

# BRAND & FUNCTION

A Corporate Design Manual

**GILA RIVER<sup>®</sup>**  
**RESORTS & CASINOS**



vee quiva • wild horse pass • lone butte

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## 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



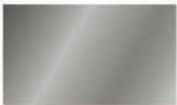
CMYK 62/53/58/29  
RGB 90/90/85  
HEX #5a5a55  
Pantone 418 C



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



CMYK 16/100/97/6  
RGB 196/33/41  
HEX #c42129  
Pantone 711 C

### SECONDARY *Cannot be used without primary color*



CMYK 26/100/100/27  
RGB 147/26/29  
HEX #931a1d  
Pantone 7628 C



Gradient Swatch

## WILD HORSE PASS

## LONE BUTTE

## VEE QUIVA



CMYK 73/7/39/0  
RGB 46/175/169  
HEX #2eafa9  
Pantone 7465 C



CMYK 86/32/56/11  
RGB 14/124/116  
HEX #0e7c74  
Pantone 562 C



Gradient Swatch



CMYK 74/98/2/0  
RGB 104/48/143  
HEX #68308f  
Pantone 268 C

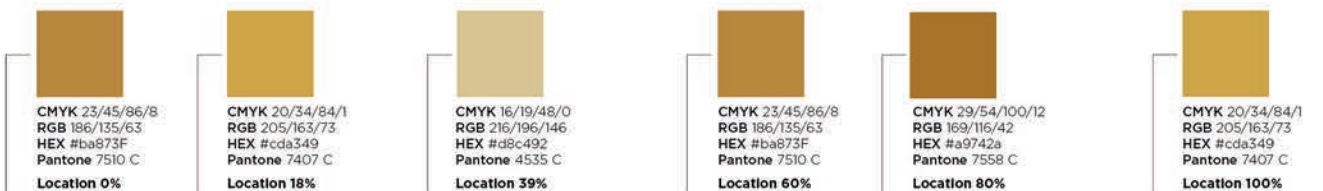


CMYK 91/100/24/14  
RGB 63/41/109  
HEX #3f296d  
Pantone 7680 C



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





# 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 unofficial 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 0.5 of the height of the logotype.

## Minimum Size

In order to preserve the legibility of the Full Logotype, it is important that it is never reduced smaller than 1.25" or 200px wide. If a situation requires a smaller logo you will need to use to the No Properties Logotype as seen on page 21.



## Usage of The River

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 usually found underneath a headline or as a footer "tag," anchored to the bottom of a piece of collateral.



# 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 Hotels & 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 1.25" wide
- Digital purposes
- Sponsorships



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 .75" or 125px.





# HIGHLIGHTED PROPERTIES

## Usage

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

- When advertising for a specific location
- On-property collateral
  - Posters
  - Mag frames
  - Slot toppers
  - Motions/Paltronics
- Mailing labels

### ATTENTION:

All rules from the Full Logotype apply to the Highlighted Properties Logotype.

In the case that a promotion is only offered at two of the three properties you can utilize the highlighted property logo by highlighting the two properties that the promotion is available at.



## Over Light Backgrounds

When the Highlighted Property Logotype is used over a light colored background, the black version should be utilized. In this version the two properties not highlighted should be 87% Black with 100% opacity. (*Transparencies should not be used on the two properties that are not highlighted.*)



## Over Dark Backgrounds

When the Highlighted Property Logotype is used over a dark colored background, the white version should be utilized. In this version the two properties not highlighted should be 20% Black with 100% opacity. (*Transparencies should not be used on the two properties that are not highlighted.*)





# 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<sup>®</sup> LOGOTYPE & USAGE

THE Card<sup>®</sup> 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

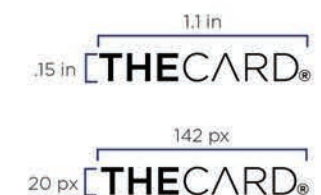
THECARD

### ATTENTION:

THE Card<sup>®</sup> Logo is no longer to be used with the "BY GILA RIVER CASINOS" tag line. It must include "Hotels &" and is only expressed when "THE Card by Gila River Resorts & Casinos is written out as text.

## 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.



### RECOMMENDED FORMATS:

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

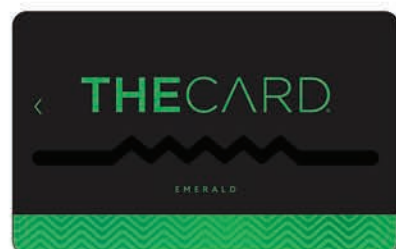
### ATTENTION:

THE Card<sup>®</sup> logo can't be used on F&B and hotel, although THE Card<sup>™</sup> logo can be used on F&B and hotel.



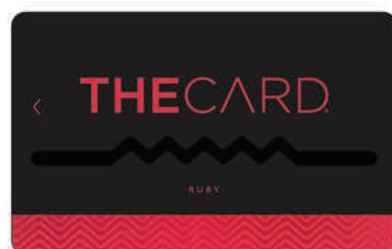
# COLOR OPTIONS

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



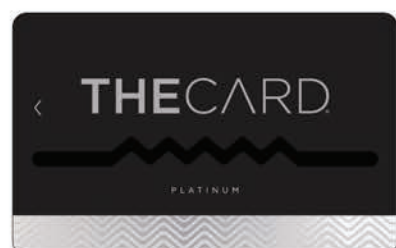
THECARD

**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** BOACBO



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



✗ 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



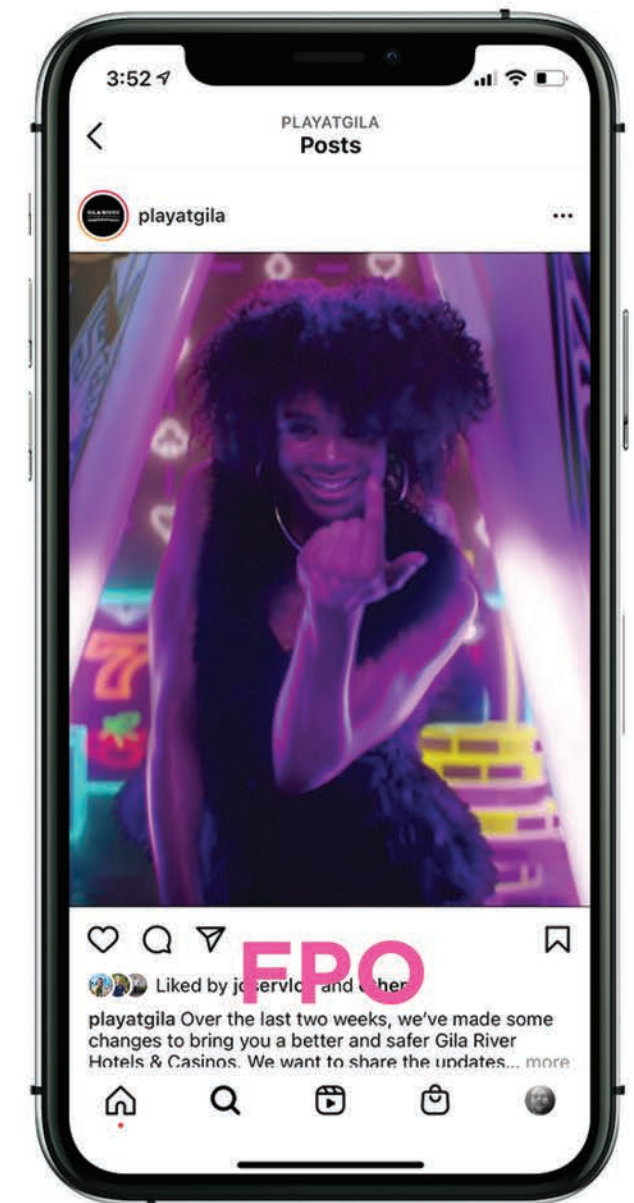
# SOCIAL MEDIA

## 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

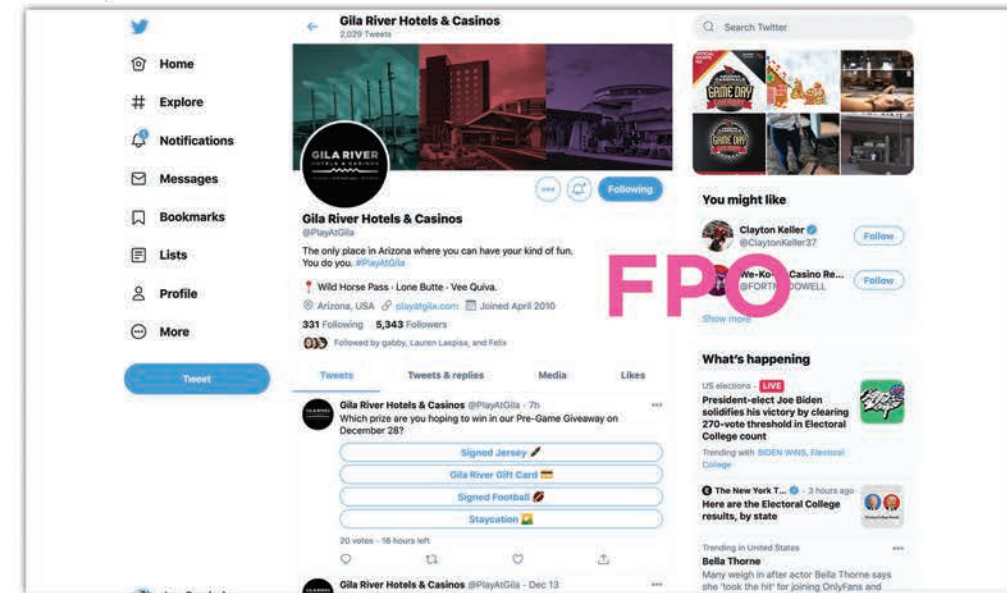
## Proper use of em dash and commas

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.

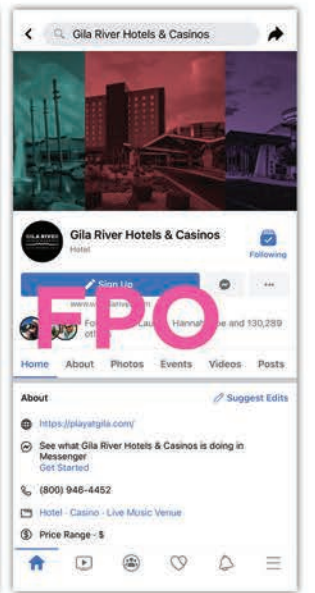
- Do:** Wild Horse Pass, Lone Butte, and Vee Quiva
- Do:** Gila River Resorts & Casinos — Vee Quiva
- Do:** Gila River Resorts & Casinos — Wild Horse Pass, Lone Butte, and Vee Quiva
- Don't:** Gila River Resorts & Casinos at Wild Horse Pass
- Don't:** Gila River Resorts & Casinos Wild Horse Pass
- Don't:**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

# FACEBOOK

## Desktop



## Mobile



URL: [www.facebook.com/PlayAtGila](https://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

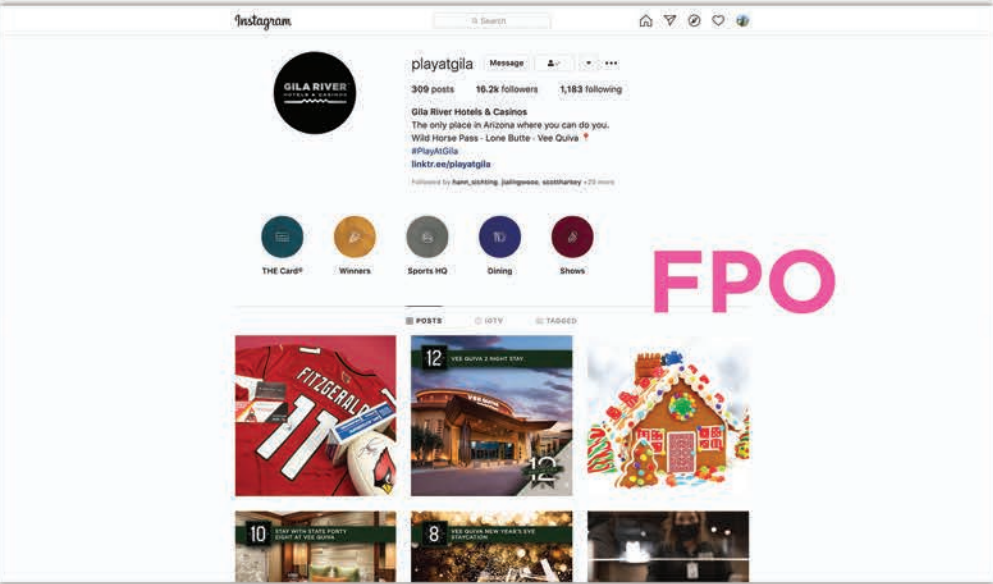


Facebook Story: 1080px wide by 1920px high in .jpeg



# INSTAGRAM

Desktop



URL: [www.instagram.com/PlayAtGila](https://www.instagram.com/PlayAtGila)

Instagram Posts



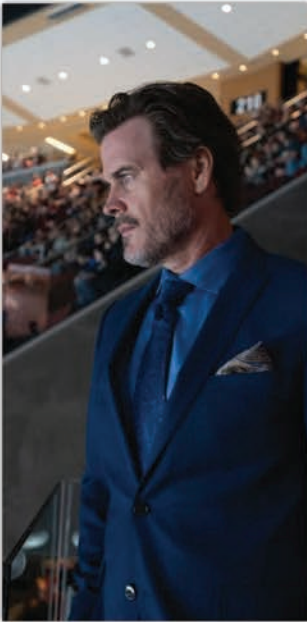
Organic: 1080px wide by 1080px high in .jpeg



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



URL: [www.twitter.com/PlayAtGila](https://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

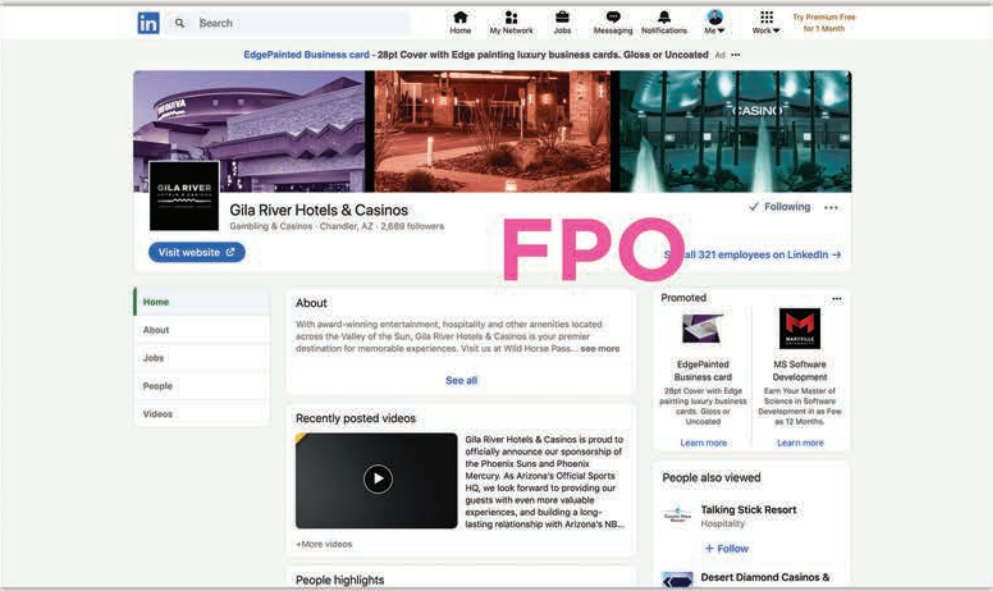


Twitter Fleet: 1080px wide by 1350px high in .jpeg

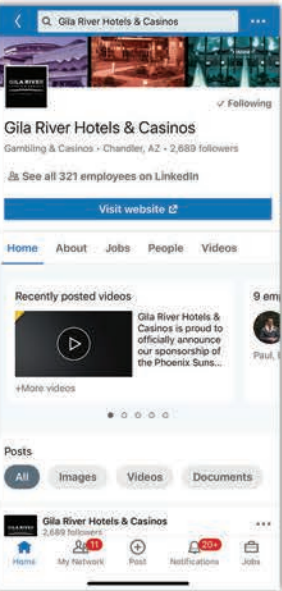


# LINKEDIN

Desktop



Mobile



URL: [www.linkedin.com/company/gilarivercasinos](https://www.linkedin.com/company/gilarivercasinos)

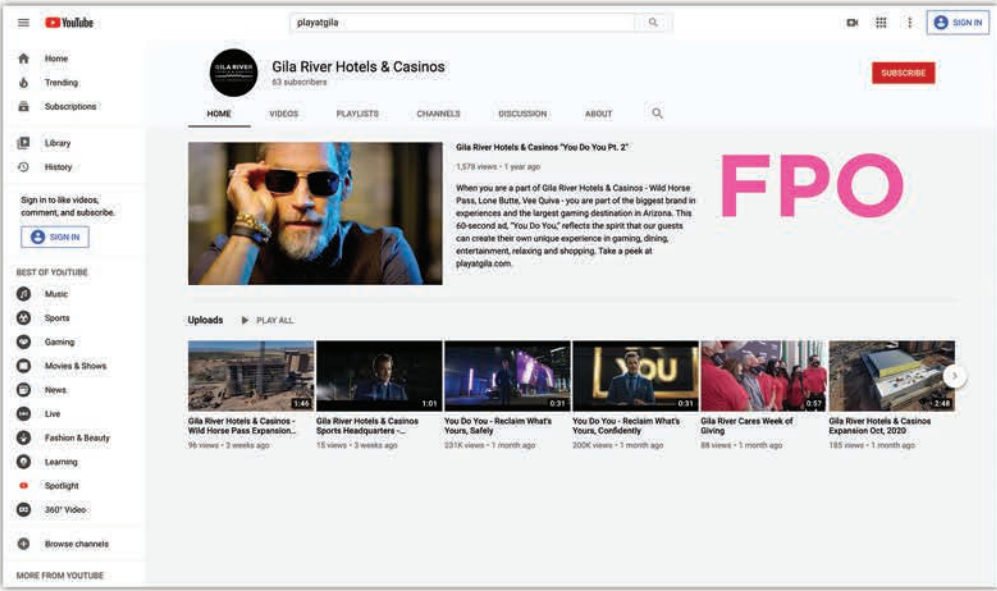
LinkedIn Post



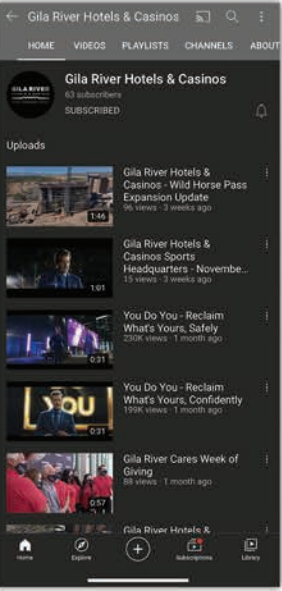
1080px wide by 1080px high in .jpeg

# YOUTUBE

Desktop



Mobile







# 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.

## 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.”



# 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 Diamondbacks.

Gila River has hosted several private Diamondbacks 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, and Vee Quiva

**Yes:** Gila River Resorts & Casinos – Vee Quiva

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

**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 with a comma between “Lone Butte” and “and”

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

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

When referring to a specific Gila River Resorts & Casinos property, “Resorts & 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 Resorts & Casino.

# GRAMMAR & FORMATTING

## Commas

Please use the Oxford comma.

**Examples:**

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

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

# BRAND & PROPERTY ASSETS

Gila River Resorts & Casinos provides the assets of the logo or image when needed. Go to PlayAtGila.com and scroll down to the bottom of the page. Under the INQUIRES header there’s a link named Press. Click on that and all assets for each location will be available.

### Step 1

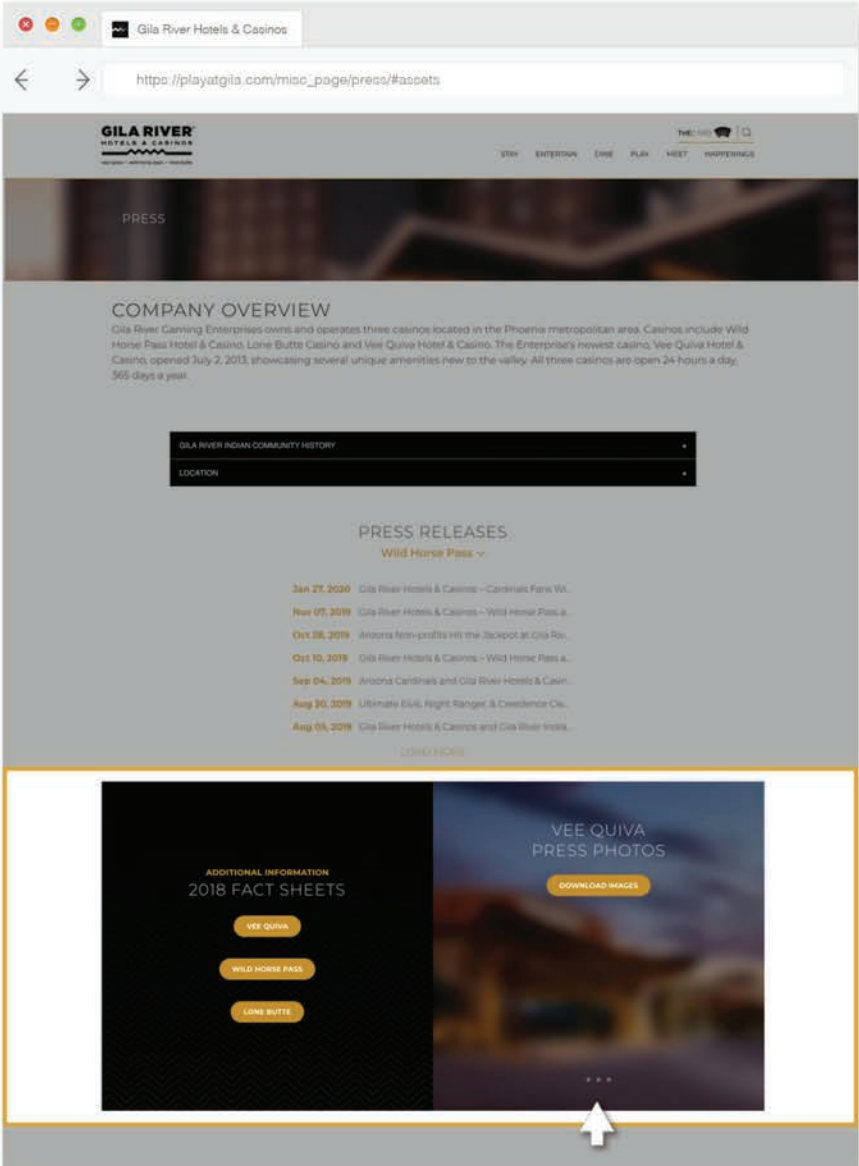
Visit:  
playatgila.com/press/#assets

### Step 2

Scroll between Gila River Resorts & Casinos locations using the navigation dots at the bottom of the image.

### Step 3

Click the “Download Images” button to save logos and images related to that property.







**BRAND  
EXTENSIONS**



# GILA RIVER ENTERTAINMENT

## COLOR PALETTE



CMYK 100/68/44/28  
RGB 0/70/95  
HEX #00455e



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



CMYK 58/36/20/3  
RGB 114/141/169  
HEX #718ca8



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



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

Location 0%

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

Location 33%

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

Location 66%

CMYK 10/25/75/0  
RGB 230/188/93  
HEX #e6bc5d

Location 100%

## TYPOGRAPHY

**BOLD**  
**BOOK**

**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
- Dark Color Gradients
- Triangle Pattern
- Texture Splatter



## POSTER





# GILA RIVER SPORTS PARTNERSHIPS

## Format

Gila River has established a partnership with the Arizona State University Sun Devils® Athletics, Arizona Cardinals, Arizona Coyotes, Arizona Diamondbacks, 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 Resorts & 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.

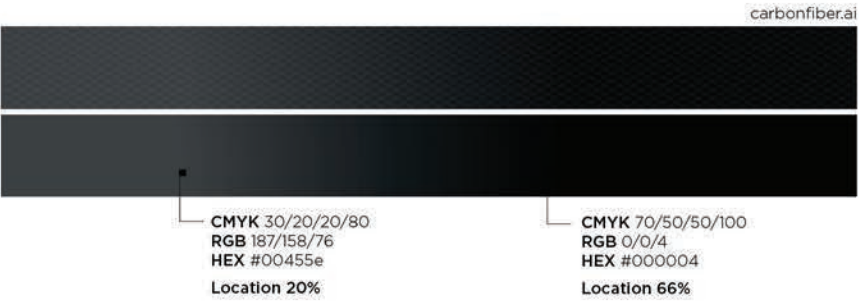
## PROMOTIONAL GRAPHIC

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



### ARIZONA DIAMONDBACKS



### 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



## ARIZONA DIAMONDBACKS

OFFICIAL CASINOS OF THE  
ARIZONA DIAMONDBACKS



## ASU ATHLETICS

PROUD PARTNER  
OF ASU ATHLETICS



## PHOENIX SUNS

EXCLUSIVE CASINO PARTNERS  
OF THE PHOENIX SUNS



## PHOENIX MERCURY

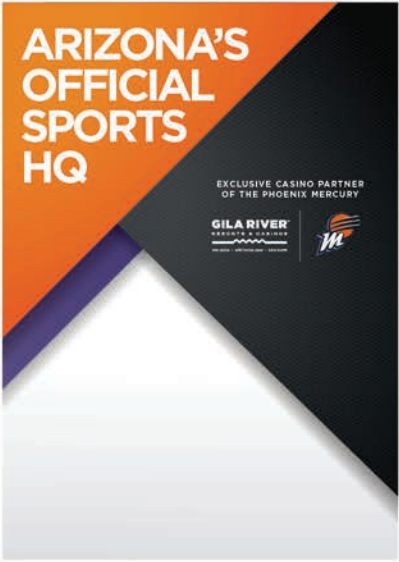
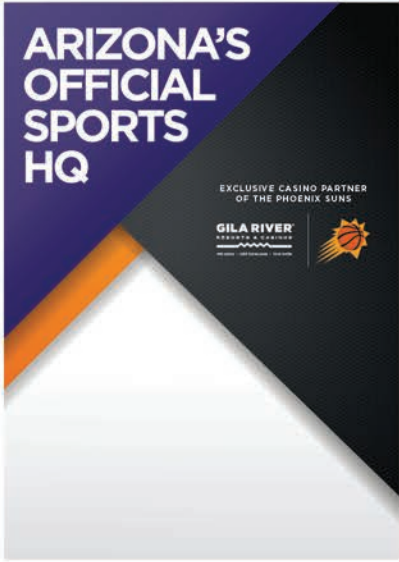
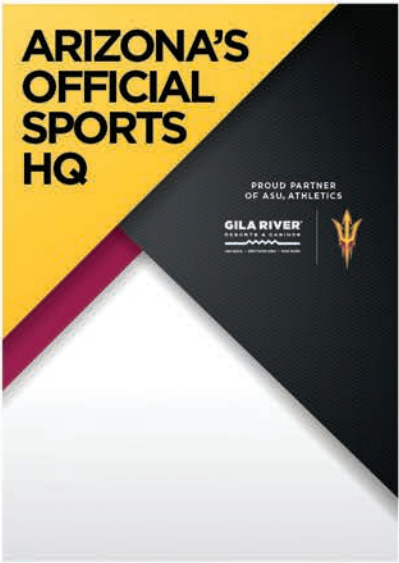
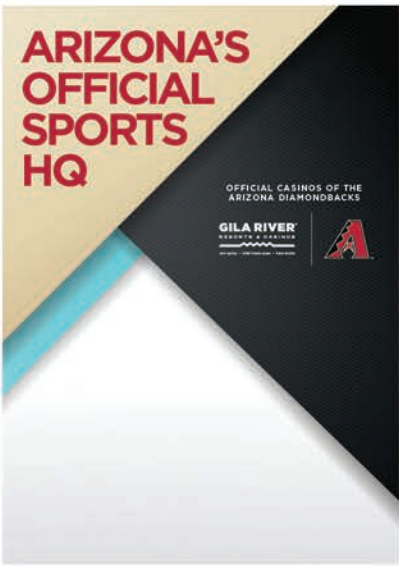
EXCLUSIVE CASINO PARTNERS  
OF THE PHOENIX SUNS



## 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.





EXAMPLES

DIGITAL



EMAIL HEADER



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



VOLUNTEER T-SHIRT





**GILA RIVER®**  
RESORTS & CASINOS



vee quiva • wild horse pass • lone butte

