

BVL BRAND GUIDELINES

PRIMARY BRAND

BVL's Primary Brand and should be the first choice when choosing BVL's brand.



SECONDARY BRAND

When the subtitle **Bowlers to Veterans Link** is no longer legible, use the Secondary Brand.



BVL'S COLORS

#022548

RGB: 2-37-72

CMYK: 100-87-42-44

#b42033

RGB: 180-32-51

CMYK: 20-99-84-11

For purposes of clarification, BVL's Brand includes both the primary and secondary logos of BVL, in 4-color, black, and white.

BVL's Brand Guidelines (the "Guidelines") have been created to help our partners, licensees, and other authorized third parties (collectively, "You") understand how to use BVL's Brand correctly. You are permitted to use BVL's Brand only in accordance with these Guidelines. Any use of BVL's Brand contrary to the Guidelines is prohibited. BVL reserves the right to revise or update its Brand Guidelines at any time in its sole discretion.

BVL's Brand is valuable intellectual property belonging to BVL. By using or making reference to BVL's Brand, you agree to comply with the Guidelines. You also acknowledge that BVL is the sole owner of BVL's Brand, agree not to challenge or interfere with BVL's rights to its Brand, and agree that all goodwill derived from use of the BVL Brand inures only to the benefit of BVL. We may review use of our Brand at any time, and we reserve the right to terminate or modify any permissions granted by BVL.

If you have a separate written agreement with BVL concerning its Brand or any other partnership agreement, that agreement may include different or additional terms concerning the use of the BVL's Brand. If so, please follow the specific guidelines in your agreement as well as these Guidelines. To the extent these terms differ, the specific guidelines in your agreement will control.

USAGE

You may only use BVL's Brand in the most current form provided by BVL in the Brand Guidelines above and in accordance with these Guidelines, including the do's and don'ts outlined below:

Do not use BVL's Brand as part of any of your own trademarks, logos, company names, icons, product or feature names, domain names, social media handles, or avatars. For example, do not physically combine or intermingle any BVL Brand with your own trademarks or logo; they must remain separate.

Do not modify BVL's Brand in any way, including by changing any colors or dimensions, obstructing or printing over any part of the asset, or adding your own design elements. Do not rotate; stretch; apply gradients, shadows or other effects; alter any proportions or change the arrangement of our logo.

BVL BRAND GUIDELINES

Do not use BVL's Brand in a damaging or derogatory way, or in connection with any social media or website that violates any law or BVL's Terms of Service.

When you reference BVL, your reference must clearly and accurately indicate your relationship to BVL.

Do not use BVL's Brand in a way that suggests or implies sponsorship, endorsement or political affiliation by BVL, or any affiliation with BVL, including but not limited to making BVL's Brand Assets larger or more prominently placed than your own house brand or trademark without prior written permission.

INCORRECT USAGE



Don't add shadows or other effects



Don't rotate or flip



Don't resize any portions of the type or logo



Don't change spacing in the type or logo



Don't change any of the colors



Don't squeeze or stretch



Don't outline



Don't use any older versions

PERMISSION

All usage of BVL's Brand or portions thereof — included but not limited to licensed products, merchandise, web sites, signage, stationery, print, broadcast, or multimedia reproduction — are subject to the express prior written approval of BVL.

Please contact Mary Harrar for approval and access to BVL's brand or if you have any questions regarding usage.

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