



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



Platinum is a principal brand color and may be used either as a background color or as a type color.

Pantone equivalent: PMS 8002 coated / PMS 8002 uncoated

Process equivalent: C: 40, M: 35, Y: 40, K: 5



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



Gold is a supplemental brand color for use as an accent color and for special applications where the use of Platinum may feel “cold” relative to the interior design of the relevant space. Gold should never be applied as a background color.

Pantone equivalent: PMS 8005 coated / PMS 8005 uncoated

Process equivalent: C: 20, M: 15, Y: 45, K: 20

I - Brand Color Palette

To the left is a list of the brand colors for Wynn Resorts. The palette is based on precious metals and has been designed to reflect the highest standards of the corporation and its properties. The principle brand colors are derived from the distinctive architecture and design of the Las Vegas property. *Please note that the chart to the left is just a simulation of the metallic inks and should not be used to match color.*

Please note that there are no pantone equivalents for Wynn Bronze or Wynn Pearl. They have been custom formulated for the Wynn identity system and are trademarked, signature colors of Wynn properties.



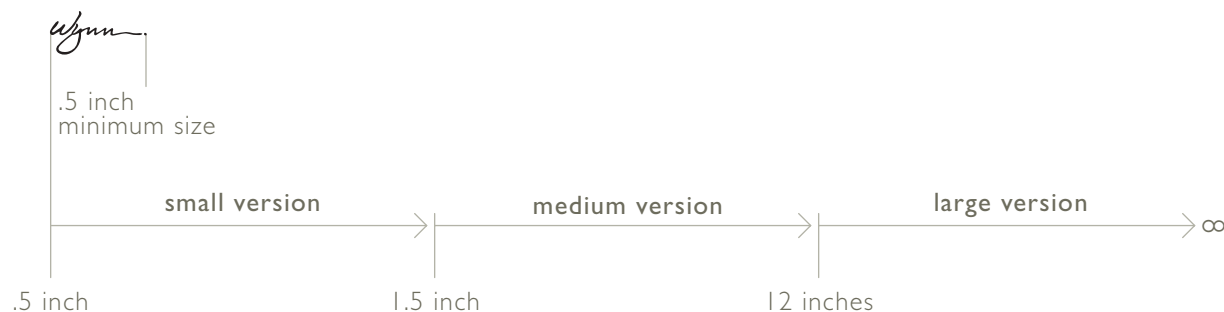
2 - The Wynn Signature Logo

To the left is the Wynn Signature Logo. It is the principal mark that represents the hotel chain and should be considered the primary mark for the corporation and the hotels. It should be used whenever the audience is external as it represents the corporation to the public.

In the enclosed CD there are three size versions of the Wynn Signature Logo. Use the small version when the signature's size is from .5 inch wide (the minimum size requirement) to 1.5 inches wide.

Use the medium version when the logo's size is from 1.5 inches wide to 12 inches wide. Use the large version when the logo is wider than 12 inches.

The large version has been specifically modified for signage use. Use this version to specify any architectural signage.



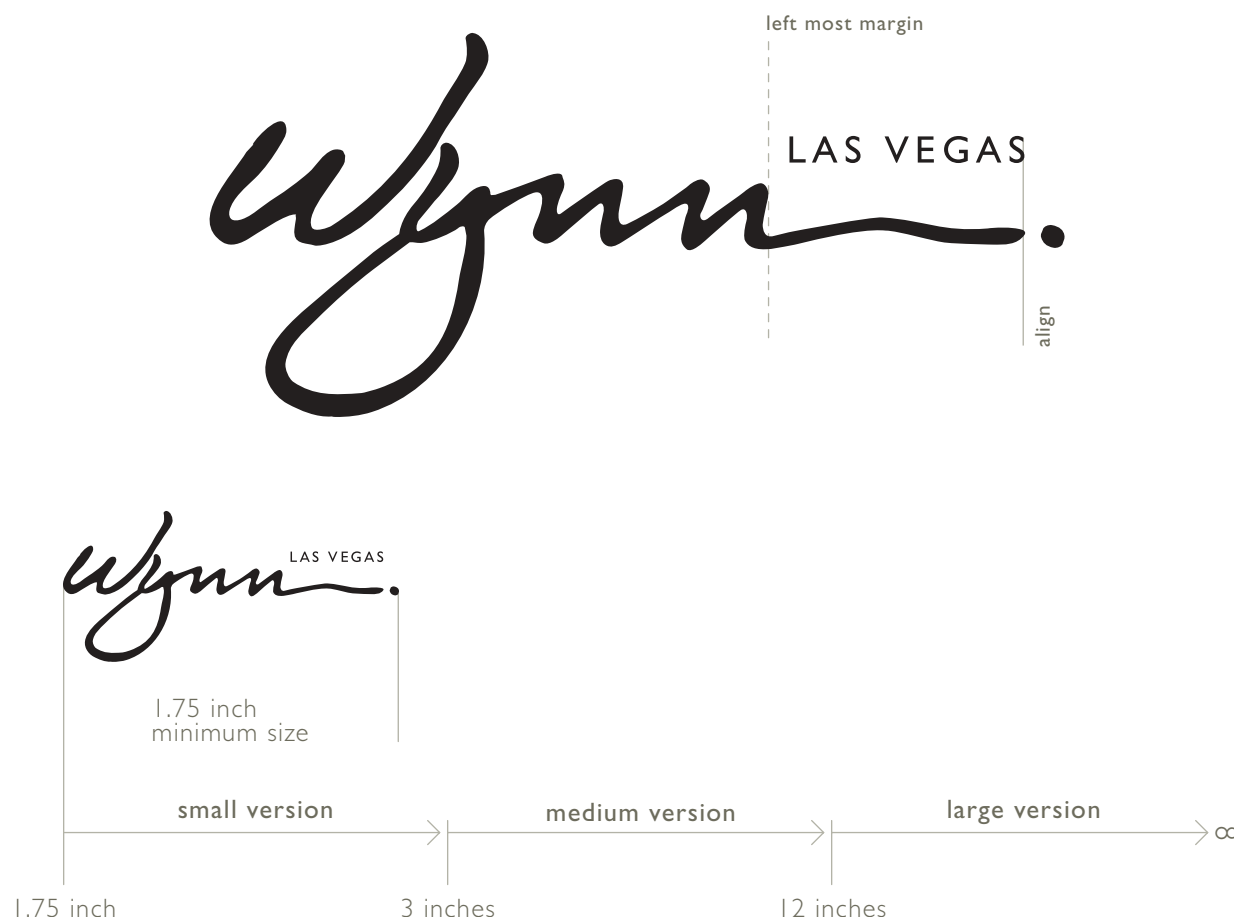
4 - Typographic Zone: Location

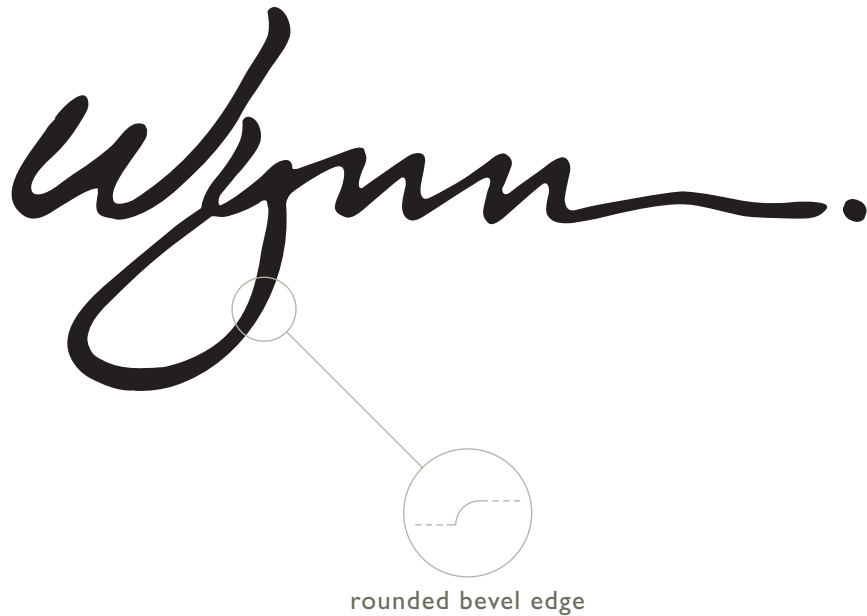
Two typographic zones have been created in areas adjacent and locked to the Wynn Signature Logo. Zone One is for the exclusive indication of location. A Wynn Signature Logo has been created for each Wynn location. These are the only logos that should be used. The logo should not be reproduced in any other way. Special alterations have been made to the size of each of the characters for optimum legibility.

Note that the alignment of the final letter of the location type should align with the end tip of the N flourish. In all cases, the left edge of the location should never be over the letter N.

Like the original signature, three versions have been created. Use the small version when the size of the logo is from 1.75 inch wide (the minimum size requirement) to 3 inches wide. Use the medium version when the size of the logo is from 3 inches wide to 12 inches wide. Use the large version when the logo is wider than 12 inches.

The large version has been specifically modified for signage use. Use this version to specify any architectural signage.





rounded bevel edge

6 - Embossing

The following information is to ensure a level of consistency for embossing the Wynn Signature Logo. Please note that embossing for the Wynn Signature Logo and the Wynn Crest are not the same. Different bevels have been chosen to give each logo greater impact.

The die needed for the Wynn Signature Logo is a **brass die** with a **rounded bevel edge**.



Wynn.

7.2 - Trademark: Alternate Alignment

An alternate alignment for the “®” has been created for when use of the first two alignments is not appropriate. The alternate alignment places the “®” beneath and to the right of the Wynn Signature period.

The alternate alignment follows the same sizing and minimum size rules as the first two alignments, but now the left of the “®” aligns to the right of the period, and a distance equal to the height of the “®” separates the bottom of the period and the top of the “®.”

