



**Champions aren't made in gyms.
They are born from a flame that burns
deep within—a desire, a dream, a vision.**

**Champions don't show up to get
everything they want; they show up
to give everything they have.**

**Champions don't listen to the cynics;
they don't play it safe; they go down swinging.**

**On the battlefield of life, a Champion stands
as a beacon of resilience and indomitable will.**

**A Champion's greatest victory is to
conquer themselves.**

**The Champion brand is the armor of the
brave, the shield of the few, the badge of
those who dare to turn the tide of their fate.**

**United, we fight till the end.
We are the Champions of the world.**





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Trademark & Legal

Guideline Overview

The Champion brand guidelines provide information regarding usage of Champion logos, brand colors, typography, hangtags, and trim.

Our brand logos and their usage are the cornerstone of the brand's identity. They are immediately recognizable and representative of the Champion brand. As such, they must be protected through proper use and communicated effectively through the creative parameters outlined in this guideline.

The legal review is the responsibility of each licensee. All applications of the Champion brand must be presented to Authentic's creative department for approval, in accordance with the terms of your License Agreement. A minimum of 10 days must be allowed for Authentic's review and notice of required revisions or approval.

The Creative department's contact is as follows:
creativeservices@authentic.com

Legal Requirement

The following legal line must be present on all of the marketing collateral, product packaging and global brand representation:

Champion™ and **C™** are trademarks of ABG-Champion LLC. ©ABG-Champion LLC.

Trademark Notice & License Agreement

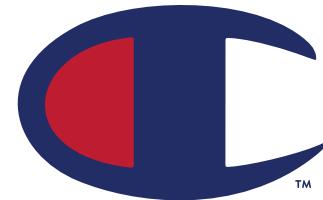
These guidelines have been created to assist licensees. In the event of a conflict between the terms contained in this brand guide, the terms in the License Agreement will prevail. The guidelines presented herein provide a means for maintaining continued protection for Champion and related trademarks.

As a matter of policy, if questionable or if the License Agreement does not specify, licensees must submit a sample or mock-up of the use of Champion and related trademarks to the licensor to confirm approval for use of brand marks.

All patents, trademarks, and copyrights associated with Champion are owned by ABG-Champion LLC. All applicable laws, rules, and ordinances of the countries in which the Licensed Products are sold must be followed with respect to all language, graphics, logos, notices, and the like used on the packaging and/or the products, as required under the terms of your License Agreement.

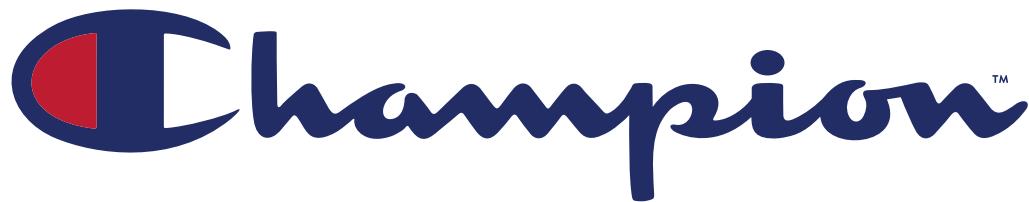
In addition to the trademark notice, a license acknowledgement must appear on marketing materials, product packaging, and instruction materials. The license acknowledgement may, but need not, appear on the actual products.

Logos

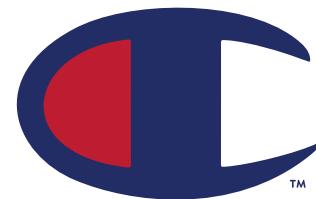


Champion™

Primary Vertical Logo
Champion Lockup



Primary Horizontal Logo
Champion Script

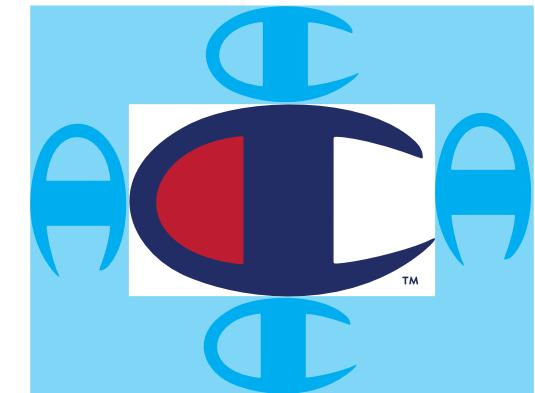


Primary Logomark
"C" Logo

Primary Logos

The primary logos should be used before all others.

Logos



The Clear Zone and Proportions

There is a minimum clear zone, or area of isolation, that must be maintained around each logo to ensure the legibility and impact. Graphics, type, etc. should not cross into this area. In addition, this is the minimum amount of space that the logo can be placed from any edge.

Clear Zone
Champion Lockup

Clear Zone
Champion Script

Clear Zone
"C" Logo



Logo Proportions
Champion Lockup

Logos

The Scaling of the Trademark

Be mindful when scaling the Champion logo and trademark for application. When the logo is scaled make sure the ™ is scaled as well and remains visible. It must be legible, but not too big.

Minimum size of ™ must be 5 points or a minimum stroke weight of 0.006". Do not exceed a 2" Trademark mark on billboard-sized logos. Size of the ™ may be adjusted as needed, but should always remain in the same place in relation to the logo.

When in doubt, consult the printer. Silk screen printing will typically require heavier minimum stroke weight than offset lithography, while flexography will usually fall somewhere in between.



Champion™

Champion™

Champion™

—
Appropriately Scaled
Trademark for Logo Size

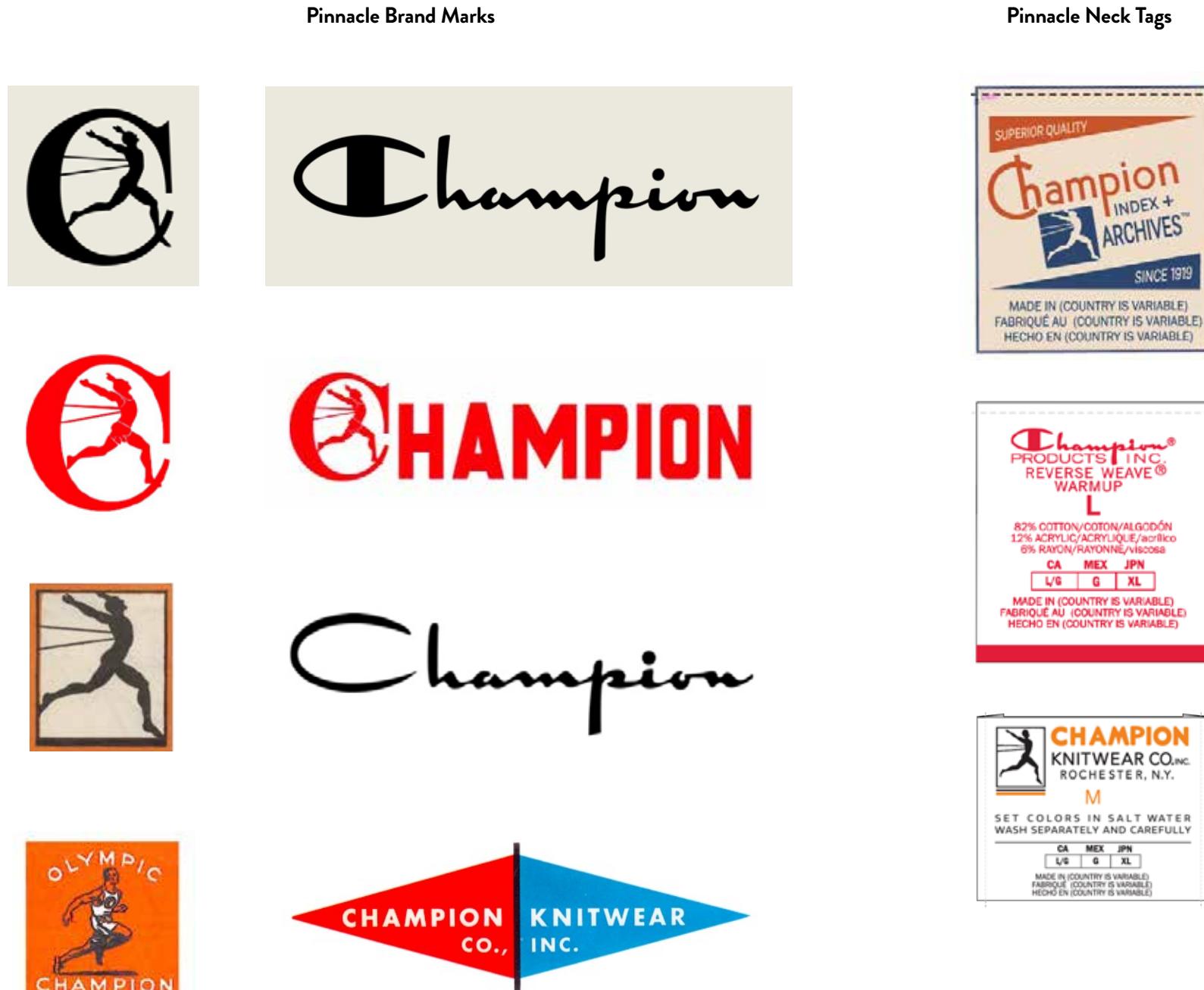
—
Trademark
Too Small
for Logo Size

—
Trademark
Too Large
for Logo Size

Logos Do Not Use

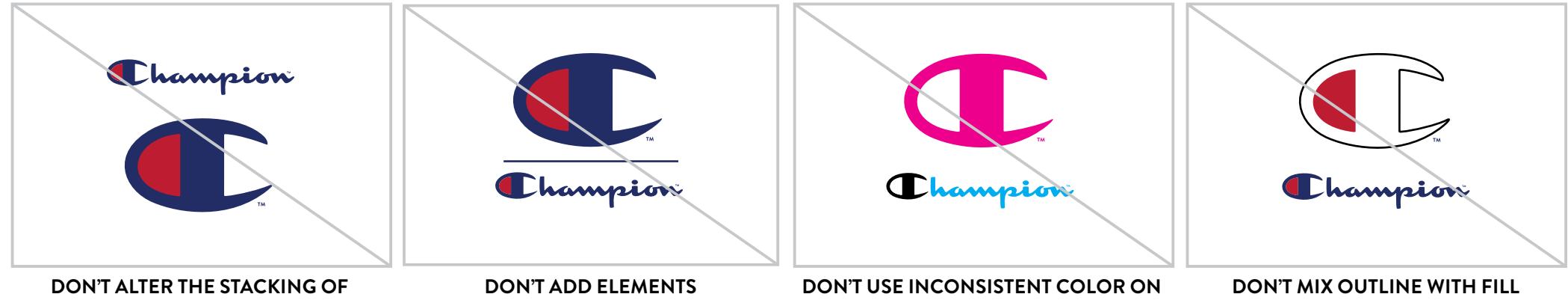
Pinnacle Brand Marks use are not Acceptable

These Pinnacle brand markings for the premium tier of Champion brands are unacceptable for use on any materials at the mainline tier. They should be avoided at all times.



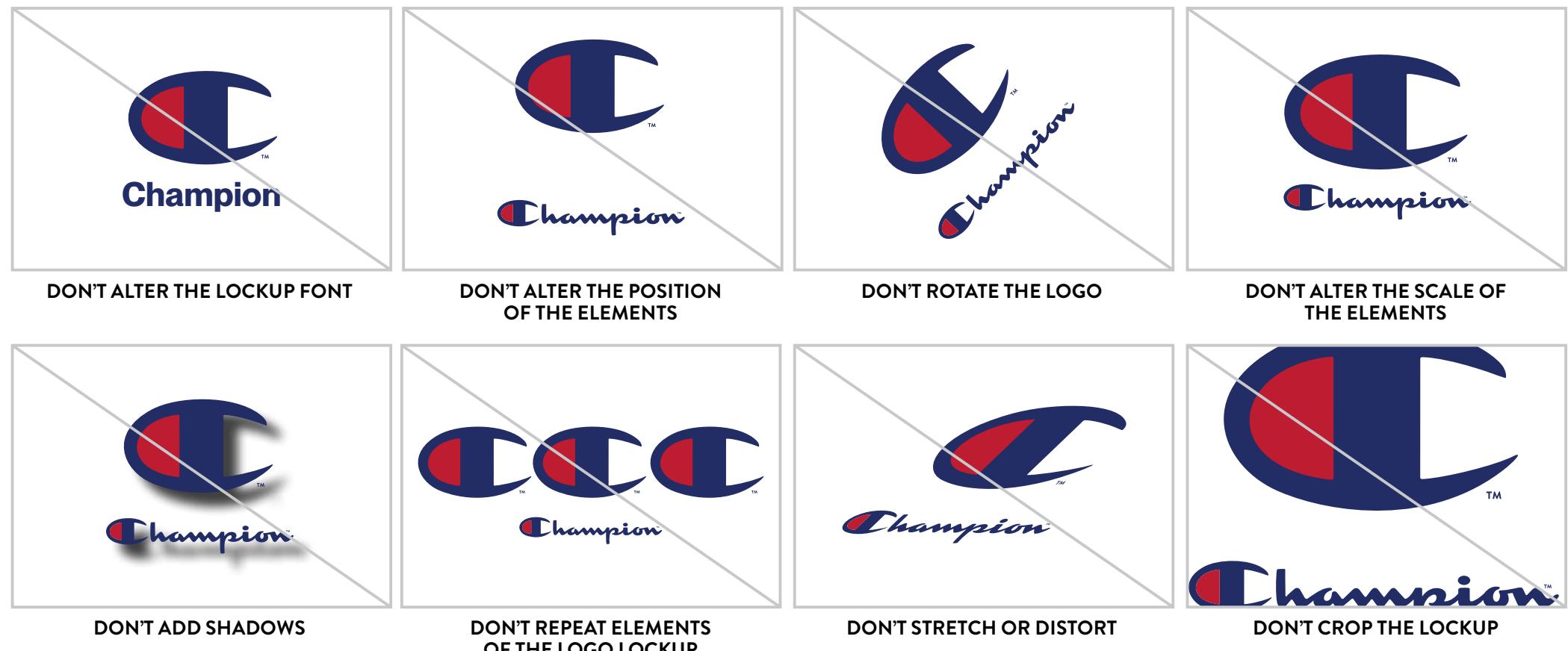
Logos

Incorrect Use



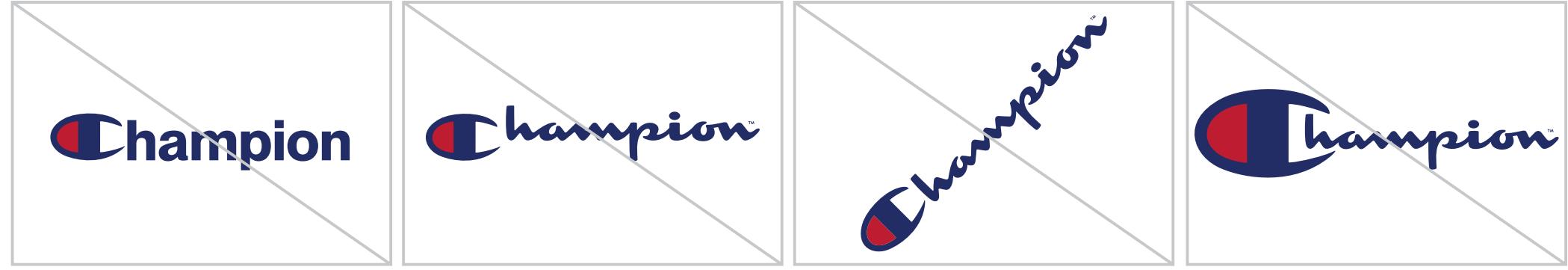
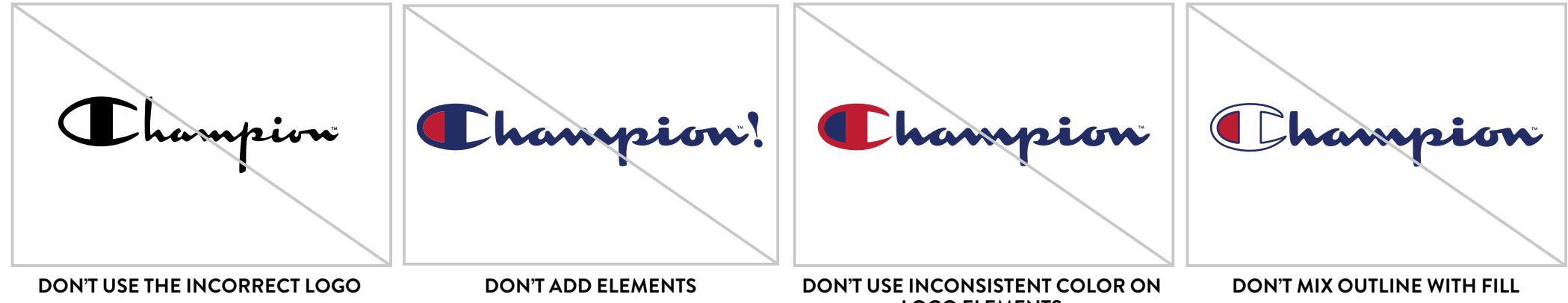
Champion Lockup

The logos and branding elements should not be altered in any way, shape, or form. The proportions of each must remain intact when scaling. No new elements should be added to logos, nor should any alternate logos or brand marks be created unless otherwise advised.



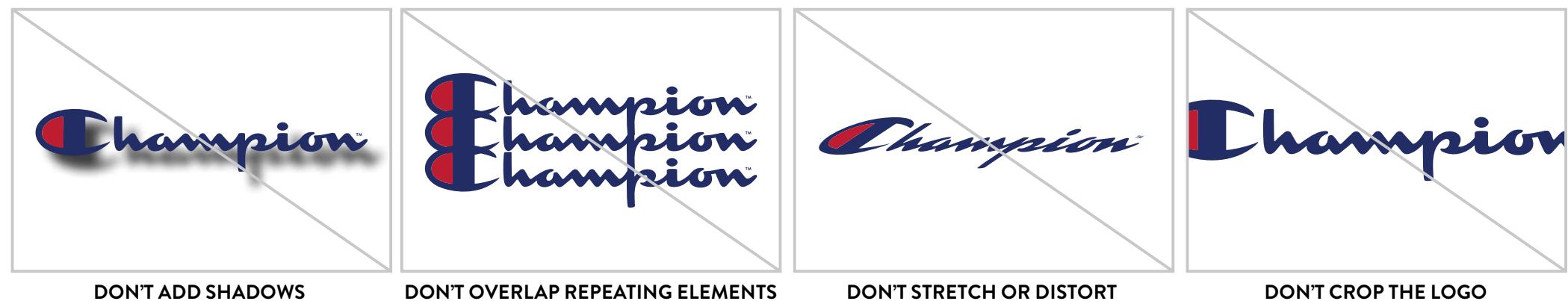
Logos

Incorrect Use



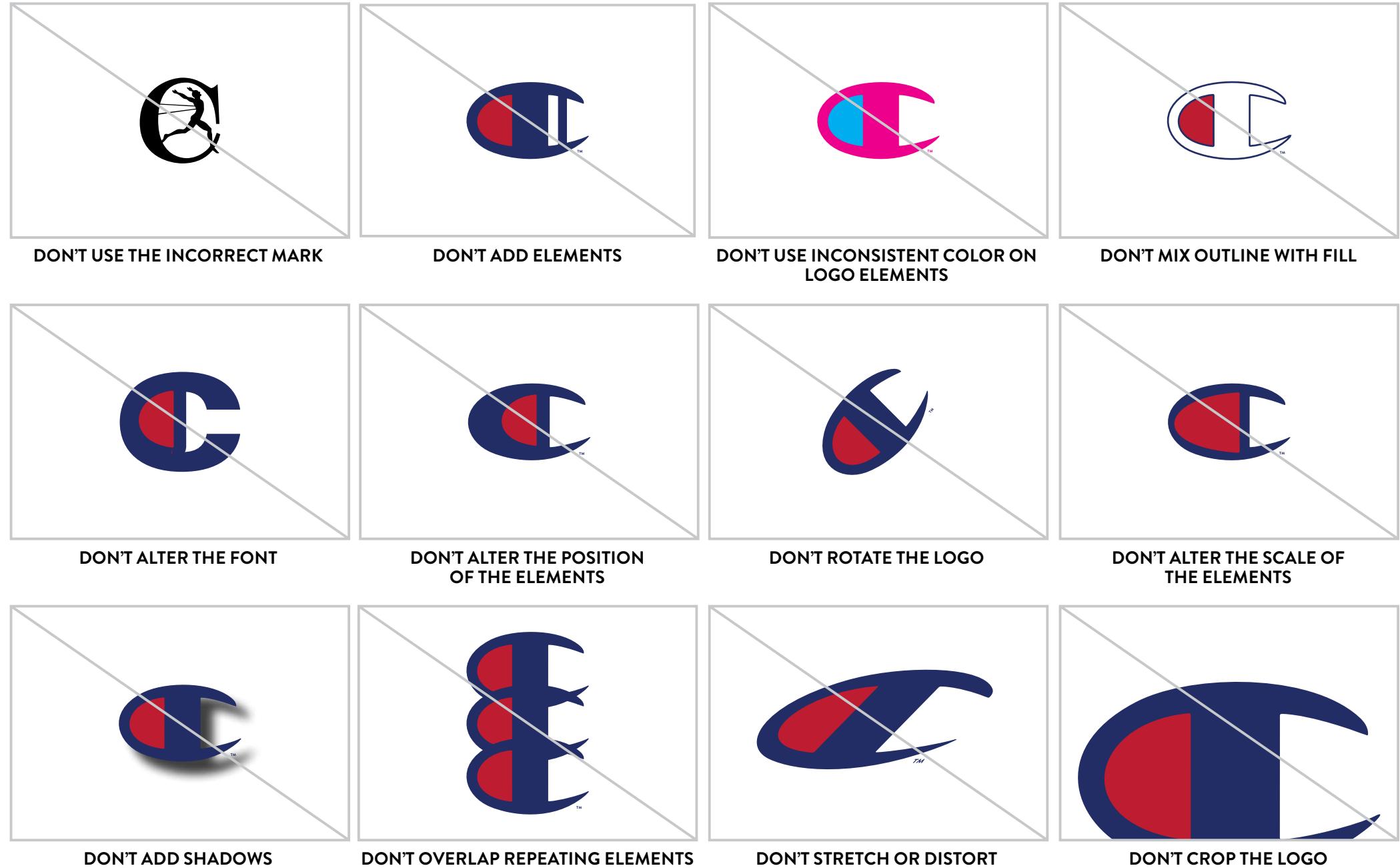
Champion Script

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Logos

Incorrect Use



"C" Logo

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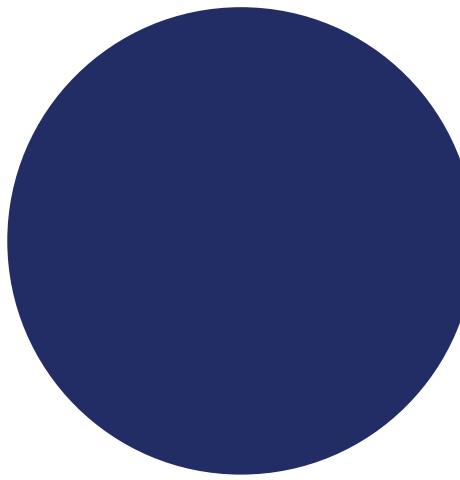
Colors

This palette should guide all branding, packaging, and marketing development adhering to the specific rules outlined in this guide. For product development, the palette can, and should, change to reflect seasonal, category, and market trends.

Please note that it is the licensee's responsibility to purchase Pantone® color licenses.

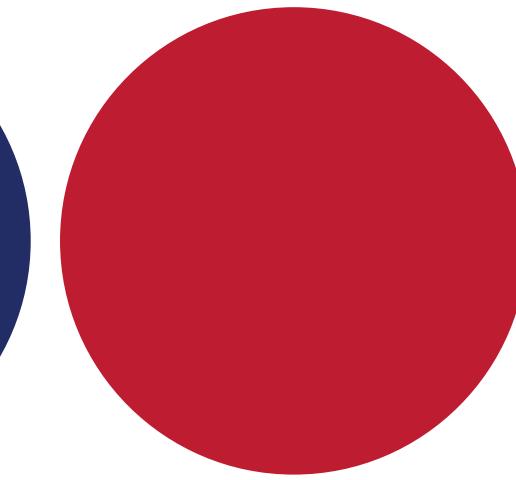
PRIMARY COLORS

These are your main colors for packaging and branding needs.



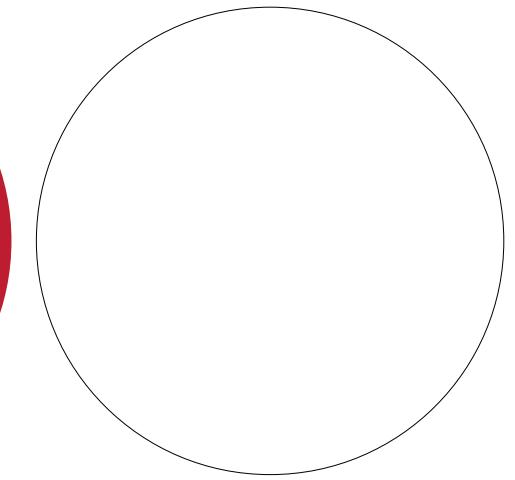
Pantone® 280C

C: 100 / M: 93 / Y: 27 / K: 24
R: 34 / G: 45 / B: 100



Pantone® 200C

C: 0 / M: 97 / Y: 76 / K: 24
R: 189 / G: 28 / B: 49



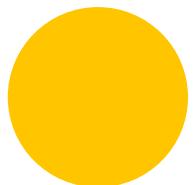
White

C: 0 / M: 0 / Y: 0 / K: 0
R: 0 / G: 0 / B: 0

SYSTEM COLORS

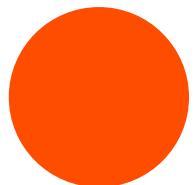
This palette can only be used across packaging when categorical organization is needed.

TO BE USED ACROSS UNISEX PRODUCT



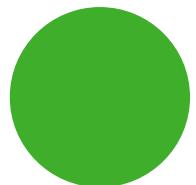
Pantone® 7548C

C: 0 / M: 22 / Y: 100 / K: 0
R: 255 / G: 198 / B: 0



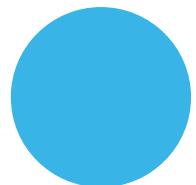
Pantone® 1655C

C: 0 / M: 84 / Y: 100 / K: 0
R: 255 / G: 77 / B: 0



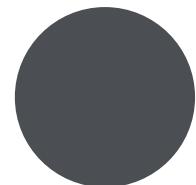
Pantone® 361C

C: 75 / M: 4 / Y: 100 / K: 0
R: 62 / G: 174 / B: 43



Pantone® 298C

C: 66 / M: 10 / Y: 1 / K: 0
R: 57 / G: 180 / B: 230



Pantone® 7540C

C: 69 / M: 59 / Y: 52 / K: 33
R: 75 / G: 79 / B: 84



Pantone® 2665C

C: 62 / M: 73 / Y: 0 / K: 0
R: 125 / G: 87 / B: 197



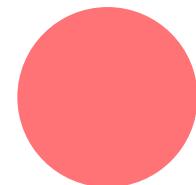
Pantone® 1915C

C: 0 / M: 86 / Y: 24 / K: 0
R: 244 / G: 75 / B: 127



Pantone® 3252C

C: 66 / M: 0 / Y: 29 / K: 0
R: 18 / G: 207 / B: 202



Pantone® 805C

C: 0 / M: 72 / Y: 39 / K: 0
R: 255 / G: 114 / B: 118

The below includes variations for complex categorization, and can only be used after discussion with creative and brand teams.



Typography

Font Family:

KNOCKOUT

This primary font family should be used for brand representation in all communications, branding, packaging, marketing collateral, etc.

Please note that it is the licensee's responsibility to purchase font licenses.

Font Family:
Brandon Grotesque

This secondary font family should be used for brand representation in all communications, branding, packaging, marketing collateral, etc.

Please note that it is the licensee's responsibility to purchase font licenses.

KNOCKOUT
FULL LITEWEIGHT

Suggested use:
Headlines and Displays

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ? / & \$ %

BRANDON
GROTESQUE BOLD

Suggested use:
Headlines, Subheads,
Body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ? / & \$ %

BRANDON
GROTESQUE REGULAR

Suggested use:
Body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ? / & \$ %

BRANDON
GROTESQUE LIGHT

Suggested use:
Body copy

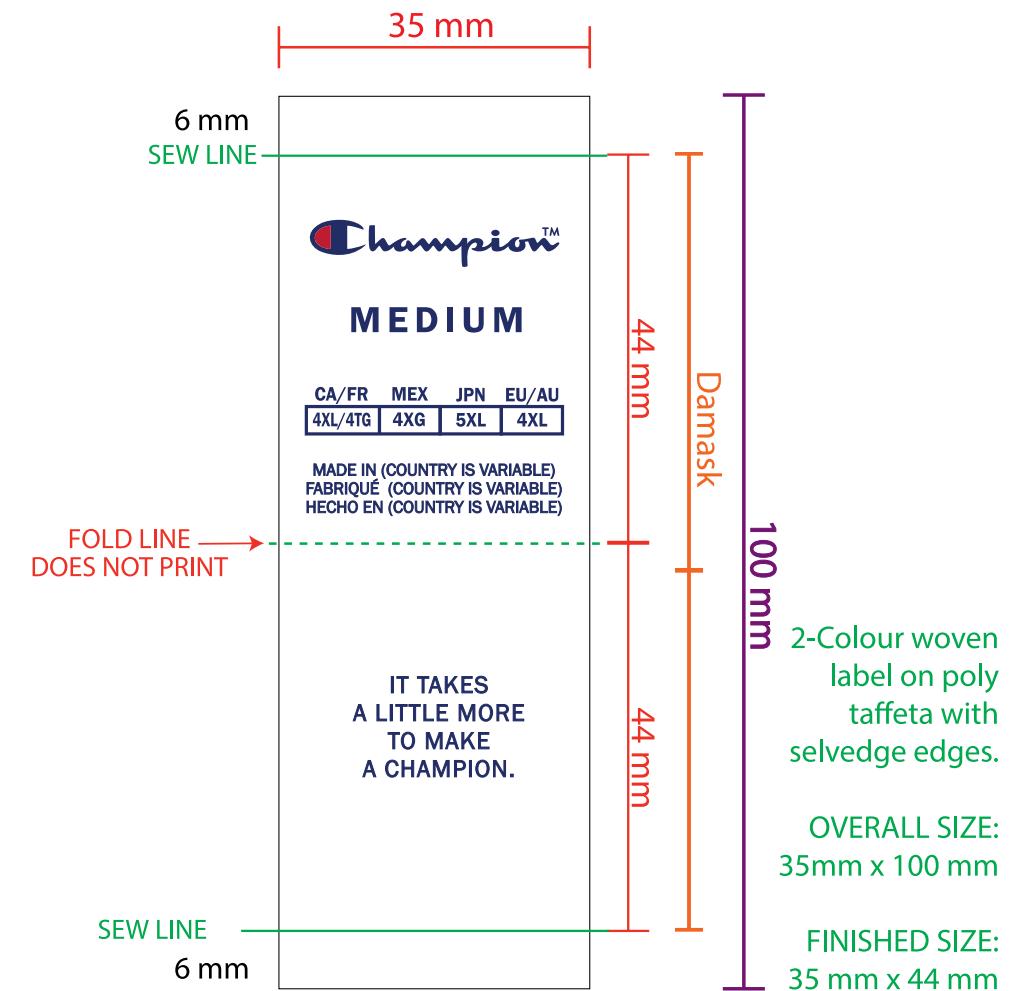
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ? / & \$ %

Trim & Packaging Labels

Primary Trim

These core labels are used across all apparel categories to communicate branding, size, and care information. The main woven label, care label, and heat seals must be consistently applied to ensure compliance with global requirements and maintain brand integrity at both retail and wholesale levels.

Size and country of origin are variable and must be updated by the partner.



*Packaging shown may not be to scale; use for reference only.

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Trim & Packaging Labels

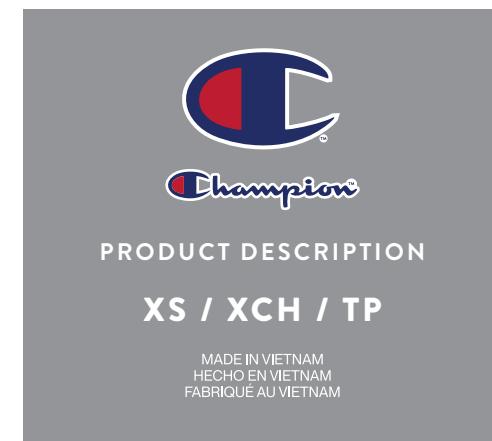
Primary Trim

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Size and country of origin are variable and must be updated by the partner.



Heat Seal
on dark background



Heat Seal
on dark background
with product description text



Heat Seal
on light background



Heat Seal
on light background
with product description text

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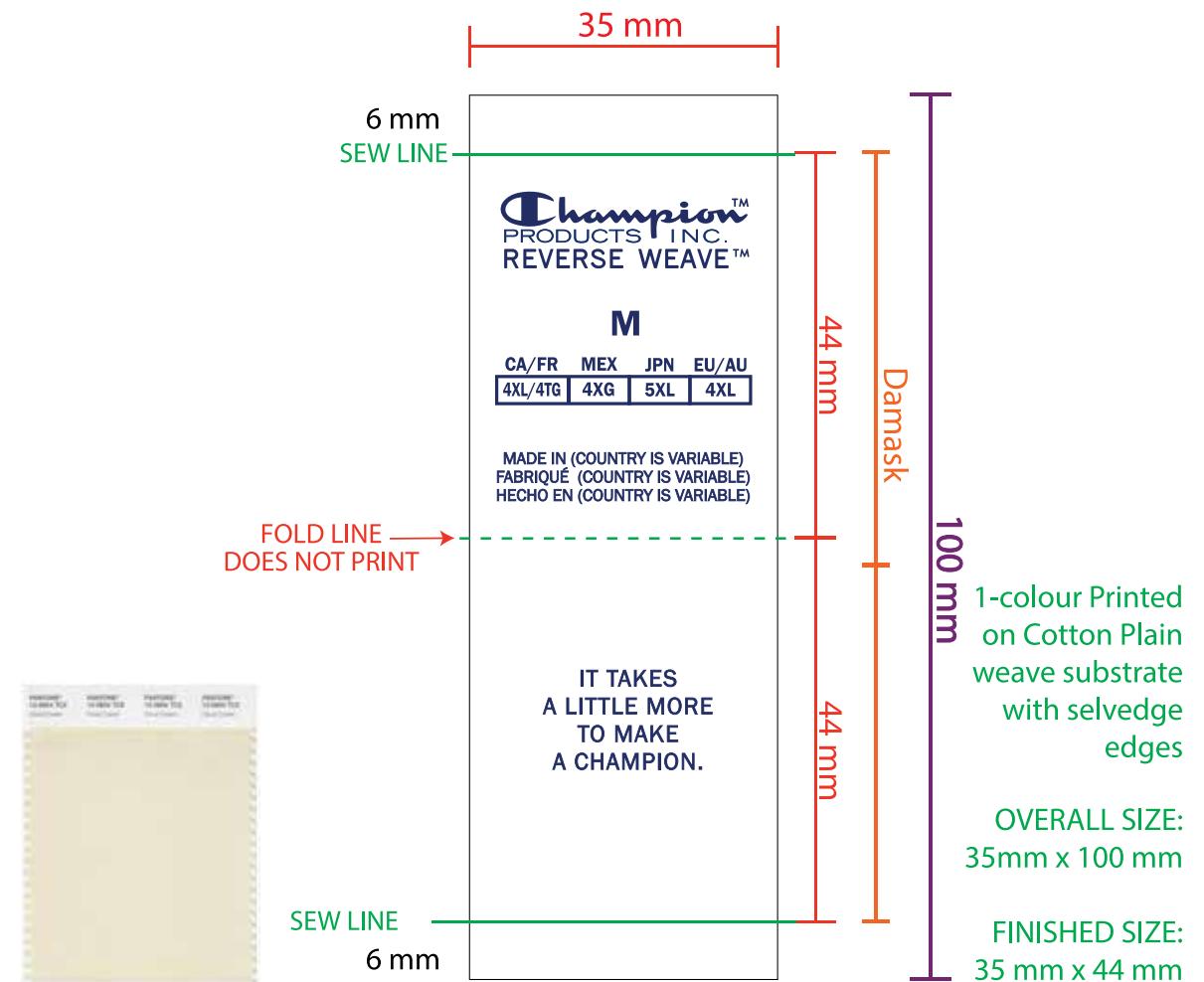
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Trim & Packaging Labels

Reverse Weave

These label items should be used for Reverse Weave products only.

Size and country of origin are variable and must be updated by the partner.



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Trim & Packaging

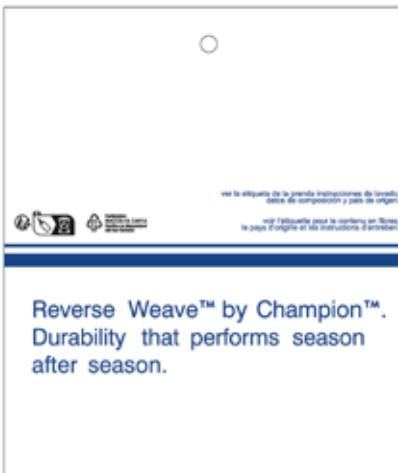
Hangtags

Reverse Weave

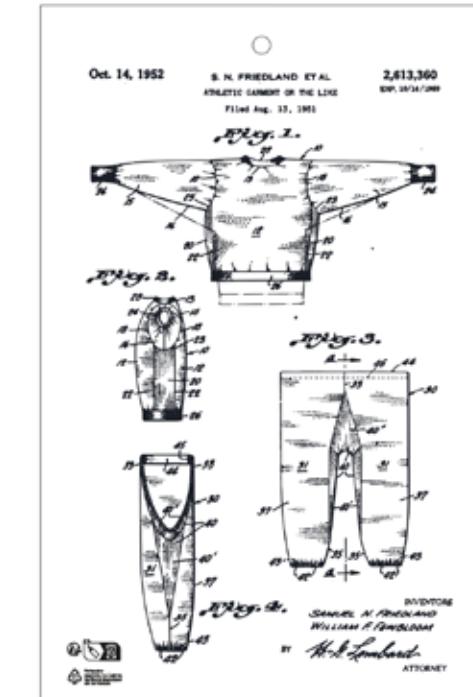
These packaging items should be used for Reverse Weave products only.

Size and country of origin are variable and must be updated by the partner.

Please use 300 gram bright paper stock.



Please use 12pt coated paper stock.



Please use Pantone®
19-3911 TCX "Black
Beauty" for press
inks only.

- Please remove the different recycle icons if they don't apply to your region.
- If this will be the only tag, please add your company RN# / CA#.
- Please make sure you include our legal line in English, Spanish and French.

Champion™ and C™ are trademarks of ABG-Champion LLC.

Champion™ y el logotipo C™ son marcas registradas de ABG-Champion LLC.

Champion™ et C™ sont des marques de commerce de ABG-Champion LLC.
© ABG-Champion LLC.

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Trim & Packaging

Hangtags

Primary Hangtag

The Champion primary hangtag should be used as the main hangtag for all Champion product.

Paper quality should be 12pt and coated on both sides. Spot gloss should be added to the logo and swiftag hole.



Lines graphic distance from baseline is equal to the height of the Champion script logo used in design.

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Trim & Packaging

Hangtags

Secondary Hangtag

This tag is to be used as a secondary attribute tag to help differentiate product that has technical, performance, or product features. When paired with the primary hangtag, the primary hangtag should always remain on top.

Paper quality should be 12pt and coated on both sides.



Any other secondary hangtags that callout product features should follow this design standard.

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Trim & Packaging

Supplemental Trim Elements

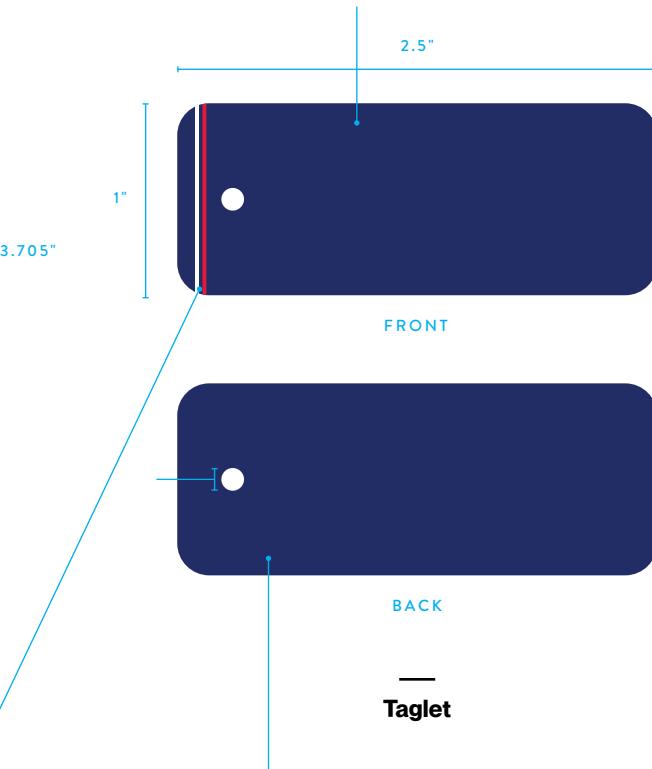
These trim and packaging elements are used across multiple categories to support size, fit, and performance callouts. The joker tag, taglet, and belly band reinforce key brand details and ensure a consistent consumer experience across retail and wholesale channels.

Spot gloss should be added to the logo for the joker tag and belly band.



Lines graphic distance from baseline of navy is equal to the height of the lines graphic.

This taglet is an optional trim element that can highlight unique product details—such as performance features, technical innovations, or craftsmanship notes. Use this side to showcase the primary message or key callout you want the consumer to notice first.



Use the back of the taglet to provide supporting details that expand on the primary callout—such as product benefits, care notes, or secondary features.



Belly Band
Multiple sizes

Lines graphic distance from Champion lockup is equal to the height of the Champion script logo used in design.

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Trim & Packaging

Shoebox

Champion shoeboxes are designed with simplicity and purpose. Boxes should have navy PMS 280C as the background color with a white logo. The lockup and logo serve as the primary design element, reinforcing brand recognition through bold, clear placement.



Lines graphic height in total is approximately 1/4". The lines graphic distance from baseline of box is approximately 1/4".

—
Shoebox

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Trim & Packaging

Tissue Paper

This branded tissue paper is used for in-store and e-commerce packaging to elevate the unboxing experience. Featuring the Champion logo repeated, it reinforces brand identity while providing a premium presentation across all retail channels.



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Trim & Packaging

Underwear Packaging

Champion underwear packaging should reflect the brand's legacy of performance, comfort, and authenticity.

Packaging must be clean, bold, and consistent with Champion's visual identity—with prominently featured logos, clear product imagery, and easy-to-read sizing, features, and benefits callouts.

There is to be spot gloss added on the logo for the covers and side panels.

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Lines graphic height in total is approximately 1/4". The lines graphic distance from baseline of box is approximately 1/4".

APPENDIX

Security Labels

& Stickers

Champion Brand Protection

The purpose of the security labels and stickers is to authenticate Champion product. The authentication is Champion internal and details of the program are highly confidential. Please do not attempt to authenticate at licensee or factory level.

All Champion branded items need to have either a label or a sticker on the product itself or on the packaging, depending on the product category. Samples are included in the program.

These labels/sticker need to be ordered from Avery Dennison.

A comprehensive ordering guide and training with further details will be provided before the program becomes mandatory mid 2025.

This is a high-level overview of the applications by main product categories.



Sew on Top of Label Booklet

- In side seam
- Other seam designated for label booklet

Shoe Tongue Application

- In side seam
- Sew onto Shoe Tongue
(depending on style and product)

Place Sticker in Designated Place

- The Product Directly
- On the Packaging
(depending on style and product)

Trim & Packaging

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(depending on style and product)

Place Sticker in Designated Place

- The Product Directly
- On the Packaging
(depending on style and product)

Labels & Stickers

Champion Security Label Program

For any questions surrounding application, location and ordering of stickers and labels please contact the following Avery Dennison representatives:

daniela.smith@averydennison.com
ray.yang@averydennison.com

There is a production order requirement of 1500 pieces per order.

Product Category	Product Name	Image (Not to scale)	Description	Price Per Label
Apparel, Soft Accessories	CHAMP_VID_CB817231A*		Apparel and accessory sew-in label	\$0.00550
Footwear	CHAMPFWSEW_CB817591A		Shoe tongue sew-in label	\$0.01110
	CHAMPFWSEWOS_CB817595A		Alternate shoe tongue sew-in (sew in one side)	\$0.01110
	CHAMPFWHS_CB817233A		Shoe tongue heat-seal/heat-press label	\$0.02040
	CHAMPFWHTST_CB817592A		Shoe tongue heat-seal/heat-press label for straps	\$0.01790
	CHAMPFWST_1-336078-001-00		Sticker for FW	\$0.00548
	CHAMPFWROLL_1-340128-000-00		Sticker for FW (supplied in roll form)	\$0.00548
Hard Accessories	CHAMPGEARSTICKER_1-336080-000-00		Sticker for balls and other hard accessories	\$0.00548

authentic

AUTHENTIC BRANDS GROUP

authentic.com

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