

ADMIRAL BRAND PRESENTATION
SPRING 2005





Since 1914

A British sports brand with unparalleled
history and tradition

ADMIRAL HERITAGE



- Established in England in 1914.
- In the 1970's and 80's gained worldwide prominence through sponsorship of major UK and International Soccer teams, including:
England National team, Welsh National team, Manchester United, Tottenham Hotspur, Leeds United, Glasgow Rangers, Dynamo Kiev, Sparta Rotterdam, New York Cosmos.
- First sporting Goods brand to develop innovative professional Soccer kits designed for fan wear.
- Widely regarded as the brand that founded a new segment of the sporting goods market - Soccer replica, today a multi-billion dollar industry.
- Links with professional sport continue today through sponsorship/licensing agreements with:
Leeds United FC, Preston North End FC, Leicester RFC, Bath RFC, England Cricket Board, West Indies Cricket Board, South Africa Cricket Board.



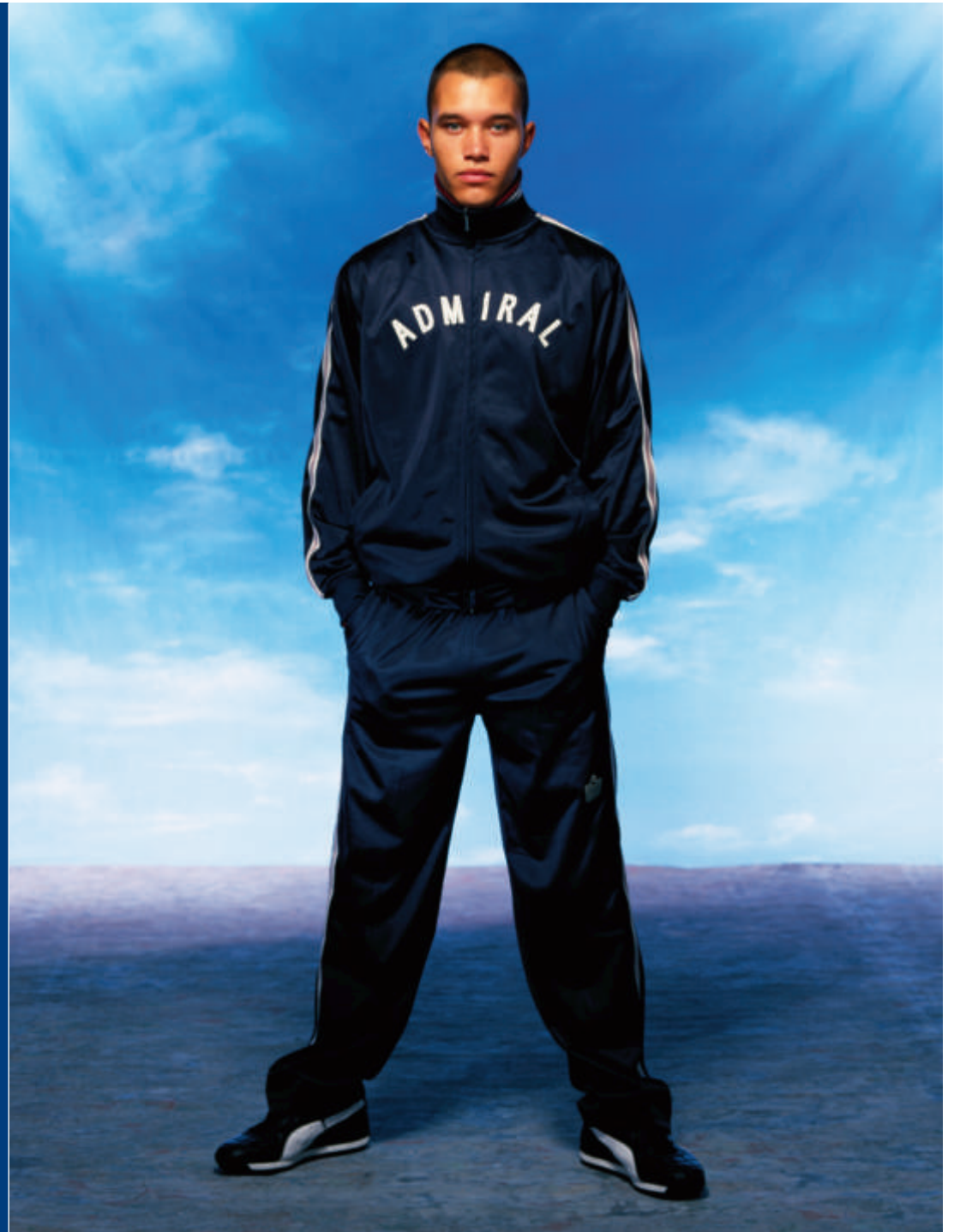
Heritage



Heritage

ADMIRAL 2005

Modern sportswear
brand registered in
140 countries in 12
product classes.

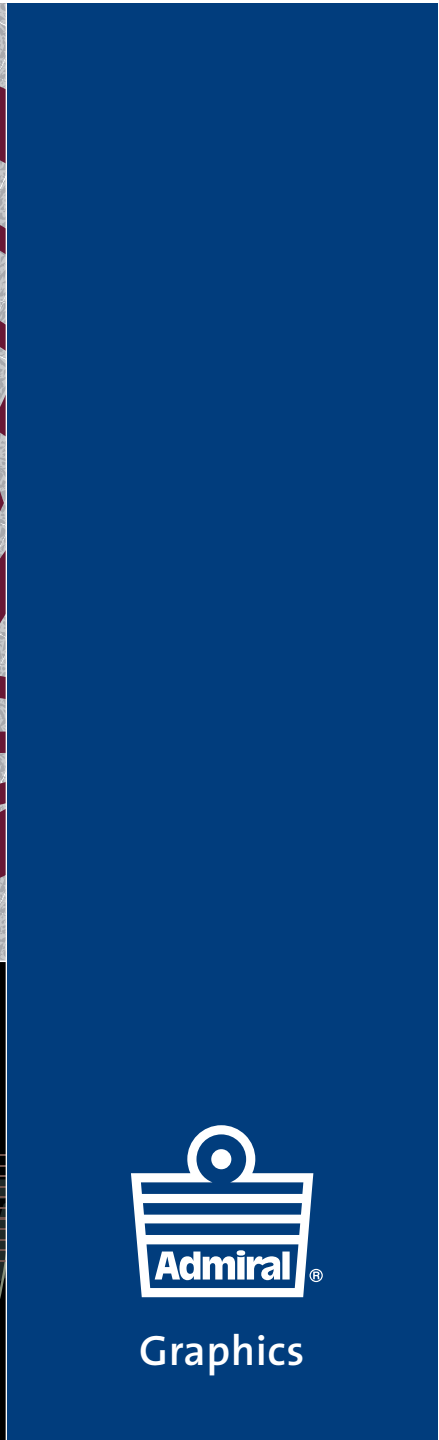
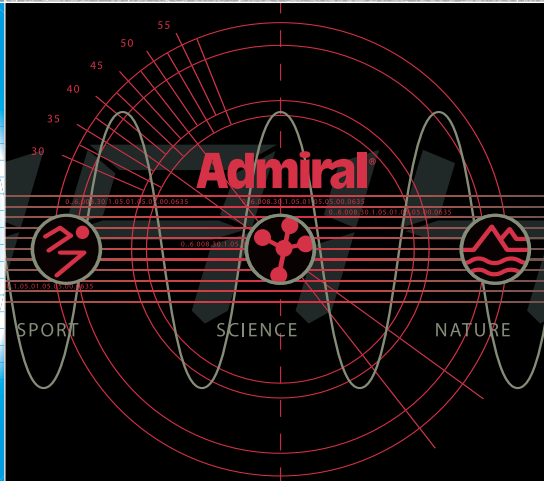




Menswear



Menswear





Womenswear





Womenswear



Footwear



Footwear



Luggage





Football



Football



Football



Football





Football



Cricket





Cricket



Cricket

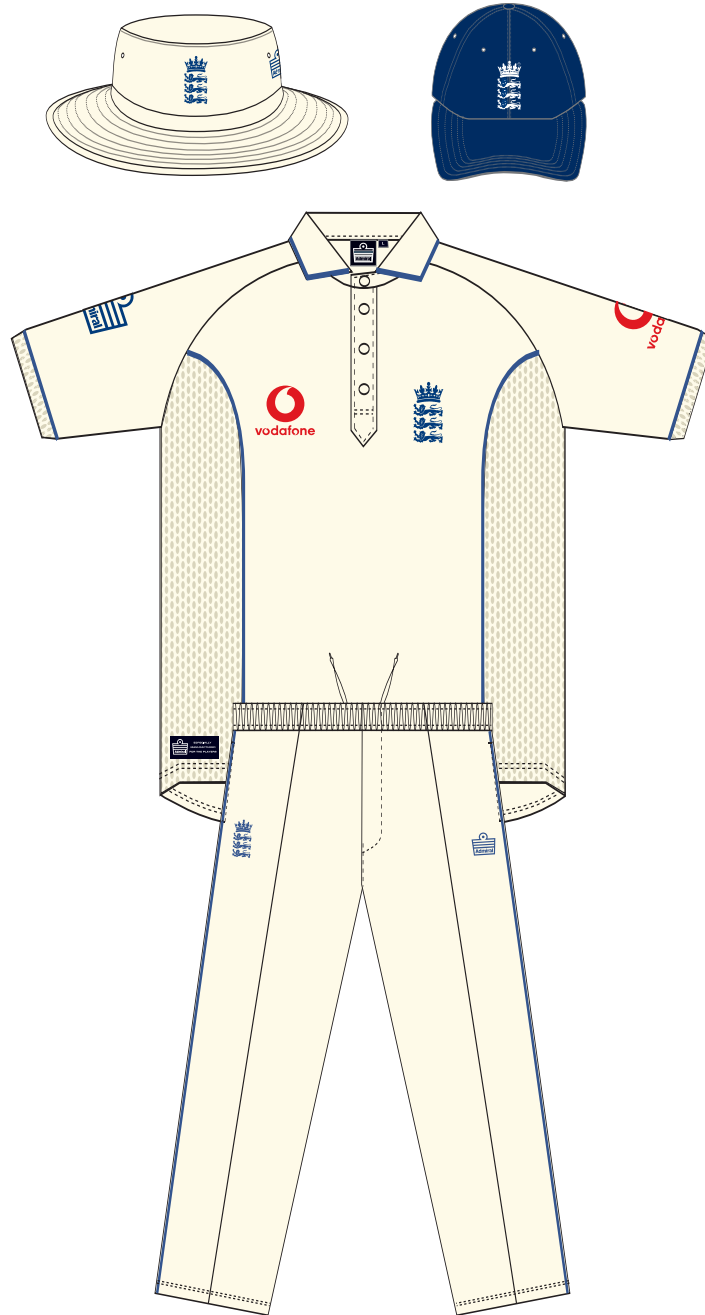




Cricket



Cricket



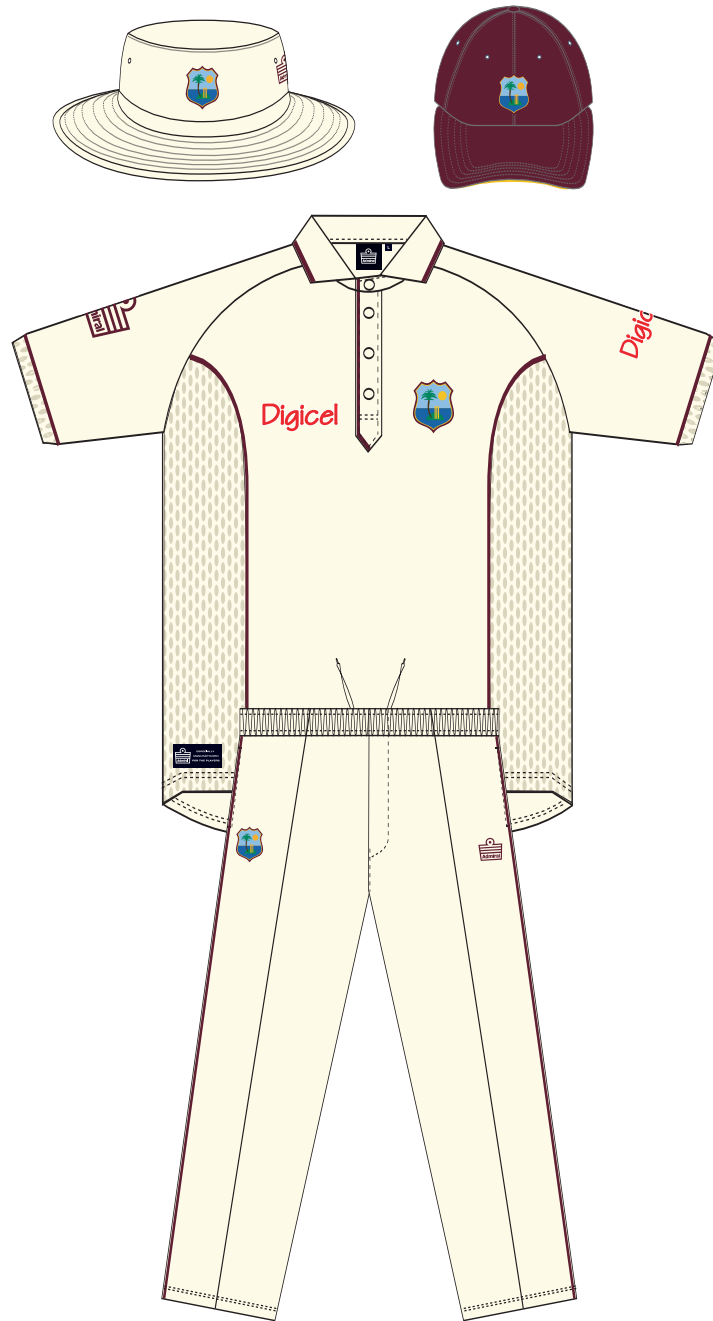


Cricket



Cricket

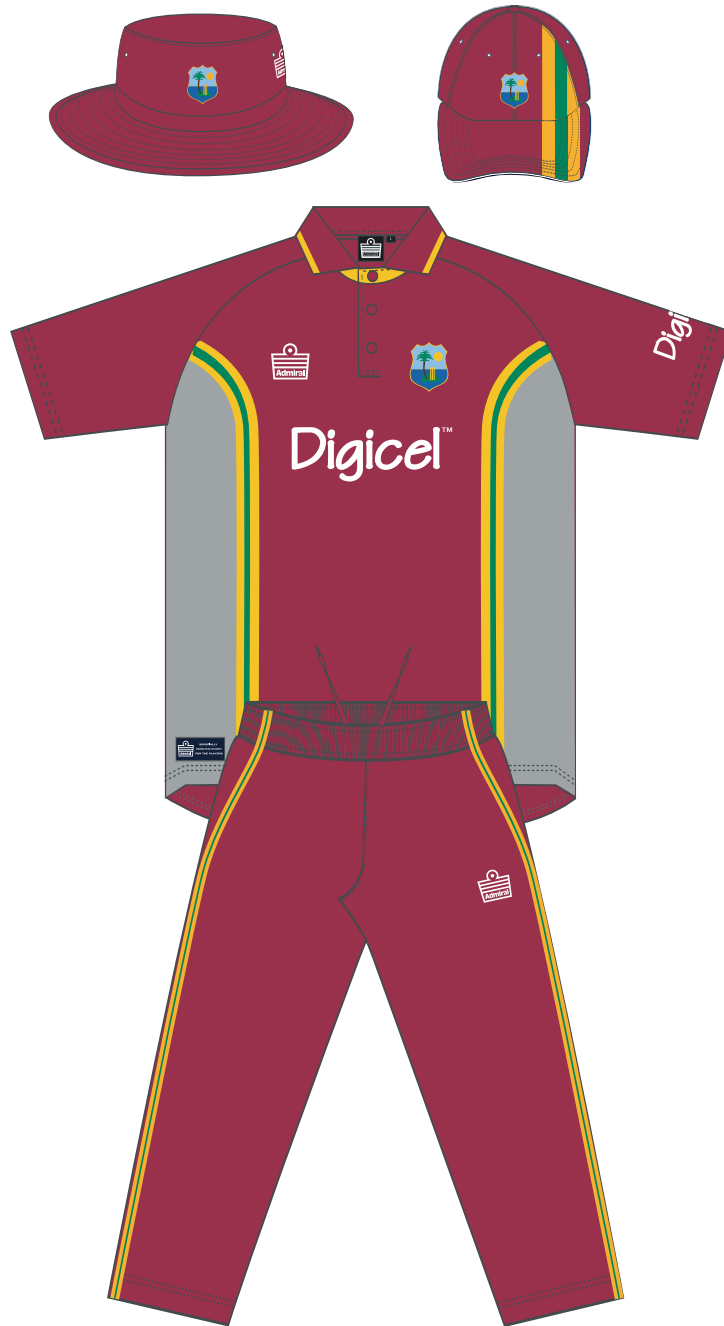


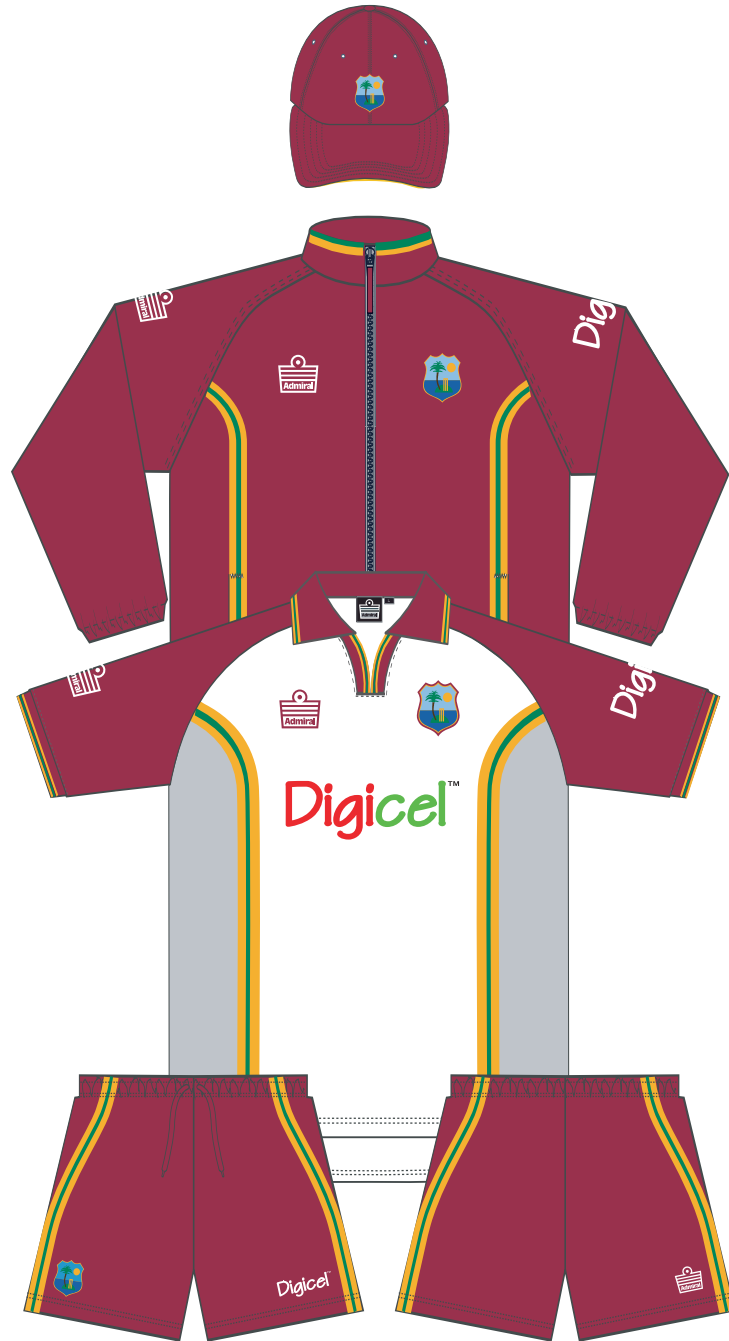


Cricket



Cricket



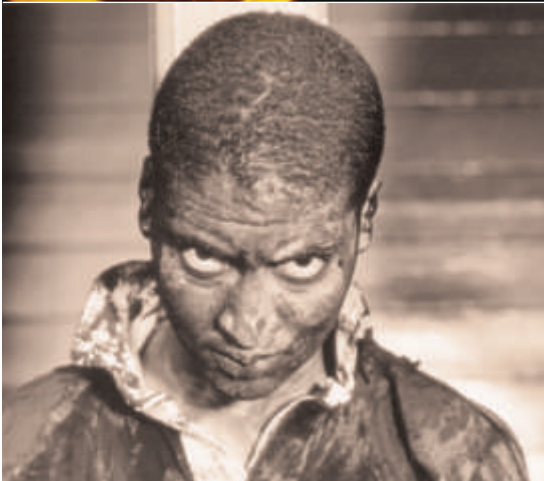


Cricket



Rugby



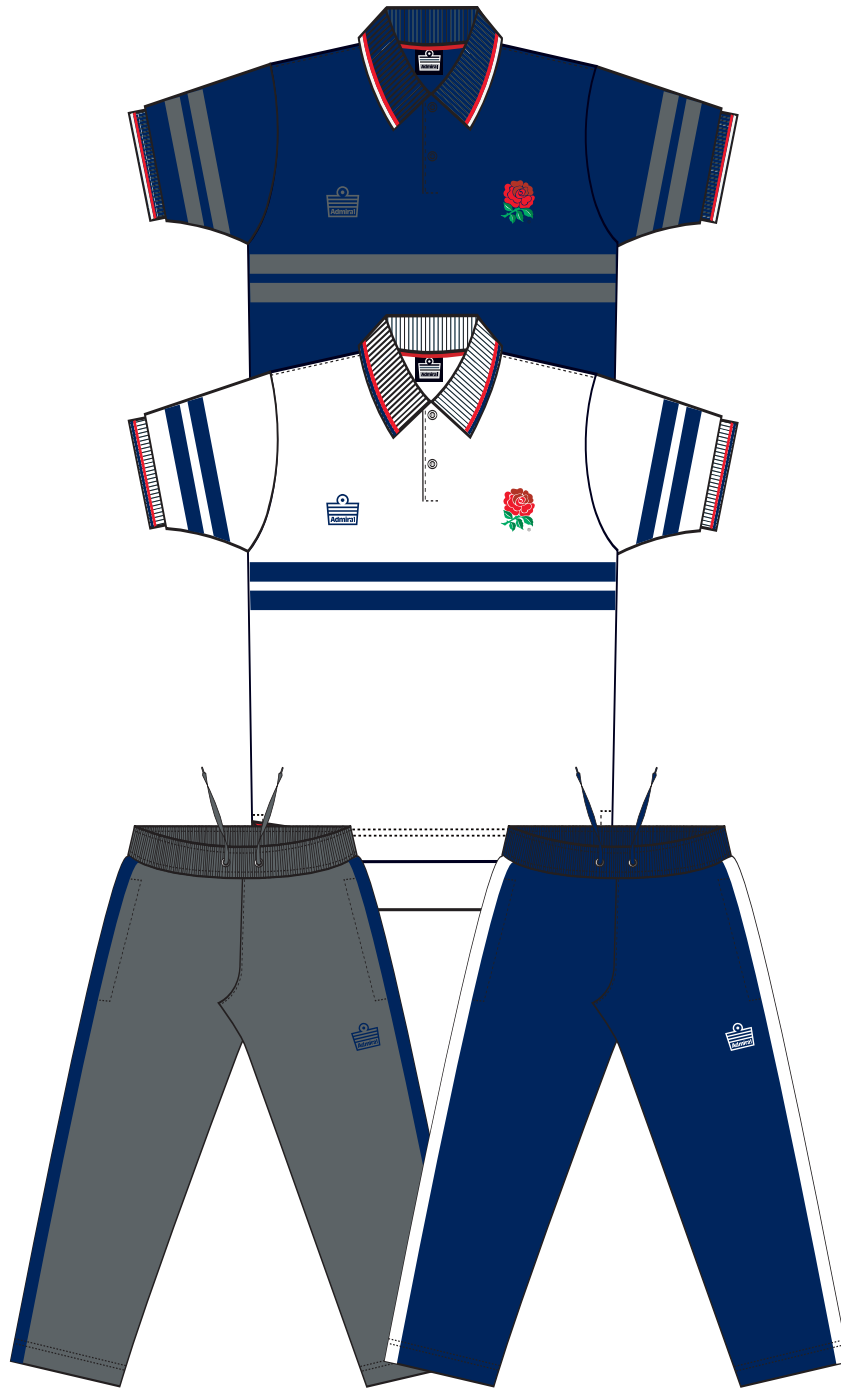


Rugby



Rugby





Rugby

ADMIRAL CORPORATE IDENTITY

Logo Usage

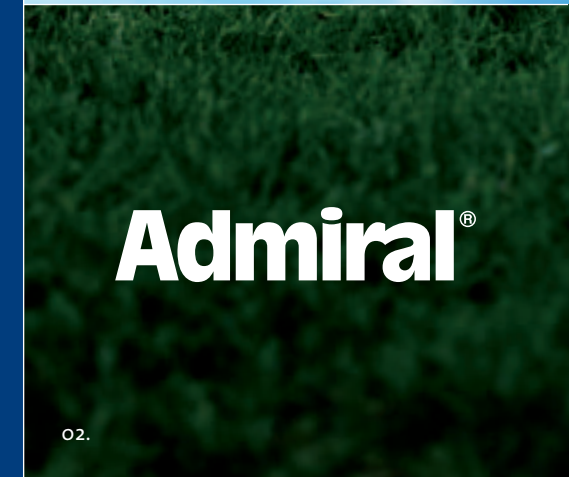
The Admiral 'Ensign' logo and 'Word Mark' logotype should be reproduced either in black against a light background ⁰¹ or in white against a dark background ⁰².

Corporate Colours

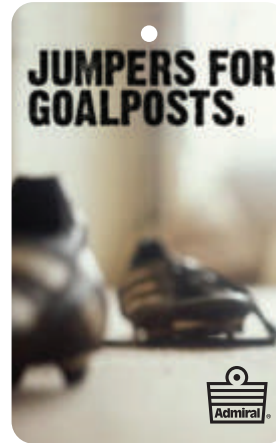
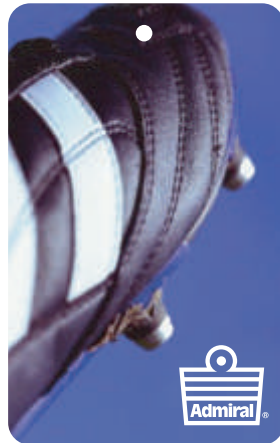
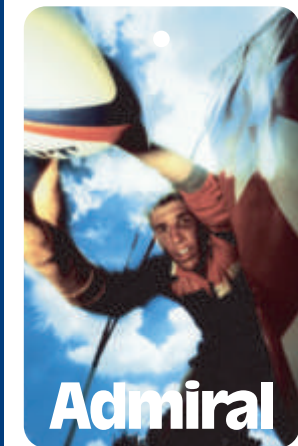
The only other colour in which the logos should be reproduced is in **Pantone® 281** ⁰³ – **Four colour process specification: C: 100 M: 83 Y: 0 K: 42**

Please consult our graphics department for permission if you require the logo in any other colour(s).

- 01. Admiral Ensign logo
- 02. Admiral Wordmark logotype
- 03. Admiral Exclusively For logo



ADMIRAL LABELLING AND SWING TICKETS



All labels should be reproduced in the agreed Admiral corporate identity colours and swing tickets to ideally carry both either the Admiral Ensign Logo or word mark, along with the sports specific Admiral logo.

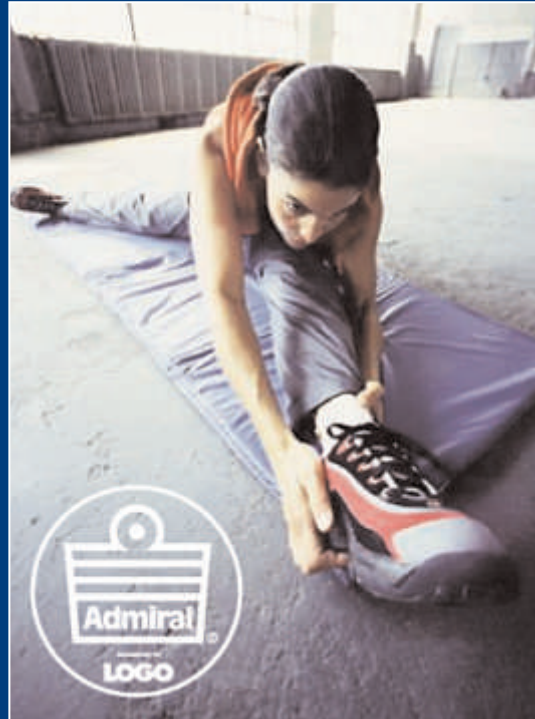
ADMIRAL POINT OF SALE



All point of sale to be consistent with the agreed Admiral corporate identity package and agreed associations.



ADMIRAL ADVERTISING



All point of sale to be consistent with the agreed Admiral corporate identity package and agreed associations.

