



Guidelines Purpose



The Breeders' Cup brand is one of our most valuable assets. It defines who we are, what we do and what we represent. The following pages help ensure we are working together to communicate the Breeders' Cup brand with a consistent image and voice.

The Breeders' Cup marks, visuals and voice used must be replicated and produced according to the associated guidelines contained herein. As a representative of the Breeders' Cup, it is your role to follow these guidelines and protect the foundational elements upon which our brand is built.

Adhering to these guidelines will allow us to communicate our brand in a consistent, compelling and unified manner. Correct application is crucial in helping carve out a unique and relevant position throughout the competitive landscape.

Legal Notice



All materials in this document are the property of Breeders' Cup Limited. This includes, but is not limited to, printed and/or electronic text and images. Written permission from a duly appointed representative of Breeders' Cup Limited is required for any use or publication, public or private, of any material contained herein. There is not implied consent for any use, publication, republication or transmission of material owned by Breeders' Cup Limited.

Approval Requirements

FILE FORMATS AND USAGE

All applications of the Breeders' Cup brand assets must receive written approval from the Breeders' Cup Marketing Department. This includes: development of new logos, all forms of advertising and marketing, 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.

Breeders' Cup 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. Breeders' Cup 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 Breeders' Cup marketing partner without adversely affecting the basic uniformity upon which a successful brand identity program is based.

The Breeders' Cup Marketing Department 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 inquiries should be directed to:

Usage and Production

Fred Vickers
Senior Director of Production
Breeders' Cup Limited
O: 859-422-2693
E: fvickers@breederscup.com

Licensing and Merchandising

Peggy Gdovka
Senior Director of Corporate Partnerships
Breeders' Cup Limited
O: 859-422-2615
E: pgdovka@breederscup.com

2018 Event Logo

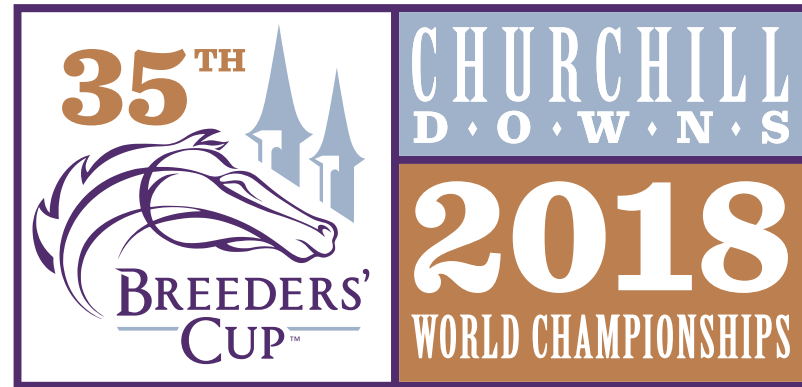
Breeders' Cup 2018 World Championships Logo

Full Color

The 2018 World Championships Logo is shown here in Full Color on White, Purple, Gold and Black backgrounds.

Variations of the 2018 World Championships Logo are available for use as clear-background PNGs. In applications where the background is deemed to be too detailed or distracting, the solid-background JPG of the same version of the Logo should be used instead.

The Breeders' Cup 2018 World Championships Logo should be used for all applications representing the 35th running of the Breeders' Cup World Championships Event.



Breeders' Cup 2018 World Championships Logo

Single Color (Gold)

The 2018 World Championships Logo is shown here in Single Color with variations on Light and Dark backgrounds.

The Breeders' Cup 2018 World Championships Logo should be used for all applications representing the 35th running of the Breeders' Cup World Championships Event.

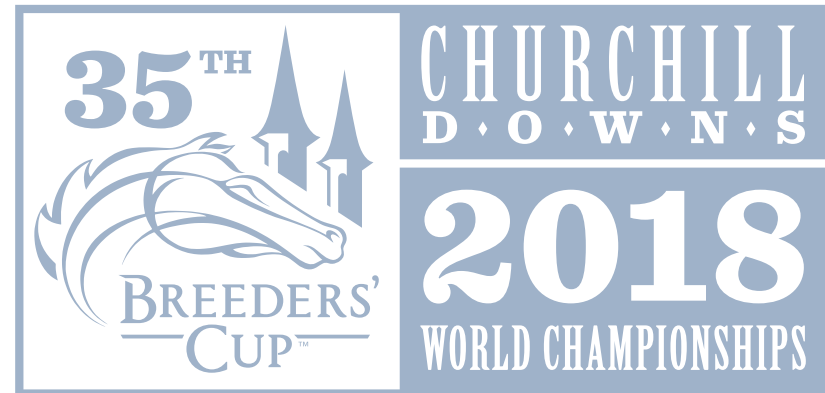


Breeders' Cup 2018 World Championships Logo

Single Color (Silver)

The 2018 World Championships Logo is shown here in Single Color with variations on Light and Dark backgrounds.

The Breeders' Cup 2018 World Championships Logo should be used for all applications representing the 35th running of the Breeders' Cup World Championships Event.



Breeders' Cup 2018 World Championships Logo

Single Color (Purple)

The 2018 World Championships Logo is shown here in Single Color with variations on Light and Dark backgrounds.

The Breeders' Cup 2018 World Championships Logo should be used for all applications representing the 35th running of the Breeders' Cup World Championships Event.

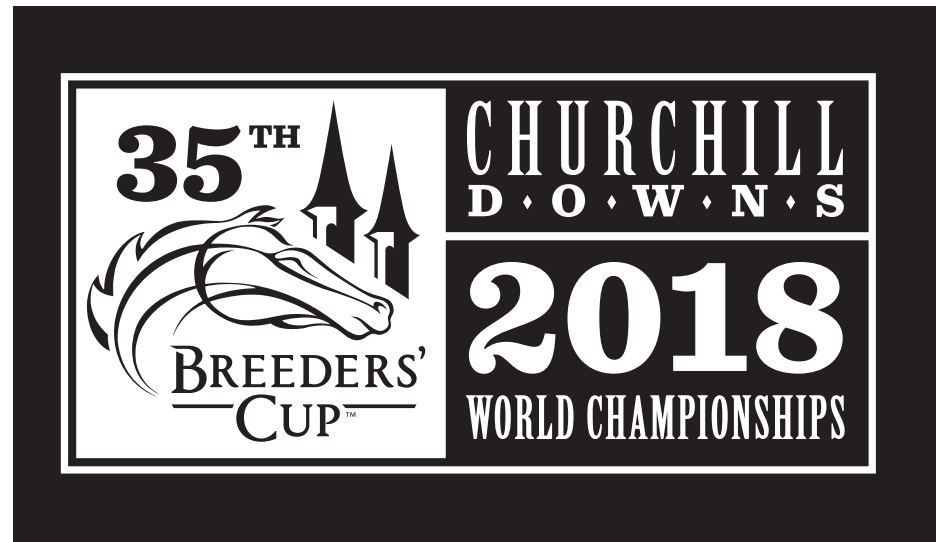
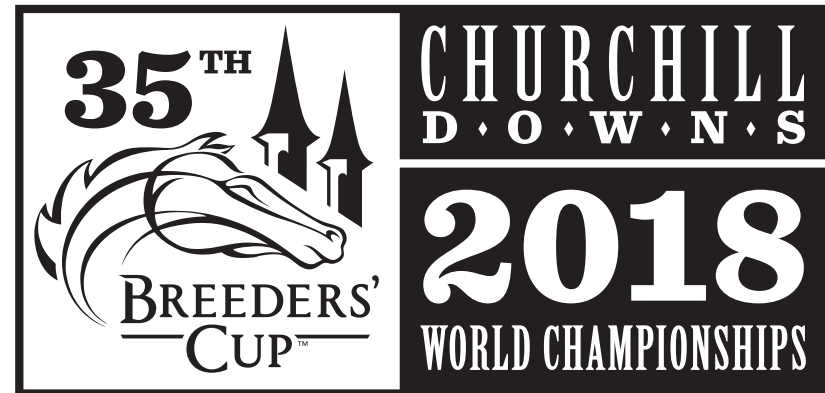


Breeders' Cup 2018 World Championships Logo

Black & White

The 2018 World Championships Logo is shown here in Black & White with variations on Light and Dark backgrounds.

The Breeders' Cup 2018 World Championships Logo should be used for all applications representing the 35th running of the Breeders' Cup World Championships Event.



Breeders' Cup 2018 World Championships Logo

Clear Space

On this page are specifications to determine the minimum distance between the Breeders' Cup 2018 World Championships Logo.

Adherence to these clear space standards ensures the consistent application.

The clear space around the Breeders' Cup 2018 World Championships Logo can be determined by taking 20% of the original width.



Breeders' Cup 2018 World Championships Logo

Minimum Size Requirements

The minimum size required for the Breeders' Cup 2018 World Championships Logo is shown here.

For embroidery and merchandise applications the Breeders' Cup 2018 World Championships Logo should be reduced no smaller than 1.25" high.

For digital and print applications that provide size restrictions, the Logo should be reduced no smaller than 36 pts. high.

Embroidery and Merchandise:

1.25" High



Digital:

36 pts.



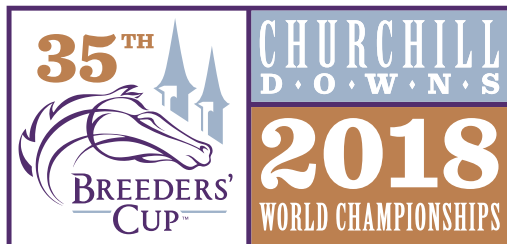
Breeders' Cup 2018 World Championships Logo - Color

Color Palette

The Breeders' Cup 2018 World Championships Logo primary colors are listed in the chart to the right. Color chips are presented in Pantone, CMYK, RGB & Web.

Use only the electronic files for reproduction and only the approved Pantone color specifications shown.

The color palette shown on this page is only to be used with the 2018 World Championships Logo.



Pantone 269 C
Web 512D6D
C 80 R 81
M 98 G 45
Y 5 B 109
K 27

Pantone 729 C
Web B5804F
C 7 R 181
M 45 G 129
Y 66 B 80
K 18

Pantone 536 C
Web A0B1C8
C 34 R 162
M 17 G 178
Y 2 B 200
K 7

White
Web FFFFFFFF
C 0 R 255
M 0 G 255
Y 0 B 255
K 0



Thank You