



Triton
BOATS

2021 CAMPAIGN STYLE GUIDE

INTRODUCTION

Welcome to the 2021 TRITON® Boats Campaign Style Guide, where you'll find all the information you need to properly speak to our current and potential boat owners. In this guide, we'll outline our campaign strategy for the 2021 model year, including the correct copy voice, colors and photography style to use as you advertise our boats.

We ask that you—our associates, dealers and strategic partners—follow these simple guidelines in all your advertising efforts this year. By doing so, you'll help us create and maintain a cohesive marketing campaign that is easily recognizable and aligns with the TRITON Boats brand essence.

Meet TRITON

TRITON Boats is a member of Bass Pro Group and White River Marine Group™, the world's largest boat builder by volume. With a focus on the best performance and the highest levels of fishing, TRITON boats is the choice of many world-class tournament pros and hardcore everyday anglers. Performance, fishability, and reliability are the hallmarks of a TRITON, keeping you ahead of the pack and inside the winner's circle.

WRMG Mission

White River Marine Group manufactures and distributes quality boats, offering excellent performance, innovation and value, and provides world-class service so everyone can experience the joy of fishing and boating.

Logo Usage

The TRITON Boats logo is a key element in every advertisement. Make sure it is placed in a prominent position, as outlined in the Brand Identity Guide found [here](#).

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STRATEGY ELEMENTS

The Strategy Elements are non-consumer facing ideas that summarize what TRITON® is all about. These ensure that all marketing materials work together to strengthen and sustain the brand.

Brand Tagline

This is the heart of TRITON and encapsulates the core culture of the brand. It's the inspiration and starting point for all visuals and copy during the 2021 TRITON campaign.

Emotional Benefit

This speaks to what the TRITON brand and its boats provide emotionally. This is reflected in the tone, imagery and language we use when talking about the brand and how we hope the consumer feels when they encounter a TRITON boat.

Functional Benefit

This speaks to what TRITON boats and their features offer functionally. This is reflected in the tone, imagery and language we use when talking about features and technical aspects. Refer to the Functional Benefit to understand how copy and design should speak to the boat's core functionality, e.g., power, versatility and style.

Brand Essence

By embodying all aspects of the Strategy, the Brand Essence brings it to life by highlighting the tone of the campaign.

STRATEGY OVERVIEW

Brand Tagline

THE DRIVING FORCE OF PERFORMANCE FISHING.

Emotional Benefit

PRIDE OF MASTERING THE HIGHEST LEVELS OF FISHING

Functional Benefit

MAXIMUM FISHABILITY ENABLED BY TOP PERFORMANCE

Brand Essence

Succeeding at the highest levels of competitive fishing requires intense drive—and doing so with a boat that merely suffices isn't good enough. To lead the pack, you need an aggressively-designed craft that brings unexpected moves to the race. A top-performing boat that rewards its driver with an unobstructed view of the goal ahead while leaving competitors in its wake. A powerful boat of admirable quality, precise fit and finish, and unmatched fishability that accelerates you to the top of the leaderboard in style. Because TRITON is always one step ahead of its rivals—and that's why it's THE DRIVING FORCE OF PERFORMANCE FISHING.

MOOD BOARD

The purpose of the mood board is to set the stage for the overall look and feel of the TRITON® brand. It serves as a visual compass that provides us with creative inspiration. It is for internal use only and not meant for customer-facing use or display.



**THE DRIVING FORCE OF
PERFORMANCE FISHING**

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Fonts & Colors

Fonts

Headline:

Steelfish Bold

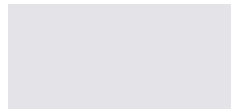
Body Copy

Berthold Akzidenz Grotesk BE Light
Berthold Akzidenz Grotesk Medium Italic
Berthold Akzidenz Grotesk Bold
Berthold Akzidenz Grotesk Bold Italic

Colors



C 000 M 100 Y 091 K 000
R 237 G 027 B 046
PMS 1788 C



C 009 M 004 Y 005 K 000
R 229 G 228 B 232
PMS 663 C



C 000 M 000 Y 000 K 000
R 255 G 255 B 255
PMS 663 C



C 021 M 018 Y 015 K 001
R 197 G 195 B 199
PMS 428 C



C 000 M 000 Y 000 K 100
R 035 G 031 B 032
PMS Black C

GRAPHIC ELEMENTS

1 Red Stripes & Gray Bar

The red stripes from the TRITON® logo are used to accent a gray bar that holds body copy or logo/tagline. A single red bar with feathered edges, can be used vertically on the left edge to draw attention to the contents of the gray bar.

2 Body Copy

TRITON body copy should have extra leading to allow for the copy to have a openness. Body copy should be 10pt. with a 16pt. leading. There should be double the space at the top and bottom of the copy within the body copy box.

3 Headline

The headline on TRITON materials should always be all caps, two lines, two-tone, left justified and overlaid on the image.



PHOTOGRAPHY STYLE

TRITON® photography features angling and recreating families plus TRITON pros and competitive anglers. These shots display an exciting environment, emphasizing pride in the brand and the thrill of the ride and the catch. Dynamic angles and lighting highlight the performance of the boat, the adrenaline rush of speed and catching big fish.

The U.S. market has a wide variety of ethnic diversity with a dynamic growth pattern among ethnic groups. As a brand that strives to attract those from all ethnic backgrounds, we must acknowledge our understanding of diversity and reflect this in our imagery selections for creative executions.

TRITON Photography

SHOULD SHOW

- Fishing Action
- Aggressive Performance
- Exhilarating Speed
- Safety & Confidence
- Big Fish
- Excitement

SHOULDN'T SHOW

- Dangerous Situations
- Loss of Control
- Bored Expressions
- Unorganized Boat/Storage
- Small Fish
- Casual Fishing



Example 1



Example 2

COPY STYLE

TRITON® copy is thrilling and powerful. Headlines are cogent and emphatic, supporting visuals and confidently describing a dominant fishing machine. Body copy supports the headline and visual and expands on specific performance and fishability details.

Headline Examples:

PERFORMANCE DRIVEN

COMPLETE FISHABILITY

MASTER THE HIGHEST LEVEL OF FISHING

MULTISPECIES DOMINATION

Body Copy Example:

Year after year, why do most TRITON pros choose the 21 TrX? The reason is this proven championship performer just keeps getting better with time. Ready to jump out of the hole at takeoff with 250 horses, the 21 TrX is laid out with tackle management in mind to keep yours on the job at hand. It features a tournament livewell system with oxygenators, LED lights throughout, and a custom trailer that's built tough for road duty and out-of-the-way ramps. You've waited long enough to be first—why not get there with a 21 TrX?

TRITON Copy

IS	ISN'T
Exhilarating	Arrogant
Technical	Humorous
Confident	Relaxed
Competitive	Prideful
Smart	Gentle
Dominant	Arbitrary
Authoritative	Boring

PRINT EXAMPLES

Brochure Spread

**COMPLETE FISHABILITY MEETS
MAXIMUM PERFORMANCE.**

If you're as serious about tournament fishing as we are about boat building, the 21 TrX Patriot is your destiny. From bow to stern, this tournament-ready dream machine is factory rigged with the best accessories available. Throttle up and the 250 L Mercury® Pro XS® FourStroke jumps out of the hole, and the responsive hull tames open water chop for a comfortable, dry ride. Lowrance® HDS fishfinders at the bow and dash, Power-Pole® Blade Series dual shallow anchors and a powerful Minn Kota® Fortrex® 112-lb./45° US2 trolling motor are just the short list of standard features.

21 TRX PATRIOT



\$66,595
w/Mercury® 250 L Pro XS® FourStroke & Custom Trailer (plus freight & prep)

Mercury® 250 L Pro XS® FourStroke 23' 18" 44.5 gal. 300 675 lbs. 47 gal. 1,840 lbs. 22" 11" A. Complete Package with Lighted Trip Gate Hatch B. Mercury® 250 L Pro XS® FourStroke with dual Power-Pole® Blade Series dual shallow anchors C. Minn Kota® Fortrex® 112-lb./45° US2 trolling motor

Feature Banner

DEMO RIDE!

21 TRX & 20 TRX

8AM-2PM, FRIDAY-SUNDAY

VOLUNTEER LANDING MARINA



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THE DRIVING FORCE OF PERFORMANCE FISHING

Magazine Ad

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THE DRIVING FORCE OF PERFORMANCE FISHING

21 TRX PATRIOT
\$66,595
w/Mercury® 250 L Pro XS® FourStroke & Custom Trailer (plus freight & prep)

FIND A TRITON DEALER AND LEARN MORE ABOUT THE PATRIOT SERIES AT TRITONBOATS.COM.

Photos may show optional or special edition equipment available at an additional cost. Local taxes, license, registration and dock fees vary by state and are in addition to prices shown. Prices are approved by the manufacturer. Details in pricing, ratings, features and promotions may vary by location and are subject to change without notice. Void where prohibited by law. Boat efforts are used to ensure the accuracy of our advertising, however, errors, misstatements or omissions may sometimes occur. We do not guarantee the accuracy or completeness of information. We reserve the right to correct any errors, inaccuracies or omissions at any time and to cancel any order with no further obligation to you. Applicable tariffs may affect final price. See your local dealer for complete information. Prices shown do not include dealer freight and prep charges, unless otherwise noted. F.O.B. Springfield, MA, USA. Prices shown are based on United States currency. © 2019 White River Marine Group, LLC 04557

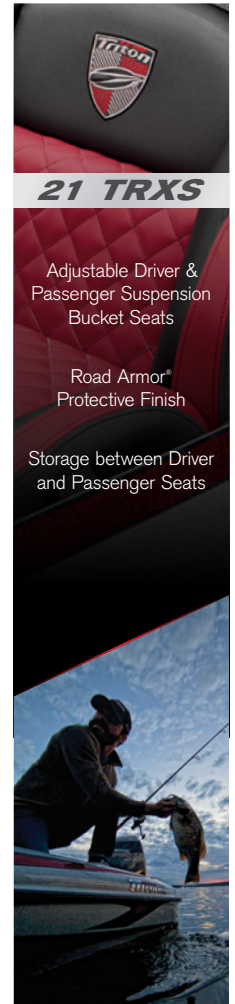
I-Banner

21 TRXS

Adjustable Driver & Passenger Suspension Bucket Seats

Road Armor® Protective Finish

Storage between Driver and Passenger Seats



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DIGITAL EXAMPLES

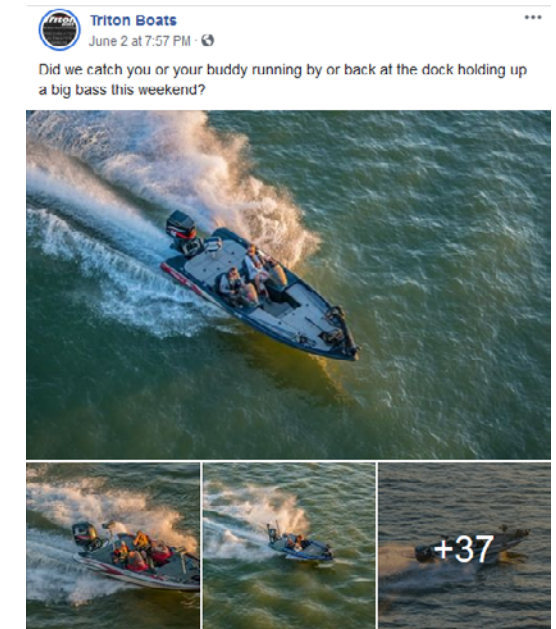
Product Video



Display Ads



Facebook Post



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WRMGCreative.com
View and download high-resolution images, logos, Identity and Campaign Style Guides.