

VEGAS

01

OUR STORY

**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.

**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.

**FROM
2024**

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.

02

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

03 MOOD BOARD



04 LOGO CONCEPT

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.

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

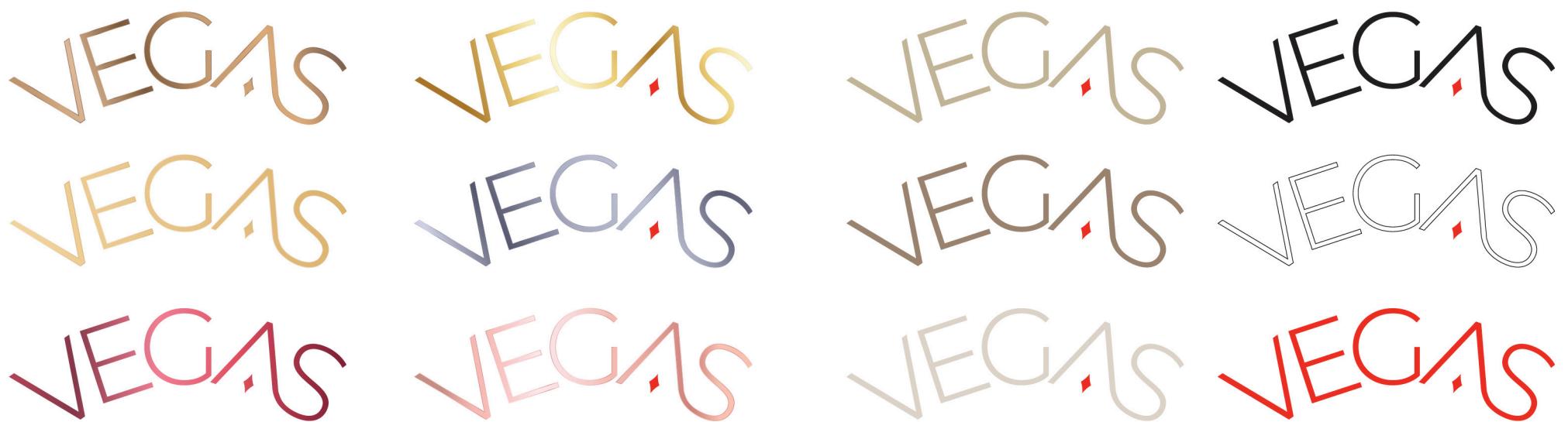
Simplifying the logo by changing from serif font to sans-serif font to create a clean, modern and light feel

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.

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



05 LOGO VARIATION

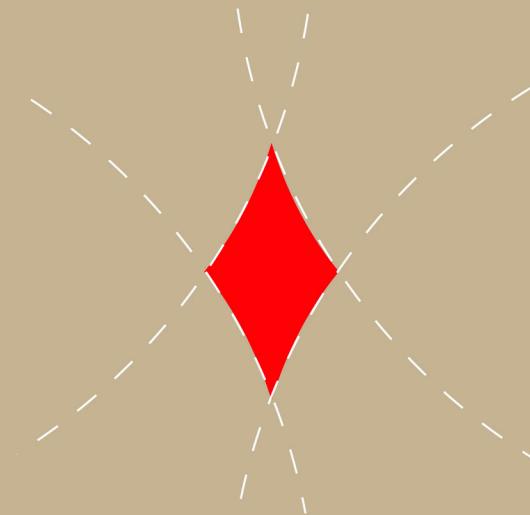


- Use the black logo on white or light colored backgrounds or photos
- Use the white logo on dark-colored backgrounds or photos
- Use the colored logo on backgrounds or photos that provide sufficient contrast for all logo components

06 LOGO STRUCTURE

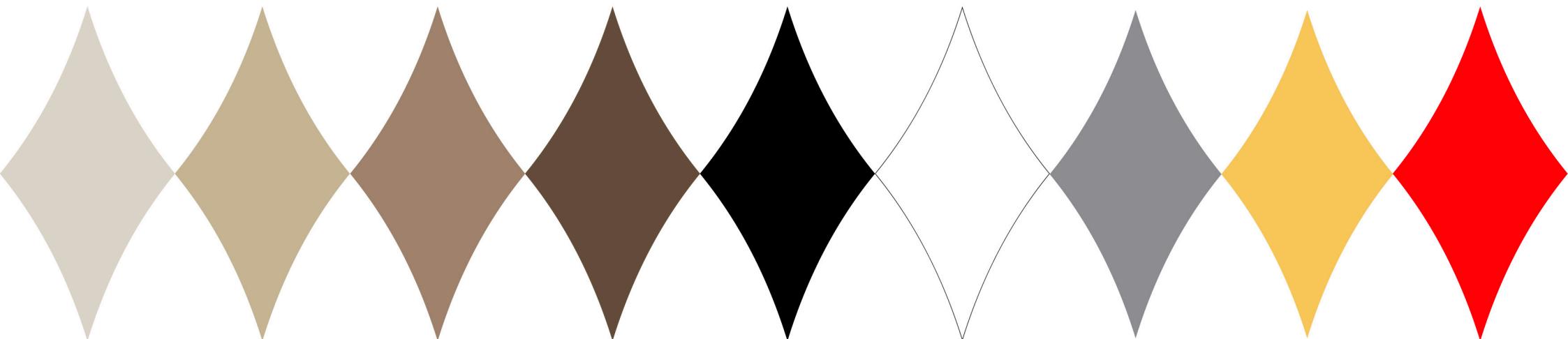


LOGO



ICON

07 COLOR PALETTE



#DDD6CB

#C4B799

#9C8570

#624F3D

#000000

#FFFFFF

#8D8F92

#F1CA6D

#ED1C24

R219 C 13
G212 M 13
B201 Y 19
K 0

R195 C 24
G182 M 25
B152 Y 44
K 0

R155 C 36
G132 M 45
B112 Y 57
K 7

R98 C 48
G79 M 59
B61 Y 73
K 38

R0 C 75
G0 M 68
B0 Y 67
K 90

R255 C 0
G255 M 0
B255 Y 0
K 0

R140 C 48
G142 M 38
B145 Y 37
K 2

R240 C 2
G201 M 22
B109 Y 75
K 0

R235 C 0
G28 M 100
B36 Y 100
K 0



PRIMARY COLOR

ALPHA COLOR

SECONDARY COLOR

PRIMARY COLOR

Primary colors are central to Vegas brand's visual identity, which help customers quickly identify the brand. These colors should be used in all graphics, publications, signage, etc.

ALPHA COLOR

Alpha colors are represented as a black and white. White should be used to cover fully opaque areas while black means total transparency.

SECONDARY COLOR

Secondary colors act as a complimentary color palette to the primary colors. These colors can be used throughout website, social media, packaging, etc. but should not consist of more than 50% of the overall design.

08 FONTS GUIDELINE

PRIMARY FONT

Montserrat is a sans-serif font used for all body copy, footnotes and captions.

It is used throughout all Vegas communications.

A/a

MONTserrat

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!@#\$%^&*()_+:"<>{}|~

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!@#\$%^&*()_+:"<>{}|~

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!@#\$%^&*()_+:"<>{}|~

한/ㄱ

GOTHIC A1

BOLD

아어오으이ㄹㅌㅍㅅㄷㅍㄱㅎㅈㅋㅊㅂㄴㅃㅉㄱㅆ
1234567890!@#\$%^&*()_+{}|:"<>?

LIGHT

아어오으이ㄹㅌㅍㅅㄷㅍㄱㅎㅈㅋㅊㅂㄴㅃㅉㄱㅆ
1234567890!@#\$%^&*()_+{}|:"<>?

THIN

아어오으이ㄹㅌㅍㅅㄷㅍㄱㅎㅈㅋㅊㅂㄴㅃㅉㄱㅆ
1234567890!@#\$%^&*()_+{}|:"<>?

中/国

NOTO SANS CJK SC

CHINESE & JAPANESE

BOLD

是事世市式士室示视释似适
1234567890.,!@#\$%^&*()_+:"<>{}|~

LIGHT

是事世市式士室示视释似适
1234567890.,!@#\$%^&*()_+:"<>{}|~

THIN

是事世市式士室示视释似适
1234567890.,!@#\$%^&*()_+:"<>{}|~

A/ă

MONTserrat

BOLD

AAÂBCDDEÊFGHJKLMNOÖÖPRQSTUVXY
1234567890.,!@#\$%^&*()_+:"<>{}|~

LIGHT

AAÂBCDDEÊFGHJKLMNOÖÖPRQSTUVXY
1234567890.,!@#\$%^&*()_+:"<>{}|~

THIN

AAÂBCDDEÊFGHJKLMNOÖÖPRQSTUVXY
1234567890.,!@#\$%^&*()_+:"<>{}|~

SECONDARY FONT

Times New Roman is a serif font that is used for titles, headlines and subheads.
Only use the bold weight on small applications and digital apps where legibility could be compromised.

A/a

TIME NEW ROMAN

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!@#\$%^&*()_+:"<>{}|~

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!@#\$%^&*()_+:"<>{}|~

한/ㄱ

분명조 KR

BOLD

아어오으이ㄹㅌㅍㅅㄷㅍㄱㅎㅈㅋㅊㅂㄴㅃㅉㄱㅆ
1234567890!@#\$%^&*()_+{}|:"<>?

LIGHT

아어오으이ㄹㅌㅍㅅㄷㅍㄱㅎㅈㅋㅊㅂㄴㅃㅉㄱㅆ
1234567890!@#\$%^&*()_+{}|:"<>?

中/国

宋体-简

CHINESE & JAPANESE

BOLD

是事世市式士室示视释似适
1234567890.,!@#\$%^&*()_+:"<>{}|~

LIGHT

是事世市式士室示视释似适
1234567890.,!@#\$%^&*()_+:"<>{}|~

A/ă

TIME NEW ROMAN

BOLD

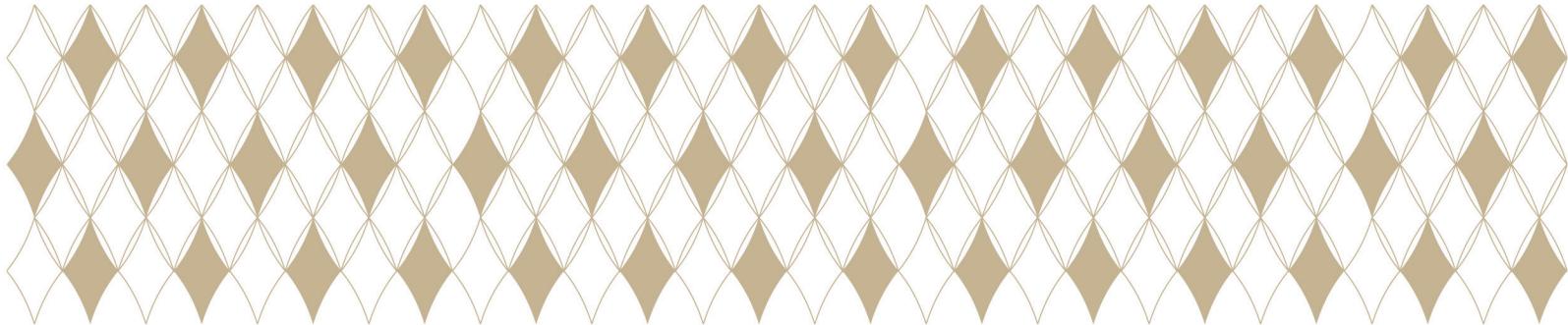
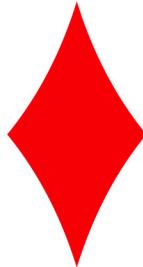
AAÂBCDDEÊFGHJKLMNOÖÖPRQSTUVXY
1234567890.,!@#\$%^&*()_+:"<>{}|~

LIGHT

AAÂBCDDEÊFGHJKLMNOÖÖPRQSTUVXY
1234567890.,!@#\$%^&*()_+:"<>{}|~

09

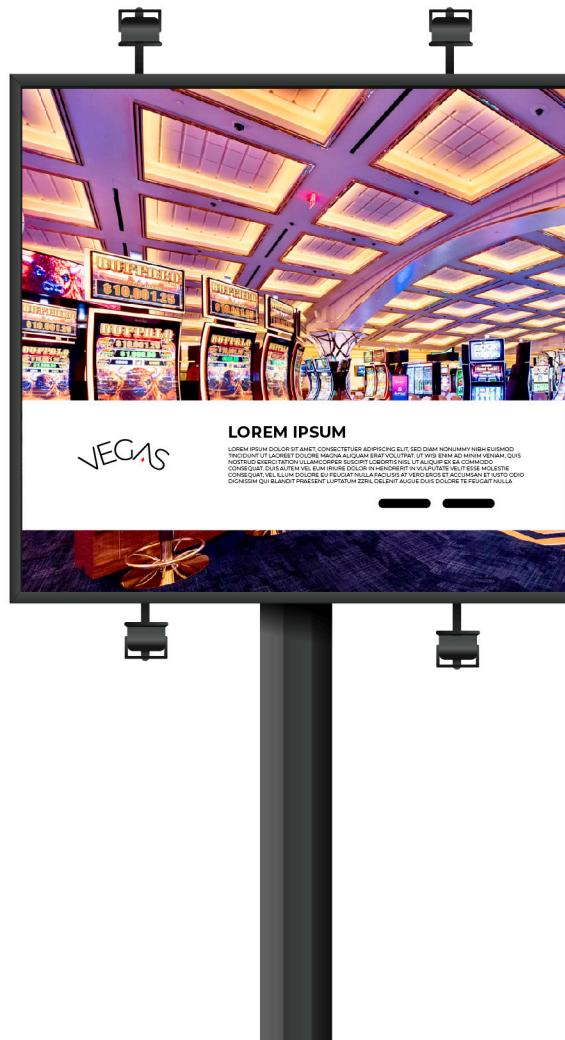
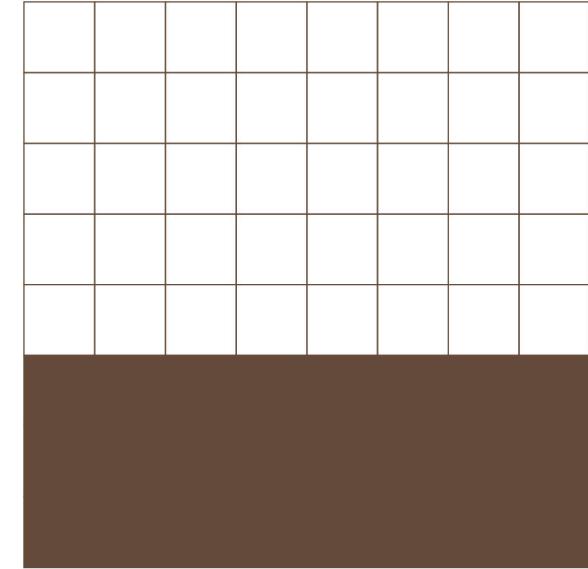
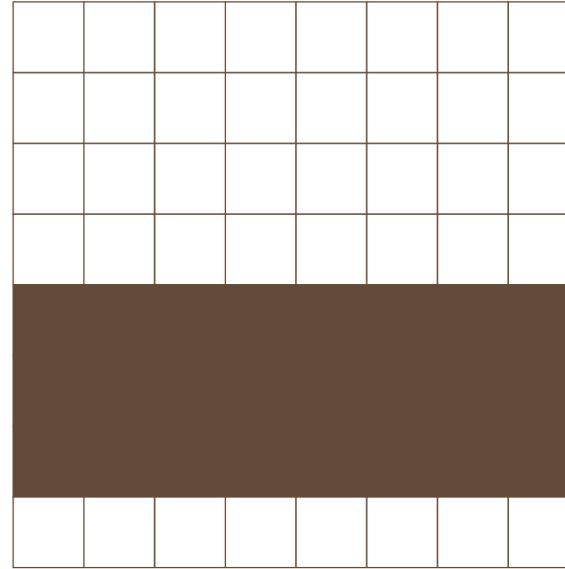
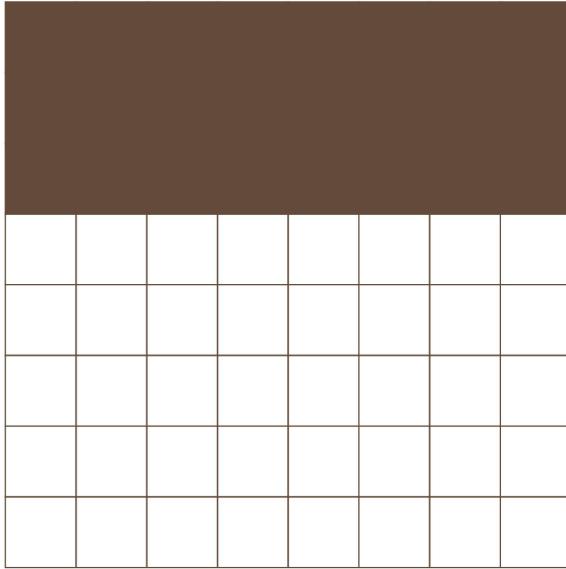
ICON PATTERN



The icon pattern can make Vegas brand identity more memorable and add another layer of visual consistency to the brand. The pattern should be used to add an eye-catching look without heavily relying on the logo; and can be applied on a wide range of brand items such as business card, website, packaging, club decoration, etc.

10

STYLE TEMPLATES



77 MOCKUPS







VEGAS CARAVELLE SAIGON

VEGAS



12

BRAND VOICE CHART

