

***TRACKER***<sup>®</sup>  
 ***boats***

**BRAND IDENTITY GUIDE**



## Introduction

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

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## About TRACKER Boats

**Build the best boat possible. No compromises, no excuses and no shortcuts.  
That's the TRACKER' way.**

TRACKER Boats is the number one brand in aluminum fishing and recreational boating, consistently delivering the best value in high quality, fully-featured boats through a national distribution network that honors a consistent and straightforward NO HAGGLE NO HASSLE® nationwide value pricing policy. The TRACKER Boats heritage includes the original package fishing boat, the smoothest riding hulls and the most advanced aluminum boat technology available anywhere. No wonder TRACKER Boats has been the industry leader since 1978.

## 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

**The goal of TRACKER® Boats is to remain America's favorite fishing boats.**

We will do so by continuing to provide anglers the best boats at the best prices, as part of a complete, ready-to-fish package.

The marketing of TRACKER Boats should be directed at first time and existing fishing boat owners, especially fathers and grandfathers who fish. Mod V models are directed primarily at southern bass fishermen, but there is also a strong market for this line country-wide, and for multiple species. Deep V models are directed at northern walleye anglers, but, like the Mod Vs, they can be found all around the country being used for all types of fish and recreational activities. GRIZZLY® boats are a general purpose Jon boat, directed at anglers, bow-fishers, hunters, water-based workers and more. We also want to target people who have bought aluminum boats in the past.

## Target Message

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

All these elements need to come together in marketing to present one cohesive message—TRACKER® boats are carefully designed and crafted to provide anglers and their families with the finest fishing experience and memories that last a lifetime. 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 TRACKER® Boats logo as large as or larger than the dealer store logo
- Photo or illustration of TRACKER boats
- Only current model year packages should be shown

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

The TRACKER logo consists of bold, solid typography and clean, simple lines that convey a sense of forward movement, like a boat moving over water.

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 which 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.**

## Variations

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



### COLOR

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

\* REPRODUCES 4-COLOR PROCESS



### COLOR ON DARK BACKGROUND

\* REPRODUCES 4-COLOR PROCESS



### ONE-COLOR BLACK

This variation of the primary TRACKER logo is appropriate for use on all TRACKER communications that print one color.

■ 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 TRACKER® 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.

The logo consists of the word "TRACKER" in a bold, black, sans-serif font, with a red horizontal bar underneath it. Below the bar, the word "boats" is written in a smaller, lowercase, black, sans-serif font.

NEVER REMOVE  
ELEMENTS

The logo is rotated diagonally, with "TRACKER" and "boats" following the same angle as the red bar.

NEVER  
ROTATE

The word "boats" is positioned to the left of the red bar, and "TRACKER" is positioned to the right of the red bar.

NEVER REARRANGE  
ELEMENTS

The logo is stretched horizontally, making the letters and the bar appear wider and thinner.

NEVER  
DISTORT

The left portion of the logo is missing, starting with "RACKER" and "boats".

NEVER  
CROP

The red bar is replaced by a green bar.

NEVER  
RECOLOR

The logo consists of the word "TRACKER" in a bold, black, sans-serif font, with a red horizontal bar underneath it. Below the bar, the word "boats" is written in a smaller, lowercase, black, sans-serif font.

## Sizing

To ensure the TRACKER® 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 TRACKER® 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

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

## Current Trademarks

TRACKER® Boats (brand)

TRACKER® boats (product)

GRIZZLY®

VERSATRACK®

Revolution™ Hull

Smooth Ride Guarantee™

Diamond Coat™

Pro Team™

Panfish™ 16

Pro Guide™

Super Guide™ V-16 SC

Targa™

The TRACKER® Promise

GALVASHIELD®

Sure Tread™

Copy

## 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.



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