



Marketing the USBC Brand

Branding

USBC's brand identity is its most valuable asset. Because of this, it is crucial that all levels of the USBC organization remain consistent when developing messaging, logo use, tag lines, etc. Portraying the proper image and communicating the correct message are vital, as the imagery not only represents a USBC association, but also the values embraced by USBC as an entire organization. With a strong, unified branding effort, members and non-members will associate USBC with the following brand values:

- Credibility
- Dedication
- Excellence
- Heritage
- Inclusiveness
- Integrity
- Philanthropy
- Sportsmanship

The Association's Role in Branding

Upholding the USBC brand promise is a responsibility that cannot be accomplished solely at the national level. For the USBC brand to realize its full potential, associations must:

- Place emphasis on a consistent image – visual, values, messages, and experience.
- Recognize associations help create the experience of the brand, which is the quality of interactions with the organization. Such interactions include:
 - Conversations with employees/volunteers
 - Ease of transacting business
 - Recognition of donors/sponsors
 - Physical characteristics of an event (i.e., signage)
 - Pricing
- Present yourself as USBC first, both by the visual logo and messages communicated. This entails:
 - Selecting one of the logo template options
 - Selecting one of the letterhead template options
 - Always exercising the brand values
 - Sending unified messages targeted to appropriate audiences per the branding guide

Association Logos

The USBC logo is trademarked and owned by USBC. Any use of the USBC logo must comply with information included in the *USBC Graphics Standards Manual* (also known as the *USBC Style Guide and Association Leaders' Brand Guide*) that is available by request from USBC Headquarters.

Associations may not license the use of the USBC logo or marks to any third party without the prior written consent of USBC Headquarters.



In developing a logo, be aware of the following:

- Associations that design and create a logo must follow the USBC Association Logo Options that are available on BOWL.com or via email to marketing@bowl.com.
- Before printing or digitizing your association logo, it must be submitted for review and approval by USBC Headquarters. Please e-mail your logo to usbclgo@bowl.com for approval. You will receive an e-mail confirmation.
- When creating new (or reordering existing) association apparel, pins, etc. that includes a logo, your USBC association logo must be used.
- Additional branding information can be obtained on the Association page of BOWL.com under Forms and Manuals or by contacting USBC Marketing at (800) 514-BOWL, ext. 8378.
- USBC Headquarters has preferred merchandise vendors with special rates available. For a list of vendors visit the Association page of BOWL.com under Forms and Manuals or email marketing@bowl.com.

Below are examples of acceptable association logos:



USBC youth logos may be used on literature and other printed items authorized by the state or local association, provided that the formal name of the association also appears adjacent to the USBC youth logo. The logo may be reproduced in one color (red, blue, black, or white) using the black and white logo file.

Because the USBC youth logo is a registered trademark, it cannot be added to any items manufactured for resale purposes unless the state or local association name has been incorporated into the logo. For purchasable USBC merchandise, please visit the usbcsportsstore.com.

All use of USBC youth logos must comply with information included in the *USBC Youth Characters Official Graphics Standards & Style Guide* that is available by request from USBC Headquarters. The USBC youth logo is available for use in promoting USBC youth bowling and can be downloaded from the “Youth” page of bowl.com.

Associations may not license the use of the USBC youth logo or marks to any third party without the prior written consent of USBC Headquarters.



Meet the New Faces of USBC Youth...



NOTE: Images of the Bowlopolis characters are available for use in promoting USBC youth bowling and can be downloaded from the "Youth" page of bowl.com.

Any questions regarding the use of USBC logos or characters or for a copy of any manual relating to logo use regulations, please call (800) 514-BOWL, ext. 8385 or e-mail marketing@bowl.com