



Logo Usage Guidelines

The VEGAS.com brand is our most important asset.

Building a strong brand image doesn't happen overnight. It takes the consistent and creative use of all available corporate communications vehicles to create a focussed product position and identity in the mind of the customer and consumer.

The VEGAS.com logo, colors, trademark and other elements used correctly and consistently will help VEGAS.com visitors recognize our branding effort among the barrage of messages they are constantly inundated with. The following are guidelines for the proper and consistent usage of VEGAS.com's identifying visual representation: It's logo.

VEGAS.com Logo

Primary Logo



Secondary Logo

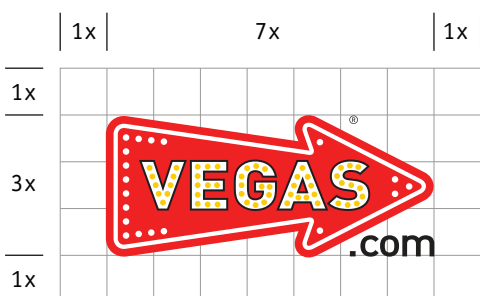


Primary Logo:

As our signature, the VEGAS.com logo should be used on all primary communications. The altering of the logo's size, color and design may not be altered in any way. Never cut, realign, reduce or enlarge any element within the logo.

The Secondary Logo should be used when the use of the primary logo becomes too complicated and could hinder the legibility of the logo.

Clearspace



Clear space is the open, protected zone surrounding the Logo. Allow for as much white space as possible around the logo. This space is identified to protect the visual integrity of the Logo.

Shown here is the Logo with the required clear space measurement. "X" equals 3 times the height of the arrow and 7 times the width.

Minimum Size

Print



| .78 inches |

Web



| 56 pixels |

The size of the VEGAS.com logo is measured by the width of the arrow, horizontally.

If the logo is to be used smaller than 1.25 inches or 90 pixels, the modified smaller version of the logo must be used. The VEGAS.com logo should never appear any smaller than .78 inches in print, 56 pixels online.

Colors

The approved colors for rendering of the VEGAS.com logo are listed below.

Do not deviate from the approved colors in any instance.

Print



RED
Pantone 032

YELLOW
Pantone 122

Web



RED
R - FF or 255
G - 00 or 0
B - 00 or 0

YELLOW
R - FF or 255
G - CC or 204
B - 00 or 0

Print and Web



VEGAS.com logo should be used as shown when used on white or higher color background in one color applications.



RED
Pantone 032

YELLOW
Pantone 122



RED
R - FF or 255
G - 00 or 0
B - 00 or 0

YELLOW
R - FF or 255
G - CC or 204
B - 00 or 0



VEGAS.com logo should be reversed as shown out of black or darker colors when used in one color applications.

Violations

It is important to not modify the logo in any way. Shown are some examples of violations.



Do not re-arrange letters or point arrow in any other direction



Do not reposition or resize the .com in any way



Do not re-position logo. It must always appear horizontal



Do not use any other colors than black in the one color application



Do not use the VEGAS letters without the arrow



Do not deviate from color palette and arrow should not appear without .com



Vegas letters placed within another arrow or other shape



Do not alter preferred fonts in any way.

Merchandising/Promotions

Full-Color
Merchandising Logo



One-Color
Merchandising Logo



These logos are to be used on promotional materials only. They can be used on items where the .com MUST be kept within the logo. Please consult with VEGAS.com creative to obtain approval to use this version of the logo.

THIS VERSION OF THE LOGO CANNOT BE USED UNLESS APPROVAL IS GIVEN BY VEGAS.com.

Please call 702-992-7900

Trademark and Copyright Guidelines



©2001 VEGAS.com. All rights reserved.

The appropriate mark for the VEGAS.com logo is "®".

In addition to the trademark bug, it is essential to include a VEGAS.com copyright notice or insert legal text on all communications materials that have one or more of our trademarked items. Keep in mind that the year of the copyright (example: ©2008) must be updated to the current year.

When displaying the VEGAS.com logo, use the following copyright notice:
©2001 VEGAS.com. All rights reserved.

Questions?

If you have questions about any part of these guidelines, please contact us at VEGAS.com for proper direction at 702-992-7900.