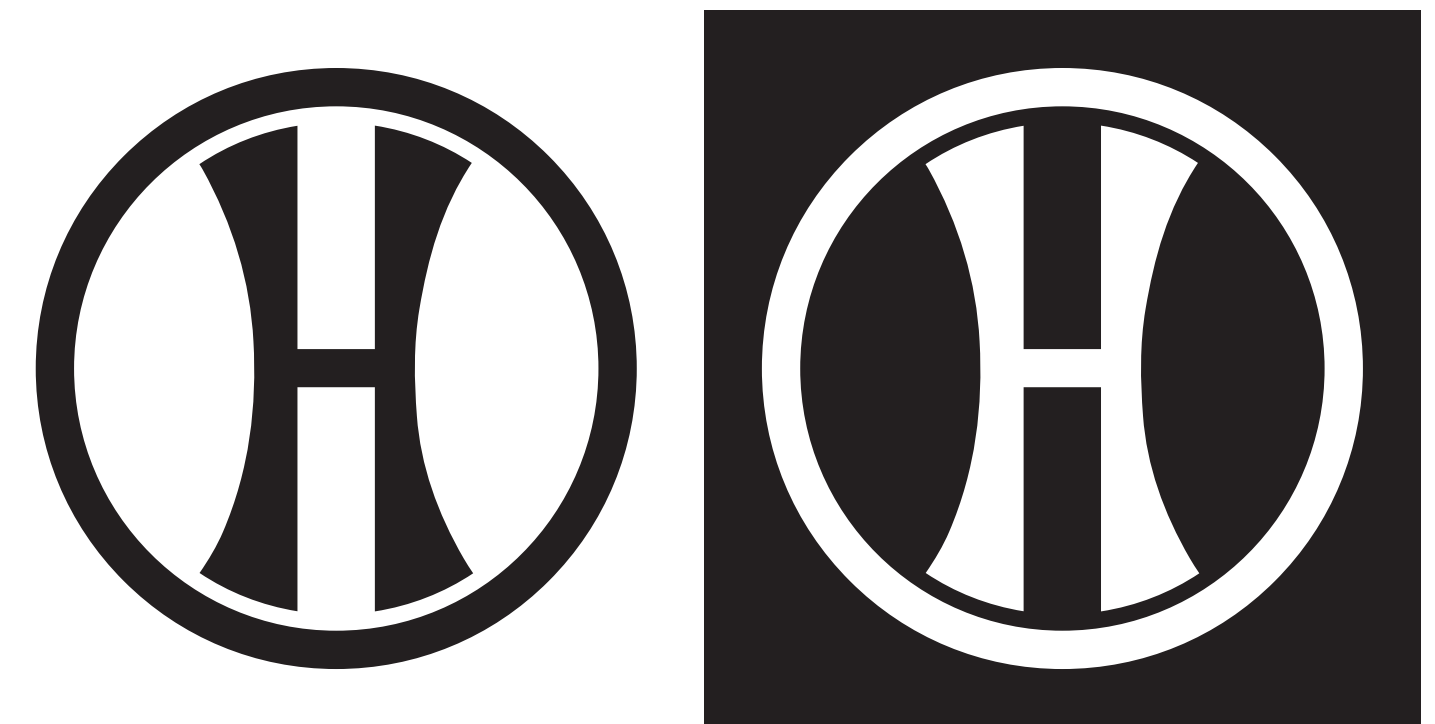
4.8

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.

4.9

WORDMARK

GUIDELINES

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



Print: .375 in – height



WEB: 35 px – height

DON'TS



Don't stretch
disproportionately.



Don't alter colors.



Don't rotate.



Don't alter the
internal spacing.



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



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



Don't alter
the proportions.



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, augustasportswear.com/media

4.11

TYPOGRAPHY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

AVENIR BLACK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

AVENIR MEDIUM

SECONDARY FONT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

ARIAL BLACK

Aa

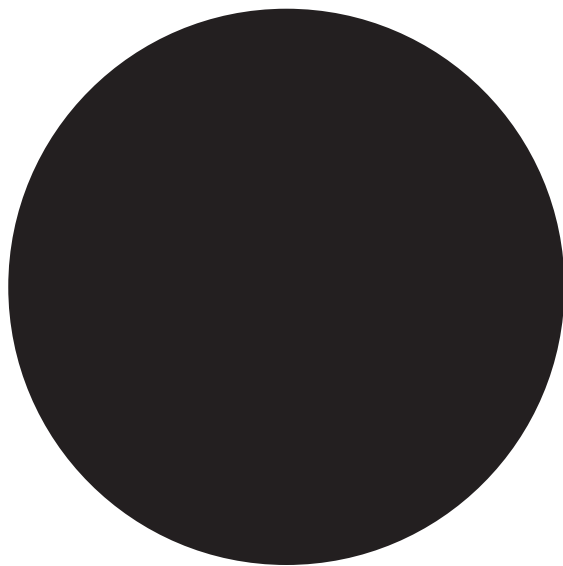
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

ARIAL REGULAR

4.12

COLOR PALETTE

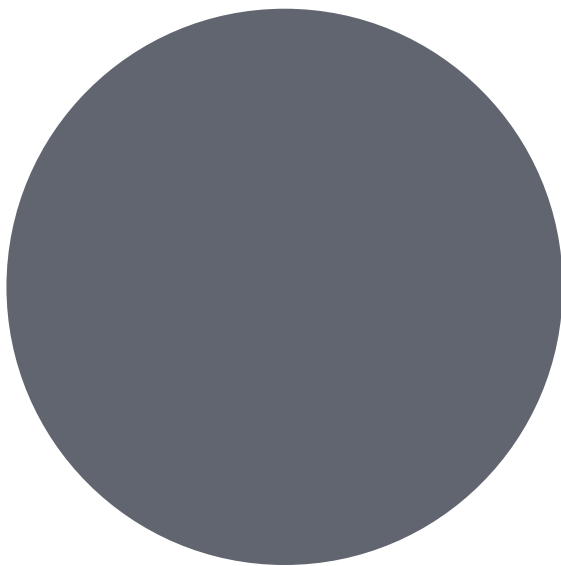
PRIMARY



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

4.13

PHOTOGRAPHY

Photography should be authentic & action-oriented. Images should showcase product attributes that connect athletes to Holloway® performance apparel.













5.0

VISUAL
IDENTITY
SYSTEM

HIGH  FIVE®



5.1

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.

5.2

PRIMARY
COLOR VERSION

Clear Space



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

5.3

PRIMARY - STACKED
COLOR VERSION

Clear Space



5.4

PRIMARY
BLACK & WHITE VERSION

Clear Space



Clear Space



5.5

PRIMARY - STACKED

BLACK & WHITE VERSION

Clear Space



5.6

Clear Space

SECONDARY



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.

5.7

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.

5.8

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.

5.9

WORDMARK

GUIDELINES

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



Print: .375 in – height



WEB: 35 px – height

DON'TS



Don't stretch
disproportionately.



Don't alter colors.



Don't rotate.



Don't alter the
internal spacing.



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



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



Don't alter
the proportions.



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, augustasportswear.com/media

5.11

TYPOGRAPHY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

AVENIR BLACK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

AVENIR MEDIUM

SECONDARY FONT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

ARIAL BLACK

Aa

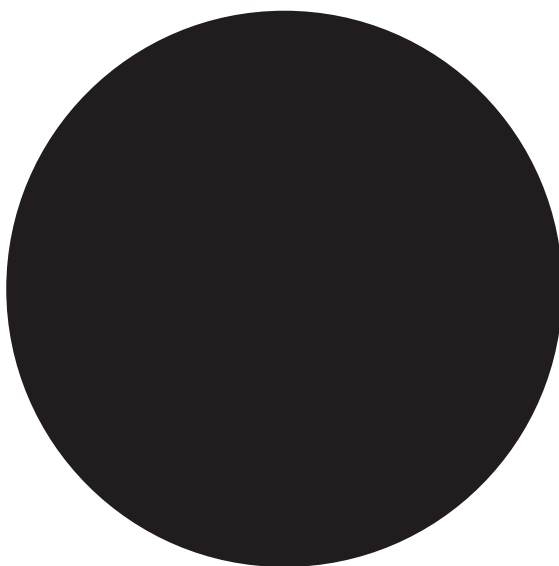
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

ARIAL REGULAR

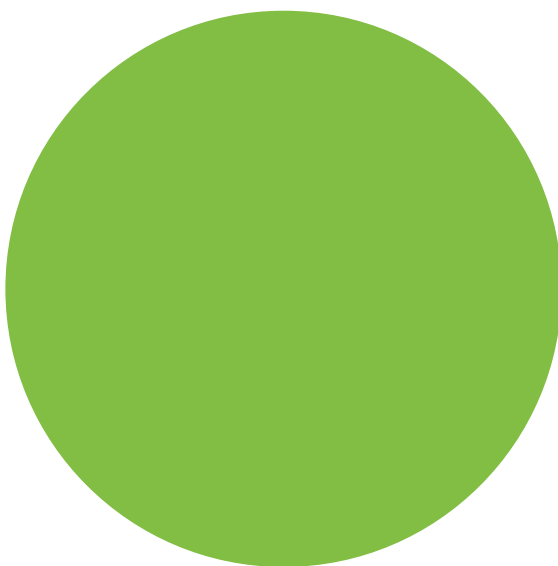
5.12

COLOR PALETTE

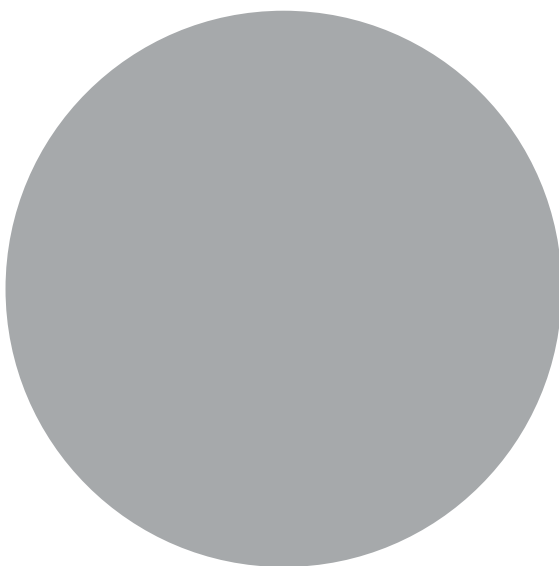
PRIMARY



High Five BLACK
PANTONE Neutral Black C
CMYK: 0 / 0 / 0 / 100
RGB: 35 / 31 / 32
HEX: #231e21

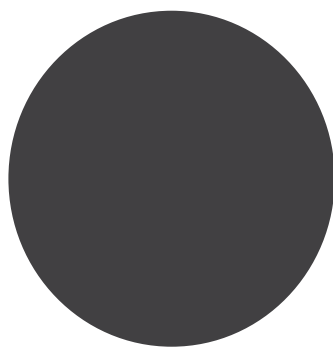


High Five Green
PANTONE Green 360
CMYK: 54 / 4 / 98 / 0
RGB: 130 / 189 / 69
HEX: #83bd43

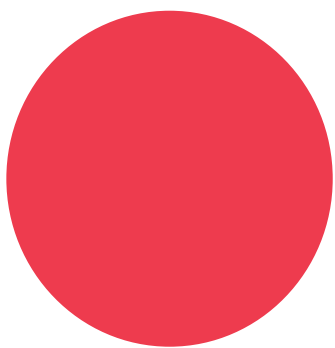


High Five Gray
PANTONE Cool Gray 6 C
CMYK: 36 / 28 / 27 / 0
RGB: 166 / 169 / 171
HEX: #a7a9ac

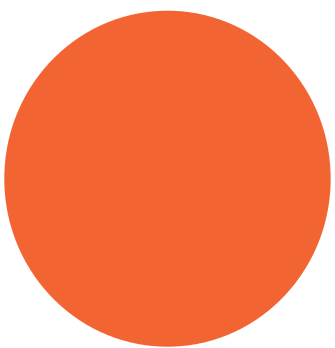
SECONDARY



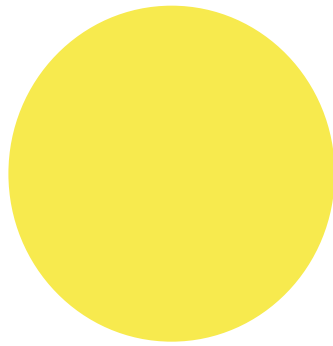
High Five Graphite
PANTONE 426 C
CMYK: 0 / 0 / 0 / 90
RGB: 65 / 64 / 66
HEX: #404042



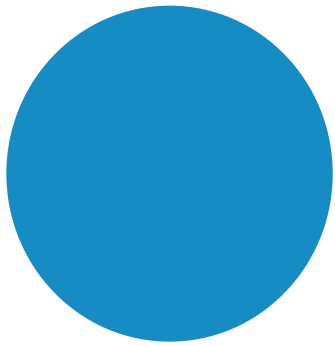
High Five Red
PANTONE 710 C
CMYK: 0 / 91 / 66 / 0
RGB: 239 / 61 / 79
HEX: #eb3f4f



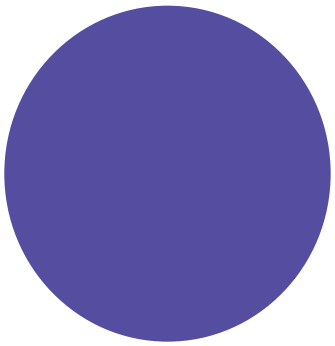
High Five Orange
PANTONE 7579 C
CMYK: 0 / 75 / 87 / 0
RGB: 242 / 101 / 54
HEX: #ee6535



High Five 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: #554e9f

5.13

PHOTOGRAPHY

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





HIGH FIVE
SOCCER

THE
BEAUTIFUL
GAME
COMES
TO LIFE

SLIDE
HARD
TACKLE



6.0

VISUAL IDENTITY SYSTEM



6.1

BRAND DNA

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.

6.2

PRIMARY
COLOR VERSION

Clear Space



6.3

PRIMARY - STACKED

COLOR VERSION

Clear Space



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

6.4

PRIMARY
BLACK & WHITE VERSION

Clear Space



Clear Space



6.5

PRIMARY - STACKED

BLACK VERSION

Clear Space



6.6

SECONDARY

COLOR & BLACK AND WHITE VERSIONS

Clear Space



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

6.7

LOGO ICON

"Russell R" in color



"Russell R" in black & white



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

The Russell Athletic® "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.

6.8

WORDMARK

GUIDELINES

- When in type always use “Russell Athletic®” - Not Russell 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 alter colors.



Don't rotate.



Don't alter the
internal spacing.



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



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



Don't alter
the proportions.



Don't use the Russell
“R” by itself.

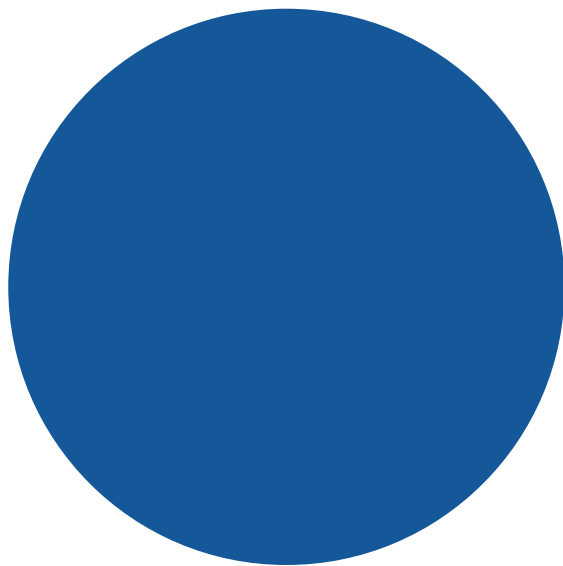


Don't use
Russell by itself.

6.9

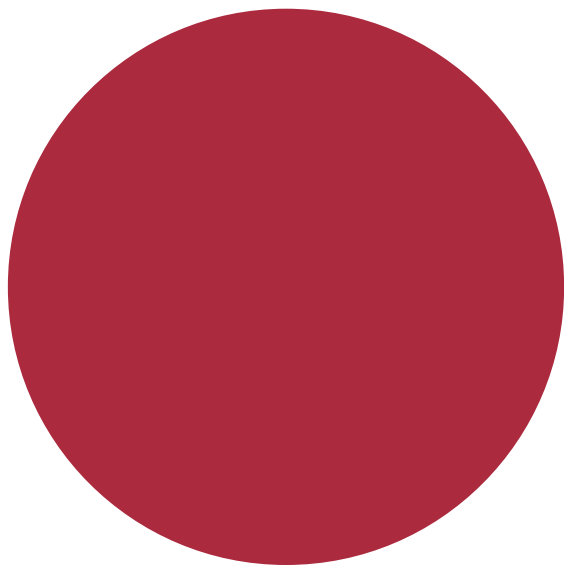
COLOR PALETTE

PRIMARY



Russell Royal
PANTONE 7686 C

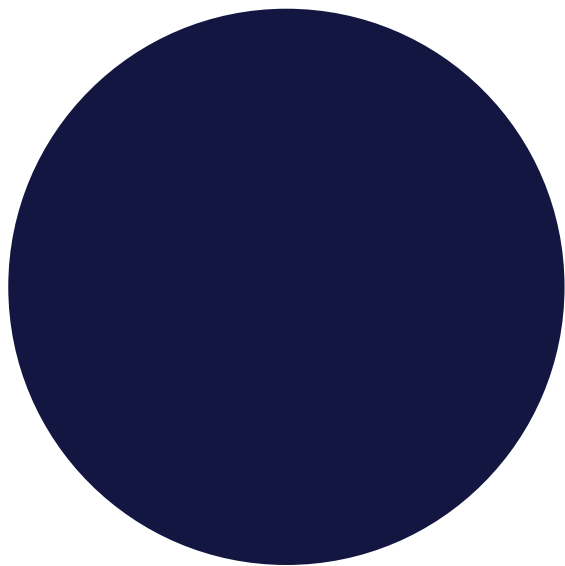
CMYK: 96 / 71 / 11 / 1
RGB: 14 / 88 / 154
HEX: #0d5898



Russell Red
PANTONE 201 C

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

SECONDARY



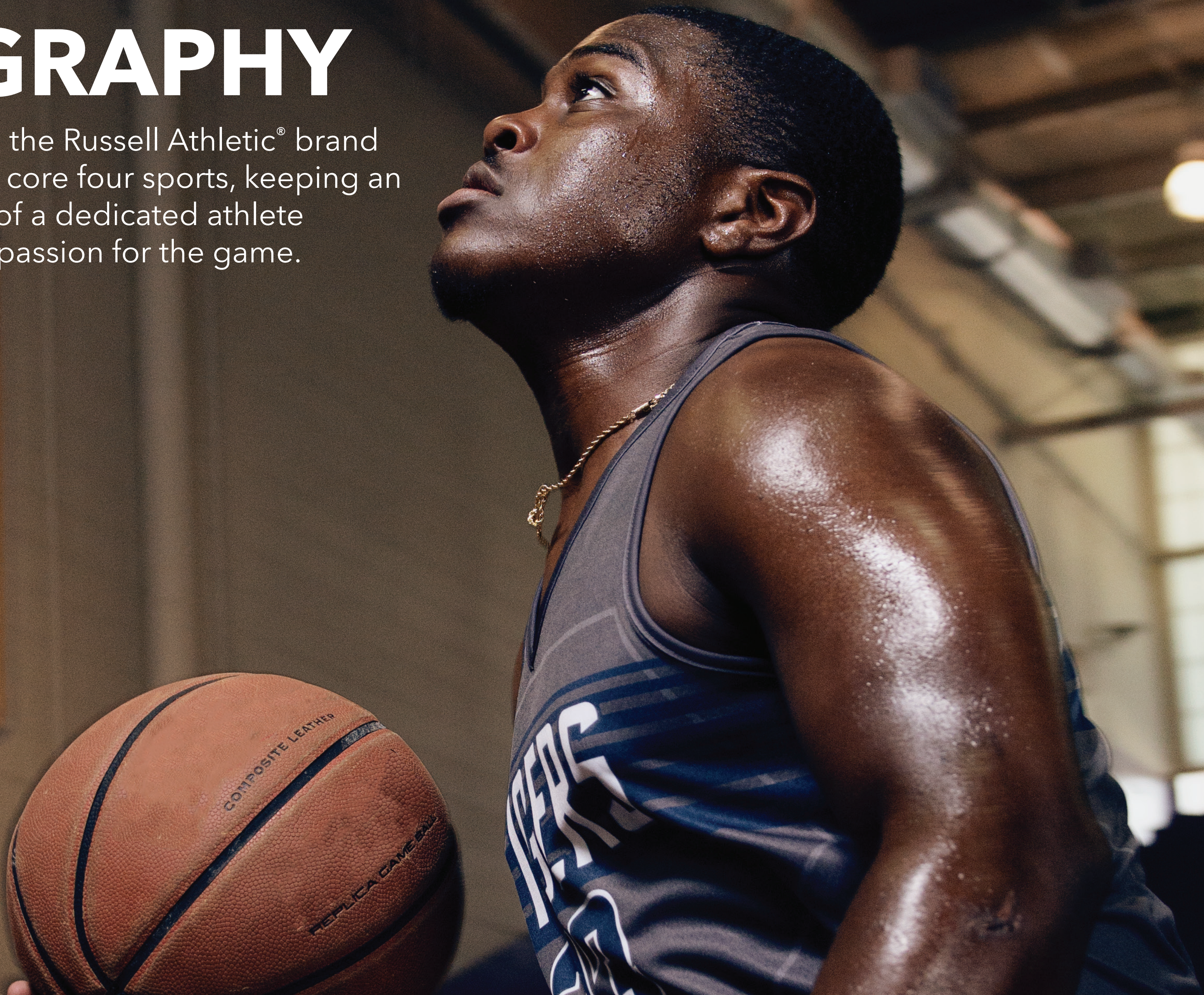
Russell Navy
PANTONE 2765 C

CMYK: 100 / 97 / 40 / 46
RGB: 23 / 24 / 68
HEX: #171844

6.10

PHOTOGRAPHY

Photography should match the Russell Athletic® brand and heritage in each of the core four sports, keeping an authentic, not posed, look of a dedicated athlete showing commitment and passion for the game.









7.0

ADDITIONAL TRADEMARKS, CAMPAIGNS, ICONS, PROGRAMS & PLATFORMS



7.1

TRADEMARK | true hue technology™

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.

7.2

TRADEMARK | true hue technology™

PRIMARY



SECONDARY



CATALOG
ICONOGRAPHY



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

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 technology™ style that has color migration post decoration, that was produced under normal operating conditions.

See Augustasportswear.com/truehuetech

7.3

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.

7.4

TRADEMARK | FreeStyle Sublimation

HORIZONTAL

Clear Space



Reverse



7.5

TAGLINE | FreeStyle Sublimation

PRIMARY WITH TAGLINE



THE NEXT GENERATION DESIGN EXPERIENCE

7.6

TAGLINE | FreeStyle Sublimation

SECONDARY WITH TAGLINE



THE NEXT GENERATION DESIGN EXPERIENCE

7.7

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 FreeStyle Sublimation Builder. Choose from select garments & design lines and customize with ease!

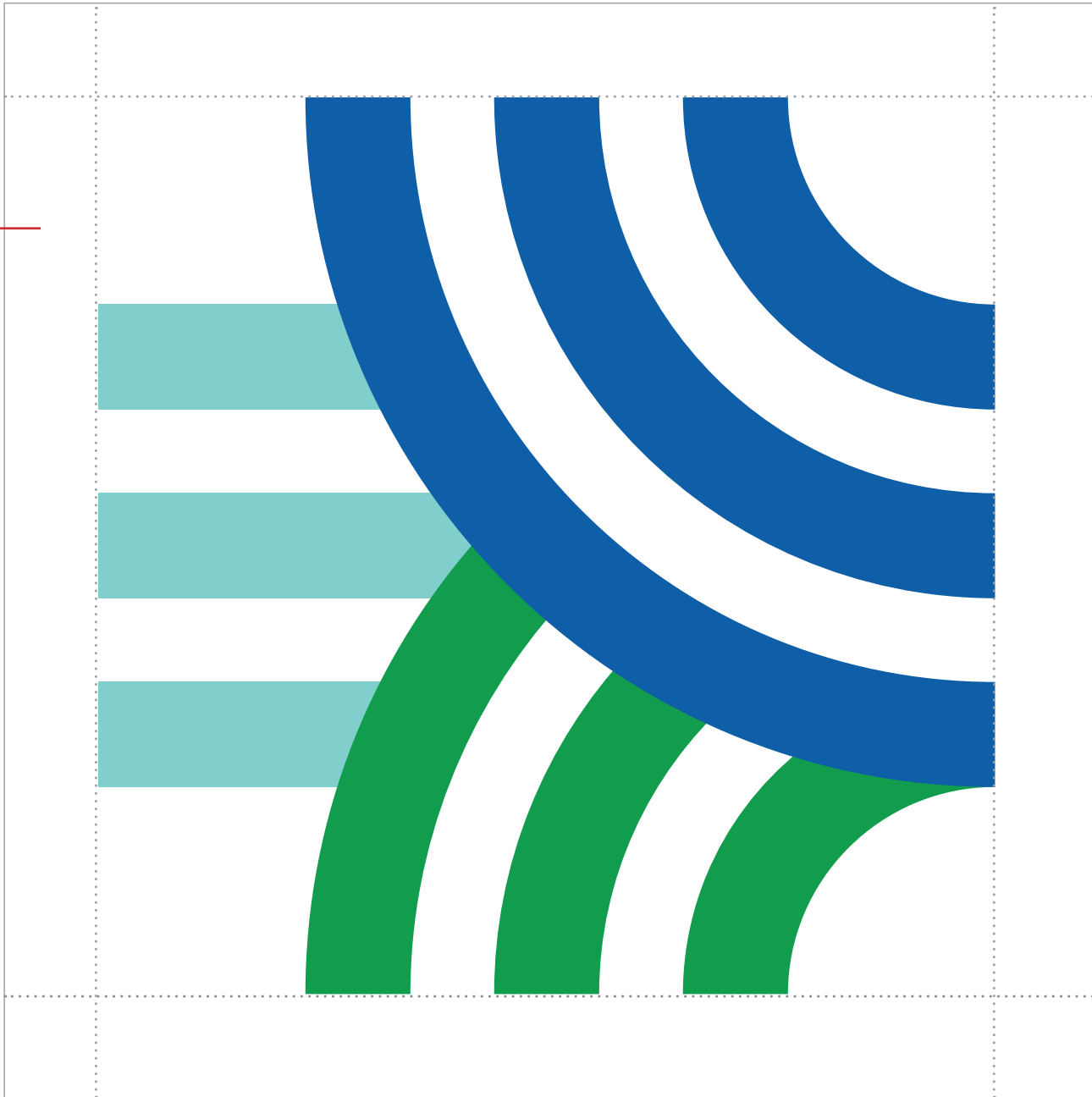


Allows a customer to work directly with our knowledgeable FreeStyle Sublimation Customer Care Team. This one on one service is focused on the customers special requirements but will entail longer lead times and additional costs.

7.8

ICON | FreeStyle Sublimation

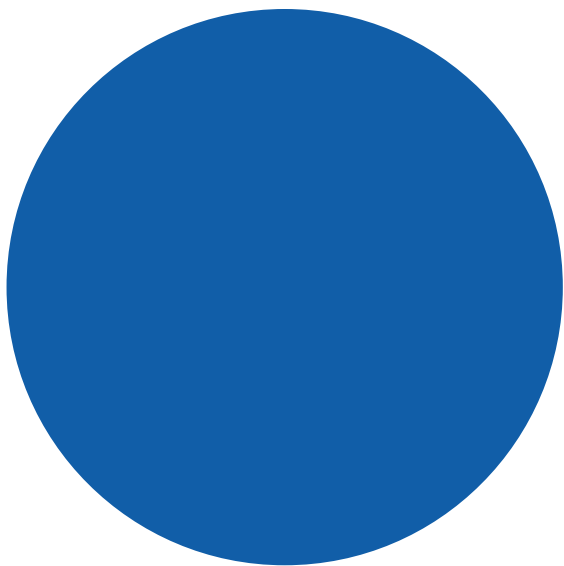
Clear Space



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

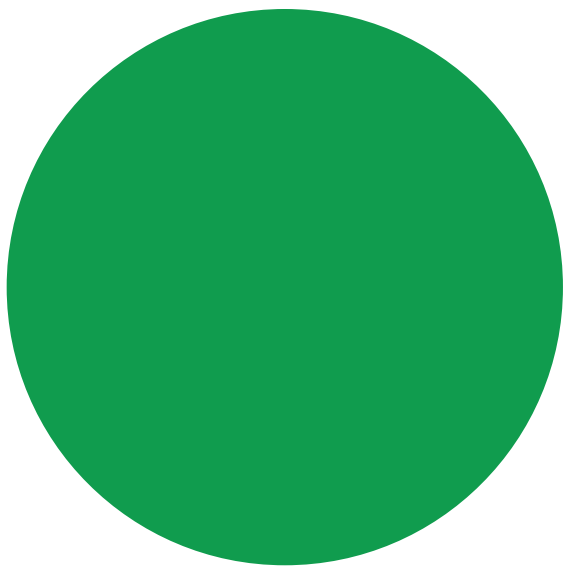
7.9

COLOR PALETTE | Primary



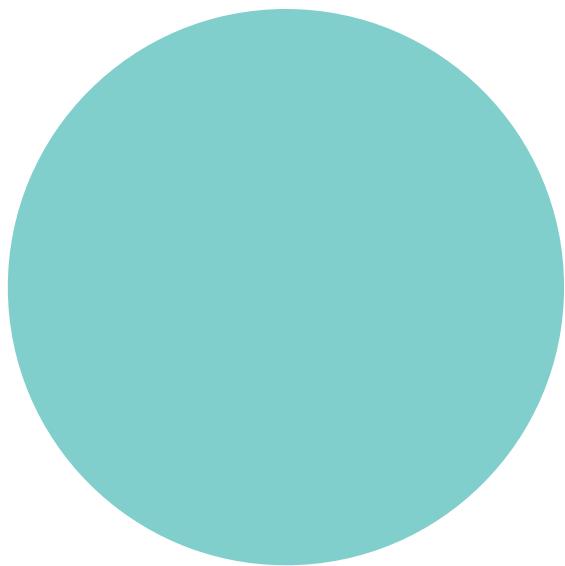
Design Cobalt Blue
PANTONE 2935 C+U

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



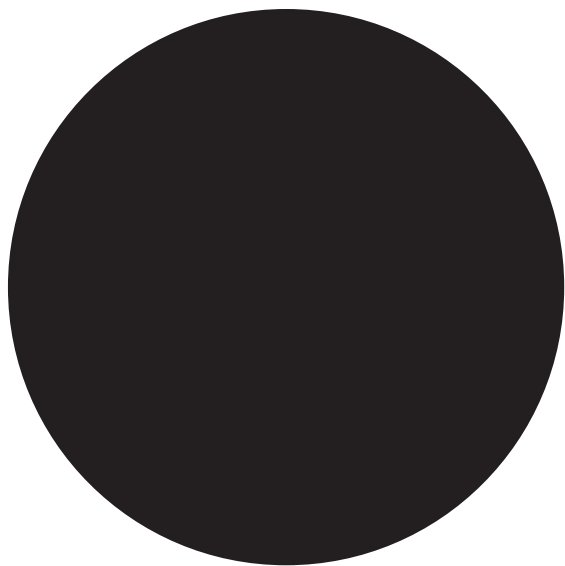
Turbo Green
PANTONE 7482 C+U

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

7.10

TRADEMARK | Custom+ Varsity Jackets

This is our visual trademarked branding of our online custom wool jacket builder. From building, to design to order, this trademark represents our proprietary capabilities in this customized product offering. It can be used independently or stacked with the Holloway® logo.

Clear Space



7.11

CAMPAIGNS | Connected By Team

This is our visual branding for our current marketing campaign to show that we are all connected as one, four brands but one name.

Clear Space



This is our preferred logo.

7.12

CAMPAIGNS | Connected By Team
B/W & ALTERNATIVE VERSION

Reverse



Alternative



7.13

CAMPAIGNS | Connected By Team

Color Version with Branding Icons

Clear Space



7.14

CAMPAIGNS | Connected By Team

Black and White with Branding Icons

Clear Space



Reverse



7.15

CAMPAIGNS | Connected By Team

Stacked Color Versions with Branding Names

Clear Space



Please contact if you are looking for a different version not listed here.

7.16

CAMPAIGNS | Connected By Team

Stacked B/W Versions with Branding Names

Clear Space



7.17

CAMPAIGNS | Connected By Team

Powerpoint Templates



Please go to **AugustaSportswear.com/branding** to access these templates.

7.18

ICON | 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



7.19

PROGRAM | Varsity Co-Lab Program

This is our visual branding of our collaborative program that defines the customer experience 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

7.20

PRODUCT PLATFORMS

Storm-Dfend™ 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

7.21

PRODUCT PLATFORMS | Dry-Excel™

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 ™ "Dry-Excel™"

8.0

EMPLOYEE RESOURCES

Business Card

Email Signature

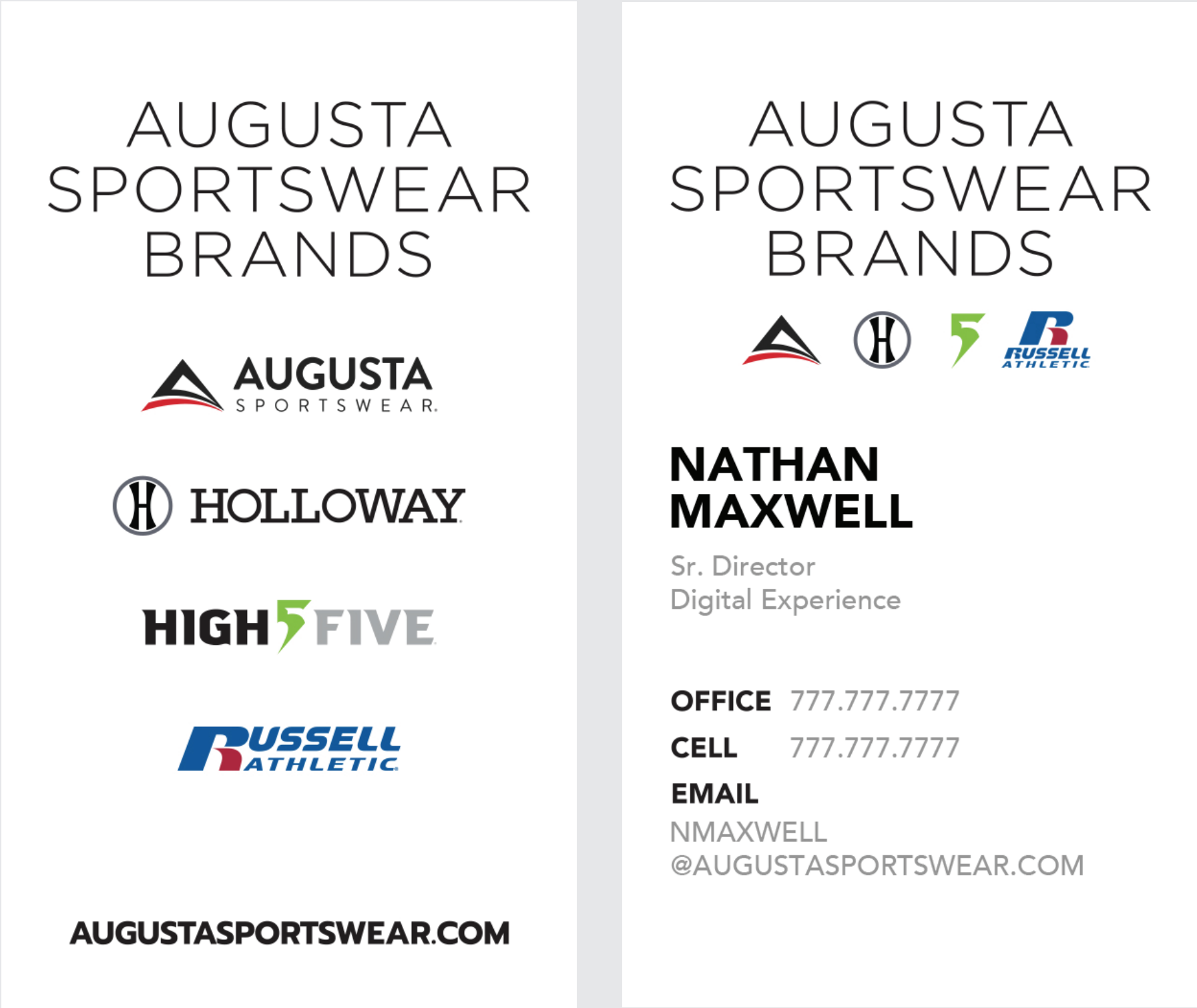
Stationary

PPT Templates

Letterhead

8.1

BUSINESS CARD



Please go to **AugustaSportswear.com/branding** to access these templates.

8.2

EMAIL SIGNATURE

Lj Gay | Sr. Graphic Designer
800.237.6695 Ext. 0000 | 777.777.7777 | augustasportswear.com | 425 Park W Drive Grovetown, GA 30813

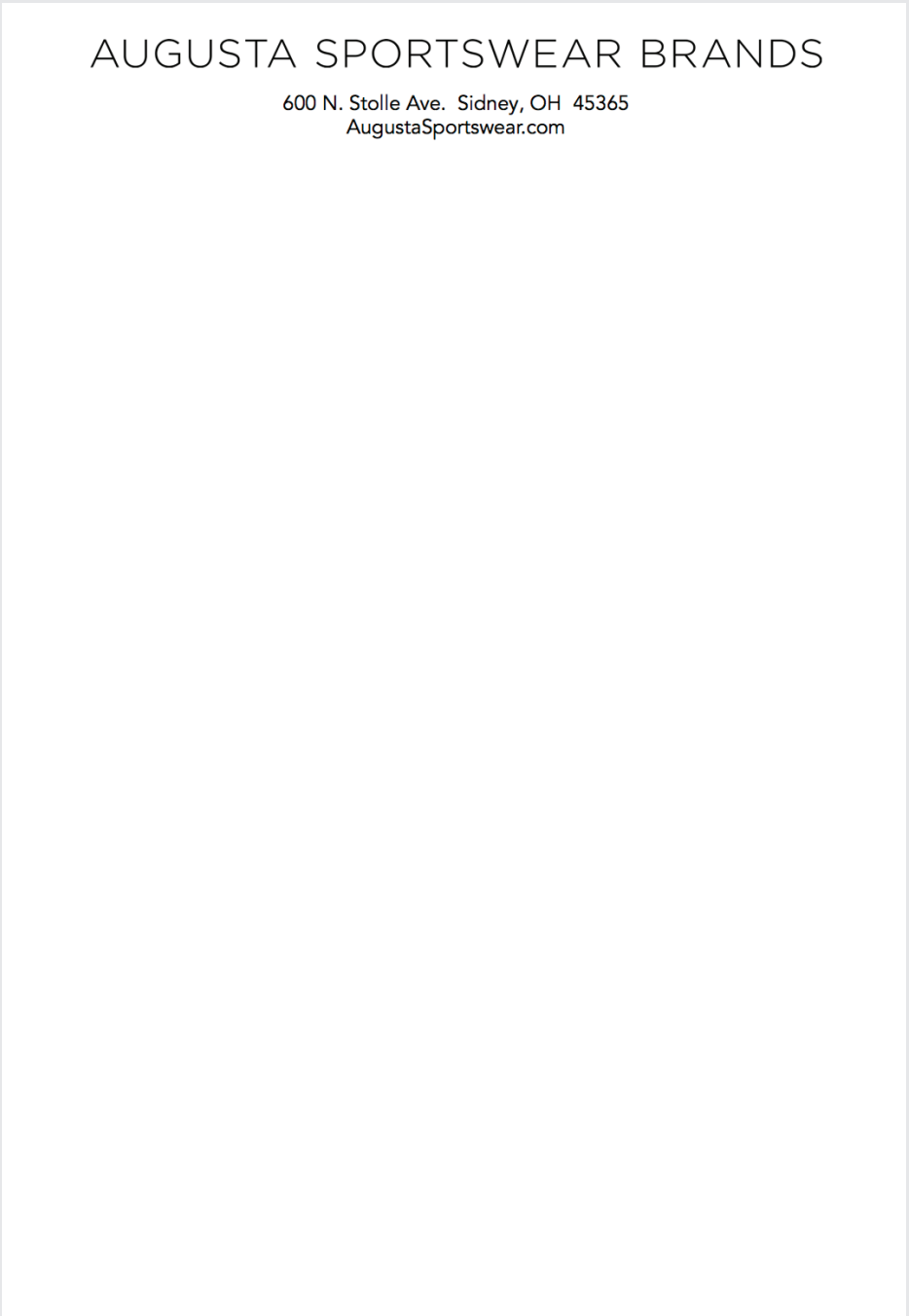
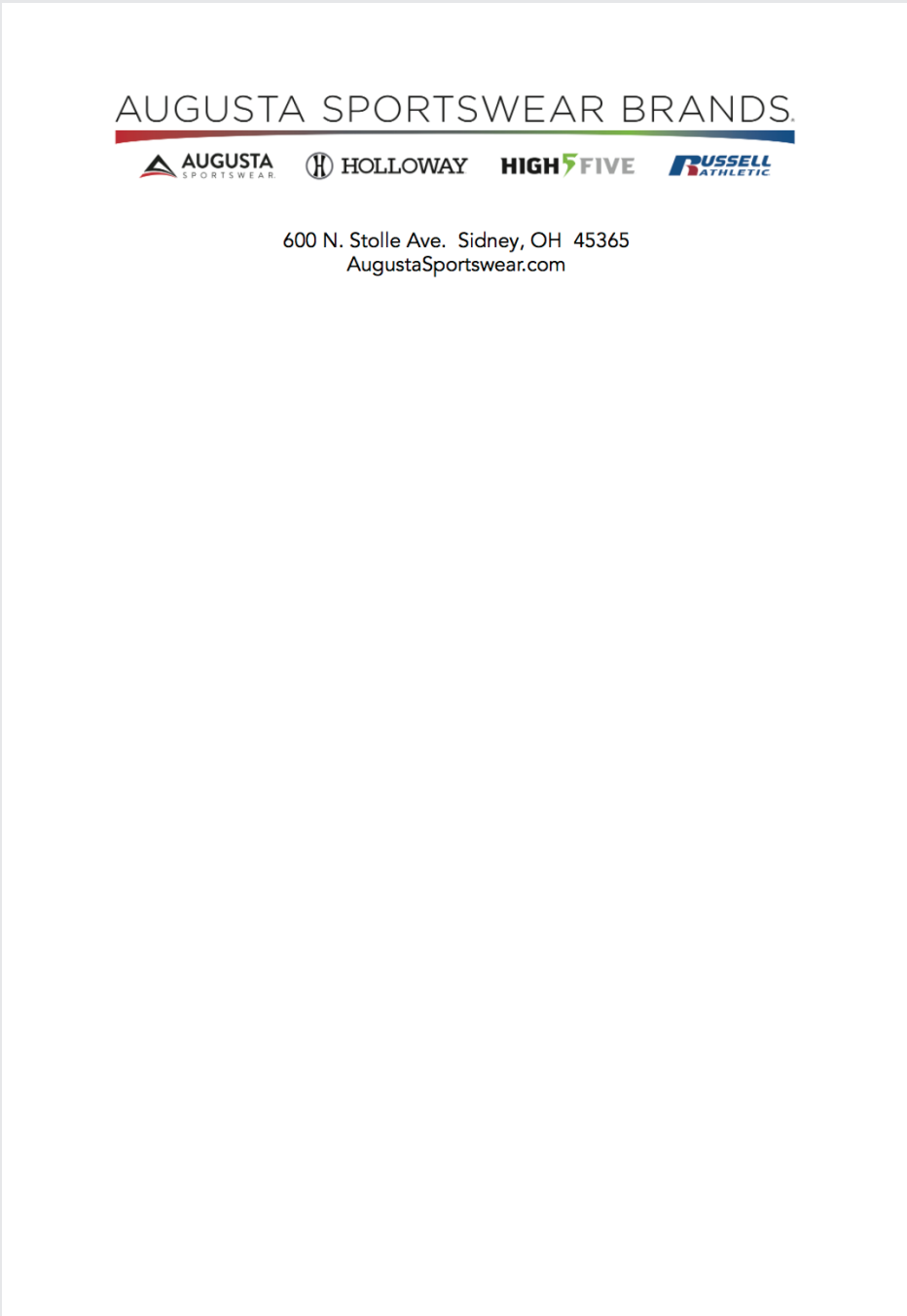
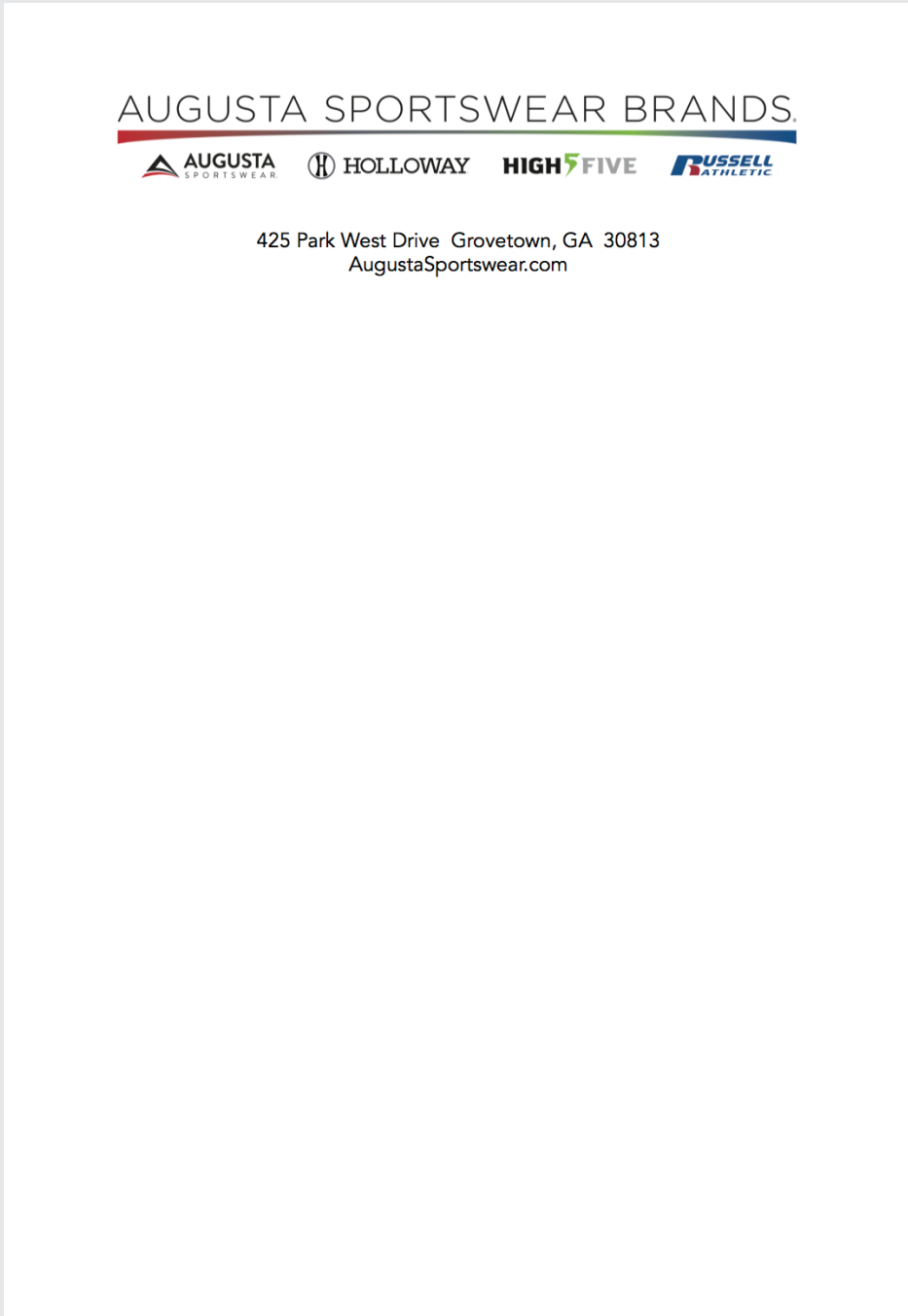
AUGUSTA SPORTSWEAR BRANDS



Please go to **AugustaSportswear.com/branding** to access these templates.

8.3

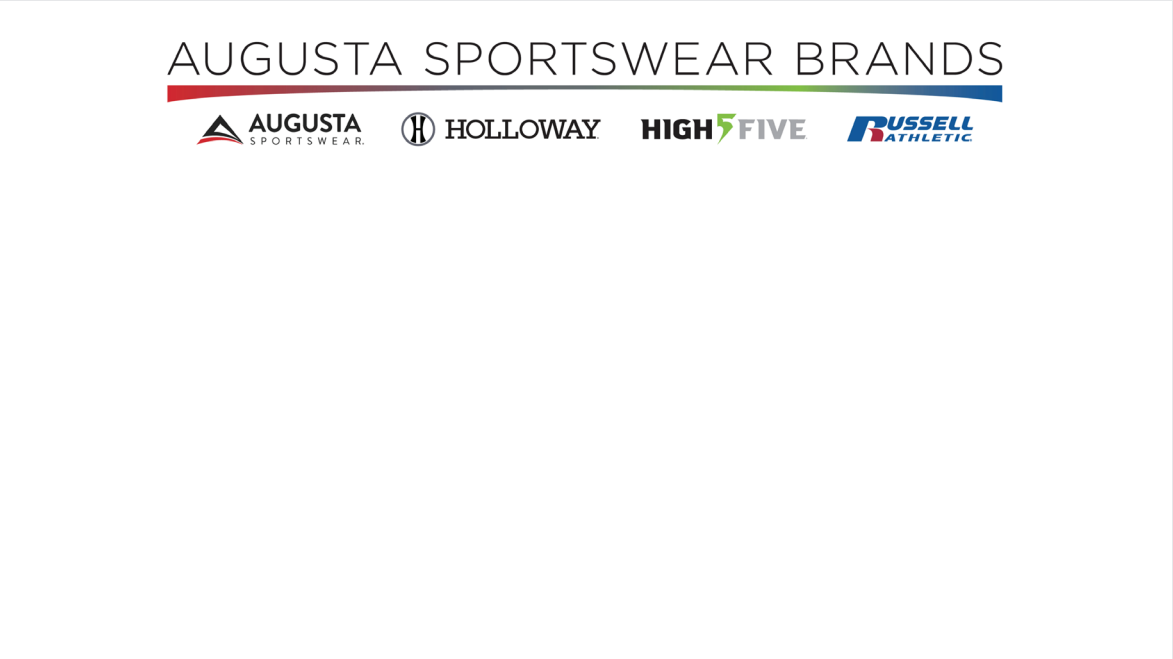
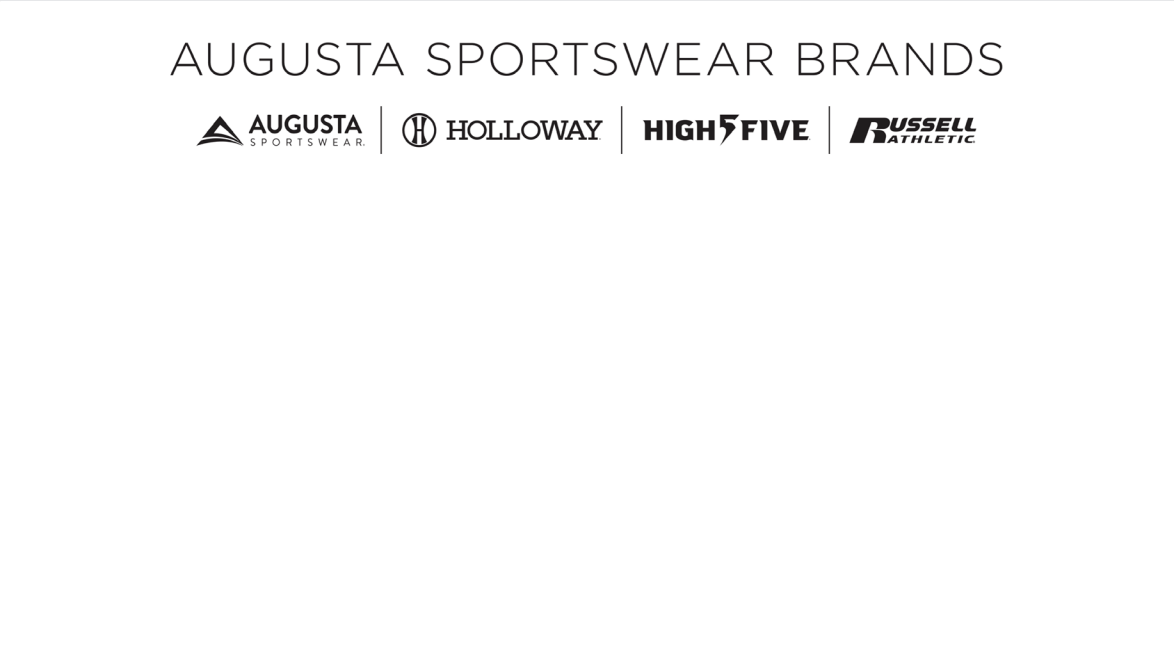
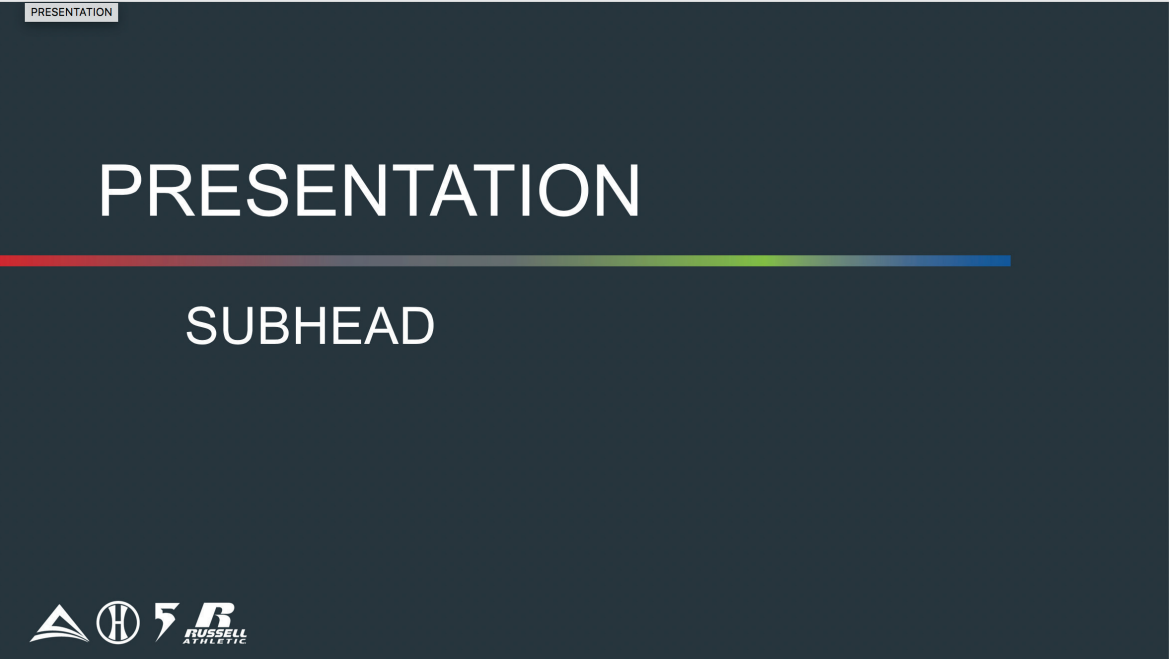
LETTERHEAD



Please go to **AugustaSportswear.com/branding** to access these templates.

8.4

POWERPOINT



Please go to **AugustaSportswear.com/branding** to access these templates.