USBC
BRAND
GUIDE
FOR EXTERNAL & INTERNAL USE

United States Bowling Congress

MEMBER
ORGANIZATION

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INTRODUCTION

Bowling became an organized sport in the United States when the American Bowling Congress (ABC) was established in 1895 and set the rules and equipment standards. In 1916, the Women's International Bowling Congress (WIBC) was founded to oversee women's bowling.

The merger of ABC, WIBC, Young American Bowling Alliance (YABA) and USA Bowling created the United States Bowling Congress, which officially launched Jan. 1, 2005, as the organization to serve adult and youth bowlers in the United States.

Today, USBC is the National Governing Body for bowling as recognized by the United States Olympic Committee (USOC). It is a membership organization that provides standardized rules, regulations and benefits to make bowling fair and fun for everyone, and continues to build a future for the sport.

USBC *MISSION*
The USBC is the National Governing Body for bowling. Our mission is to provide services, resources and standards for the sport.

USBC *VISION*
To be the leading authority to the sport, servicing the needs of bowling.

USBC *PROMISE*
Our promise is to celebrate the past, be mindful of the present and ensure bowling's future through thoughtful research, planning and delivery. We will protect and nurture the sport with a mutual admiration and respect for all who enjoy bowling.

LEARN MORE AT
BOWL.com

PREDECESSOR ORGANIZATION LOGOS

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THE USBC SPIRIT

Bowling is competitive and fun. Let this spirit carry through all your messages. Generate excitement for our great sport.

It isn't just bowling – it's the opportunity to compete, to laugh, to have fun and to share the enjoyment with family and friends. It's a lifetime sport and is accessible to everyone.

When explaining, discussing or promoting bowling, through marketing materials, newsletters, banners or any form of communication, strive for a bold and unique message – stay away from the clichés (and, yes, spare us the puns).
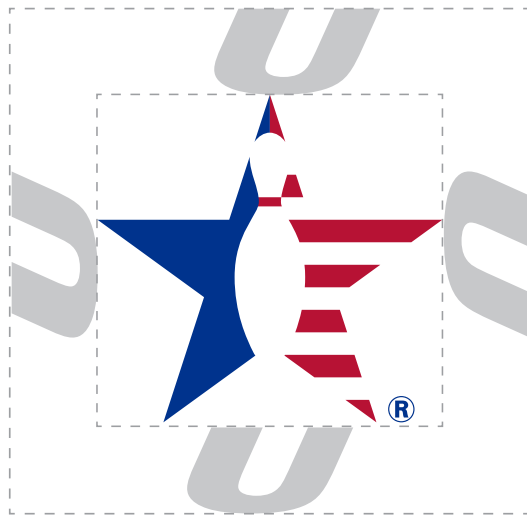
Look for new ways to deliver your news/ messages. Great pictures and design can go a long way to creating images that stand promote the USBC spirit. Find original photos or images or contact USBC national for possible assets for use.

The USBC seal on equipment, products and centers means consumers can trust the products and centers have been thoroughly tested. You also need to set a high standard when delivering any message with the USBC logo or mark.

CROWNING CHAMPIONS OF ALL AGES & SKILL LEVELS

TECHNOLOGY 500 hours of live streaming for bowling fans the world over

CHAMPIONSHIP TOURNAMENTS Memories that last a lifetime

YOUTH DEVELOPMENT Over $6 million in scholarships earned annually by youth bowlers

MEMBERSHIP SERVICES 25 thousand state and local association volunteers servicing the sport across the United States

A **Future** FOR THE **Sport**

YOU INVEST EVERY YEAR IN THE SPORT. $6 MILLION IN SCHOLARSHIPS AWARDED TO YOUTH BOWLERS ANNUALLY.

#AFutureForTheSport

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CORE MARKS
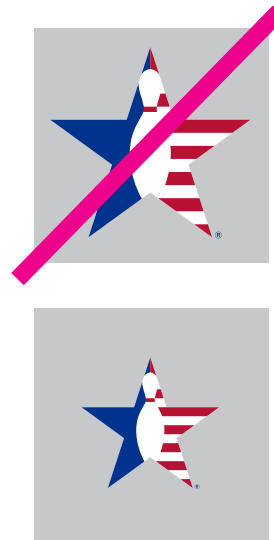## THE PINSTAR, OUR PRIMARY MARK

RECOMMENDED MINIMUM SIZE
PRINT - .3125"
PROMOTIONAL/MERCH - .3125"
ONSCREEN APPLICATIONS - 40px

The USBC Marks always should be presented in specified USBC Blue, USBC Red or USBC Gray (RGB, CMYK or Pantone).

The Mark should only be presented in full black when absolutely necessary.

An all-white logo is preferred to an outlined logo.

EXCLUSION ZONE
The 'exclusion zone' is the perimeter that surrounds the mark. No other element is allowed within this area at any time or for any reason.

The 'exclusion zone' for the PinStar Mark can be determined by the of height of the U shown in the picture to the left.

All marks and mark variants are available through your USBC Marketing representative or USBC Regional Manager.

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CORE MARKS
TWO LETTERMARK LOCK-UPS

USBC VERTICAL STANDARD

USBC HORIZONTAL STANDARD

RECOMMENDED MINIMUM SIZE
PRINT - 1.5"
PROMOTIONAL/MERCH - 1.5"
ONSCREEN APPLICATIONS - 90px

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CORE MARKS
COLOR|PinStar

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CORE MARKS
COLOR|USBC Vertical Standard

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COLOR|USBC Horizontal Standard

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SECONDARY MARKS
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 DIGITAL MEDIA

 MARKETING

 COLLEGIATE

 HIGH SCHOOL

 JUNIOR GOLD

 USBC Team USA

 USBC Junior Team USA

 USBC HALL OF FAME

The USBC Marks always should be presented in specified USBC Blue, USBC Red or USBC Gray (RGB, CMYK or Pantone).

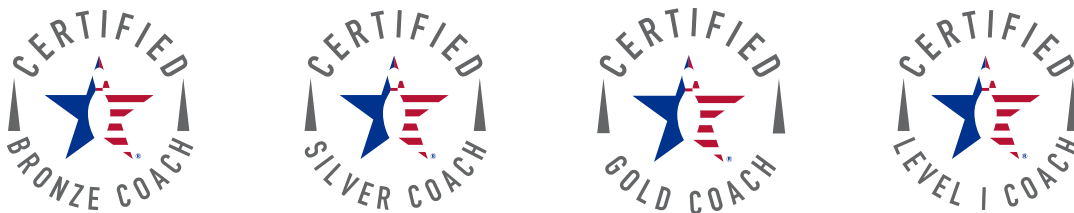The Mark should only be presented in full black when absolutely necessary.

An all-white logo is preferred to an outlined logo.

EXCLUSION ZONE
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SECONDARY MARKS
USBC COACHING

REGIONAL FACILITY MARKS

CERTIFIED MARKS

USBC Certified Coach marks may be used on personal business cards, equipments and uniforms.

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SECONDARY MARKS
EQUIPMENT APPROVAL

The USBC Equipment Approval Marks always should be presented in all black or all-white. The mark must be clear and easily located when used on products, placed on packaging and when used in advertisements.

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MEDIA

The USBC Marks always should be presented in specified USBC Blue, USBC Red or USBC Gray (RGB, CMYK or Pantone). The Mark should only be presented in full black when absolutely necessary.

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SECONDARY MARKS
PRODUCTS

The USBC Marks always should be presented in specified USBC Blue, USBC Red or USBC Gray (RGB, CMYK or Pantone). The Mark should only be presented in full black when absolutely necessary.

An all-white logo is preferred to an outlined logo.

Sub-brands of USBC also may take advantage of unique colors, but always staying bold and staying aligned with the USBC spirit.

EXCLUSION ZONE
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USBC MARK GUIDELINES
BACKGROUND & PLACEMENT

MARK ON TEXTURE
The mark can be applied to any texture only if the correct version of the mark is used to maintain sufficient contrast and legibility.

MARK ON IMAGE
Mark can only be used on an image that is duo toned with a USBC Primary color, or treated in a manner that maintains sufficient contrast and legibility.
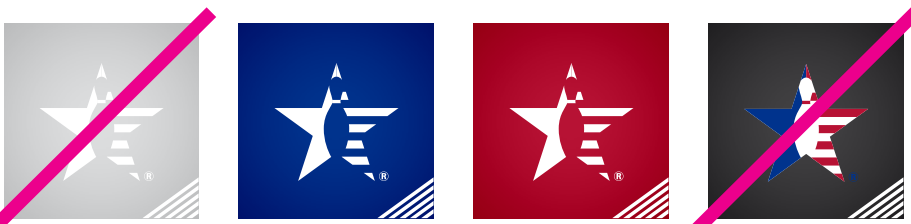
MARK ON SOLID BACKGROUND
Mark can only be used on a solid background color that maintains contrast and sufficient legibility.

STANDARDS
When applying the USBC Mark to background images and textures, use the rules to the left to determine appropriate usage. If a situation occurs that is not defined on this page, ensure that the mark maintains sufficient contrast and legibility.

ALL MARKS
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USBC MARK GUIDELINES
BACKGROUND & PLACEMENT

DO NOT
Use unapproved
color variations
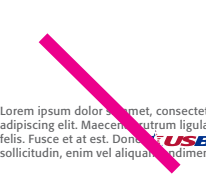
DO NOT
Skew or distort the logo
components.
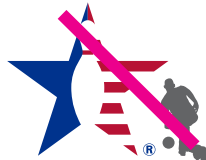
DO NOT
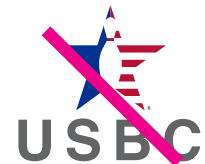Place graphics or text within
the designated clear space.

DO NOT
Use unapproved variations

DO NOT
Skew or distort the logo

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Maecenas rutrum ligula eget
felis. Fusce et at est. Donec *USBC*
sollicitudin, enim vel aliquam condimentum.

DO NOT
Place graphics or text
within designated
clear space.

DO NOT
Use unapproved variations

STANDARDS
When applying the USBC Mark to back-
ground images and textures, use the rules
to the left to determine appropriate usage.
If a situation occurs that is not defined
on this page, ensure that the mark main-
tains sufficient contrast and legibility.

ALL MARKS
The rules defined on this page are appli-
cable to all marks in the USBC brand.

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BRAND ELEMENTS
THE GRID

USBC must maintain a consistent optical standard for border and gutter thickness throughout all of our communications.

The standard for borders can range from 2% to 5% of the width of the deliverable, depending on the overall size of your communications piece. Approximately 3% is recommended for most formats. Gutters are determined by the size of the border.

DELIVERABLE WIDTH (W)

8.5" width
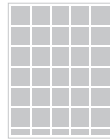
letter

2.94% border

22" width
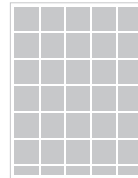
poster
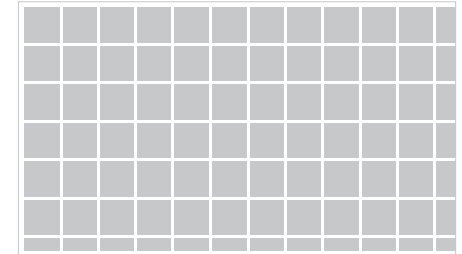
2.8% border

6' width

large scale

2% border

Border (B = 2% to 5% of W)

PROCESS TO DETERMINE THE GRID

STEP 1: MEASURE THE FORMAT WIDTH.

W = the width of your deliverable

STEP 2: CALCULATE THE BORDER.

Border (B) = 2% to 5% of W

The percentage of the width you use to calculate the border depends on the size of your communications piece. Approximately 3% is recommended for most pieces. Smaller pieces tend to require proportionally larger border thickness, whereas larger pieces tend to require proportionally smaller border thickness.

For example, a large graphic on a truck may use a border of 2%, while a small A6-format brochure may use a border of 5%. Also consider the printing requirements of your piece. Many print designs require at least 3/16" (5mm) of free space from the media edge for trim.

STEP 3: CALCULATE THE GUTTER THICKNESS.

Gutter (G) = 50% of B

STEP 4: SET THE NUMBER OF COLUMNS.

Use your judgment to decide on the number of columns in your piece. Always use an odd number of columns. Be mindful of legibility requirements—a higher number of columns will dictate smaller text and imagery.

EXAMPLES

	Collateral	Poster	LARGE SCALE
Step 1: Width	W = 8.5"	W = 22"	W = 636"
Step 2: Border (B = 2% to 5% of W)	B = .25" (2.94% of W)	B = .625" (2.8% of W)	B = 13" (2% of W)
Step 3: Gutter (G = 50% of B)	G = .125" (50% of B)	G = .3125" (50% of B)	G = 6.5" (50% of B)
Step 4: Columns	5	5	27

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BRAND ELEMENTS
ADDITIONAL ELEMENTS

The PinStar is the unique symbol which represents the standardized rules, regulations and benefits to make bowling fair and fun for everyone.

We take advantage of our symbol in the branding and design of our communications with members and associations, utilizing it's distinct angles to frame the message our members.

One Pin. One Game. One Love.

Example: Elements In Use

-72°

36°

USBC
LETTER MARK

United States Bowling Congress
WORD MARK
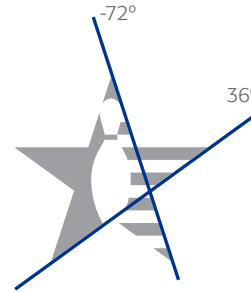
PinStar Mark Angles

Make use of the angles of the PinStar to frame communications and designs, the reverse of these angles may also be used.

– Sets up consistency

– But allows for unique layouts

– Allows for unique cropping of imagery

Core Mark Elements

Use of the USBC word mark and USBC letter mark, as separate elements, is allowed when:

– They are not presented as main brand markers

– They are used subtly

– Use with the PinStar angles in mind

– Good judgment is used

Angled Bars

Use angled bars, based on the PinStar, to create:

– Unique layouts

– Unified look and feel across all collateral

– Bold color statements

– Photographic treatments

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BRAND ELEMENTS
TYPOGRAPHY

PRIMARY TYPEFACE

FORMATA

Formata Regular

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

Formata Light

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

Formata Medium

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

Formata Bold

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

The Formata type family is available in a number of weights and styles, providing designers with a wide range of choices.

As shown, Formata is a modern sans-serif font that complements the distinctive design of USBC logos. Easy to read in body copy and appealing as display type, Formata can accommodate nearly any typographic need.

Formata Regular Italic

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

Formata Light Italic

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

Formata Medium Italic

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

Formata Bold Italic

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

In some instances, such as in MS Office and on-line applications, Formata may not be available. For these applications, the Verdana type family should be used as a substitution. Please see the next three pages for further type guidelines.

Formata Condensed

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

Formata Light Condensed

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

Formata Medium Condensed

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

Formata Bold Condensed

ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

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SECONDARY TYPEFACES

DIN 1451 – ENGSCHRIFT
DIN 1451 – Mittelschrift

DIN Engschrift
ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

DIN Mittelschrift
ABCDEFGHIJKLMN
PQRSTUVWXYZabc
defghijklmnopqrst
vwxyz0123456789

The DIN 1451 type family with its regularity and presence gives "authentic" reputation, rendering it commonly used in situations requiring a straightforward, simple typeface.

DIN 1451 may be used as an alternative to headers and display copy. DIN 1451 may also be used for small amounts of body copy in sentence case only. Formata Regular and Light are preferred for large amounts of body copy.

Please note that DIN 1451 is strictly for use in tandem with Formata and should never appear alone except in instances of limited copy, bulleted copy, and infographics.

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BRAND ELEMENTS
TYPOGRAPHY STYLING & HIERARCHY

Whenever setting type, it is important to establish a clear text hierarchy in the layout. This helps the reader navigate the information and ensures accurate communication. A number of suggestions have been provided to assist designers when setting type.

For headlines:
Formata Bold
Formata Bold Italic - horizontally scaled 150%
Formata Light
DIN 1451
All caps is suggested when appropriate, though sentence case may also be used.

Alternating weights also may be used to separate two words.

For subheads and callouts:
There is more flexibility as long as the copy is scaled smaller than the primary text. USBC Main Gray is recommended.

For body copy:
Formata Regular or Light
DIN 1451
Care must be taken so that it remains easily legible. USBC Main Gray is recommended.

Alternating USBC brand colors is an easy way to add emphasis to the message, as is generous letter spacing in display copy: 25, 45, 75, 150, up to 475 when appropriate.

EXAMPLE HEADLINE
EXAMPLE HEADLINE
EXAMPLE HEADLINE

EXAMPLE HEADLINE
EXAMPLE HEADLINE
EXAMPLE HEADLINE

EXAMPLE HEADLINE
EXAMPLE HEADLINE
EXAMPLE HEADLINE

EXAMPLE HEADLINE
EXAMPLE HEADLINE
EXAMPLE HEADLINE

EXAMPLE HEADLINE
EXAMPLE HEADLINE
EXAMPLE HEADLINE

EXAMPLE**HEADLINE**

*EXAMPLE**HEADLINE***

EXAMPLEHEADLINE

Example subhead
Example subhead
Example subhead

Example subhead
Example subhead
Example subhead

Example subhead
Example subhead
Example subhead

Example subhead
Example subhead
Example subhead

Example subhead
Example subhead
Example subhead

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BRAND ELEMENTS
TYPOGRAPHY

PC TYPEFACE

VERDANA

Verdana Regular

ABCDEFGHIJKLMN
PQRSTUVWXYZab
cdefghijklmnopqrst
vwxyz0123456789

Verdana Bold

**ABCDEFGHIJKLMN
PQRSTUVWXYZab
cdefghijklmnopqrst
vwxyz0123456789**

Verdana Regular Italic

*ABCDEFGHIJKLMN
PQRSTUVWXYZab
cdefghijklmnopqrst
vwxyz0123456789*

Verdana Bold Italic

***ABCDEFGHIJKLMN
PQRSTUVWXYZab
cdefghijklmnopqrst
vwxyz0123456789***

Because Formata and DIN typefaces are not available on every computer, Verdana is the universally available alternative. It should be treated as if it were our core typefaces.

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BRAND ELEMENTS
PRIMARY COLOR PALETTE

PANTONE 287 USBC BLUE
C100 **M**68 **Y**0 **K**12

RGB USBC RGB BLUE
R0 **G**51 **B**141
HEX00338d

PANTONE 200 USBC RED
C0 **M**100 **Y**63 **K**12

RGB USBC RGB RED
R183 **G**18 **B**52
HEXb71234

PANTONE Cool Gray 10 USBC MAIN GRAY
C0 **M**0 **Y**0 **K**75
RGB **R**99 **G**102 **B**106
HEX63666a

PANTONE 422 USBC GRAY 2
C19 **M**12 **Y**13 **K**34
RGB **R**158 **G**162 **B**162
HEX9ea2a2

PANTONE 420 USBC GRAY 3
C0 **M**0 **Y**0 **K**25
RGB **R**199 **G**201 **B**199
HEXc7c9c7

USBC Gradient
C0 **M**0 **Y**0 **K**75 | **C**0 **M**0 **Y**0 **K**25 | **C**0 **M**0 **Y**0 **K**75

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SECONDARY COLOR PALETTE

PANTONE 2985 USBC BLUE2
C59 M0 Y6 K0
RGB R81 G191 B226
HEX #51bfe2

PANTONE 660 USBC BLUE3
C90 M57 Y0 K0
RGB R64 G126 B201
HEX #407ec9

PANTONE 2728 USBC BLUE4
C96 M69 Y0 K0
RGB R0 G71 B187
HEX #0047bb

PANTONE 2727 USBC BLUE5
C71 M42 Y0 K0
RGB R48 G127 B226
HEX #307fe2

PANTONE 187 USBC RED2
C0 M100 Y79 K20
RGB R166 G25 B46
HEX #cc002b

PANTONE 485 USBC RED4
C0 M95 Y100 K0
RGB R218 G41 B28
HEX #ff0d00

PANTONE 032 USBC RED5
C0 M79 Y73 0 K6
RGB R239 G51 B64
HEX #ed2e38

PANTONE 1585 USBC ORANGE1
C0 M56 Y90 K0
RGB R255 G106 B19
HEX #a6192e

PANTONE 1375 USBC ORANGE2
C0 M40 Y90 K0
RGB R255 G158 B27
HEX #ff9e1b

PANTONE 361 USBC GREEN
C69 M0 Y100 K0
RGB R67 G176 B42
HEX #43b02a

PANTONE 7408 USBC YELLOW1
C0 M25 Y95 K0
RGB R246 G190 B0
HEX #f6be00

PANTONE 115 USBC YELLOW2
C0 M9 Y80 K0
RGB R253 G218 B36
HEX ##fdda24

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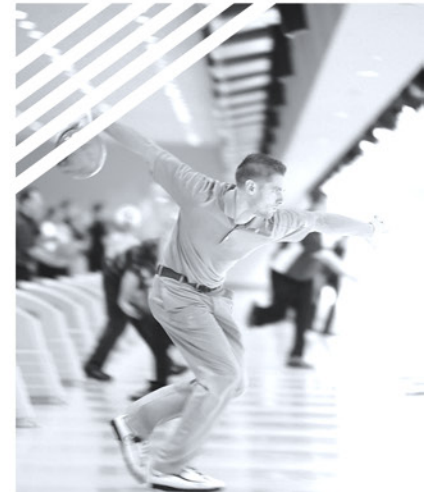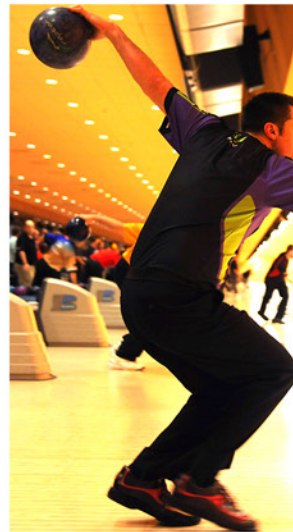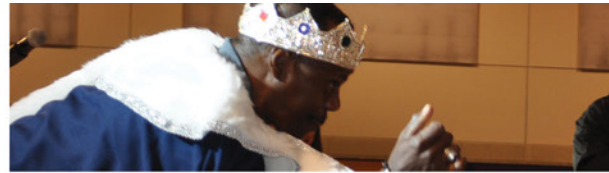
BRAND ELEMENTS
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PHOTOGRAPHIC STYLE

The previous page, and current page, show images in the style that should be consistent across all USBC branding.

All images should be described as one or more of the following:

Authentic   Dynamic   Bold

Photography may be full color, but black and white and color treatments are encouraged when the lighting appears to be less than optimal.

Obvious filter treatments are discouraged. Unique and dynamic photo manipulation is encouraged.

Unique cropping, angling of static photography is encouraged to liven up an image if necessary.

Images are available on USBC's Merlin system and also available from the Creative Design group.
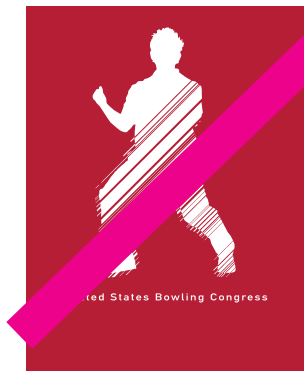
Stock Photography

In order to represent Bowling as a sport with technical accuracy, pay proper respect to the enormous efforts put forth by the athletes and, out of respect for the sport itself, all likenesses should accurately reflect USBC and appropriate sports technique.

In general, the use of models should be avoided and photos of actual athletes should be used. Original photography is preferred over stock as well.

DYNAMIC

BOLD

AUTHENTIC

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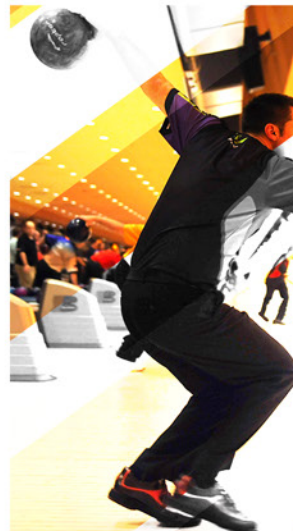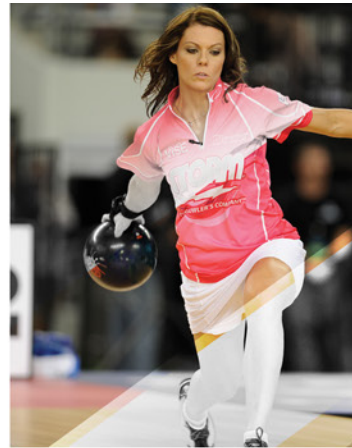
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ILLUSTRATIONS
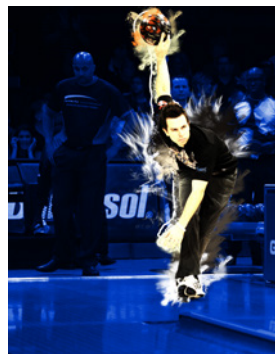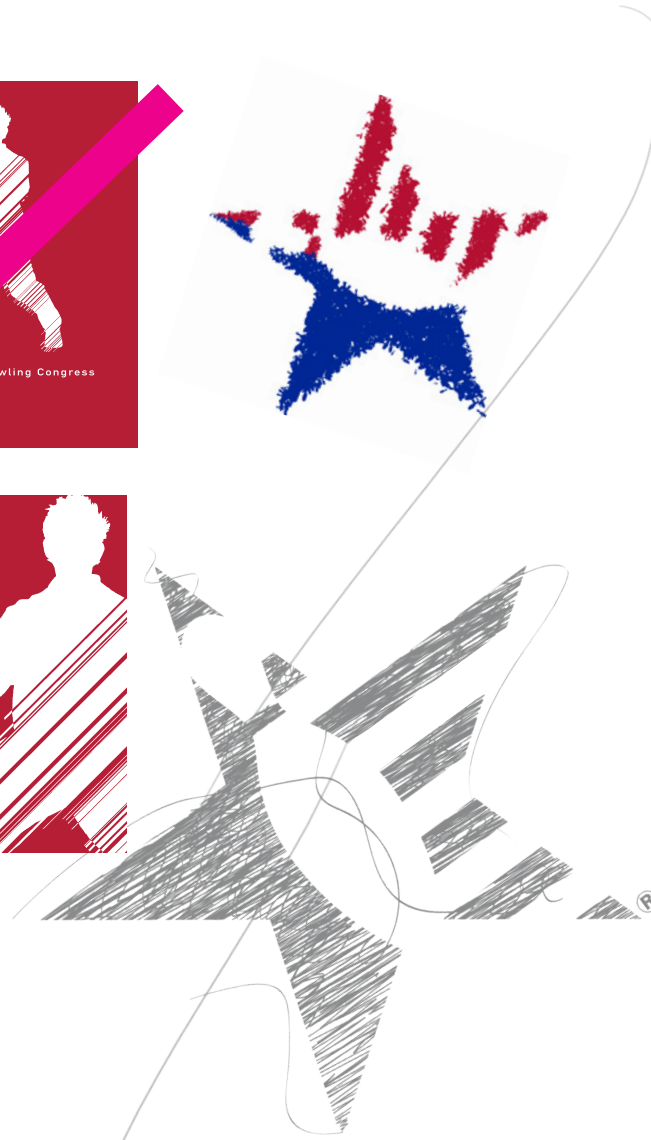
Use scale to emphasize the dynamic fun of Bowling. Create unique visuals, but always respect the PinStar, make sure it is always visible, and the pin is always readable as a pin. Make use of the unique angles of the PinStar in illustrations. Also play with scale and illustrative elements to create excitement and to enforce bowling's athletic nature.

The PinStar may be uniquely treated as long as the treatment stays true to the mark and the USBC brand.

Use of historical photographs and illustrations is also encouraged.

The illustrations we use are bold, simple and iconic. They help us tell stories in deeper ways and stand out in the bowling industry. The colors we use in illustrations reflect the vibrant hues of the USBC color palette, in addition to unique colors when approved. The simplicity and strength of our compositions are consistent with our overall brand identity.

Illustrations are primarily used in advertising campaigns, often used in tandem as an element to complement photography. They can be leveraged into other areas of communications for vertical integration in the marketplace and retail channels.

Unique typographic treatments (not in USBC Formata or DIN 1451) are sometimes incorporated into our illustrations and graphic elements to help tell integrated stories to bowlers or consumers in compelling ways. This is most often used in advertising and with consumer products. These type styles should never be used outside the context of the illustration or graphic element. Never apply them to other communications.

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PATTERNS & BACKGROUNDS
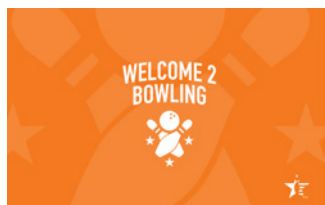
STYLE

RED

BLUE

GRAY

STYLE SUB-BRANDS

WELCOME 2 BOWLING

Textures may be used as backgrounds for visual communication such as printed material, website, web banners, packaging, signage and advertisements.

Please note that when creating a piece with extensive body copy, it is better to use the solid color from the approved USBC color palette rather than textures.

Keep the palette bold, in-line with USBC colors, playful, simple and graphic in the use of bowling motifs such as bowling pins, lines, arrows, lanes, etc.

Always include the PinStar either in full color, or solid one color. Unique representations of the PinStar also are encouraged.

These textures are available through USBC Marketing.

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PRESENTATIONS

STANDARD PRESENTATION

This presentation is updated semi-annually and should be used for all internal and external presentations.

UNIQUE PRESENTATIONS

Presentations for Convention, special partner presentations, etc., may take advantage of special layouts as long as they adhere to the spirit of the USBC brand

Textures may be used as backgrounds for visual communication such as printed material, website, web banners, packaging, signage and advertisements.

Please note that when creating a piece with extensive body copy, it is better to use the solid color from the approved USBC color palette rather than textures.

Keep the palette bold, in-line with USBC colors, playful, simple and graphic in the use of bowling motifs such as bowling pins, lines, arrows, lanes, etc.

Always include the PinStar either in full color, or solid one color. Unique representations of the PinStar are also encouraged.

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COMMUNICATIONS
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E-BLASTS

Example: Elements In Use

Email communications should either be set in Formata or Verdana.

Consistent use of the shown headers, and unique interpretations of it, always is encouraged.

Main body type always should be set in a USBC gray.

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MERCHANDISE

Whether apparel is part of a regular uniform or something worn at an event, how we identify ourselves as part of the USBC organization communicates a great deal about our roles and relationships. Because it is a privilege to represent USBC, we have a responsibility to do it well.

Please follow these guidelines when ordering apparel or having apparel made:

1. If an internal USBC department needs to purchase apparel or accessories for a representative of USBC or for a certified USBC event, the product must comply with the USBC standards as laid out in this document.

2. All USBC logos and trademarks (Formal Identity Marks) must be used properly, complying with graphic standards and the licensing policy.

3. Embroidery or Screen Print guidelines

a. Use the full color Formal Identity Mark only ("US" in Red, "BC" in Blue, "Pin and Star" in Red, White and Blue)

- Or use one color logos (Red, Blue or White) when placing logo on solid color (red, blue or white) fabrics - THIS IS PREFERRED TO OUTLINING THE LOGO

b. Match the thread colors and screen print to the approved Pantone spot colors, and word mark font for that particular mark and/or logo

c. If a Formal Identity Mark usage must be one color, the only approved colors are Red, Blue and White

d. The logo should be a minimum of ½ inch tall and 2 ½ inches wide, and appear on the left side of the chest only

e. On head wear, the logo should appear centered on the front - or in unique areas such as the temple, or center back

f. The Formal Identity Mark must be of equal or greater size to any other logo or trademark that may also appear

g. No element of the logo should be outlined in any color (except as explained on Pg.64)

h. Stitching should appear directly on the fabric; the use of patches is restricted

i. To reproduce the Formal Identity Marks within the graphic standards, the art and type may only appear in the approved Red, White and Blue Pantone colors, and on fabric in the Blue, Red, White, Grey or Black color ranges (if other colors are desired, they must be approved by the Merchandising and Graphics Departments)

4. For each new product ordered, please consult with the USBC Marketing Department about the best way to render the USBC mark, whether by embroidery, screen printing, or combination of both.

5. USBC acknowledges that apparel and merchandise retailing deserve special consideration, and recognizes the larger value in offering an array of stylized USBC trademarked merchandise and designs, in a variety of fashions and colors. Often, such designs will employ alternative type treatments of the USBC trademarks. When merchandise is of an official or commemorative nature, it must bear one of the USBC Formal Identity Marks.

When a Formal Identity Mark is used, it will be used without alteration.

6. In order to maintain consistency and quality control, please consult with the USBC Marketing Department for suggested vendors.

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ASSOCIATIONS

USBC is represented by thousands of local and state associations.

Associations have a special and unique task to spread the brand of USBC in bowling centers, and within the community. The local/state association mark must consist of the primary USBC mark with a blue line and name of the local/state association in blue Formata font. An association may include a small graphic element to be placed adjacent to its local/state name.

A local/state association may only use its official association mark to represent its local/state association. Any local/state association not using only its official USBC mark to represent itself through marketing, promotion, or merchandise will be deemed in violation of its written charter with USBC.

YOUTH ASSOCIATIONS

Youth Associations use the USBC Core Mark Lettermark Lock-up, the Youth PinStar may be used in conjunction with the local/state association mark so as to denote it is a local event and not one headed by USBC national.

To receive your USBC association mark or assure you are using the correct marks for your association, contact your regional manager or contact marketing@bowl.com.

Association logos may also be in all USBC Blue, all USBC Red, USBC 75% Gray (Pantone Cool Gray 10), or full white.

Typefaces for awards should be Formata or DIN.

Option 1

Option 2

Option 3

Option 4

Option 4

Option 5

Option 6

Option 7

Option 8

Option 9

TYPOGRAPHY

Youth Associations use the USBC Core Mark Lettermark Lock-up, the Youth PinStar may be used in conjunction with the local/state association mark so as to denote it is a local event and not one headed by USBC national.

To receive your USBC association mark or assure you are using the correct marks for your association, contact your regional manager or contact marketing@bowl.com.
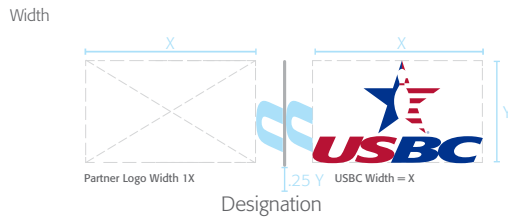
Association logos may also be in all USBC Blue, all USBC Red, USBC 75% Gray (Pantone Cool Gray 10), or full white.

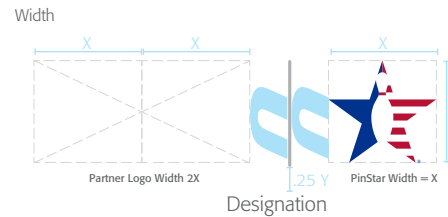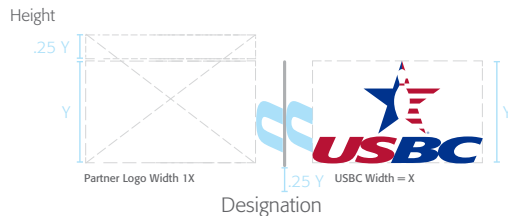Typefaces for awards should be Formata or DIN.

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MARKETING & PARTNERS
COMPOSITE MARKS

Vertical USBC PinStar & Lettermark

Width

Partner Logo Width 1X   .25 Y   USBC Width = X

Designation

Height

Partner Logo Width 1X   .25 Y   USBC Width = X

Designation

USBC PinStar

Width

Partner Logo Width 2X   .25 Y   PinStar Width = X

Designation

Horizontal

Height

Partner Logo Width 2X   PinStar Width = X

Designation

Horizontal USBC PinStar & Lettermark

Width

Partner Logo Width .5X   .25 Y   USBC Width = X

Designation

Height

Partner Logo Width .5X   .25 Y   USBC Width = X

Designation
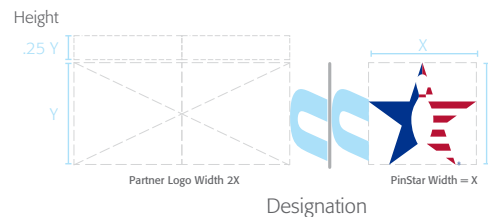
PRINT, COLLATERAL, AND POINT OF PURCHASE

USBC Marks should be used in a manner that provides for prominent display and visible separation from surrounding text and graphics. Care should be taken to ensure clarity of the partner's association with USBC.

Placement

An adequate Safety Zone must exist around USBC Marks to ensure they are recognizable as distinct and separate from the surrounding text and graphics and are clearly visible and legible. The partner should be identified as the communicating entity. An authorized Designation must be used to communicate the association with USBC.

Category Compliance

USBC Marks and Terminology should only be used in promotions pertaining to products and/or services within the partner's product category. Joint promotions with other USBC partners are encouraged. However, only products and services within the respective product and service categories may be referenced.

Image Compatibility

When materials include Bowling as a theme, care should be taken to ensure the USBC Marks are shown with content that relates to USBC, league bowling, associations, tournaments, and youth bowling, depending on the audience.

Third-Party Association

References to other third-party entities are not allowed on materials that communicate a USBC association, which would include materials that are simply tagged with a USBC Mark.

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MARKETING & PARTNERS
ADVERTISING AND PROMOTION

USBC partners are permitted to create assets with a USBC theme or to "tag" existing spots with a USBC Mark and Designation, provided the product/service featured on the asset falls within the USBC Marks usage guidelines in this document.

Materials should be submitted in the conceptual stage, preferably as a rough concept or storyboard, well in advance of executing the project to avoid incurring costs related to revisions.

Placement

The USBC Mark, along with an authorized Designation, must:

– Maintain consistency

– Adhere to mark guidelines stated in this document

Category Compliance

USBC Marks and Terminology should only be used in promotions pertaining to products and/or services within the partner's product category. Joint promotions with other USBC partners are encouraged. However, only products and services within the respective product and service categories may be referenced.

Image Compatibility

When materials include Bowling as a theme, care should be taken to ensure that the USBC Marks are shown with content that relates to USBC, league bowling, associations, tournaments, and youth bowling, depending on the audience.

Third-Party Association

Third-party brands (e.g. background props, athlete apparel. equipment. etc) may not be depicted in creative. Such items must be the brand of official USBC partners or must be unbranded.

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MARKETING & PARTNERS
BOOTHS, EXHIBITS, DISPLAYS AND PRODUCTS

The use of USBC Marks, Terminology and Imagery may only be associated with a partner's products and services within the USBC product category.

The USBC partner must maintain a visual impact that clearly identifies it as the manufacturer and/or owner of the product or service being advertised.

The USBC sponsorship association may visually be an integral part of the entire booth, exhibit, or display only when the products and/or services advertised are limited to those in the product category.

If other partner products and/or services are displayed, then the USBC association must be appropriately sized, visually impactful and placed clearly to show association only with the approved products and services.

Under no circumstances can a USBC association be passed through to third parties.

All USBC themed booths, displays, and exhibits should be submitted in illustration format for review.

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MARKETING & PARTNERS
ATHLETE / THIRD-PARTY BRANDING INTEGRATION

Stock Model Photography

In order to represent Bowling as a sport with technical accuracy, pay proper respect to the enormous efforts put forth by the athletes and, out of respect for the sport itself, all likenesses should accurately reflect USBC and appropriate sports technique.

In general, the use of models should be avoided and photos of actual athletes should be used.

Third-party Branding

When using an athlete for an appearance or an image of an athlete in advertising, it is especially important that you pay particular attention to any corporate identification that may appear on the athlete, their image, or in the background (e.g. logos on apparel, shoes, racing bibs, equipment, signage, etc.).

Care should be taken to select or shoot images that do not depict third-party brands. When this is not possible, some post-production may be needed to ensure such brands are not apparent to maintain the integrity of the original image.

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USBC Open Championships

The USBC Open Championships is widely recognized as the largest participatory sporting event in the world. Consisting of team, doubles, singles and optional all-events competition, the Open Championships is held annually in world-class bowling arenas or custom-built convention center settings.

BRANDING NOTES - uses USBC Blue as it's dominant color. This includes assets such as signage and merchandise.

USBC Women's Championships

Each year, more than 15,000 bowlers compete at the USBC Women's Championships, the world's largest participatory sporting event for women. The tournament is the highlight of the bowling season for female USBC members. A combination of competition, friendship and sisterhood make this event unlike any other.

BRANDING NOTES - uses USBC Red as it's dominant color. This includes assets such as signage and merchandise.

USBC Mixed

USBC's newest national tournament happens alongside the USBC Women's Championships.

BRANDING NOTES - uses USBC Blue and Red and Gray as it's dominant colors. This includes assets such as signage and merchandise.

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EVENTS

From USBC Convention to USBC Hall of
Fame events, the spirit of USBC always
should be visible and well presented.

Signage

– Maintain consistency

– Adhere to mark guidelines stated in this document

– Keep a consistent look and feel

Event Branding Package

Similar to the example below, core marks and
secondary marks may be used, and are encour-
aged, to create a system which can be carried
across different assets from print collateral,
to merchandise, all the way to large signage.

Main Logo

Secondary Logo
Used on signgage/incorporated
into convention marketing collateral
and print pieces

Seminar Logo
Used in signage and
collateral for seminars

Ten-Year Logo
Used in signage and
print collateral