

TAHOE™

BRAND IDENTITY GUIDE



Introduction

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

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About TAHOE Boats

Get off the couch. Get out of the house. And get off the shore.

TAHOE® provides fun-loving families stylish and versatile boats for escaping the mundane to a world filled with excitement and memories.

This is where kids gladly forget the electronics and remember the joys of playing outside. Where casting and watersports lessons are always fun, regardless the results. Where playtime is any time, and every outing is an adventure.

This is TAHOE, where stylish form, convenient function and on-the-water fun come together in perfect harmony.

It's no wonder our runabouts are the best-selling ski-and-fish boats in their segment!

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

TAHOE® boats are built to provide families the ultimate escape vehicle.

Each one provides a luxurious, yet affordable, means for families to experience fun times on the water. With models ranging from do-it-all runabouts to spacious desk boats, these high-quality boats are designed to allow boaters to do everything from skiing, wakeboarding and tubing to fishing and lounging in the sun—in style and comfort.

Marketing efforts need to convey the versatility of our boats, as well as the quality craftsmanship, layouts and creature comforts onboard each model. Marketing is directed at young, affluent buyers with families. A good portion of them are female, and many are first-time buyers.

Target Message

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

All these elements need to come together in marketing to present one cohesive message—TAHOE® boats are carefully designed and crafted to provide families and friends the perfect escape from the everyday. 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 TAHOE® Boats logo as large as or larger than the dealer store logo
- Photo or illustration of TAHOE boats
- Only current model year packages should be shown

Classified advertising will qualify only when an official TAHOE 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 TAHOE® Boats logo. It is appropriate for use on all TAHOE Boats communication.

The TAHOE Boats logo is a “badge” of solid typography with chrome letters that give it a high-end feel. It is stylish and modern.

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 10 for alternative logos 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 preferred TAHOE® logo, we recognize that there will be instances where a different logo is necessary or will work better. Here are the only other logos TAHOE has approved for use:



DARK SILVER

This is the primary TAHOE logo. It is appropriate for use in all TAHOE communications.

* REPRODUCES 4-COLOR PROCESS



LIGHT SILVER ON DARK BACKGROUND

* REPRODUCES 4-COLOR PROCESS



ONE-COLOR BLACK

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

■ 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 TAHOE® 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.

TAHOE NEVER CROP

TAHOE NEVER ROTATE

TAHOE NEVER RECOLOR

TAHOE NEVER DISTORT

TAHOE

Sizing

To ensure the TAHOE® 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 TAHOE® 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

TAHOE® 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 TAHOE® 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, "TAHOEs" and "TAHOE's boats" are never acceptable. The correct usage would be "TAHOE® sport 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 15 for a complete list of TAHOE trademarks.

Current Trademarks

TAHOE® Boats (brand)

TAHOE® boats (product)

POWERGLIDE®

POWERGLIDE® II

HYDROSTEP®

GALVASHIELD®

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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