VISION / OVERVIEW
Storm is The Bowler’s Company™ — It is the essence of the brand and the foundation on which all communication is based. Truly a grassroots success story, Storm Products started from the garage of Bill and Barb Chrisman, based on the belief that they could do things differently, better.

From humble beginnings Storm quickly grew into the world’s leading bowling ball brand, revolutionizing the sport through innovative, scientifically advanced core and coverstock designs that created greater hook and entry angles—and as a result, higher scores—than the world had ever seen.

But Storm is about more than high scores and tournament trophies. Storm represents the passion of bowling. A passion that can be felt at any level. Whether it’s the first strike, the first 300 game or the first championship trophy, the thrill is the same. And it’s amazing. And that is what Storm is all about.

MISSION
Storm’s mission is simple: Grow the sport of bowling. That means developing new, innovative bowling balls, of course, but it also means a lot more. It means celebrating success, whether it’s the five-year-old who just rolled her first strike at a birthday party or sponsoring titans of the game, like Storm’s professional staffers. It means showing people that bowling truly is a sport of the highest order, requiring a surgeon’s nerves, years of training and the ability to constantly adapt to changing conditions. It means engaging in a broad-based educational outreach and communications program to support bowling centers, distributors and pro shops, and bringing new people to the sport.

BRAND AUDIENCE
For those about to roll their first strike. For those about to roll their 12th in a row. For those who love the sport. For those about to fall in love. For everyone. For bowlers. For you.

THE STORM AUDIENCE CONSISTS OF:
- All Bowlers
- Pro Shops/Retail Outlets
- Distributors
- Sales Staff
- Bowling Centers
- Kids

BRAND PROMISE
To empower those at the peak of the sport to drive it to new heights, to challenge those who feel the passion to realize their potential and to inspire those just getting started to discover the joy of bowling.
BRAND VOICE
Storm speaks with confidence and poise, while encouraging bowlers of all skill levels to discover the fun and challenge of bowling. Storm’s voice is that of a wise, friendly and trusted aunt or uncle imparting a life lesson — without being preachy, judgmental or demanding.

Storm is honest, sincere, approachable and humble. Storm is an educator, seeking to elevate the game and sport of bowling for everyone involved. The information put out by Storm is trusted as a reliable resource for bowlers and bowling center operators worldwide. That trust must be honored.

As The Bowler’s Company™, Storm is deeply connected to its audience and customer base.

THE STORM VOICE IS:
SUPPORTIVE — Storm knows bowling and loves to share that knowledge with the world, helping bowlers of all skill levels improve their game.

CASUAL — Write like you would talk to an old friend at the lanes. Don’t be stuffy, pretentious or overly formal.

FAMILY-FRIENDLY — Storm is for all bowlers, so keep it PG-rated. No innuendos, curse words or anything else you wouldn’t say around your grandma.

HUMBLE — This can be tricky when you’re telling the world that you’re the best. But when you are the best, you don’t need to puff your chest. More world-class bowlers roll with Storm than any other brand, so let the success speak for itself.

POSITIVE — Recognize and celebrate the fun, passion and excitement of bowling, especially when it leads to victory. Don’t get bogged down in negativity.

KEY WORDS FOR THE STORM BRAND VOICE:
· Approachable  · Driven  · Hungry  · Passion  · Science  · Trusted
· Confidence  · Educator  · Innovator  · Power  · Sport/athlete  · Versatile
· Control  · Fun  · Leader  · Proven  · Technology  · Winning
STORM BRAND STANDARDS GUIDE

LOGO, ICON & CLEAR SPACE

Our icon is a Storm Bolt. It represents our brand whenever the logo is not used.

LOGO MINIMUM SIZE
The Storm® logo should have a buffer space around itself at all times, kept free of any other text, graphic elements or visual distractions in order to maintain brand integrity.

Ensure a minimum clear space of 150% the logo height is maintained around the logo in equal proportion.

Full Color Icon Electric Blue | Full Color Icon Teal | Reversed Icon | Black Icon

LOGO CLEAR SPACE

150% LOGO HEIGHT

100% LOGO HEIGHT

The Storm® logo should have a buffer space around itself at all times, kept free of any other text, graphic elements or visual distractions in order to maintain brand integrity.

Ensure a minimum clear space of 150% the logo height is maintained around the logo in equal proportion.
LOGO USE & BRAND COLORS

BRAND COLORS
Do not alter the Storm® logo or bolt icon in proportion, orientation or color without approval from Storm. The logo should always be represented as it appears in this guide in classic teal, electric blue, black or white.

Below are some examples of unacceptable logo presentation; these apply to both the Storm logo and the bolt icon.

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DO NOT use unapproved colors.
DO NOT alter the orientation.
DO NOT apply effects.
DO NOT outline.
DO NOT distort or stretch.
DO NOT mix colors.
DO NOT skew.
DO NOT apply gradient.
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BRAND COLORS
Our primary color is Classic Teal. It represents Storm’s history and heritage as an industry leader. Classic Teal should always be the dominant of the brand’s three main colors. Electric Blue is used for the Storm lightning bolt icon. It represents the intensity and active nature of the brand’s modern evolution. These two colors are supplemented by Dark Gray to give them definition and depth.

<table>
<thead>
<tr>
<th>CLASSIC TEAL</th>
<th>ELECTRIC BLUE</th>
<th>DARK GRAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 327 C</td>
<td>PANTONE 7704 C</td>
<td>PANTONE Black C</td>
</tr>
<tr>
<td>RGB: 0 / 147 / 144</td>
<td>RGB: 1 / 144 / 184</td>
<td>RGB: 32 / 32 / 32</td>
</tr>
<tr>
<td>CMYK: 100 / 0 / 47 / 15</td>
<td>CMYK: 81 / 29 / 16 / 0</td>
<td>CMYK: 0 / 0 / 0 / 97</td>
</tr>
</tbody>
</table>

The Storm logo, bolt icon and ball line logos should always appear in the colors designated in this guide. If there is a design challenge that you believe would warrant a color change in any of these elements, please obtain permission from the appropriate Storm brand representative to do so.
The Storm® ball lines are divided into seven distinct lines to help bowlers choose the type of ball that best suits their skill levels and specific needs. Each line provides a general guide to performance characteristics of the balls within that line. These include the amount of hook to expect, oil conditions for which it is best suited, controllability, etc.

As a rule, the balls hook more and are suited to heavier oil conditions at the Premier™ line, and get less so on down to the Ice™ line. This also correlates to skill levels, with Premier typically being the highest skilled. While the more advanced lines (Premier, Signature™, Master™, etc.) are designed for highly skilled bowlers, these bowlers will typically want a variety of balls in their “arsenal,” including those in the less advanced lines.

Where revolutionary asymmetrical cores and aggressive coverstocks combine for incredible strength, maximum impact, and extreme entry angle. You’ve arrived.

PANTONE 871 C
RGB: 133 / 118 / 80
CMYK: 45 / 45 / 74 / 17

Industry-leading technology and professional athletes combine to produce some of the most powerful weight blocks and dynamic ball movement.

BLACK
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100

The pinnacle in symmetrical core power and performance; culminating in the confidence to win.

PANTONE 877 C
RGB: 138 / 141 / 142
CMYK: 49 / 38 / 39 / 3

The standard by which all lanes are judged. The perfect balance of predictability and versatility for all competitors.

PANTONE 541 C
RGB: 0 / 60 / 113
CMYK: 100 / 78 / 32 / 22

A reliable ball at a great price, for the moment when the game becomes a sport.

PANTONE 716 C
RGB: 237 / 120 / 0
CMYK: 4 / 64 / 100 / 0

An entry-level price point and manageable reaction means fun for all.

PANTONE 362 C
RGB: 76/157/47
CMYK: 74/15/100/2

For the young and old. Our lightest ball, easily controlled—ideal for spares.

PANTONE 2995 C
RGB: 0 / 168 / 226
CMYK: 81 / 12 / 1 / 0
Trademarked words and phrases are essential to Storm’s identity, intellectual property and its ability to differentiate itself in the marketplace. Conformance to proper usage must be held as sacred.

Trademark symbols should be used the first time the trademarked word or phrase is used in the body copy on a page (both print and digital). Subsequent references do not require the symbol (except if in a listing of specifications). Headlines and subheads shouldn’t usually receive the symbol. Exceptions can be made, however, in cases where practicality dictates, e.g., if there is no body copy.

All ball, core, coverstock and ball line names should include a trademark symbol, following the above guidelines for number of occurrences per page.

A registered trademark symbol should always be used with the Storm logo positioned as shown on the logo page. A ® should also always be used with the Storm Bolt icon and with Abralon. Contact an appropriate representative of Storm for proper trademark usage when questions arise.

**CORRECT**
The new Storm® Velocity™ Core smooths out the lane.

**INCORRECT**
The new Storm Products Velocity™ smooths out the lane.

**CORRECT**
Our Phaze II™ ball is built for champions.

**INCORRECT**
Our Phaze II” ball is built for champions.

**CORRECT**
Storm Products develops bowling technology for all skill levels.

**INCORRECT**
Storm® develops bowling technology for all skill levels.

**OXFORD COMMAS**
An Oxford comma is the comma that follows the second-to-last in a list of three or more items, typically before ‘and’ or ‘or’. It should only be used in cases where it is needed to avoid confusion. One example is where the second-to-last item contains ‘and’ or ‘or’ and it is needed for clarification. Before deploying the Oxford comma, however, try to rewrite the sentence to avoid both confusion and its use.

**EXAMPLES**
**YES:** Storm offers a wide range of bowling balls, bags and apparel.

**NO:** Storm offers a wide range of bowling balls, bags, and apparel.
**STORM BRAND STANDARDS GUIDE**

**MARKETING PRINT FONTS**

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**PRINT HEADLINES**  
Font Name — Oswald (TT) Bold

**SUBHEADS**  
Font Name — Oxygen Bold

**Body copy** in print pieces should be kept as short as possible while communicating the products' key attributes and benefits, tying together the imagery to the headline and overall concept, and reinforcing Storm's position in the market (particularly as it relates to the specific product line for the ball).

Keep in mind that each ball line speaks to a specific audience, and copy should reflect the values, interests and performance needs of that audience. Premier™ Line balls, for example, appeal to a more tech-savvy audience, and copy can delve into RG and differential. Tropical™ Line balls, by contrast, are aimed at bowlers who care more about having fun, seeing their ball hook and getting a couple strikes.

Core, Weight Block, Coverstock, Line and Series should all be capitalized when used as part of the product name; e.g., HV™ Core, R2S™ Coverstock, Dual-Drive™ Weight Block, Premier Line. All other product types should be lower case, even when used with the product name; e.g., Timeless ball, Rolling Thunder bag.

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**BACKGROUND LEVEL 2**  
This part of the background transitions into the lighter area toward the bottom of the page. The space moving toward the top of the page serves as a conceptual driver for the imagery, supporting the “spirit” of the ball and its line.

**BACKGROUND LEVEL 1**  
The background of the image is a lightened version of the color associated with the line logo. Its presentation is neutral, creating a sense of real space for the ball.

**LINE LOGO**  
The line logos are solid white and live in a round-cornered rectangle of the line color. They should appear in the bottom left corner of the composition.

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**BALL SIZE / POSITION**  
The ball should be primarily centered to the page, taking up about a third proportionally.

**TYPOGRAPHY**  
The font choices are the ones depicted above. Headlines are Oswald Bold (all caps) and the body copy is Oxygen Regular. For ads, increase font sizes and limit copy to one or two lines of key features.

**BRANDING**  
The Storm branding sits to the bottom right of the page with the USBC logo to the left, followed by centered contact/call to action.
WEB AND SOCIAL HEADLINES

SUBHEADS

Copy. Keep it short. Want more? OK, keep it really short. Think of it like a highway billboard—you've got about three seconds to get your message across. Sometimes this will be purely functional; e.g., providing the date, time and other details for an event. Other times it can be attitudinal, fleshing out the tone of voice for a specific campaign. Either way, the goal isn’t to get people to read the words, it’s to get them to click through to something else. So don’t waste their (or your) time with too much copy.

CORPORATE COMMUNICATIONS FONT
All corporate communications should use Lucida Sans (regular and bold). These include emails, standard documents and other general correspondence that falls outside the domain of marketing, branding, advertising, etc.
BRANDED COLLATERAL SAMPLES
Any commercial use of Storm® logos, taglines or any other copyrighted or trademarked material without express written consent by Storm is strictly prohibited. Any approved commercial use of Storm copyrighted or trademarked materials must conform to the standards and requirements established in this document and/or in a written consent agreement.

Crazy 8s are also available in an editable PDF format to insert price.