

TRACKER
OFF ROADTM

BRAND IDENTITY GUIDE

Introduction

The TRACKER OFF ROAD™ Identity Guide will show you—our associates, consultants and strategic partners—how and when to properly use our logos and trademarks.

It is necessary to strictly adhere to these guidelines to maintain and strengthen the TRACKER OFF ROAD™ brand identity. Doing so will help provide TRACKER OFF ROAD™ customers confidence in our brand and a one-of-a-kind overall experience.

Contents

- Brand Identity**
 - About TRACKER OFF ROAD™ 4
 - About White River Marine Group 5
 - Cooperative Advertising Guidelines 6
- Logos**
 - Preferred Usage 7
 - Variations 8
 - Rules 9
 - Sizing & Staging 10
- Copy**
 - Copy Expectations 11
 - Trademark Usage 12
 - Current Trademarks 13
- Resources**
 - Websites 14
 - Contacts 15

About TRACKER OFF ROAD™

For 41 years, the Bass Pro Shops and TRACKER Boats family has given countless Americans access to the water with quality products. Now, with TRACKER OFF ROAD, founder and conservationist Johnny Morris brings that passion for the outdoors from the water to the land.

Partnering with Textron, the builders of top-quality military technology for land, sea and air, TRACKER provides a full line of off-road vehicles designed to get more Americans into the outdoors.

TRACKER OFF ROAD. BUILT FOR LOVE OF COUNTRY.™

TRACKER
OFF ROAD

About White River Marine Group

Drawing its name from the magnificent river flowing through the Ozarks, White River Marine Group™ (WRMG) is the world's largest builder of fishing and recreational boats by volume. WRMG is also a member of Springfield, Missouri-based Bass Pro Group, a multifaceted organization that was also created by Johnny Morris and includes Bass Pro Shops®.

Like Bass Pro Shops, WRMG brands have a long history of game-changing innovations and quality products. Noteworthy milestones include producing the first ready-to-fish boat, motor and trailer package, creating the modern bass boat and helping to pioneer sportfishing boats that were more accessible to anglers and their families. Not to mention multiple CSI awards for Excellence in Customer Satisfaction from the National Marine Manufacturers Association.

From tournament bass angling to Great Lakes walleye runs, wakeboarding to entertaining family and friends, bays to bluewater, the neighborhood boulevards to the sand dunes, WRMG boats and off-road vehicles are designed and developed by outdoors enthusiasts to ensure every model is ready for many years of adventures on the water and off the beaten path.

Cooperative Advertising Program

Dealers should always remember that to qualify for advertising reimbursement through the Cooperative Advertising Program, they must adhere to a series of rules, including properly using logos and other brand assets.

Advertising must include the following:

- Official TRACKER OFF ROAD™ logo as large as or larger than the dealer store logo
- High quality photography of TRACKER OFF ROAD™
- Only current model year packages should be shown

Classified advertising will qualify only when an official TRACKER OFF ROAD™ brand logo is used. Please follow the rules listing on the subsequent pages for proper logo usage.

See the White River Marine Group Dealer Manual for full Cooperative Advertising Program details.



Preferred Usage

Above is the primary TRACKER OFF ROAD™ logo. It is appropriate for use on all TRACKER OFF ROAD™ communication.

The TRACKER OFF ROAD logo is a distinct mark designed to play off the TRACKER Boats heritage of outdoor excellence. It used the TRACKER logo, but with "OFF ROAD" instead of "BOATS." This shows that this is a quality line of off-road vehicles that are built just like its namesake's line of boats—extra tough and specifically for those who love the outdoors.

The preferred usage of the logo represents the truest graphic representation of the brand. Depending on the printing or reproduction method, the logo above should be used wherever possible. Some methods of reproduction and/or certain limitations of placement or design may require the use of a modified version of the logo. In some situations, for example, this logo may need to be placed on a dark background that would diminish legibility and recognition.

See page 8 for logo variations to use in those instances.

**Take note of the "TM" on the logo.
This legal mark must always appear on the logo.**



Variations

While the logo shown on the previous page is the main TRACKER OFF ROAD™ logo, we recognize that there will be instances where a different logo is necessary or will work better. Here are the other approved TRACKER OFF ROAD™ logos:



PRIMARY - 2 COLOR
This is the preferred TRACKER OFF ROAD™ logo. It is appropriate for use on all communications.
* REPRODUCES 4-COLOR PROCESS

C=0	R=237	# ED1B2D
M=100	G=27	
Y=91	B=45	Pantone
K=0		485C



PRIMARY - 2 COLOR - REVERSED
* REPRODUCES 4-COLOR PROCESS

C=0	R=237	# ED1B2D
M=100	G=27	
Y=91	B=45	Pantone
K=0		485C



PRIMARY - 1 COLOR



PRIMARY - 1 COLOR - REVERSED



PRIMARY - 2 COLOR - WITH TAGLINE
* REPRODUCES 4-COLOR PROCESS

C=0	R=237	# ED1B2D
M=100	G=27	
Y=91	B=45	Pantone
K=0		485C



PRIMARY - 2 COLOR - WITH TAGLINE REVERSED
* REPRODUCES 4-COLOR PROCESS

C=0	R=237	# ED1B2D
M=100	G=27	
Y=91	B=45	Pantone
K=0		485C



PRIMARY - 1 COLOR - WITH TAGLINE



PRIMARY - 1 COLOR - WITH TAGLINE REVERSED

Rules

Proper use of the TRACKER OFF ROAD™ logo is essential to establishing and preserving the brand identity.

The following rules must always be observed when using the logo in any form:

1. Place the logo in a position and at a size that provides visual prominence and immediate recognition.
2. Do not place other logos in such a way as to compete visually with the brand logo. Size, color saturation and general visual strength of competing logos should be subordinate.
3. No adjacent or background design elements should overpower or diminish the visual strength of the brand logo. Competing elements, such as color, texture and complex photographic images, should be avoided.



Do not change the color



Do not separate the word marks from the shield



Do not rotate



Do not reproduce smaller than .25" height



Do not flip the logo in anyway



Do not fill mark with gradient



Do not distort or scale it disproportionately



Do not crop any portion



No drop shadow

Sizing

To ensure the TRACKER OFF ROAD™ logo is easily readable and recognizable, do not make it any smaller than the following sizes:



Minimum size for offline use is 1.25" wide.
Minimum size for online use is 120 pixels wide.



Minimum size for offline use is 1.5" wide.
Minimum size for online use is 150 pixels wide.

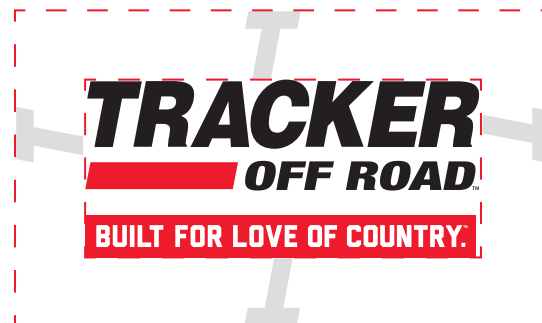
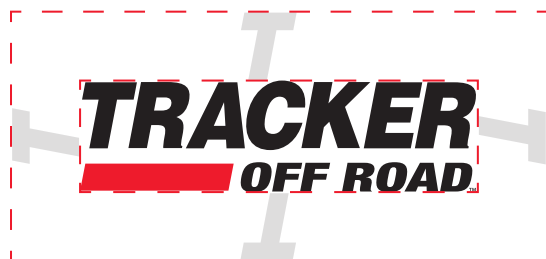
(Maximum sizes can vary for outdoor and when needed for certain design elements)

Staging

As previously mentioned, properly placing the TRACKER OFF ROAD™ logo is essential to establishing and preserving our brand identity.

Clear space surrounding the brand logo helps limit visual competition from other logos and distracting design elements.

When possible, allow a free space of neutral color or photographic image to surround the brand logo. This free space should be a distance on all four sides of the logo equal to one half the height of the logo, as shown in the diagram.



The clear space around the logo should be the height of the "T" in the TRACKER OFF ROAD™ logo.

To ensure optimum clear space, place the mark in the spaces around the logo (left, right, top, bottom) and shape to exact fit.

Copy Expectations

TRACKER OFF ROAD™ has established general style guidelines for grammar and copy in our advertising, literature, websites and other company communications.

If you are writing on behalf of our company, we expect accurate grammar and spelling, which are essential in presenting our products and corporate image in a credible and professional manner.

Strive for consistency within each sentence and each document. If you are working on headlines, for example, make sure all headlines within the document are consistent—either all complete sentences or all phrases. Capitalize and punctuate them consistently as well.

Trademark Usage

Every TRACKER OFF ROAD™ associate, dealer and strategic partner plays an important role in protecting our trademarks and brand names. Proper and consistent use of these elements reinforces our company's claim as the rights holder (legal owner) of each trademark. Improper use can result in adverse consequences.

Registered trademarks (®) and common-law (™) trademarks must be capitalized completely. This rule should be followed very strictly.

In addition, trademarked names should never be pluralized or used in the possessive form. For example, "TRACKER OFF ROADS" and "TRACKER OFF ROAD's ATVs" are never acceptable. The correct usage would be "TRACKER OFF ROAD™ ATVs".

A single reference to the trademark is sufficient in either its first or most prominent use on each page/spread of the document. Thereafter, it is unnecessary to repeat the symbol.

Current Trademarks

TRACKER OFF ROAD™

TRACKER®

BUILT FOR LOVE OF COUNTRY™

TRACKER
OFF ROAD

Copy

Dealer Marketing Solutions

dealers.marketing.com

Additional assets can be found on the Dealer Marketing Solutions (DMS) site—our one-stop shop for all your branding, promotions, literature and event needs. Whether you are looking for brand-specific promotional signage, items for trade shows, hardware for your dealership, ad templates, literature or radio and TV commercials, you will find it here.

Log in with your username and password. New users can follow the easy registration steps by clicking on “New Users Registration.”

White River Marine Group Creative

wrmgcreative.com

The White River Marine Group Creative website provides convenient access to approved visual assets for all of our brands. Through the site, you can download high-resolution logos and imagery to use in advertising materials. You can also view and/or download the Campaign Style Guide, which provides details regarding the model year marketing campaign.

If you need higher-resolution images for print purposes, please contact one of the team members on the following page.

Contacts

Dee Thomas

Art Director

dlthomas2@basspro.com

417.873.6114

Josh Ray

Copywriter

jaray@whiterivermg.com

417.873.5359

Chris Wilson

Creative Manager

crwilson@basspro.com

417.873.4545

TRACKER
OFF ROAD