Vendor Usage Guidelines

WIN·RIVER
— RESORT & CASINO —

Send a Pre-Production Proof

Before production begins on any project that includes the Win-River Resort & Casino logo, a digital or hard copy proof is preferred. If sending a digital proof, please send it to creative@win-river.com. Please mail hard copies to: Win-River Resort & Casino, ATTN: Creative Dept., 2100 Redding Rancheria Road, Redding, CA. 96001. If there are any questions as to the proper usage of the logo, please e-mail creative@win-river.com or contact our department by phone at 1-800-280-8946 and requesting to speak with the Creative Department.

Full-color brandmark

In the full-color brandmark, shown below and left, "Win-River" is produced in Pantone 181; the subhead and eagle graphic are produced in Pantone1405; and the tapered rules are produced in Pantone 1245. These are mandatory colors for the full-color brandmark and not to be altered.

The full-color version of the brandmark is the primary brandmark of the identity system. It is strongly recommended that this version be used in branded applications whenever possible.

NOTE: As one of our most important assets, the brandmark must always appear as shown in these brand identity guidelines. Never attempt to redraw or re-scale the brandmark, separate the components or add other graphic elements. Tag lines are not to be added except through proper development and approval procedures through the Creative Department
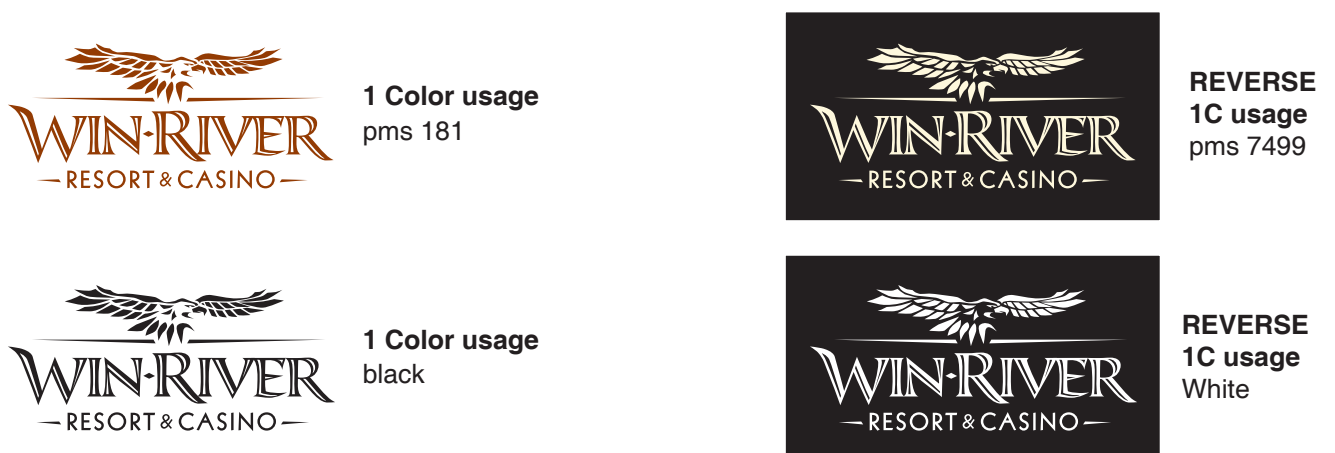
Reverse Brandmark

For application on a black or dense solid background, a reverse brandmark is available. In the reverse brand-mark, "Win-River," the subhead and eagle graphic are all produced in Pantone 1245 and the tapered rules are produced in Pantone 181.

4C or 3C pms
pms 1405
pms 1245
pms 181

**REVERSE
4C or 2C pms**
pms 1245
pms 181

One-color Brandmark

When design consideration prevent the use of the full-color alternatives, include a black version (for use on white or very light backgrounds) and a reverse version (which can be either white or Pantone 7499, for use on solid/near solid backgrounds exceeding 12% tint). Additionally, a one-color version for the casino only may be produced in Pantone 181 on backgrounds not exceeding 12% tint.

Note: A one-color brandmark should not be used in applications where use of the full-color brandmark is possible.

1 Color usage
pms 181

**REVERSE
1C usage**
pms 7499

1 Color usage
black

**REVERSE
1C usage**
White

Clear Space for Brandmark

A "safe area" is required to provide the brandmark with a minimum of clear space on all sides and prevent interference from other graphics, text, folds or edges. Minimum clear space is defined by the width of the "E" in the stylized text "Win-River".

Safe Area →

Size of Brandmark

The size of the brandmark will vary according to the application and will depend on visual effectiveness. As a general rule, on a full-page magazine ad (roughly 8" x 10"), the brandmark should never be smaller than 1.75" in width. In most other applications, the brandmark should be sized to visually match this proportion.

Advertising
Minimum size = 1.75"

Additional Branded Logos

The Win-River Resort & Casino brandmark has secondary branded logos used for amenities, special events, entertainment and gaming that have been developed and approved through the Marketing Creative Team. All brand guidelines apply for placement, sizing, rotation, altering, etc. and are to be used as secondary supporting brandmarks and never in place of Win-River Resort & Casino Brandmark.

Brandmark Format Restrictions

While there are a number of approved ways in which to correctly use the Win-River Casino brandmark, there are also a number of uses that are incorrect because they compromise the integrity of the brandmark's visual identity and associated message.

When using the brandmark,

DO NOT:

Separate or rearrange components of the brand-

Change the proportion or direction of the brand-

Combine the brandmark with any other elements other than those uses identified in this manual without proper development and approval through the Creative Department

Change typefaces or

Box the brandmark with a background color or place the brandmark against a low contrast or distracting background

Rotate brand-

Use logo as a water-