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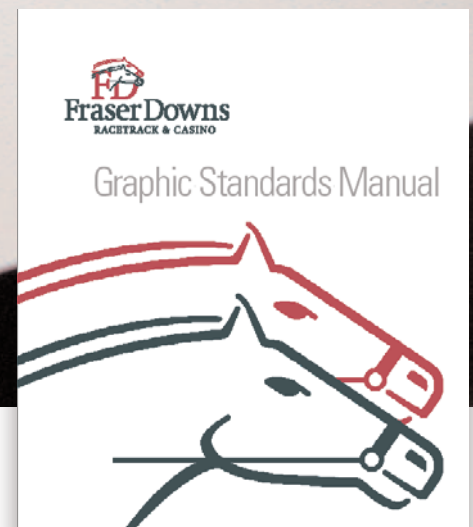


**Fraser Downs**  
RACETRACK & CASINO

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submit the following information to:  
Serengeti Design Group Inc.  
10000 150th Street, Surrey, BC V3R 1G1  
TEL: 604-591-3333  
FAX: 604-591-3334  
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## A facelift for the horses.

### > The Background

Serengeti originally designed this corporate identity in 1997 when Cloverdale Raceway changed its name to Fraser Downs.

The opening of the full casino at Fraser Downs in November 2004, and a referendum victory focused on the redevelopment of Sandown Park, near Victoria, marked the successful conclusion of an 8-year campaign to win for horse racing fairer levels of taxation, better government policy and permission to participate in the broader gaming environment.

The \$25 million reconstruction of Fraser Downs club house was completed in June 2005.

### > The Criteria

With the casino addition, the facility went through another name adjustment to reflect the two forms of entertainment now available.

This time around, with the expanded facility, Serengeti was also requested to prepare a Graphic Standards Manual to ensure the upgraded identity would remain consistent over a very wide range of applications.

### > The Process

The main reason for the upgrade was to incorporate the new wording "Racetrack & Casino" into the identity. Since the actual racetrack was getting a face-lift with the construction of a brand new casino and club house, it was agreed that Serengeti would devote part of the process to exploring the

possibility of the symbol being freshened up to better reflect the new atmosphere that would be present at the combined facility.

After discussions with the General Manager and the Director of Marketing, Serengeti presented several typographic refinements to the identity. We also presented a series of visuals showing a subtle evolution of the horses symbol.

In order to maintain a strong identity and continue to build a valuable business asset, Serengeti prepared a Graphic Standards Manual to help ensure a consistently high quality of design implementation.

### > The Result

A revitalized identity goes hand-in-hand with this new phase in Fraser Downs' history.

### Fraser Downs Racetrack and Casino

Orangeville Raceway Limited are operators of Fraser Downs in Cloverdale and Sandown Park in North Saanich, B.C. Orangeville has been a closely-held private company which originated with a small standardbred racetrack in Ontario, followed by the founding of Cloverdale Raceway (now Fraser Downs) in 1976. The patriarch of the company was the late Jim Keeling Sr., a member of the Canadian Horse Racing Hall of Fame. Another of the tight family group of departing shareholders is a harness racing legend, Keith Waples, also a Hall of Fame inductee.