

logo



wordmark

the spa™

I - Logo

The identity for the spa, the salon and the spashop is an integrated brandmark system that closely connects the three enterprises. The system comprises logos (i.e., symbols) and wordmarks, which allow flexibility in applications without compromising the consistency of the over-all identity.

The logos are meant to represent the geological history of the southwest, with the solid shape at center representing a rock worn smooth by the passing of time (and water), and the undulating lines surrounding it a reference to the water that once filled the region. Together, they symbolize the out-of-time experience that the spa at Wynn Las Vegas will deliver, as well as the natural heritage of the area. The logos are the preferred brandmarks for each of the three enterprises, and should be used in all instances in which the application area is sufficiently large to allow for legibility and recognizability. In particular, branded signage should always incorporate the logo(s).

The wordmarks have been created for those instances in which the size of the application may render the symbol unrecognizable, or the complexity of the element onto which the logo would be placed would diminish the over-all design impact.



the salon™



the spashop™



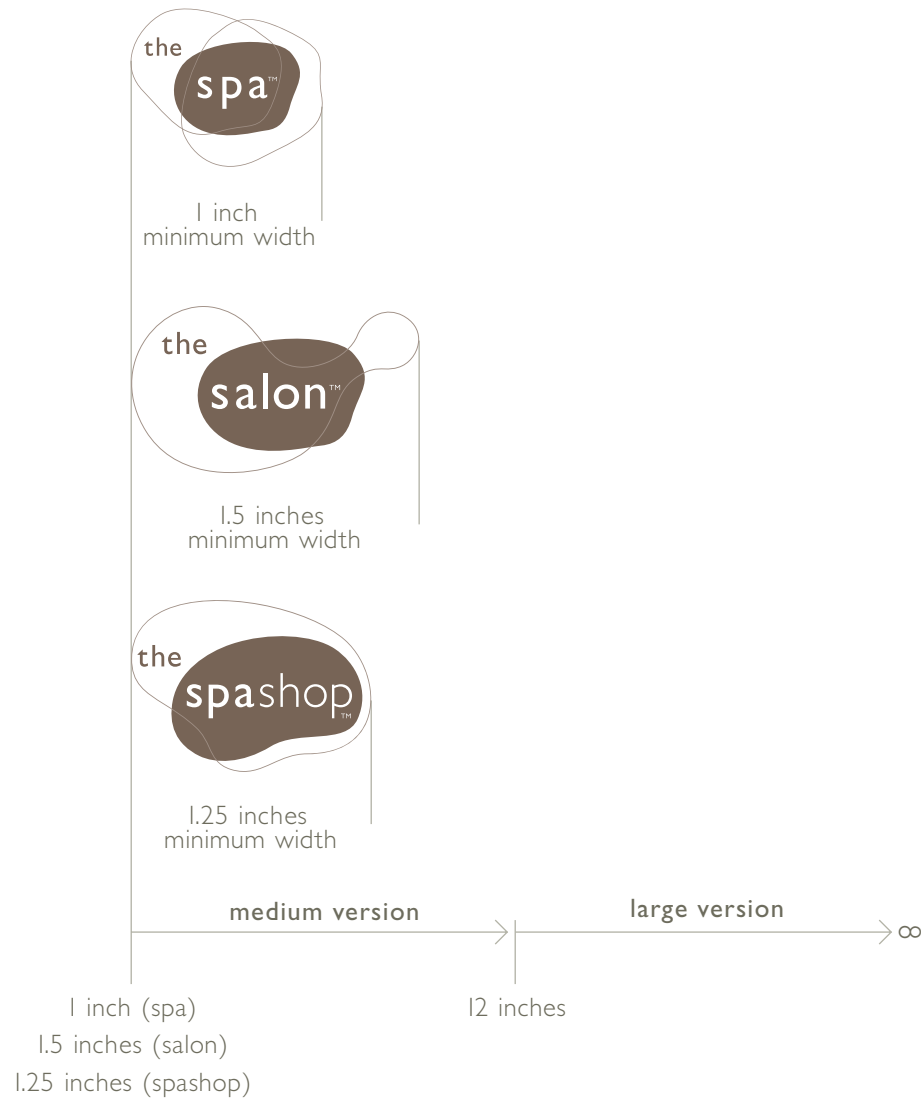
2 - Minimum Space

For maximum impact, a set minimum space should separate the logo from all other graphic and typographic elements. This area forms an invisible frame around the logo.

The invisible frame around the spa, the salon and the spashop logos is based on the size of two of the lower case "a" letterforms in each mark. The interior edge of the frame is defined by the outermost edge of the graphic elements. The outer edge of the frame is the distance created by a stack of two "a's."

The invisible frame around the wordmarks is based on the size of a single lower case "a." The interior edge of the frame is defined by the outermost elements of the typeface. The outer edge of the frame is the distance created by a single lower case "a."

When the logo or wordmark size changes, the minimum space will change accordingly.



3 - Logo Sizing

The decision to apply the logo or wordmark in the spa, the salon and the spashop identity system is primarily determined by the size of the application. The logos work at a limited size range, but the wordmark was developed for greater flexibility.

The logo for the spa has a minimum width of 1 inch and should not be used at any smaller size. The logo for the salon has a minimum width of 1.5 inches and should not be used at any smaller size. The logo for the spashop has a minimum width of 1.25 inches and should not be used at any smaller size.

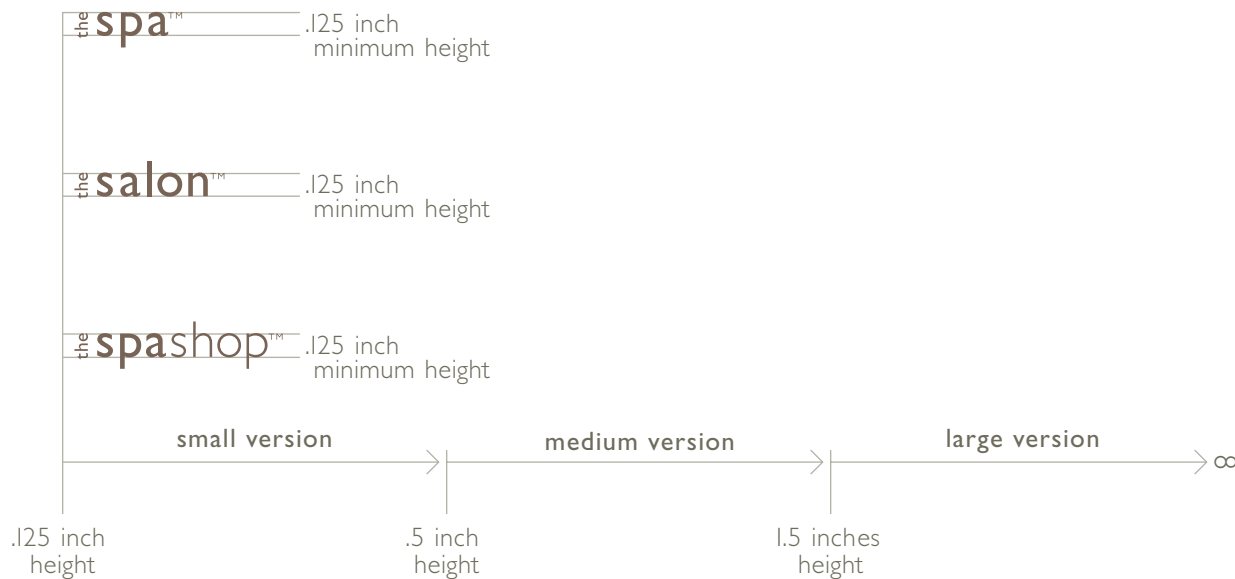
There are two sizes for the logos: medium and large. The medium logo should be used in applications up to 12 inches wide. Use the large versions when the logo is wider than 12 inches.

4 - Wordmark Sizing

When space does not allow for a standard application of the logos, the wordmark provides a flexible means of applying the brand identity.

Three sizes have been created for all three wordmarks. The minimum size requirement of any application, however, is 0.125 inch (1/8"), measured at the height of the lower case "a." Never reduce the size of the wordmarks below this size.

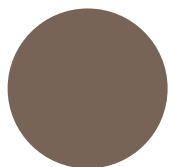
Use the small version when the size of the wordmark is from .125 inch high to .5 inch high. Use the medium version when the size of the logo is from .5 inch wide to 1.5 inches high. Use the large version when the logo is wider than 1.5 inches high. The wordmark is the correct choice for smaller applications and when the surface on which the mark is to be applied is complex and may conflict with the logo.



white background



pearl background



Wynn Bronze is the premier brand color and may be used either as a background color or as a type color.

Pantone equivalent: PMS 8600 coated / PMS 8600 uncoated

Process equivalent: C: 40, M: 47, Y: 55, K: 32

R:119 G:92 B:61

Hexidecimal: 775C3D



Wynn Pearl has been specifically formulated to create a pale background color on which Brand Colors may be applied with maximum contrast and legibility.

ink number: B011768 coated / B011830 uncoated

from the Gans Ink and Supply Co., Inc.,
1441 Boyd Street, Los Angeles, CA 90033

Process equivalent: C: 2, M: 2, Y: 9, K: 1

R:242 G:242 B:218

Hexidecimal: F2F2DA

5 - Color Palette

The colors for the spa, the salon and the spashop identity system are taken from the custom color palette of the core identity of the Wynn properties. Wynn Bronze is the only acceptable color (besides black) for any of the logos or wordmarks. Wynn Pearl was also selected to create an alternative background for the logos or wordmarks. A cream stock may be selected when a custom ink is not possible.

While the logos may only be printed in Wynn Bronze, they may be knocked out of a Wynn Bronze solid to create an alternative appearance.

Please note that the chart to the left is just a simulation of the custom inks and should not be used to match color. Also note that there are no Pantone equivalents for Wynn Bronze or Wynn Pearl. The colors have been custom formulated for the Wynn identity system.

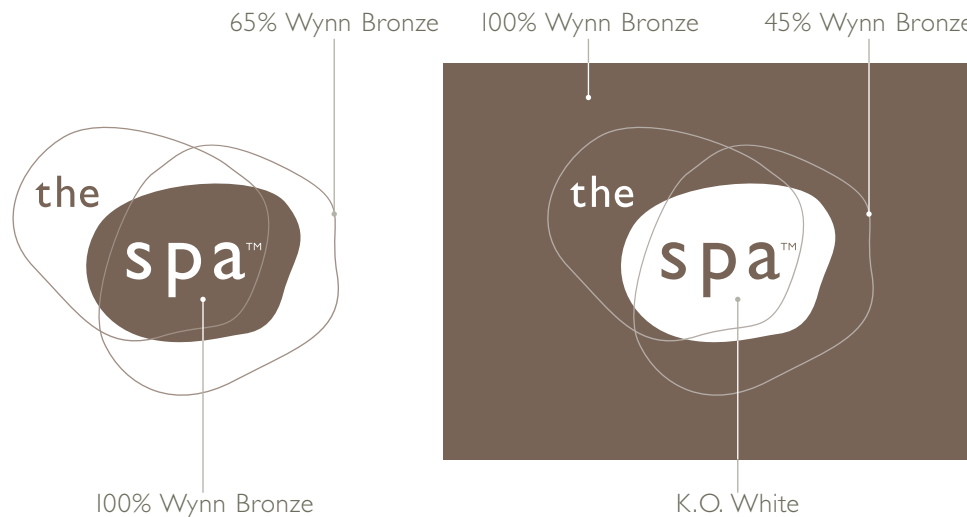
6 - Percentage Breakdowns

The contour lines of the spa, the salon, and the spashop logos are percentages of Wynn Bronze that vary depending on the application.

When the logos are positive on a white, cream or Wynn Pearl background, the contour lines print 65% Wynn Bronze. When used positively, the letterforms within the rock symbol k/o to white.

When the logos are knocked out of a Wynn bronze background, the contour lines print 45% Wynn Bronze. When used in reverse, the rock symbol k/o's to white.

The chart to the left lists the percentages of Wynn bronze for both logos when they are positive and when they are reversed. These percentages also apply when the logos are printed on a Wynn Pearl background.



7 - Spa/Salon in Tandem Application

To help emphasize the close relationship between the spa and the salon, application guidelines apply when the two logos are being used together or in tandem.

For collateral with shared use or means of distribution (such as a single folder for both elements or a folder with two sides, one for each business) the spa logo remains Wynn Bronze, preferably against a printed Wynn Pearl background, or in the alternative, against a cream stock. The logo for the salon reverses to white, Wynn Pearl or cream on a Wynn Bronze background. The chart to the left shows how this rule applies.

white background



pearl background



Benton Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Benton Gothic Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Benton Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial (body copy)

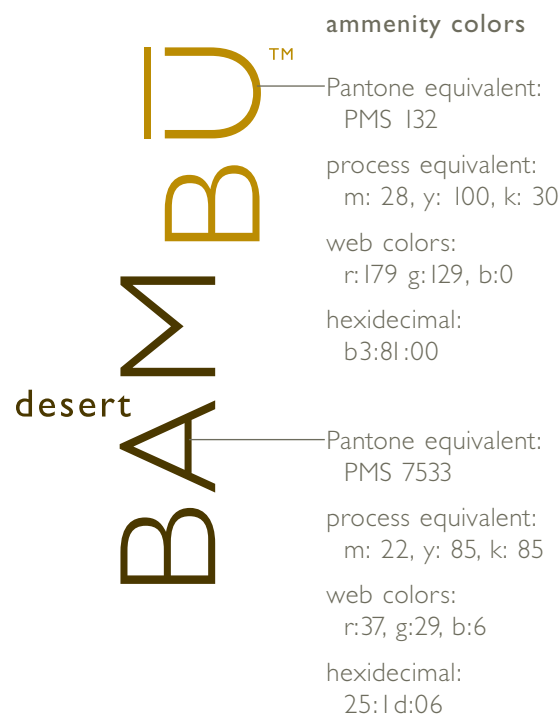
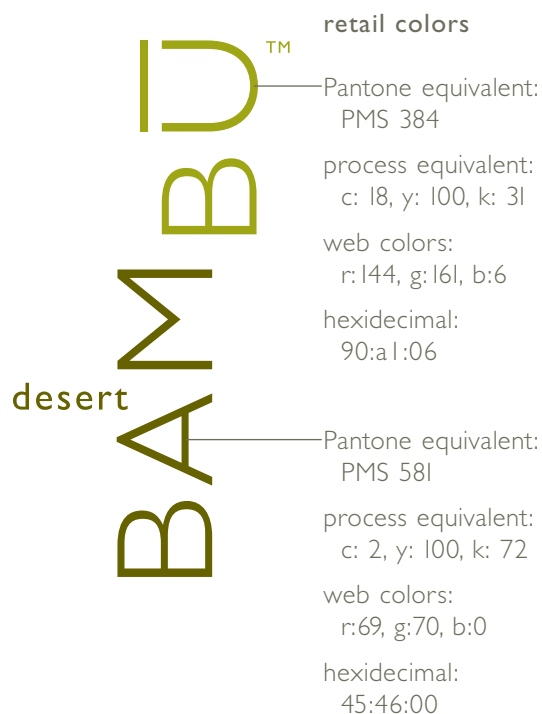
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to be read. It is used to show typographic style and color.

8 - Type Recommendations

A consistent typestyle is important in building recognizability and establishing an identity. Benton Gothic has been chosen to complement the spa, the salon and the spashop identity system and should be used for all printed collateral.

Arial has been chosen for typed communications such as letters and press releases.

Benton Gothic can be purchased at www.veer.com. Arial is a standard PC and Macintosh typeface.



9 - Desert Bambu Logo

Desert Bambu is a proprietary brand of personal care products exclusive to Wynn Resorts. They are available to guests both as in-room amenities and in full-sizes at The Drugstore and The Spa Shop.

Bamboo is a hearty plant that grows in diverse ecologies. Rapidly growing, it is a uniquely renewable resource, and is used for applications as diverse as shelter construction and as a healing agent. As such, it is a symbol of vitality and rejuvenation.

To the left is the logo presented vertically. Alternate horizontal logos have been created for when the vertical logo is not appropriate. Two separate color combinations have been created to differentiate the retail products from the in-room amenities. The color chart to the left indicates the Pantone, process, web, and hexidecimal color equivalents. The Desert Bambu logo should not be applied in black and white or grayscale, as color is an intrinsic part of the brand aesthetic and identity.

The proportion of "desert" to "Bambu" differ in each application. The sizes of these logos have been organized according to bottle and/or can size.