THE CODE

BY sbe

BRAND BOOK

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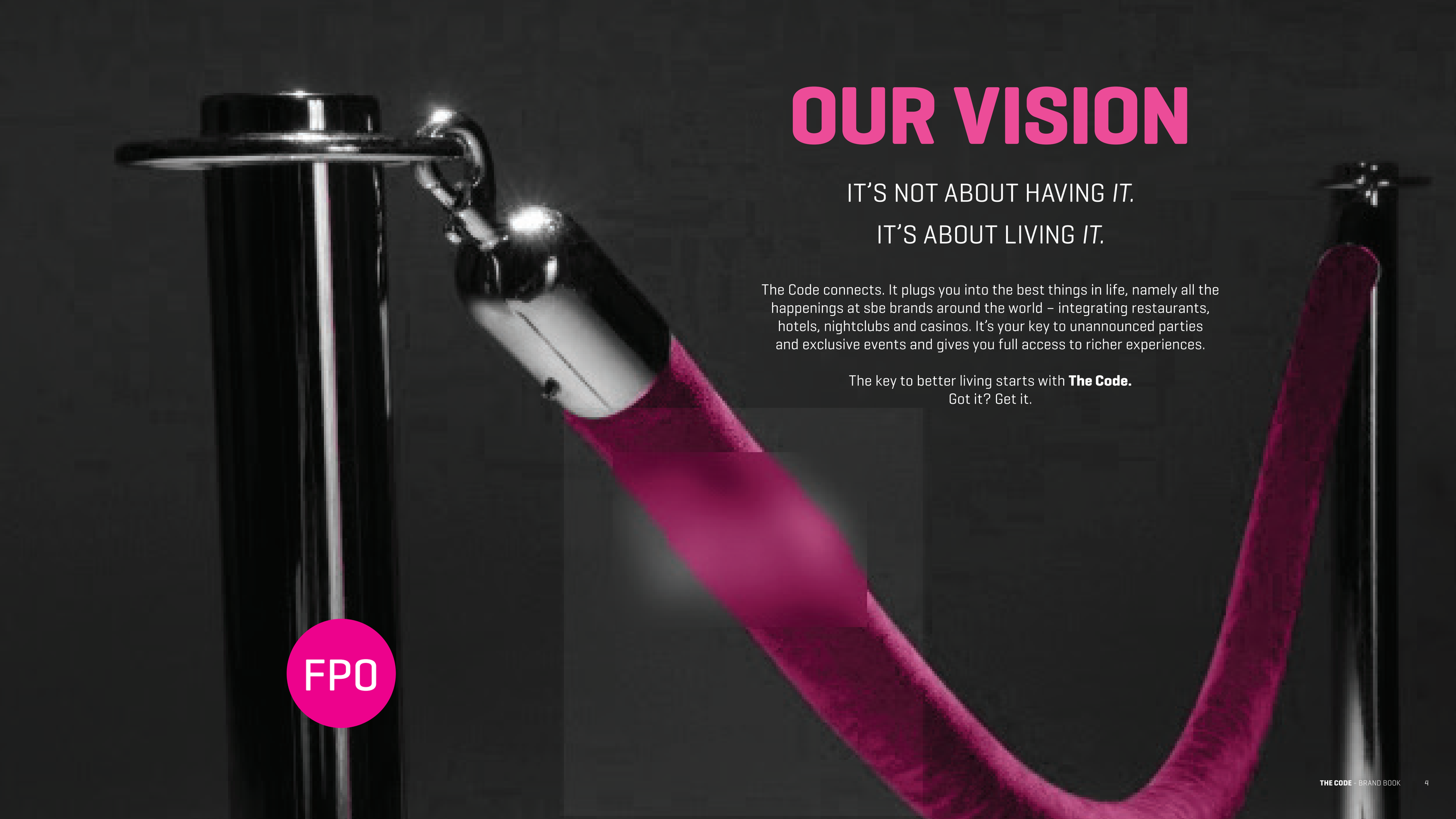
WHO WE ARE

OUR VISION

IT'S NOT ABOUT HAVING *IT*.
IT'S ABOUT LIVING *IT*.

The Code connects. It plugs you into the best things in life, namely all the happenings at sbe brands around the world – integrating restaurants, hotels, nightclubs and casinos. It's your key to unannounced parties and exclusive events and gives you full access to richer experiences.

The key to better living starts with **The Code.**
Got it? Get it.



Loyalty at sbe means welcoming a guest home... even on his or her first visit to one of our venues.

THE CODE CONNECTS OUR BRANDS

THE CODE BY sbe

800° DEGREES neapolitan pizzeria

BAZAAR MEAT BY JOSÉ ANDRÉS

CIEL SPA AT SLS

Leo

FOXTAIL

Fred Segal

KATSUYA by STARCK

ku noodle

THE SAYERS CLUB LAS VEGAS

LIFE

THE SLS BUFFET

The Griddle cafe

THE PERQ

UMAMI BURGER Beer Garden & Sports Book

GAME CHANGER

WE WILL BE THE FIRST LIFESTYLE COMPANY TO...

LINK
Restaurants, hotels, nightlife and casino

CREATE
Loyalty based on experiences... not transactions

REWARD
Customers for doing exactly what they want to do

WE'RE DIFFERENT

SBE WILL EVOLVE THE MODEL.

MOST COMPANIES ARE ABOUT THIS	BUT WE'RE ABOUT THIS
COMPANY	CUSTOMER
TRANSACTION	RELATIONSHIP
PROGRAM	BRAND
REACTION	PREDICTION

THREE PILLARS

THE CODE’S THREE PILLARS FOR MEMBERS.

1. RECOGNITION

You're one of a kind and that's how we treat you. And once you've been to one sbe property, we can tailor service specifically to your needs and wants.

2. ACCESS

Go anywhere, anytime. The best restaurants to the hottest nightclubs - we get you in.

3. SERVICE

You got here; now let us handle the rest. From the moment you arrive – 24 hours a day, 7 days a week – we are at your service.

CUSTOMER VALUE PROPOSITION

FPO

THE CODE isn't concerned with how you spend your money, rather how you spend your time. By getting to know you we are able to send targeted, personalized suggestions, offers, and experiences not normally open to the public. This under-the-radar loyalty program rewards guests who love sbe.
Don't just check-in anymore, get in with **THE CODE.**

NON-CUSTOMER FACING

THE CODE is an unpublished, untiered membership program, designed to provide ongoing incremental benefits to those who engage with it over time. The purpose of **THE CODE** is to drive customer loyalty across the sbe portfolio through meaningful, ongoing, engagement that adds value to the customer experience.

THE CODE WILL DO THIS BY

Serving as an integrated hub for all activity across she properties

Providing personalized suggestions, offers and experiences

Adding a layer of excitement and exclusivity through unpublished surprises and rewards

THE CODE is an unpublished, beneath-the-radar loyalty program that opens doors to new experiences for those who love sbe.

Members who eat, drink, club and sleep with sbe are rewarded for their good behavior through an array of unlisted perks and surprises that are only revealed when they are earned, adding an air of intrigue and exclusivity to the storyline.

THE CODE brings together everything that sbe has to offer into the hands of our customers and has the intelligence to guide them through their days and nights via personalized, geo-based suggestions and offers. Whereas most apps let you just check in, **THE CODE** helps you get in.

WHO WE LOVE

CUSTOMER OVERVIEW

WE LOVE PEOPLE THAT LOVE LIFE

These people make the most of every minute. Life bends to their will. They walk into a room and things turn up a notch. These people know how to enjoy themselves and always bring new life and perspective to the party. They are the center of our universe.

TARGET PSYCHOGRAPHICS

Sociable, Cultured, Life-Experiencer, Well-Traveled, Uninhibited, Energetic, Refined Tastes.

TARGET DEMOGRAPHICS

Young, urban professionals with household income of $50K+
Scientifically: 25-55. Emotionally: will try anything once, couples and singles, locals and tourists.

OUR BRAND

POSITIONING

LIFE BY THE CODE.

THE CODE is simple: The more active you are at sbe properties the more unpublished rewards and invites you'll receive. No matter what sbe property around the world you visit, the way to exclusive passes and invites starts with **THE CODE.**

OUR VOICE

CLASSY. SIMPLE. SAVVY.

Warm. Sociable. Intelligent, but not rigid. Flirty. Your BFF. What is IT? Whatever IT is, she's got IT. She always knows what's happening, where it's going down and who's going to be there.

THE CODE: IN HER VOICE

WELCOME TO THE CODE.

Get ready for nights (and days) to remember! Let me show you where to stay, where to dine and where to dance the night away. Let's book reservations at your favorite sbe hotel, restaurant or nightclub right now. Crack the Code to exclusive offers for members only. Make the moment last. Share them and show them to the world.
Get exclusive offers and insider invitations available only to Code members.

HOW SHE INTERACTS WITH THE USER

Welcome back, Reggie!
So...what's on the agenda for tonight?
Dinner's set. You want to talk about afterwards or should we play it by ear?
Perfect. You're all set. Table by the dance floor. Try to get there by 11.

BRAND GUIDELINES

VISUAL ELEMENTS

LOGO

THE CODE logo stands for attainable exclusivity. It reflects sophistication, elegance and uniqueness.

THE CODE BY sbe

LOGO
WITH PROPERTY LOGO

THE CODE logo should be positioned to the right of the property logo with the lockup as white on black or black on white.

LOGO
WITH MARKET LOGO

THE CODE llogo should be positioned to the right of the market logo with the lockup as white on black or black on white.

LOGO
RULES

THE CODE logo should appear alone when promoting **THE CODE**.
If it is for both **THE CODE** and a partnering property, both logos are to be used.

LOGO
WITH SBE LOGO

THE CODE logo should appear below the SBE logo
except on posters and outdoor signage.

THE
CODE
BY sbe

LOGO
WITHOUT SBE LOGO

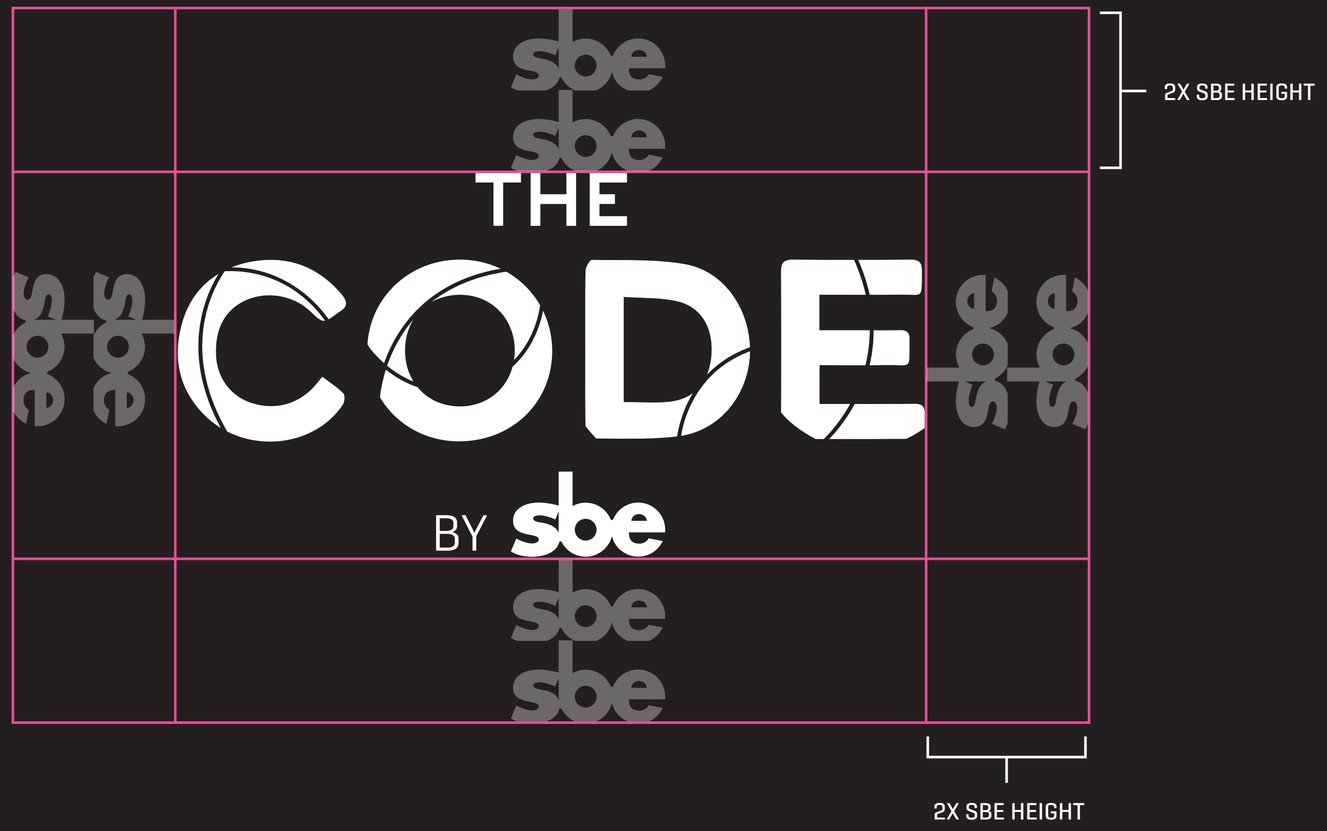
THE CODE logo should only appear alone on posters and outdoor signage.
The SBE logo should be placed as a snipe in the upper right corner.

THE
CODE

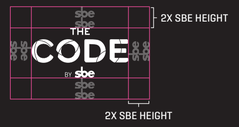
WHITE

BLACK

REVERSE
(ON PINK)

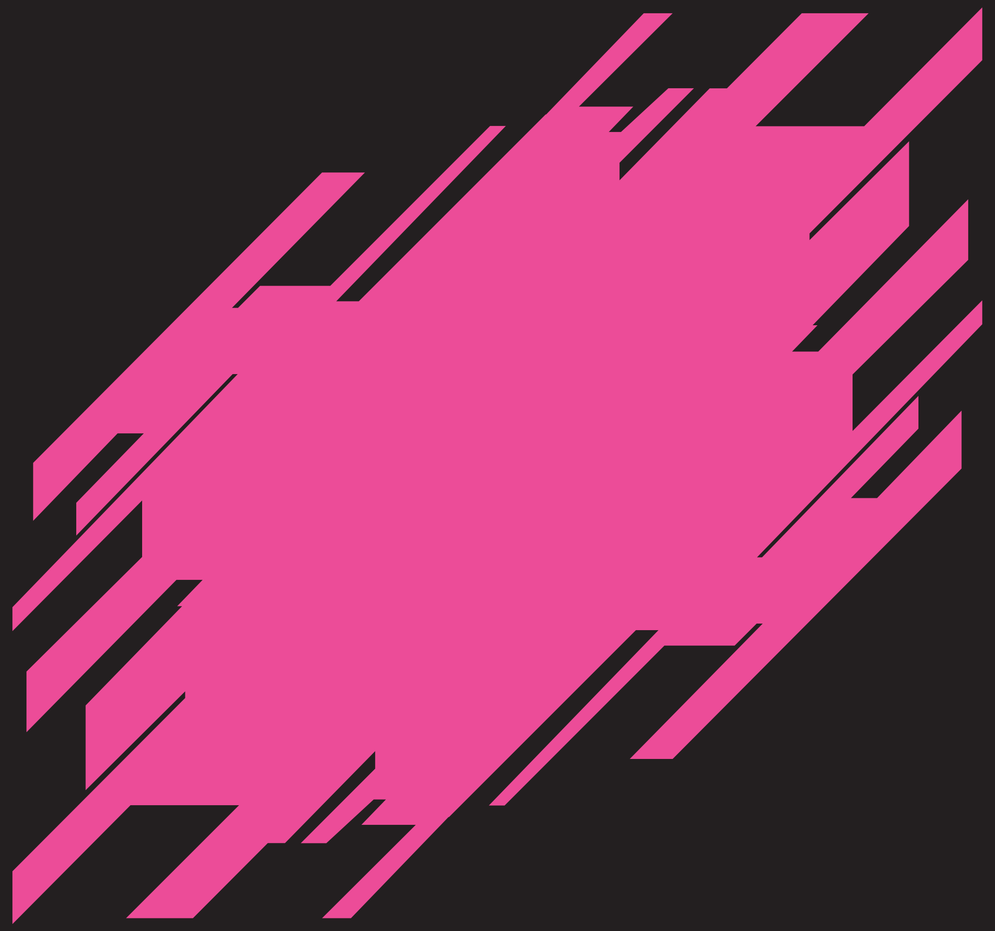


MINIMUM SPACE



MINIMUM SIZE

1 in | 2.54 cm | 72 px



THE SHARD

The Shard is **THE CODE's** highly adaptable creative element.
It can house **THE CODE** logo; it can be a knockout shape for an image;
it can be the sole creative element within a piece.

Used extensively throughout this brand book, The Shard conveys
movement, modishness and gives **THE CODE** an edge.

The Shard is to be used on a 45-degree angle only – going from
bottom left to upper right or vice versa - and must
be anchored to an edge, preferably a corner.

COLOR PALETTE

Sophistication, luxury and superiority should be the takeaway consistently.

CORE BRAND COLORS

THE CODE logo uses Pantone Process Black C, White and Pantone Rhodamine Red U.
It's consistent use is paramount to brand identity and essence.

PANTONE PROCESS BLACK C
CMYK 0 | 0 | 0 | 100
RGB 44 | 42 | 41
HEX #000000

WHITE
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEX #FFFFFF

PANTONE RHODAMINE RED U
CMYK 1 | 85 | 3 | 0
RGB 235 | 77 | 151
HEX #EA4E98

ADDITIONAL COLORS

THE CODE logo uses Pantone Process Black C, White and Pantone Rhodamine Red U.
It's consistent use is paramount to brand identity and essence.

DINING
CMYK 16 | 100 | 87 | 6
RGB 196 | 18 | 48
HEX #C41230

HOTELS
CMYK 99 | 91 | 29 | 17
RGB 36 | 52 | 107
HEX #24346B

CASINO
CMYK 82 | 8 | 100 | 1
RGB 19 | 163 | 0
HEX #13A300

NIGHTLIFE
CMYK 11 | 100 | 30 | 0
RGB 215 | 8 | 109
HEX #D7086D

OFFERS
CMYK 0 | 30 | 100 | 0
RGB 255 | 186 | 0
HEX #FFBA00

EVENTS
CMYK 83 | 100 | 32 | 36
RGB 62 | 16 | 81
HEX #3E1051

GRAY
CMYK 68 | 61 | 60 | 47
RGB 64 | 64 | 64
HEX #404040

BLACK
CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
HEX #000000

WHITE
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEX #FFFFFF

FONTS

THE CODE uses Geogrotesque. For headlines, please use Geogrotesque bold, all caps in PANTONE Rhodamine red U. For body copy, please use Geogrotesque regular in sentence case.

For all legal copy that appears in print, Helvetica Neue LT STD 57 Condensed is suggested. The font should be used at 6pt on white and 7pt for knock-out print, to maintain legibility.

Legal copy is important to include on our materials. It needs to be placed at the bottom, clear from any image or within a solid color.

Geogrotesque

thin | *thin italic* | ultra light | *ultra light italic* | light | *light italic* | regular | *regular italic*
medium | *medium italic* | **semibold** | ***semibold italic*** | **bold** | ***bold italic***

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 &?![.,;:]@/*

Helvetica Neue LT Std

57 condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 &?![.,;:]@/*

MOBILE FONTS

GEOGROTESQUE REGULAR — Geogrotesque Regular
THE QUICK BROWN FOX jumps over a lazy dog 0123456789 ?!@#$%^&*()

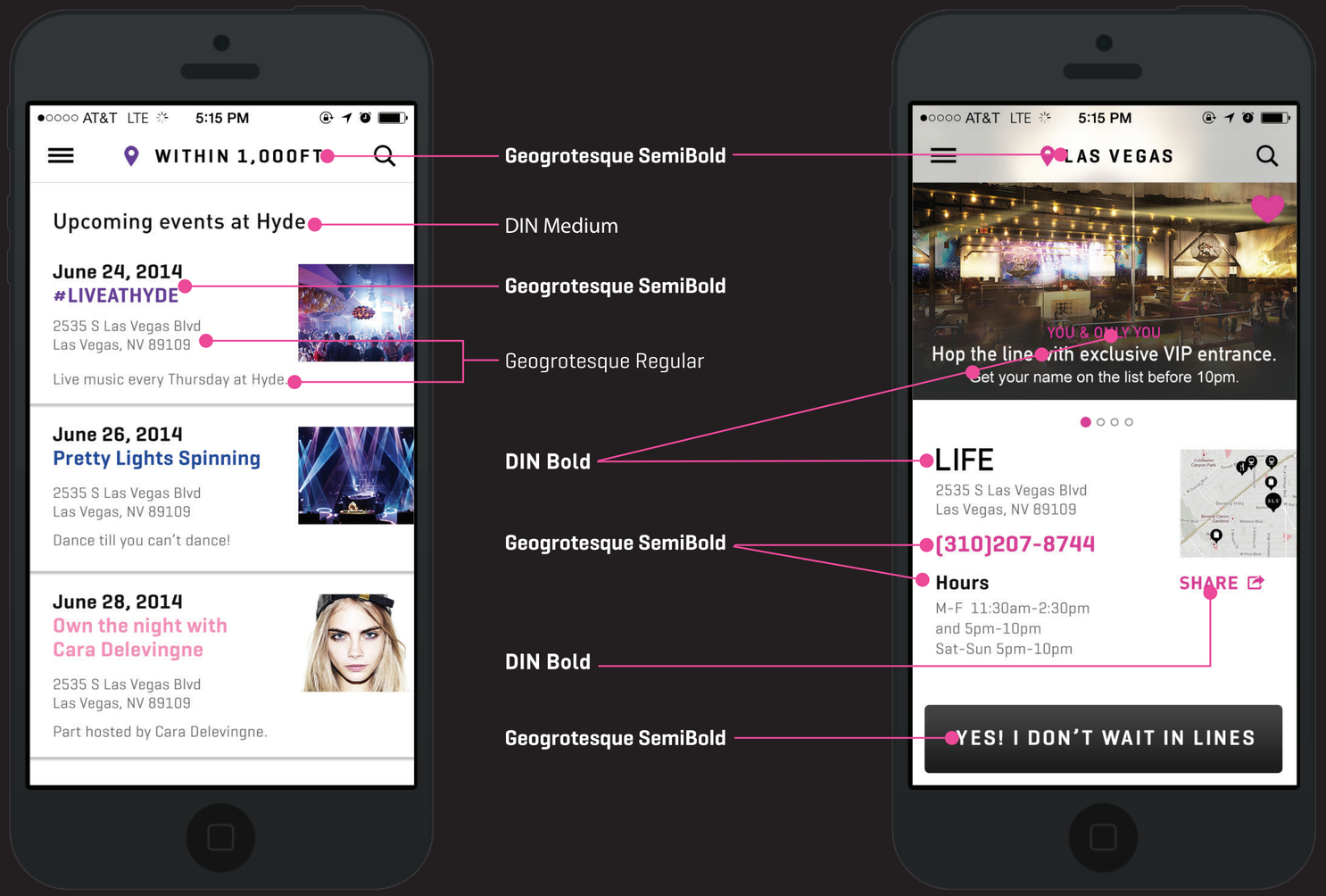
GEOGROTESQUE MEDIUM — Geogrotesque Medium
THE QUICK BROWN FOX jumps over a lazy dog 0123456789 ?!@#$%^&*()

GEOGROTESQUE SEMIBOLD — Geogrotesque Semibold
THE QUICK BROWN FOX jumps over a lazy dog 0123456789 ?!@#$%^&*()

GEOGROTESQUE BOLD — Geogrotesque Bold
THE QUICK BROWN FOX jumps over a lazy dog 0123456789 ?!@#$%^&*()

DIN MEDIUM — Din Medium
THE QUICK BROWN FOX jumps over a lazy dog 0123456789 ?!@#$%^&*()

DIN BOLD — Din Bold
THE QUICK BROWN FOX jumps over a lazy dog 0123456789 ?!@#$%^&*()


AT&T LTE 5:15 PM
WITHIN 1,000FT
Upcoming events at Hyde
June 24, 2014
#LIVEATHYDE
2535 S Las Vegas Blvd
Las Vegas, NV 89109
Live music every Thursday at Hyde.
June 26, 2014
Pretty Lights Spinning
2535 S Las Vegas Blvd
Las Vegas, NV 89109
Dance till you can't dance!
June 28, 2014
Own the night with
Cara Delevingne
2535 S Las Vegas Blvd
Las Vegas, NV 89109
Part hosted by Cara Delevingne.
Geogrotesque SemiBold
DIN Medium
Geogrotesque SemiBold
Geogrotesque Regular
DIN Bold
Geogrotesque SemiBold
DIN Bold
Geogrotesque SemiBold
AT&T LTE 5:15 PM
LAS VEGAS
YOU & ONLY YOU
Hop the line with exclusive VIP entrance.
Get your name on the list before 10pm.
LIFE
2535 S Las Vegas Blvd
Las Vegas, NV 89109
(310)207-8744
Hours
M-F 11:30am-2:30pm
and 5pm-10pm
Sat-Sun 5pm-10pm
SHARE
YES! I DON'T WAIT IN LINES

AD GUIDELINES

PHOTO STYLE AND USAGE

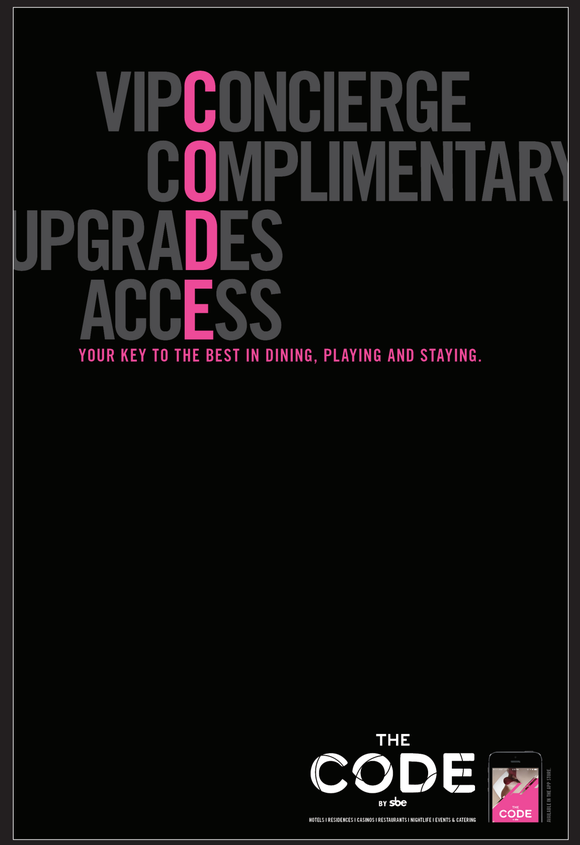
Photography should be in black and white with high contrast.

Elements can be pulled and colored to PANTONE Rhodamine red U.

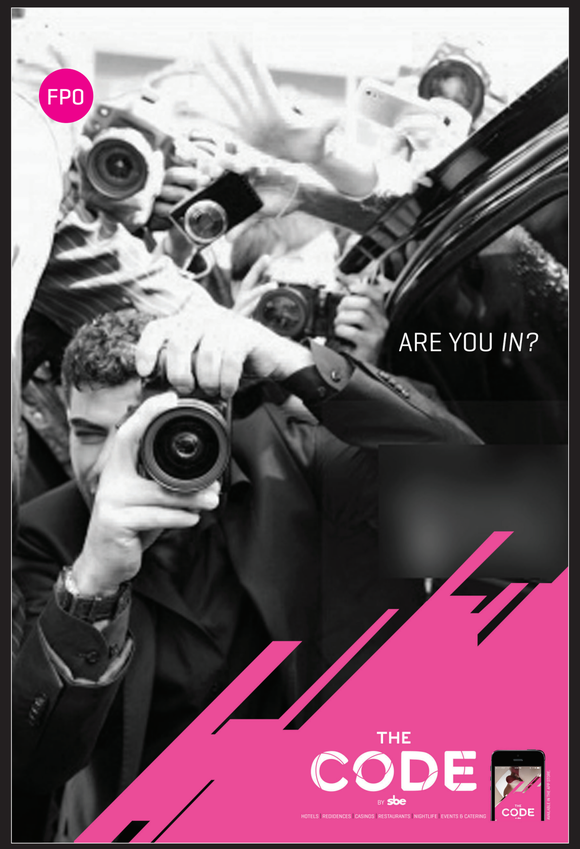
ADS

THE CODE ONLY

Bold, striking headlines and colors grab your attention.



AD 1

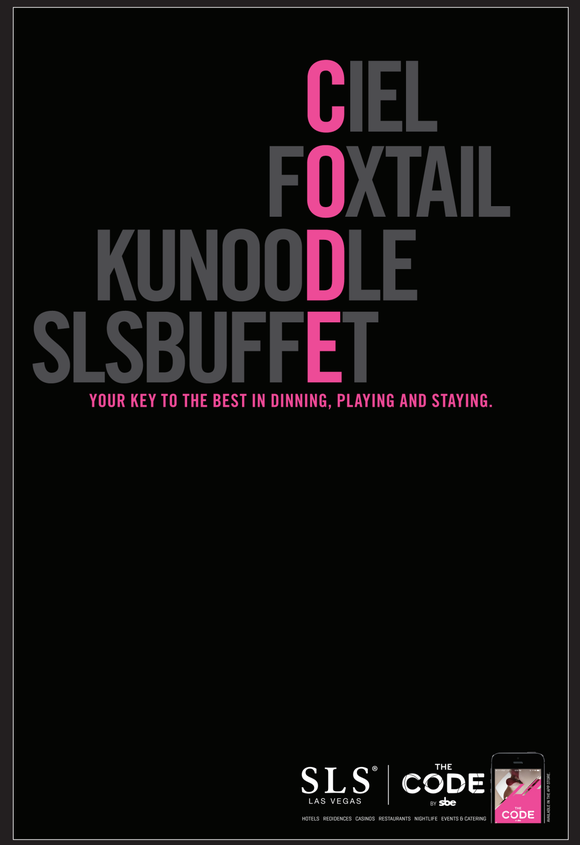


AD 2

ADS
INCLUDING PROPERTY

OPTION1: **THE CODE** should incorporate elements from partnering properties through copy.

OPTION2: **THE CODE** should incorporate elements from partnering properties through design. For example, if a casino were mentioned, the piece would be best served using gaming-centric imagery with minimal copy.



AD 1

AD 2

BILLBOARD 1

BILLBOARD 2

BILLBOARD

THE CODE ONLY

Bold, striking headlines and colors grab your attention.

BILLBOARD 1

BILLBOARD 2

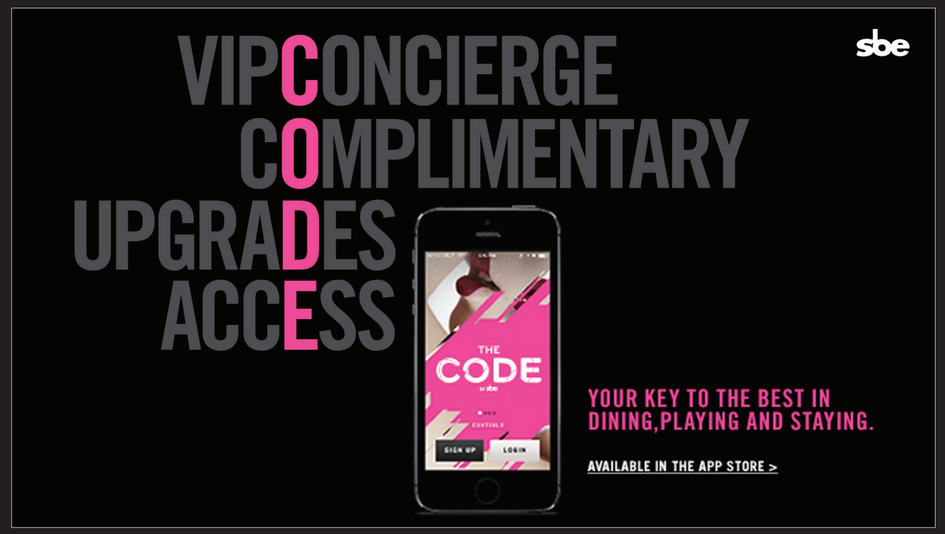
BILLBOARD
INCLUDING PROPERTY

OPTION1: **THE CODE** should incorporate elements from partnering properties through copy.

OPTION2: **THE CODE** should incorporate elements from partnering properties through design. For example, if a casino were mentioned, the piece would be best served using gaming-centric imagery with minimal copy.

IN-HOUSE

Bold, striking headlines and colors grab your attention.



IN-HOUSE 1

IN-HOUSE 2

COLLATERAL

MEMBERS CARD

One card, so many possibilities.

RACK CARD

Quick and simple access to the club's information.

RACK CARD

THE CODE

BY sbe