



BRAND IDENTITY GUIDE



Introduction

The MAKO® Boats *Brand Identity Guide* will show you—our associates, dealers and strategic partners—how to properly use our logos and trademarks.

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



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About MAKO Boats

The perfect predator.

Half a century ago, MAKO® began designing and building revolutionary fishing boats that quickly earned a reputation as the most rugged in the world. Now, we enter a new era where technology and comfort converge with the legendary durability that has made MAKO a top choice for anglers and families.

Today, you'll see MAKO® Boats built 30, 40 and even 50 years ago in every port where serious fishermen gather—still fishing. That's MAKO durability and it's still a driving force in everything we build today. That's why we back every boat with MAKO Assurance, the best warranty in the business.

As fishermen have become more sophisticated and demanding, we have refined designs, advanced technology and evolved power systems to meet their needs. Yet one thing remains unchanged—whether you're a current MAKO owner or are thinking of becoming one, a MAKO boat will always be your best fishing partner.



White River Marine Group Mission Statement

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, WRMG boats are designed and developed by boaters and anglers to ensure every model is ready for many years of on-the-water adventures.



Target Audience

MAKO® Boats aims to provide serious saltwater anglers and their families with the best of everything in the most rugged package imaginable.

We strive to provide boaters with a smooth, dry ride no matter how the water is.

Marketing for MAKO® boats is directed at hard-core saltwater anglers who are very dedicated to fishing. The majority of our customers are upper-class anglers who also have families that love to fish. These anglers are looking for a boat they can trust to get them to their destination; rain, shine or in the middle of 4-foot seas. They depend on their boat and trust it implicitly.



Target Message

Copy, photography, graphic layouts, colors, logo placement, etc.

All these elements need to come together in marketing to present one cohesive message—MAKO® boats are carefully designed and crafted to provide hardcore anglers and adventure-loving families with a comfortable, durable and safe inshore or offshore boat. The message should always focus more on showing, not telling, the benefits of these boats.

When putting together an advertising piece, ensure that potential owners will take away the correct message from the advertisement.



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. As much of the advertising available for reimbursement includes print materials, this will include properly using logos and other brand assets.

Print advertising must include the following:

- Official MAKO® Boats logo as large as or larger than the dealer store logo
- Photo or illustration of MAKO boats
- Only current model year packages should be shown

Classified advertising will qualify only when an official MAKO Boats logo is used. Please follow the rules listed 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 MAKO® Boats logo. It is appropriate for use on all MAKO Boats communication.

The MAKO Boats logo is a distinct mark that is designed to convey super sleek and high performance equipment. The shape and movement of the shark graphic provides a sense of adventure, and the shark itself represents the ultimate predator in saltwater fishing.

The “Preferred Usage” 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 12 for alternative logos to use in those instances.

Take note of the “®” on the logo. This legal mark must always appear on the logo.



CAUTION:

The logo on the previous page is the updated, preferred logo. However, some of you might still have the previous logo seen here. You will notice the placement of the shark on the correct logo sits flush with the “M” in MAKO®, not above it. Nor does it sit above the line that starts the “M”. In the correct logo, the shark is part of the line extension.



Variations

While the logo shown on the page 9 is the preferred MAKO® logo, we recognize that there will be instances where a different logo is necessary or will work better. Here are the only logos MAKO has approved for use:



ONE-COLOR BLACK

This is the primary MAKO logo. It is appropriate for use on all MAKO communications.

■ C=0
M=0
Y=0
K=100



ONE-COLOR WHITE ON DARK BACKGROUND

□ C=0
M=0
Y=0
K=0



ONE-COLOR BLUE

This is a secondary MAKO logo.

■ C=98
M=69
Y=35
K=18



Rules

Properly using the MAKO® 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.

MAKO NEVER REMOVE
ELEMENTS

NEVER
ROTATE

NEVER REARRANGE
ELEMENTS

NEVER
DISTORT

NEVER
CROP

NEVER
RECOLOR



Sizing

To ensure the MAKO® logo is easily readable and recognizable, do not make it any smaller than 1" wide, as illustrated to the right:



Staging

As previously mentioned, properly placing the MAKO® 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.



1/2 HEIGHT OF LOGO
CLEAR SPACE SURROUNDING LOGO
ON ALL FOUR SIDES



Copy Expectations

MAKO® has established some 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. Proper grammar and spelling 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 brochure headlines, for example, all headlines within the brochure should be consistent—either all complete sentences or all phrases. All should be capitalized and punctuated consistently.



Trademark Usage

Every MAKO® 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 must be capitalized completely. This rule should be followed very strictly. Common-law trademarks or those awaiting registration approval (represented with ™) can be written in upper-lower case style.

In addition, trademarked names should never be pluralized or used in the possessive form. For example, "MAKOs" and "MAKO's boats" are never acceptable. The correct usage would be "MAKO® saltwater fishing boats."

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.

See page 16 for a complete list of MAKO trademarks.



Current Trademarks

MAKO® Boats (brand)

MAKO® boats (product)

Rapid Planing System™



Dealer Marketing Solutions

VISIONPOINT.group360inc.com/tracker.cfm

Additional assets can be found on the Tracker Marine 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 boat 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

tmgcreative.com

The White River Marine Group Creative website provides convenient access to approved visual assets for all of our boat brands. Through the site, you can download high-resolution logos and imagery to use in advertising materials.



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