

Ampersands

Required in property name "Hotel & Casino;"
 Allowed in headings, consecutive dates, spatial constraint,
 Not interchangeable with "and"

Address

3799 Las Vegas Boulevard Las Vegas, NV 89109 | 877.880.0880 |
 mgmgrand.com

Abbrev: NV
 Separator: Vertical Line

Awards



Hotel
 AAA Four Diamond

Awards



Hotel Eco-rating
 4 keys

Awards



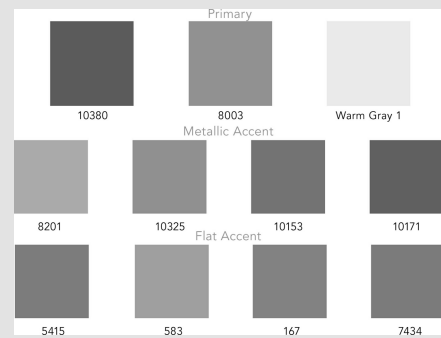
Green Key Global
 Meetings
 5 keys

Campus

MGM Grand Campus

1. MGM Grand
2. Skylofts
3. The Mansion at MGM Grand
4. The Signature at MGM Grand(R)

Color Palette



1. Pantone 10380C
 RGB: 109/88/75
 HEX#: 6D584B



By **Deanne**
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Published 29th June, 2015.
 Last updated 3rd July, 2015.
 Page 1 of 3.

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Commas

Use serial/Oxford commas.

Ex. I like one, two, and four.

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Space after (C) current year
(R) does not have to be superscript

Logo OM



Logo IM



Logo OM/IM No MGM Tag



Logo - On prop



Logo Clear Space



Logo Minimum Height

Logo Color Palette



HEX# BC7470

Logo Colors



On Light: black, PMS 871 or 4-C build

On Dark: white, PMS 871 or 4-C build

Foil, EMB: Marken® Astor

Universal Gold Foil M808

Logo Colors



PMS Metallic Gold 871

RGB: 173/152/110

CMYK: 11/15/56/27

HEX# AD986E

Logo Colors



C

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Name	
OOM	MGM Grand Hotel & Casino® Las Vegas
OOM-Vegas	MGM Grand® Las Vegas
IM	MGM Grand Hotel & Casino®/MGM Grand ®
On prop	MGM Grand®
Lockup	4th, VDARA MGM GRAND THE SIGNATURE
M life/Dest.	Yes/Luxury
Details	MGM all upper; G, H, C ini cap, "&," never "The"
Trademark	(R) 1st occur. no logo

Life the M life at this MGM Resorts Luxury Destination.
An MGM Resorts Luxury Destination.

Tagline - Horz

.....

Tagline - Horz Clr Spc

.....

Tagline - Vert

.....

Tagline- Vert Clr Spce

.....

Social Media

Facebook	/MGMGrand
Twitter	@mgmgrand
YouTube	/mgmgrandlv
iPhone app	/mgm-grand

Website

mgmrand.com



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