



**BRAND IDENTITY GUIDE**



## Introduction

The NITRO® 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 NITRO brand identity. Doing so will help provide NITRO consumers confidence in our brand and a one-of-a-kind overall experience.



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## About NITRO Boats

**Champions aren't born. They're made.**

Designed and built to perform. Fast, and with unparalleled styling, superior organization and layout. Comfortable. Innovative. Competitive. These have been must-have qualities of a NITRO® performance fishing boat since the brand joined the TRACKER® family of boats in 1989. They are also the centerpiece of how we do business.

As with any professional-level fishing boat, there's no better place for testing than the tournament trail. Some of the biggest names in angling fish from a NITRO boat. So, for professional anglers or just weekend fishermen, NITRO Performance Fishing Boats deliver everything anglers need to fish like a champion, every time.



## 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

**NITRO® boats are built for anglers and families who love to fish.**

NITRO Performance Fishing Boats aims to provide tournament-level boats that any angler will love for years. We want to be the passionate angler's first choice in a fishing or recreational boat.

Different boats in the NITRO Performance Fishing Boats lineup are marketed at different groups. Z-Series models are directed at tournament trail competitors and avid anglers/club tournament participants. ZV-Series models are directed at northern anglers, especially, walleye fishermen and their families that routinely fish in larger bodies of water. The sport series boat is aimed at families that want a boat that can do everything from fishing to watersports.

## Target Message

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

All these elements must come together in marketing to present one cohesive message—NITRO® boats are carefully designed and crafted to provide both amateur and professional anglers the finest in performance, comfort, and cutting-edge fishing features. 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 NITRO® Boats logo as large as or larger than the dealer store logo
- Photo or illustration of NITRO boats
- Only current model year packages should be shown

Classified advertising will qualify only when an official NITRO 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 NITRO® Performance Fishing Boats logo. It is appropriate for use on all NITRO Performance Fishing Boats communications.

The NITRO Performance Fishing Boats logo is a badge of bold, solid typography and outlined letters that give it a sporty feel. The right slant of the logo conveys a sense of forward motion and powerful performance.

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 10 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 we have replaced “BASS” with “FISHING” in the current logo. This reflects that NITRO® now crafts boats for a variety of anglers, no longer focusing completely on bass fishing. Please watch for the logo below and replace it with the correct one shown on page 9.

~~**NITRO**  
**PERFORMANCE BASS BOATS**~~

**NITRO**  
**PERFORMANCE FISHING BOATS**

**NITRO**  
**PERFORMANCE FISHING BOATS**

# Variations

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

## COLOR

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

\* REPRODUCES 4-COLOR PROCESS



## COLOR ON DARK BACKGROUND

\* REPRODUCES 4-COLOR PROCESS

## GRAYSCALE

This variation of the primary NITRO® logo is appropriate for use on all NITRO® communications that do not print four-color process.

■ C=0 M=0 Y=0 K=70	■ PMS BLACK C C=0 M=0 Y=0 K=100
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## GRAYSCALE ON DARK BACKGROUND

■ C=0 M=0 Y=0 K=70	□ C=0 M=0 Y=0 K=0
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## ONE-COLOR BLACK

This variation of the primary NITRO® logo is appropriate for use on all NITRO® communications that do not print four-color process.

■ PMS BLACK C  
C=0  
M=0  
Y=0  
K=100



## ONE-COLOR WHITE ON DARK BACKGROUND

□ C=0  
M=0  
Y=0  
K=0

# Rules

Properly using the NITRO® 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.



## Sizing

To ensure the NITRO® logo is easily readable and recognizable, do not make it any smaller than 1" wide, as illustrated below.



## Staging

As previously mentioned, properly placing the NITRO® 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

NITRO® 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 NITRO® 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, "NITROs" and "NITRO's boats" are never acceptable. The correct usage would be "NITRO® 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 NITRO trademarks.

## Current Trademarks

NITRO® Boats (brand)

NITRO® boats (product)

GALVASHIELD®

NITRO VORTEX TECHNOLOGY™

RAPID PLANING SYSTEM™

Guardian Livewells™



## Dealer Marketing Solutions

[VISIONPOINT.group360inc.com/tracker.cfm](http://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](http://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.

## Contacts

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