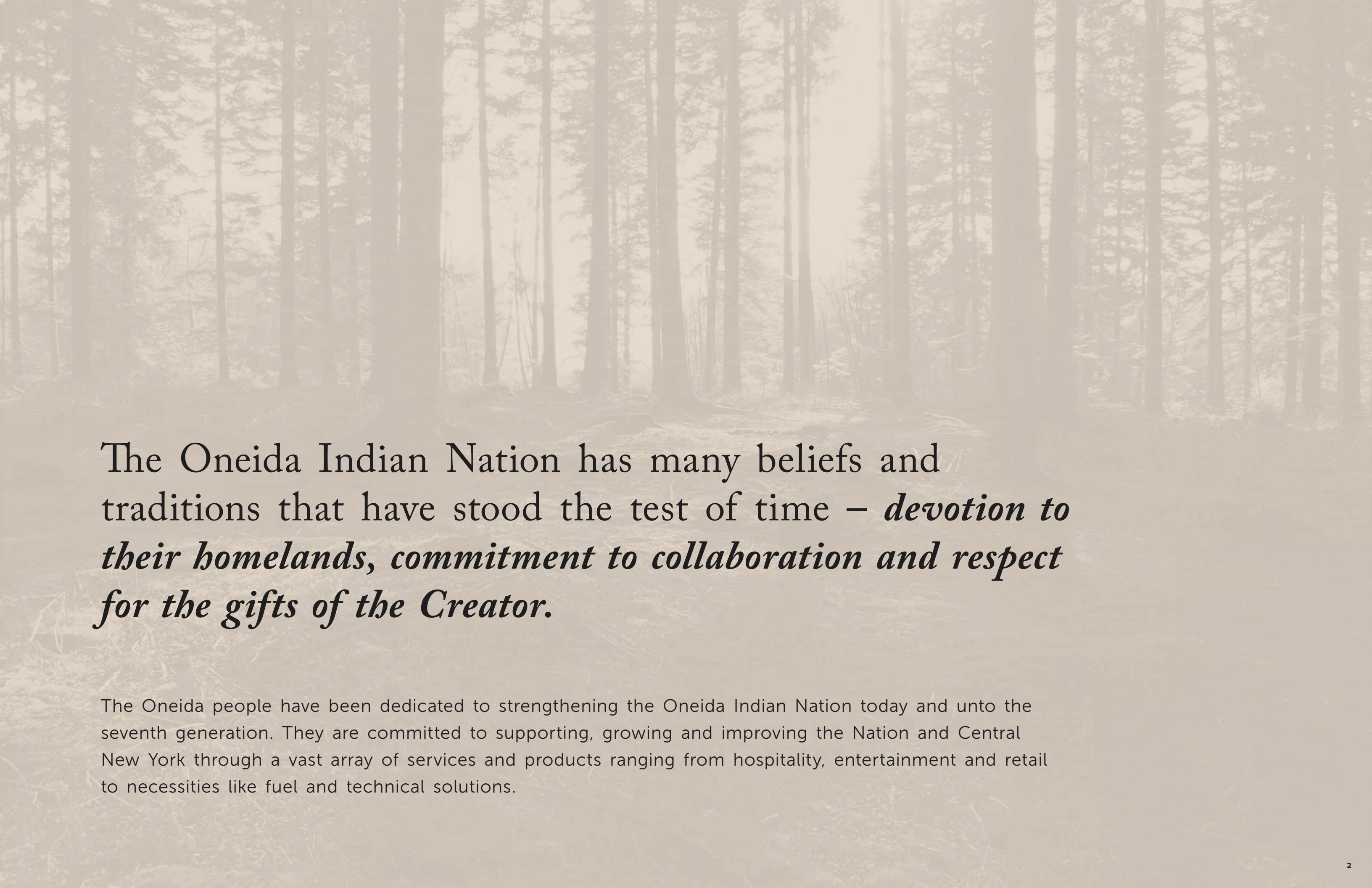


B E C O M I N G



ONE



The Oneida Indian Nation has many beliefs and traditions that have stood the test of time – *devotion to their homelands, commitment to collaboration and respect for the gifts of the Creator.*

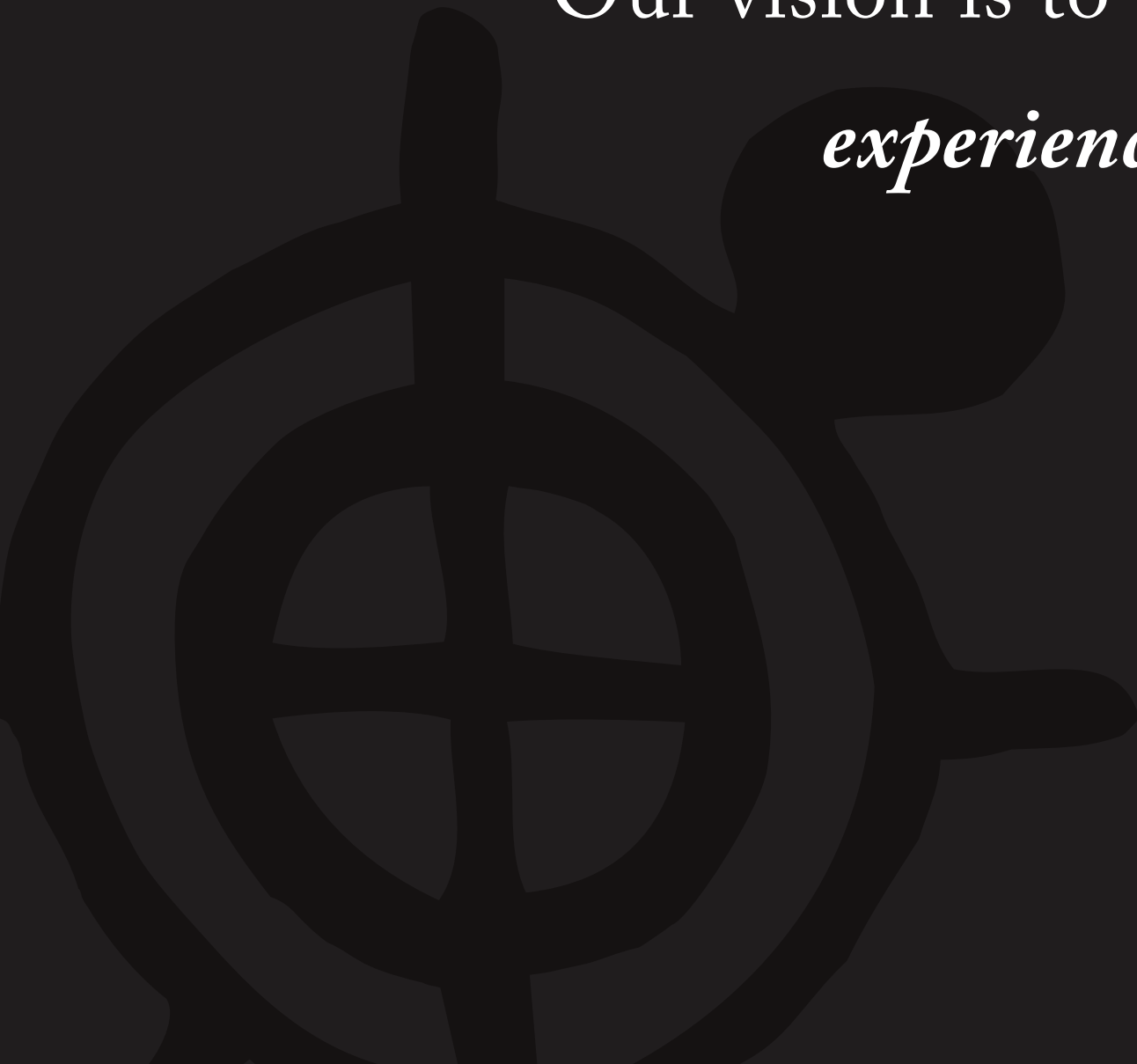
The Oneida people have been dedicated to strengthening the Oneida Indian Nation today and unto the seventh generation. They are committed to supporting, growing and improving the Nation and Central New York through a vast array of services and products ranging from hospitality, entertainment and retail to necessities like fuel and technical solutions.

Oneida Nation Enterprises
was born as a means to fulfill
the greater purpose of
strengthening the Nation.



OUR VISION

Our vision is to be the first choice for exceptional
experiences, amenities and services.



First with Our Guests, Customers and Partners

We have a passion for what we do and we anticipate the needs of those we serve. We endeavor to always deliver excellence.

First with Our Team

We are united as a team. We are accountable to each other, always respectful, supportive and innovative. We foster a culture of learning, development and advancement. We continually strive for perfection.

First with the Oneida Indian Nation

We proudly support the Oneida people and our community; we serve as professionals acting with honor and integrity.

Oneida Nation Enterprises is a diverse organization comprised of hospitality, gaming, recreation, retail and service brands. We're a trusted name that signals quality, consistency, superior service and exceptional experiences. Everything we do is in the interest of enriching the lives of guests, investing in and growing the economy, and securing prosperity for the Oneida Indian Nation today and unto the seventh generation.

A Family of Brands

Our parent brand leverages ONE corporate identity and voice.

Multiple consumer brands have individual identities and positioning strategies that appeal to different audience segments.

When space permits, consumer brand communications display an official Oneida Nation Enterprises tag to connect it to the values and reputation of the ONE parent brand.

PARENT BRAND



CONSUMER BRAND CATEGORIES

GAMING/
HOSPITALITY/
ENTERTAINMENT

DINING

RECREATION

RETAIL

TECHNICAL
SOLUTIONS

ECONOMIC
DEVELOPMENT



GOVERNMENT

- NATION POLICE
- NATION COURT
- NATION DEPARTMENT OF TAXATION
- NATION GAMING COMMISSION

MEMBER SERVICES

- NATION HEALTH DEPARTMENT
- NATION EMERGENCY MANAGEMENT SERVICES
- LANGUAGE & CULTURAL PRESERVATION
- HOUSING
- EDUCATION

GAMING/HOSPITALITY/ENTERTAINMENT

- | | |
|--|--------------------------------|
| TURNING STONE RESORT CASINO | THE HOTEL |
| YBR CASINO & SPORTS BOOK | SANDSTONE HOLLOW INN |
| POINT PLACE CASINO | THE INN |
| THE LAKE HOUSE AT SYLVAN BEACH | THE VILLAGES RV PARK |
| THE LOUNGE WITH CAESARS SPORTS | SKANA THE SPA AT TURNING STONE |
| ONEIDA INDIAN NATION HIGH STAKES BINGO | AHSI DAY SPA & SALON |
| POKER ROOM AT TURNING STONE | SHOWROOM |
| PLAY ON | EVENT CENTER |
| THE LODGE | TURQUOISE TIGER |
| THE TOWER | TIN ROOSTER DANCEHALL & BBQ |
| | THE GIG |
| | LAVA NIGHTCLUB |

DINING

- | | |
|-----------------------------|-------------------------------|
| WILDFLOWERS | MOTIF BAR & LOUNGE |
| TS STEAKHOUSE | PADDLE BAR |
| PINO BIANCO | FIRESIDE LOUNGE |
| UPSTATE TAVERN | HEART & COURAGE SALOON |
| EMERALD RESTAURANT | THE FOODHALL AT TURNING STONE |
| TIN ROOSTER DANCEHALL & BBQ | OPALS |
| SEASON'S HARVEST BUFFET | THE GRILLE AT SHENENDOAH |
| PEACH BLOSSOM | WICKED GOOD PIZZA & PLATES |
| ATRIUM BAR | THE BURGERS OF MADISON COUNTY |
| BAR BLU | |

RECREATION

- | | |
|------------------------------|---------------------------------|
| ATUNYOTE GOLF COURSE | ONEIDA INDIAN NATION OUTFITTERS |
| SHENENDOAH GOLF COURSE | • THE PRESERVE |
| KALUHYAT GOLF COURSE | • SALMON ACRES |
| GOLF DOME | • WARRIOR ARCHERY |
| PLEASANT KNOLLS GOLF COURSE | THE MARINAS |
| SANDSTONE HOLLOW GOLF COURSE | • MARION MANOR |
| THE LANES | • SNUG HARBOUR |
| TOPGOLF SWING SUITES | • MARINER'S LANDING |

RETAIL

- MAPLE LEAF MARKET
- SAVON
- TURNING STONE GRAB & GO
- TURNING STONE CAR CARE
- GOLF SUPERSTORE
- ONEIDA SKY

TECHNICAL SOLUTIONS

- ONEIDA TECHNICAL SOLUTIONS
- ONEIDA NETWORK INFRASTRUCTURE
- CROOP LEFRANCE

ECONOMIC DEVELOPMENT

- REAL ESTATE
- ONEIDA INDIAN NATION ECONOMIC DEVELOPMENT

We are *stronger* when unified as ONE

While our breadth of unique enterprises is one thing that sets us apart, we are more successful if we are unified under shared values and common goals, and we generate more value.

Our whole is *greater* than the sum of our parts

Combined we

- » Offer greater value to our guests
- » Offer more resources and opportunities for growth for our employees
- » Appeal to more potential business partners, which in turn offers more growth opportunities and spurs innovation



LOGO AND IDENTITY



PRIMARY LOGO LOCKUP

HORIZONTAL LOGO LOCKUP



REVERSED



Use on contrasting darker backgrounds

LOGO USAGE

LOGO CLEARANCE



It is critical to maintain an open area surrounding the logo so it remains recognizable and does not become lost in other page elements. Clear space is defined relative to the size of the logo. In this case the clearance value (x) is equal to the height of the typography in the mark.

WHITE BACKGROUND



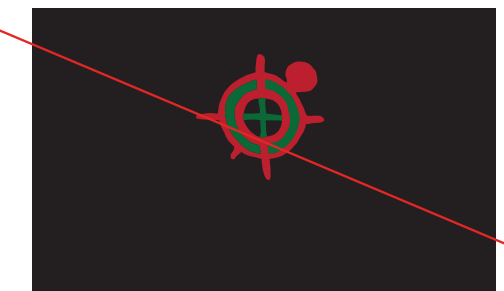
Use the full color logo (if 4-color is not permitted, then black logo is authorized).

DUOTONE BACKGROUNDS



On light duotone pages, if a logo must be used, use the black logo. On dark duotone pages, use the white (reverse) logo.

IMPROPER USAGE

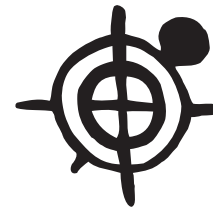


Genesis of the Logo

The Oneida Nation Enterprises logomark is an integration of many symbols:

Our icon set is a collection of secondary symbols for use in communications. The icon set is to be used in support of a design rather than as a main focus. It may appear large and subtle as a background element, or in small sizes to add unique and memorable flourishes to text.

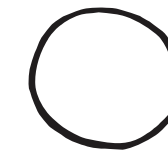
ICONOGRAPHY



The Turtle – regarded as mystical, sacred and a symbol of longevity and truth. One of the three family clans, the turtle is seen as strong and wise and is well respected. They teach patience and the importance of never giving up.



The Four Directions – symbolic of our roots, dedication to growth and peace. The Great Law tells of the Tree of Peace, with roots that grow in all four directions, where the weapons of war were buried.



The Circle – signifies strength in unity and our commitment to collaboration.



Together inside the circle, we are Oneida Nation Enterprises. We are focused, integrated, diversified yet simple. The symbolism is clean and clear. We thrive by helping each other and our community. We are ONE.

COLOR PALETTE

PRIMARY



C:18 R:188
M:100 G:32
Y:90 B:46
K:9

C:0 R:255
M:0 G:255
Y:0 B:255
K:0

C:0 R:0
M:0 G:0
Y:0 B:0
K:100

SECONDARY



C:90 R:2
M:33 G:105
Y:98 B:56
K:26

C:5 R:215
M:5 G:215
Y:0 B:225
K:10

C:3 R:210
M:5 G:204
Y:11 B:194
K:16

TAGLINE

WE ARE ONE

This phrase reinforces that Oneida Nation Enterprises is comprised of a collection of brands that share a commonality. It also touches on the notion that we feel 'one' with our guests, partners, community and Oneida people. The tagline or tagline graphic bug is to be used on all communications where space permits.



WE ARE ONE

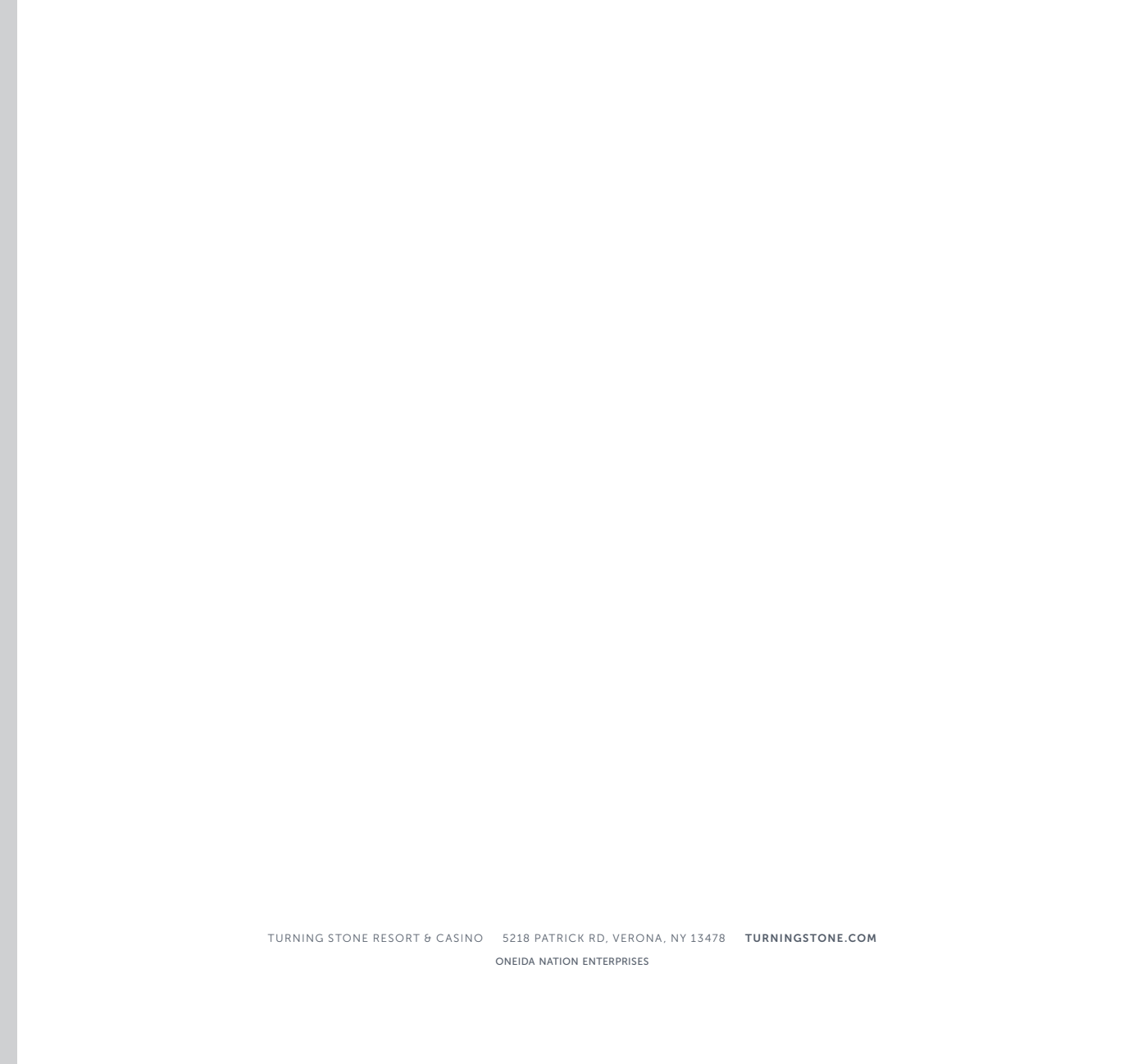
ONEIDA NATION ENTERPRISES 123 SOMECOOLONAME ROAD, SOMEPLACE, NY 12354 ONEENTERPRISES.COM

ONE IDENTIFIER

ONEIDA NATION ENTERPRISES

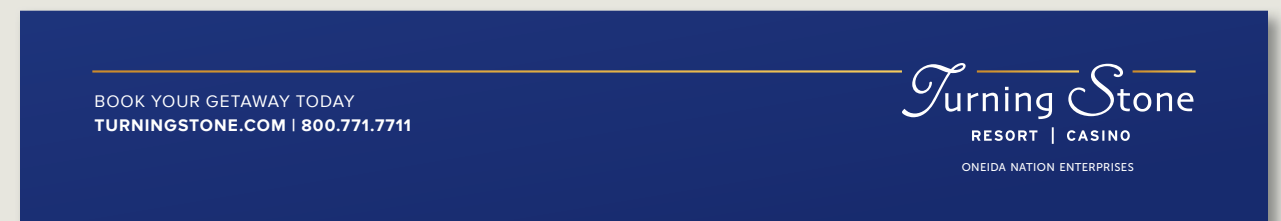
————— MUSEO SANS 500 - tracking 160 —————

This ONE identifier subtly reinforces that the featured brand is part of the larger Oneida Nation Enterprises while giving the unique sub-brand messaging and identity visual priority. Footer tag used on internal and external communications when space permits. Such communications may include print ads, direct mail, eblasts, business cards, letterhead, email signatures and websites.



TURNING STONE RESORT & CASINO 5218 PATRICK RD, VERONA, NY 13478 TURNINGSTONE.COM
ONEIDA NATION ENTERPRISES

TURNING STONE LETTERHEAD DETAIL



BOOK YOUR GETAWAY TODAY
TURNINGSTONE.COM | 800.771.7711

Turning Stone
RESORT | CASINO
ONEIDA NATION ENTERPRISES

AD FOOTER

TYPOGRAPHIC SYSTEM

DISPLAY TYPES

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

ADOBE CASLON PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

MUSEO SANS 500

HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

ADOBE CASLON PRO

CAPTIONING,
DETAILS, & CALLOUT

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

ADOBE CASLON PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MUSEO SANS 100

BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

MUSEO SANS 300

EMPHASIZED

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

MUSEO SANS 900

a nation of ONE

STRENGTH IN UNITY

While our breadth of unique enterprises is one of the things that sets us apart, we are more successful if we are unified under shared values and common goals, and we generate more value.

Achieving Our Mission

Oneida Nation Enterprises is a diverse organization comprised of hospitality, gaming, recreation, retail and service brands. We're a trusted name that signals quality, consistency, superior service and exceptional experiences. Everything we do is in the interest of enriching the lives of guests, investing in and growing the economy, and securing prosperity for the Oneida Indian Nation today and unto the seventh generation.

"our enterprise stands behind our mission of unity and continual investment in future generations."

GAMING

HOSPITALITY

ENTERTAINMENT

RETAIL

DINING

RECREATION

TECHNICAL SOLUTIONS

ECONOMIC DEVELOPMENT

PHOTOGRAPHY STYLE



AUTHENTIC PORTRAITS

serve to communicate the team unity of ONE and the varied roles one employees fill in our communities. Lighting should be natural, and overly posed imagery should be avoided.



INSPIRING LOCATIONS

serve to communicate the inspiration, dedication and communal nature of the Oneida Enterprises mission.



DUOTONES

serve to solidify the power of the color palette in the brand. Tints can be adjusted to accommodate optimal level of contrast when used in digital applications.



DESCRIPTIVE SHOTS

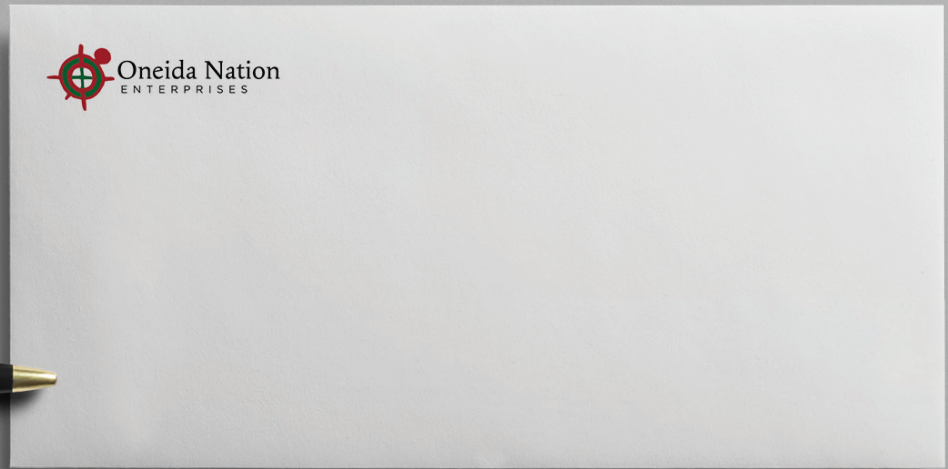
serve to represent services our team provides to the communities in which they serve.

Photography selection and styling is a major part of the ONE brand. The four main types of subject matter described above may be used in representing the basic services and team nature of ONE. As with any brand, specific applications may call for other imagery. In these cases, the brand requires selecting or applying warm tones to the imagery to reflect the humanity and tribal nature inherent in the mission of ONE.

APPLICATIONS



STATIONERY





123 SOMEPLACE STREET
CITY, NY 12345
ONEnterprises.com



123 SOMEPLACE STREET
CITY, NY 12345
ONEnterprises.com
firstname.lastname@ONEnterprises.com
315.764.9837

Firstname
Lastname



Oneida Nation
ENTERPRISES

TURNING STONE® RESORT CASINO
YBR CASINO & SPORTS BOOK
POINT PLACE CASINO
THE LAKE HOUSE AT SYLVAN BEACH
ONEIDA TECHNICAL SOLUTIONS
CROOP-LAFRANCE

MAPLE LEAF MARKETS
SAVON CONVENIENCE STORES
ONEIDA NATION OUTFITTERS
THE MARINAS
TURNING STONE CAR CARE
REAL ESTATE

Firstname Lastname
JOB TITLE

P. 315.762.5238
C. 315.764.9837
E. firstnamelastname@ONEnterprises.com
ONEnterprises.com
123 SOMEPLACE STREET
CITY, NY 12345



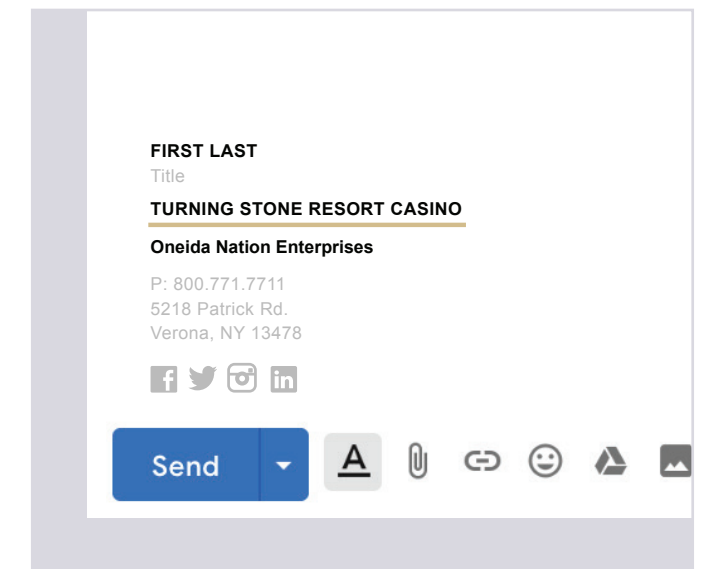
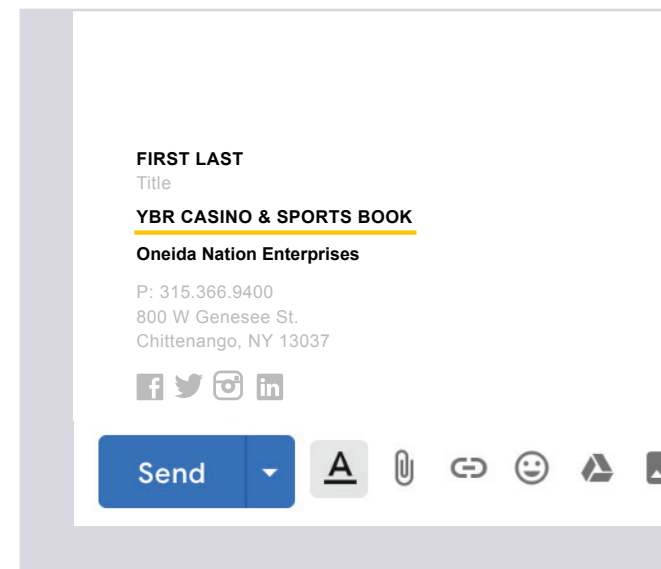
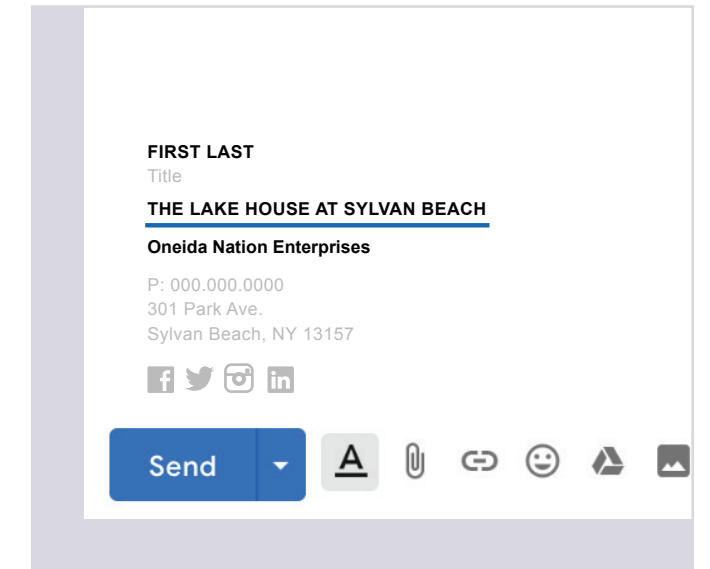
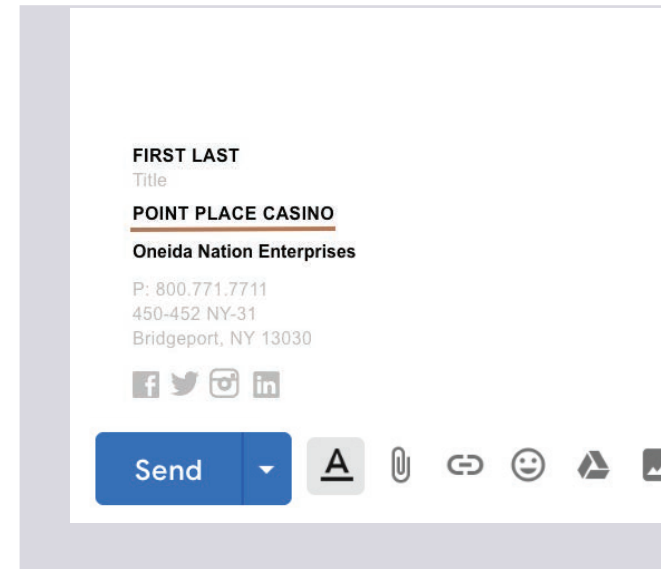
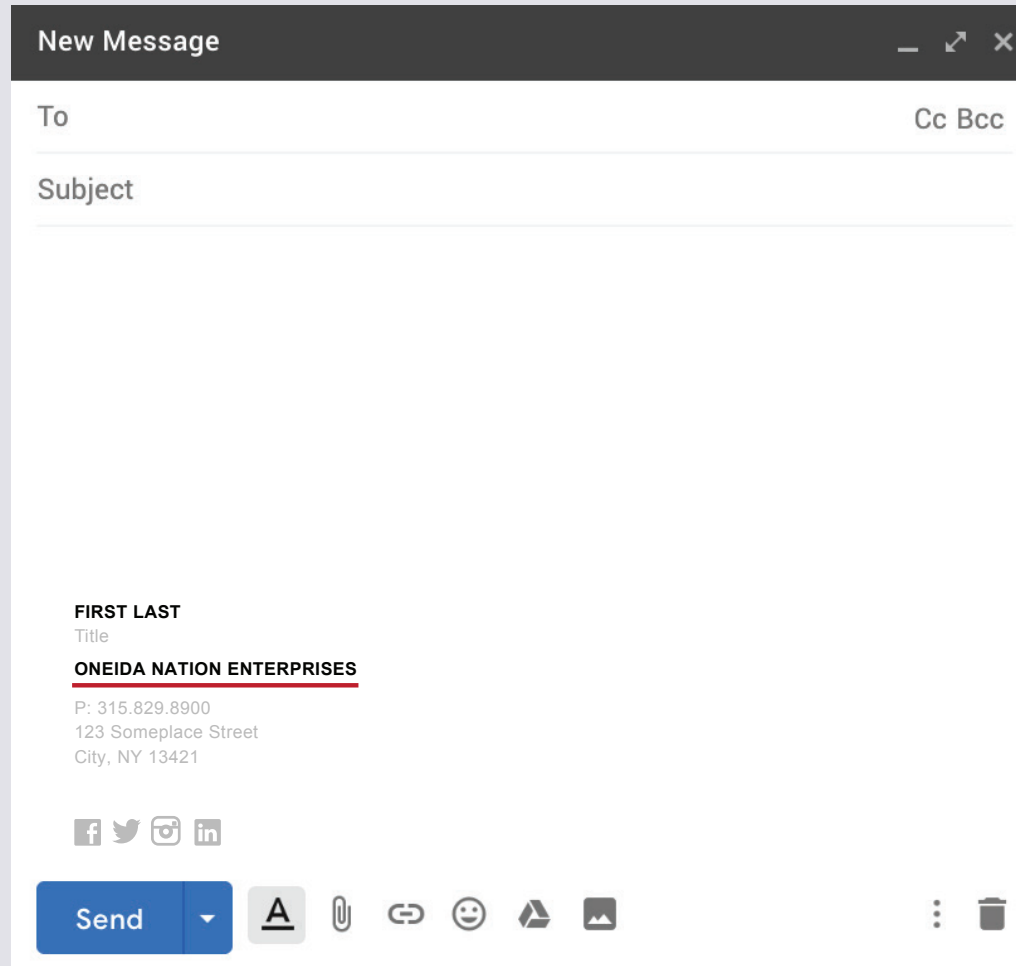
Firstname Lastname
JOB TITLE

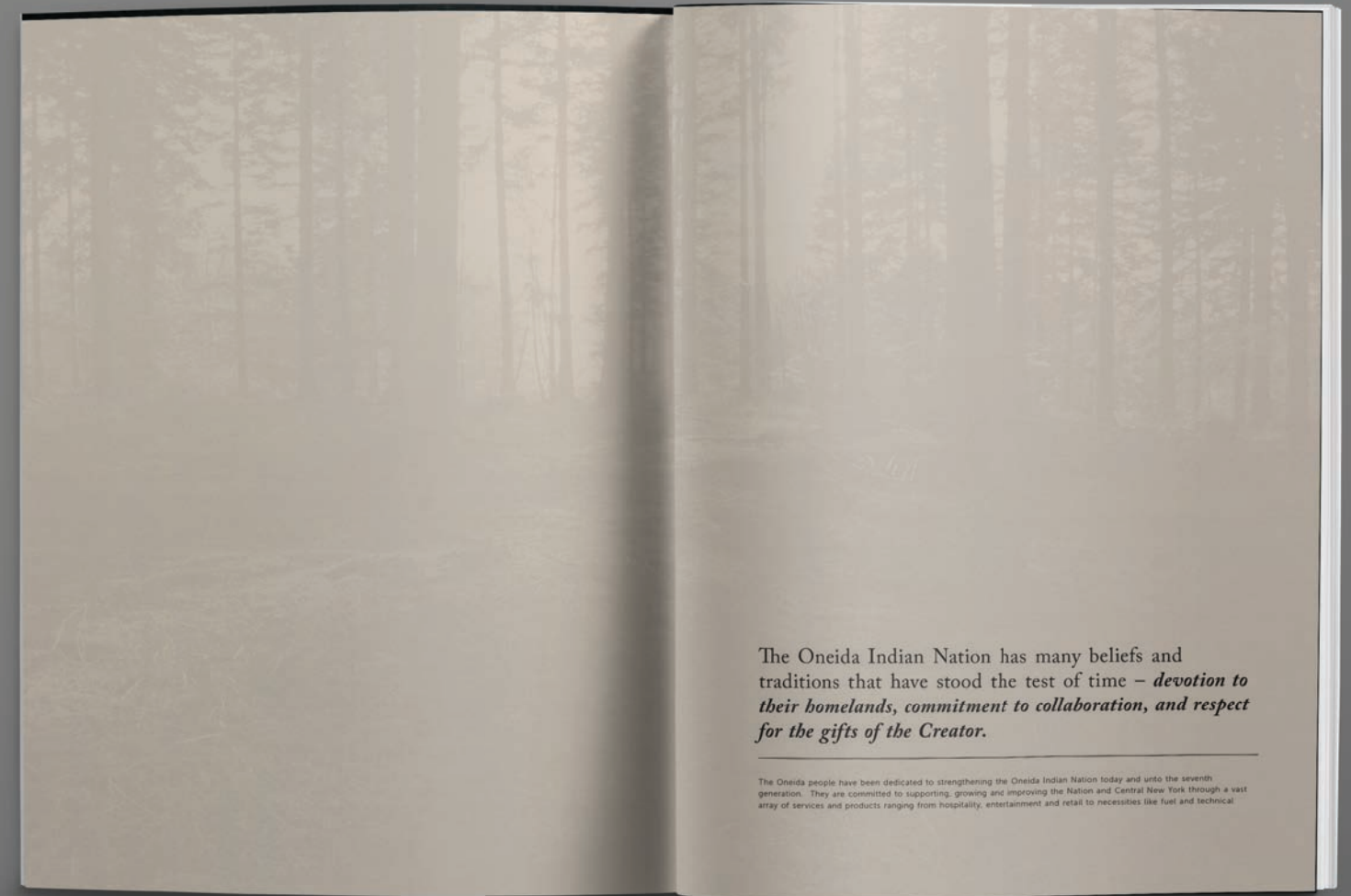
P. 315.762.5238
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123 SOMEPLACE STREET
CITY, NY 12345



Oneida
ENTERPRISES

Oneida Nation
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Oneida Nation
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[HOME](#) [ABOUT US](#) [OUR BRANDS](#) [ECONOMIC DEVELOPMENT](#) [MEDIA](#) [CAREERS](#)

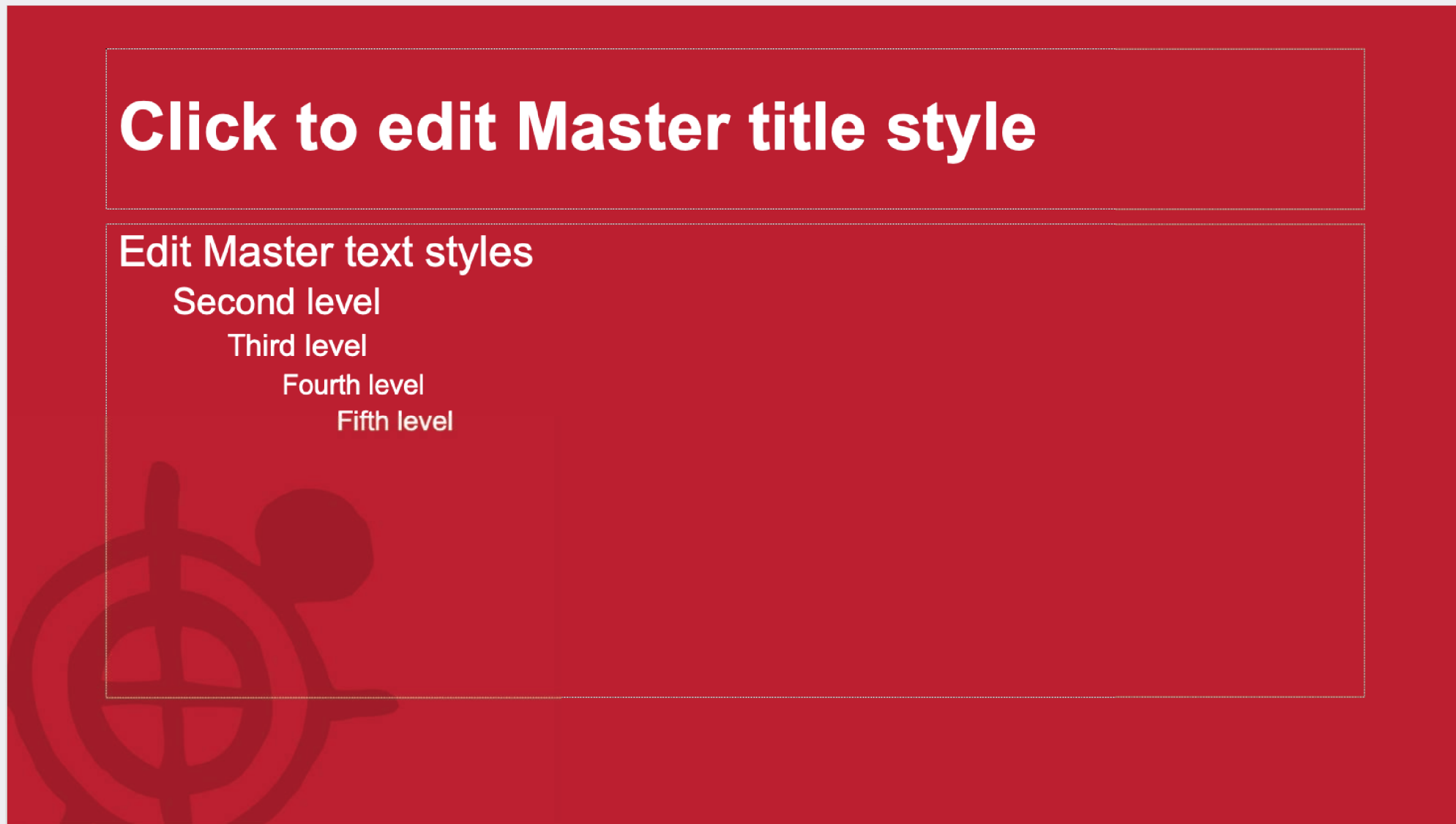
WE ARE ONE
GROW YOUR CAREER WITH US

*EMPOWERING CAREER OPPORTUNITIES IN
UPSTATE NEW YORK*

Oneida Nation Enterprises (ONE) is a diverse organization comprised of thriving hospitality, gaming, recreation, retail and service brands. We're a trusted name that signals quality, consistency, superior service and exceptional experiences. Everything we do is designed to:

- Enrich the lives of our guests
- Grow the Central and Upstate New York economic region
- Attract and cultivate top talent at every level of our organization
- Secure prosperity for the Oneida Indian Nation people today and unto the seventh generation.

[JOIN OUR TEAM](#) [INVESTMENT OPPORTUNITIES](#)



COVER PAGE

