

# TBL

## Brand Guidelines



# Logos



# Colors



Brand Color

## Port Gore

HEX: #1b1545

HSL: 248, 53%, 18%

RGB: 27, 21, 69

CMKY: 61, 73, 70, 0



#000000



#fefdfd



#f89b36

# Fonts

## ***AZN UNIFIED OBLIQUE***

***BRAND-SPECIFIC FONT ARE AN IMPDORTANT VISUAL ELEMENT IN A BRAND'S VISUAL SYSTEM. BRAND-SPECIFIC FONTS ARE THE PREFERRED FONTS FOR THE BRAND AND CAN BE USED ACROSS ALL COMMUNICATION CHANNELS.***

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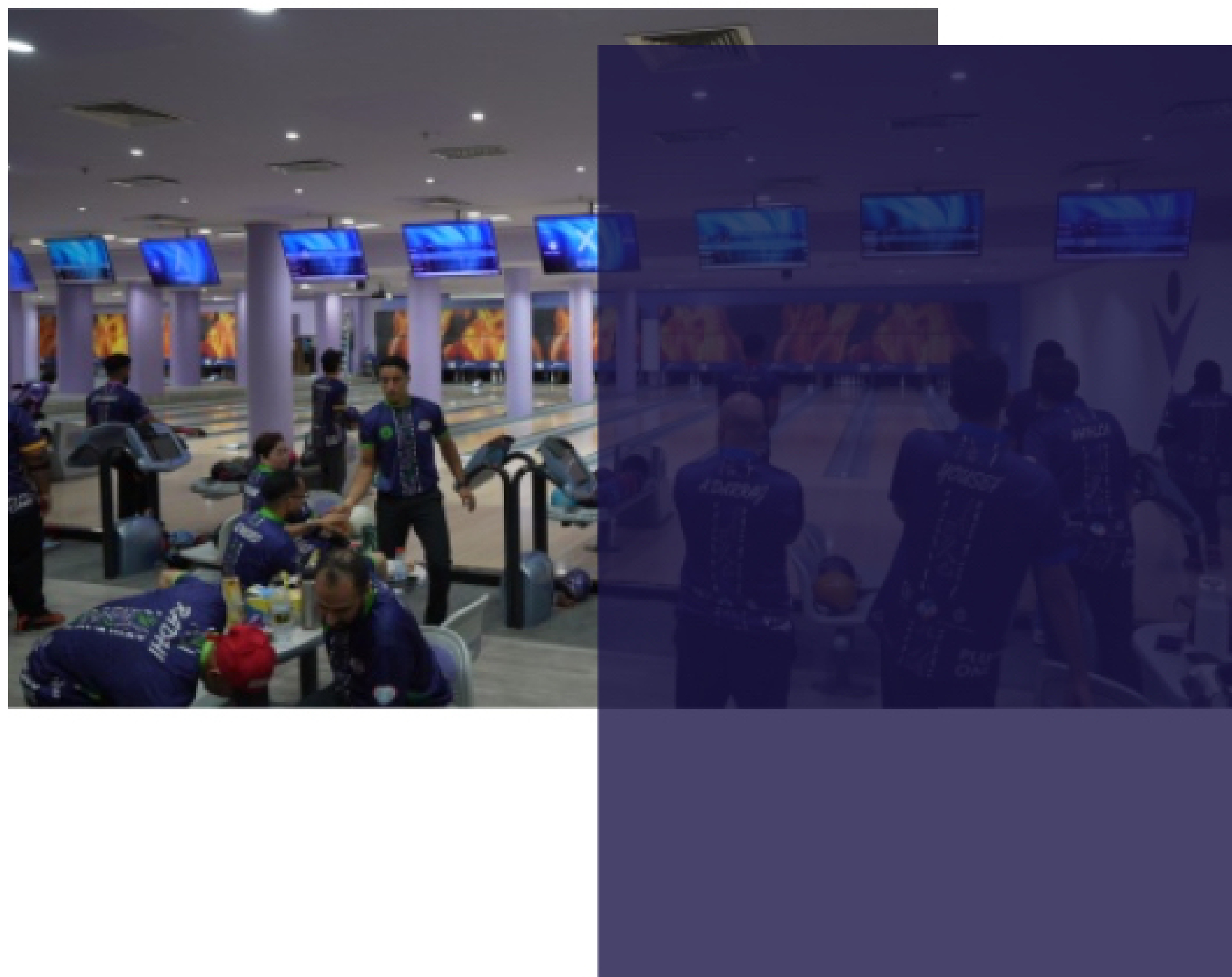
HelveticaNeueLTArabic-Bold - mimra  
arabic font

Brand-specific fonts are an important visual element in a brand's visual system. Brand-specific fonts are the preferred fonts for the brand and can be used across all communication channels.

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# About Us



The Bowling Lounge is a dynamic platform reshaping the bowling experience across the Gulf. Through competitive leagues, creative side games, interactive workshops, and our innovative digital pro shop, we provide bowlers with access, development, and a sense of community.

Founded in Khobar with a bold vision, TBL began as a small league and quickly evolved into a comprehensive ecosystem for bowlers of all levels. What started as local competition grew into a movement—bringing structure, excitement, and opportunity to the game.

To support growing talent, we launched TBL Academy—a dedicated space to train, mentor, and empower the next generation of bowlers.

We also introduced the TBL Pro Shop, a digital hub where players can access international gear, trade used equipment, and overcome the limitations of traditional local supply.

From Khobar to Riyadh—and soon beyond—our mission is regional, driven by passion and innovation. With every new city we reach, we bring the TBL experience closer to more players.

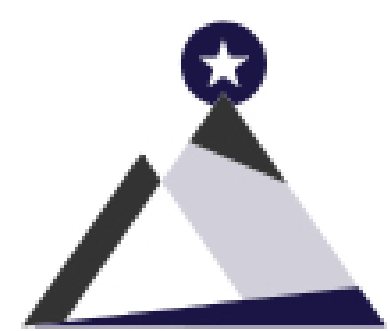
# Mission/Vision



## Mission

**To unite and inspire bowling enthusiasts through inclusive competition and community engagement, fostering a fun and supportive environment for all.**

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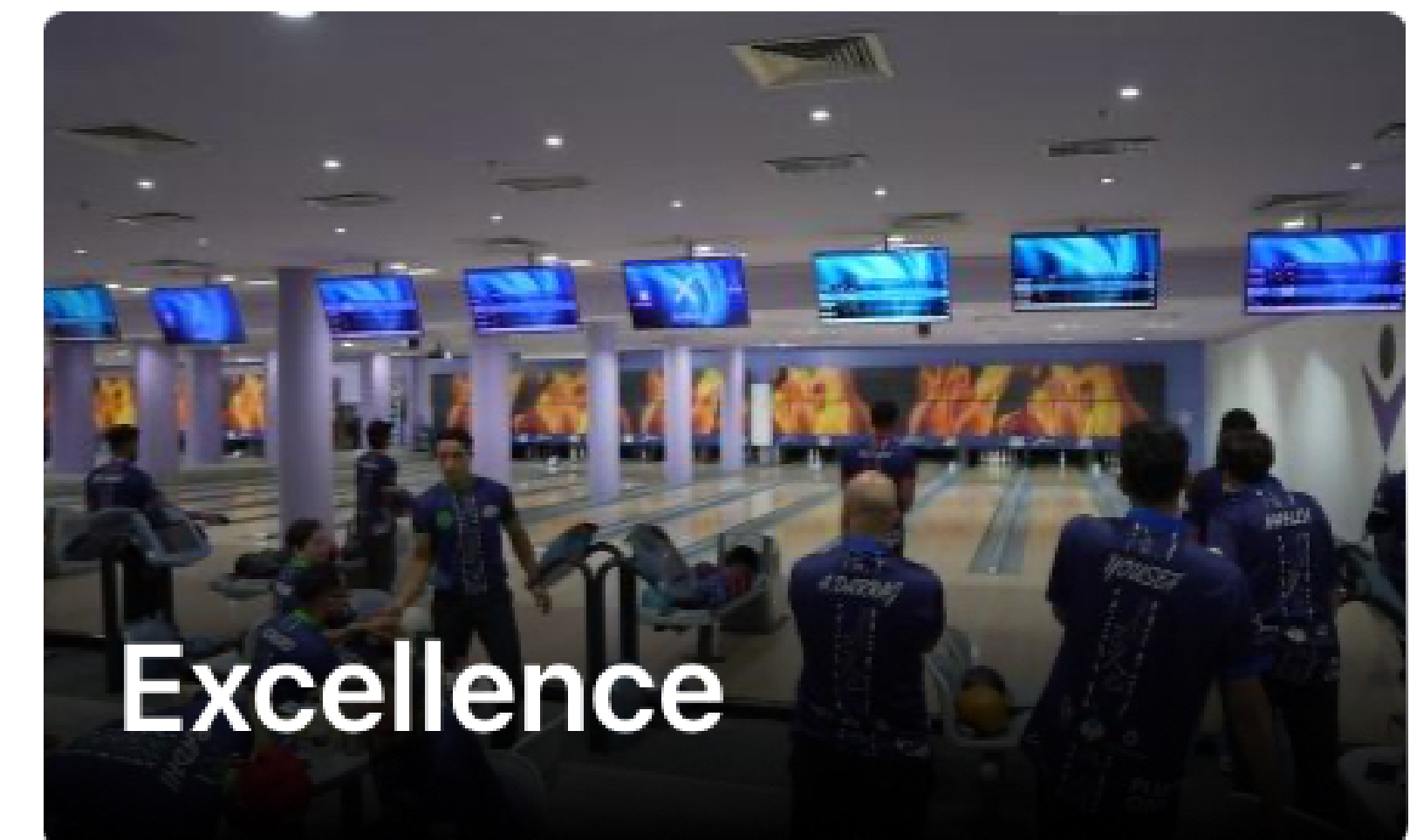
## Vision

**To be the leading bowling league known for its community spirit, excellence in the sport, and the joy of the game.**

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# Values



# Slogan/Voice

## Slogan

***" Bowl Together, Win Together "***

## Tone



**Friendly**



**Inclusive**



**Energetic**





Sometimes, usually due to production costs, only one color can be used, so in this case the use of a logo, logo or symbol must follow the use of light type on a dark background or use of dark type on a light background Type convention.

The logo and/or symbol outline must be clearly distinguished from the background color.



Logo Version

Main Logo



About Us

"Through pr...

Mono Logo