BRAND & FUNCTION

A Corporate Design Manual

GILA RIVER®
RESORTS & CASINOS

Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

TABLE OF CONTENTS

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.
>> **Yes (as an exception, when deemed necessary, STM specific):** Santan Mountain Casino now open.
>> **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
- Wild Horse Pass
- Lone Butte
- Vee Quiva
- Santan Mountain
- Players Club

- THE Card®
- Free Bonus Play
- Swipe and Win
- Live DJs
- Table Games
- Poker

- Bingo
- Team Member(s)
- Bingo After Dark (B.A.D. Bingo)
- Grand Finale
- Winners Table

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
- FEB
- MAR

- APR
- MAY
- JUN

- JUL
- AUG
- SEP

- OCT
- NOV
- 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
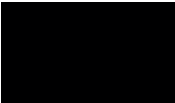
CMYK 60/40/40/100 **RGB** 0/0/0 **HEX** #000000 **Pantone** Black 7 C	**CMYK** 62/53/58/29 **RGB** 90/90/85 **HEX** #5a5a55 **Pantone** 418 C	**CMYK** 51/42/46/8 **RGB** 129/130/125 **HEX** #81827d **Pantone** 416 C	**CMYK** 26/20/22/0 **RGB** 189/189/187 **HEX** #bdbdbb **Pantone** Cool Gray 4 C	Gradient 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

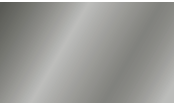|	PRIMARY	SECONDARY *Cannot be used without primary color*	
WILD HORSE PASS	**CMYK** 16/100/97/6 **RGB** 196/33/41 **HEX** #c42129	**CMYK** 26/100/100/27 **RGB** 147/26/29 **HEX** #931a1d	Gradient Swatch
LONE BUTTE	**CMYK** 73/7/39/0 **RGB** 46/175/169 **HEX** #2eafa9	**CMYK** 86/32/56/11 **RGB** 14/124/116 **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

CMYK 62/53/58/29
RGB 90/90/85
HEX #5A5A55
LOCATION 0%

CMYK 51/42/46/8
RGB 129/130/125
HEX #81827D
LOCATION 18%

CMYK 26/20/22/0
RGB 189/189/187
HEX #BDBDBB
LOCATION 39%

CMYK 51/42/46/8
RGB 129/130/125
HEX #81827D
LOCATION 72%

CMYK 26/20/22/0
RGB 189/189/187
HEX #BDBDBB
LOCATION 100%

CMYK 23/45/86/8
RGB 186/135/63
HEX #BA873F
LOCATION 0%

CMYK 20/34/84/1
RGB 205/163/73
HEX #CDA349
LOCATION 18%

CMYK 16/19/48/0
RGB 216/196/146
HEX #D8C492
LOCATION 39%

CMYK 23/45/86/8
RGB 186/135/63
HEX #BA873F
LOCATION 60%

CMYK 29/54/100/12
RGB 169/116/42
HEX #A9742A
LOCATION 80%

CMYK 20/34/84/1
RGB 205/163/73
HEX #CDA349
LOCATION 100%

WILD HORSE PASS

CMYK 16/100/97/6
RGB 196/33/41
HEX #C42129
LOCATION 0%

CMYK 26/100/100/27
RGB 147/26/29
HEX #931A1D
LOCATION 100%

LONE BUTTE

CMYK 73/7/39/0
RGB 46/175/169
HEX #2EAFA9
LOCATION 0%

CMYK 86/32/56/11
RGB 14/124/116
HEX #0E7C74
LOCATION 100%

VEE QUIVA

CMYK 74/98/2/0
RGB 104/48/143
HEX #68308F
LOCATION 0%

CMYK 91/100/24/14
RGB 63/41/109
HEX #3F296D
LOCATION 100%

SANTAN MOUNTAIN

CMYK 0/68/100/0
RGB 243/115/33
HEX #FB7315
LOCATION 0%

CMYK 15/80/100/4
RGB 203/84/40
HEX #CC5200
LOCATION 100%

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 jusified 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 varients 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.

GILA RIVER®
RESORTS & CASINOS

Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

GILA RIVER®
RESORTS & CASINOS
Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

GILA RIVER®
RESORTS & CASINOS
Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

GILA RIVER®
RESORTS & CASINOS
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.

0.5 X

X

GILA RIVER®
RESORTS & CASINOS

Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

0.5 X

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

.5in

GILA RIVER®
RESORTS & CASINOS
Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

DIGITAL

40px

GILA RIVER®
RESORTS & CASINOS
Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

Incorrect Logotype Applications

1 Do not stretch the logotype

2 Do not apply an outline to any part of the logotype

3 Do not apply a drop shadow to the logotype

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

5 Do not apply any unapproved gradients to the logo

6 Do not skew or rotate the logotype

7 Do not place the logotype on a color without sufficient contrast

8 Do not fade out the logotype

9 Do not change the proportions of the logotype

Incorrect Logotypes

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

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

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

.3in

30px

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.

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

1.25 in

200px

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
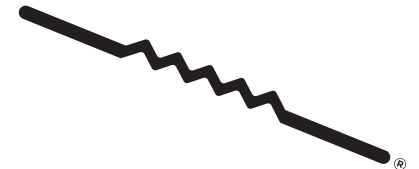
5 Do not apply any unapproved gradients to the icon

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.

NEW SLOTS

GILA RIVER®
RESORTS & CASINOS

Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

▬ 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.
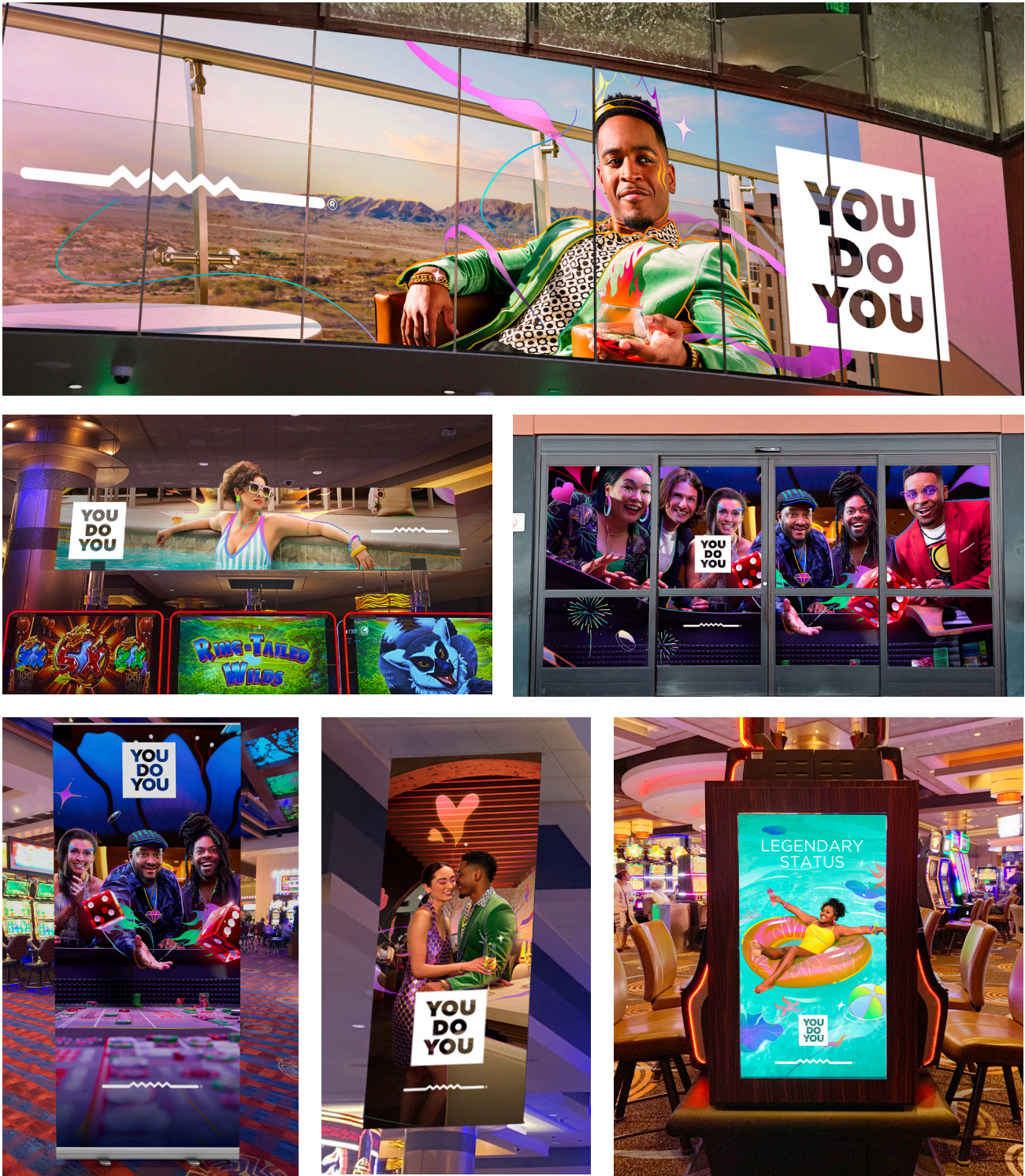
SINGLE PROPERTY

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

GILA RIVER®
RESORTS & CASINOS
wild horse pass
.75 in

DIGITAL

GILA RIVER®
RESORTS & CASINOS
wild horse pass
125px

GILA RIVER®
RESORTS & CASINOS
wild horse pass

GILA RIVER®
RESORTS & CASINOS
wild horse pass

GILA RIVER®
RESORTS & CASINOS
wild horse pass

GILA RIVER®
RESORTS & CASINOS
wild horse pass

GILA RIVER®
RESORTS & CASINOS
wild horse pass

GILA RIVER®
RESORTS & CASINOS
lone butte

GILA RIVER®
RESORTS & CASINOS
vee quiva

GILA RIVER®
RESORTS & CASINOS
santan mountain

GILA RIVER®
RESORTS & CASINOS
lone butte

GILA RIVER®
RESORTS & CASINOS
vee quiva

GILA RIVER®
RESORTS & CASINOS
santan mountain

GILA RIVER®
RESORTS & CASINOS
lone butte

GILA RIVER®
RESORTS & CASINOS
vee quiva

GILA RIVER®
RESORTS & CASINOS
santan mountain

GILA RIVER®
RESORTS & CASINOS
lone butte

GILA RIVER®
RESORTS & CASINOS
vee quiva

GILA RIVER®
RESORTS & CASINOS
santan mountain

GILA RIVER®
RESORTS & CASINOS
lone butte

GILA RIVER®
RESORTS & CASINOS
vee quiva

GILA RIVER®
RESORTS & CASINOS
santan mountain

FOOD & BEVERAGE
LOGO USAGE

11ven AT PRIME

11ven AT PRIME

11ven AT PRIME

11ven AT PRIME NEW ROOFTOP ULTRA PATIO

11ven AT PRIME NEW ROOFTOP ULTRA PATIO

11ven AT PRIME NEW ROOFTOP ULTRA PATIO

PRIME A SHULA'S STEAK HOUSE

PRIME A SHULA'S STEAK HOUSE

PRIME A SHULA'S STEAK HOUSE

fullhouse café

fullhouse café

fullhouse café

Rizzo's

Rizzo's

Rizzo's

Aroma COFFEE + PASTICCERIA

Aroma COFFEE + PASTICCERIA

Aroma COFFEE + PASTICCERIA

SPOTLIGHT LOUNGE

SPOTLIGHT LOUNGE

SPOTLIGHT LOUNGE

N L NIGHTCAP LOUNGE

N L NIGHTCAP LOUNGE

N L NIGHTCAP LOUNGE

KICKER'S POKER BAR

KICKER'S POKER BAR

KICKER'S POKER BAR

THE RIVER BAR

THE RIVER BAR

THE RIVER BAR

HONEY + VINE

HONEY + VINE

HONEY + VINE

TASTE KITCHEN

TASTE KITCHEN

TASTE KITCHEN

MEIN DISH

MEIN DISH

MEIN DISH

HIVE

HIVE

HIVE

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®

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.
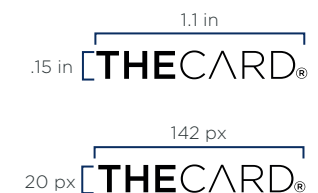
Minimum Size

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.

1.1 in
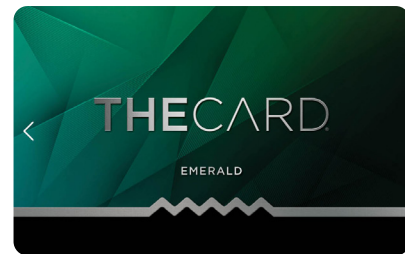.15 in **THE**CARD®

142 px
20 px **THE**CARD®

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

CMYK 86, 41, 96, 51
RGB 17, 72, 36
HEX 114824

THECARD

CMYK 23, 97, 95, 25
RGB 155, 34, 34
HEX 9B2222

THECARD

CMYK 14, 39, 100, 9
RGB 202, 147, 35
HEX CA9323

THECARD

CMYK 0, 0, 0, 70
RGB 109, 110, 113
HEX 6D6E71A
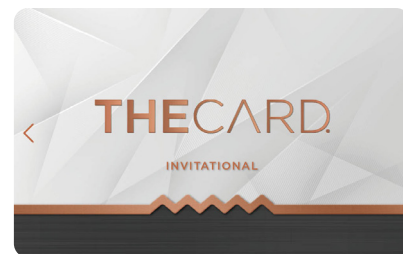
THECARD

CMYK 20, 53, 58, 2
RGB 200, 132, 108
HEX C8846C

INCORRECT LOGO USAGE

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

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

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

❌ DO NOT add a stroke around the logo

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

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

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

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

❌ **DO NOT** apply a drop shadow behind logo
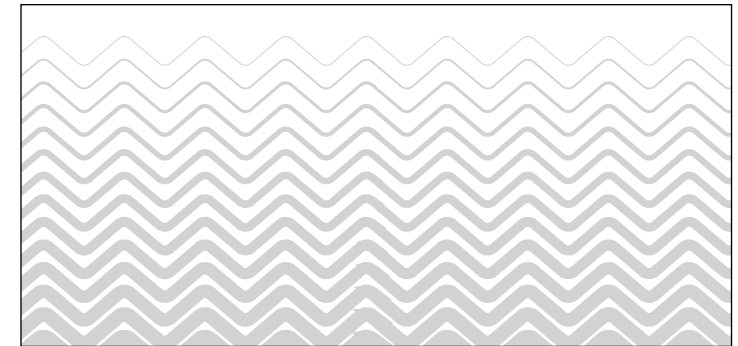
❌ **DO NOT** change the placement or size of the registration mark

PATTERNS & TEXTURES

1

2
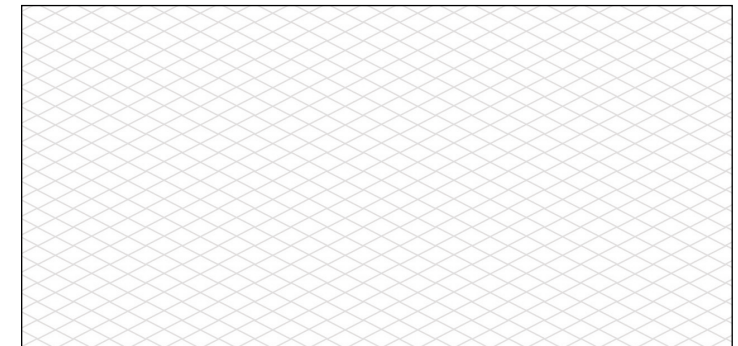
1 The river symbol can be used as a pattern when repeated in different descending weights.

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

VISUAL CONSISTENCY

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
PlayAtGila.com | 800-WIN-GILA
Owned and operated by the Gila River Indian Community

Corporate, Wild Horse Pass
& Vee Quiva Use

@PlayAtGila
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.
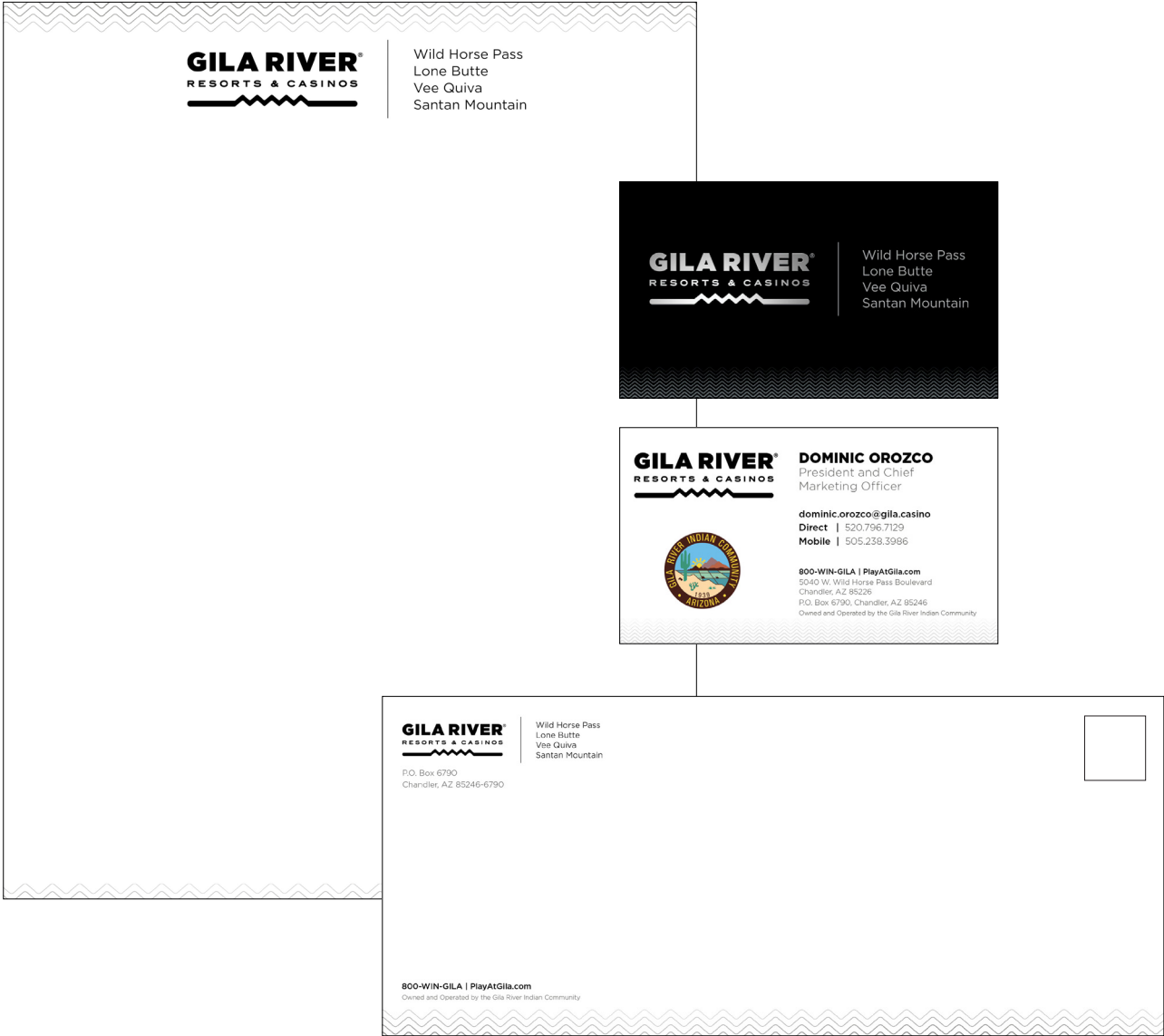
October 23 | 4PM–6:30PM

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).

GILA RIVER® RESORTS & CASINOS — wild horse pass

GILA RIVER® RESORTS & CASINOS — lone butte

GILA RIVER® RESORTS & CASINOS — vee quiva

GILA RIVER® RESORTS & CASINOS — santan mountain

CORPORATE STATIONERY

GILA RIVER®
RESORTS & CASINOS

Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

GILA RIVER®
RESORTS & CASINOS

Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

GILA RIVER®
RESORTS & CASINOS

DOMINIC OROZCO
President and Chief
Marketing Officer

dominic.orozco@gila.casino
Direct | 520.796.7129
Mobile | 505.238.3986

800-WIN-GILA | PlayAtGila.com
5040 W. Wild Horse Pass Boulevard
Chandler, AZ 85226
P.O. Box 6790, Chandler, AZ 85246
Owned and Operated by the Gila River Indian Community

GILA RIVER®
RESORTS & CASINOS

Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

P.O. Box 6790
Chandler, AZ 85246-6790

800-WIN-GILA | PlayAtGila.com
Owned and Operated by the Gila River Indian Community

Email Signature

GILA RIVER®
RESORTS & CASINOS

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
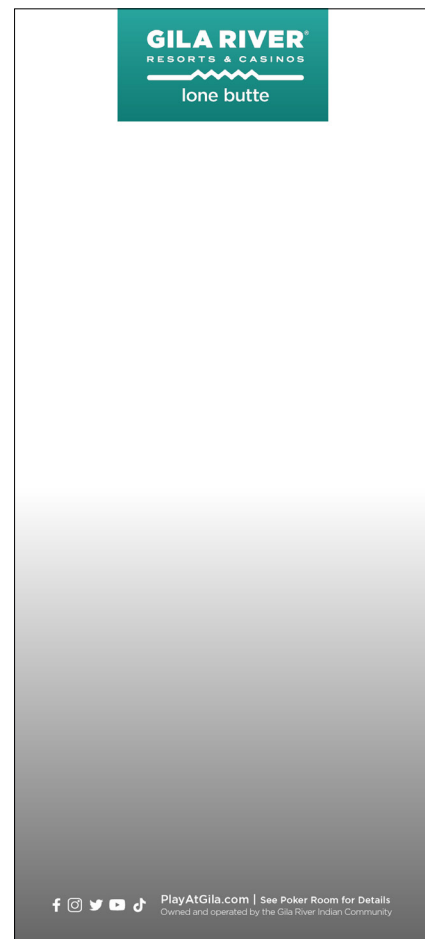should be left for photography
and the headline.

YOU
DO
YOU

It's your appetite's lucky day. Because
with dozens of dining venues, including
Prime, a Shula's Steak House at Gila River
Resorts & Casinos — Wild Horse Pass, we
take flavors to another level.

GILA RIVER®
RESORTS & CASINOS

Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

f ⚬ 🐦 ▶ d | @PlayAtGila | PlayAtGila.com | 800-WIN-GILA | Owned and operated by the Gila River Indian Community

BILLBOARDS

DIGITAL ADVERTISEMENTS

NO ONE DOES IT BETTER
VISIT TODAY

NO ONE DOES IT BETTER
VISIT TODAY

NO ONE DOES IT BETTER
VISIT TODAY

NO ONE DOES IT BETTER
VISIT TODAY

NO ONE DOES IT BETTER
VISIT TODAY

TAKE-HOME COLLATERAL
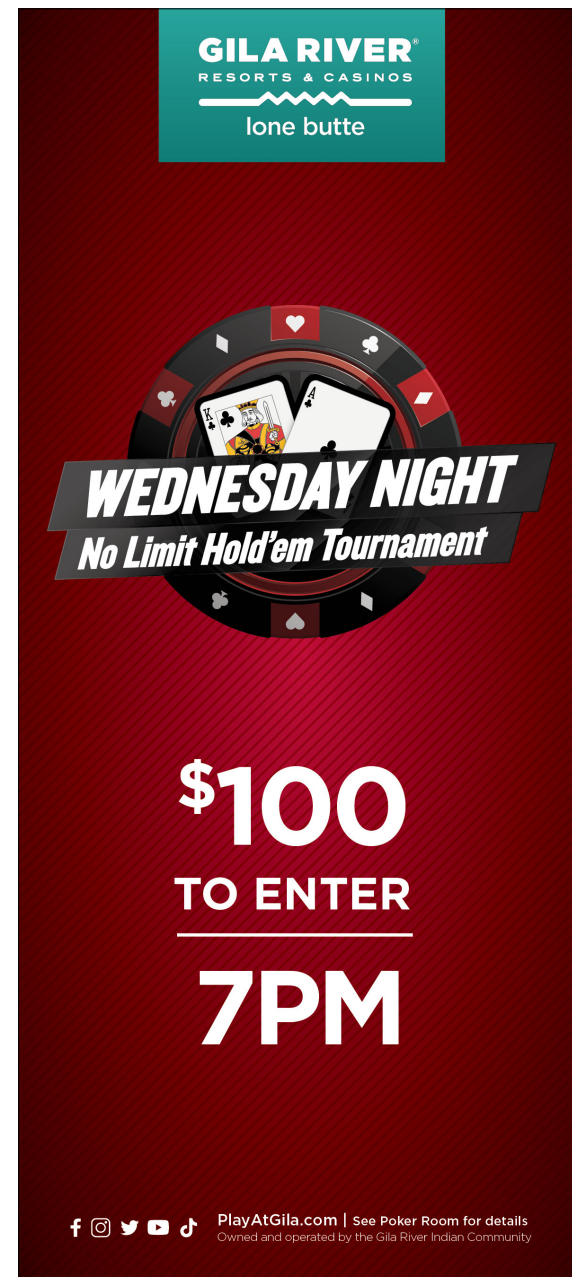
Template

Example

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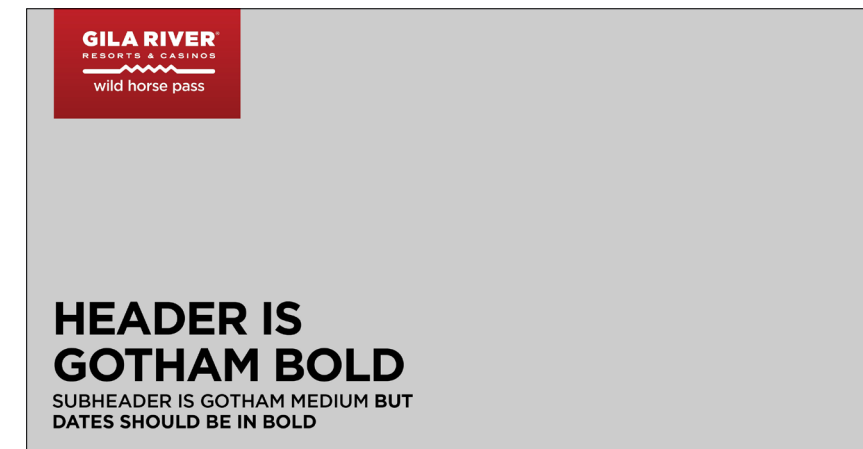
The footer should always be legible. For that reason, vignettes can be utilized to increase legibility.

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
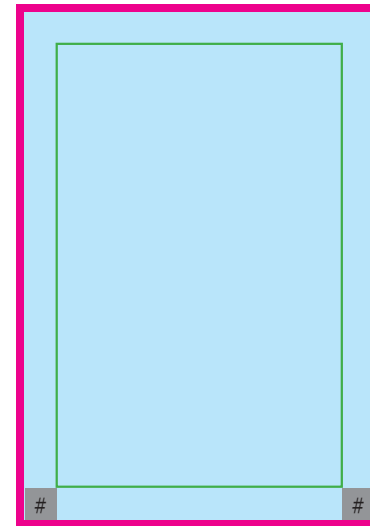
Example (Back)

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-Truck 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
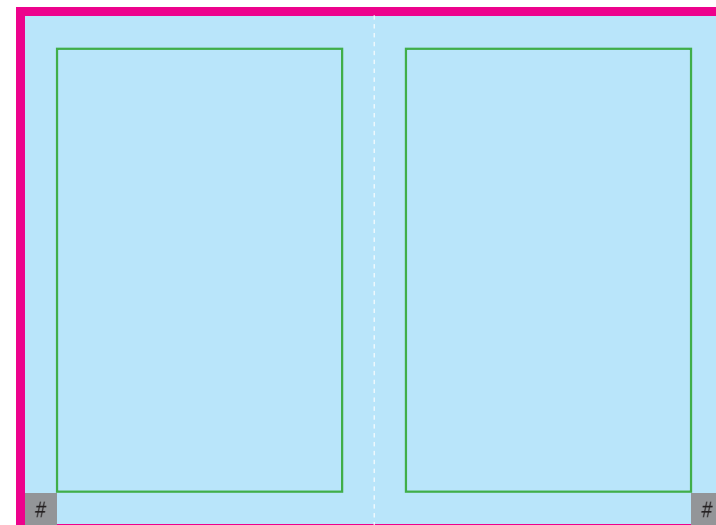
CLOTHING & MERCHANDISE

SOCIAL MEDIA

Social media 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:

f Facebook

Instagram Instagram

Twitter Twitter

in LinkedIn

YouTube YouTube

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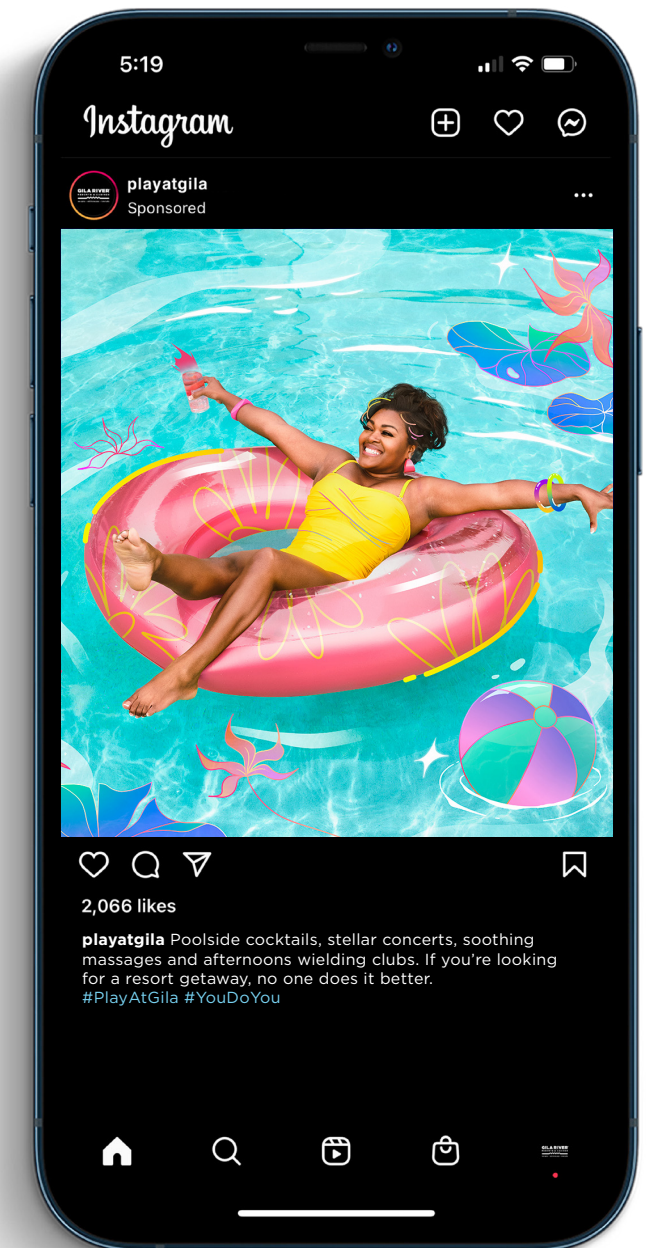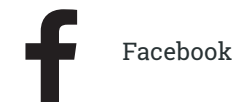
All individual Gila River property social media accounts have now been consolidated under the account name "PlayAtGila" for all social platforms. "PlayAtGila" should always appear in title case.

Official Handle: @PlayAtGila
Official Hashtag: #PlayAtGila

playatgila
Sponsored

2,066 likes

playatgila Poolside cocktails, stellar concerts, soothing massages and afternoons wielding clubs. If you're looking for a resort getaway, no one does it better.
#PlayAtGila #YouDoYou

SOCIAL MEDIA

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.
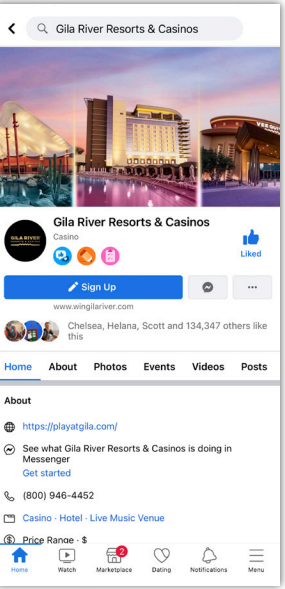
> **Do:** Wild Horse Pass, Lone Butte, Vee Quiva, and Santan Mountain
>
> **Do:** Gila River Resorts & Casinos — Vee Quiva
>
> **Do:** Gila River Resorts & Casinos — Wild Horse Pass, Lone Butte, Vee Quiva, and Santan Mountain
>
> **Don't:** Gila River Resorts & Casinos at Wild Horse Pass
>
> **Don't:** Gila River Resorts & Casinos Wild Horse Pass
>
> **Don't:** Gila River Resorts and Casinos - Wild Horse Pass

FACEBOOK

Desktop
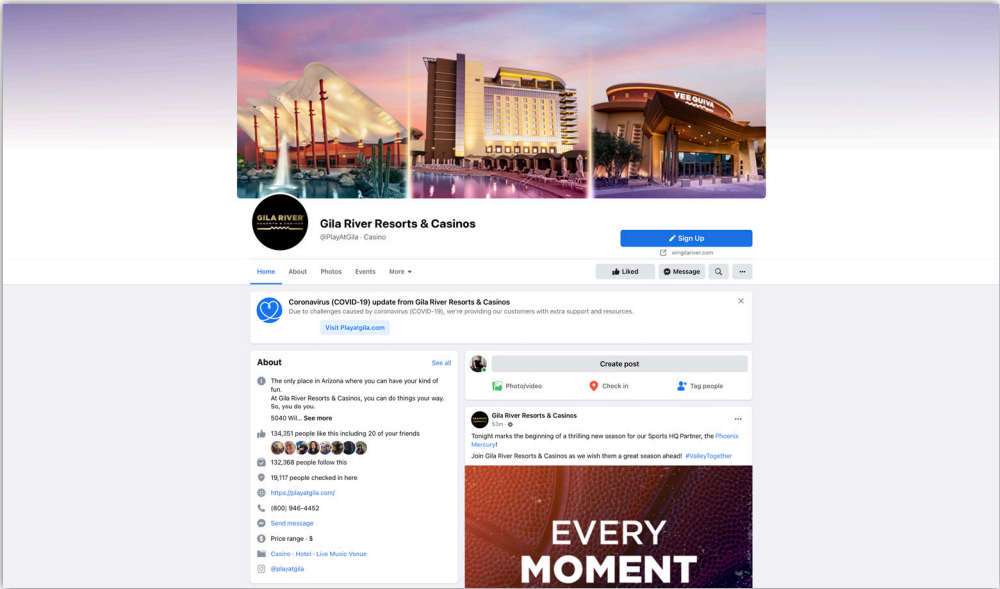
Mobile

URL: www.facebook.com/PlayAtGila

Facebook Posts

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

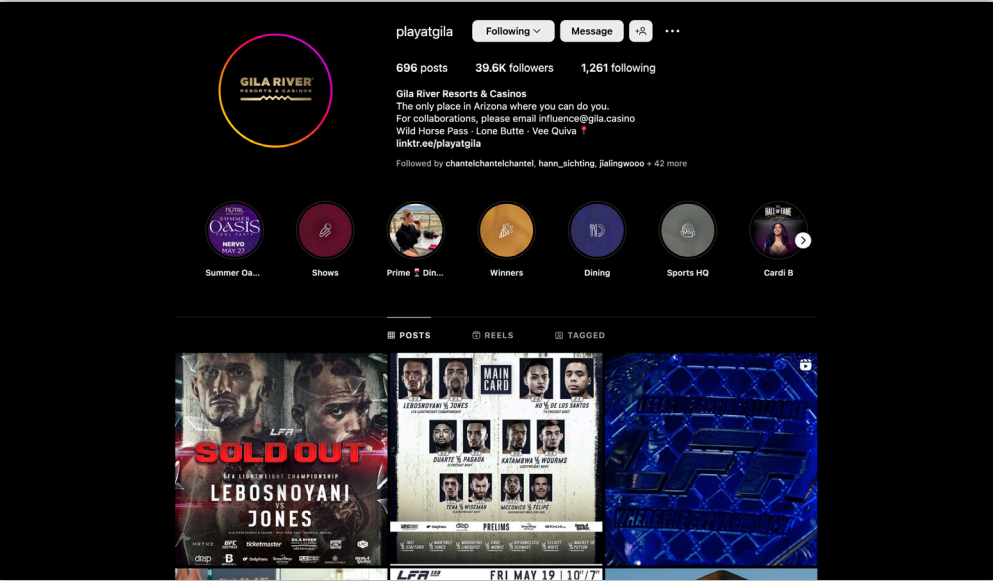Organic: 1080px wide by 1350px high in .jpeg

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

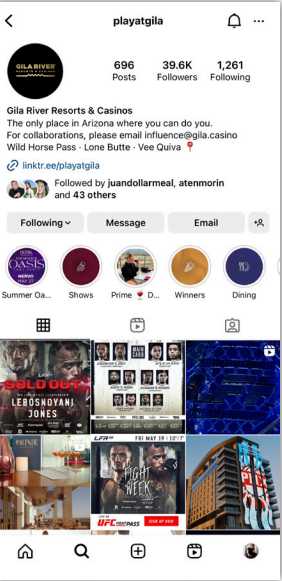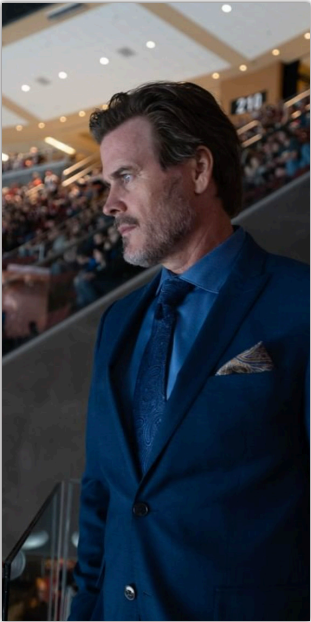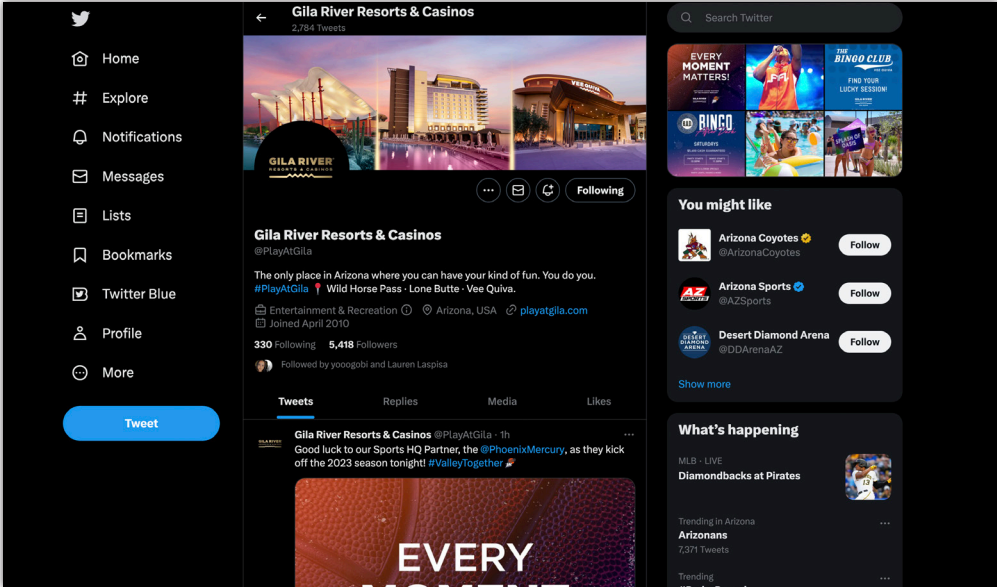Paid: 1080px wide by 1350px high in .jpeg and must abide by the 20% text rule
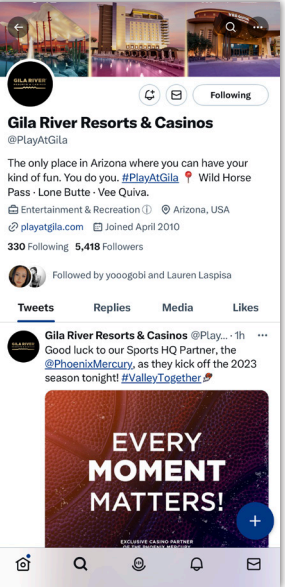

Instagram Story: 1080px wide by 1920px high in .jpeg

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

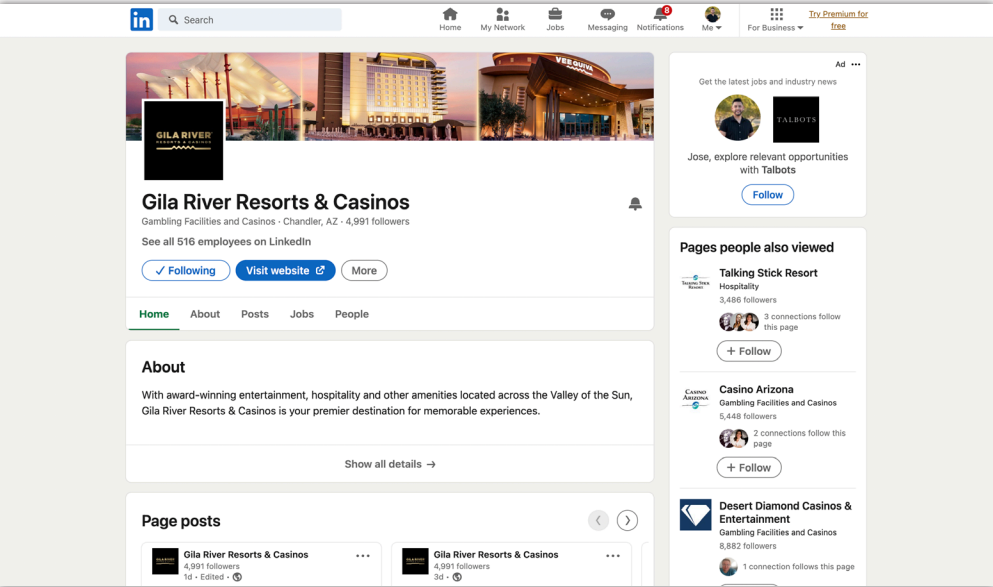Paid: 800px wide x 800px high for 1:1 aspect ratio

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

LINKEDIN

Desktop

Mobile

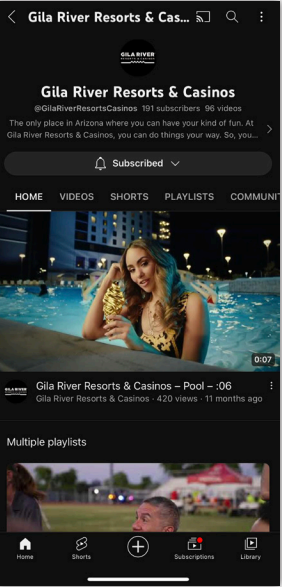URL: www.linkedin.com/company/gilarivercasinos

LinkedIn Post

1080px wide by 1080px high in .jpeg
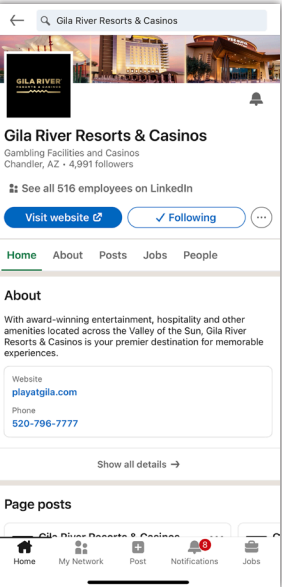
YOUTUBE
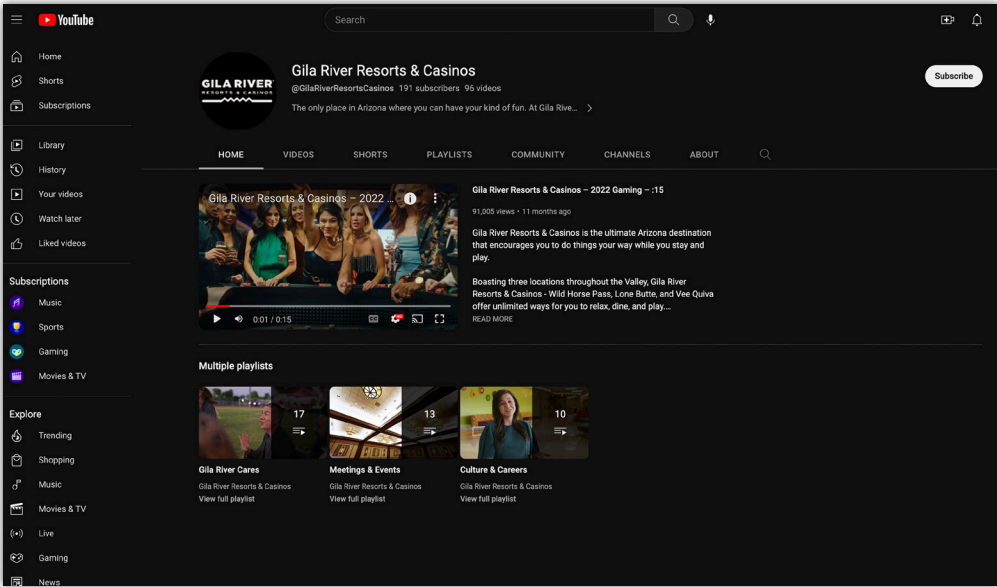
Desktop

Mobile

URL: www.youtube.com/c/GilaRiverHotelsCasinos
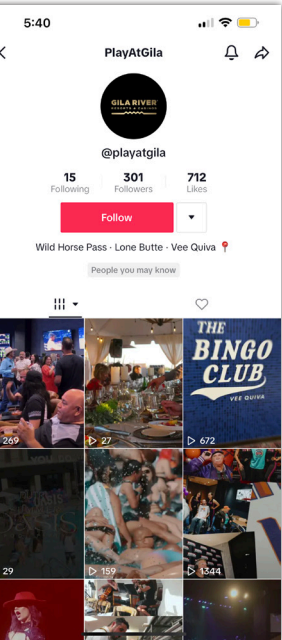
TIKTOK

Desktop
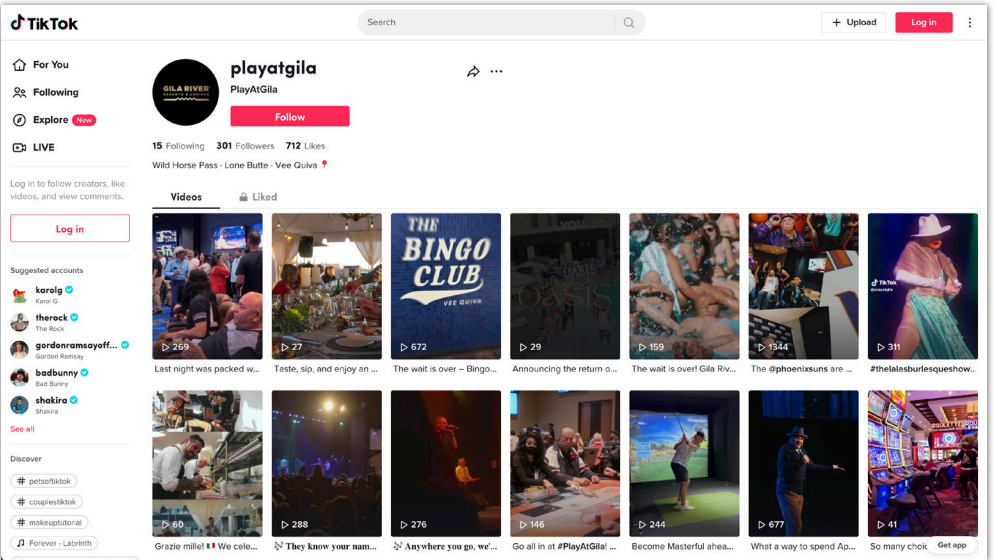
Mobile

URL: www.tiktok.com/playatgila

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 contras 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.
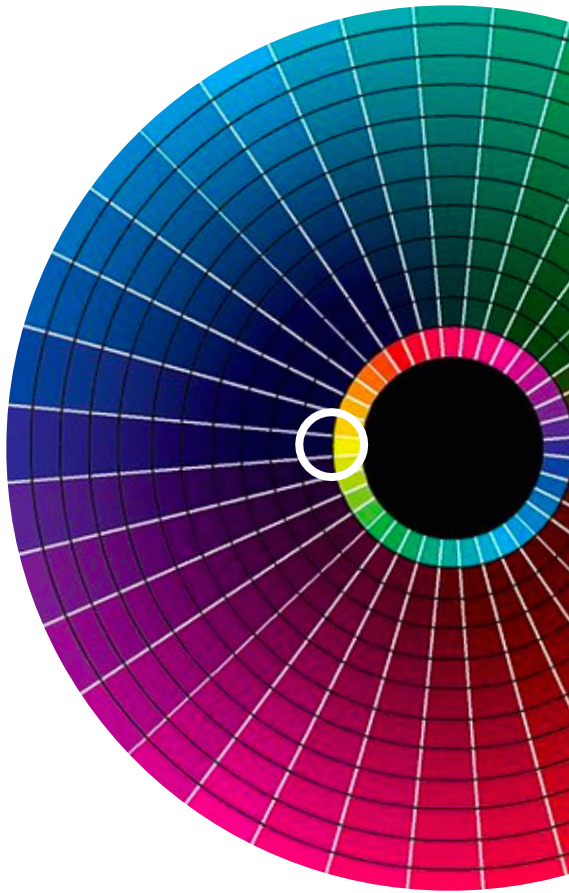
FONT & WORD COUNT

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.

20% of Screen Height
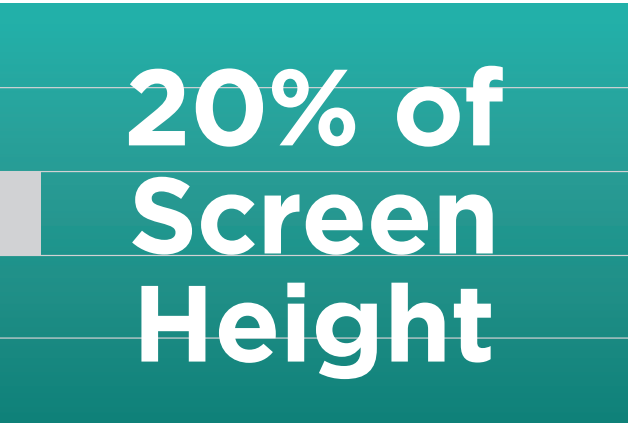
ATTENTION
While 7 words are permitted, the optimum word count for exterior motions are 3–5 words per slide.

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.

TRANSITION — 1–2 SECONDS

ANIMATION — 0.2–0.7 SECONDS
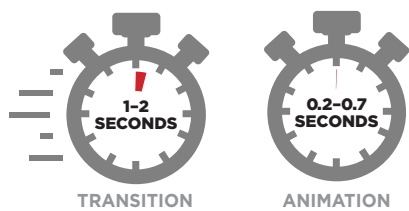
Transitions/Animation

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.

SINGLE SLIDE — 4–5 SECONDS

OR

SERIES — 2–3 SECONDS EACH

TOTAL LENGTH — 10 SECONDS MAX

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 informat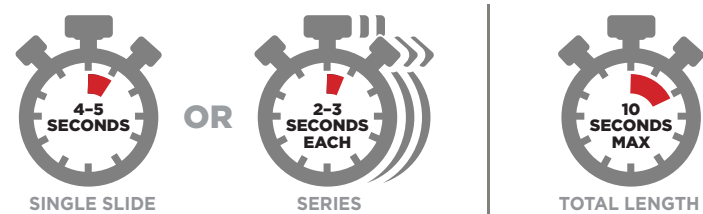ion. A maximum of 8 seconds should be observed for a 1–2 slide creative. If a promotion requires multiple slides, the information should be displayed in quick easy bites at 2–3 seconds each, with only a few tenths of a second of transition, and a maximum length of 10 seconds.

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

624x432
LB 202 PYLON
.mp4

640x320
LB BUILDING
.mp4

Vee Quiva

160x240
51st AVE
.wmv

456x696
VQ Pylon
.wmv

Wild Horse Pass

576x384
WHP I-10 PYLON
.mp4

480x336
WHP I-10 RACETRACK
.mp4

672x576
WHP GARAGE
.mp4

1112x3390
WHP RIVER SCREENS
.mp4

Santan Mountain

1080x1920
STM INTERIOR VERTICAL PALTRONIC
.mp4

1920x1080
STM INTERIOR HORIZONTAL PALTRONIC
.mp4

3384x936
STM LARGE EXTERNAL SCREEN 90 DEGREE ANGLE
.mp4
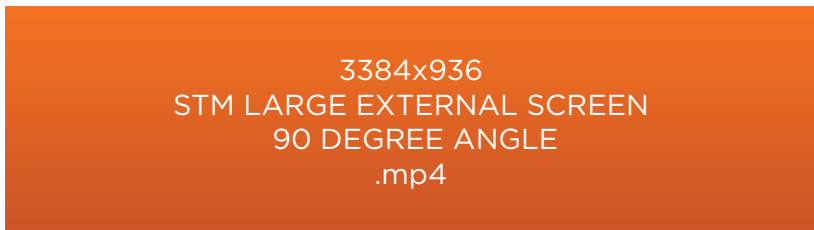
BRAND EXTENSIONS

INTERNAL COMMUNICATIONS
MOMENT MAKERS

MOMENT MAKER LOGO

The Moment Makers logo is comprised of two elements; the master logotype and the River mark. The typeface used for this logo is the brand font Gotham HTF Ultra, you will also notice that the kerning between each letter is a bit tighter than the default spacing of the font.

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.

This logo is to only be used on collateral that pertain to this campaign.

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.

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 size of the letter M from the logo itself.

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

.5in

40px

MOMENT MAKER AND GILA RIVER RESORTS & CASINOS LOGO LOCKUP

When pairing the Moment Maker logo with the Gila River Resorts & Casinos logo, the Moment Maker logo should sit to the right of the Gila River Resorts & Casinos logo with a separator line in between.

COLORS & PATTERN

External and internal collateral use a gradient that seperates the internal pieces from the external pieces.

External Usage (Print, OOH, Casino Floor)

C:36 M:100 Y:63 K:33
R:125 G:21 B:57
#7d1539

C:15 M:100 Y:100 K:0
R:210 G:35 B:42
#d2232a

Internal Usage (Back of House, etc.)

C:0 M:34 Y:100 K:0
R:252 G:177 B:22
#fcb116

C:0 M:14 Y:77 K:0
R:255 G:215 B:88
#ffd758

External Usage (Print, OOH, Casino Floor)

When pattern is used on the red gradient, be sure the color fill is **black**. Set the pattern to **Multiply** and **Opacity to 15%**.

When pattern is used on the red gradient, be sure the color fill is **white**. Set the pattern to **Screen** and **Opacity to 30%**.

TYPOGRAPHY

To stick with the Gila River Resorts & Casinos brand we kept using the same brand fonts, Gotham HTF and Roboto Slab.

HEADLINE
FONT: GOTHAM HTF BLACK - ALL CAPS
(Web Alt: Montserrat Black)
LEADING: Same as font size
TRACKING: -30

BODY COPY
FONT: Roboto Slab Regular
LEADING: Minimum 1.5x font size - Do not exceed 1.75x font size
TRACKING: 0

Roboto Slab Regular

Nate | Sous Chef

GOTHAM HTF BLACK

NOT JUST A JOB, IT'S YOUR CAREER.

Roboto Slab Regular

Here, you can go as big as your dreams with a career in hospitality.

No experience? No problem. We've got you covered with on-the-job training.

This is your moment. Apply today.

WorkAtGila.com

GILA RIVER
RESORTS & CASINOS

Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain

PHOTOGRAPHY

Photography highlights current employees of Gila River Resorts & Casinos. Primary is to be used used across all mediums. Secondary images should be used whenever we want to highlight employees interacting with customers or their titles.

Jason | Table Game Dealer
Primary   Secondary

Angela | Front Desk Supervisor
Primary   Secondary

Nate | Sous Chef
Primary   Secondary

Emily | EMT/Security
Primary   Secondary

Vince | Valet
Primary   Secondary

Alejandro | Server
Primary   Secondary

Sharise | Table Game Dealer
Primary   Secondary

Annissa | IT Manager
Primary   Secondary

Agnes | Executive Housekeeper
Primary   Secondary

Gigi | Beverage Server
Primary   Secondary

Carlos | Facilities Manager
Primary   Secondary

LAYOUT

When it comes to layout design, keep in mind that we are creating layouts for both internal and external uses.

Like mentioned before, the red color is used on external pieces and the yellow color is used on internal pieces. Just like the colors there are also dedicated healines that are to be paired with external and internal pieces.

HEADLINES

EXTERNAL PRINT:
- THIS IS YOUR MOMENT TO SHINE
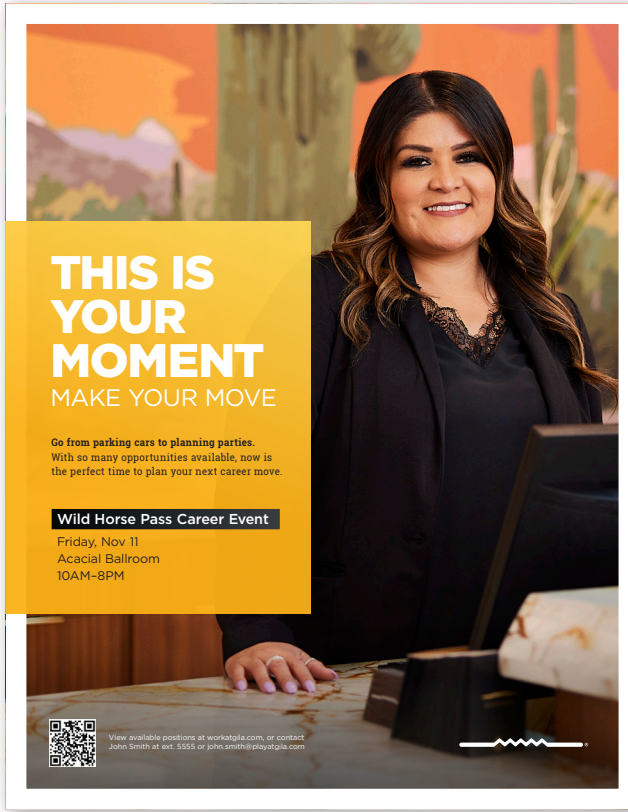- SEEKING MOMENT MAKERS

OOH:
- YOUR MOMENT TO SHINE

INTERNAL PRINT:
- YOUR MOMENT IS WAITING
- THIS IS YOUR MOMENT
  (SUB HEAD: MAKE YOUR MOVE)

External Collateral

Internal Collateral

DESIGN ELEMENTS

Each print layout follows a unique hierarchy to ensure that key information legible and easily seen.

The colored text box with the headline, body copy, and a CTA that sits in the middle left side of the layout with an 80% opacity.

In the top left corner a QR code is displayed with the employee's name, title and a CTA for the QR code.

At the bottom of the layout the Gila River Resorts & Casino logo sits on the bottom left and Social Icons with the website on the bottom right.

Lastly, a solid white border surrounds all print and OOH creative. This will not translate to all digital or video applications, but should be used when it makes sense. The colored text box should sit on top of the border when it is used.

On OOH boards the colored box sits on the right hand side with the CTA and the Gila River Resorts & Casinos logo.

OOH

Following a similar design layout as the print with a few execptions, the OOH boards follow similar design rules as the print. From the left side of the board to the right you will see the headline sit above the image and not inside of the colored box. on the right side you see the CTA and the Gila River Resorts & Casinos with out the properties. Both the colored box and the headline sit above the image with the white border.

Each headline and CTA conveys a different message to our target audiences. One has the website, another has a generic "Now Hiring" message and the third has a location specific CTA.

DIGITAL

With any new campaign, we have to think about it's online presence. Just like the print ads and the OOH boards, digital assets have the same creative elements that are laid out strategically so that the image isn't hidden and all information is legible.

Layout of course will depend on the size of the banne. A more vertical or square sized banner add will follow the print ad lay out witht he white border and the colored box with information on the left side. Banners that are more horizontal will have the colored box on the right side with all information inside of the box. All banner ads are to have the white border just like all of the collateral pieces.


Unlike the print ads the information on the banners is a bit more condensed. It consists of the headline, CTA, and the Gila River Resorts & Casinos no-property logo.

All banners ads should have the employee name and title at the top lext corner of the image.

BACK OF HOUSE

Back of House collateral follows the exact same layout as all other pieces but the most obvious difference is the color of these pieces. Some pieces use headlines that motivate and encourage employees to make a difference.
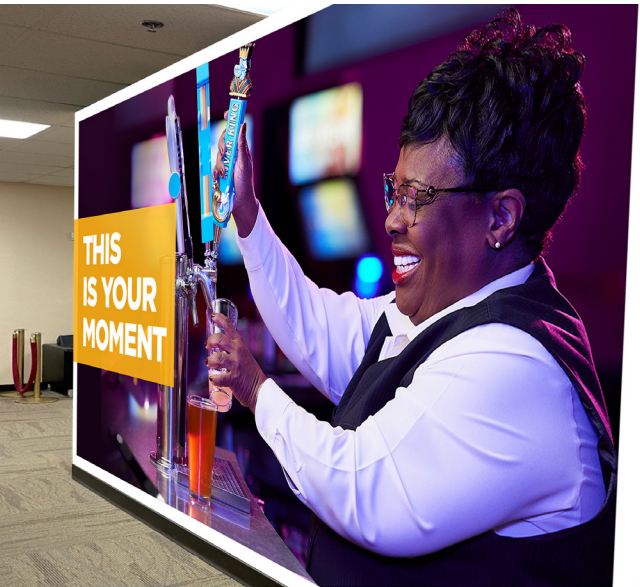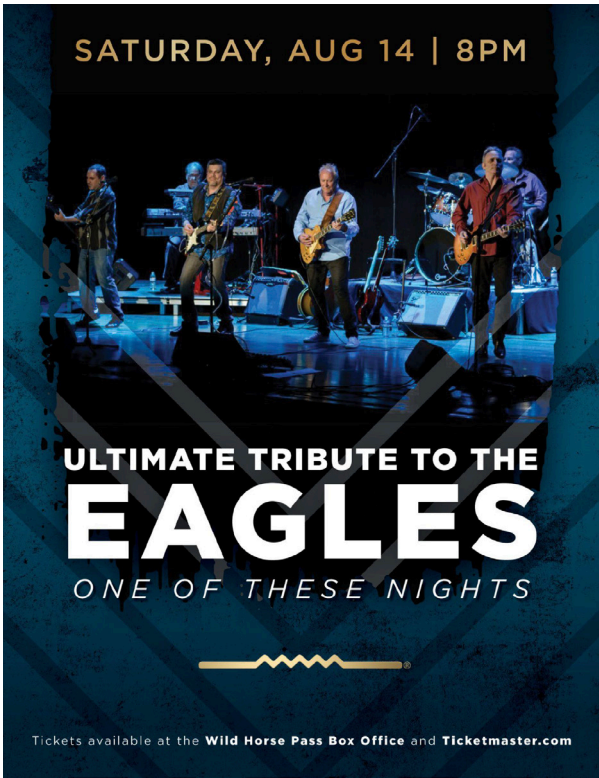
GILA RIVER ENTERTAINMENT

TIER A AND TIER B

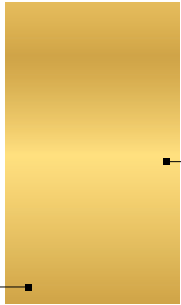Different asset designs for different tier acts; Black and Gold vs. Blue and Gold.

TIER A POSTER

TIER B POSTER

COLOR PALETTE
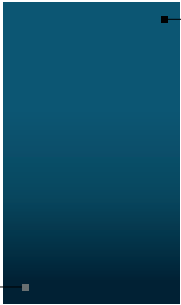
CMYK 20/35/85/0
RGB 187/158/76
HEX #00455e

Location 10%

CMYK 0/10/60/0
RGB 251/222/128
HEX #fbde80

Location 50%
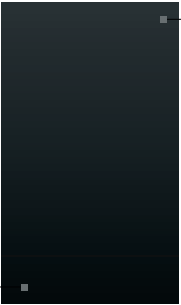
CMYK 93/75/52/62
RGB 3/34/52
HEX #032234

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

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

ATTENTION:
The No Property version of the Gila River Resorts & Casinos logo is used for all digital advertisements.

BILLBOARDS

PRINT ADVERTISEMENT

RACK CARD

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

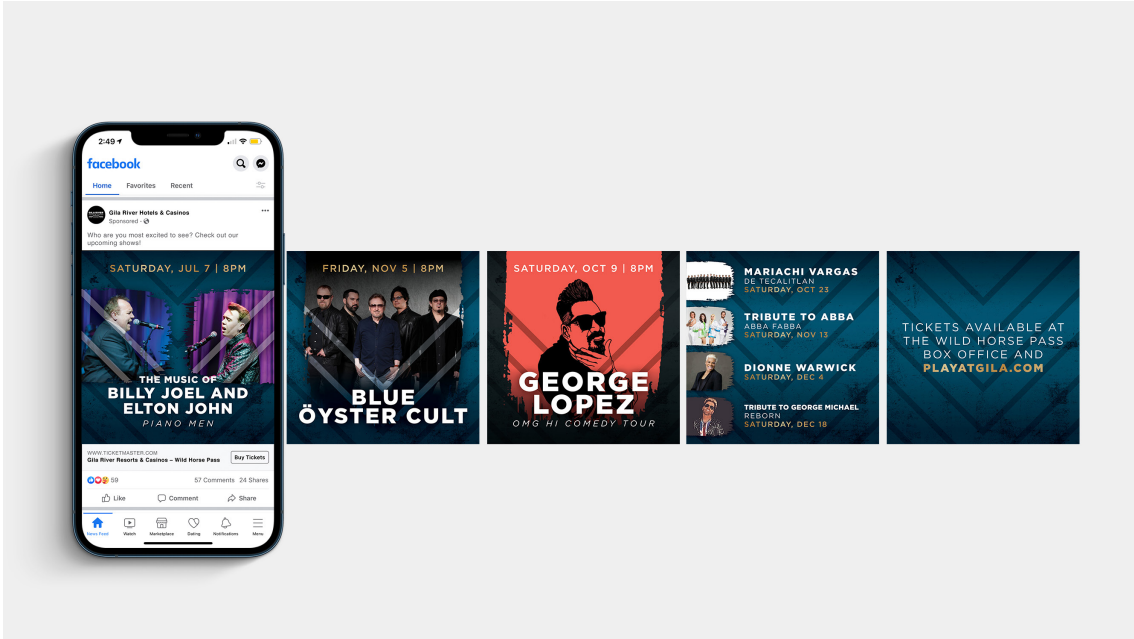The preferred arrangement of the background consists of three overlapping triangles. Two triangles consist of the sports branding colors, with the third occupied by a black and gray hexagon pattern (carbonfiber.ai) to symbolize the integration of Gila River Hotels & Casinos with the sports team. The 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.
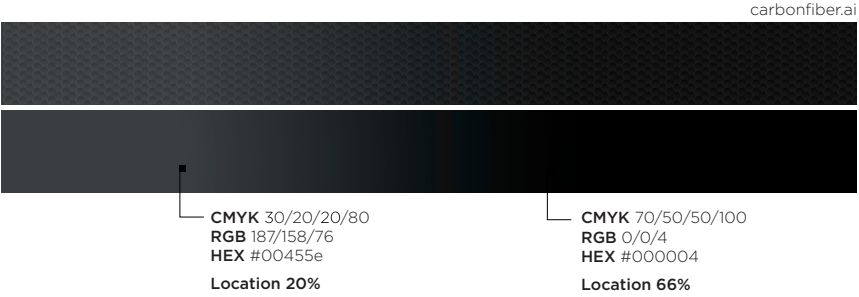
PROMOTIONAL GRAPHIC

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.

ARIZONA'S OFFICIAL SPORTS HQ

SPORTS PARTNERSHIP SPECIFIC TAG LINE

GILA RIVER® RESORTS & CASINOS | PARTNER LOGO

PROMO GRAPHIC, SPORTS MASCOT, OR GILA TALENT

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.

carbonfiber.ai

CMYK 30/20/20/80
RGB 187/158/76
HEX #00455e

Location 20%

CMYK 70/50/50/100
RGB 0/0/4
HEX #000004

Location 66%

COLOR PALETTES

ARIZONA CARDINALS

CMYK 0/100/60/30
RGB 151/35/63
HEX #97233f

CMYK 0/25/100/0
RGB 255/182/18
HEX #ffb612

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

CMYK 0/0/0/20
RGB 203/205/2
HEX #cbcdce

ARIZONA COYOTES

CMYK 29/94/75/28
RGB 140/38/51
HEX #8c2633

CMYK 11/12/31/0
RGB 226/214/181
HEX #e2d6b5

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

CMYK 0/0/0/20
RGB 203/205/2
HEX #cbcdce

ASU® ATHLETICS

CMYK 0/19/89/0
RGB 255/199/44
HEX #ffc72c

CMYK 0/95/40/49
RGB 142/12/58
HEX #7d2248

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

CMYK 0/0/0/20
RGB 203/205/2
HEX #cbcdce

PHOENIX SUNS

CMYK 98/100/0/43
RGB 36/31/93
HEX #1D1060

CMYK 0/75/100/5
RGB 232/98/37
HEX #E76221

CMYK 0/43/100/0
RGB 249/160/27
HEX #F9A11C

CMYK 0/0/0/29
RGB 192/193/194
HEX #BFC0C2

PHOENIX MERCURY

CMYK 0/75/100/5
RGB 232/98/37
HEX #E76221

CMYK 98/100/0/43
RGB 36/31/93
HEX #1D1060

CMYK 0/43/100/0
RGB 249/160/27
HEX #F9A11C

CMYK 0/0/0/29
RGB 192/193/194
HEX #BFC0C2

LOGO LOCKUPS

ARIZONA CARDINALS

OFFICIAL RESORTS & CASINOS OF THE ARIZONA CARDINALS

ARIZONA COYOTES

OFFICIAL RESORTS & CASINOS OF THE ARIZONA COYOTES

ASU₁ ATHLETICS

PROUD PARTNER OF ASU₁ ATHLETICS

PHOENIX SUNS

EXCLUSIVE CASINO PARTNERS OF THE PHOENIX SUNS
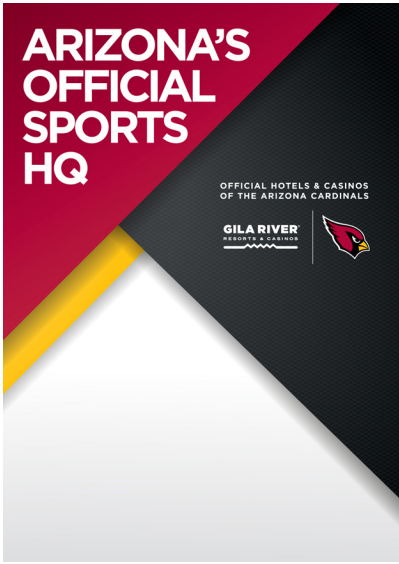

PHOENIX MERCURY

EXCLUSIVE CASINO PARTNERS OF THE PHOENIX SUNS
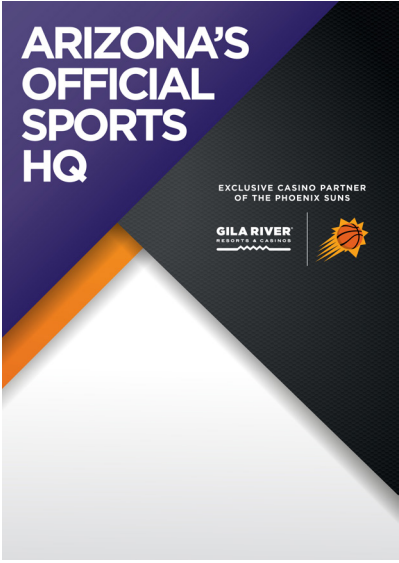

ALL PARTNERS LOCKUP

SPORTS BRANDED TEMPLATES

ATTENTION:
A template has been created on the FS1 (Creative) server. The current path forthese 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

GILA RIVER CARES

LOGO USAGE

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

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

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

GILA RIVER®
RESORTS & CASINOS

Wild Horse Pass
Lone Butte
Vee Quiva
Santan Mountain