

NYRA BRAND STANDARDS

Brand Guidelines

Introduction

The resources you'll find in this document represent our organization's effort to fully integrate the way we talk about and visually represent the New York Racing Association.

As a leader in the thoroughbred racing industry, it is crucial we maintain a consistent and distinctive brand identity.

The Marketing team will provide guidance and creative support to help prepare materials for internal departments and projects.

Outside agencies and sponsors should use this document as a guidepost for any and all projects using NYRA marks. Please submit all creative proofs to creativeservices@nyrainc.com for review and approval prior to production.

Thank you.



Primary Mark – Full Color/Single Color

NYRA

The NYRA logo reflects a hard-charging, bold and strong identity of the NYRA brand. The NYRA Primary mark is full color with all gradients and details as shown to the right.

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.







Secondary Mark – Full Color/Single Color
NYRA

Presented to the right are the Secondary full color and single color NYRA marks on white and dark backgrounds.

Variations of the secondary mark are available to provide sufficient contrast between the background color.

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



Primary Mark – Full Color
Saratoga

The Saratoga Primary Mark is red 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.







Primary Mark – Full Color
Belmont

The Belmont Primary Mark is 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.







Primary Mark – Black/White & Grayscale

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

The logo should remain black and white even when grayscale applications are required.



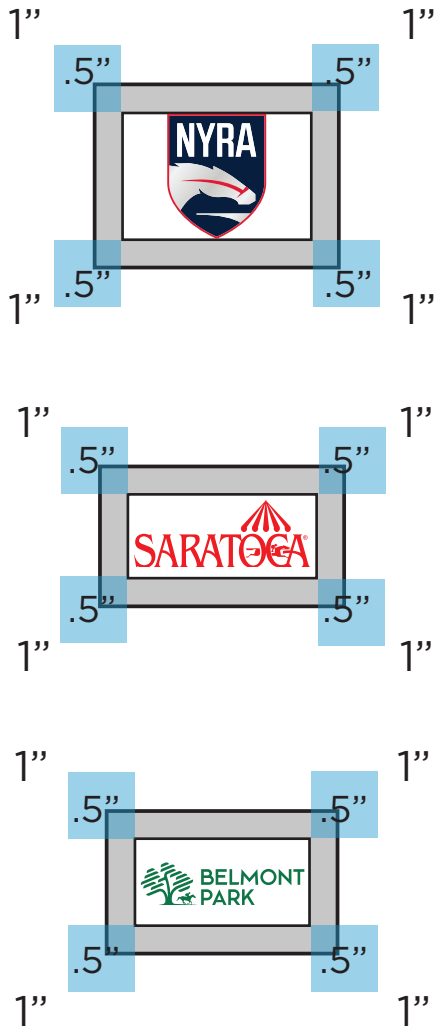




Clear Zone

This diagram illustrates the minimum amount of space surrounding the logo.

In order to remain clean, consistent and prominent, NYRA marks should be surrounded by clear space as depicted in the shaded area to the right. The clear space is used to determine the minimum distance between the mark and all other graphic elements.



Color Palette

Each track property and our corporate mark has a distinct design and color palette.

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



	PANTONE	PRINT (CMYK)	WEB/VIDEO (RGB)	HEX#
	PMS 282C	C-100, M-90, Y-13, K-68	R-4, G-30, B-66	041e42
	PMS 199C	C-0, M-100, Y-72, K-0	R-213, G-0, B-50	d50032
	Metallic SF			
	25% BLACK	C-0, M-0, Y-0, K-25	R-199, G-200, B-202	c6c8ca



	PANTONE	PRINT (CMYK)	WEB/VIDEO (RGB)	HEX#
	PMS 3415C	C-90, M-30, Y-90, K-17	R-0, G-118, B-71	007647



	PANTONE	PRINT (CMYK)	WEB/VIDEO (RGB)	HEX#
	PMS 485C	C-0, M-100, Y-100, K-0	R-237, G-28, B-36	ED1C24

Typography

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

Open Sans serves as the primary typeface for print, signage and single message communications. Open Sans Extrabold or Bold should be used for headlines, while Open Sans Regular or Light should be used for extended running body copy in longer, multiple-page documents, such as brochures and guidebooks.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

OPEN SANS EXTRABOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

OPEN SANS BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

OPEN SANS REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

OPEN SANS LIGHT

Unacceptable Usage

NYRA marks should not be altered in any way. Here are some examples of unacceptable usage of the mark. While only the standard version of each NYRA mark is shown here, these rules apply to all NYRA marks.



DO NOT skew or distort



DO NOT add a drop shadow



DO NOT scale or reposition elements



DO NOT blur



DO NOT flip or rotate



DO NOT change colors

Photography

All photography used to market and promote any of NYRA's tracks or properties will be owned by NYRA.

Use only horse racing imagery at the track referenced in the promotional material – Aqueduct, Belmont or Saratoga.

All racing photographs should be action oriented to depict the thrills of horse racing. All photographs of people should represent the positive overall customer experience.











Contact NYRA

NYRA reserves the right to modify these guidelines at any time. NYRA also reserves the right to withdraw permission for or otherwise prohibit your use of NYRA brand elements if such does not conform to these guidelines.



Questions?

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