



BRAND GUIDE



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BRAND INTRODUCTION

EXACTA[®] seamlessly links and integrates the industry's top game manufacturers with the virtually unlimited math modeling capabilities of Exacta **CONNECT**[™] to bring unrivalled diversity and the excitement of gaming to an ever expanding market landscape.

With the largest installed base, the most diverse gaming library and best-in-class partner support, **Exacta is built for growth.**

YOURS.

BRAND VOICE

EXACTA[®] Systems is a passionate bunch. We value and treasure our independent spirit, and we **work tirelessly** in the pursuit of our customers' ongoing **success and growth**.

Exacta values include:

OPENNESS
ENTREPRENEURIALISM
INNOVATION
PARTNERSHIP

BRAND **TONE**

Who Exacta is:

- Confident, humble, modest
- Loyal, committed, supportive
- Experienced, trustworthy

Who Exacta isn't:

- Snooty, aloof or boastful
- The center of attention
- Flakey, unreliable



HORIZONTAL LOGOTYPE

The horizontal logotype is the **primary** logo utilized throughout the **EXACTA**® brand. There are four color variations that incorporate the **brand** colors and gradients.

The Exacta logos should be used within these boundaries to allow for consistency throughout the brand.



4 color variations:



Exacta_Logo



Exacta_Logo_OneColor



Exacta_Logo_Light



Exacta_Logo_White

LOGOMARK

Our logomark was designed to represent the **unique** qualities of the **EXACTA®** brand and can be used in these **four variations**, dependent upon the specific application.

4 color variations:



Exacta_Logomark



Exacta_Logomark_Rev



Exacta_Logomark_Blue



Exacta_Logomark_White

The logomark can be used on its own when necessary in square dimensions.

LOGO VARIATIONS

The logo variations should be used **solely** with brand colors and **accordingly** on light and dark backgrounds.



The **EXACTA**® Built to win™ logotype is a variation that also **includes the brand's tagline.**



The **EXACTA**® SYSTEMS logotype is a variation that represents the **sub-systems** of the Exacta brand, which includes **Exacta Games, Exacta Players** and **Exacta Consoles.**



The **CONNECT**™ logotype represents a **sub-brand** within Exacta and serves as the **game-management system** for **accounting, machines** and **player tracking.**

BRAND **FONTS**

URW Din and **URW Din Cond** are used as the primary and secondary typefaces.

URW Din

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

URW Din Cond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headings:

- **URW Din Bold/*Bold Italic***
- **URW Din Black/*Black Italic***
- **URW Din Cond Demi/*Demi Italic***
- **URW Din Cond Bold/*Bold Italic***
- **URW Din Cond Black/*Black Italic***

Body copy:

- **URW Din Light/*Light Italic***
- **URW Din Regular/*Regular Italic***
- **URW Din Medium/*Medium Italic***
- **URW Din Cond Regular/*Regular Italic***
- **URW Din Cond Medium/*Medium Italic***

BRAND **COLORS**

The brand colors consist of the primary colors and secondary colors.
The **primary** colors make up the **logo** and the **overall look** of the **Exacta[®]** brand.

PRIMARY COLORS

#0C1428

Pantone:
BLACK 6C

C=89.72
M=80.68
Y=52.89
K=69.26

#0A0A5A

Pantone:
P 101-16U

C=100
M=98.97
Y=28.64
K=43.61

#FA0064

Pantone:
P 71-8U

C=0
M=99.53
Y=23.69
K=0

#FF5A1E

Pantone:
P 37-8U

C=0
M=78.81
Y=92.88
K=0

#FABC14

Pantone:
P 24-8U

C=0
M=57.22
Y=99.45
K=0

Ombre Gradient

BRAND **ICONOGRAPHY**

Custom icons can be used when **communicating** options and features of the **CONNECT™** brand.



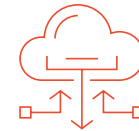
Management Tools



GLI Certified



Security



Hosting



Freedom



Game Library



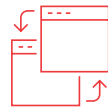
Designer Features



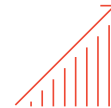
Consistency



Upgrades



Versatility



Stable Revenue



Intelligence

 **EXACTA**®