

CAESARS SUPERDOME

BRAND GUIDE



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BRAND IDENTITY

Caesars Medallion

The medallion is a core element of the logo and is present across the Caesars portfolio to create brand recognition.



Caesars Wordmark

The Caesars wordmark is utilized to create brand recognition. The relationship between the Caesars medallion and wordmark are consistent with Caesars corporate brand lockup.

< A E S A R S >
SUPERDOME

Superdome Logotype

Set in Guardian Sans, the Superdome logotype utilizes all caps to create harmony with the Caesars logotype.

LOGO SUITE

The Caesars Superdome brand identity is the graphic representation of our facility that identifies us to the world. The logo suite is comprised of three logos plus the stand-alone Caesars Medallion.

★ PREFERRED

Primary Logo

The Primary Logo is the formal identifier of the brand identity, and should have dominate on-site presence.

FULL LOCKUP



Secondary Logos

The Secondary Logos are meant for use as the alternate formal identifiers of the brand identity when use of the Primary Logo is not well-suited.

STACKED TEXT



HORIZONTAL TEXT



Tertiary Logo

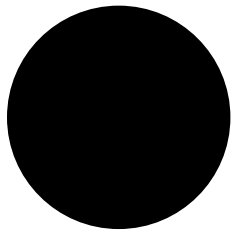
The Caesars Medallion may only be used by special permission from the Saints, and should only appear in applications where one of the Secondary Logos is also present. The Medallion should always include the registered trademark symbol (®).

MEDALLION

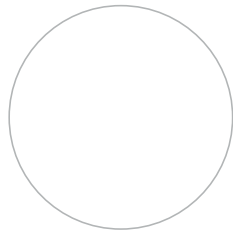


COLOR PALETTE

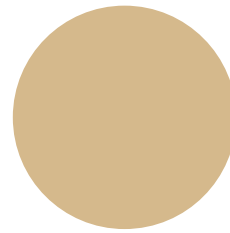
The consistent application of color is crucial to a successful brand identity. Whenever possible, the Caesars Superdome wordmark should be presented in Black or White to maintain consistency for the Naming Rights Partner.



Black
Pantone Process Black C
C70 M50 Y50 K100
R0 G0 B0
HEX **000000**



White
Pantone Process White C
C0 M0 Y0 K0
R255 G255 B255
HEX **FFFFFF**



Gold
Pantone 467 C
C16 M25 Y50 K0
R215 G185 B138
HEX **D7B98A**

COLOR VARIATIONS

The coloration of the Caesars Superdome logo may be altered depending on the color and value of the background. Recommended colorations are displayed below.

The black version of each logo is for use on white or light-colored backgrounds, while the reversed version of each logo is for use on dark-colored backgrounds.

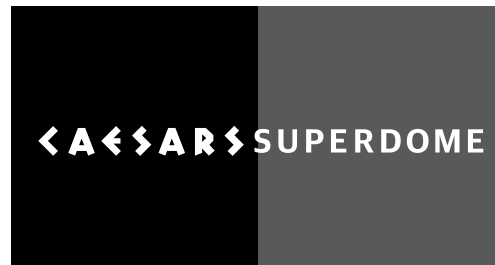
FULL LOCKUP



STACKED TEXT



HORIZONTAL TEXT



MEDALLION



TYPOGRAPHY

Like color, consistent use of typography helps ensure unity of the Caesars Superdome brand. The official typeface of Caesars Superdome is Guardian Sans, which is a large font family consisting of many weights.

Guardian Sans Hairline

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz012456789!@#\$\$%^+*()

Guardian Sans Thin

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz012456789!@#\$\$%^+*()

Guardian Sans Light

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz012456789!@#\$\$%^+*()

Guardian Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz012456789!@#\$\$%^+*()

Use the following link to download Guardian Sans and purchase a software license: https://commercialtype.com/catalog/guardian/guardian_sans_headline

Guardian Sans Medium

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz012456789!@#\$\$%^+*()

Guardian Sans Semibold

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz012456789!@#\$\$%^+*()

Guardian Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz012456789!@#\$\$%^+*()

Guardian Sans Black

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz012456789!@#\$\$%^+*()

SECTION 143
SAINTS
SEAT 9
SUPERDOME
0123456789
NEW ORLEANS
KICKOFF
SUPER BOWL
TOUCHDOWN

CLEAR SPACE

To maintain the integrity of the Caesars Superdome brand identity, proper clear space around the logo must be given. The amount of clear space is equal to the full cap height of the “C” in “CAESARS” or the head in the Medallion as depicted on this page.

This distance is to be maintained on all boundaries of the logo.

Primary Logo

FULL LOCKUP



Space = 100% cap height of C

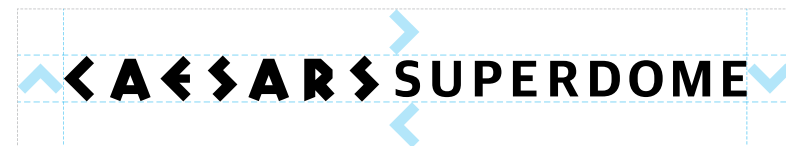
Secondary Logos

STACKED TEXT



Space = 100% cap height of C

HORIZONTAL TEXT



Space = 100% cap height of C

Tertiary Logo

MEDALLION



Space = 100% height of the head

INCORRECT DISPLAY

Consistency of presentation is paramount to the strength of the Caesars Superdome brand.

The samples below only display a small range of what not to do. In general, leave the logo as it is designed and do not modify anything. The same rules apply for all logos in the brand identity suite.

DO NOT
Rotate, skew, distort or stretch the logo



DO NOT
Change the proportions of the logo



DO NOT
Rearrange the elements of the logo



DO NOT
Separate the workmark from the logo



DO NOT
Change the color of the logo



DO NOT
Outline the logo



DO NOT
Use blends or effects in the logo



DO NOT
Do not flip the Medallion



USAGE + FILE NAMING

To ensure consistent application of the Caesars Superdome brand across a broad range of applications, separate artwork files have been created for each element depicted in this guide. These files include vector (.EPS) versions in Pantone (PMS), CMYK and RGB color builds, as well as raster formats (.JPG and .PNG) in RGB for digital applications.

For reversed color logos intended for dark-colored backgrounds, all file names will be appended with "_reverse".



Primary Logo, Full Lockup

FILE NAMES:

- Caesars Superdome_full lockup_PMS
- Caesars Superdome_full lockup_CMYK
- Caesars Superdome_full lockup_RGB



Secondary Logo, Stacked Text

FILE NAMES:

- Caesars Superdome_stacked_PMS
- Caesars Superdome_stacked_CMYK
- Caesars Superdome_stacked_RGB



Secondary Logo, Horizontal Text

FILE NAMES:

- Caesars Superdome_horiz_PMS
- Caesars Superdome_horiz_CMYK
- Caesars Superdome_horiz_RGB



Tertiary Logo, Medallion

FILE NAMES:

- Caesars Superdome_medallion_PMS
- Caesars Superdome_medallion_CMYK
- Caesars Superdome_medallion_RGB

CONTACT INFO

Consistent utilization of this Style Guide is crucial to the expression of the Caesars Superdome brand. Inquiries regarding usage and activation should be directed to:

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