

BRAND & FUNCTION

A Corporate Design Manual



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain



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BRAND PURPOSE

PURPOSE & MISSION

Gila River Resorts & Casinos exists to give its guests a fun, exciting entertainment experience. Whether it be gaming, dining, live entertainment, or any of the other incredible amenities that GRRC provides, we are committed to elevating every facet of the guest experience.

BRAND VOICE

All of our communications to guests should inspire the sense that we are taking fun and excitement to the next level. We are forever elevating the brand in their eyes, and as such, our tone is always cool yet approachable, so that as status of the brand rises, we maintain a down-to-earth, unintimidating vibe for our guests.

Examples

“From gaming to dining to beautiful hotels, Gila River Resorts & Casinos has everything you need to do things your way. So you, do you.”

“It’s time to take off the suit, the heels and the name tags. Work is over. It’s you time! Let your hair down and inhibitions go. Because at Gila River Resorts & Casinos, being yourself is the only requirement.”

WRITING STYLE & GRAMMAR

Writing style guides provide consistency when multiple authors are involved.

Our writing style guide helps to strengthen our brand by acting as a reference point that sets standards. The focus of this style guide is to provide guidance for instances when

many possibilities exist. Our style guide allows us to achieve consistency in our communications across all of our marketing platforms.

GILA RIVER RESORTS & CASINOS AND PROPERTY LOCATIONS

Always use “&” between “Resorts” and “Casinos”

Yes: Gila River Resorts & Casinos

No: Gila River Resorts and Casinos

Gila River (upon second reference)

Example: Gila River Resorts & Casinos is a proud partner of the Arizona Cardinals.

Gila River has hosted several private Cardinals events for casino VIPs.

Note: “Gila River” to be used on second reference following “Gila River Resorts & Casinos”

Note: “GRRC” to be used for internal purposes only

Gila River Resorts & Casinos is always plural, even when referring to a single, specific property.

Yes: Enjoy live entertainment at Gila River Resorts & Casinos – Wild Horse Pass

No: Enjoy live entertainment at Gila River Resorts & Casino – Wild Horse Pass

When referring to a specific Gila River Resorts & Casinos property or multiple, use an em dash (the long dash) with a space on either side before listing and with a commas here: Wild Horse Pass, Lone Butte, Vee Quiva, and Santan Mountain

Yes: Gila River Resorts & Casinos – Vee Quiva

Yes: Gila River Resorts & Casinos – Wild Horse Pass, Lone Butte, Vee Quiva, and Santan Mountain

No: Gila River Resorts & Casinos at Wild Horse Pass

No: Gila River Resorts & Casinos Wild Horse Pass

No: Gila River Resorts & Casinos – Wild Horse Pass, Lone Butte, and Vee Quiva

When referring to multiple properties, the property hierarchy is always Wild Horse Pass, then Lone Butte, then Vee Quiva and Santan Mountain with a comma between “Vee Quiva” and “and”

Yes: Only at Gila River Resorts & Casinos – Wild Horse Pass, Lone Butte, Vee Quiva, and Santan Mountain.

No: Only at Gila River Resorts & Casinos – Lone Butte, Wild Horse Pass, Vee Quiva.

When referring to a specific Gila River Resorts & Casinos property, “Resort & Casino” should never follow the location. However, “Gila River Resorts & Casinos” may be omitted after first use or if the GRRC logo appears on the same page.

Yes: Play the newest slots at Gila River Resorts & Casinos – Vee Quiva.

Yes (after first use or accompanied by logo): Play the newest slots at Lone Butte.

No: Play the newest slots at Vee Quiva Resort & Casino.

PLAYERS CLUB AND THE CARD®

“Players Club” is always singular plural, never possessive or plural possessive. Always capitalize the “P” and “C”

Yes: Visit the Players Club for details.

No: Visit the Player’s Club for details.

No: Visit the Players’ Club for details.

When referring to Players Club card members refer to them as card members, not as cardholders.

Yes: Players Club card members are eligible for added benefits.

No: Players Club card holders are eligible for added benefits.

With written references to THE Card® by Gila River Resorts & Casinos, take special care upon first use to write it exactly as shown here.

Yes: THE Card® by Gila River Resorts & Casinos earns you same-day cash back.

No: THE Card® by Gila River Casinos earns you same-day cash back.

When written, capitalize every letter in “THE” when referencing THE Card. The words “THE” and “Card” should always have a space between them.

Yes: THE Card® by Gila River Resorts & Casinos earns you reward points faster. (This is on first reference)

Yes: THE Card® earns you reward points faster. (This is on second reference)

No: The Card® earns you reward points faster.

No: THECard® by Gila River Casinos earns you same-day cash back.

Upon first use when writing/speaking in reference to THE Card®, it must always be THE Card® by Gila River Resorts & Casinos. After first use, “by Gila River Resorts & Casinos” may be omitted.

Yes: THE Card® by Gila River Resorts & Casinos unlocks unlimited possibilities.

Yes (after first use): THE Card® unlocks unlimited possibilities.

When written, the registration trademark symbol must always be superscript on THE Card®.

On the THE Card® logo the registration trademark symbol must always be subscript.

Yes: THE Card®

No: THE Card®

Yes: THECARD®

No: THECARD®

Upon first written use of THE Card® by Gila River Resorts & Casinos, the registered trademark symbol (®) must be included in superscript format. After first use, the trademark symbol may be omitted.

Yes: THE Card® by Gila River Resorts & Casinos gives you more benefits.

Yes (after first use): THE Card gives you more benefits.

No: THE Card® gives you more benefits.

ENTERTAINMENT

The Showroom at Gila River Resorts & Casinos – Wild Horse Pass

Yes: The Showroom at Gila River Resorts & Casinos – Wild Horse Pass (This is on first reference)

Yes: The Showroom (This is on second reference)

No: Do not use Ovations LIVE! or Ovations LIVE! Showroom.

No: Wild Horse Pass’s Showroom.

GRAMMAR & FORMATTING

Commas

Please use the Oxford comma.

Examples:

Gila River Resorts & Casinos – Wild Horse Pass, Lone Butte, Vee Quiva, and Santan Mountain.

THE Card® is your key to unlocking discounts, Free Bonus Play, and many other amazing perks.

Capitalization

As a general rule, all official titles should be capitalized. In addition, there are certain Gila River Resorts & Casinos promotions, offers, events, and other miscellaneous naming conventions that also require capitalization.

The following is a list of some of the most common words and phrases that should be capitalized. If you encounter a word or phrase that you are unsure about and is not on this list, please defer to a supervisor for direction.

- | | | |
|--------------------------------|-------------------|-----------------------------------|
| • Gila River Resorts & Casinos | • THE Card® | • Bingo |
| • Wild Horse Pass | • Free Bonus Play | • Team Member(s) |
| • Lone Butte | • Swipe and Win | • Bingo After Dark (B.A.D. Bingo) |
| • Vee Quiva | • Live DJs | • Grand Finale |
| • Santan Mountain | • Table Games | • Winners Table |
| • Players Club | • Poker | |

Website should be written with initial caps as “PlayAtGila.com”. Never with “www.” or all lowercase letters.

Dates

When writing dates, only use ordinal abbreviations (1st, 2nd, 3rd, etc.) if the year has not been identified.

Yes: Be sure to claim your Players Club prizes by March 5th.

Yes: Be sure to claim your Players Club prizes by March 5, 2020.

No: Be sure to claim your Players Club prizes by March 5.

No: Be sure to claim your Players Club prizes by March 5th, 2020.

In incomplete sentences, exclude ordinal abbreviations and use an en dash with spaces in between dates.

Yes: Enter the Ford F150 Giveaway | March 5 – April 7

No: Enter the Ford F150 Giveaway | March 5th – April 7th

No: Enter the Ford F150 Giveaway | March 5–April 7

In complete sentences, use the word ‘to’ instead of an en dash in between dates.

Yes: Enter for your chance to win a free Ford F150 from March 5th to May 7th.

Yes: Enter for your chance to win a free Ford F150 from December 5, 2020 to January 5, 2021.

No: Enter for your chance to win a free Ford F150 from March 5th – May 7th.

No: Enter for your chance to win a free Ford F150 from December 5, 2020 – January 5, 2021.

When space is limited and months need to be abbreviated, please use the following:

- | | | | |
|-------|-------|-------|-------|
| • JAN | • APR | • JUL | • OCT |
| • FEB | • MAY | • AUG | • NOV |
| • MAR | • JUN | • SEP | • DEC |

Times

When indicating times, always capitalize AM and PM, using an en dash to separate times with no spaces in between. Even if both times in the timespan fall under the same time of day, include the AM or PM in both instances.

Yes: Get your groove on with Live DJs from 9PM–1AM.

Yes: Enjoy Eggs Your Way Breakfast from 6AM–11AM.

No: Get your groove on with Live DJs from 9pm–1am.

No: Enjoy Eggs Your Way Breakfast from 6–11AM.

Other

References to Gila River Gaming Enterprise (GRGE) should only be used when communicating to audiences within Gila River Indian Community. Externally, always reference Gila River Resorts & Casinos.



COLOR SYSTEM

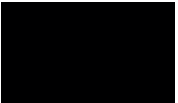
Color plays an important role in Gila River Resorts & Casinos corporate identity program.

The colors to follow are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to

the cohesive and harmonious look of the Gila River Resorts & Casinos brand identity across all relevant media. Check with your designer or printer when using the corporate colors to ensure consistency.

CORPORATE COLOR SYSTEM

PRIMARY



CMYK 60/40/40/100
RGB 0/0/0
HEX #000000
Pantone Black 7 C



CMYK 62/53/58/29
RGB 90/90/85
HEX #5a5a55
Pantone 418 C



CMYK 51/42/46/8
RGB 129/130/125
HEX #81827d
Pantone 416 C



CMYK 26/20/22/0
RGB 189/189/187
HEX #bdbdbb
Pantone Cool Gray 4 C



Gradient Swatch
Foil Swatch 110



CMYK 29/54/100/12
RGB 169/116/42
HEX #a9742a
Pantone 7558 C



CMYK 23/45/86/8
RGB 186/135/63
HEX #ba873f
Pantone 7510 C



CMYK 20/34/84/1
RGB 205/163/73
HEX #cda349
Pantone 7407 C



CMYK 16/19/48/0
RGB 216/196/146
HEX #d8c492
Pantone 4535 C



Gradient Swatch
Foil Swatch 124

SECONDARY



CMYK 51/88/57/64
RGB 67/20/39
HEX #431427
Pantone 7645 C



CMYK 41/100/53/42
RGB 106/14/57
HEX #6a0e39
Pantone 222 C



CMYK 100/97/6/4
RGB 43/50/135
HEX #2b3287
Pantone 2756 C



CMYK 88/66/0/0
RGB 46/97/174
HEX #2e61ae
Pantone 7455 C



CMYK 87/52/44/20
RGB 35/95/109
HEX #235f6d
Pantone 5473 C

PROPERTY ACCENTS

PRIMARY

SECONDARY *Cannot be used without primary color*

WILD HORSE PASS



CMYK 16/100/97/6
RGB 196/33/41
HEX #c42129



CMYK 26/100/100/27
RGB 147/26/29
HEX #931a1d



Gradient Swatch

LONE BUTTE



CMYK 73/7/39/0
RGB 46/175/169
HEX #2eafa9



CMYK 86/32/56/11
RGB 14/124/116
HEX #0e7c74



Gradient Swatch

VEE QUIVA



CMYK 74/98/2/0
RGB 104/48/143
HEX #68308f



CMYK 91/100/24/14
RGB 63/41/109
HEX #3f296d



Gradient Swatch

SANTAN MOUNTAIN



CMYK 0/68/100/0
RGB 243/115/33
HEX #fb7315

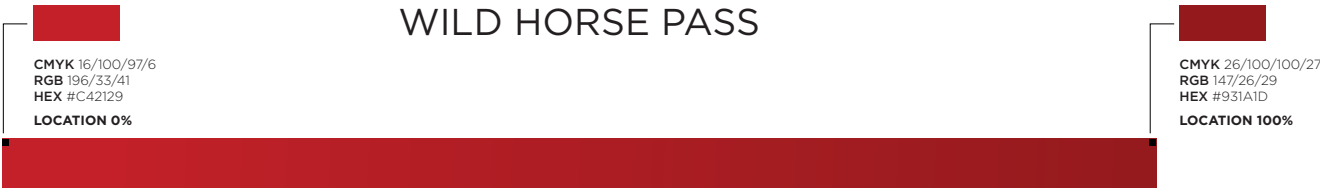
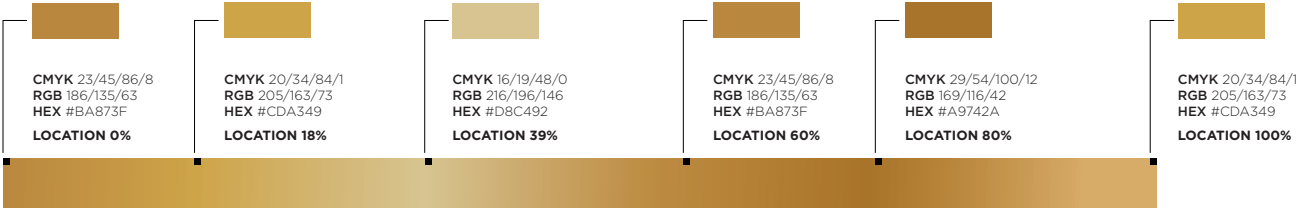
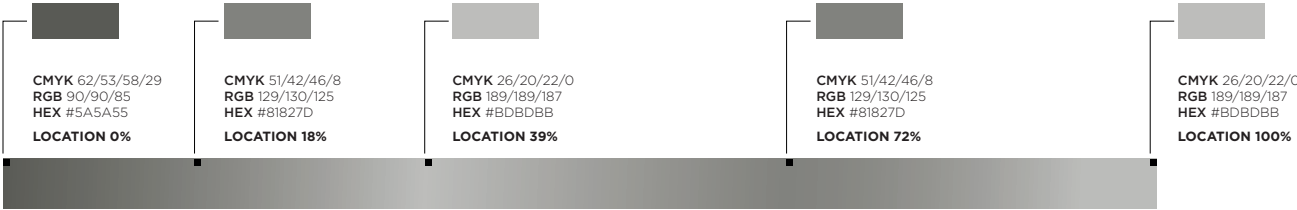


CMYK 15/80/100/4
RGB 203/84/40
HEX #cc5200



Gradient Swatch

GRADIENTS



CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality.

Careful use of typography reinforces our personality and ensures clarity and harmony in all Gila River Resorts & Casinos communications.

We have selected Gotham HTF as the primary typeface, which helps inject strength and unity into every Gila River Resorts & Casinos communications.

PRIMARY TYPEFACE

BLACK
BOLD
MEDIUM
BOOK
LIGHT

GOTHAM HTF
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

SECONDARY

BOLD
REGULAR
LIGHT

ROBOTO SLAB
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

TERTIARY

For Legal & Web Purposes

BLACK
BOLD
MEDIUM
REGULAR
THIN
Condensed Regular
Condensed Bold

ROBOTO
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

TYPE SETTING

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se, in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Gila River Resorts & Casinos layouts.

Content Text & Inner Headlines	Disclaimer & Caption Text	Gila River Resorts & Casinos Disclaimer and Caption Text Gotham HTF Light 6 pt Type / 8 pt Leading
	Copy Text	Gila River Resorts & Casinos Copy Text Roboto Slab Regular 9 pt Type / 16 pt Leading
	Callout Quotes/ Subhead Sections	Gila River Resorts & Casinos Callout Quotes and Subhead Sections Text Gotham HTF Light 14 pt Type / 18 pt Leading
Headlines	Headline 01	Gila River Resorts & Casinos Type Gotham HTF Book 20 pt Type / 22 pt Leading
	Headline 02	GILA RIVER RESORTS & CASINOS TYPE Gotham HTF Bold 25 pt Type / 25 pt Leading
ATTENTION: When creating typographic hierarchy, body content can either be left justified or centered. Type should NEVER be fully justified.		

LOGOTYPE & USAGE

Our logo is the most visible element of our identity—a universal signature across all Gila River Resorts & Casinos brand collateral.

There are multiple variants of the logo depending on the usage, in print, on screen, on property or off property. Our logo is a strong, elegant, graphic statement. It signifies a touchpoint and a

connection to Gila River Resorts & Casinos customers and partners.

The following pages cover the correct usage to ensure each variation of the logo always looks its best.

FULL LOGOTYPE

The Gila River Resorts & Casinos Masterbrand or Corporate Logo is comprised of three elements; the master logotype, the river, and properties logotype. The river is a powerful image evoking the culture of the Gila River Indian Community. It is the connection between the strength of community and the different points of communication.

It has a particular relationship with the Gila River Resorts & Casinos name. The Corporate Logotype has been carefully modified for its modern, yet refined, highly legible style, which has been further enhanced by the use of upper case and lower case letters. The typeface is Gotham HTF Bold and it balances perfectly with the river symbol.

RECOMMENDED FORMATS:
.eps | .ai | .png | .jpg | .tiff

ATTENTION:
Use of any stylized, animated, hand-drawn or other versions of an inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with OH Partners if you have any questions or need further help.



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

Clear Space

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



In order to preserve the integrity of the Full Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 0.5 of the height of the logotype.

Minimum Size

In order to preserve the legibility of the logotype, it is important that it is never reduced smaller than .5" or 40px tall. It is recommended to use the no property logo when ever the logotype is sized down. See page 23 for more information.

PRINT




DIGITAL



Incorrect Logotype Applications

1


Do not stretch the logotype



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

2


Do not apply an outline to any part of the logotype



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

3


Do not apply a drop shadow to the logotype



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

4


Do not apply any colors to the logotype outside of the approved ones



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

5


Do not apply any unapproved gradients to the logo



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

6


Do not skew or rotate the logotype



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

7


Do not place the logotype on a color without sufficient contrast



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

8


Do not fade out the logotype



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

9

Do not change the proportions of the logotype



Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

Incorrect Logotypes

The following logotypes should not be used in any Gila River Resorts & Casinos collateral.



ATTENTION:
The river element should never be used with text in any other instance other than the approved logotypes.

NO PROPERTIES LOGOTYPE

Usage

The logotype without the properties listed below should be used for the following purposes:

- When the full logotype becomes smaller than .5" tall
- Digital purposes
- Sponsorships
- Digital and Vinyl Print
OOH Boards



ATTENTION:
All rules, with the exception of minimum size, from the Full Logotype apply to the No Properties Logotype.

Minimum Size

In order to preserve the legibility of the No Properties Logotype, it is important that the width is never reduced smaller than .3" or 30px.

PRINT



DIGITAL



RIVER ICON

The River is a guest-facing graphic that should always be used alone, where applicable, on on-property collateral in place of the full logo. It should only be used when it adds value as an accent mark and does not detract from the design of the specific piece.

The River is a footer “tag,” anchored to the bottom of a piece of collateral.

RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg | .tiff

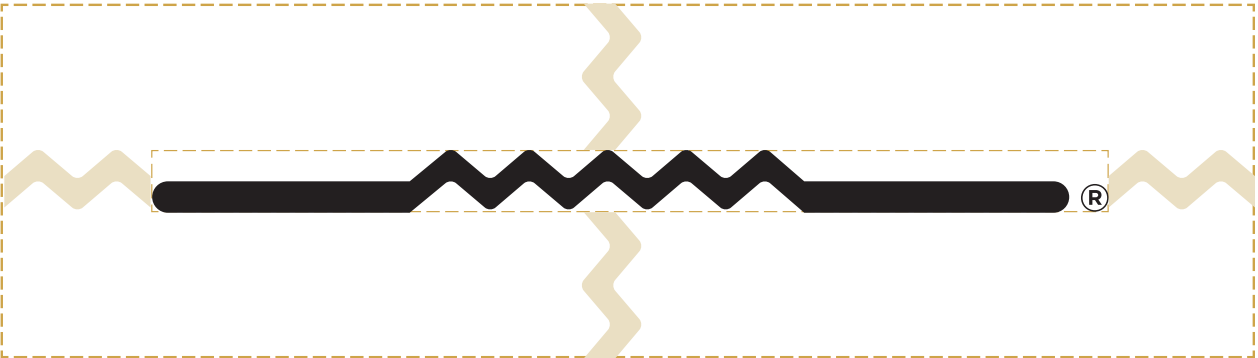
ATTENTION:

Use of any stylized, animated, hand-drawn or other versions of an inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with OH Partners if you have any questions or need further help.



Clear Space

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



In order to preserve the integrity of the Full Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to the width of two peaks from the icon.

Minimum Size

In order to preserve the legibility of the logotype, it is important that it is never reduced smaller than 1.25" or 200px wide. It is recommended to use the no property logo when ever the logotype is sized down. See page 21 for more information.

PRINT




DIGITAL



Incorrect Logotype Applications


1

Do not stretch the icon




2

Do not apply an outline to any part of the icon




3

Do not apply a drop shadow to the icon




4

Do not apply any colors to the icon outside of the approved ones



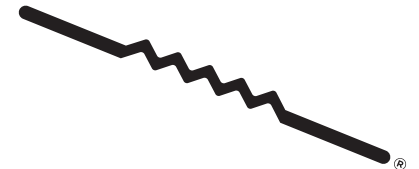
5

Do not apply any unapproved gradients to the icon




6

Do not skew or rotate the icon




7

Do not place the icon on a color without sufficient contrast




8

Do not fade out the icon




9

Do not change the proportions of the icon




7

Do not flip the icon upside down or in any other direction.




8

Do not pair the icon with any text.



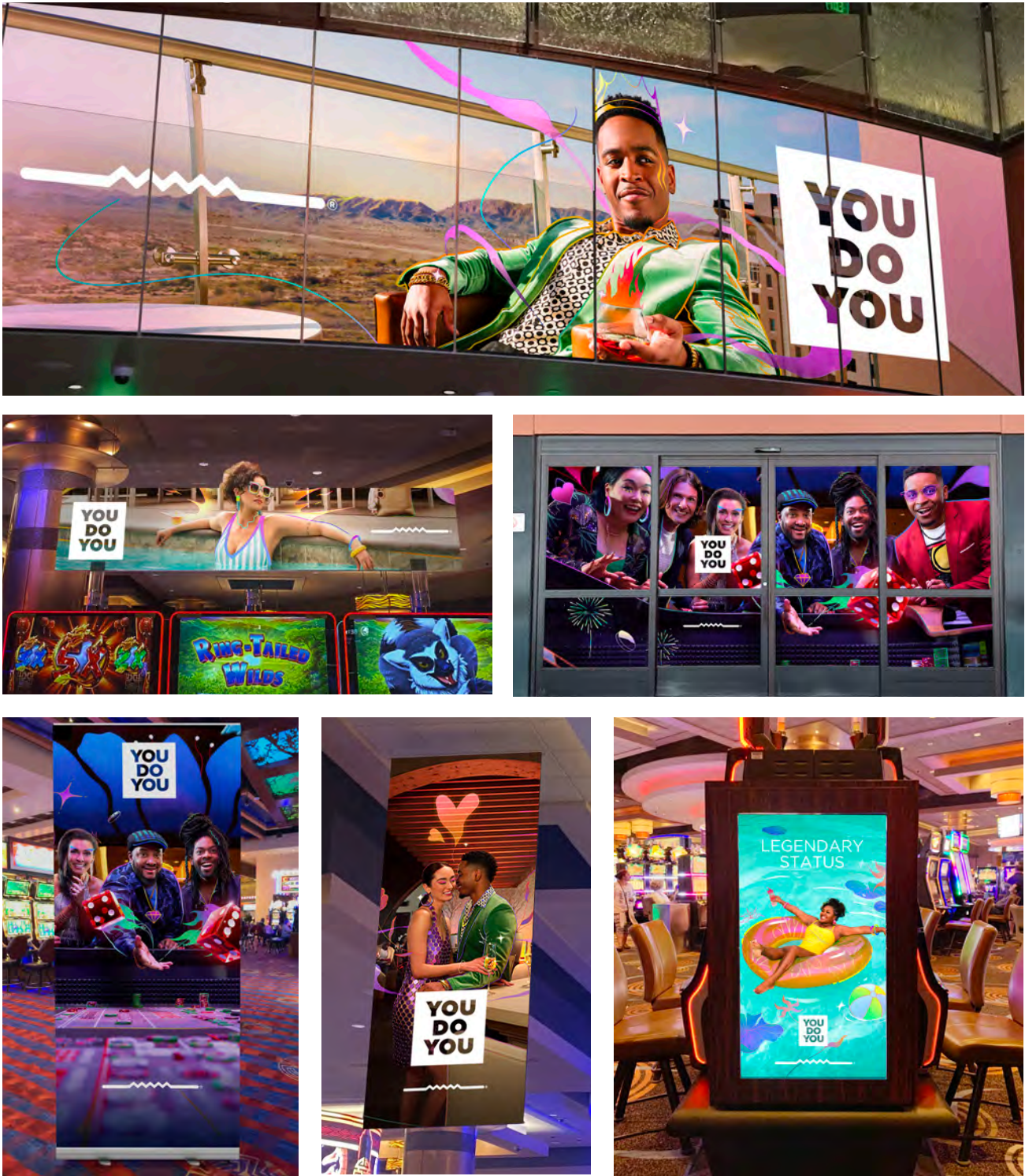
9

Do not pair the icon with any other corporate logos.



HOW TO USE

As mentioned before, the River icon is only to be used on on-property collateral in place of the full logo. Below are examples of how the River icon is used with the Brand Campaign creative on property.



SINGLE PROPERTY

Usage

The logotype with a single property listed below should be used for the following purposes:

- Front of Direct Mail
 - Postcards
 - Monthly loyalty magazines
- Take Home Collateral
 - Rack Cards
 - Brochures
- Property-Specific Billboards
- Property Signage
- Social Media

ATTENTION:

All rules, with the exception of minimum size, from the Full Logotype apply to the Single Property Logotype.

Minimum Size

In order to preserve the legibility of the Single Property Logotype, it is important that the width is never reduced smaller than .75" or 125px.

PRINT



.75 in

DIGITAL



125px



FOOD & BEVERAGE

LOGO USAGE



THE CARD[®] LOGOTYPE & USAGE

THE Card[®] logo is the most visible element of our loyalty program's identity—a universal signature across all Gila River Resorts & Casinos brand collateral.

There are multiple variants of the logo depending on the usage; in print, on screen, on property or off property. Our logo is a strong, elegant, graphic statement. It signifies a touch-point and

a connection to loyalty program members. The following pages cover the correct usage to ensure each variation of the logo always looks its best.

FULL LOGOTYPE

One Color Logo

100% Black

THECARD[®]

Platinum Logo

Custom 3D Rendering

THECARD[®]

White Logo

100% White

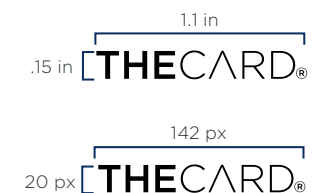
THECARD[®]

Minimum Size

To guarantee legibility, height of logo should not be smaller than: .15" for print; 20px for digital assets. When used at the minimum height, the adjusted registration trademark symbol is to be used.

ATTENTION:

THE Card[®] Logo is no longer to be used with the "BY GILA RIVER CASINOS, GILA RIVER HOTELS & CASINOS, or GILA RIVER RESORTS & CASINOS" tag line underneath it. It must include "Resorts &" and is only expressed when "THE Card by Gila River Resorts & Casinos is written out as text or used for a live read.



RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg | .tiff

ATTENTION:

THE Card[®] logo can't be used on F&B and resort, although THE Card[™] logo can be used on F&B and resort.

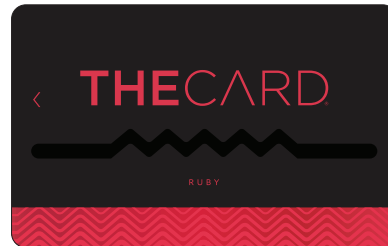
COLOR OPTIONS

TO USE WHEN APPLICABLE AND APPROPRIATE FOR SPECIFIC CARD LEVELS.



THECARD

PANTONE 354 U
CMYK 83, 6, 90, 0
RGB 0, 167, 88
HEX 00A758



THECARD

PANTONE 206 U
CMYK 9, 92, 67, 1
RGB 217, 59, 77
HEX D93B4D



THECARD

PANTONE 7555 U
CMYK 20, 34, 84, 1
RGB 206, 164, 73
HEX CEA449



THECARD

PANTONE Cool Gray 5 U
CMYK 32, 28, 25, 0
RGB 176, 172, 176
HEX BOACB0



THECARD

PANTONE 7455 C
CMYK 88, 66, 0, 0
RGB 46, 97, 174
HEX 2E61AE

INCORRECT LOGO USAGE



❌ **DO NOT** use past versions of the logo, including any with the by line "BY GILA RIVER CASINOS"

THECARD
BY GILA RIVER CASINOS

❌ **DO NOT** alter logo's height or width by condensing

THECARD

❌ **DO NOT** use colors not included in the approved standards palette

THECARD

❌ **DO NOT** add a stroke around the logo

THECARD

❌ **DO NOT** alter logo's height or width by stretching



❌ **DO NOT** place logo over busy patterns or backgrounds which render it illegible

THECARD

❌ **DO NOT** change the placement or proportion of logo and byline

THECARD

❌ **DO NOT** apply any 3D treatment styles to logo

THECARD

❌ **DO NOT** apply a drop shadow behind logo

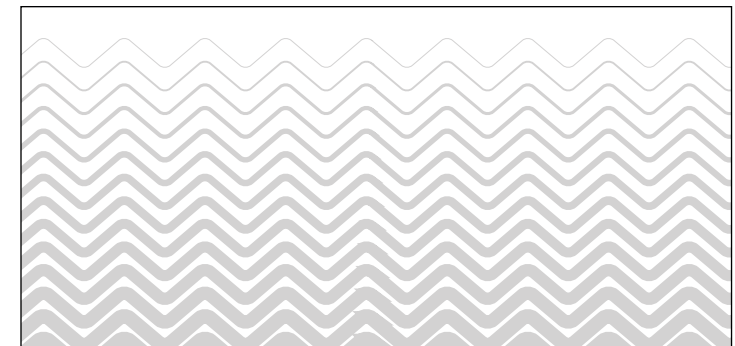
THECARD®

❌ **DO NOT** change the placement or size of the registration mark

VISUAL CONSISTENCY

PATTERNS & TEXTURES

1



2



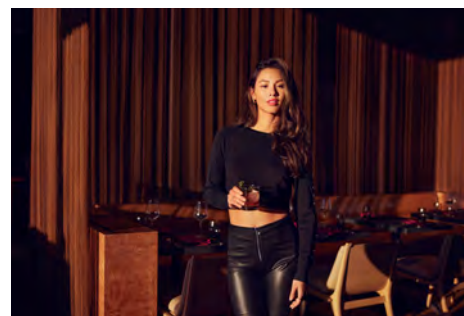
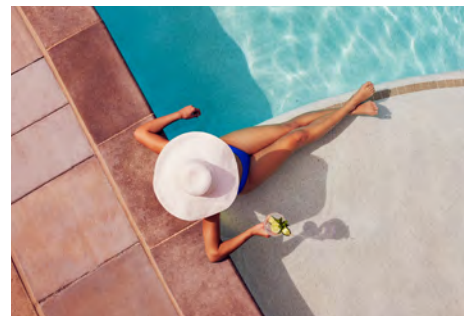
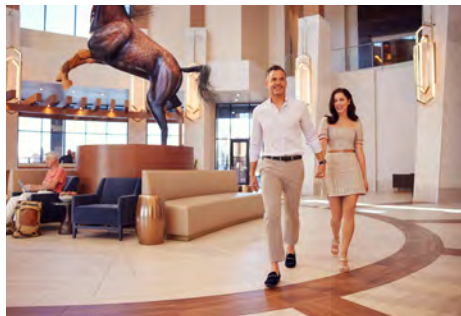
1 The river symbol can be used as a pattern when repeated in different descending weights.

2 The crosshatch pattern can be used as a background pattern.

PHOTOGRAPHY

Corporate images are responsible for transferring the values of Gila River Resorts & Casinos to our customers or our potential customers.

Usage rights for these images expire on March 28, 2024.





BRAND FUNCTION

BRAND ATTRIBUTES

To build consistency between all properties and branches of Gila River Resorts & Casinos, it is important to follow the guidelines listed below.

Social Media Icons

Below are the approved social media icons for Gila River Resorts & Casinos. For Wild Horse Pass and Vee Quiva, the AAA logo needs to be included, but should never be included on Lone Butte and Santan Mountain property materials. These icons should always be placed in this order within the footer of printed pieces. Black and white icons are the only colors that are to be used.

Lone Butte and
Santan Mountain Use



Corporate, Wild Horse Pass
& Vee Quiva Use



Standard Footer Information

The information below is required on all pieces of printed collateral that are not directly for on-property use (rack cards, postcards, brochures, etc.). Order and placement of the standard footer will vary depending on the piece of collateral. The following pages depict all the various formats and placements of the footer.

Lone Butte and
Santan Mountain Use



PlayAtGila.com | 800-WIN-GILA

Owned and operated by the Gila River Indian Community

Corporate, Wild Horse Pass
& Vee Quiva Use



PlayAtGila.com | 800-WIN-GILA

Owned and operated by the Gila River Indian Community

Dollar Signs

When listing out amounts of money dollar signs should always be written in superscript.

Win up to \$^{5,000}

Dividers

To separate information on any collateral, use “ | ” as a divider and make sure there is a space before and after.

PlayAtGila.com | 800-WIN-GILA

Use the following format below when listing out dates and times.

October 23 | 4PM–6:30PM

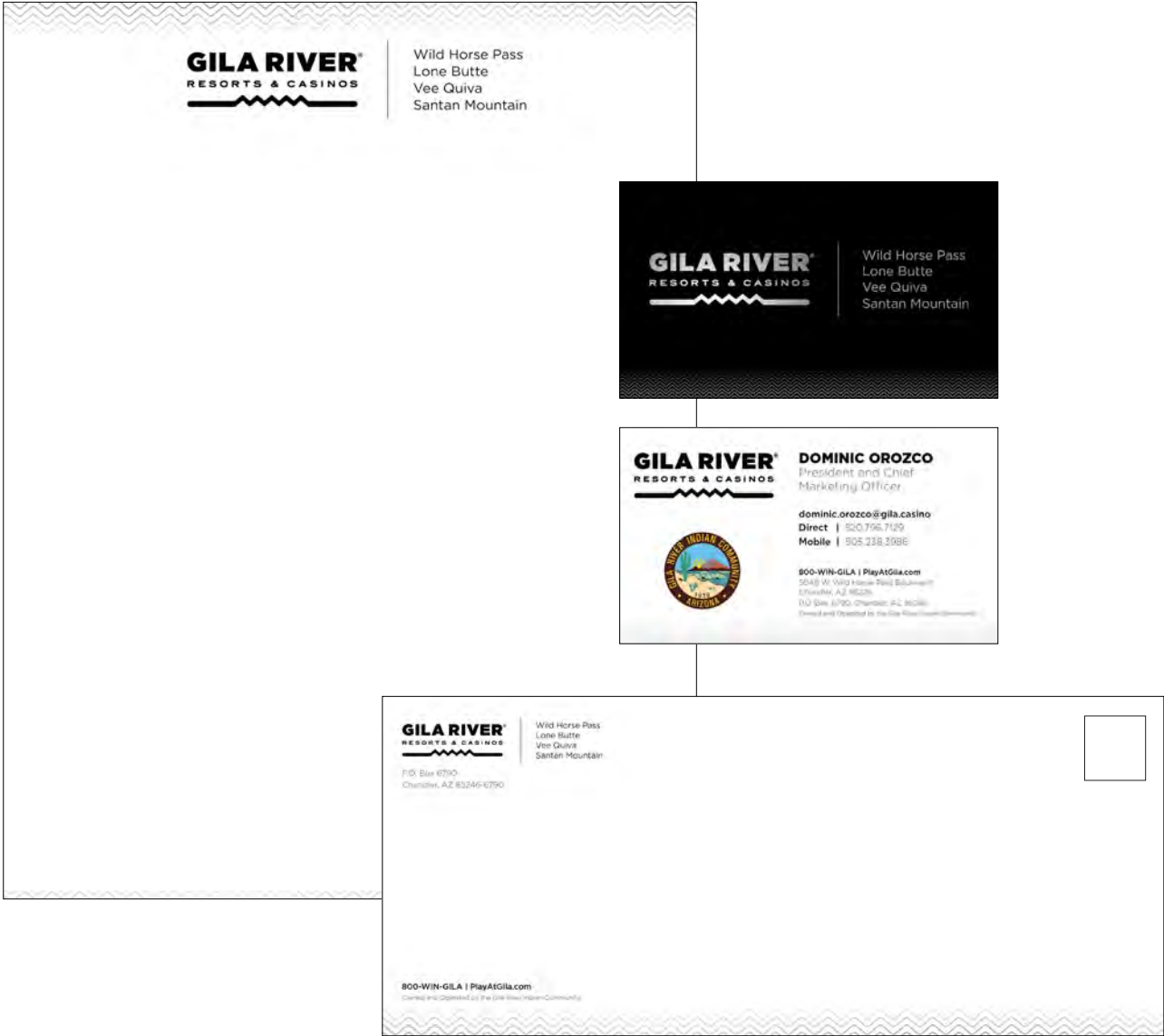
ATTENTION:
Dates and times for any event should never be listed with superscripts. Time and date spans should always use an en-dash without spaces.

Branding Tabs

Branding tabs go on various pieces of collateral in order to differentiate the properties. They should always include the gradient swatch for each specific property (as seen on page 12) with the lighter accent color on top and the darker accent color at the base of the tab. For direct mail collateral, these tabs should sit in the upper left corner (see page 46–48 for an example of this). For take-home collateral, these tabs should sit in the center at the top (see page 45 for an example of this).



CORPORATE STATIONERY



Email Signature



DOMINIC OROZCO
President and Chief Marketing Officer
520.796.7129 | M 505.238.3986
dominic.orozco@gila.casino
Gila River Gaming Enterprises, Inc.
P.O. Box 6790 | Chandler, AZ 85246 | PlayAtGila.com

ATTENTION:
The email signature uses Arial as a font face as the closest web-safe approximation to Gotham.

PRINT ADVERTISEMENTS



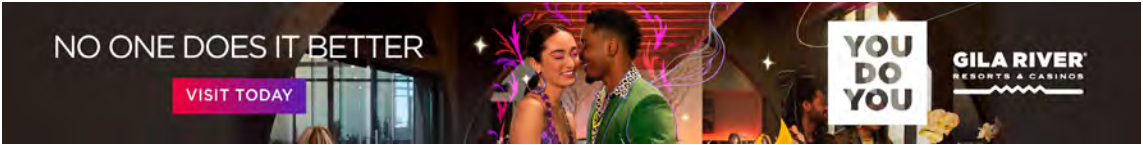
ATTENTION:
In print advertisements the logo and main copy should remain within the lower 1/5 of the ad. The remaining space should be left for photography and the headline.



BILLBOARDS

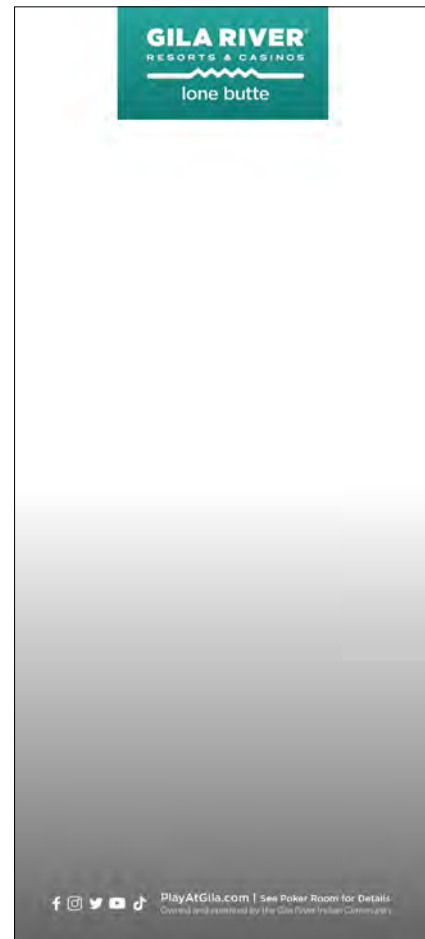


DIGITAL ADVERTISEMENTS



TAKE-HOME COLLATERAL

Template

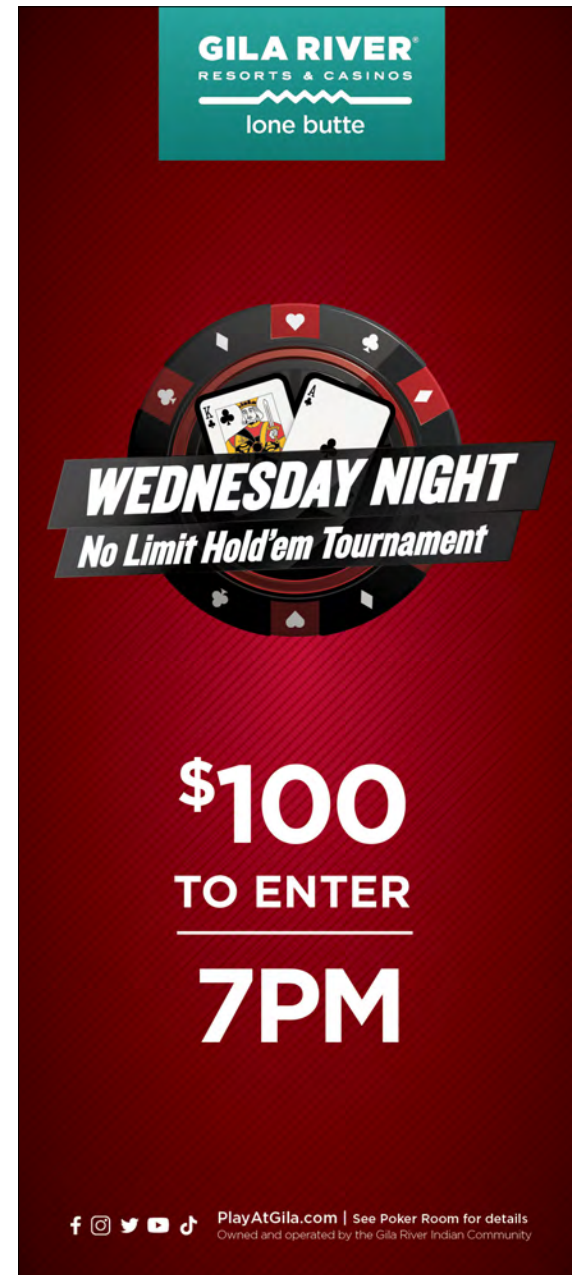


ATTENTION:

The branded tab in the center of the top is to be included on every postcard. Single property logos and property accent colors are to be utilized based on each piece of collateral's purpose.

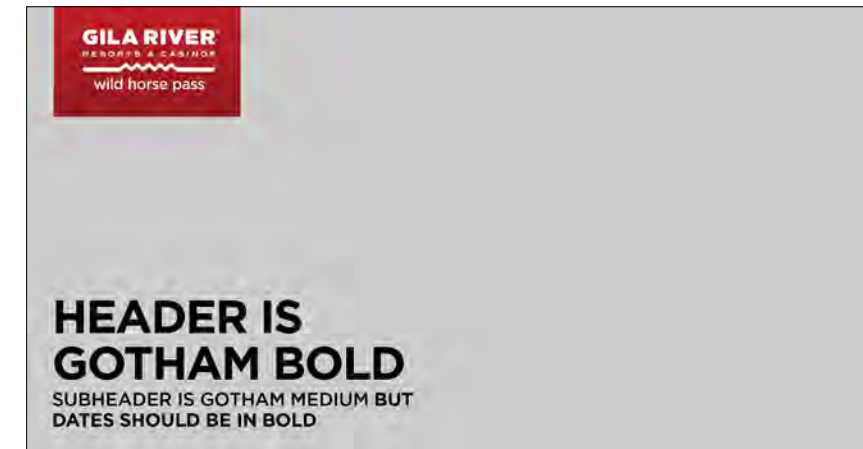
The footer should always be legible. For that reason, vignettes can be utilized to increase legibility.

Example



DIRECT MAIL POSTCARDS

Template (Front)



ATTENTION:

The branded tab on the upper left corner is to be included on every postcard. Single property logos and property accent colors are to be utilized based on each direct mail piece's purpose. Imagery used on the front should always be quality images and also be captivating.

Example (Front)



DIRECT MAIL

POSTCARDS (CONTINUED)

Template (Back)



ATTENTION:
All direct mail pieces should be set up with either 1, 4, or 5 coupons that run across the top of the back. Coupons should always include a single property logo. Dotted lines should always be used to signify cut marks on 4 and 5 coupon mailers. Scissor icons should never be used.

Example (Back)



DIRECT MAIL

LOYALTY MAGAZINE

Example (Back)



Example (Front)

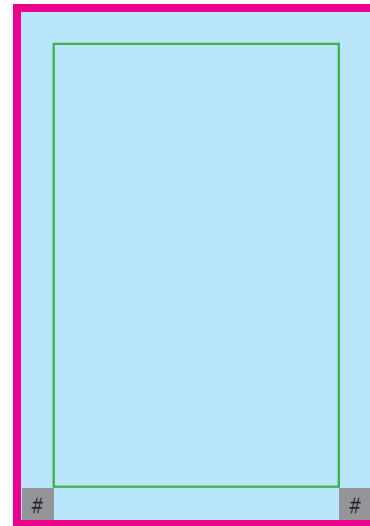


ADVERTISING SPECIFICATIONS

LOYALTY MAGAZINE

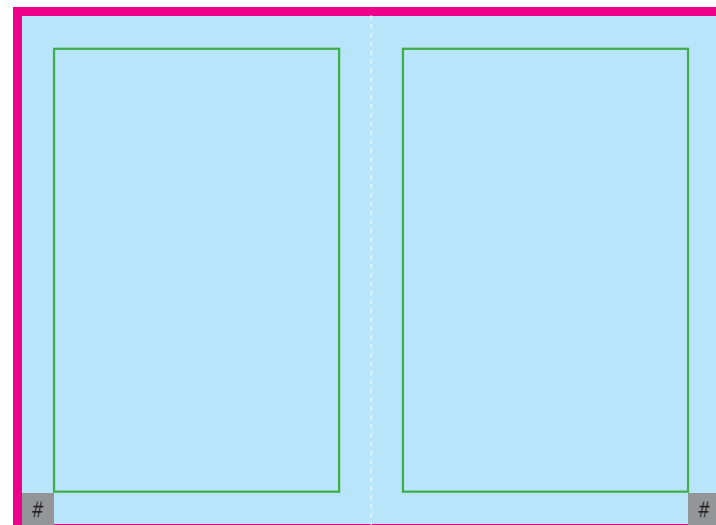
Full-Page Ad

- Final Trim Size/Document Size: 5.5" x 8"
- Required Bleed: .125" on all sides
- Text-Safe Area (Margin): .5"
- Page Number Clear Space .5"
If you do not know if the ad will be right or left facing, keep both clear.



Double-Track Spread

- Final Trim Size/Document Size: 11" x 8"
- Required Bleed: .125" on all sides
- Text-Safe Area (Margin): .5" on each side of the fold.
- Page Number Clear Space .5"
Should be left clear on both left and right of spread



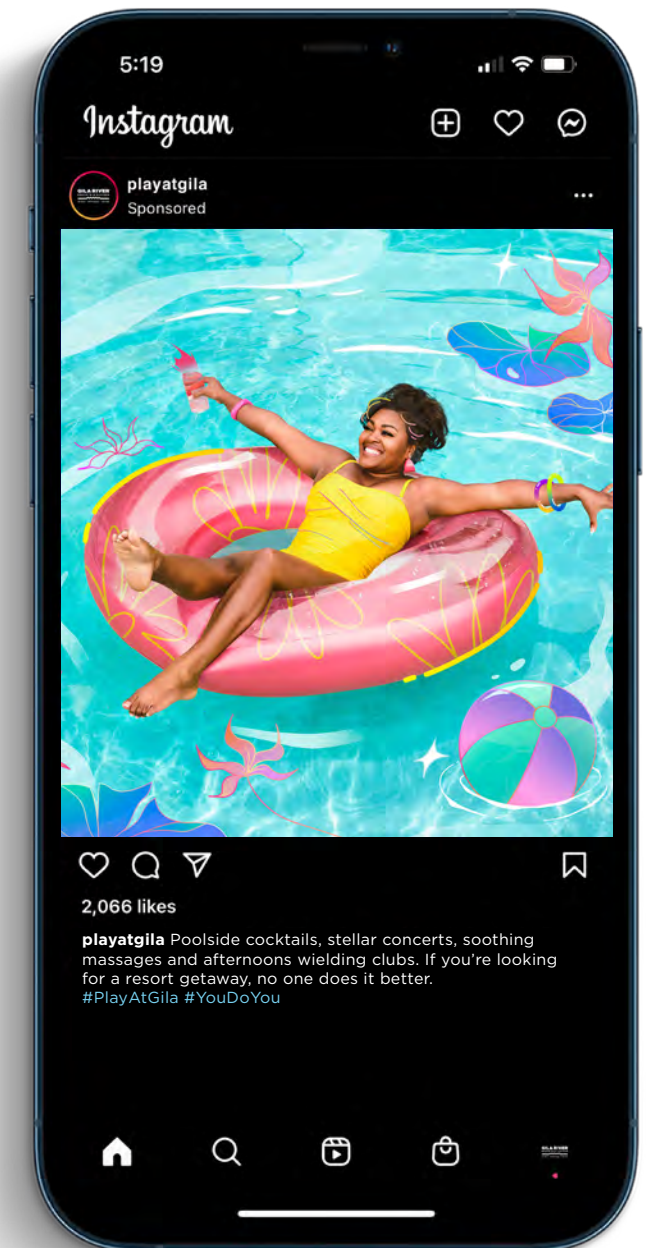
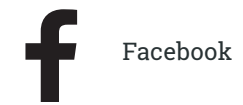
CLOTHING & MERCHANDISE



SOCIAL MEDIA

SOCIAL MEDIA

Social media plays a big part in the branding efforts of Gila River Resorts & Casinos. It is important to maintain the Gila River brand while being authentic and natural in the social media space. Gila River has social media accounts on the following platforms:



All individual Gila River property social media accounts have now been consolidated under the account name "PlayAtGila" for all social platforms. "PlayAtGila" should always appear in title case.

Official Handle: @PlayAtGila
Official Hashtag: #PlayAtGila

DO'S AND DONT'S FOR MENTIONING GILA RIVER RESORTS & CASINOS ON SOCIAL MEDIA

Gila River Resorts & Casinos is always plural

Do: Enjoy fine dining at Gila River Resorts & Casinos

Don't: Enjoy fine dining at Gila River Resorts & Casino

Proper use of em dash and commas

An em dash (long dash) should always be used when separating the property names from Gila River Resorts & Casinos. Commas should separate property names. Do not use "at" or a regular dash to separate property names.

Do: Wild Horse Pass, Lone Butte, Vee Quiva, and Santan Mountain

Do: Gila River Resorts & Casinos — Vee Quiva

Do: Gila River Resorts & Casinos — Wild Horse Pass, Lone Butte, Vee Quiva, and Santan Mountain

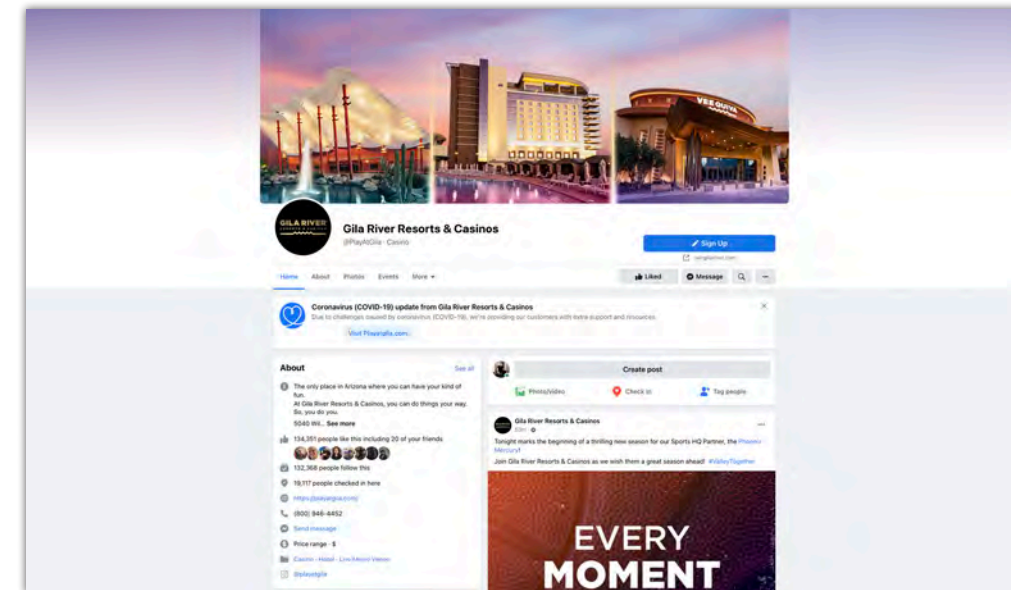
Don't: Gila River Resorts & Casinos at Wild Horse Pass

Don't: Gila River Resorts & Casinos Wild Horse Pass

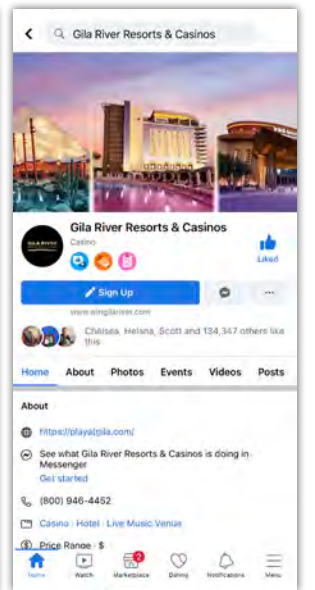
Don't: Gila River Resorts and Casinos - Wild Horse Pass

FACEBOOK

Desktop



Mobile



URL: www.facebook.com/PlayAtGila

Facebook Posts



Organic: 1080px wide by 1080px high in .jpeg



Organic: 1080px wide by 1350px high in .jpeg



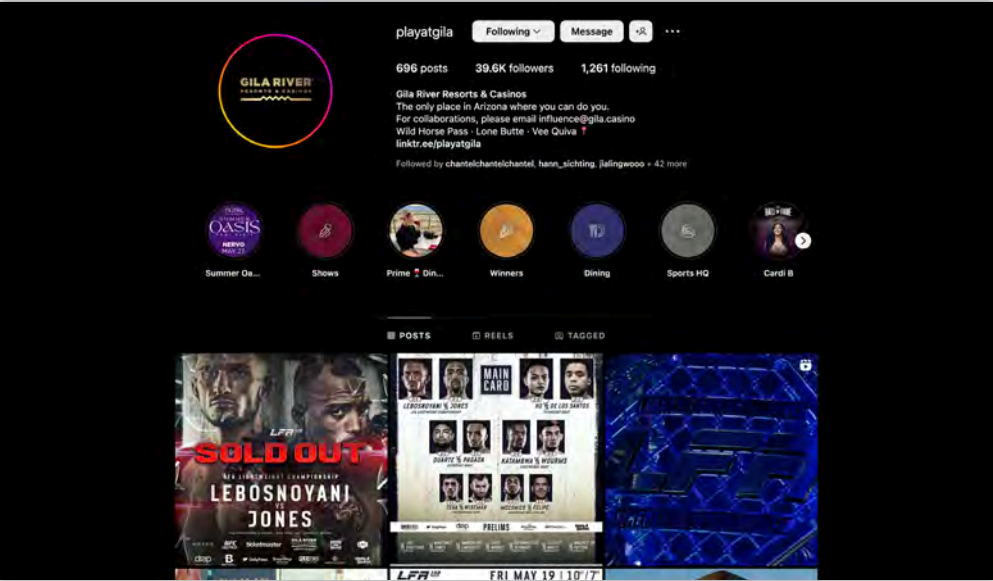
Paid: 1080px wide by 1350px high in .jpeg and must abide by the 20% text rule



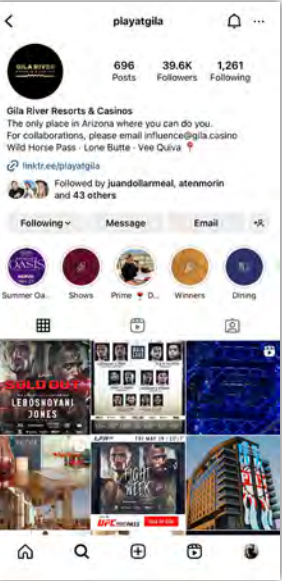
Facebook Story: 1080px wide by 1920px high in .jpeg

INSTAGRAM

Desktop



Mobile



URL: www.instagram.com/PlayAtGila

Instagram Posts



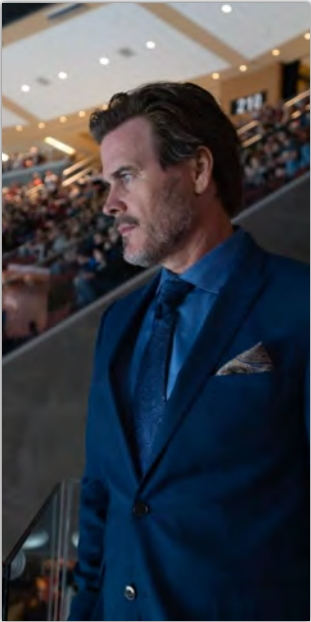
Organic: 1080px wide by 1080px high in .jpeg



Organic: 1080px wide by 1350px high in .jpeg



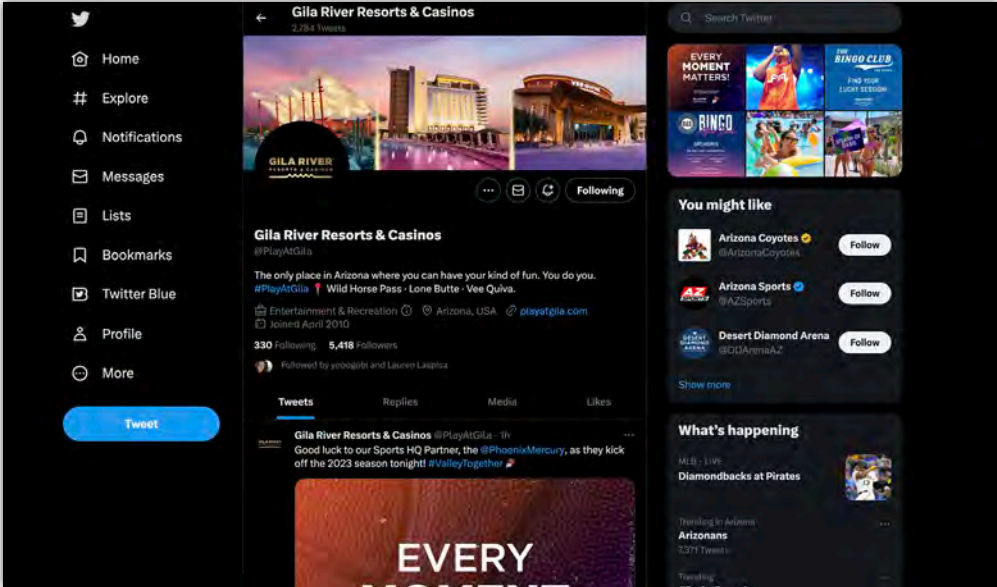
Paid: 1080px wide by 1350px high in .jpeg and must abide by the 20% text rule



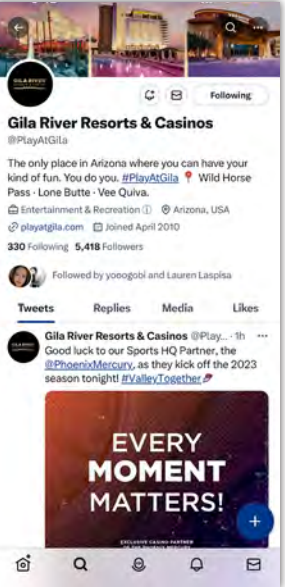
Instagram Story: 1080px wide by 1920px high in .jpeg

TWITTER

Desktop



Mobile



URL: www.twitter.com/PlayAtGila

Twitter Posts



Organic: 900px wide x 450px high in .jpeg



Paid: 900px wide x 450px high for 1.91:1 aspect ratio



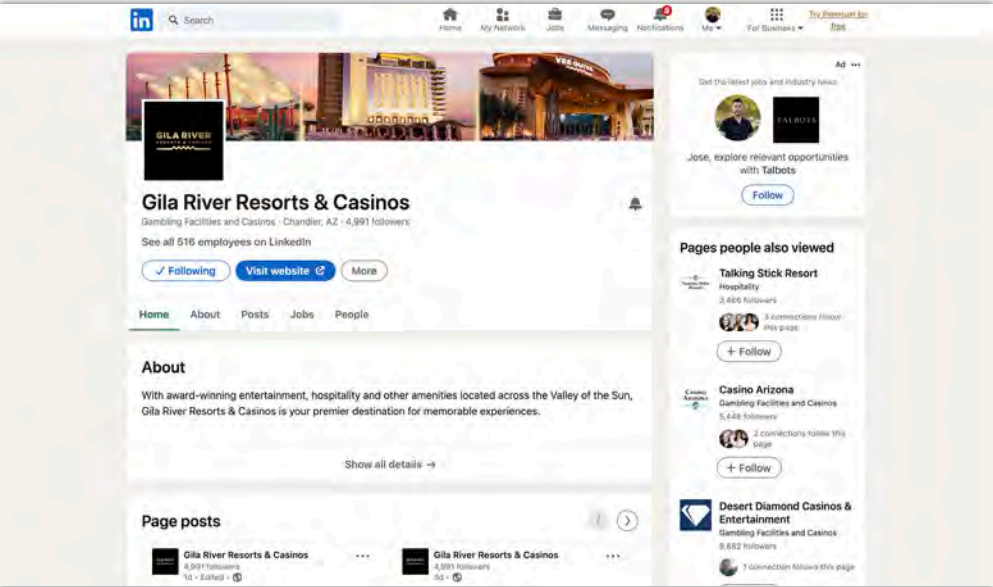
Paid: 800px wide x 800px high for 1:1 aspect ratio



Twitter Fleet: 1080px wide by 1350px high in .jpeg

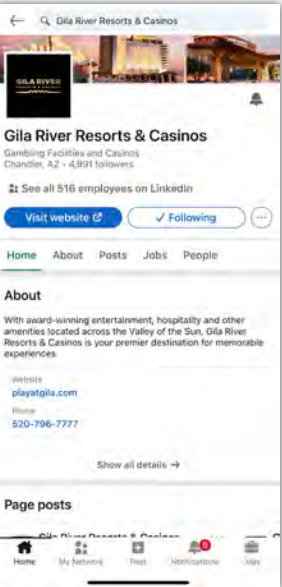
LINKEDIN

Desktop



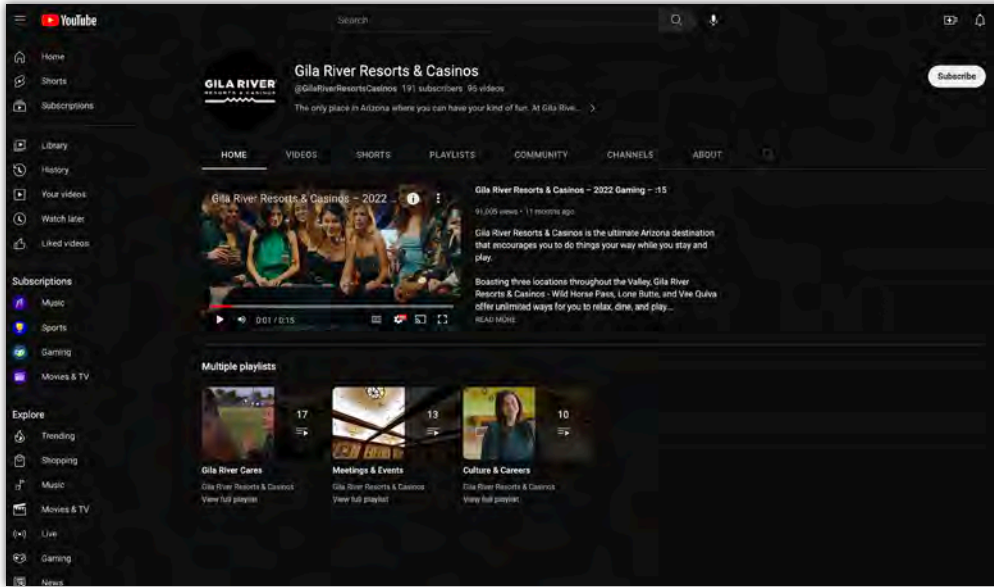
URL: www.linkedin.com/company/gilarivercasinos

Mobile



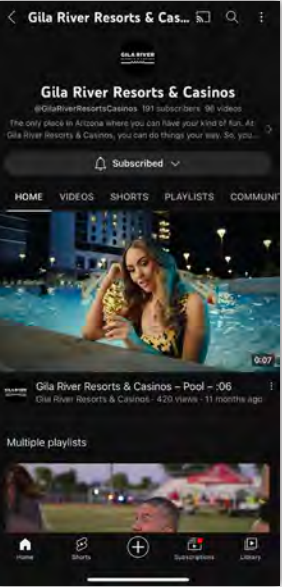
YOUTUBE

Desktop



URL: www.youtube.com/c/GilaRiverHotelsCasinos

Mobile



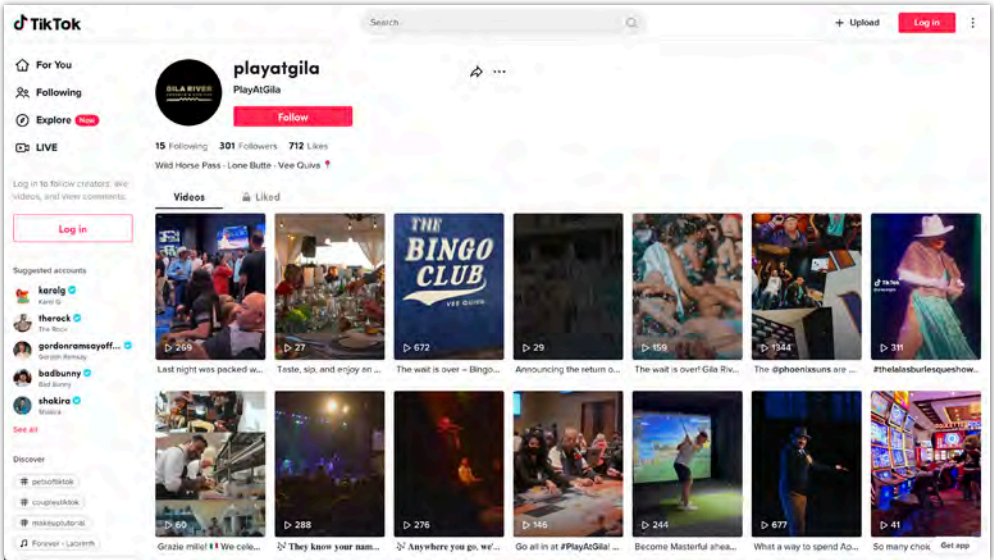
LinkedIn Post



1080px wide by 1080px high in .jpeg

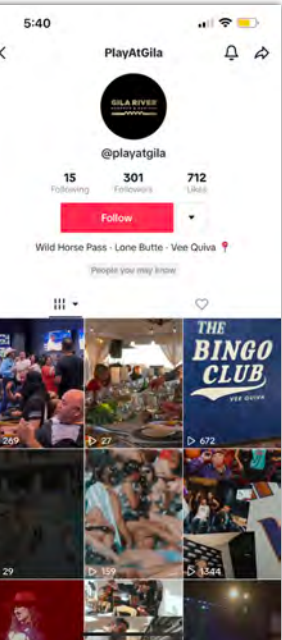
TIKTOK

Desktop



URL: www.tiktok.com/playatgila

Mobile





EXTERIOR MOTIONS

EXTERIOR MOTIONS

Gila River Resorts & Casinos exterior motion graphics should abide by these standards to ensure the messages conveyed are clear, concise, and easy for motorists to read while driving down the freeway.

Pylon Motions

Pylon (freeway sign) graphics require the strictest standards to ensure legibility and information retention for viewers. When you consider that most viewers will only have 2–4 seconds in which to view and comprehend the information displayed, the need to define and follow best practices to convey that information is of vital importance.

Building Motions

Building graphics offer a longer viewing time frame and the ability for the viewer to slow down or stop to watch it. However, it should be noted that just because they can be longer or have more intricate animation effects, it will likely be best practice to make both types of external graphics to the same standards and guidelines. Exceptions can be made to add additional information that is not necessary or possible for the pylon motions.

LUMINANCE CONTRAST & COLOR

Luminance Contrast

When selecting colors for backgrounds, fonts, and symbols, selecting a higher luminance contrast will increase the legibility of your content. Our goal for motion graphics on exterior signage is to use the most intense luminance contrast available for the graphics being created. In some cases, that may mean changing the original colors from approved printed creative to reach these levels of contrast.

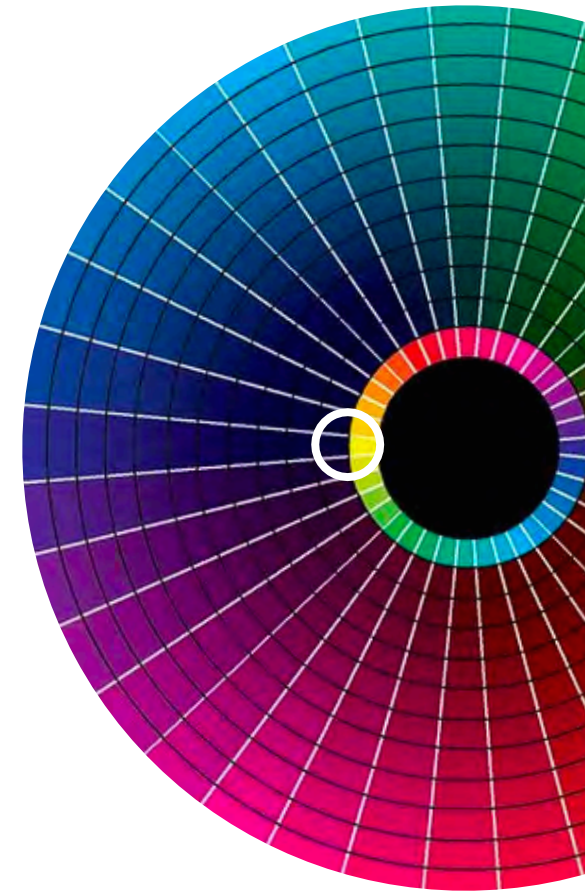


This chart shows how the difference in brightness, or luminance contrast, between the foreground text and background color effects legibility and readability. Our goal is to only use combinations that fall near the extreme ends of this scale.

Color

Color provides another layer of complexity for exterior motion graphics. Luminance is not the only factor to create the sufficient contrast necessary to ensure readability. Sufficient contrast in hue is also necessary. Complementary colors tend to work well in opposition to each other if they have sufficient luminance contrast, like dark blue and bright yellow, circled to the right.

GOOD	GOOD	GOOD	GOOD
BAD	BAD	BAD	BAD
WORST	WORST	WORST	WORST



FONT & WORD COUNT

The font size, weight, and leading, as well as word count on each slide of a motion are equally important to maintain optimal legibility and readability.

Dates and Times

Dates and times should be written in the simplest forms to aid in quick digestion of the information provided. Dates should be all capitals with a three-letter month abbreviation and a date, or as a numerical date. If a range falls in the same month, it only needs to be listed once:

AUG 6 | JAN 9-12 | 7.4.19

Times should be written according to brand standards. Minutes are only used when needed, and ranges only need to include AM or PM once unless both are needed:

7PM | 7-10PM | 10AM-12:30PM

ATTENTION:

The Gila River brand style guide requires an en-dash with no surrounding spaces.

Font Weight and Counter Space

Use Gotham HTF if no other font is called for. Medium, bold or black font weights should be used.

If not using Gotham, the font needs adequate counter space (the open space in a fully or partly closed area within a letter.) Fonts designed specifically for digital screens are ideal for this application because they are generally optimized for legibility at small sizes.

Brand Fonts

Gotham Medium
Gotham Bold
Gotham Black

Good Counter Space

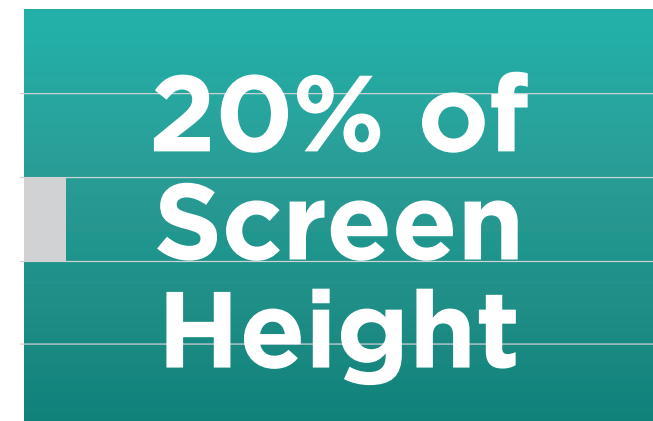
Roboto Medium
Roboto Bold
Roboto Black
HUDSON NY SERIF

Bad Counter Space

Modak Regular
Titilium Black

Font Size and Word Count

The height of the capital letters should be approximately 20% of the height of the screen size. Adequate leading (space between lines of text) should also be used. Seven words is the maximum word count per slide, with 3-5 words being a more optimum range for legibility. This excludes any disclaimers or text within logos that are required on the slide.

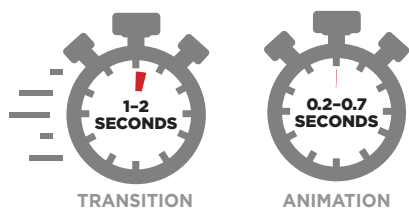


ATTENTION:

While 7 words are permitted, the optimum word count for exterior motions are 3-5 words per slide.

TIMING & ANIMATION

At highway speeds, the pylons are only visible to drivers and passengers for approximately 10–15 seconds; for drivers, their attention is likely limited to only a few of those seconds as they drive by.



Transitions/Animation

Transitions between slides should be limited to 1–2 seconds. Animation of text or graphics in and out of view should be less than a second. Motions should be kept as simple and short as possible. Animations that exceed a driver’s 2–4 second viewing window waste our chance to convey information. Avoid excessive text animations, especially those that hamper readability during the animation.



Slide Length

If optimal legibility and readability of a slide are achieved, including contrast, color and word count, then 4–5 seconds should be long enough for a viewer to digest a slide with limited information. A maximum of 8 seconds should be observed for a 1–2 slide creative. If a promotion requires multiple slides, the information should be displayed in quick easy bites at 2–3 seconds each, with only a few tenths of a second of transition, and a maximum length of 10 seconds.

ATTENTION:

Avoid unnecessarily complex transitions and animations consume valuable time and limit readability. Simple quick fades, wipes, or quick flash transitions between slides are more effective.



DO NOT use complex or unnecessary transitions on exterior motions.

QUALITY ASSURANCE

The actual dimensions of the screens are not material in determining legibility and readability. A good comparison to judge whether a slide is working is to scale it down to the size of a small web banner.

As a driver approaches the exterior pylons, the screen is not much bigger a few inches relative to their surroundings. Here are the current signs at their approximate sizes while driving along the freeway. You can use the boxes below (printed out) as a guide to whether the motion has met all the requirements set out in the guidebook to ensure legibility and readability.

Lone Butte



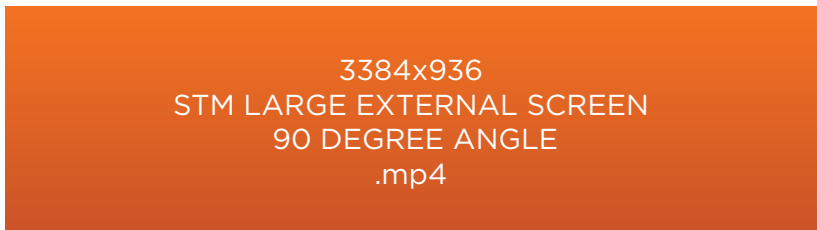
Vee Quiva




Wild Horse Pass



Santan Mountain



A black and white photograph of a man and a woman sitting at a table in a restaurant or bar. They are both smiling and looking towards the right. The man is on the left, wearing a dark jacket, and the woman is on the right, wearing a light-colored dress. There are wine glasses and plates on the table. In the background, other people are visible but out of focus. The lighting is warm and ambient.

BRAND EXTENSIONS

GILA RIVER ENTERTAINMENT

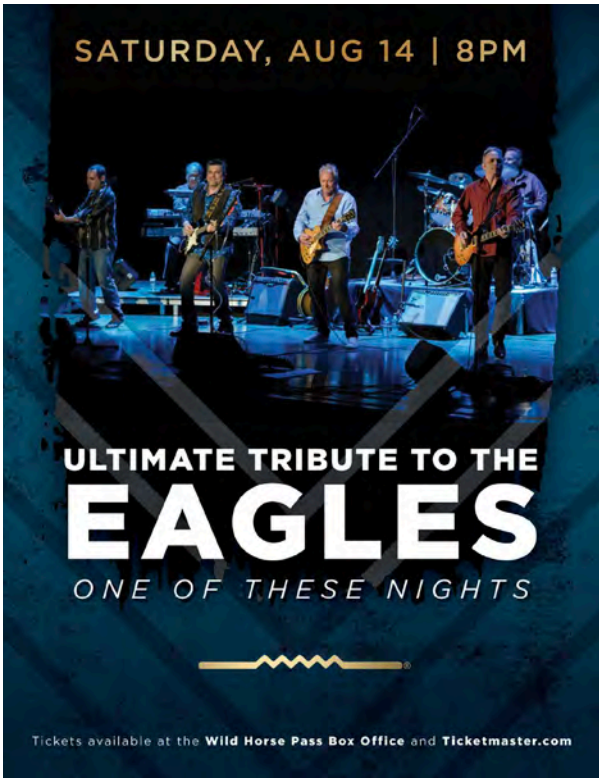
TIER A AND TIER B

Different asset designs for different tier acts; Black and Gold vs. Blue and Gold.

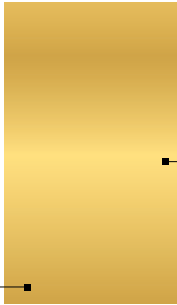
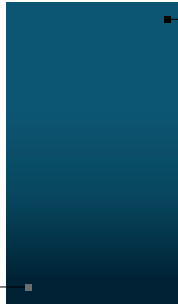
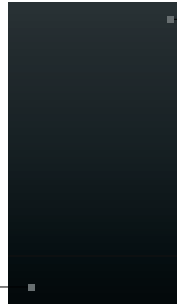
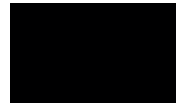

TIER A POSTER



TIER B POSTER



COLOR PALETTE

 CMYK 20/35/85/0 RGB 187/158/76 HEX #00455e Location 10% CMYK 0/10/60/0 RGB 251/222/128 HEX #fbde80 Location 50%	 CMYK 93/75/52/62 RGB 3/34/52 HEX #032234 Location 10% CMYK 90/60/38/19 RGB 34/86/34 HEX #225670 Location 90%	 CMYK 75/67/66/85 RGB 7/10/11 HEX #070a0b Location 10% CMYK 75/64/60/59 RGB 43/49/52 HEX #2b3134 Location 90%	 CMYK 60/40/40/100 RGB 0/0/0 HEX #000000  CMYK 0/0/0/0 RGB 255/255/255 HEX #ffffff
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TYPOGRAPHY

BOLD
BOOK
BOOK ITALIC

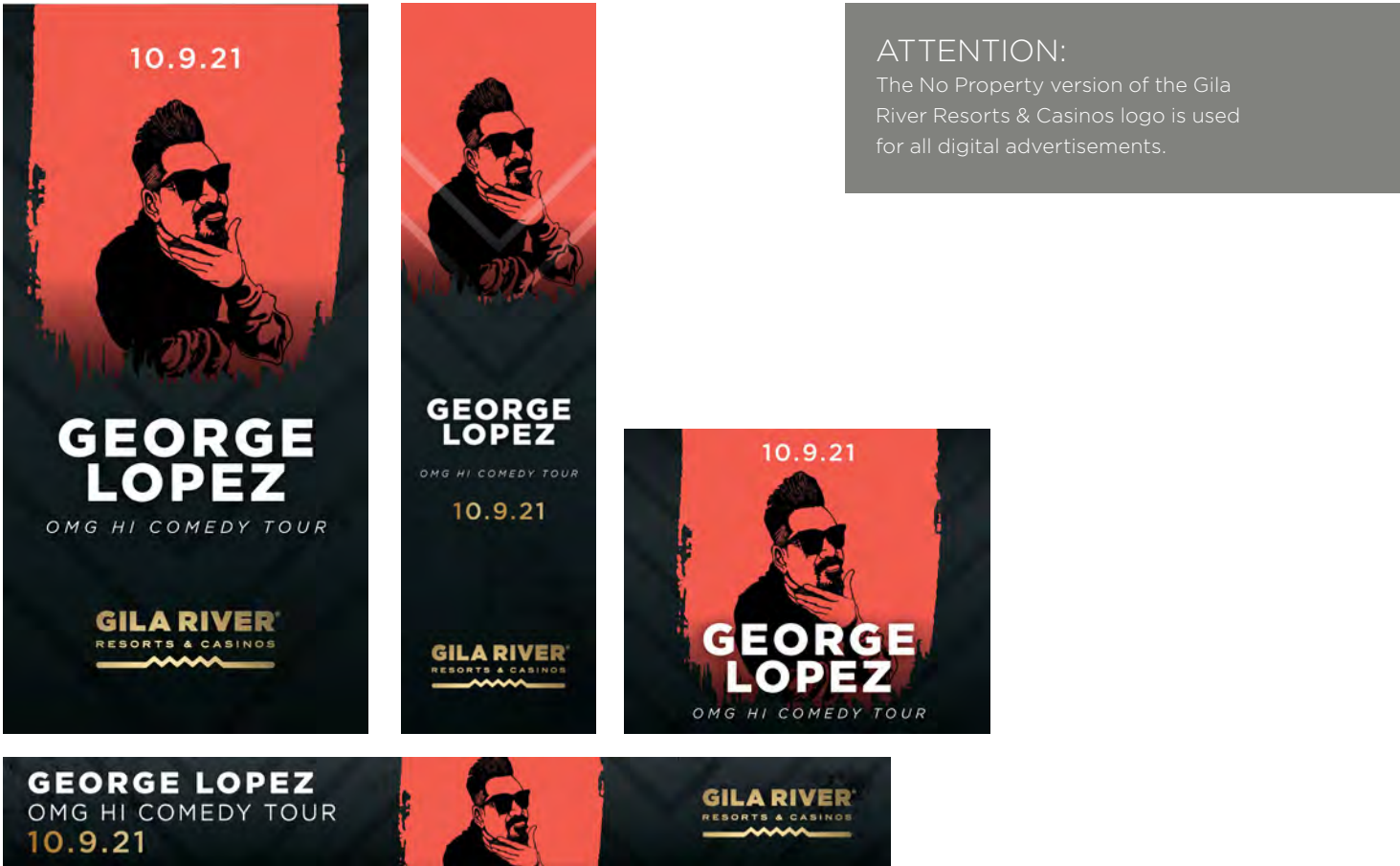
GOTHAM HTF
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

VISUAL CUE SET

River Elements
Background Gradients
Triangle Pattern
Image Splatter



DIGITAL ADVERTISEMENTS



PRINT ADVERTISEMENT



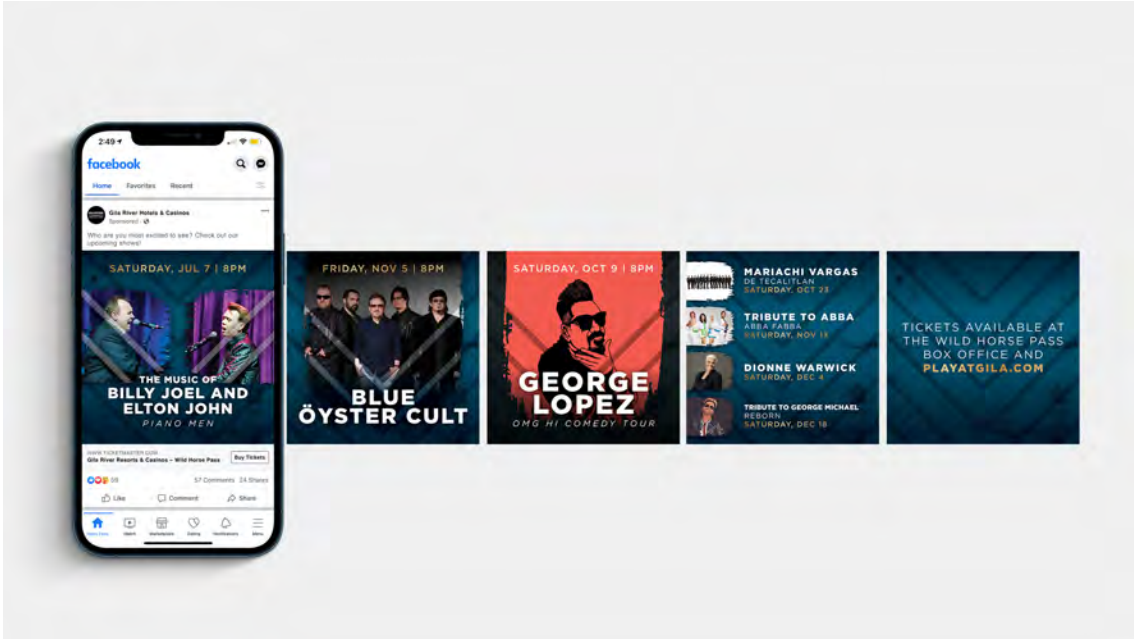
RACK CARD



BILLBOARDS



SOCIAL



GILA RIVER SPORTS PARTNERSHIPS

Format

Gila River has established a partnership with the Arizona State University Sun Devils® Athletics, Arizona Cardinals, Arizona Coyotes, Phoenix Suns and the Phoenix Mercury. To highlight this, they have taken up the moniker of “Arizona’s Official Sports Headquarters.”

A consistent look with three distinct elements has been established to associate Gila River Resorts & Casinos with these iconic brands.

BACKGROUND

The preferred arrangement of the background consists of three overlapping triangles. Two triangles consist of the sports branding colors, with the third occupied by a black and gray hexagon pattern (carbonfiber.ai) to symbolize the integration of Gila River Hotels & Casinos with the sports team. The arrangement of these elements can be shifted or adjusted if necessary. If they intersect, it should be at a 90° angle. In the top corner, the text “ARIZONA’S OFFICIAL SPORTS HQ” or “ARIZONA’S OFFICIAL SPORTS HEADQUARTERS” in Gotham HTF Bold is required. It should be prominent, filling most of the containing triangle, but taking up no more than one third of the total space of the creative.

LOCKUP

Each sports team has a specific logo lockup and accompanying tag line. The lockup should always be Gotham HTF Bold and live in the black and gray field with sufficient clear space around the logo so that it is not crowded.

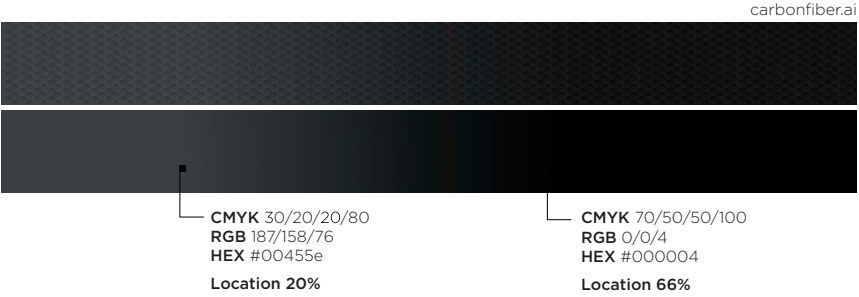
PROMOTIONAL GRAPHIC

The sports branding was designed to be a flexible system in which to showcase promotions, events and awareness regarding the partnership. The bottom portion of the creative should be devoted to the desired promotional element of the sports partnership. These likely will include promotional graphics, team mascots or fans, or Gila River talent images.



PATTERN

The carbon fiber graphic element (carbonfiber.ai) is overlaid at 25% on a radial gray to black gradient with a center point located at the point where the dark triangle intersects with the team branded colors.



COLOR PALETTES

ARIZONA CARDINALS



ARIZONA COYOTES



ASU® ATHLETICS



PHOENIX SUNS



PHOENIX MERCURY



LOGO LOCKUPS

ARIZONA CARDINALS

OFFICIAL RESORTS & CASINOS
OF THE ARIZONA CARDINALS



ARIZONA COYOTES

OFFICIAL RESORTS & CASINOS
OF THE ARIZONA COYOTES



ASU[®] ATHLETICS

PROUD PARTNER
OF ASU[®] ATHLETICS



PHOENIX SUNS

EXCLUSIVE CASINO PARTNERS
OF THE PHOENIX SUNS



PHOENIX MERCURY

EXCLUSIVE CASINO PARTNERS
OF THE PHOENIX SUNS



ALL PARTNERS LOCKUP



SPORTS BRANDED TEMPLATES



ATTENTION:
A template has been created on the FS1 (Creative) server. The current path for these files is: fs1://01_Active Clients/GILAGAM/_Creative Assets/Campaign Assets /AZ Official Sports HQ



ATTENTION:
ASU does not permit the usage of ASU Logos or likeness of the Sparky mascot anywhere on the casino floor. ASU also requires the "@" symbol with their initials, which is subscript and aligned to the baseline of the letters.



DOOR WRAP



DIE CUT SLOT TOPPER



POP UP BANNER



MAG FRAME



DIRECT MAIL



HORIZONTAL DURATRANS



GILA RIVER CARES

LOGO USAGE

GILA RIVER *Cares*

PRIMARY
Primary logo to be used at all times, unless background is too dark or busy for it to be legible.

GILA RIVER *Cares*

SECONDARY
When background is too dark for primary logo to be legible, a reversed white and red logo option is used.

GILA RIVER *Cares*

TERTIARY
When against the signature red, an additional reverse logo is used, with a combination of black and white type.

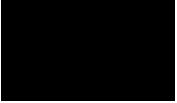
COLOR PALETTE



CMYK 16/100/96/6
RGB 196/33/42
HEX #c42129



CMYK 0/0/0/0
RGB 255/255/255
HEX #ffffff



CMYK 60/40/40/100
RGB 0/0/0
HEX #000000

VOLUNTEER T-SHIRT





Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain