



SAHARA

LAS VEGAS

LOGO USAGE GUIDELINES



Brand Usage Guidelines

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THE LOGO

Anatomy

1 Icon

The Icon is an abstraction of the infinity, timeless

2 Wordmark

The word SAHARA is based in the font The Queen Regular but modified to be more than a simple font.

It is important to think of this mark as a singular piece of artwork; simply retying it does not constitute reproducing it.



1 ICON

2 WORDMARK

Logo Configurations

The SAHARA logo comes in four configurations: Full Lockup (Preferred), Wordmark, Icon-mark and Horizontal

1 Hero Logo (Preferred)

Primary logo. Use as a default in all instances

2 Full Lock Up Horizontal

The Wordmark may be used independently from the Full Lockup in areas where space does not allow room for both elements together. The Wordmark should not be used as an opener or identifier such as in the top of an email, on the cover of a collateral piece, or in the header of a website.

3 Logotype Lock Up

The iconmark can be used for very small sizes such as favicon, app icon and social media where the name of the brand is already known.

4 Logotype

The centered logo is reserved for use on merchandise or on the web when the available space is extremely constrained.

4 Icon

The icon logo is reserved for enhancing a design to emphasize SAHARA's brand and for use on merchandise. Use of just the icon must be approved by SAHARA Marketing.

1 HERO LOGO
PREFERED



2 FULL LOCK UP
HORIZONTAL



3 LOGOTYPE LOCK UP



4 LOGOTYPE



5 ICON



Minimum Size

The logo should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

1 Vertical Orientation

The supplied Logo - Vertical Orientation should only be used at or larger than 20mm in height.

2 Horizontal Orientation

The supplied Logo - Vertical Orientation should only be used at or larger than 10mm in height.

3 Icon

The supplied Logo - Vertical Orientation should only be used at or larger than 10mm in height.

4 Logotype

The supplied Logo - Vertical Orientation should only be used at or larger than 6mm in height.

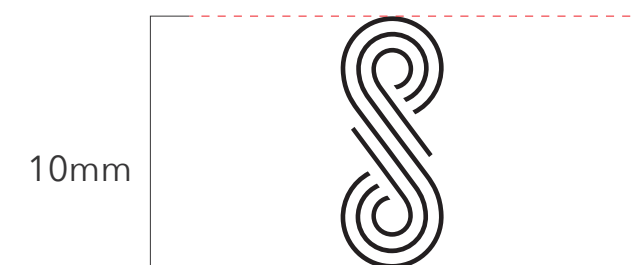
1 LOGO - VERTICAL ORIENTATION



2 LOGO - HORIZONTAL ORIENTATION



3 ICON



4 WORDMARK



Correct Spacing

To maintain its position of prominence, the logo requires a minimum area of clear space around it. This clear space is equal to the height of the wordmark

In general, the logo should not be constrained in boxes or be placed extremely close to text or other design elements.

1 FULL LOCKUP CLEAR SPACE VERTICAL



2 WORDMARK CLEAR SPACE HORIZONTAL



Incorrect Logo usage

SAHARA's logo should not be altered, recreated or modified in any way. Under no circumstances should any of these examples be used.



Do not recolor the logo.



Do not make the logo difficult to read by placing it on a background with low contrast.



Do not stylize or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect.



Do not disproportionately stretch or warp the logo.



Do not rearrange or edit the logo.



Do not recreate the logo. Use only the approved digital files provided.

Correct Logo usage

SAHARA's logo should be easy to read and have high contrast with the background it is on.



Positive version with white background



Negative version with black background



Negative version with red background



Negative version for black tone background



Positive version for white tone background

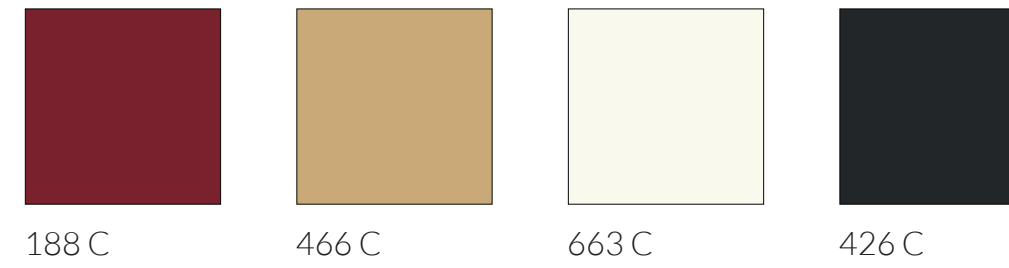
COLOR PALETTE

Primary Palette

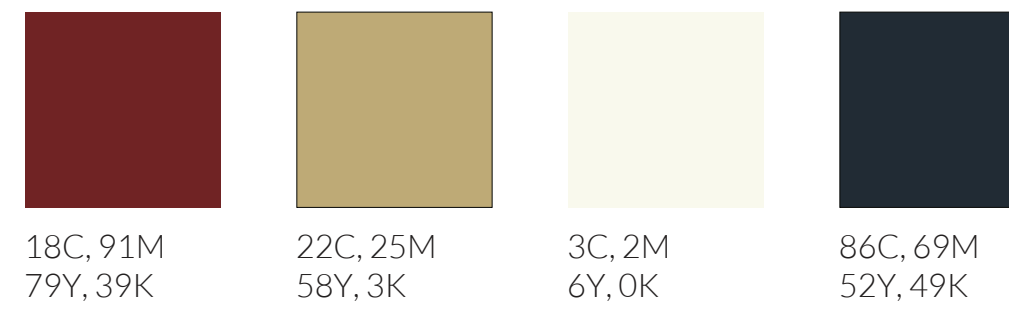
SAHARA logo colors are black and white. Depending upon the medium, the identity can be rendered in a number of color options from the approved core color palette.

The core palette

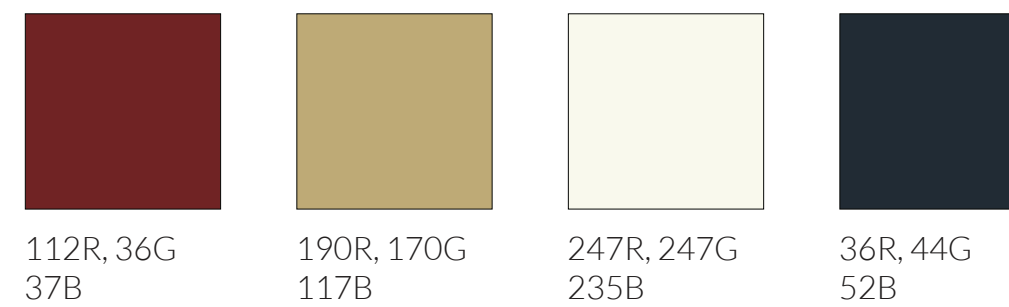
Pantone colour reference



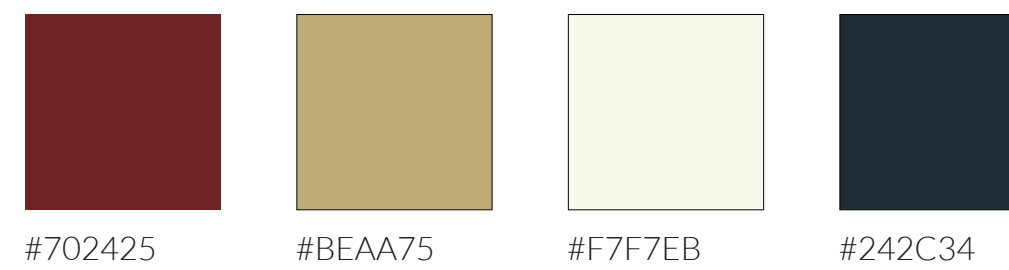
CMYK



RGB



HEX

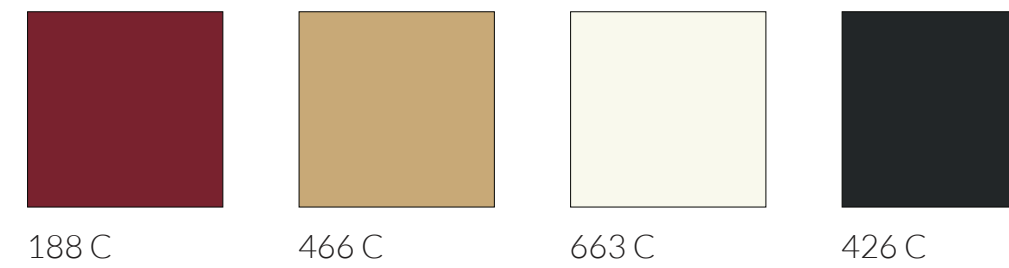


Extended Color Palette

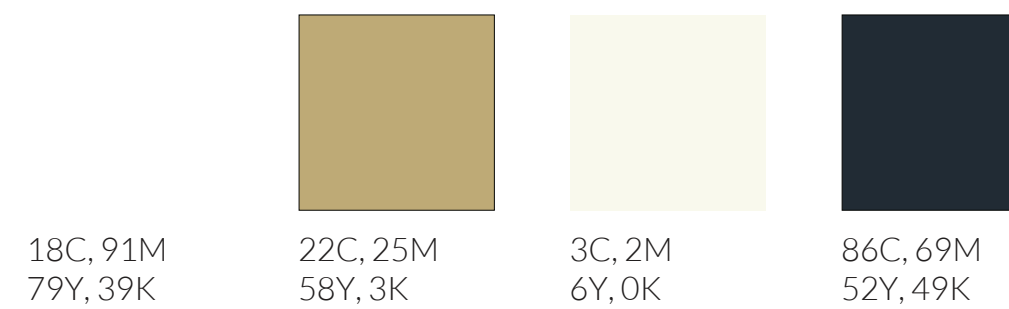
SAHARA logo colors are black and white. Depending upon the medium, the identity can be rendered in a number of color options from the approved core color palette. The accent colors should only be used with SAHARA Marketing approval.

The core palette

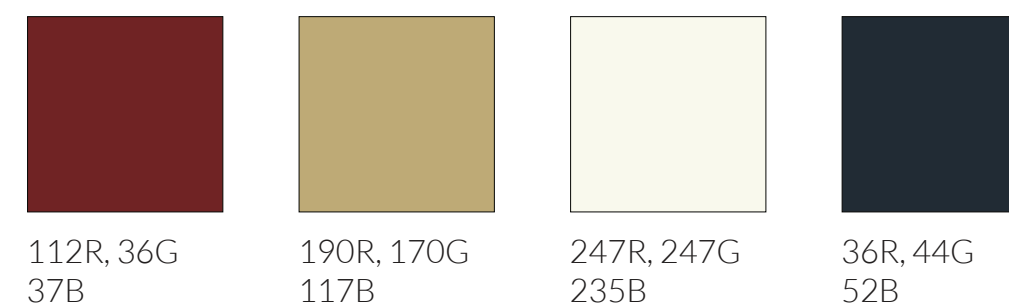
Pantone colour reference



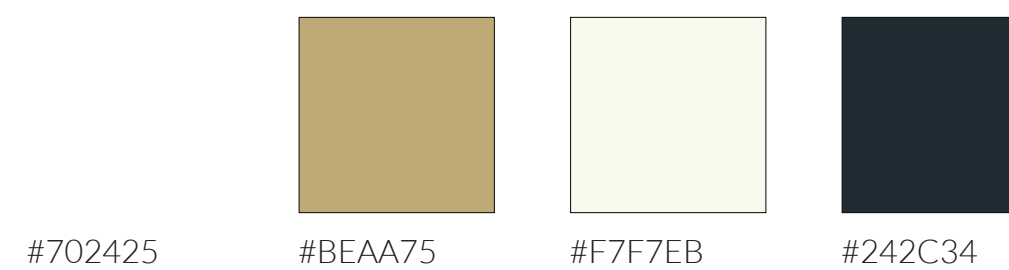
CMYK



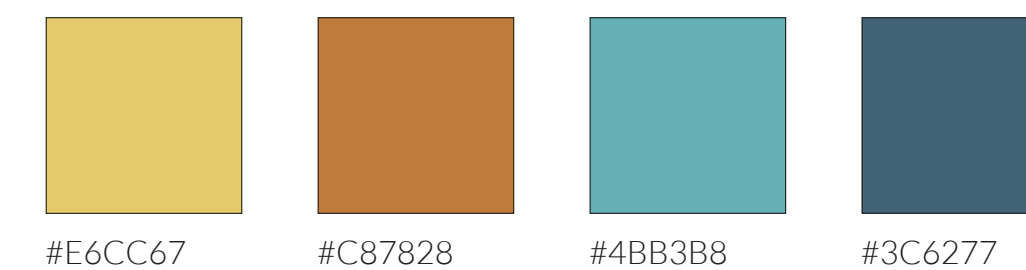
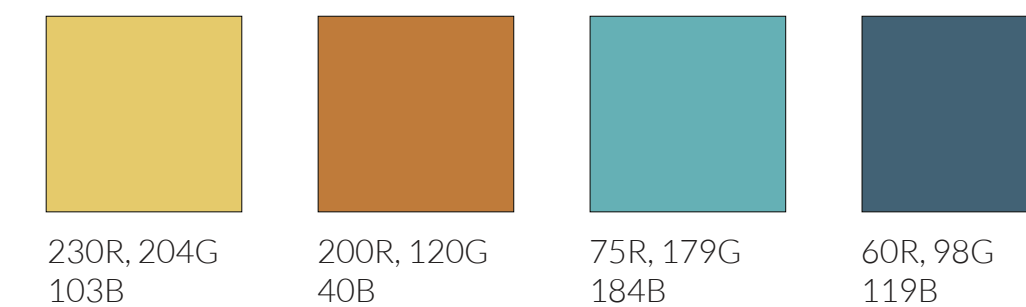
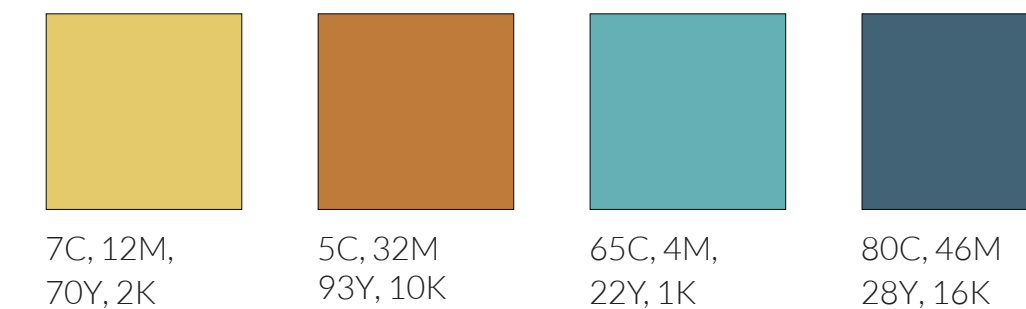
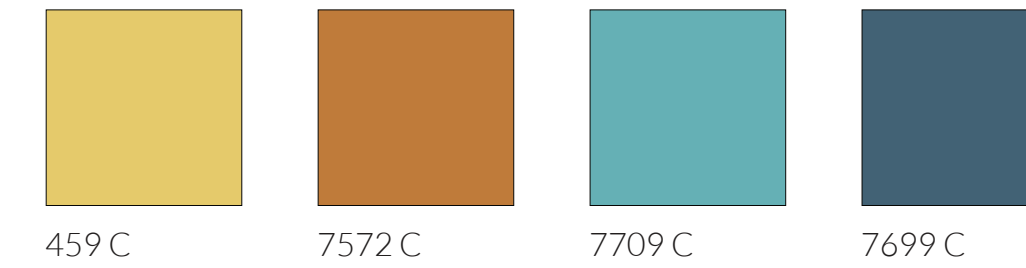
RGB



HEX



Accent Colors



These are the recommended color combinations when placing the logo over color backgrounds. Patterns and grads are also optional as long as legibility of the logo is maintained.

FLAT COLORS WITH FLAT COLOR PATTERNS

