



**CALIFORNIA NATIONS**  
INDIAN GAMING ASSOCIATION

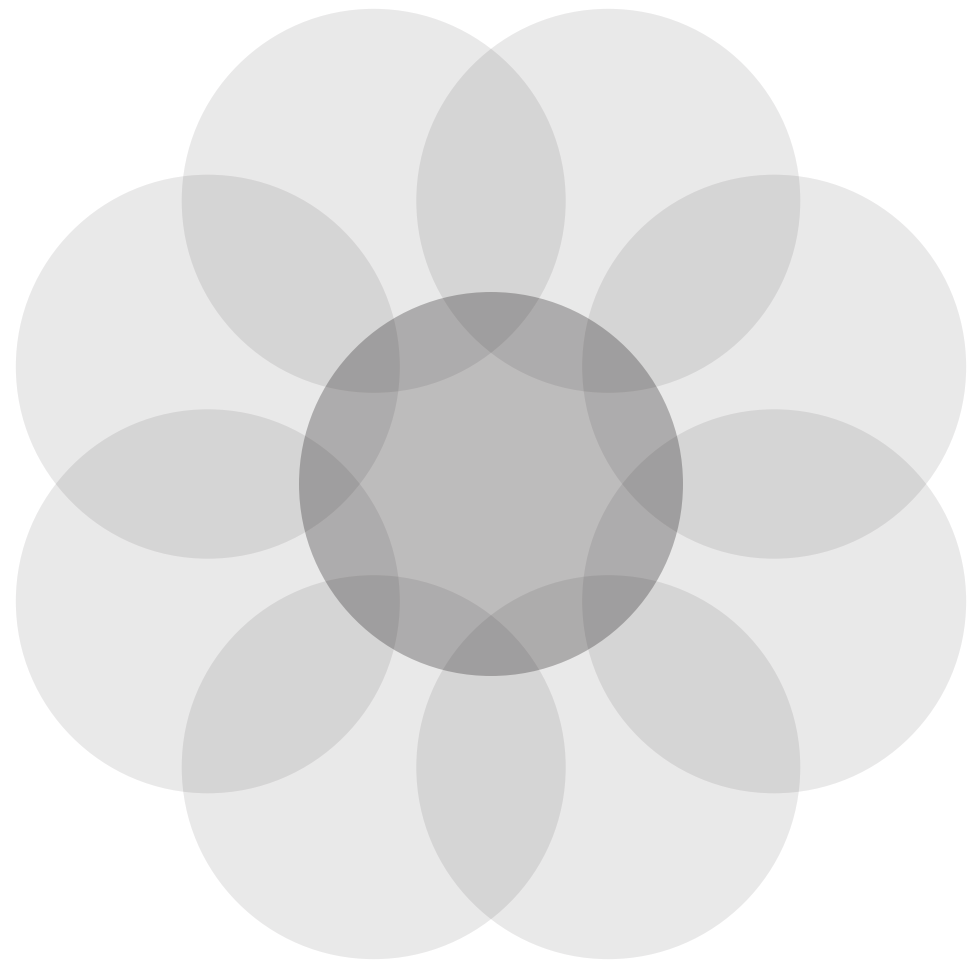
BRAND BOOK 2016

**Protecting the sovereign right of California  
tribes to operate gaming on their lands.**

MISSION STATEMENT



**Identity Construction**



**BRAND MARK IS MADE OF PERFECT CIRCLES IN SYMMETRY**



BRAND MARK (BLACK / WHITE)



**BRAND MARK**



BRAND MARK

**CNIGA**

**CALIFORNIA NATIONS**  
INDIAN GAMING ASSOCIATION

TYPOGRAPHIC MARKS



**CNIGA**

**CALIFORNIA NATIONS**  
INDIAN GAMING ASSOCIATION

TYPOGRAPHIC MARKS



LOGO (CONDENSED)



LOGO (CONDENSED)



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LOGO (EXPANDED)



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LOGO (EXPANDED)



LOGOS LINEUP (BLACK / WHITE)



LOGOS LINEUP

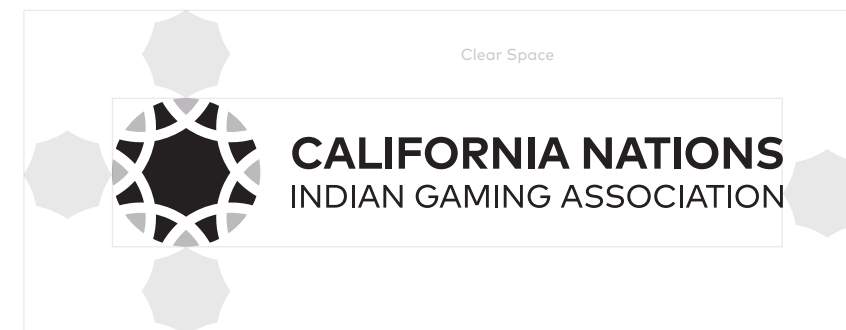
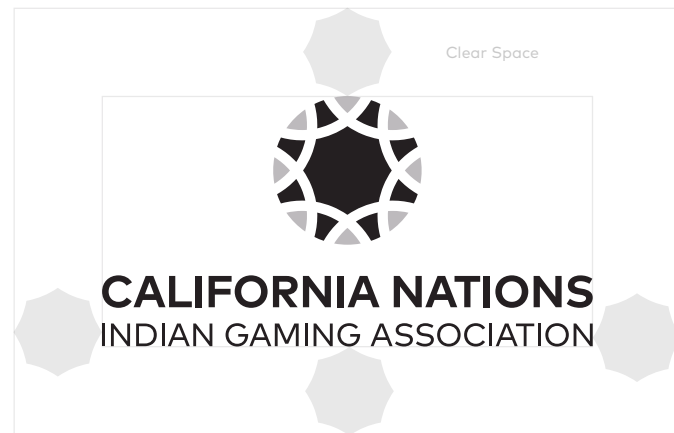


LOGOS LINEUP



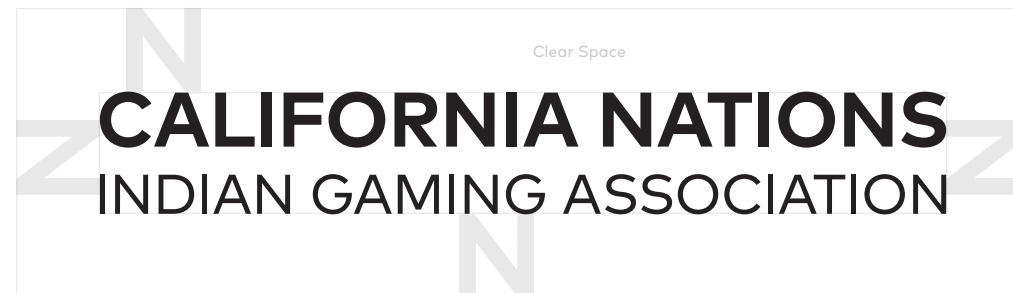


## Guidelines and Usage



### WHITE SPACE REQUIREMENTS

Any form of the CNIGA logo requires the width / height of the center of the brand mark as white space. No other elements should appear in that area to distract from the logo design.



#### **WHITE SPACE REQUIREMENTS**

Any form of the CNIGA word mark, when appears without the brand mark, requires the height of the letter "N" in "NATIONS" as white space. No other elements should appear in that area to distract from the logo design.



#### **LOGO PAIRED WITH ADDITIONAL LOGO**

When using any of the logo forms with an additional logo, use the correct amount of white space required, and center both logos horizontally. Use a vertical line in the center to separate the logos.



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**Alter / Skew**

Do not alter or skew the logo in any way.



**Effects**

Do not add any extraneous effects to the logo.



**Ornaments**

Do not use the logo as an ornament or in combination with any other shapes.



**Shape**

Use the logos as intended. They are perfect just as they are.



**No Effects**

Effects should never be used in association with the logos.



**Typography**

Use only the approved CNIGA logotype in all instances.

**GUIDELINES AND USAGE**

To ensure that the CNIGA brand remains unified across all applications, please follow the guidelines as shown in the examples above.



### Size

Do not reduce the logo to where the brand mark is smaller than .25" tall for print and 30 pixels tall for web.



### Strokes / Gradients

Do not outline or gradiate the icon or it's typography.



### Typography

Use only the approved CNIGA logotype in all instances.



### Size

To maintain readability always use the logos at or above approved sizes.



### Style

The style is simple and flat with no strokes, outlines or gradients.

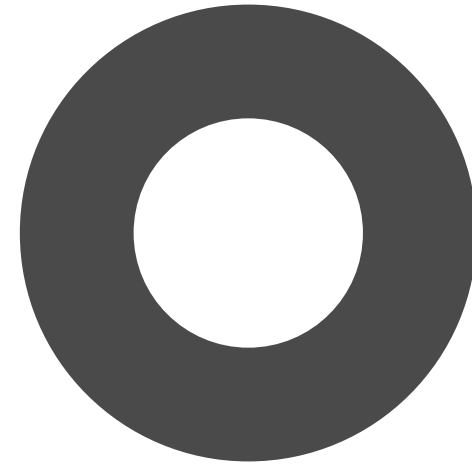


### Color

Only use colors within the approved CNIGA color palette.  
  
Defined on the following page.

## GUIDELINES AND USAGE

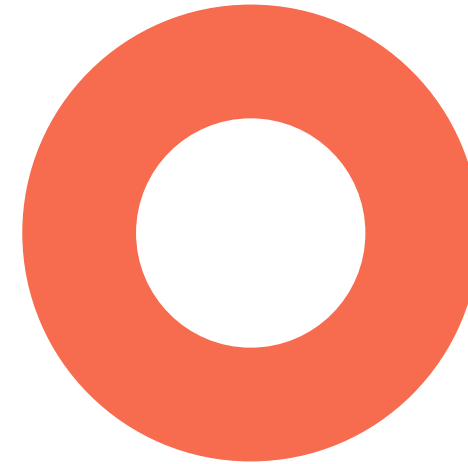
To ensure that the CNIGA brand remains unified across all applications, please follow the guidelines as shown in the examples above.



C	66	R	75
M	58	G	75
Y	57	B	75
K	38		

HEX: 4B4B4B  
PANTONE 2336 C

**Slate Gray**



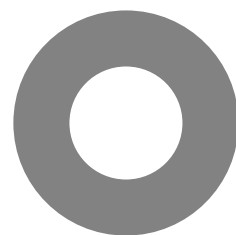
C	0	R	248
M	72	G	108
Y	71	B	79
K	0		

HEX: F86C4F  
PANTONE 7416 C

**Burnt Red**

**COLOR PALETTE (PRIMARY)**

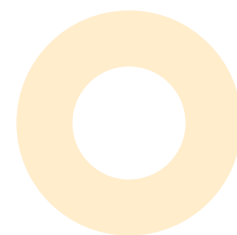




C	51	R	130
M	43	G	130
Y	43	B	130
K	7		

HEX: 828282  
PANTONE COOL GRAY 8 C

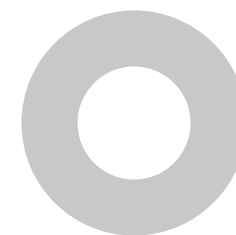
**Dim Gray**



C	0	R	255
M	7	G	236
Y	20	B	205
K	0		

HEX: FFECCD  
PANTONE 7506 C

**Ghost Yellow**

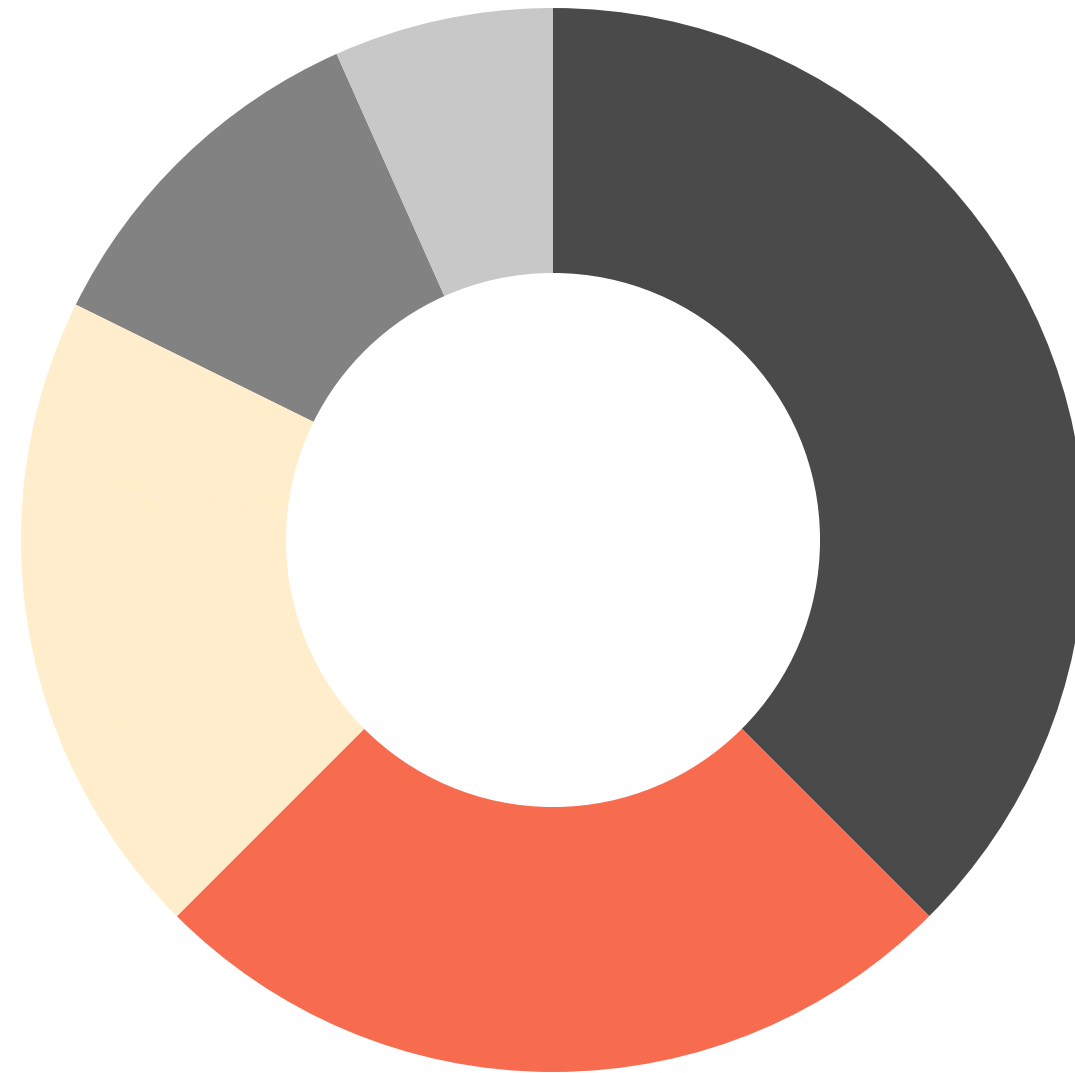


C	21	R	200
M	16	G	200
Y	17	B	200
K	0		

HEX: C8C8C8  
PANTONE COOL GRAY 3 C

**Cool Gray**

**COLOR PALETTE (SUPPORTING)**



COLOR PALETTE (HIERARCHY)



**Typography**

**H1** Tiempos Headline Semibold  
Tracking: 10

**We are sovereign.**

**H2** Mark Pro Bold  
Tracking: 0

**Authentic. Forward-thinking. Confident.**

**H3** Tiempos Headline Semibold  
Tracking: 10

**Protecting the sovereign right of California tribes to operate gaming on their lands.**

**H4** Mark Pro Bold  
Tracking: 100

**SAY HELLO!**

**BODY** Mark Pro Book  
Tracking: 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**TYPOGRAPHIC STYLES + HIERARCHY**

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ %

a b c d e f g h i j k l m n o

p q r s t u v w x y z.

TIEMPOS HEADLINE SEMIBOLD

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ %  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z.

MARK PRO BOLD

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ %  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z.

MARK PRO BOOK



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