

BRAND GUIDE





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.



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

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.

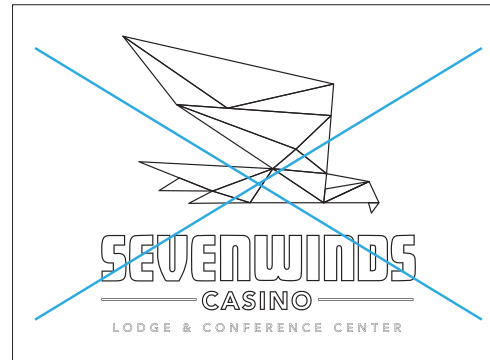
The “DO NOT” examples shown here apply to the Primary Logo, the Eagle Emblem and the Sevenwinds Casino Logotype.



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 also in a bold, sans-serif font, flanked by two horizontal lines of equal length on either side.

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 also in a bold, sans-serif font, flanked by two horizontal lines of equal length on either side.

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.



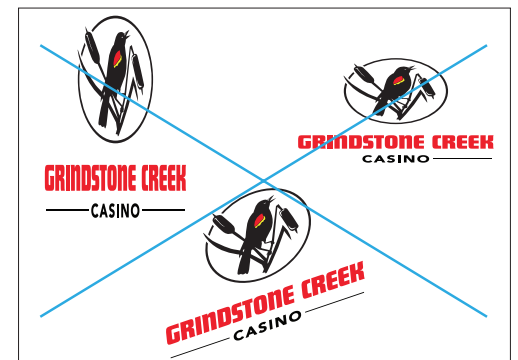
Do not outline the logo.



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.

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

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: 0/0/0/0

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@#\$\$%&!?(.,:)