

BRAND GUIDE

SEPTEMBER 2023



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The purpose of this brand guide is to provide a clear understanding of the Sevenwinds Casino and Grindstone Creek Casino identities. Adherence to these guidelines in all communication pieces—internal or external—is essential to building and maintaining the integrity of the Sevenwinds Family of brands.

BRAND STRATEGY

PERSONAS

As a guest-centric organization, all of our strategic business and communications decisions must be filtered through the perspective lens of our guests. Personas are data-driven profiles of our most valuable, revenue-generating target audiences. They help guide the strategic and creative development of exceptional guest-centric experiences at every Sevenwinds touchpoint.



"I like to think of myself as an adventurous, fun loving guy. But when I play at the casino, I play to win."

"I enjoy the camaraderie of the table and love being treated like a 'winner.'"

"Aaron" Male VIP

A55-64	HHI \$100k+	Married, 2 kids
College educated	Eden Prairie, Mn (175+ mi.)	Vacation home owner
Craps	Blackjack	High limit slots

Plays for the thrill of competition – not the money.

Desires to feel like a "winner", expects to be treated like one.



Prefers table games for the team-like atmosphere.

Enjoys sense of brotherhood amongst casino buddies.



ONLINE / MOBILE HABITS ESPN Fantasy Baseball ESPN Fantasy Football ESPN Fantasy Hockey ESPN Fantasy Soccer ESPN Fantasy Tennis	SELF-CONCEPTS Frank, straightforward Funny, witty, humorous Adventurous, daring	TV PREFERENCES ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football	GENERAL ATTITUDES I am an optimist. I like to enjoy life and not worry about the future. On the whole, people get what they deserve.
LEISURE + ENTERTAINMENT Woodstock and Kansas releasing Sports Illustrated, NFL, CFL, NHL Wrestling Comedy Club / Live Theater	RADIO PREFERENCES Classic Rock Country Old School (Rock)	SOCIAL INTERACTION ATTITUDES Making new friends comes easy to me but afraid to appear uncomfortable. Have friends from every walk of life.	TOP WEBSITES ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football
PRINT PUBLICATIONS Sports Illustrated Sports Illustrated Sports Illustrated Sports Illustrated	FOOD ATTITUDES Drinks alcohol often. Often snacks between meals. Prefers food cooked with lots of spices.	OUT OF HOME MEDIA Video / DVD / Blu-ray Video / DVD / Blu-ray Video / DVD / Blu-ray Video / DVD / Blu-ray	FOOD, BEV, DINING Domestic beer / light. Bourbon / whisky Diet cola Family sit down restaurants



"I like to see myself as someone who plays by the rules and always puts others first, but I go to casinos to break out of my routine."

"I enjoy getting my girlfriends to join me on a weekend escape of pure, mindless fun at the casino."

"Dawn" Female VIP

A60-69	HHI \$60k-\$75k	Divorced, no kids
HS educated	Eau Claire, WI (100+ mi.)	Vacation home owner
Slots	Bingo	Video Poker

Seeks mindless entertainment and unexpected thrills.

Desires a variety of options until she finds "her" game.



Prefers slots for their social entertainment value or "little wins" over the "big one."

Enjoys keeping up with the latest happenings on the "casino circuit."



ONLINE / MOBILE HABITS ESPN Fantasy Baseball ESPN Fantasy Football ESPN Fantasy Hockey ESPN Fantasy Soccer ESPN Fantasy Tennis	SELF-CONCEPTS Good hearted, sincere Amicable, benevolent Sociable, friendly, cheerful	TV PREFERENCES ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football	GENERAL ATTITUDES Home decor is of particular interest to me. My faith is really important to me. More likely to buy products that donate to charities.
LEISURE + ENTERTAINMENT Woodstock and Kansas releasing Sports Illustrated, NFL, CFL, NHL Wrestling Comedy Club / Live Theater	RADIO PREFERENCES Classic Rock Country Old School (Rock)	SOCIAL INTERACTION ATTITUDES Making new friends comes easy to me but afraid to appear uncomfortable. Have friends from every walk of life.	TOP WEBSITES ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football ESPN Fantasy Football
PRINT PUBLICATIONS Sports Illustrated Sports Illustrated Sports Illustrated Sports Illustrated	FOOD ATTITUDES Likes the trend towards healthier fast food. Simple, easy to prepare foods are my favorite. Prefers taste of food without a lot of spices.	OUT OF HOME MEDIA Video / DVD / Blu-ray Video / DVD / Blu-ray Video / DVD / Blu-ray Video / DVD / Blu-ray	FOOD, BEV, DINING Diet cola Calorie controlled snacks Wine Family sit down restaurants

ACTION STATEMENT

The ACTION STATEMENT isolates the specific consumer action we want our brand experience to cause within our target audiences. This anchors the brand strategy framework on driving business results.

“ Enter a new realm of guest experience at Sevenwinds and Grindstone Creek gaming properties.

Leave with a greater sense of adventure and desire to come back for more. ”

BRAND TRUTH

The BRAND TRUTH is an empathetic expression representing our target audience's state-of-mind (rational) and heart (emotional) at the intersections in life where they are most available to the brand. This is the core insight through which we filter all brand development and messaging.

“ I would love a place that can deliver more adventure and next level experiences to me and my crew. ”

FUTURE BRAND DIMENSION

The BRAND DIMENSION PRINT is a strategic framework which captures the features, functions, emotional + rational benefits, personality, traits and behaviors that define the brand from the consumer/customer perspective where they will be most responsive tomorrow. This guides our focus in the development of the core principles (BRAND TENETS) that represent the brand's essence.

RATIONAL ←

→ EMOTIONAL

FUNCTIONAL BENEFITS

Describes what the product/service does.

Treats me like a "VIP" no matter what level I play, win or lose

Expands my gaming and entertainment horizons with innovative, "next-level" gaming experience

Provides an exceptional entertainment + hospitality venue to bring large groups for social or professional events

Enhances my understandings and connection to LCO tribal culture + heritage + values

Fuels my play with all my favorite games + variety of options that suit all player types

Creates a *Cheers*-like-home-away-from-home I can count on for a great time and that I am proud to share with others

Delivers a clean, comfortable, convenient environment to play, eat, drink and enjoy with no regrets

Area's Social Hub, Hospitality + Event Center (Restaurant, Snack Bar, Lounge, Lodge, Conference/Event Center)

Variety of Familiar Favorites and New Realm Gaming Options (Slots, Bingo, Craps, Roulette, Blackjack, Poker, TBD)

Best-in-Class Guest-Centric Services (VIP Hosts, Friendly Staff, Ambassador Program, Party Club)

BRAND TRAITS

Facts and associations with the brand.

Northwoods/Vacationland Location

"New/Refreshed Brand Identity" (New logo, name, colors)

Authentic LCO Tribal Heritage ("Pride of the Ojibwe," Anishinabeg, Teachings of the 7 Grandfathers)

LCO Properties (Casino, Grindstone Creek, "C-Store Express," RV Park, The Landing)

The best value for entertainment, food and drink in the Hayward area

Innovative brand leader for a new realm of gaming, marketing and experience design

Describes the product/service.

FEATURES

BRAND BEHAVIORS

How the brand adds value and energy to users/world.

Provides a financial lifeline to LCO tribal community services

BRAND TENETS

The core values which make the brand distinct.

OGICHIDAA LEVEL UP MIXER

Develops the next generation of gaming through education and investments in innovation
Promotes business community prosperity through partnerships and event sponsorships
Advances non-native cultural understanding through tribal education resources + programs.

Appreciated, valued and always well taken care of (like a friend or neighbor)

Tone of Voice:

Warm and Welcoming

Driven to Be Legendary

Proud yet Humble

BRAND PERSONALITY

How the brand communicates.

Look and Feel:

Next Level inspired by Authentic Roots

Vibrant and Refreshing

Clean and Uncluttered

USER/PERSONAL BENEFITS

How the brand makes users feel.

Like I'm a winner every time (no regrets)

Fun and adventurous (like a Grown-Up Kid)

Excited, delighted and thrilled

More connected and a part of the community

Empowered to make a difference

Savvy and in-the-know

Bold and adventurous

Social and outgoing

Real and authentic

Smart, savvy and in-the-know

A fun, thrill seeker

Active and involved in the community/area

How the brand makes users look.

SOCIAL BENEFITS

BRAND TENETS

The BRAND TENETS are the distillation of the most valuable attributes and behaviors of the brand in well-defined guiding principles. These TENETS are the building blocks that guide every strategic brand experience.

OGICHIDAA

We are driven to advance our legacy as the “Pride of the Ojibwe.”

“Ogichidaa” embodies what it means to be part of the Sevenwinds Casino organization; it is the spirit of who we are, what we stand for and how we show up in the world in order to advance our legacy as the “Pride of the Ojibwe.” It means we harness the wisdom of our past not as a tired cultural caricature, but as real, authentic character. The way of the Anishinabeg, the “original people,” is timeless, honored and shared by all, regardless of ethnic origin. We are warm and welcoming, proud yet humble and driven to be legendary.

As proud ambassadors of LCO tribal culture, we look to the “Teachings of the Seven Grandfathers” to instruct our conduct and guide our decisions with Seventh Generation-minded values so that as the area’s flagship employer and financial lifeline to LCO tribal services, we continue to promote prosperity throughout our communities. For every day we awake as “Ogichidaa” and we are empowered to make a difference.

LEVEL UP

We always exceed player expectations by never settling for the status quo gaming experience.

“Level Up” signifies Sevenwinds Casino’s best-in-class guest-centric staff and services that empower its engine as an innovative brand leader for a new realm of gaming, marketing and experience design. Whether fueling guests’ play with their familiar favorites, expanding their gaming and entertainment horizons with the latest gaming technologies, or catering to their personal tastes with unique hospitality packages that bring out the very best local flavors to savor, Sevenwinds Casino never lets itself or any guest settle for a status quo experience.

Though the fact may be that “gambling is a gamble” and every casino offers slots, table games, entertainment, drink and dining options, the truth is Sevenwinds Casino delivers unrivaled experiences and adventures to guests through flawless execution of every detail across the Sevenwinds Casino properties. We treat every guest like a VIP so that they leave feeling like a “winner,” every time, with no regrets.

MIXER

We are the Northwoods’ premier playground for “Grown-Up Kids.”

“Mixer” symbolizes Sevenwinds Casino’s role as the gaming and social entertainment hub in the Northwoods Vacationland. The place where adults 18+ from all walks of life can come together and let the “grown up kid” living inside them out to play. No matter if they are local residents, seasonal cabin dwellers or just happen to be passing through, only here will they discover their ideal mix of a wide-variety of exceptional entertainment options and resort-like comforts and amenities designed to excite, delight and thrill them; always delivered with best-in-class guest-centric services that leave them feeling appreciated, valued and well taken care of like a friend or neighbor. While other casinos try to simulate Vegas-style glitz and scale, Sevenwinds and Grindstone Creek Casinos embrace their small town, “of-the-beaten-path” culture to create a “Cheers-like-home-away-from-home” atmosphere guests can count on for a great time and be proud to share with others in their life.

From seasoned gaming enthusiasts on the casino circuit to life changing jackpot chasers to novice players seeking to refresh their routine to groups looking for the perfect place to elevate their norm, the path to a new realm of experience and adventure always leads to Sevenwinds and Grindstone Creek Casinos.



IN A WORLD OF PLASTIC TREES, WE'RE AN OLD-GROWTH WHITE PINE.

You can go to any me-too casino to experience a veneer of glitz and noise. Or you can choose something real, something substantial, a lasting adventure instead of a momentary diversion.

The second you walk through our doors, you know you've already won. This is the ultimate playground for grown-up kids, with a dizzying array of entertainment options, resort-like amenities, and frequent jolts to your adrenal glands.

We deliver this experience while staying true to our culture to deliver an authentic, personal experience that can be shared by all. Whether you're a local, a seasonal cabin dweller, or someone just passing through, you're not just a visitor here. You're one of us.

In fact, the only thing not warmly welcomed at our doors is the status quo. Sevenwinds and Grindstone Creek are where old-world charm meets new-world gaming technology, where small-town values meet big-time amenities, and where nickel-slot players are treated like high-rollers.

It's an experience that feels authentic because it is. This is who we are. Every inch of this place is infused with the Pride of the Ojibwe. By staying true to our Seventh-Generation values, we continue to promote prosperity throughout our communities.

In a forest of more of the same, we tower above with real adventure.

GRAPHIC STANDARDS

LOGO + USAGE

The Sevenwinds Casino Logo is the most prominent feature of the brand. Dynamic and modern design elements exude energy, honor the spirit and pride of the Ojibwe and capture the excitement of gaming.

The final logo artwork package provided with this Style Guide includes all approved versions of the logo.

To ensure brand consistency and maximum effectiveness of the Sevenwinds Casino Logo, please refer to the logo options and guidelines on the following pages.

PRIMARY LOGO

The Sevenwinds Casino Primary Logo consists of the Eagle Emblem and the Sevenwinds Casino Logotype.

The Primary Logo should appear on all consumer-facing advertising and support material, including print and digital advertising, out-of-home, e-newsletters, direct mail and other collateral.

The four approved versions of the Primary Logo shown here are included in the final logo art package in a variety of color and file formats to encompass all uses and vendors.

Always use the final logo art provided, including the Registered Trademark (®).

Do not alter the logo art in any way (see page 18 for examples).



Color Logo



Color Logo Reversed



Black + White Logo



Black + White Logo Reversed

EAGLE EMBLEM

The Eagle Emblem may be used without the Sevenwinds Casino logotype as a pattern or graphic, or in social media applications where the Sevenwinds Casino brand name will be displayed next to the profile picture. The eagle should always be flying to the right. Never change the colors, rotate or transform the emblem.

The four approved versions of the Eagle Emblem shown here are included in the final logo art package in a variety of color and file formats to encompass all uses and vendors.

Always use the final logo art provided, including the Registered Trademark (®). Do not alter the logo art in any way (see page 18 for examples).



Color Emblem



Color Emblem Reversed



Black + White Emblem



Black + White Emblem Reversed

SEVENWINDS CASINO LOGOTYPE

When called for, the Sevenwinds Casino Logotype may be used without the Eagle Emblem. Do not deconstruct, rotate or transform the Logotype.

The two approved versions of the Logotype shown here are included in the final logo art package in a variety of color and file formats to encompass all uses and vendors.

Always use the final logo art provided, including the Registered Trademark (®). Do not alter the logo art in any way (see page 18 for examples).



Black Logotype



Reversed Logotype

SOLID-COLOR APPLICATIONS

Some applications of the Eagle Emblem element of the Logo may require solid colors as opposed to a gradient (i.e., embroidery, screen printing, etc.).

The approved Solid color versions of the Primary Logo and Eagle Emblem shown here are included in the final logo art package in a variety of color and file formats to encompass all uses and vendors.

Always use the final logo art provided, including the Registered Trademark (®). Do not alter the logo art in any way (see page 18 for examples).



Solid Color Logo



Solid Color Logo Reversed



Solid Color Emblem



Solid Color Emblem Reversed

ALTERNATE LOGOS

An alternative iteration of the Sevenwinds logo may be employed in specific circumstances. These instances are delineated as follows:

Sevenwinds Cares Logo: This particular emblem is reserved for our Sevenwinds Cares philanthropic initiatives. It comprises an awareness ribbon that seamlessly integrates the text "SEVENWINDS CARES" within its contours in the color of the prevailing cause's designated color scheme.

Blackout Logo: The Blackout Logo represents a refined and monochromatic rendition of our eagle emblem, signifying a more mature and evolved expression of our brand identity. In this iteration, color elements are deliberately omitted from the Eagle Emblem, resulting in a striking silhouette. It is intended for applications where subtlety is paramount, functioning as a subdued shadow or watermark rather than a prominent focal point.

Email Logo: The Email Logo is a horizontal configuration featuring the primary Sevenwinds Logo, with the eagle emblem positioned on the right side and vertically centered in alignment with the black Sevenwinds logotype. This specific adaptation is exclusively designated for inclusion within the signatures of official Sevenwinds email correspondence.



Sevenwinds Cares Logos



Blackout Logo



Email Logo

UNACCEPTABLE LOGO APPLICATIONS

Improper use of the Sevenwinds Casino logo dilutes and lessens its value as an instantly recognized brand.

Always use the approved logo art provided in the final logo package.

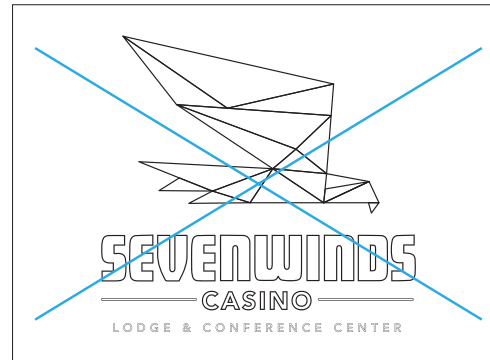
The “DO NOT” examples shown here apply to the Primary Logo, the Eagle Emblem and the Sevenwinds Casino Logotype.



Do not recreate the logotype with fonts.



Do not rotate the logo.



Do not outline the logo.



Do not change the logo color.



Do not add effects
(drop shadow, bevel, emboss, etc.).



Do not stretch, compress or skew the logo.

GRINDSTONE PRIMARY LOGO

The Grindstone Creek Casino Primary Logo consists of the Red-Winged Blackbird emblem and the Grindstone Creek Casino Logotype.

The Primary Logo should appear on all consumer-facing advertising and support material, including print and digital advertising, out-of-home, e-newsletters, direct mail and other collateral.

The four approved versions of the Primary Logo shown here are included in the final logo art package in a variety of color and file formats to encompass all uses and vendors.

Always use the final logo art provided, including the Registered Trademark (®).

Do not alter the logo art in any way (see page 22 for examples).



Color Logo



Color Logo Reversed



Black + White Logo



Black + White Logo Reversed

RED-WINGED BLACKBIRD EMBLEM

The Red-Winged Blackbird emblem may be used without the Grindstone Creek Casino logotype as a pattern or graphic, or in social media applications where the Grindstone Creek Casino brand name will be displayed next to the profile picture. The bird should always be facing to the right. Never change the colors, rotate or transform the emblem.

The four approved versions of the Blackbird Emblem shown here are included in the final logo art package in a variety of color and file formats to encompass all uses and vendors.

Always use the final logo art provided.

Do not alter the logo art in any way (see page 22 for examples).



Color Emblem



Color Emblem Reversed



Black + White Emblem



Black + White Emblem Reversed

GRINDSTONE CREEK CASINO LOGOTYPE

When called for, the Grindstone Creek Casino Logotype may be used without the red-winged blackbird emblem. Do not deconstruct, rotate or transform the Logotype.

The two approved versions of the Logotype shown here are included in the final logo art package in a variety of color and file formats to encompass all uses and vendors.

The image shows the Grindstone Creek Casino logotype in black. The words "GRINDSTONE CREEK" are in a bold, sans-serif font. Below them, the word "CASINO" is in a smaller, bold, sans-serif font, centered between two horizontal lines that extend to the left and right.

Black Logotype

The image shows the Grindstone Creek Casino logotype in white. The words "GRINDSTONE CREEK" are in a bold, sans-serif font. Below them, the word "CASINO" is in a smaller, bold, sans-serif font, centered between two horizontal lines that extend to the left and right.

Reversed Logotype

UNACCEPTABLE LOGO APPLICATIONS

Improper use of the Grindstone Creek Casino logo dilutes and lessens its value as an instantly recognized brand.

Always use the approved logo art provided in the final logo package.

The “DO NOT” examples shown here apply to the Primary Logo, the Red-winged Blackbird Emblem or the Grindstone Creek Casino Logotype.



Do not recreate the logotype with fonts.



Do not rotate the logo.



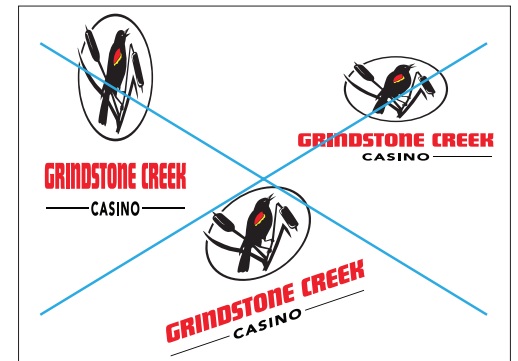
Do not outline the logo.



Do not change the logo color.



Do not add effects
(drop shadow, bevel, emboss, etc.).



Do not stretch, compress or skew the logo.

COLOR PALETTE

The Sevenwinds and Grindstone Creek color palette includes four primary colors and the four secondary colors used to create the dimensional gradients in the Eagle Emblem.

The official brand colors for both properties are Sevenwinds Red, Sevenwinds Yellow, White and Black.

The gradient color palette includes the four primary brand colors as well as Gradient Red, Gradient Yellow, Gradient Gray and Gradient Black.

The Pantone® Matching System (PMS) colors and their equivalent CMYK and RGB process colors and web colors have been included to accomodate all vendors. Always communicate these correct colors to vendors.

Please refer to the color formulas and usage guidelines on the following pages.

PRIMARY BRAND COLORS

The Sevenwinds Casino and Grindstone Creek Casino official brand colors and formulas are shown below. Please include this information when working with outside vendors.

SEVENWINDS RED

PANTONE (PMS)
485 C

PRINT
CMYK: 0/95/100/0

DIGITAL DISPLAY
RGB: 237/28/41

WEB
#ED1C29

SEVENWINDS YELLOW

PANTONE (PMS)
108 C

PRINT
CMYK: 0/5/98/0

DIGITAL DISPLAY
RGB: 249/237/50

WEB
#F9ED32

WHITE

PRINT
CMYK: 0/95/100/0

DIGITAL DISPLAY
RGB: 255/255/255

WEB
#FFFFFF

BLACK

PANTONE (PMS)
PROCESS BLACK C

PRINT
CMYK: 0/0/0/100

DIGITAL DISPLAY
RGB: 0/0/0

WEB
#000000

GRADIENT COLORS

The Sevenwinds Casino and Grindstone Creek Casino Gradient colors and formulas are shown below. The Gradient color palette should be used to create the gradients only.

Do not use these secondary colors as single, solid colors in advertising, collateral or communication materials.

GRADIENT RED

PANTONE (PMS)
201 C

PRINT
CMYK: 0/83/68/38

DIGITAL DISPLAY
RGB: 187/45/60

WEB
#BB2D3C

SEVENWINDS YELLOW

GRADIENT YELLOW

PANTONE (PMS)
143 C

PRINT
CMYK: 0/35/84/0

DIGITAL DISPLAY
RGB: 251/176/64

WEB
#FBB040

WHITE

GRADIENT GRAY

PANTONE (PMS)
COOL GRAY 3 C

PRINT
CMYK: 12/8/9/23

DIGITAL DISPLAY
RGB: 194/196/198

WEB
#C2C4C6

BLACK

GRADIENT BLACK

PANTONE (PMS)
COOL GRAY 11 C

PRINT
CMYK: 44/34/22/77

DIGITAL DISPLAY
RGB: 237/28/41

WEB
#ED1C29

TYPOGRAPHY

The chosen typefaces are Futura ND Display and Proxima Nova.

These typefaces should be used across all printed and digital communication materials.

HEADLINE

Futura ND Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&!?(.,;:)

SUBHEAD

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&!?(.,;:)

BODY COPY + DESCRIPTIONS

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&!?(.,;:)

LIMITED USE CALL OUTS

footer, legal, contact info

Proxima Nova Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&!?(.,;:)