NYRA BETS

BRAND STANDARDS GUIDE



APPROVAL PROCEDURE
FILE FORMATS AND USAGE

All applications of NYRA BETS brand assets must receive written approval from NYRA. This includes: development of new logos, all forms of advertising and marketing, all event collateral, merchandise, web applications,audio branding elements, copywriting and photography.

Please direct all requests to the appropriate contact listed below. All requests for approval must be made at least three (3) business days prior to the release of the final artwork.

NYRA reserves the right to deny approval for any request found not to be in line with these established guidelines. Because each situation creates unique challenges and new modes and methods of communication frequently arise,this outline embodies a certain degree of flexibility pending consultation with the contact below. NYRA is ultimately responsible for approving applications that interpret the established standards. In any situation of question, please reach out as early as possible in the process to ensure timely completion and approval. Such uses will be considered and directed on an individual basis. The goal is to meet the needs of every NYRA marketing partner without adversely affecting the basic uniformity upon which a successful brand identity program is based.

NYRA will thus provide all digital assets and instruct all partners to use only original artwork for reproduction of these marks. Printed images extracted from publications should never be used for scanning or paste-up when preparing graphics for an application. Elements and logos may not be electronically or manually altered.

All questions or inquires should be directed to:

NYRA BETS
110-00 Rockaway Blvd
Jamaica, NY 11417

creativeservices@nyrainc.com

FILE FORMAT SELECTION
PRINT & WEB

The success of the NYRA BETS brand identity relies on the clarity and consistency with which it is implemented. Marks are available for use per the enclosed Brand Style Guidelines in the formats listed below.

SUPPLIED FILE FORMATS

File formats are limited to specific use scenarios; any questions on format selection should be directed to the NYRA BETS team:

AI, EPS - Resolution independent vector files used for logos, icons, and other line art

PNG, JPEG - Compressed image files for web or Microsoft Office applications, allows transparency

USAGE FORMATS

PRINT : **AI, EPS (CMYK)**

On Screen, Broadcast, : **PNG, JPEG (RGB)**
Internet, PowerPoint

BRAND IDENTITY

Our brand identity is the foundation on which we build to tell consistent and exciting stories about our products and services. It is one of the most powerful assets we own.

Our core visual elements—and the way we put them all together—help us communicate our brand in a matter that is instantly recognizable.

Our brand identity works in tandem with our messaging and positioning to create an exciting and unified
expression of our brand.

1. **NYRA BETS PRIMARY MARK**
   - **A.** FULL COLOR
   - **B.** SINGLE COLOR

2. **NYRA BETS SECONDARY MARK**
   - **A.** FULL COLOR
   - **B.** SINGLE COLOR

3. **NYRA BETS MARK**
   CLEAR SPACE

4. **NYRA BETS MARK**
   UNACCEPTABLE USAGE

1A.

NYRA BETS PRIMARY MARK
HORIZONTAL: FULL COLOR

The NYRA Bets Primary Mark is shown here in black and green on a white background. This is the most universally recognized logo and should be used whenever possible. However, variations of the Primary Mark are available to provide sufficient contrast between the background color.
There are two full color marks available: 2/c and 4/c.

HORIZONTAL, on a light background



HORIZONTAL, on a dark background



1B.

NYRA BETS PRIMARY MARK
HORIZONTAL: SINGLE COLOR

The black and white version of the Primary Mark shown to the right should be used only in instances when color artwork and layouts are not possible, such as newspaper print ads.

HORIZONTAL, on a light background

HORIZONTAL, on a dark background

2A.

NYRA BETS SECONDARY MARK

STACKED: FULL COLOR

The NYRA Bets Secondary Mark is shown here in black and green on a white background. This is the most universally recognized logo and should be used whenever possible. However, variations of the Primary Mark are available to provide sufficient contrast between the background color.

There are two full color marks available: 2/c and 4/c.

STACKED, on a light background



STACKED, on a dark background



2B.

NYRA BETS SECONDARY MARK

STACKED: SINGLE COLOR

The black and white version of the Secondary Mark shown to the right should be used only in instances when color artwork and layouts are not possible, such as newspaper print ads.

STACKED, on a light background



STACKED, on a dark background



3.

NYRA BETS MARK
CLEAR SPACE

This diagram illustrates the minimum amount of space surrounding the logo. In order to remain clean, consistent and prominent, the NYRA Bets Marks should be surrounded by the clear space depicted in the area to the right.

The clear space is used to determine the minimum distance between the Primary and Secondary Mark and all other graphic elements.





In order to determine the appropriate amount of clear space, measure the width of the letter ‘E’ in “Bets”.

To remain clean, consistent and prominent, the NYRA Bets Mark must be surrounded by the clear space depicted in the areas above.

4.

NYRA BETS PRIMARY MARK
UNACCEPTABLE USAGE

The NYRA BETS Primary Mark should not be altered in any way. Here are some examples of unacceptable usage of the mark. While only the black type and green swoosh version is shown here, these rules apply to all NYRA BETS marks.



DO NOT make "BETS" a different color than "NYRA" and **DO NOT** make "BETS" the same color as the swoosh



DO NOT change the colors on any of the elements



DO NOT skew or distort



DO NOT reposition



DO NOT add a drop shadow



DO NOT flip or rotate swoosh



DO NOT scale or reposition the swoosh



DO NOT blur

TYPOGRAPHY

Consistent use of typography is essential to deliver a sound brand message. Our typeface is simple, versatile and modern. It is reflective of our brand and our voice.

We utilize the Gotham font family for print and web communications.

NYRA BETS TYPOGRAPHY
PRINT & WEB

As with our logo, consistent use of our typefaces is essential to reinforce the NYRA Bets brand identity.

Gotham serves as the primary typeface for print, signage and single message communications. Gotham Black or Bold should be used for headlines, while Gotham Book should be used for extended running body copy in longer, multiple-page documents, such as brochures and data sheets, and supporting copy for any web-based application.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOOK

Aa Bb Cc

COLOR PALETTE

Our vibrant color palette reflects the excitement of wagering and the thrills of horse racing.

The NYRA Bets Green is an essential aspect of our brand identity. It serves as our signature color to signify winning, money and our player-first attitude.

Our primary green is complemented by a more subdued set of colors (NYRA Bets Black) to create our core color spectrum.

NYRA BETS COLOR PALETTE
PRINT & WEB

The NYRA Bets color system reflects a fast, fun and dynamic wagering experience.

To the right is the appropriate NYRA BETS primary color palette. Included are PMS, CMYK and RGB breakdowns.

NYRA BETS GREEN
PMS 375C

NYRA BETS GREEN
46/0/100/0

RGB
149/214/0

HEX#
95D600

NYRA BETS BLACK
PMS Black6C

CMYK
81/71/59/76

RGB
17/24/32

HEX#
111820

LOOK TOOLS KIT

The following pages depict how our colors, typography, photography, graphic elements and messaging are curated to create a strong, unique image for NYRA Bets. Adherence to this framework assists in maximizing the effect our visual identity by ensuring greater consistency across our various communication mediums.

1. PHOTOGRAPHY
- **A.** RACING
- **B.** FANS

2. NYRA BETS TEXTURE

3. PROMOTIONAL ASSETS
- DIGITAL

1A.

NYRA BETS LOOK TOOLS KIT
PHOTOGRAPHY: RACING

All photography used to market and promote the NYRA Bets brand will be owned by NYRA.

Use only horse racing imagery involving one of the three NYRA properties: Aqueduct, Belmont or Saratoga.

These photographs should be action-oriented to depict the thrills of horse racing and the overall customer experience.









1B.

NYRA BETS LOOK TOOLS KIT
PHOTOGRAPHY: FANS

All photography used to market and promote the NYRA Bets brand will be owned by NYRA.

Use only horse racing imagery involving one of the three NYRA properties: Aqueduct, Belmont or Saratoga.

These photographs should be action-oriented to depict the thrills of horse racing and the overall customer experience.







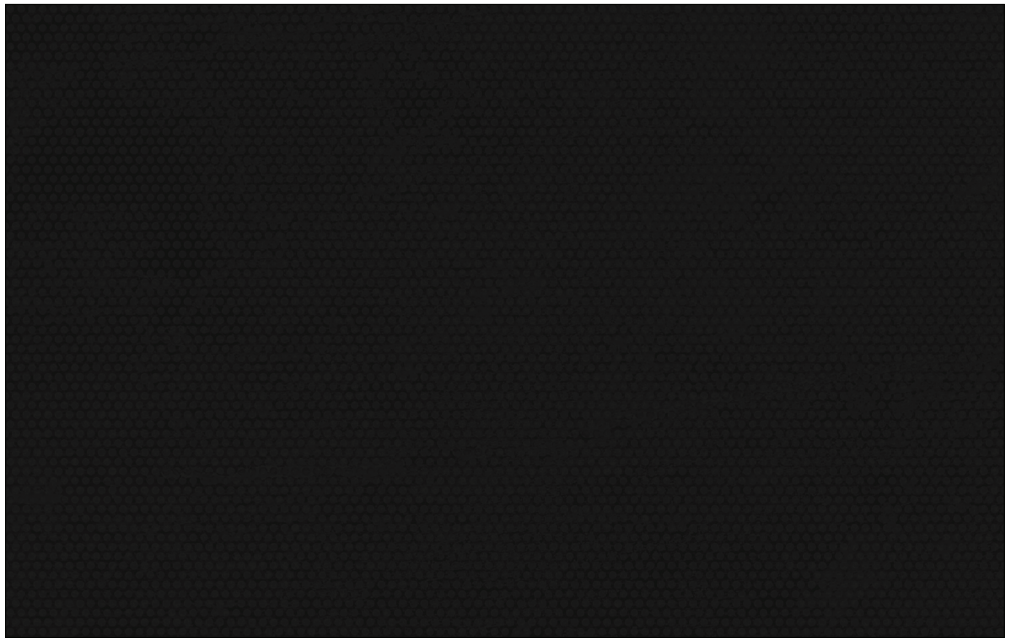


2.

NYRA BETS LOOK TOOLS KIT

NYRA BETS TEXTURE

The NYRA Bets Texture is a key component of the wider brand identity and can be used as a backdrop or complimentary positive element for print, outdoor, digital and social media advertising.



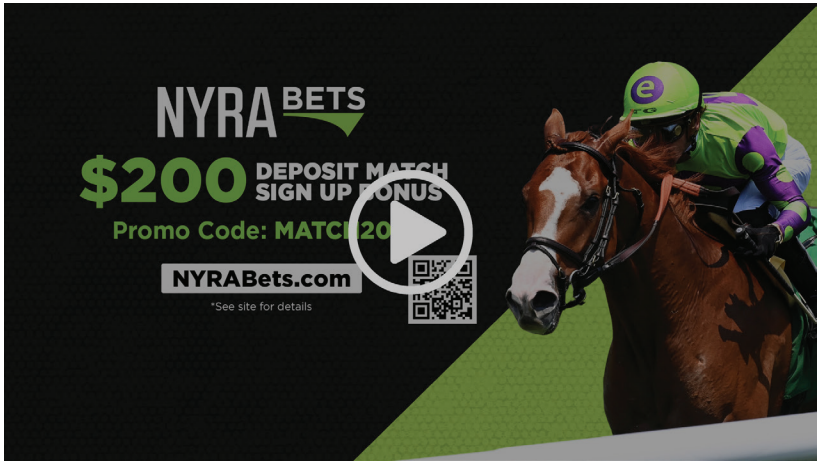
3.

PROMOTIONAL ASSETS

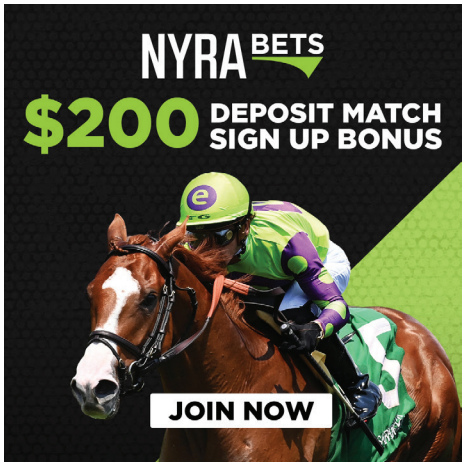
DIGITAL



TV Slate
1920x1080



Animation
1920x1080 Quicktime Files
Frame Rate 29.97
Embedded Alpha (if applicable)



Facebook, Twitter & Instagram
1080x1080



Facebook & Twitter
1200x630



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