

**UPGR8**  
**BOWLING**

The logo features the word "UPGR8" in a large, bold, sans-serif font. The "UP" is black, while "GR8" is white and set within a black rectangular frame. A large black arrow points to the right, passing behind the "GR8" text. Below "UPGR8", the word "BOWLING" is written in a smaller, black, spaced-out sans-serif font.