Turning Stone®

RESORT | CASINO

A RENOWNED, AWARD-WINNING DESTINATION, TURNING STONE® RESORT CASINO IS UPSTATE NEW YORK'S PREMIER GETAWAY FOR GAMING, DINING, ENTERTAINMENT AND SO MUCH MORE.

The Turning Stone® brand identity highlights our world-class amenities, including four hotels, two luxurious spas, five golf courses, over 20 dining options, a Las Vegas-style gaming floor and sports book, a 5,000-seat arena and numerous high-energy nightlife venues. The guide that follows is a roadmap illustrating how Turning Stone communicates the exhilaration and excitement of this unique destination to the world. As New York's most awarded resort, we go beyond our guests' expectations, delivering **ENTERTAINMENT + SO MUCH MORE.**

BRAND VOICE

With multiple brands and businesses, it may seem like a challenge to speak with one consistent voice. The secret is to remember that, for more than 25 years, the Oneida Indian Nation has been committed to creating award-winning hospitality, gaming and recreational experiences in Central New York. We make every visit to Turning Stone or one of our many enterprises easy, memorable, rewarding and fun.

How we talk about those experiences is important before, during and after a visit. Every piece of communication has an important job to do. The following pages were created to guide our overarching messaging, to ensure we go beyond the functional communication requirements, and consistently set a welcoming tone of excitement and discovery for Turning Stone.

WHETHER YOU'RE A POKER PLAYER OR A GOLF LOVER, A FAN OF SPORTS WAGERING OR A STREAM-FISHING SPORTSMAN, YOU'LL FIND MORE WAYS TO PLAY – MORE REASONS TO GET AWAY – AT TURNING STONE RESORT CASINO.

Not only will you be surprised by all you can see, do and experience here, but also by all we do for you.

Every guest is our only guest. That means personalized service to the extreme. It means more choices, more exhilaration than you ever imagined. Coming for a concert? Schedule a spa treatment the next morning. Playing the slots? Get an oil change while you win. Everyone has their own vision of a perfect getaway. World-class entertainment. Award-winning dining. Unexpected extras. And the freedom to choose from a world of possibilities. There's always more to discover at Turning Stone.

SO MUCH MORE.

WE ARE

SOCIAL
WELCOMING, FRIENDLY, ACTIVE,
A VIBRANT COMMUNITY
Warm and inviting | Inclusive | Open | Fun

APPROACHABLE
SPIRITED, PLAYFUL, ACCESSIBLE,
SOMETHING FOR EVERYONE
Simple, straightforward language | Right for the specific audience
yet never haughty or exclusionary

MODERN
ENERGETIC, EXCITING, ALWAYS
EXCEPTIONAL AND ALWAYS NEW

Fresh offerings | Fresh language | Always willing to try something new

PERSONAL
EVERY GUEST IS OUR ONLY GUEST
Special | Tailored | Personalized (with knowledge, not just names)
Genuine

WE ARE NOT

OVERLY SOPHISTICATED
Yes, we have 4-Diamond restaurants, exceptional wine lists and world-class golf, yet we're always accessible, straightforward and down to earth. No one should ever feel that Turning Stone is too fancy or complicated.

EXCLUSIONARY
All of our casinos, restaurants, golf courses and recreational properties are open to the public. While we may have invitation-only tournaments, VIP offerings and TS Rewards tiers, we're not a members-only club. We welcome everyone on their terms.

MAGICAL OR DREAMY
Unlike family-focused theme parks and all-inclusive resorts, Turning Stone offers real fun for real people every day. Rather than an occasional fairy-tale escape, we want to be the destination guests return to again and again.

OVERPROMISING
Our resort offerings are exceptional and recognized by magazines and third-party accolades. There's no need to exaggerate or over-promise. Testimonials, photography and vivid descriptions are all we need to share the compelling Turning Stone story.

Turning Stone Resort Casino, New York's Most Awarded Resort,

Is Where

Gaming and entertainment lovers in Upstate New York and beyond

Choose to Go for

Vegas-style gaming, world-class dining, hospitality and golf, exceptional nightlife, unique outdoor recreation and more

Because

We're constantly innovating, relentlessly reimagining and continuously growing

So

Our guests will be excited before their visit, delighted while they're here, eager to return and motivated to share their stories with family, friends and colleagues.
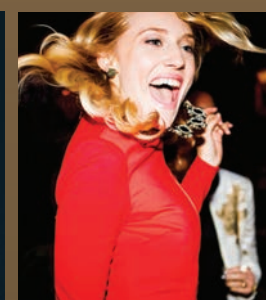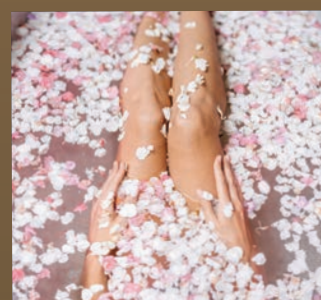
How are we delivering on the promise of "so much more"? With compelling offerings in the areas people want most. Here are examples of brief (approx. 50 words), guest-facing messages tailored for each major category that maintain a consistent tone, voice and promise.

CASINO
50 WORDS +/-

As New York State's most awarded casino, we offer Vegas-style table games, bingo and sports betting in a clean, modern, electrifying venue like no other. See why Casino Player magazine recognizes Turning Stone year after year for exceptional service, world-class amenities and an uncompromising commitment to the guest experience.

RESORT
50 WORDS +/-

As New York State's most awarded resort, we offer uncompromising hospitality and spa options to meet every budget. From an affordable overnight at The Inn to a luxury, all-suite getaway at The Lodge, our commitment to meeting guest expectations never wavers. That's why our resort has earned so many AAA 4 Diamond Awards and Forbes Travel Guide 4 Star Awards.

DINING
50 WORDS +/-

Renowned for culinary excellence, Turning Stone is home to more than 20 casual and fine dining restaurants. Our 3-time James Beard award-winning Executive Chef leads an experienced and highly innovative team. You'll find everything from gourmet burgers and boozy milkshakes crafted from local ingredients to our high-end steakhouse with a 21st-floor view.

ENTERTAINMENT
50 WORDS +/-

From world-class rock and country music to hilarious top-shelf comedians to luxurious lounges and electrifying nightclubs, Turning Stone is an entertainment destination unmatched in Central New York. When you combine a show with an exceptional dinner, luxurious accommodations, relaxing spa treatment or round of golf, you'll see what we mean by "so much more."

GOLF
50 WORDS +/-

With three championship golf courses, two of which are on Golf Digest's Top 100 Public Courses list, Turning Stone is a golf-lover's destination. Local players and out-of-town visitors and groups enjoy our world-class courses, year-round Golf Dome and Sportsplex plus all the dining, entertainment and amenities the resort has to offer.

VISUAL IDENTITY SYSTEM

Our visual language is message-focused, combining clean, modern typographic headlines with authentic photography to convey that Turning Stone offers everything guests expect in a gaming destination **+ SO MUCH MORE**.

DARK GREY PMS 431

Use on contrasting lighter backgrounds

LIGHT GREY PMS 429

Use light grey logo on light backgrounds
for a more subtle look, instead of the black logo

GOLD PMS 874 M

This is the only colored version of the logo to be used.

GREY/GOLD COMBO

We currently use this version on some collateral.
Do we want to continue it or stop its use?

REVERSED

Use on contrasting darker backgrounds

REGISTERED TRADEMARK

Turning Stone is a registered trademark. It should be protected. Going forward, we will use the Turning Stone logo featuring the registered trademark symbol (circle R) after "Stone." Logo versions are available. Please note, at small sizes it is not sufficient to simply scale the logo. For legibility, please use logo treatments for that size.

OUR NAME IN COPY

Only the first mention of Turning Stone Resort Casino in copy should feature the circle R symbol in superscript position. Never use "and" or "&" between "Resort Casino."

Turning Stone® RESORT | CASINO

PRIMARY STACKED APPLICATION LOGO

For use on applications that require a vertical logo either to ensure legibility or adequate brand prominence.

Turning Stone®

SIMPLIFIED STACKED / BOLD

For uses that require better visibility than the stacked logo provides

Turning Stone®

SIMPLIFIED HORIZONTAL

For uses where the design requires a horizontal orientation

Turning Stone®
RESORT | CASINO

ENLARGED REGISTRATION MARK

For uses such as mobile where logo is too small to diplay the mark legibly

Turning Stone®
RESORT

RESORT-ONLY VERSION

For uses when mention of casino is not permitted, e.g. college sponsorships

LOGO ORIENTATION

Use the logo orientation/format that allows for the best layout solution for the medium/execution. Please seek guidance from Creative Services for appropriate logo usage.

APPROPRIATE CLEAR SPACE

Wordmarks should always be placed with an appropriate amount of clear space. The preferred amount of clear space is shown above. No other design elements can invade the space measured here by ½x. When logo is placed, it should sit at least ½x from the edge of the paper or piece.

SIMPLIFIED

MINIMUM SIZE

The logo should never be smaller than .35" in height for print applications and no smaller than 25 pixels in height for digital applications. Additionally, Resort | Casino can be dropped for digital applications to improve legibility.
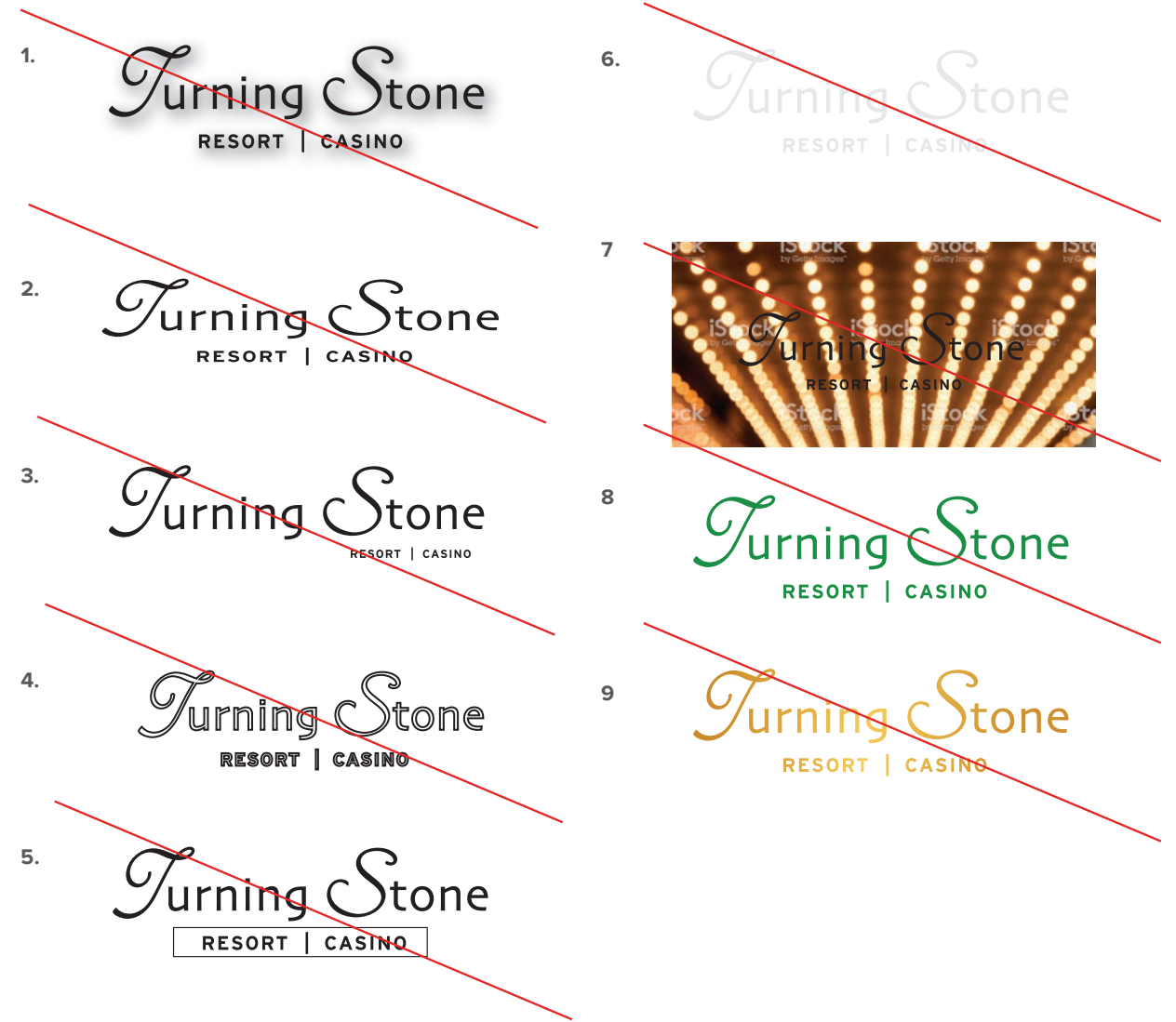
IMPROPER USAGE

1. Do not put drop shadows on the wordmarks or use glows
2. Do not distort the wordmarks
3. Do not size or move words separately; instead scale entire wordmark as one
4. Do not outline the wordmarks
5. Do not add any additional elements to the wordmarks
6. Do not place logo on a background without sufficient contrast
7. Do not place logo on patterns or busy imagery for legibility reasons
8. Do not use any other color than the approved colors depicted on page 10.
9. Do not use a gradient in the logo

LOGO LEGIBILITY

Always prioritize logo legibility by placing it on contrasting backgrounds and images. Reverse color of logo if needed to add more contrast to the logo.

HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA A BOLD & EXTRA BOLD

HEADLINE DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BIRDHOUSE SCRIPT
Decorative Headline to be used in specified locations.

BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA A REGULAR

WEB SAFE HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL BLACK

WEB SAFE BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL REGULAR

HEADLINE TYPESETTING STYLES

1

EXPERIENCE MORE AT TURNING STONE

Proxima Nova A Bold • 9-18 pt size • 16 letter spacing • leading 20-40 pt

2

EXPERIENCE MORE
Me Time

Proxima Nova A Bold • Birdhouse Script with Boxed Outline

3

BODY TYPESETTING STYLES

This copy is here to demonstrate what text looks like in Proxima Nova A Regular. It's a clean, easy-to-read typeface that sets a friendly, professional tone for all our communications. See below for guidelines on font size and leading.

Proxima Nova A Regular • 9-18 pt size • leading 10-20 pt

EXPERIENCE MORE
Show Time

EXPERIENCE MORE
Tee Times

EXPERIENCE MORE
Flavor

EXPERIENCE MORE
Winning

EXPERIENCE MORE
Me Time

EXPERIENCE MORE
Opportunity

EXPERIENCE MORE
Front Row

EXPERIENCE MORE
Sleep Overs

EXPERIENCE MORE
Dancing

EXPERIENCE MORE
Getaways

EXPERIENCE MORE
Jackpots

EXPERIENCE MORE
We Time

THESE ARE EXAMPLES, NOT PRESCRIBED HEADLINES

EXPERIENCE MORE
Good Times

HEADLINE GRAPHICS
Based on the division or amenity being promoted, various headline graphics can be featured. These headline graphics match up with corresponding tag graphics. Words used in headline graphics are more fun and playful whereas their corresponding tag graphic are more literal. For OOH/Billboard and pole banner placements that require a quick read, the headline graphics can be avoided if they create legibility issues.

Alternatively, the Birdhouse script in the headline graphic can be replaced by the Proxima Nova A Bold font for improved legibility for OOH/Billboard.

EXPERIENCE MORE
GOOD TIMES

ENTERTAINMENT+
SO MUCH *More*

GOLF+
SO MUCH *More*

DINING+
SO MUCH *More*

SPA+
SO MUCH *More*

GAMING+
SO MUCH *More*

CAREERS+
SO MUCH *More*

TAG GRAPHICS
Based on the amenity being promoted, various tag graphics can be featured.
The tag graphic should correspond and match appropriately with the headline featured.

GAMING / CASINO

PMS: 199C
C: 11   R: 211
M: 99   G: 36
Y: 96   B: 42
K: 2
#d3242a

ALL F&B / HOTEL, TOWER, INN / AHSI / B2B / EXIT 33 SALES / ENTERTAINMENT

PMS: 661C
C:100   R: 0
M: 75   G: 53
Y: 0   B: 148
K: 6
#003594

LODGE / GOLF / SKANA / WEDDINGS

PMS: 10348C PM
C: 6   R: 211
M: 15   G: 188
Y: 41   B: 141
K: 10
#d5ba8c

INTERNAL GENERAL COMMUNICATIONS

PMS: 430C
C: 55   R: 123
M: 31   G: 134
Y: 48   B: 140
K: 4
#7b868c

TURNING STONE COLOR VALUES

The Turning Stone brand uses a color-coded system to identify the various offerings of the resort.
Bold background colors are chosen according to the subject of communications according to the chart.

GRADIENT
80%-90%
GRADIENT
ANNOTATOR

GRADIENT
80%-90%
GRADIENT
ANNOTATOR

GRADIENT
80%-90%
GRADIENT
ANNOTATOR

GRADIENT
80%-90%
GRADIENT
ANNOTATOR
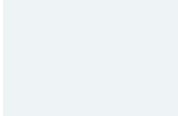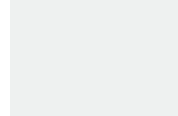
GRADIENT COLOR VALUES

Gradients used in instances where you would need the background to be more dynamic.

PMS: 207C
C: 11   R: 144
M: 99   G: 17
Y: 96   B: 20
K: 40
#901114

PMS: 288C
C: 100   R: 0
M: 80   G: 45
Y: 6   B: 114
K: 32
#002d72

PMS: 874C M
C: 40   R: 139
M: 50   G: 111
Y: 74   B: 75
K: 18
#8b6f4c

PMS: 431C
C: 67   R: 91
M: 51   G: 103
Y: 45   B: 112
K: 17
#5b6770

DARK COLOR VALUES

Color values for dark end of the gradient, not to be used for other applications.

PMS: 7604C | 40% TINT
C: 0   R: 246
M: 8   G: 220
Y: 5   B: 211
K: 4
#f2e1de

PMS: 7695C | 10% TINT
C: 43   R: 135
M: 9   G: 157
Y: 8   B: 177
K: 8
#83b6cc

PMS: 7499C | 10% TINT
C: 1   R: 229
M: 2   G: 211
Y: 24   B: 170
K: 0
#f1e4b2

PMS:427C | 30% TINT
C: 7   R: 174
M: 3   G: 169
Y: 5   B: 178
K: 8
#cfd2d3

PASTEL COLOR VALUES

Lighter set of colors to be used only for background graphic applications when overlaying
other graphics such as breaking proportions of page. Please reference the Hotel Weekly Flyer
in the Activations section of this Guide as an example of approved use of the pastel colors.

TURNING STONE RED / CASINO COLLECTION

Gaming communications feature a bold, vibrant
red background to convey the excitement
of the gaming floor at the property.

TURNING STONE BLUE / RESORT COLLECTION

This is our preferred color for the "Resort Collection"
— the Turning Stone Hotel, The Tower and all live
entertainment, food and beverage and nightlife
venues at the resort. These popular offerings are
represented with a bold blue background.

TURNING STONE BRONZE / LUXURY COLLECTION

For our "Luxury Collection" — high-end resort amenities
such as The Lodge, Skana and our golf offerings — we
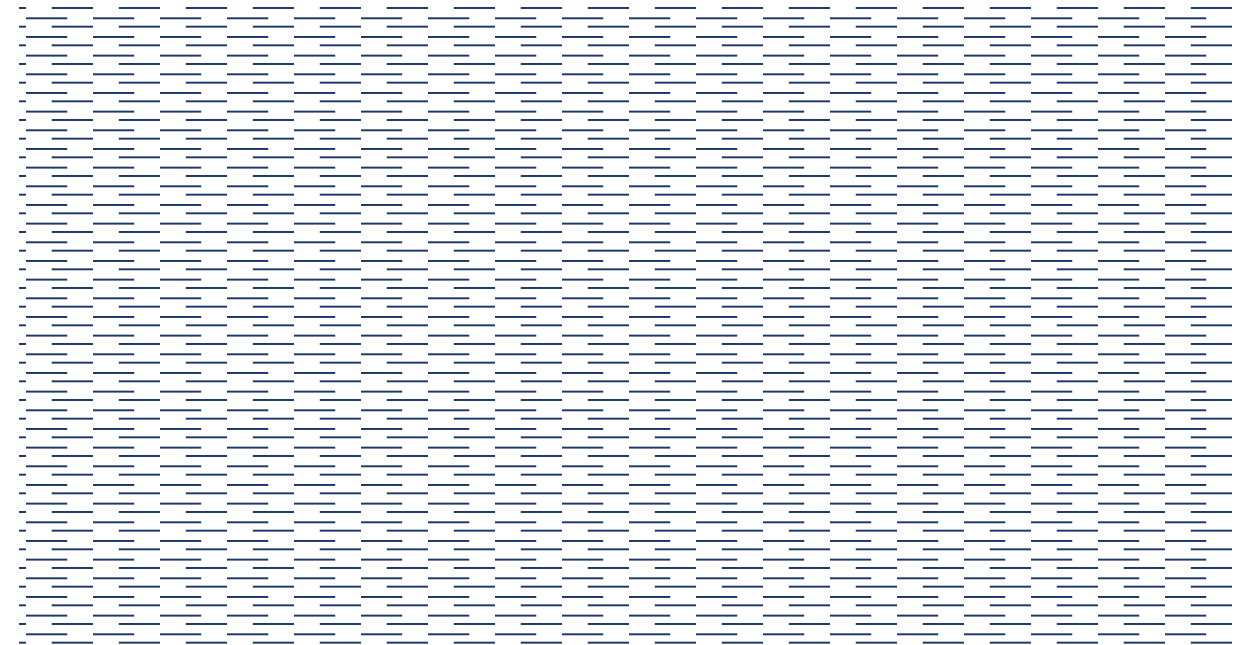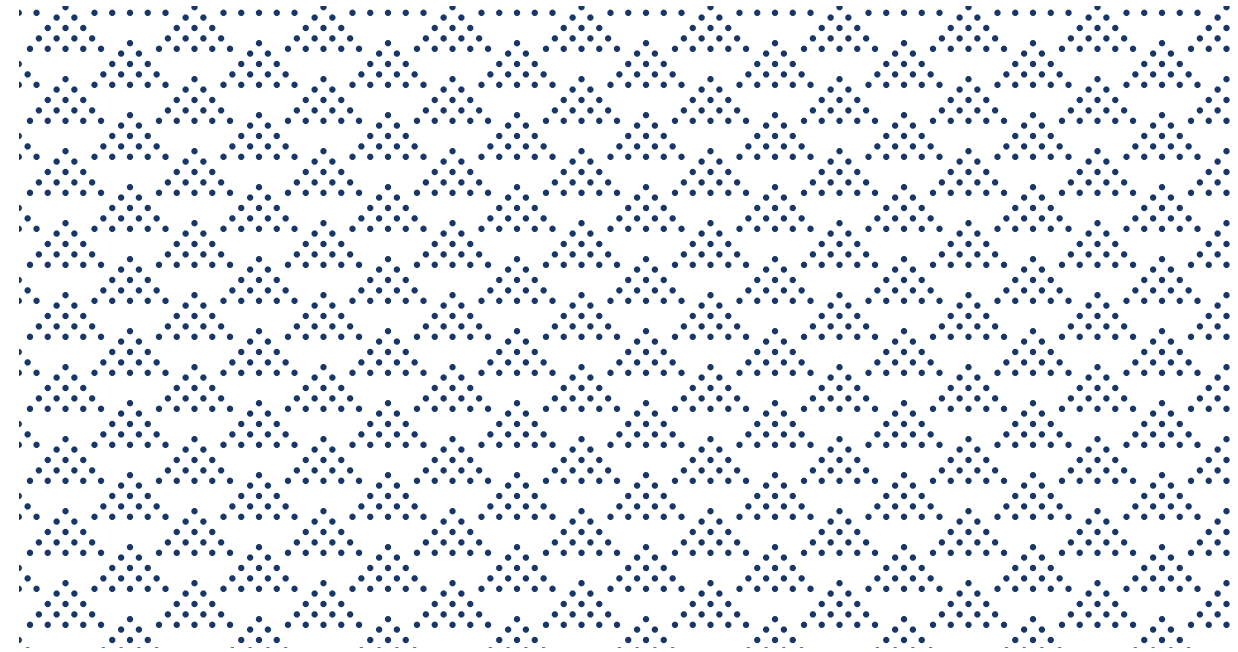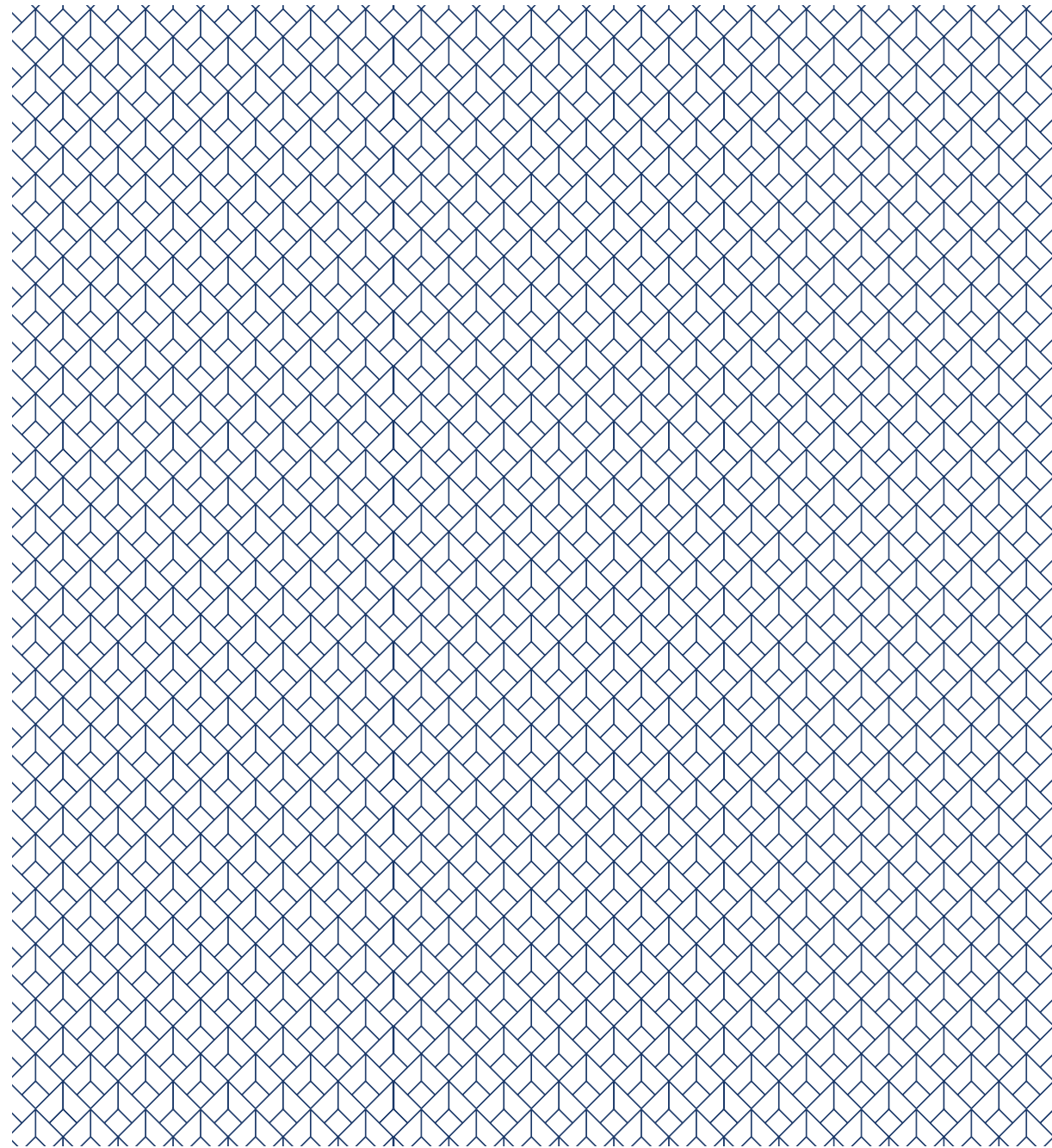use a rich bronze background from the brand pallet.

TURNING STONE GRAPHITE / INTERNAL COLLECTION

Corporate, internal communications use a rich grey
background. Combined with the gold details
present in the brand this creates a luxurious, modern
feel worthy of a world-class destination resort.

TS PATTERNS ─────────

Tiling patterns are used to add depth and visual interest to any given design piece, particularly those where photographic imagery is not an option. These patterns can be used in place of the retired basketweave pattern on guest facing on-property collateral. They are not to be used on image-based advertising.

IMAGERY

Imagery plays an important role in how Turning Stone is visually represented and perceived. When selecting imagery, focus on content that includes people actively experiencing resort amenities as opposed to images without people. All imagery should be high quality, but not overly produced. Include images that capture authentic emotion, avoiding overly posed shots. Choose imagery with unique camera angles and natural lighting that either evoke the unique amenities of the resort or are taken on location at the resort itself.

Imagery with human subjects should feel candid and subjects should appear unaware of the camera. Select lifestyle imagery that captures motion, has energy and conveys emotion whether that's excitement, serenity or other. Imagery should make the viewer feel like they are right there in the middle of the action.
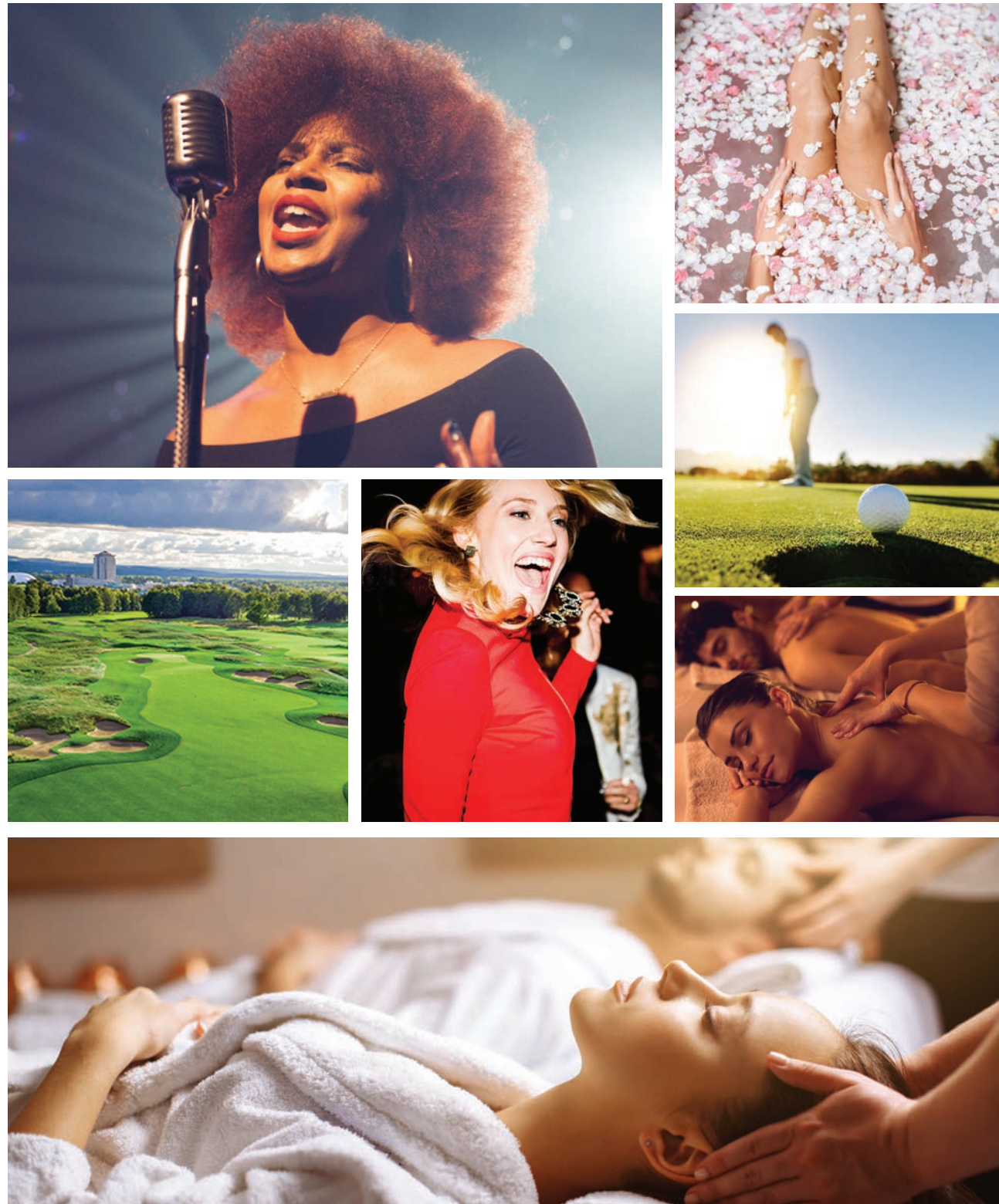
PHOTOGRAPHY USAGE / PHOTO RELEASES

As we introduce more photography featuring people, it's important to maintain accurate records and release forms.

- All identifiable people in our original photos must have a photo release form on file, including employees.
- When working with photographers and paid models, it's critically important to track the rights and all usage restrictions, including media, geographic or time-based limitations. (Total buyouts are preferred.)
- Stock photography used for promotional purposes must be purchased on a "commercial" license, not "editorial."

If you have questions about appropriate usage of photos, contact Creative Services.

AVOID THIS PHOTOGRAPHY

Avoid overly posed or manipulated shots and old or outdated photography. When choosing indoor photography, stay away from showing too much of the interior.

ACTIVATIONS

HERO PHOTO
Always contained within the gold border, the hero image should match the main headline messaging.
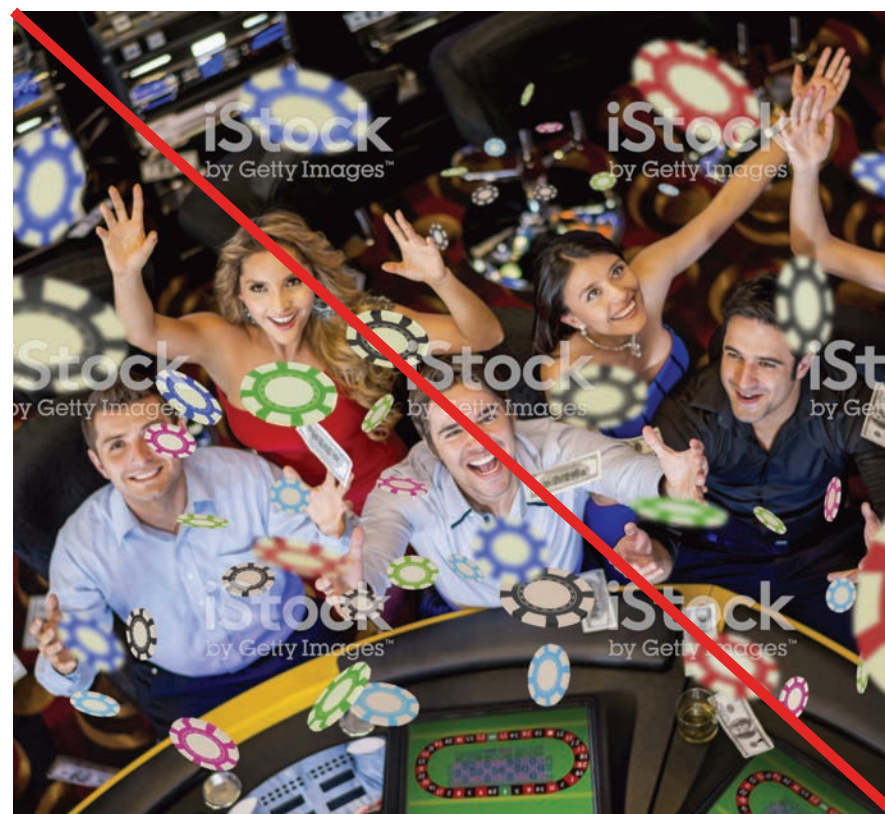
HEADLINE GRAPHIC
Words used in headline graphics are more fun and playful. They should always be centered within the main photo. Size is at the designer's discretion based on what looks balanced. For OOH/Billboard and pole banner placements that require a quick read, the headline graphics can be avoided if they create legibility issues.

IMAGE BORDER
Creative element that should be used to group main images or to add visual interest. The color is always gold.

THUMBNAIL IMAGES
When secondary / supporting imagery is needed, additional images should sit below the hero image and within the gold border.

TAG GRAPHIC
Based on the division or amenity being promoted, tag graphics should sit within the gold border, towards the left to allow for body copy.

BRAND LOGO
Contains TS logo to the right. website, phone number and book your getaway footer tag to the left. Logo sits between gold rules.

BACKGROUND
Use one of the four background colors based on the division or amenity being promoted.

TURNING STONE ADS
Turning Stone ads alternate colors depending on the different division or amenity being promoted but the convention applies to all collateral.

EXPERIENCE MORE
Good Times

ENTERTAINMENT+
SO MUCH *More*

Game, dine, spa, golf, stay and more at New York's most awarded resort destination.

BOOK YOUR GETAWAY TODAY
TURNINGSTONE.COM | 800.771.7711

Turning Stone®
RESORT | CASINO

EXPERIENCE MORE
Rewards

TOPAZ
TS REWARDS
JACK POTS
123456

JACK
123456

JACK
123456

TS
REWARDS

EXPERIENCE MORE
Winning

Chicago
Live In Concert

CHICAGOTHEBAND.COM

MARCH 15

ENTERTAINMENT+
SO MUCH *More*

Turning Stone®
RESORT | CASINO
TURNINGSTONE.COM

23
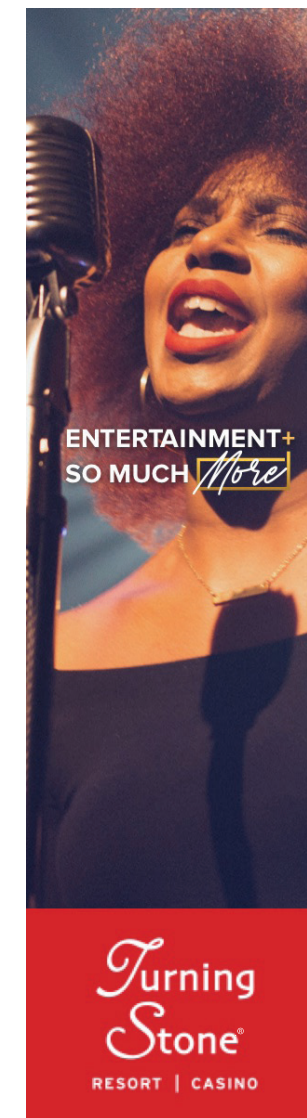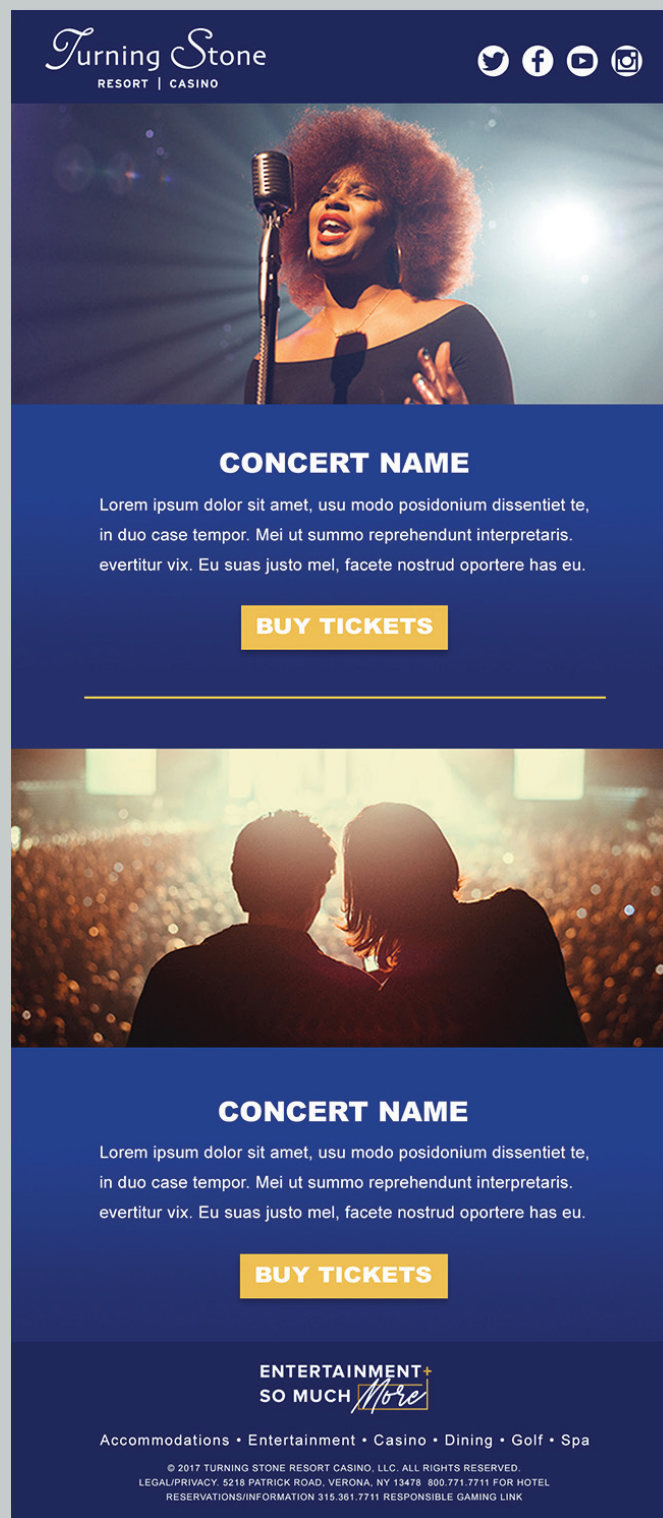
DIGITAL BANNERS

Digital ads are a series of animated images, each thoughtfully considered combinations of clever headlines and images, designed to quickly convey the various amenities, packages and events offered at Turning Stone.
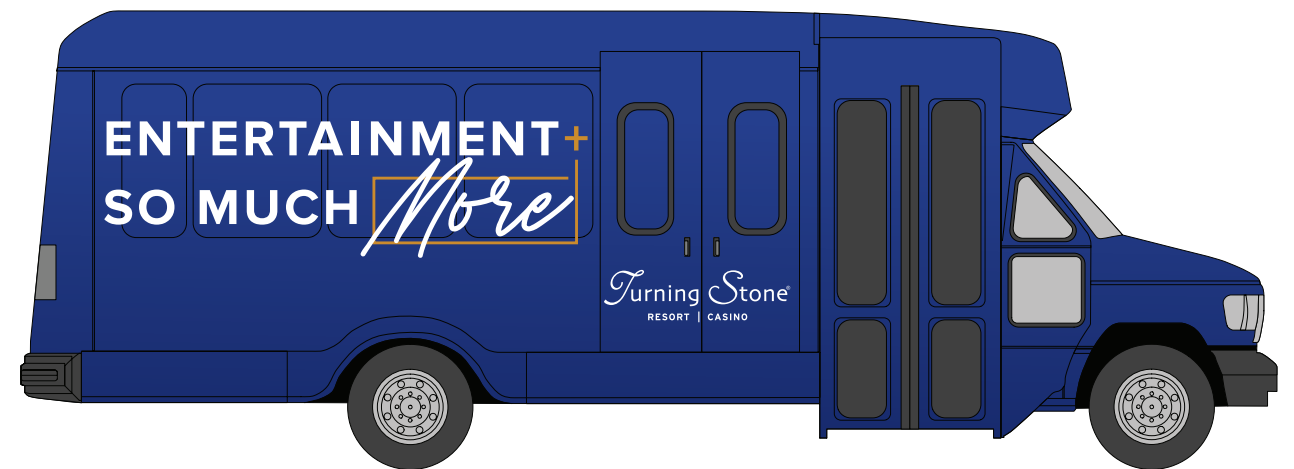
EMAIL

The Turning Stone® email program is a key piece of the communications cycle with our guests. Email color schemes will be determined according to the color system featured in the identity section of this manual. Authentic hero images are the initial focus of the layout, followed by well set, succinctly written typographic details designed to encourage the viewer to click through to the Turning Stone website.

EXPERIENCE MORE
Jackpots

Turning Stone
RESORT | CASINO

EXPERIENCE MORE
Show Time

Turning Stone
RESORT | CASINO

ENTERTAINMENT+
SO MUCH *More*

Turning Stone
RESORT | CASINO

ENTERTAINMENT+
SO MUCH *More*
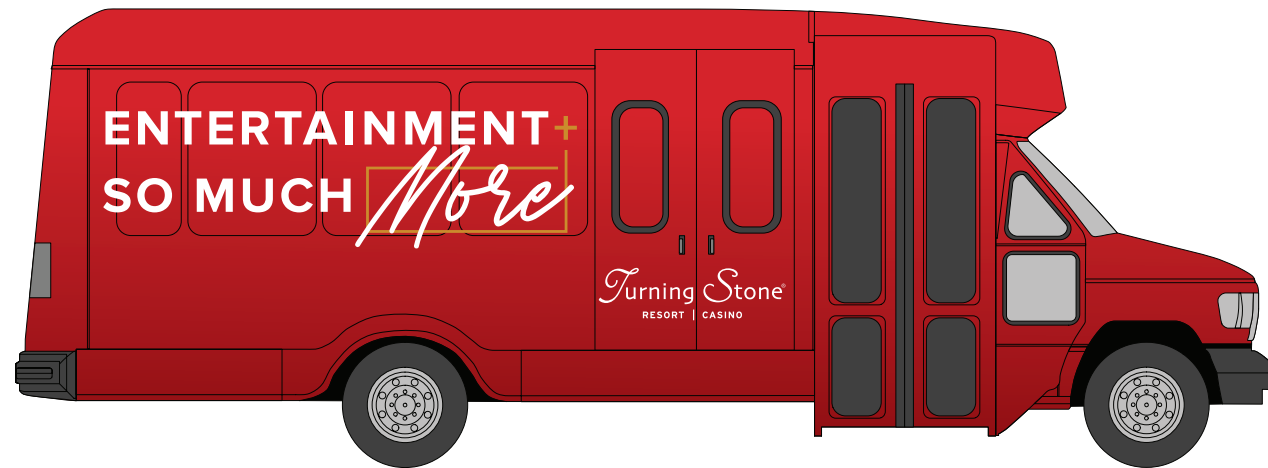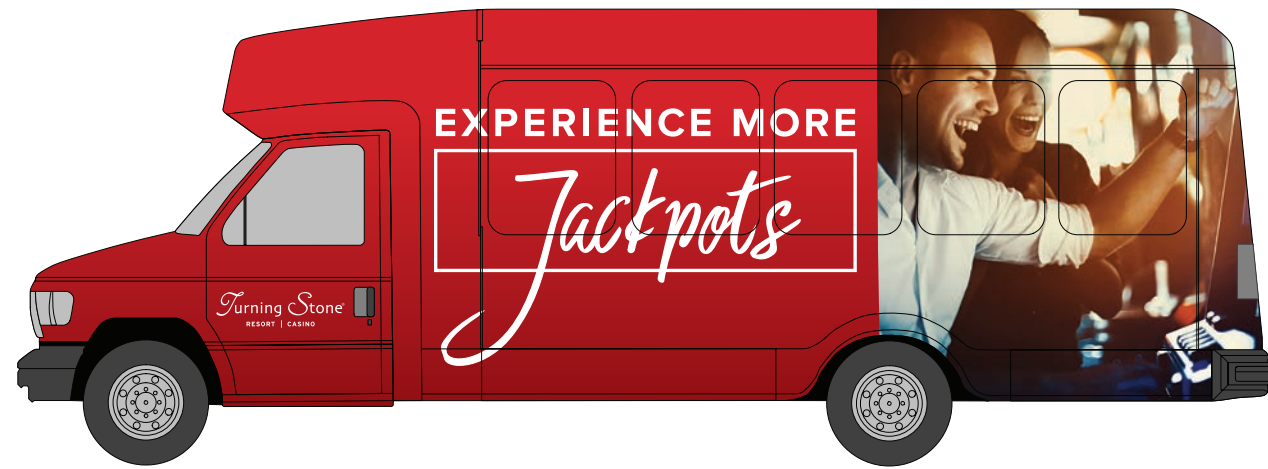
Turning Stone
RESORT | CASINO

SHUTTLE WRAPS

The Turning Stone branded shuttles contain simple, bold tagline messaging to allow for a quick read and
impactful, yet thought-provoking communication. The bronze brand color is avoided for shuttle wraps
and OOH executions since that color does not lend itself to large scale applications exposed to the elements.

EXPERIENCE MORE *Winning*
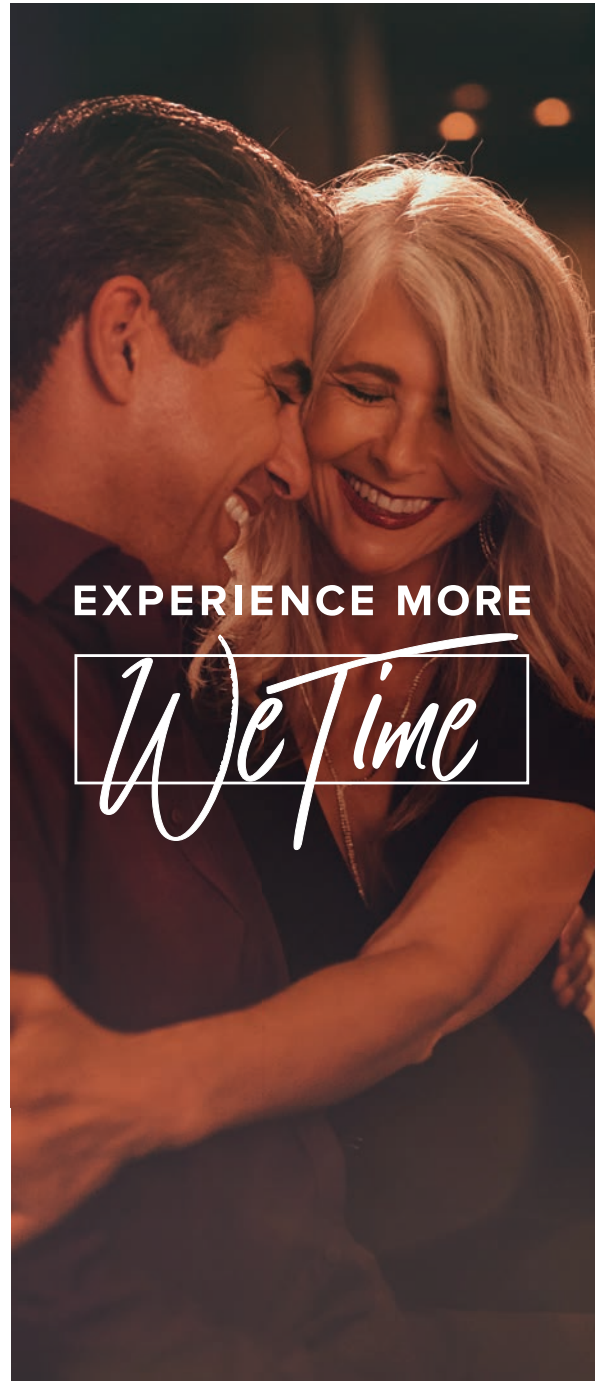
EXPERIENCE MORE *Dining*

EXPERIENCE MORE *Dancing*

ENTERTAINMENT+
SO MUCH *More*

Turning Stone®

RESORT | CASINO

EXPERIENCE MORE
WeTime

EXPERIENCE MORE
MeTime

EXPERIENCE MORE
ShowTime

EXPERIENCE MORE
GoodTimes

ENTERTAINMENT+
SO MUCH *More*

Turning Stone®
RESORT | CASINO

EXPERIENCE MORE *Winning*

ENTERTAINMENT+
SO MUCH *More*

Turning Stone®
RESORT | CASINO

For OOH executions where placements need to offer a quick read and be legible at a distance, the script can be dropped from the headline graphic and instead the Proxima Nova font can be used in its place as depicted in this example.

PRINT OPTIONS

For guest-facing use, such as a hand-written letter from the Hotel Management to a Hotel Guest, foil-stamped letterhead should optimally be used. For internal or digital use, a letterhead template file can be supplied.
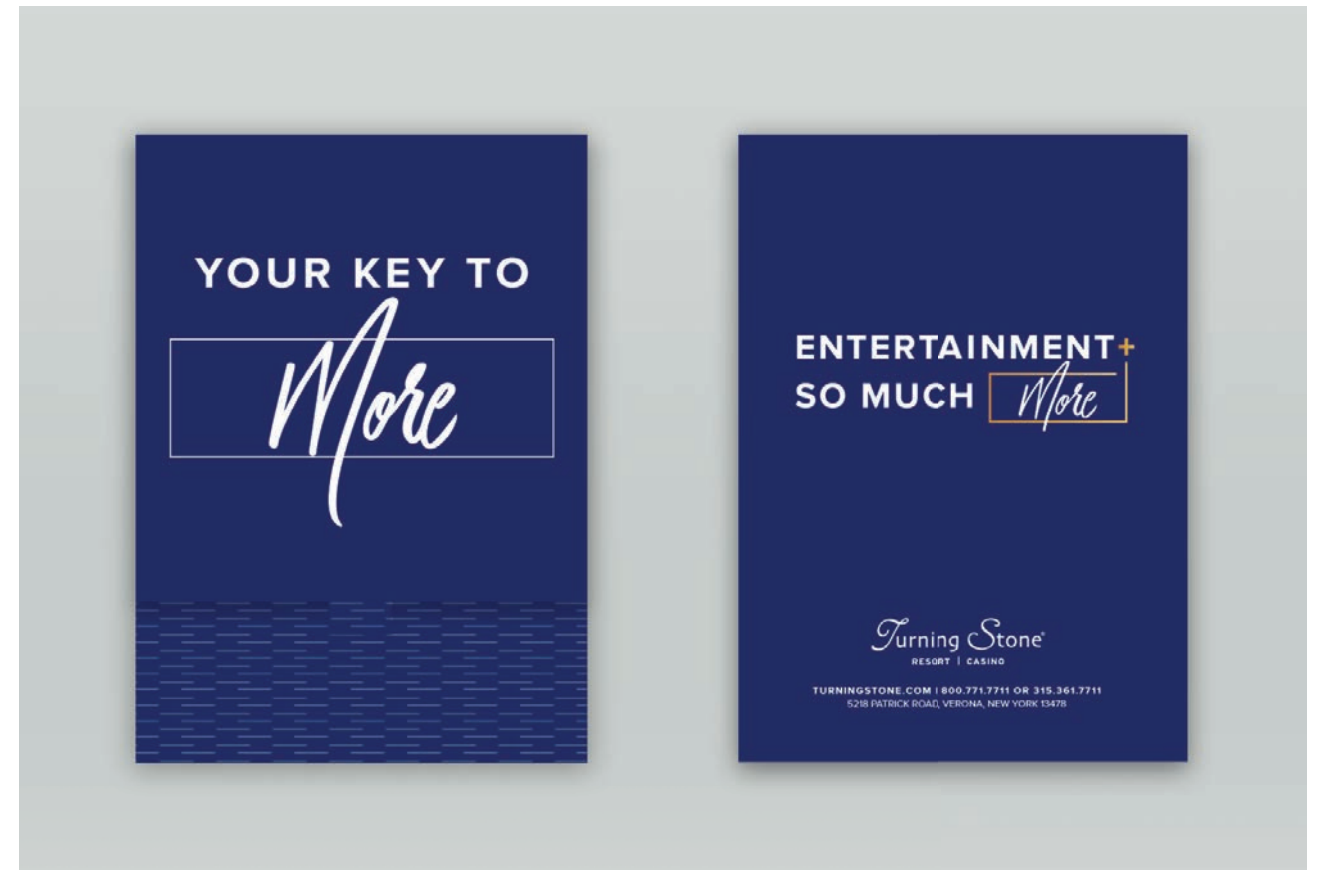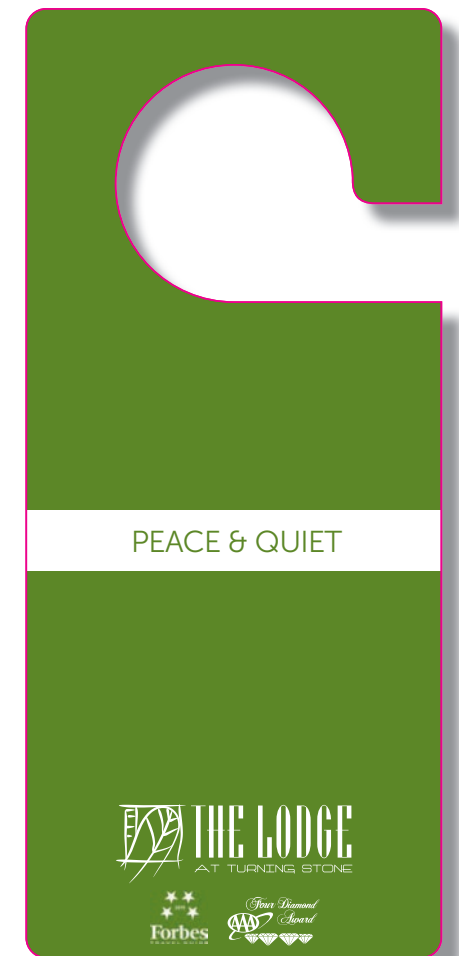
Hotel/Tower

Lodge

ENTERTAINMENT+
SO MUCH *More*