



VEGAS
BRAND IDENTITY

2023



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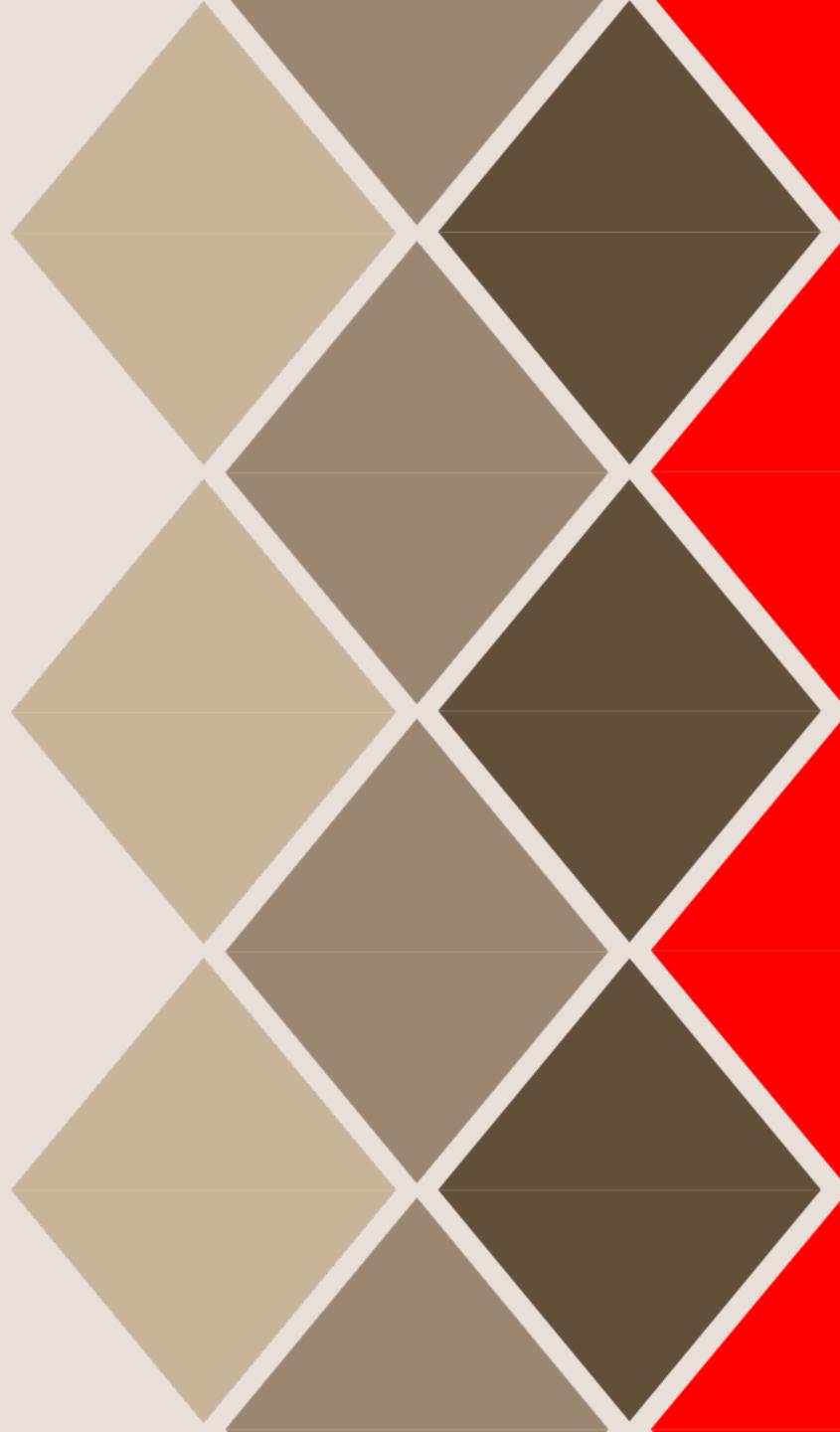
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INTRODUCTION

01

Vegas' Brand Identity



VEGAS LOGO HISTORY



Vegas
Brand Identity

To be introduced

Recently, Vegas Club has decided to redesign its logo in order to keep the brand relevant and appealing to an ever-growing number of customers. The new logo is expected to create a fresh, modern and dynamic image while premium look and feel are achievable through simplicity.

2013 - 2023

At that time, players in Vietnam did not have full trust in casino fairness and transparency. Therefore, Vegas Club insisted on the significant change of the logo to convey the sense of trustworthiness, aspiration and luxury as the company continued to grow and aimed to become the most desired and professional e-gaming club in Vietnam.

The logo consisted of the main component of the wordmark in serif font with thick, bold lettering and the stylized dices icon.

2004 - 2012

Vegas Club's identity was founded in 2004 as a brand highlighting its influence in casino industry. The company originally started positioning itself as a "Las Vegas" styled casino. Hence, the very first logo was very much inspired by the popular casino signboard in the 90s in Las Vegas.

VEGAS BRAND HEART

VISION

Let's pull Vegas up from the professional to the greatness (Rise!)

MISSION

To become a community hub that provides wonderful gaming experiences based on constant superior and qualified service.

CORE VALUES

Excellence: Excellent customer experience. No compromises!

Warmth + Competence: Committed to both warmth & competence

Innovation: Customer driven innovation

WHY LOGO REDESIGN?

1

To blow a breath of fresh air through the 20-year-old Vegas Club

2

To delight younger customers through innovative look and feel while still remaining trusting atmosphere brought by the attendance of senior customers

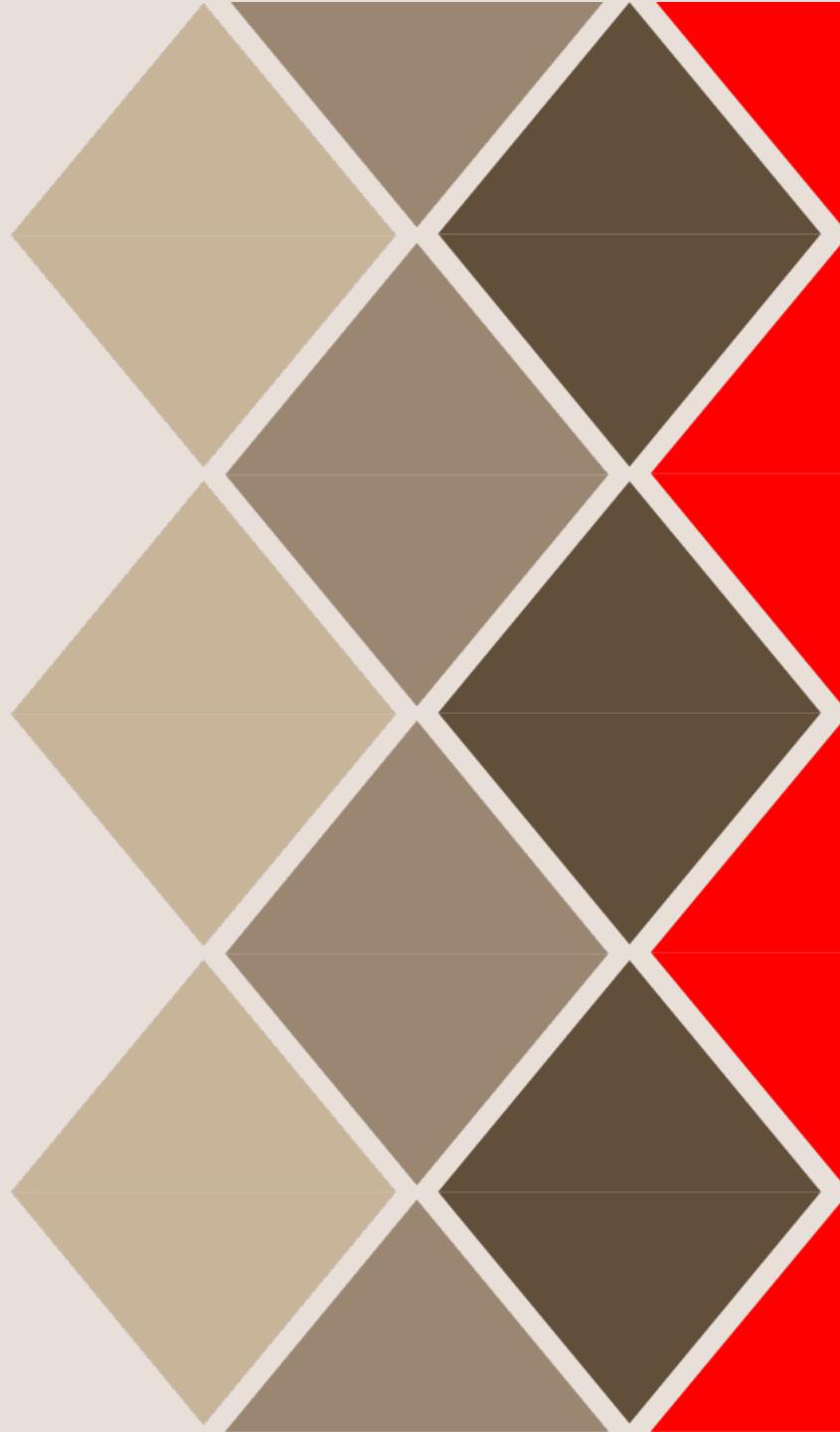
3

To dynamically pursue the innovation while preserving outstanding core values which have been differentiating Vegas Club from others

THE LOGO

02

 Vegas' Brand Identity



NEW LOGO CONCEPT

Removing the weight from the logo by changing from 3D to 2D design

Simplifying the logo by changing from serif font to sans-serif font to create a clean, modern and light feel



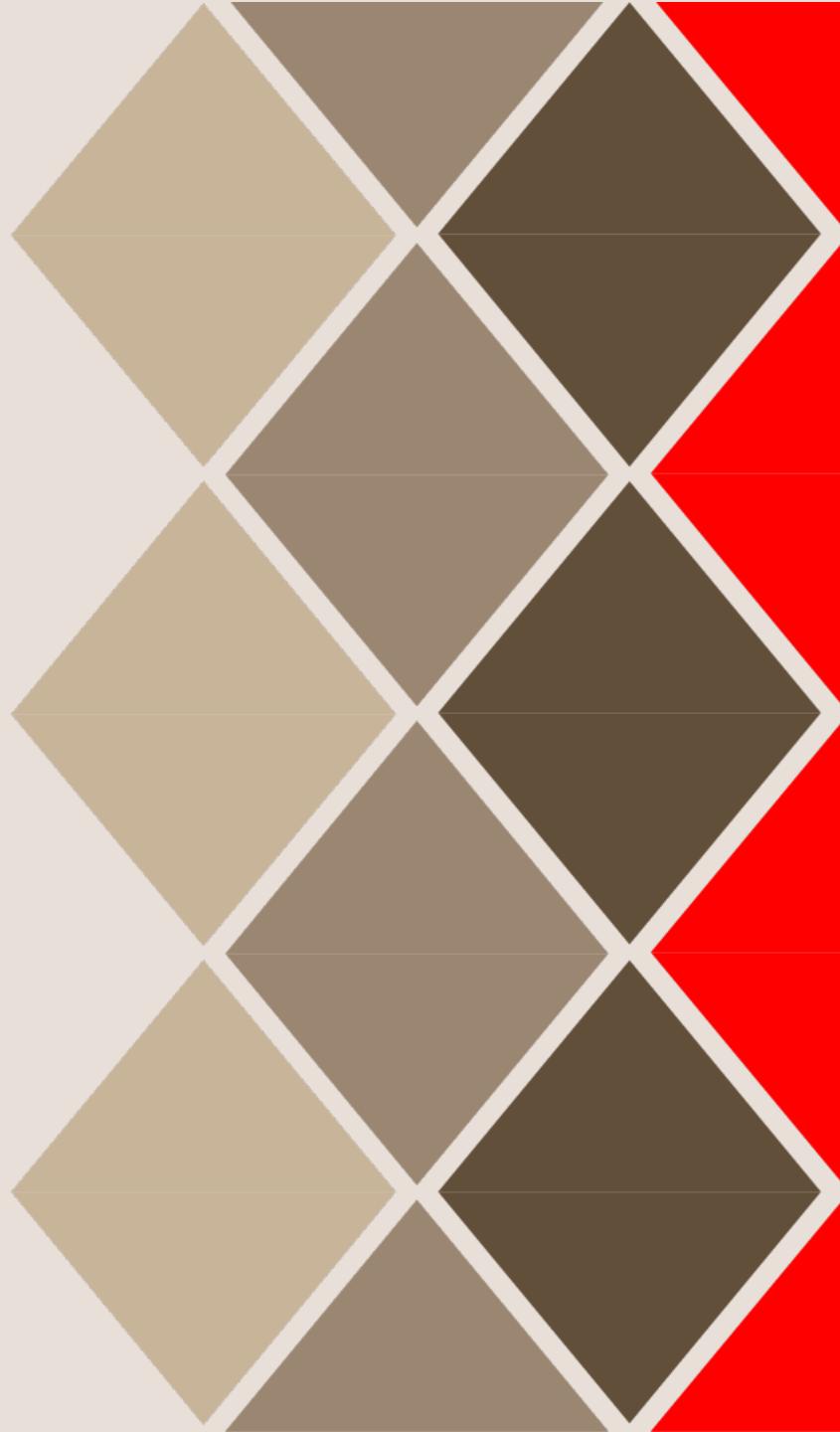
Using red color for the diamond icon is to remind of Vegas' gaming points and also convey Vegas' enthusiasm and passion

Diamonds are highly valued due to rarity, beauty, durability. Replacing dice icon with diamond icon is to represent Vegas' strong determination to pursue "diamond" values in everything we offer.

BRAND IMPLEMENTATION

03

 Vegas' Brand Identity



Envelope



Paper Bag



Membership Card





THANK YOU

Club Vegas - 2023