



## **BRAND STANDARDS GUIDE**

VERSION 1 AS OF 3/1/17

# BRAND PROMISE

To empower those at the peak of the sport to drive it to new heights, to challenge those who feel the passion to realize their potential and to inspire those just getting started to discover the joy of bowling.

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## VISION / OVERVIEW

Storm is The Bowler's Company™ — It is the essence of the brand and the foundation on which all communication is based. Truly a grassroots success story, Storm Products started from the garage of Bill and Barb Chrisman, based on the belief that they could do things differently, better.

From humble beginnings Storm quickly grew into the world's leading bowling ball brand, revolutionizing the sport through innovative, scientifically advanced core and coverstock designs that created greater hook and entry angles—and as a result, higher scores—than the world had ever seen.

But Storm is about more than high scores and tournament trophies. Storm represents the passion of bowling. A passion that can be felt at any level. Whether it's the first strike, the first 300 game or the first championship trophy, the thrill is the same. And it's amazing. And that is what Storm is all about.

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## MISSION

Storm's mission is simple: Grow the sport of bowling. That means developing new, innovative bowling balls, of course, but it also means a lot more. It means celebrating success, whether it's the five-year-old who just rolled her first strike at a birthday party or sponsoring titans of the game, like Storm's professional staffers. It means showing people that bowling truly is a sport of the highest order, requiring a surgeon's nerves, years of training and the ability to constantly adapt to changing conditions. It means engaging in a broad-based educational outreach and communications program to support bowling centers, distributors and pro shops, and bringing new people to the sport.

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## BRAND AUDIENCE

For those about to roll their first strike. For those about to roll their 12th in a row. For those who love the sport. For those about to fall in love. For everyone. For bowlers. For you.

### THE STORM AUDIENCE CONSISTS OF:

- All Bowlers
- Pro Shops/Retail Outlets
- Distributors
- Sales Staff
- Bowling Centers
- Kids



## BRAND VOICE

Storm speaks with confidence and poise, while encouraging bowlers of all skill levels to discover the fun and challenge of bowling. Storm's voice is that of a wise, friendly and trusted aunt or uncle imparting a life lesson — without being preachy, judgmental or demanding.

Storm is honest, sincere, approachable and humble. Storm is an educator, seeking to elevate the game and sport of bowling for everyone involved. The information put out by Storm is trusted as a reliable resource for bowlers and bowling center operators worldwide. That trust must be honored.

As The Bowler's Company™, Storm is deeply connected to its audience and customer base.

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## THE STORM VOICE IS:

**SUPPORTIVE** — Storm knows bowling and loves to share that knowledge with the world, helping bowlers of all skill levels improve their game.

**CASUAL** — Write like you would talk to an old friend at the lanes. Don't be stuffy, pretentious or overly formal.

**FAMILY-FRIENDLY** — Storm is for all bowlers, so keep it PG-rated. No innuendos, curse words or anything else you wouldn't say around your grandma.

**HUMBLE** — This can be tricky when you're telling the world that you're the best. But when you are the best, you don't need to puff your chest. More world-class bowlers roll with Storm than any other brand, so let the success speak for itself.

**POSITIVE** — Recognize and celebrate the fun, passion and excitement of bowling, especially when it leads to victory. Don't get bogged down in negativity.

### KEY WORDS FOR THE STORM BRAND VOICE:

- Approachable
- Driven
- Hungry
- Passion
- Science
- Trusted
- Confidence
- Educator
- Innovator
- Power
- Sport/athlete
- Versatile
- Control
- Fun
- Leader
- Proven
- Technology
- Winning

# LOGO, ICON & CLEAR SPACE



Reversed Logo



Black Logo



## LOGO CLEAR SPACE

The Storm® logo should have a buffer space around itself at all times, kept free of any other text, graphic elements or visual distractions in order to maintain brand integrity.

Ensure a minimum clear space of 150% the logo height is maintained around the logo in equal proportion.



## LOGO MINIMUM SIZE

To maintain the integrity of the brand presence, the smallest the Storm logo should ever appear is 0.6" in height in print (size depicted left). For embroidery, remove tag if less than 1/8". For digital applications, maintain at least 43 pixels.



Full Color Icon Electric Blue



Full Color Icon Teal



Reversed Icon



Black Icon

Our icon is a Storm Bolt. It represents our brand whenever the logo is not used.

# LOGO USE & BRAND COLORS

## BRAND COLORS

Do not alter the Storm® logo or bolt icon in proportion, orientation or color without approval from Storm. The logo should always be represented as it appears in this guide in classic teal, electric blue, black or white.

Below are some examples of unacceptable logo presentation; these apply to both the Storm logo and the bolt icon.



*DO NOT use unapproved colors.*



*DO NOT alter the orientation.*



*DO NOT apply effects.*



*DO NOT outline.*



*DO NOT distort or stretch.*



*DO NOT mix colors.*



*DO NOT skew.*



*DO NOT apply gradient.*

## BRAND COLORS

Our primary color is Classic Teal. It represents Storm's history and heritage as an industry leader. Classic Teal should always be the dominant of the brand's three main colors. Electric Blue is used for the Storm lightning bolt icon. It represents the intensity and active nature of the brand's modern evolution. These two colors are supplemented by Dark Gray to give them definition and depth.

CLASSIC TEAL
PANTONE 327 C
RGB: 0 / 147 / 144
CMYK: 100 / 0 / 47 / 15

ELECTRIC BLUE
PANTONE 7704 C
RGB: 1 / 144 / 184
CMYK: 81 / 29 / 16 / 0

DARK GRAY
PANTONE Black C
RGB: 32 / 32 / 32
CMYK: 0 / 0 / 0 / 97

The Storm logo, bolt icon and ball line logos should always appear in the colors designated in this guide. If there is a design challenge that you believe would warrant a color change in any of these elements, please obtain permission from the appropriate Storm brand representative to do so.

# BALL LINE LOGO USE



The Storm® ball lines are divided into seven distinct lines to help bowlers choose the type of ball that best suits their skill levels and specific needs. Each line provides a general guide to performance characteristics of the balls within that line. These include the amount of hook to expect, oil conditions for which it is best suited, controllability, etc.

As a rule, the balls hook more and are suited to heavier oil conditions at the Premier™ line, and get less so on down to the Ice™ line. This also correlates to skill levels, with Premier typically being the highest skilled. While the more advanced lines (Premier, Signature™, Master™, etc.) are designed for highly skilled bowlers, these bowlers will typically want a variety of balls in their “arsenal,” including those in the less advanced lines.



Where revolutionary asymmetrical cores and aggressive coverstocks combine for incredible strength, maximum impact, and extreme entry angle. You've arrived.

**PANTONE 871 C**  
**RGB: 133 / 118 / 80**  
**CMYK: 45 / 45 / 74 / 17**



Industry-leading technology and professional athletes combine to produce some of the most powerful weight blocks and dynamic ball movement.

**BLACK**  
**RGB: 0 / 0 / 0**  
**CMYK: 0 / 0 / 0 / 100**



The pinnacle in symmetrical core power and performance; culminating in the confidence to win.

**PANTONE 877 C**  
**RGB: 138 / 141 / 142**  
**CMYK: 49 / 38 / 39 / 3**



The standard by which all lanes are judged. The perfect balance of predictability and versatility for all competitors.

**PANTONE 541 C**  
**RGB: 0 / 60 / 113**  
**CMYK: 100 / 78 / 32 / 22**



A reliable ball at a great price, for the moment when the game becomes a sport.

**PANTONE 716 C**  
**RGB: 237 / 120 / 0**  
**CMYK: 4 / 64 / 100 / 0**



An entry-level price point and manageable reaction means fun for all.

**PANTONE 362 C**  
**RGB: 76/157/47**  
**CMYK: 74/15/100/2**



For the young and old. Our lightest ball, easily controlled—ideal for spares.

**PANTONE 2995 C**  
**RGB: 0 / 168 / 226**  
**CMYK: 81 / 12 / 1 / 0**

# TRADEMARKING / PUNCTUATION

Trademarked words and phrases are essential to Storm's identity, intellectual property and its ability to differentiate itself in the marketplace. Conformance to proper usage must be held as sacred.

Trademarks and service marks are proper adjectives. Not nouns. Not verbs. A mark should always be used as an adjective qualifying a generic noun that defines the product or service. A mark is a company brand name, not a product or service itself. As adjectives, marks should not be used as plurals or in the possessive form, unless the mark itself is plural or possessive (such as 1-800-FLOWERS, MCDONALD'S or LEVI'S).

## TRADEMARKS VIS-À-VIS TRADE NAMES

Trademarks are not the same as trade names. Trademarks are directly associated with a specific product and must receive the appropriate trademark symbol ("™" or "®"). A trade name is the name of the company and is not directly associated with a specific product. A trade name does not receive a trademark symbol.

Storm Products is a trade name. It can also be abbreviated to Storm when used as a trade name, particularly when the full trade name has already been used earlier in a document. However, Storm® can also be used as a Trademark when it is used in reference to a specific product, technology or other intellectual property. The name Storm Products should never be used as a Trademark.

Think of it like this: Storm Products manufactures Storm® bowling balls.

The following is a guideline provided by the International Trademark Association. For further guidance, refer to their online PDF: [http://www.inta.org/Media/Documents/2012\\_TMUseMediaInternetPublishing.pdf](http://www.inta.org/Media/Documents/2012_TMUseMediaInternetPublishing.pdf)

Trademark symbols should be used the first time the trademarked word or phrase is used in the body copy on a page (both print and digital). Subsequent references do not require the symbol (except if in a listing of specifications). Headlines and subheads shouldn't usually receive the symbol. Exceptions can be made, however, in cases where practicality dictates, e.g., if there is no body copy.

All ball, core, coverstock and ball line names should include a trademark symbol, following the above guidelines for number of occurrences per page.

A registered trademark symbol should always be used with the Storm logo positioned as shown on the logo page. A ® should also always be used with the Storm Bolt icon and with Abralon. Contact an appropriate representative of Storm for proper trademark usage when questions arise.

## GENERAL RULES

The Storm marks represent the core values of our brand, from meaningful connections in real time to simple amplified expression. Please don't present the marks in a manner that suggests sponsorship or endorsement by Storm, or confuse Storm with another brand. Always use our official and unmodified Storm wordmark or icon to represent Storm.

## THINGS WE CARE ABOUT

When making a reference to Storm, your reference must be truthful, and not suggestive of anything other than the truth.

- We do not endorse the hazing or offending of competitors and their brands or products. When using our name in graphic, vocal or textual form, please refrain from offending our competitors.
- Do not use tattered, jagged or pixel-mutilated logo images to represent the brand. Only use clean, pixel-perfect logos provided by Storm.
- The Storm logo, bolt icon, and ball line logos should always appear in the colors designated in this guide. If there is a design challenge that you believe would warrant a color change in any of these elements, please obtain permission from the appropriate Storm brand representative to do so.

### CORRECT

The new Storm® Velocity™ Core smooths out the lane.

### INCORRECT

The new Storm Products Velocity™ smooths out the lane.

### CORRECT

Our Phaze II™ ball is built for champions.

### INCORRECT

Our Phaze II™ is built for champions.

### CORRECT

Storm Products develops bowling technology for all skill levels.

### INCORRECT

Storm® develops bowling technology for all skill levels.

## OXFORD COMMAS

An Oxford comma is the comma that follows the second-to-last in a list of three or more items, typically before 'and' or 'or'. It should only be used in cases where it is needed to avoid confusion. One example is where the second-to-last item contains 'and' or 'or' and it is needed for clarification. Before deploying the Oxford comma, however, try to rewrite the sentence to avoid both confusion and its use.

## EXAMPLES

**YES:** Storm offers a wide range of bowling balls, bags and apparel.

**NO:** Storm offers a wide range of bowling balls, bags, and apparel.



## PRINT HEADLINES

Font Name — Oswald (TT) Bold

## SUBHEADS

Font Name — Oxygen Bold

**Body copy** in print pieces should be kept as short as possible while communicating the products' key attributes and benefits, tying together the imagery to the headline and overall concept, and reinforcing Storm's position in the market (particularly as it relates to the specific product line for the ball).

Keep in mind that each ball line speaks to a specific audience, and copy should reflect the values, interests and performance needs of that audience. Premier™ Line balls, for example, appeal to a more tech-savvy audience, and copy can delve into RG and differential. Tropical™ Line balls, by contrast, are aimed at bowlers who care more about having fun, seeing their ball hook and getting a couple strikes.

Core, Weight Block, Coverstock, Line and Series should all be capitalized when used as part of the product name; e.g., HV™ Core, R2S™ Coverstock, Dual-Drive™ Weight Block, Premier Line. All other product types should be lower case, even when used with the product name; e.g., Timeless ball, Rolling Thunder bag.

Font Name — Oxygen

### BACKGROUND LEVEL 2

This part of the background transitions into the lighter area toward the bottom of the page. The space moving toward the top of the page serves as a conceptual driver for the imagery, supporting the "spirit" of the ball and its line.

### BACKGROUND LEVEL 1

The background of the image is a lightened version of the color associated with the line logo. Its presentation is neutral, creating a sense of real space for the ball.

### LINE LOGO

The line logos are solid white and live in a round-cornered rectangle of the line color. They should appear in the bottom left corner of the composition.



### BALL SIZE / POSITION

The ball should be primarily centered to the page, taking up about a third proportionally.

### TYPOGRAPHY

The font choices are the ones depicted above. Headlines are Oswald Bold (all caps) and the body copy is Oxygen Regular. For ads, increase font sizes and limit copy to one or two lines of key features.

### BRANDING

The Storm branding sits to the bottom right of the page with the USBC logo to the left, followed by centered contact/call to action.

Sure Lock™ Sell Sheet



# MARKETING DIGITAL FONTS

## WEB AND SOCIAL HEADLINES

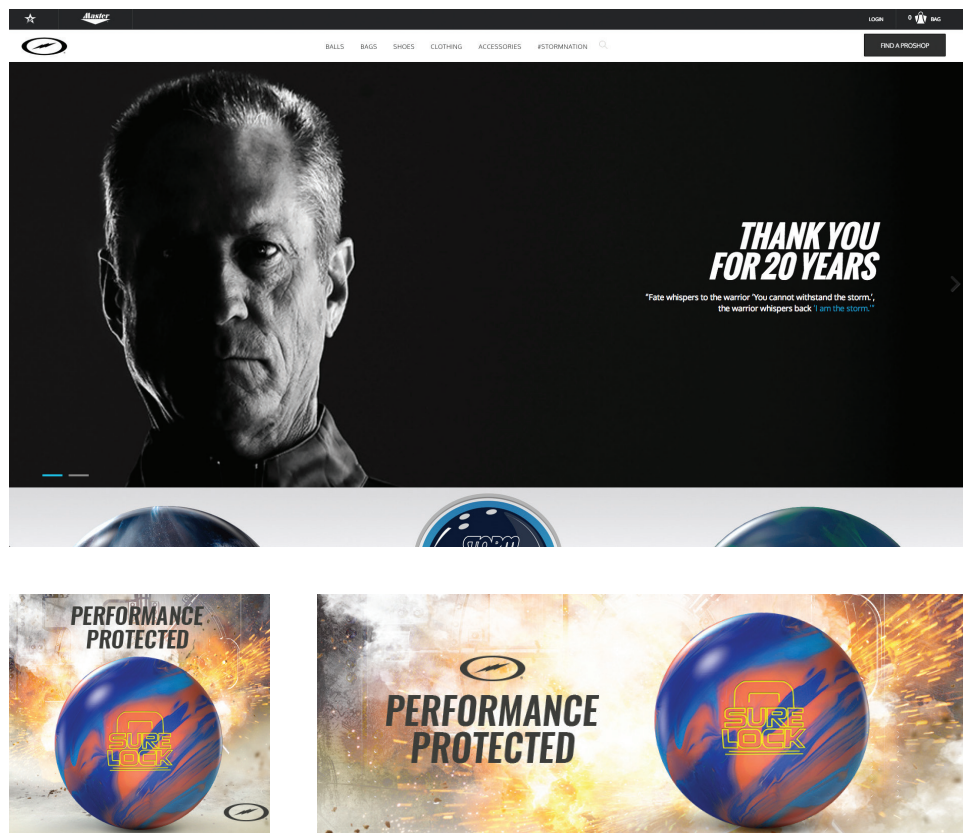
Font Name — Oswald (TT) Bold

## SUBHEADS

Font Name — Oxygen Bold

**Copy.** Keep it short. Want more? OK, keep it really short. Think of it like a highway billboard—you've got about three seconds to get your message across. Sometimes this will be purely functional; e.g., providing the date, time and other details for an event. Other times it can be attitudinal, fleshing out the tone of voice for a specific campaign. Either way, the goal isn't to get people to read the words, it's to get them to click through to something else. So don't waste their (or your) time with too much copy.

Font Name — Oxygen



## CORPORATE COMMUNICATIONS FONT

All corporate communications should use Lucida Sans (regular and bold). These include emails, standard documents and other general correspondence that falls outside the domain of marketing, branding, advertising, etc.

# BRANDED COLLATERAL SAMPLES



**IT'S A SNAP**

Designed to get you locked in when the lanes start breaking down, the new Snap Lock™ showcases the fast-revving design of the RAD-X™ Core, securing a smoother response to oil. The Snap Lock's™ overall motion is similar to the Lock™, but the R35™ Pearl Reactive Coverstock gets through the heads with ease, helping you break free from the chains of transition.

PREMIER

Storm Products, Inc. | 800.369.4402 | stormbowling.com

**SCULPTED FOR PERFORMANCE**

Cut from the same rock solid Velocity™ core as the original Phaze™, the Phaze II comes wrapped in a work of pure oil-cutting art — the all new TX-16™ solid reactive coverstock. Together, they add up to a smooth, predictable backend, the ability to cover parts of the lane that most balls can't touch and a wide range of surface adjustment options. The Phaze II is ready to carve your name in the history books.

MASTER

Storm Products, Inc. | 800.369.4402 | stormbowling.com

**UNLEASH THE POWER**

Supremely versatile, the new Torrent™ combines the consistent power of the new Reactor™ MC Core with the Superior R35™ reactstock to collect and harness the energy through the head of the ball and unleash it with a force burst of locked reactivity. *Orientation is guaranteed.*

HYDRON

Storm Products, Inc. | 800.369.4402 | stormbowling.com

**STRIKE UP SOME HEAT**

Colony of control balls. We designed perfect reaction for you. With the incredible Reactor™ Core and the new R35™ reactstock, you'll have the power to manage your ball motion, the way you want it. *React and Match™. Real Reaction that results in a series of new reactions.*

NET

Storm Products, Inc. | 800.369.4402 | stormbowling.com

**THE BALMY ESSENCE OF VICTORY**

With six colors and fragrances to choose from, this line packs a serious tropical punch. But it's not just beginning fun and games; it's also a great addition to your arsenal. The Comber™ Core provides solid predictability and control, while the Reactor™ Coverstock delivers a clean glide through the heads with traction on the backends. There's no skipping on pin carry here.

TROPICAL



Storm Products, Inc. | 800.369.4402 | stormbowling.com




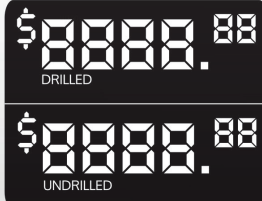
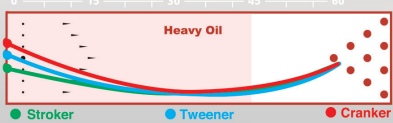
**STORM** PREMIER **SURE LOCK™**

The Sure Lock is engineered specifically to cut through heavy oil

- 2000-grit Abralon® • GI-17™ (Game Improvement - 2017) • RAD-X™ Core

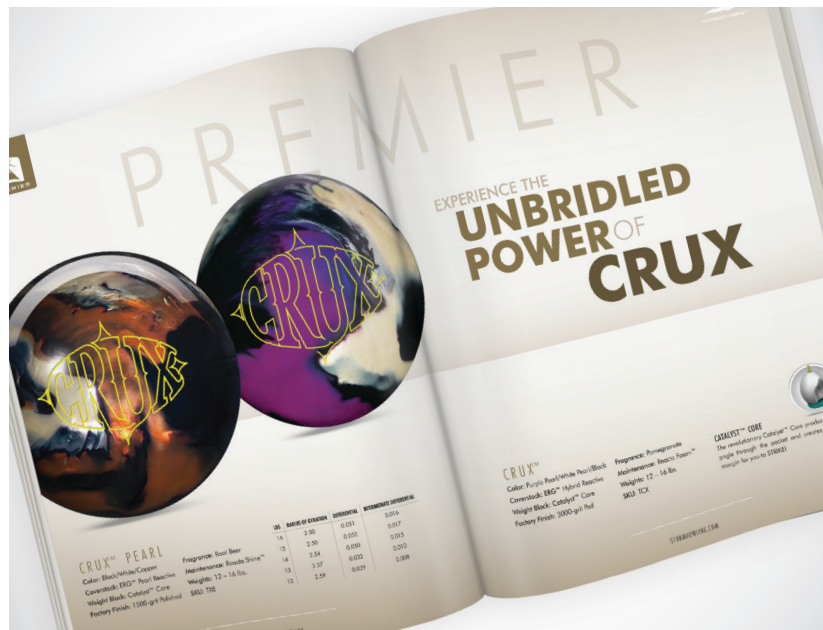
	16 lb	15 lb	14 lb	13 lb	12 lb
RG	2.47	2.48	2.52	2.57	2.59
DIFF	.055	.054	.054	.032	.029
INTER. DIFF	.019	.018	.017	.010	.008

● Stroker ● Tweener ● Cranker

**SMELL ME!** Orange Clove **#STORMNATION** **STORMBOWLING.COM**

Crazy 8s are also available in an editable PDF format to insert price



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