

Address

One line

3600 Las Vegas Boulevard South Las Vegas, Nevada 89109 •
702.693.7111 • bellagio.com

2 spaces South/Las and NV/89109

bullet separator ph#/web

no abbreviations

Ampersands

Bellagio does not use "&"

Exceptions: Conservatory & Botanical Gardens, Pools & Courtyard;
(very rare) between consecutive dates with spatial constraint
(ex. key packets: Friday & Saturday)

Brand Campaign

Excitement ads: Headline sentence cap.; if contains supporting copy
under headline, then no "All the splendor. All Bellagio."

Border - Horz Soundwave



Color bar height will be no greater than 1" and no less than .5".
The width of the color bar will always extend across bottom of page.
The soundwave is located within the color bar and is a reverse
stroke.

The stroke weight should be at least .5 pt. but no greater than 1 pt.

Border - Gray



Color Palette



Commas

Do not use serial/Oxford commas before the last item in a series.
Ex. I like one, two and four.

For spatial conservation:

Use commas, like this, to set off "interrupters" within a sentence.

For visual emphasis:

Use em dashes—like this—to call out "interrupters"/show a break in
thought.

Copyright

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Logo - IM Tagline



Logo - IM



Logo - IM Typeset Tagline

BELLAGIO
An MGM Resorts Luxury Destination

Awards

Hotel

AAA Five Diamond

Forbes Four Star

Green Key Eco-Rating 5 Keys

TripAdvsr Grnltrs Bdge Platinum Level

Meet/Conv

Green Key Meetings 5 Keys

Restaurants

Logo - OOM



By Deanne
cheatography.com/deanne/

Not published yet.
Last updated 11th May, 2016.
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Logo - OOM Tagline



Logo - OOM Typeset Tagline



Name

Out of market	Bellagio® Las Vegas
In market / On property	Bellagio®
Lockup	1st, before ARIA
M life	Yes
Destination	Luxury
Copy	(R) on 1st occurrence no logo
Details	Never "The" / no "Resort and Casino"

Social Media

Facebook	/bellagiolasvegas
Twitter	@bellagioLV
YouTube	youtube.com/bellagiolasvegastv
iPhone App	Bellagio Las Vegas

Tagline

Property	There's only one Bellagio.
Brand Campaign	All the splendor. All Bellagio.
M life	Live the M life at this MGM Resorts Destination.
MGM Resorts	An MGM Luxury Destination

Time

Noon – 2:00 p.m. / Body copy: Noon – 2 p.m. / Tour. 12:00 p.m.

Use Noon/Midnight, ini. cap., ":00", space, "a.m." punct., surround. capitalization controls

Body copy: no ":00", space Ex. Itineraries, 7 p.m.

Exception: Tournament invites/collateral use 12:00 p.m. (not Noon)

Ranges: Use a.m. / p.m. on each side (not 2:00 – 7:00 p.m.)

Trademarks

Bellagio®	(R) on 1st occur. in copy w/out logo
Tuscany Kitchen®	(R) on 1st occur. in copy w/out logo
Sensi®	(R) on 1st occur. in copy w/out logo

Typography

FONT USAGE

The following typeface families are used on Bellagio materials:

PRIMARY HEADLINES:

TRAJAN BOLD A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ % ' - . , ! ?

SECONDARY HEADLINES:

Janson Bold & Family A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ % ' - . , ! ?

Janson Roman & Family A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ % ' - . , ! ?

TYPEFACE USAGE

Primary Typeface: Janson Family

Secondary Typeface: Trajan Family

Do not use Trajan for large blocks of copy as Trajan is an all cap typeface
Body copy will be Janson

Typeface/Font Family: Trajan Pro / Janson

Primary Headlines: Trajan Pro Bold

Secondary Headlines: Janson Bold, Janson Roman

Note: Do not use Trajan Pro for body copy.

Website

bellagio.com all lowercase, no www.

C

By Deanne
cheatography.com/deanne/

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