ROTO GRIP BRAND PROMISE

NO LIMITS. NO BOUNDARIES.

To salute the dark horse, the daredevil, the adventurous—anyone who thinks the status quo is status boring—with cutting-edge bowling ball technology that gives voice to their personal style and attitude.
VISION / OVERVIEW

If Storm is the captain of the football team and prom king, Roto Grip is the kid who rides his motorcycle to school and skips class when the waves are up or some fresh powder just fell. He’s the one who pulls the most outlandish senior prank. Roto Grip is all about rejecting authority in favor of individual expression and a quest for adventure.

Anyone of any age or skill level can embody the Roto Grip spirit, and Roto Grip manufactures balls for all skill levels, novice to professional. At the professional level, Roto Grip balls feature advanced coverstock and core technologies that give people the performance they need to dominate the lanes and their competition. At the entry level, they’re designed to show people that bowling can be fun and that you don’t have to be a pro to make the ball hook.

As a side note, the Roto Grip brand was transitioned in 2016 from a somewhat dark and sinister aura to one of adventure and adrenaline. Still edgy, just a different type of edgy. Please disregard brand collateral developed before 2016 when developing new creative.

MISSION

Roto Grip’s mission is to give the daredevil and adrenaline junkies a bowling ball brand that they relate to and that allows them to express their individualism and style.
ROTO GRIP IS OWN IT.

The Roto Grip brand voice tells it like it is. With attitude. It doesn’t take any crap or pull any punches. It walks with a swagger and talks with the cockiness of someone who just crushed a double-cork 1080 or jumped off a skyscraper with nothing but a wingsuit. It’s been there, done that and can’t wait to do it again. It’s not shy and it’s not a wallflower. It knows what it wants and it takes it. No apologies.

THE ROTO GRIP VOICE IS:

INDEPENDENT – It doesn’t conform to convention. It makes its own rules, follows its own code, but still gets its point across.

CONFIDENT – When you’ve seen the things Roto Grip has seen and done the things it’s done, you’ve earned the right to be a little boastful.

FUN – If it’s not fun, there’s no point in doing it.

PERSONAL – Roto Grip is about individuality and expression. It doesn’t speak to the group; it speaks to you and you and you. You know what I’m saying?

IRREVERENT – It doesn’t care about the trophies on your shelf. It isn’t interested in the tournaments you’ve won. It isn’t intimidated. Ever. It’s going to take down any and all comers and do it its own way.

KEYWORDS FOR THE ROTO GRIP BRAND VOICE:

- Adrenaline
- Adventure
- Aggressive
- Alternative
- Attitude
- Audacious
- Confident
- Daredevil
- Dark horse
- Driven
- Edgy
- Fearless
- Free spirit
- Free thinker
- Fringe
- Go big or go home
- Hungry
- Independent
- No limits
- No boundaries
- Outlandish
- Own it
- Proud
- Rebel
- Ultimate power

BRAND AUDIENCE ANTHEM

Roto Grip bowlers march to their own beat. From young to old, novice to pro, they reject tradition. Sometimes they leap before they look and, for better or worse, they wouldn’t have it any other way.

BRAND AUDIENCES:

- All bowlers
- Bowling centers
- Distributors
- Kids
- Pro shops/retail outlets
- Sales staff
**HOOK POTENTIAL RATING SYSTEM**

The HP (Hook Potential) rating system makes it easy to identify the performance characteristics of Roto Grip balls. The HP4™ line offers the most aggressive hook potential. The amount of hook potential decreases incrementally as the number line decreases, with HP1™ representing balls with the smallest amount of hook potential. As bowlers improve their skills, they should typically have a ball from each of the lines below their most aggressive ball, i.e., If I’m skilled enough to handle an HP3, I should also own an HP2 and HP1 to complete my ‘arsenal.’

**HP4 PROMISE**

You’re at the top of the game. You don’t break the rules. You make them. With vicious coverstocks and merciless cores, these balls put the power to dominate in the palm of your hand. No amount of oil is too much.

**HP3 PROMISE**

The hunger burns inside you. It drives you to show to the world that it underestimated you—by any means necessary. Devastating power on the fringe of control, HP3™ balls give you the confidence to make your mark.

**HP2 PROMISE**

You consider “control freak” a compliment. You love the power, but it needs to be predictable. The HP2™ line hits that sweet spot so you can show the world that you’re right where you belong.

**HP1 PROMISE**

The gateway ball. You’re outside your comfort zone—and it feels right. Sometimes you gotta break the rules to knock down more pins. Have fun and hang on.
LOGO CLEAR SPACE
To maintain brand integrity, the Roto Grip logo should have a buffer space around itself at all times, staying clear of other design elements.

The clear space around the Roto Grip logo should be based on a square the height of the typography used below the star.

LOGO MINIMUM SIZE
To maintain the integrity of the brand presence, the smallest the Roto Grip logo should ever appear is 0.75" in height in print or embroidery (size depicted left). For digital applications, maintain at least 56 pixels.

LOGO USAGE & GUIDELINES
Do not alter the Roto Grip logo in proportion, orientation or color. The logo should always be represented as it appears in this guide in red, black or white.

Below are some examples of unacceptable logo presentation.

- DO NOT use unapproved colors.
- DO NOT alter the orientation.
- DO NOT apply effects.
- DO NOT outline.
- DO NOT distort or stretch.
- DO NOT modify or recreate.

ROTO GRIP RED COLOR
Pantone 186 C
RGB: 207/16/45
CMYK: 12/100/91/3
**ROTO GRIP LOGO WITH TAGLINE**

The Roto Grip logo, in some instances, will appear with the OWN IT™ tagline (pictured right). The logo with tag may be shown in all Roto Grip red, all black, all white or in a combination of two of those colors, with the logo in one and the tag in another.

The clear space for the logo with tagline should mirror that of the standard Roto Grip logo, the difference is that it extends below the OWN IT™ verbiage. For embroidery, remove tag if less than 1/8".

**INDEPENDENT LOGO AND/OR TAGLINE USE**

There are instances where the Roto Grip logo, star or OWN IT™ tagline appear independently. This is an acceptable utilization of brand assets; the above logo with tagline are a reference for instances where they all appear together as one. Though it is acceptable to use the logo, star and tagline separately, the Roto Grip logo should always appear on branded assets.

When using the tagline alone, maintain a minimum clear space around it equal to the height of the letters in OWN IT™. When using the star alone, maintain a minimum clear space around it equal to 10% the height of the star, unless being used as a design element in a creative execution.

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**Hook Potential Variations**

- **100% Black (4)**
- **60% Black (HP™ and line)**
- **40% Black (Hook Potential)**
PRINT HEADLINES

Font Name – Fairview (all caps)

The primary objective in the body copy for print pieces is to get across the necessary information for the ball. This includes the name and characteristics of the core and coverstock, their hook pattern, recommended oil conditions, break point and other relevant details. The trick is to present this critical information while still communicating the voice and identity of the ball’s “persona” and the Roto Grip brand.

Font Name – DIN OT Condensed Medium

PERSONAS
Use this copy for the “Personas” section: Every ball in the Roto Grip lineup gets its own “persona,” eg: skateboarder, stunt motorcycle rider, high-wire walker, etc. The level of extremeness of the persona correlates to the HP system, so that the HP4 line, which contains the most aggressive balls, also features the most outrageous personas. The headline needs to capture the spirit of the persona. The copy should be bullet points that provide the factual details for the ball, ie: core and coverstock names and performance characteristics any other relevant details worth noting.

BRANDING
The Roto Grip logo is showcased in the lower left corner with the tagline in white. This is followed by social icons and contact info.

COPY-RELATED NOTES
- Amount of copy may vary. In some cases, especially ads, a headline and key technical information may be all that is used.
- Dates should be written using periods as separators (1.12.17) rather than slashes or dashes (1/12/17 or 1-12-17).
- When referring to the tagline in copy, it should be written with all caps, a ™ and a period (OWN IT. ™)
DIGITAL AND SOCIAL HEADLINES

SUPPORTING COPY
ROTO GRIP MAINTAINS TRADEMARK AND COPYRIGHT OWNERSHIP ON THE FOLLOWING COPY ITEMS:
Company name | Tagline | Hook Potentials | Ball names | Core names | Coverstock names | Star Search™ selection system

Trademarked words and phrases are essential to Roto Grip's identity, intellectual property and its ability to differentiate itself in the marketplace. Conformance to proper usage must be held as sacred.

Trademark and Service Marks are proper adjectives. Not nouns. Not verbs. A mark should always be used as an adjective qualifying a generic noun that defines the product or service. A mark is a company brand name, not a product or service itself. As adjectives, marks should not be used as plurals or in the possessive form, unless the mark itself is plural or possessive (such as 1-800-FLOWERS, MCDONALD'S or LEVI'S).

TRADEMARKS & TRADE NAMES
Trademarks are not the same as Trade Names. Trademarks are directly associated with a specific product and must receive the appropriate Trademark symbol (™ or ®). A Trade Name is the name of the company and is not directly associated with a specific product. A Trade Name does not receive a Trademark symbol.

Roto Grip can be either a Trade Name or a Trademark, depending how it is used. When referring to Roto Grip's commitment to advancing the sport of bowling, for example, Roto Grip refers to the company, and thus is used as a Trade Name. When referring to the new Roto Grip® Dare Devil™ bowling ball, it is used in reference to a product and is therefore a Trademark.

The following is a guideline provided by the International Trademark Association. For further guidance, refer to their online PDF: http://www.inta.org/Media/Documents/2012_TMUseMediaInternetPublishing.pdf

A trademarked word should be used as an adjective. As such, it should always be followed by a descriptive noun. Examples:

**YES**
- Our new Nucleus™ core is built to destroy.
- The Eternal Cell™ bowling ball features alien technology.

**NO**
- The Eternal Cell™ rains fire down upon its competition. (No descriptive noun)
- The Nucleus core can be used to power a space shuttle. (No ™ symbol)
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, eg: 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.

**ROTO GRIP MAINTAINS TRADEMARK AND COPYRIGHT OWNERSHIP ON THE FOLLOWING DESIGN ITEMS:**

- Company logo
- OWN IT.” tagline
- Hook Potential naming system (HP1™, HP2™, etc.)
- Star

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The Roto Grip logo must always be accompanied by a registered symbol (®) under the “P” in GRIP and a Trademark symbol (™) at the bottom right side of the star.

The OWN IT.” Tagline receives a Trademark symbol (™) on the right side of the crossbar on the “T.”

The Hook Potential logos receive a Trademark symbol (™) on the upper right side of the number (1-4).

The Roto Grip star logo receives a Trademark symbol (™) at the bottom right side of the star.

**USAGE RESTRICTIONS**

Any commercial use of Roto Grip logos, taglines or other copyrighted or trademarked material without expressed written consent by Roto Grip is strictly prohibited. Any approved commercial use of Roto Grip copyrighted or trademarked materials must conform to the standards and requirements established in this document and/or in the written consent agreement.
For questions regarding Roto Grip® brand standards, please contact:

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