CAESARS®
SPORTSBOOK

CAMPAIGN STYLE GUIDE

JULY 2021

Overview of Caesars Sportsbook Brand Voice

- The Caesars Sportsbook brand voice is informed by the character of Caesar himself. Caesar is a jovial, modern-day emperor who is gracious, caring, and unmatched in confidence. He feels everyone deserves to live as good a life as he does. He believes that everyone is a Caesar, hence the name of his brand always being plural and never a singular possessive.

- Because Caesar believes we are all Caesars, he often refers to consumers as “Emperor” in creative ads and messaging when speaking about products, offers, promos, and of course, Caesars Rewards.

- Caesar inhabits both the modern and the antiquated simultaneously. So, naturally, he speaks in a way that includes sports or casino jargon and current conversational slang as well as language you’d expect to find carried over from Caesar’s days ruling the Roman empire. The trick is not to overload the messaging with too many of these things at once but find balance between the past and present worlds that Caesar straddles.

- Because the Caesar character appears in everything from television and radio ads to digital, social, and retail creative, this will give us an opportunity to leverage the Caesar voice and tone across all Caesars Sportsbook messaging channels and locations.



Rule On How To Apply the Caesar Brand Voice

Only use the Caesar voice described on the previous page in the first-person if there is an image of him that accompanies it on the creative. If not, it will be unclear to the consumer who is delivering the messaging.

Example: “I Made You An App, New Jersey”

When the Caesar character does not appear, the messaging should still be spoken directly to the customer as if Caesar himself is behind it and has approved it. It can infuse hints of the voice and tone of Caesar, but it should be more succinct, straight-forward, and never in the first-person.

Example: “Your App Is Ready, Emperor”

All Caesars Sportsbook messaging, delivered either in the Caesar first-person voice or not, should nod to product features, promos, rewards, and service customers deserve. Caesars Sportsbook is always speaking to customers as fellow Caesars because Caesar believes everyone should live as good as he does—all the time.

Example (Automated Email Message): Thank you for your message, Emperor. You deserve the royal treatment—always. I hope my people were able to provide what you need to rule your empire.

Sincerely,
Caesar



Logo Options

When using the Caesars Sportsbook logo, please adhere to the following guidelines.

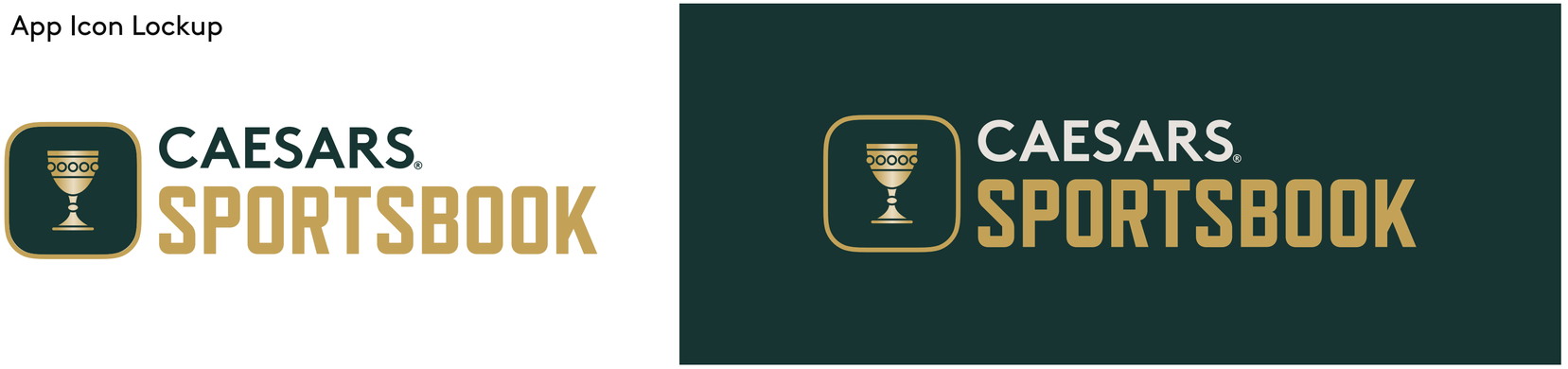
On light backgrounds, use the green and gold version of the logo. On dark backgrounds, use the off-white and gold version.

Main Logo



App Icon Lockup is for digital uses only.

App Icon Lockup



Caesars App Icon

Usage: Chalice alone is used to denote both app store iconography and as signifying element of Caesars Master-brand (i.e. any channel or communication where Sportsbook, Casino, WSOP, and SuperDraft are all promoted).





Responsible Gaming Badge

Usage: On all promotions where RG copy is needed in the footer. RG copy changes per state.



RESPONSIBLE GAMING

21+ only. Gambling problem? Call or text 1-800-522-4700. Chat available at ncpgambling.org/chat.



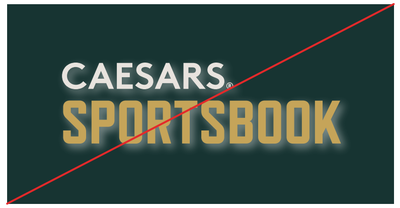
Alternate Badges

Usage: To be used in creative marketing assets with corresponding featured sport.

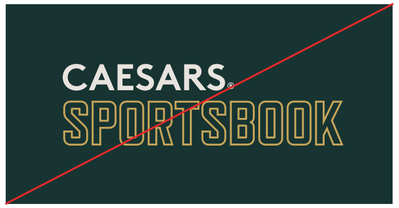


Things to Avoid

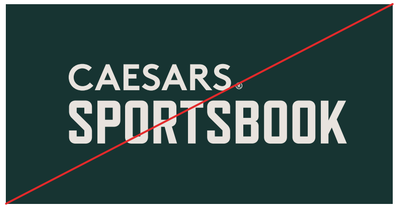
The sketches opposite demonstrate what NOT to do when using the logo. Please note that the rules outlined opposite also apply to our badges and chalice icon.



Do not add drop shadows, gradients, or other digital effects to the mark.



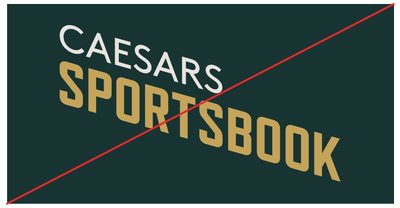
Do not outline or add a stroke to our logo.



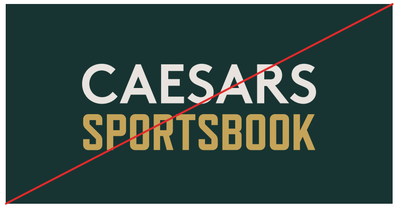
Do not incorrectly colorize our logo.



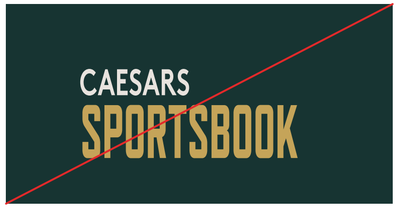
Do not place the logo on a gold background.



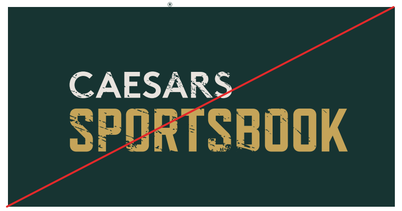
Do not skew or rotate the logo.



Do not remove or alter the scale or alignment of elements of the logo.



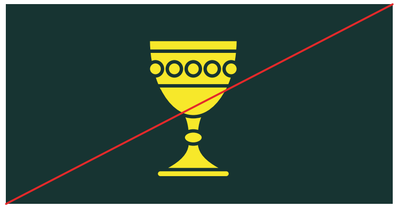
Do not change the proportions of the logo.



Do not distort the logo.







Partnership Logo Lockup

In the horizontal lockup, the partner logo and the Caesars logo should be the same height, and the same distance from the divider. However, if they cannot share heights, they should roughly share the same visual balance. The height of the divider should extend one unit above and below the logos.

In the vertical lockup, the partner logo and the Caesars logo should be the same width, and the same distance from the divider. The width of the divider should extend one unit to the left and right of the logos.

Note:
The divider should match the weight of the C in the CAESARS part of the logo.



HORIZONTAL LOCKUP



VERTICAL LOCKUP



HORIZONTAL LOCKUP SPACING



VERTICAL LOCKUP SPACING

CAESARS
SPORTSBOOK
AN OFFICIAL SPORTS BETTING PARTNER

CAESARS
SPORTSBOOK
AN OFFICIAL SPORTS BETTING PARTNER

CAESARS
SPORTSBOOK

Proud Partner of the NBA

CAESARS
SPORTSBOOK

AUTHORIZED GAMING OPERATOR
OFFICIAL LEAGUE DATA LICENSEE

COLOR

The primary palette for Caesars features Green, gold, Cool Gray. The marked (*) colors are the primary brand colors. These should feature more frequently than others.

Please refer to the color values to the right to ensure their correct reproduction.

Primary Palette

Pine

PMS 5467 C
CMYK 86 52 61 65
RGB 23 52 50
HEX 173432

Caesars Gold

PMS 7407 C
CMYK 22 31 71 8
RGB 197 164 89
HEX C5A459

Warm Gray

PMS GRAY 1 C
CMYK 11 10 13 0
RGB 232 227 222
HEX E8E3DE

Background Colors

Green

PMS 5467 C
CMYK 86 52 61 65
RGB 23 52 50
HEX 173432

Black

PMS BLACK 3
CMYK 86 76 61 93
RGB 7 6 7
HEX 070607

White

HEX #FFFFFF

Compliant Golds

For use on kiosk screens and product UI/UX applications (i.e.: app/landing page/web)

On White

HEX #98845A

On Black

HEX #CBAA65

TYPOGRAPHY

The primary typefaces we use for all communications are Bourbon, Refrigerator Deluxe, and Brown.

Bourbon is the campaign headline font and will only be used in headlines. There is no lowercase for Bourbon. Refrigerator Deluxe is the brand headline font and can be used in place of Bourbon for headlines and offer copy or callouts. In contrast to the bold headline typefaces, Brown is our subhead and body copy font.

Campaign Font

BOURBON REGULAR
IS OUR CAMPAIGN FONT.

Bourbon Regular

Brand Fonts

USE REFRIGERATOR DELUXE BOLD
FOR EXCLAMATIONS.

Refrigerator Deluxe

Use Brown for explanations.

Brown Regular

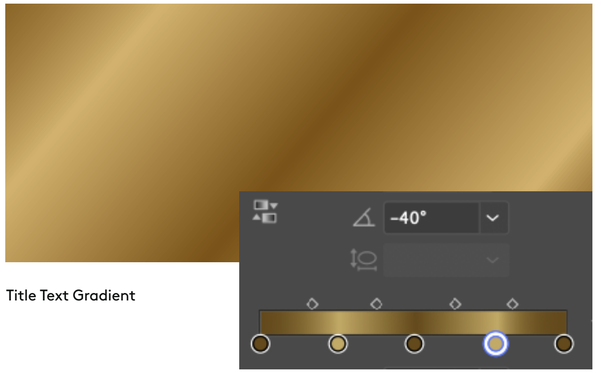
Use Brown for explanations.

CAMPAIGN TYPOGRAPHY

Use Bourbon Regular for all communications pertaining to the launch campaign. Apply Gold Gradient to all headlines.

BOURBON REGULAR
IS OUR CAMPAIGN FONT.

Bourbon Regular



Title Text Gradient

#785218 #D2B26E #785218 #D2B26E #785218



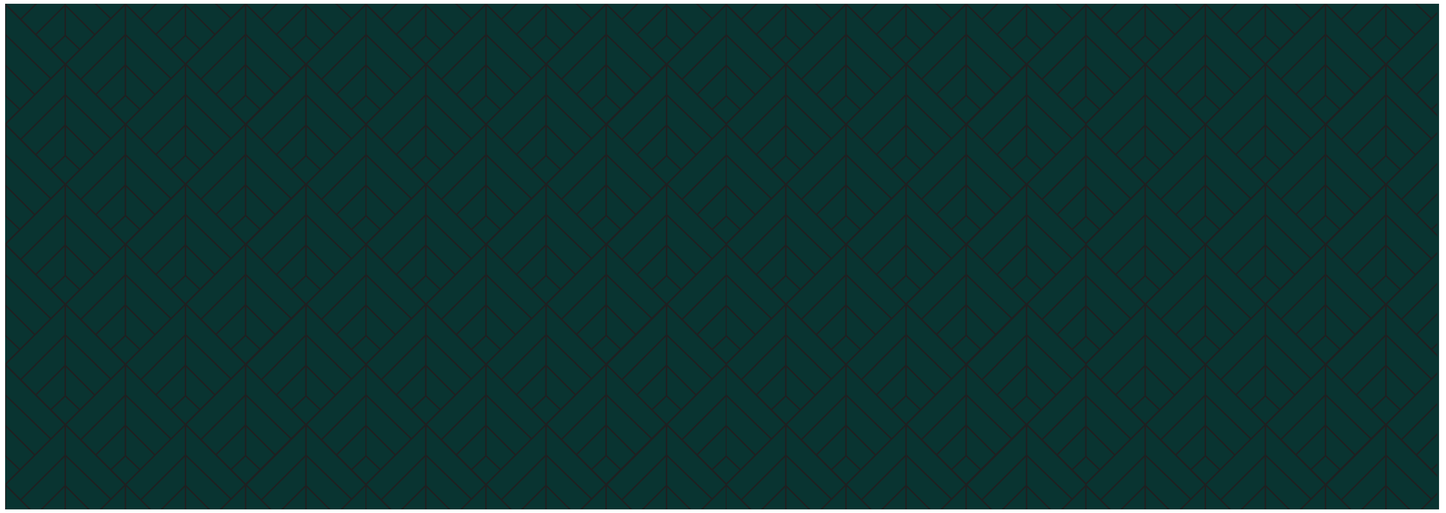
Campaign Example

PATTERNS

Patterns can be a visual component in the Caesars Sportsbook design system. They help strengthen brand recognition over time, allow for textural or watermark expressions if needed, and can even serve as a substitute for photography.



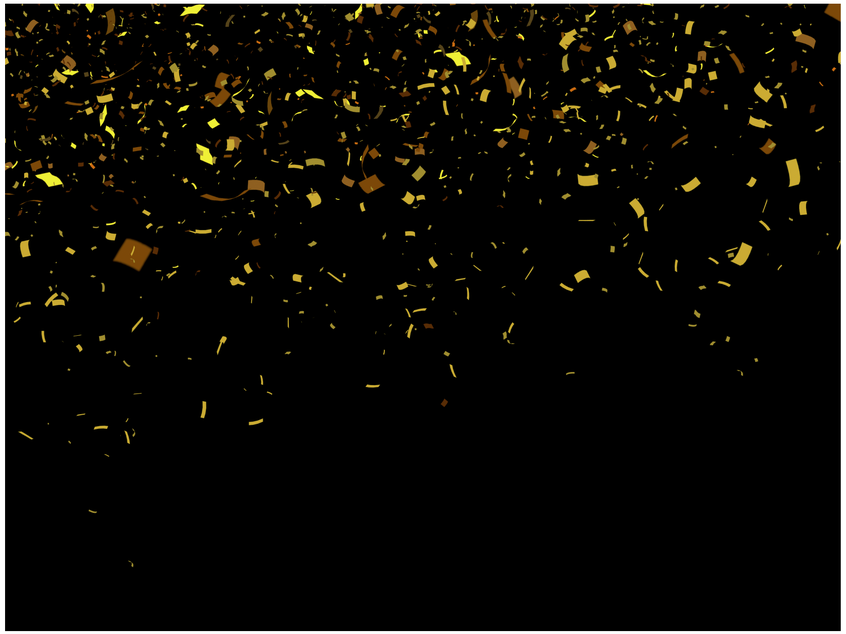


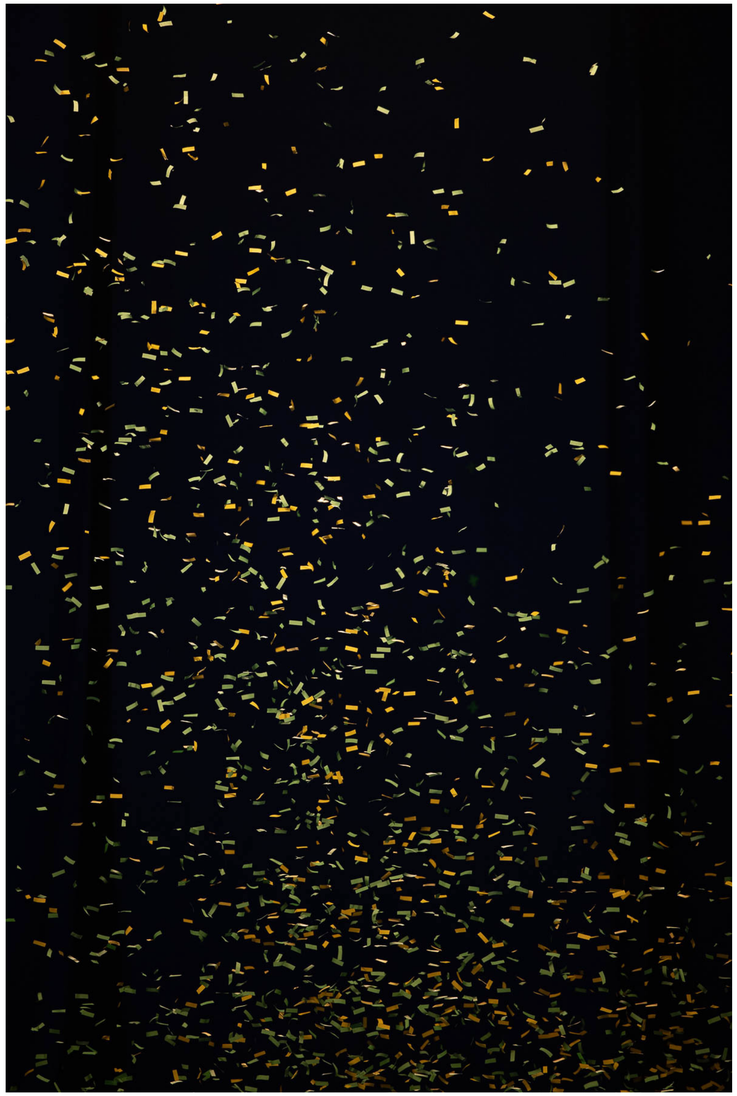


PATTERNS

LAUNCH CAMPAIGN BACKGROUND

Usage: Confetti pattern is used to create excitement around launch campaign communications. It should not be used in any long standing creative such as signage or printed collateral.







Campaign Example

PHOTOGRAPHY



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