

2014  
Brand Standards



## Position | I Came. I Saw. I . . .

Coeur d'Alene Casino & Resort is a warm, welcoming, uplifting escape from the everyday, a place where people from all walks of life can come and live life to the fullest. With an assortment of world-class gaming and amenities, not to mention a luxurious spa and golf course, every aspect of the destination is designed to help every guest make the most of every experience.

All of our marketing and communication have been designed to strengthen perceptions around what makes the Coeur d'Alene brand unique. In fact, the brand is defined as much by what it is – fun, friendly, a good time – as by what it is not – uptight, snobby and urban.

Our advertising is intended to build awareness of Coeur d'Alene Casino & Resort and its many offerings, as well as support the business objectives of the organization. It is intended to establish a clear impression in customers' minds, one that supports the brand position with consistency and uniformity.

Please take the time to learn the brand guidelines contained within this booklet. These guidelines have been compiled to provide a comprehensive summary of all branding requirements for simple, straightforward reference.

Thank you for your support and efforts to promote Coeur d'Alene Casino & Resort.

# Typography

## Branding primary typefaces

Headline Aa Bb Cc Dd Ee Ff 1234567890 @\$?";:;%&  
Plantagenet Cherokee regular

Headline-part 2 Aa Bb Cc Dd Ee Ff 1234567890 @\$?";:;%&  
Daniel Black

Body copy Aa Bb Cc Dd Ee Ff 1234567890 @\$?";:;%&  
Else NPL medium

Typefaces for Offers Aa Bb Cc Dd Ee Ff 1234567890 @\$?";:;%&  
Else NPL semibold

## Branding Graphic Elements

The Branding Graphic Elements should be referred to as inspirational and informative examples of how to optimize the impact and effect of Coeur d'Alene Casino Resort advertising. All developed advertising material helps to build an appealing brand image and an emotional connection between our target audience and the brand.

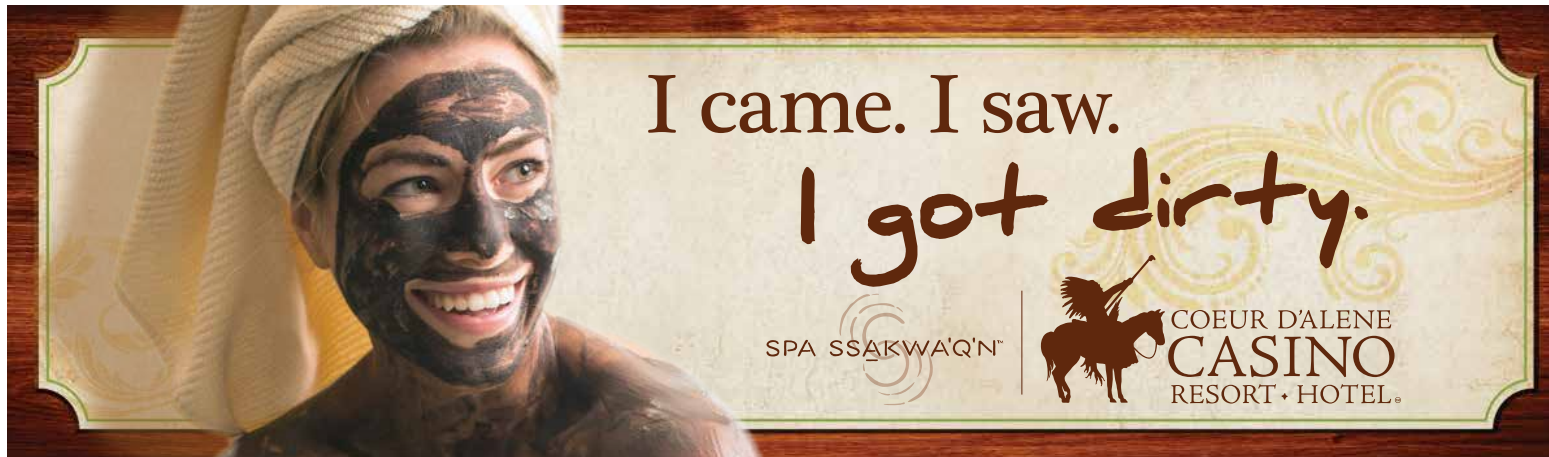
Think of the specially developed graphic elements as a reference rather than an exhaustive guide to design. Your choice of element usage will require a design judgment appropriate for each communication.

Model shots are clipped images with shadow. Color of shadow is: Brown: 39/60/100/31 set to multiply at 50%.

The campaign look includes a wood texture bkgd, scalloped-inset rounded border inner shape, rustic textured background and model photography.

For outdoor boards, the inner-border's color is based on advertising type: Spa, Gaming, Dining, etc. (see list on next page). For ads, the inner border color is brown.

Graphic element on right side appears behind headline. Color: Brown: 63/69/18/2 set to color burn at 24%.




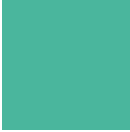






# Branding Colors

Color is key to supporting the tone and personality of the brand, and as such should be limited to the approved Coeur d'Alene Casino Resort color palette.

Through consistency of color usage, we will distinguish ourselves in the marketplace and create a lasting impression with our audience.

Use these colors in all of your visual communications related to the following subject matter to strengthen awareness and create a rich, sophisticated look and feel:

- Branding-related external communications
- Out-of-market messages
- Local event messages
- In-house branding

Type color: 10/70/80/70		Golf: orange: 0/58/83/0	
Spa: green: 50/10/100/10		Golf: blue: 61/11/25/0	
Fist Pump: green: 65/0/45/5		Color for floral graphic: 30/72/100/24 set to color burn at 24%	
Victory Dance: Red: 0/99/65/6		Shadow color for models: 39/60/100/31 Multiply, 50%	
Dining: Blue: 80/24/24/0		Color of inner border: 39/72/92/46	
Life by the Fork: Red: 20/100/82/11		Divider graphic: 25/40/65/0	
Shot my Age: purple: 68/67/0/0			

# Branding Print

Whenever a branding message is deemed appropriate for any communication, use this as a basic guideline. Size, content and photographic limitations may require the alteration of elements.

Your choice of element usage will require a design judgment appropriate for each communication.

Above all, create communications that support the brand image and create an appealing and clear message for our audience.

**Background treatment:** wood texture bkgd, scalloped inner border with bevel and emboss style(see .psd file for specs). Inner area is rustic texture. Inner border is brown.

**Headline:** Plantagenet Cherokee, 2 points smaller with Daniel black for font for second part. Relationship is visual and will need to be adjusted depending on size of ad. Brown: 10/70/80/70

**Floral graphic** is brown (30/72/100/24) set to color burn at 24%

**Body copy** is Else NPL medium in brown: 10/70/80/70.

**Photo** is clipped out with drop shadow in brown(39/60/100/31) set to multiply at 50%.

**Special offer "badge".** Color of inner border and rule is tied to type of ad. Here the golf color is orange(0/58/83/0). All type in badge is Else NPL semibold in brown(10/70/80/70). This is also the location of affiliated property logo. Bkgd. is rustic texture(see InDesign file for drop shadow effect specs.).

**Disclaimer** is 6pt. Else NPL semibold in either white or black-pick what works best over photo.

**Logo group** is brown(10/70/80/70). Tag font is Daniel black. Maintain size relationships of elements shown here and area around logo.



**Inner border** is brown(39/72/92/46). Note: on outdoor boards, inner border is accent color coordinated with ad type, ie., orange for golf, green for spa, etc.

## Branding Retail Print + web

Whenever a branding message is deemed appropriate for any communication, use this as a basic guideline. Size, content and photographic limitations may require the alteration of elements.

Your choice of element usage will require a design judgment appropriate for each communication. Above all, create communications that support the brand image and create an appealing and clear message for our audience.

**Background treatment:** wood texture bkgd, scalloped inner border with bevel and emboss style(see .psd file for specs). Inner area is rustic texture. Inner border follows accent color for ad type.

Format follows branding ads.

**Divider graphic:** light brown: 25/40/65/0

**Promotio Offer type:** Else NPL

**Disclaimer:** Else NPL in white or black.

**Spring into Summer**

**Spa and hotel package**

**Starting at \$99.99\***

**One-hour spa service  
One night stay**

\*Package available Sun-Thurs. Mountain Lodge: \$99.99, Spa Tower: \$129.99. Fri-Sat.: Mountain Lodge: \$119.99, Spa Tower: \$149.99. Subject to availability. Offer valid May 1st-31st, 2014. Additional night: \$75/night. Stay incurs 7% Tribal tax. Make your reservation today call 1-800-523-2464.

## Brand Logo

The brand logo formats have been designed to ensure that clear legibility and balance of the logotype and logo icon are maintained at all sizes. The logo must always be reproduced from approved reflective or electronic reproduction artwork. Logo is either brown: 10/70/80/70 or white.

### TAGLINE

The tagline is a tangible representation of the brand position. It should be used in all brand-related design as long as space allows. The tagline does not need to be included when using the outdoor version of the brand logo, as space and readability are considerations.

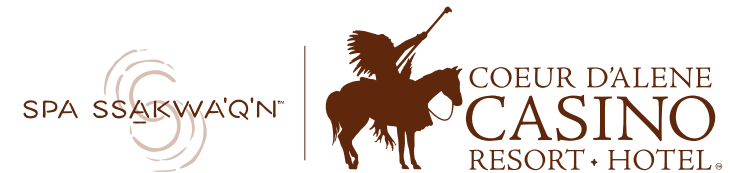
### CLEAR SPACE

A reasonable amount of of open space should be maintained around the logo at all times. This space is defined by the size of X. Please note, this area is only a minimum distance, and a more generous use of clear space surrounding the signature is always preferred.

General version:  
Maintain size relationships shown here.



Outdoor version with affiliated property logo.  
Maintain approximate size relationship between logos. Include vertical rule between.



Margins: Min.=X height  
X height = height of "Casino".







2014 Brand Standards | Prepared by the Bauserman Group

