



## Brand Manual

(Revised January, 2016)

Hi.

The SPEEDVEGAS brand started in 2011. when Tom and I developed the dream for the world's most thrilling driving experience. I believe our brand is an extremely valuable asset which can generate substantial success for all involved with it.

Therefore, we have created this brand manual. Like any manual, its objective is to help people who use the brand to understand its history, the brand values, and the best ways of getting the most out of it.

This brand manual is written for the benefit of team members within the SpeedVegas family, or partners who want to use the SpeedVegas brand to bring exposure to the brand.

A brand is always evolving, and people's perceptions of it change over time. However, there is strength in unity, so sticking to our identity is a good idea for everybody.

I want you, as a team member or partner to have a clear understanding of how we do business, how we communicate, what we believe in, and ultimately where we are going.

Enjoy the ride.

Aaron & Tom

July, 2015

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# about us

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# what is **SPEEDVEGAS**?

SPEEDVEGAS is the leading tourism experience in Las Vegas. Our customers experience the thrill of driving their dream supercar in a safe and controlled environment.

# brand history

- 2015 Groundbreaking
- 2015 Filed plans for development of SpeedVegas
- 2014 Acquired land & expansion capital for development of SpeedVegas
- 2014 Renamed company to SPEEDVEGAS
- 2012 Reached #1 ranking on TripAdvisor
- 2011 Launch road car touring product in Las Vegas
- 2011 Relocated World Class Driving to our permanent home in Las Vegas
- 2010 Acquired World Class Driving, a national exotic car touring company
- 2008 Founded as Vulcan Motor Club, a fractional car sharing club

# mission statement

Our mission is to provide safe and thrilling driving experiences for our clients,  
while creating wealth for team members and stakeholders.

# our values

**Fun**

**Safe**

**Honest**

**Open**

We will protect our brand values from internal and external threats, and manage the risks inherent in our business. We will develop people, and ensure that rewards are aligned to our brand values.



# our vision

SPEEDVEGAS will develop the leading  
tourist attraction in Las Vegas.

**strapline**

**No Limits**

# visual identity

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# naming

Our name identity is an essential part of the brand, and is cast in stone!

The brand name always appears in uppercase. No space or punctuation appears in the brand name.

The brand is a powerful asset. To maintain brand strength, correct and consistent use is vital.

**SPEEDVEGAS**

# logo

The logo is at the heart of all communication aimed at the consumer.

The word “SPEED” should always be in black or white.  
The word “VEGAS” should appear in our brand yellow.

No other color variations should be used. This helps consumers consistently identify us.



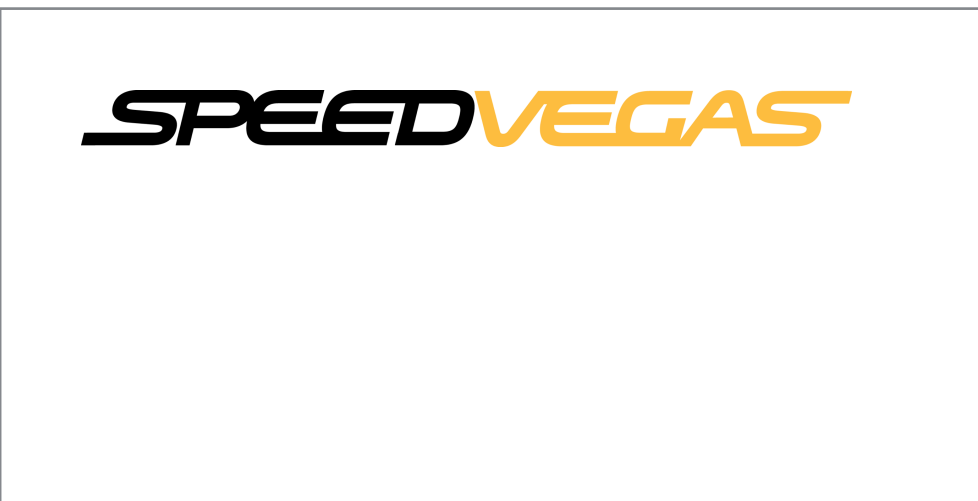
# logo whitespace

Whitespace plays an important role in the display of our logo. Whenever the brand logo is displayed, no other element should appear closer than a distance equal to the height of the logo.

## Correct

***SPEED*VEGAS**

Whitespace plays an important role.



## Wrong!

***SPEED*VEGAS**

Whitespace plays an important role.



## square logo

An alternate, square version of the logo may be used in applications (such as social media profile pictures) where the horizontal version would otherwise be illegible.



# icons

The SPEEDVEGAS icon may be used to represent the brand. It may be suitable for social media profiles, website favicons, and other applications.





# do's and don'ts

The following illustration demonstrates correct and incorrect uses of the trade name. While it does not cover every scenario, you will form a good idea of what is acceptable and what is not.

## Correct

SPEEDVEGAS

## Wrong!

Speed Vegas

Speed: Vegas

SpeedVEGAS

Speedvegas

SpeedVegas

# colors

Yellow is one of our distinguishing features. It is an essential part of our brand identity and heritage.

Combined with black and dark grey, a distinct style is created which is both simple to use, and powerfully simple.



**Web** #FFBF3F



**C** 0 **M** 25 **Y** 75 **B** 0



Pantone Coated 136 C



**Web** #222222



**C** 74 **M** 71 **Y** 64 **B** 87



Pantone Solid Coated  
Neutral Black C

# typefaces

The Proxima Nova font family plays an important part in building our brand. Its bold, confident and distinct appearance makes it recognizable.

The **Proxima Nova Regular** face serves as the communication font.

The **Proxima Nova Bold** and **Proxima Nova Black** font treatments are used for headlines.

No shading, outlines, or keylines should be used.

## PROXIMA NOVA BLACK

USED FOR HEADLINES

# More Comfortable Than Being Stabbed.

## PROXIMA NOVA REGULAR

USED FOR BODY COPY

The air conditioning in a Lamborghini is like an asthmatic sitting in the dashboard blowing at you through a straw.

## PROXIMA NOVA BOLD

USED FOR HIGHLIGHTING WORDS IN BODY

Having a **Aston Martin DB9** on the drive and not driving it is a bit like having **Keira Knightley** in your bed and sleeping on the couch. It's not going to happen.

# line height

Body copy must be displayed with a line height equal to 120% of the font height. This improves readability and lends an airy feel to our communication.

**CORRECT: 120%, 1.2**

Now let me be clear. Now, many of these plans will cost money, which is why I've laid out how I'll pay for every dime - by closing corporate loopholes and tax havens that don't help America grow. For part of what has been lost these past eight years can't just be measured by lost wages or bigger trade deficits.

**WRONG: 100%/1**

Now let me be clear. Now, many of these plans will cost money, which is why I've laid out how I'll pay for every dime - by closing corporate loopholes and tax havens that don't help America grow. For part of what has been lost these past eight years can't just be measured by lost wages or bigger trade deficits.

**WRONG: 150%/1.5**

Now let me be clear. Now, many of these plans will cost money, which is why I've laid out how I'll pay for every dime - by closing corporate loopholes and tax havens that don't help America grow. For part of what has been lost these past eight years can't just be measured by lost wages or bigger trade deficits.

# borders & lines

Borders and horizontal rules may be used in conjunction with the brand to separate sections or to frame visual elements.

Borders and lines should be displayed in the brand dark gray color (#222222). Borders and lines should not use drop shadows, and should be displayed as thinly as possible, typically at weights of less than one pixel.

## Correct

***SPEED**VEGAS*



## Wrong!

***SPEED**VEGAS*



# examples

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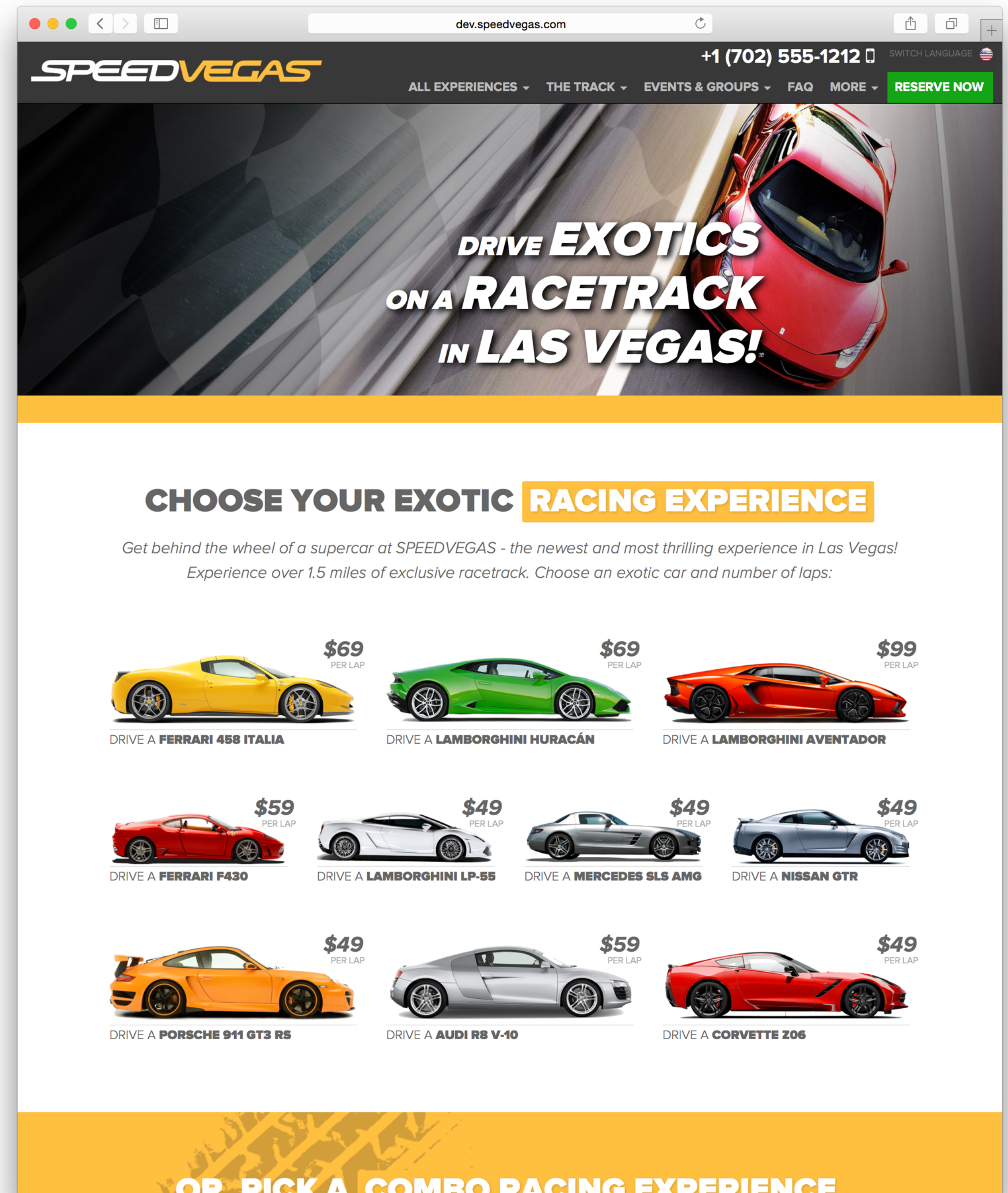
# web

Our web presence is an important way for people to identify our brand.

The home page is designed to communicate four important concepts in 15 seconds:

- This is a driving experience
- The experience is in Las Vegas
- You can choose your own car
- You can choose the number of laps

Other pages on the site communicate secondary themes of trust, safety, convenience, and value.



# advertising

tbd



**pr**

tbd