LOGO USAGE

Several versions of the Wild Horse Pass Hotel & Casino logo have been created to ensure accurate and consistent reproduction of the identity across the various media. The chart to your right provides a convenient reference for which logo version to use, based on specific reproduction methods. Preferred options are indicated with a red circle and secondary alternatives are marked with a gray circle. In cases where multiple alternatives are indicated, please consult with Wild Horse Pass Hotel & Casino to determine the best possible solution.

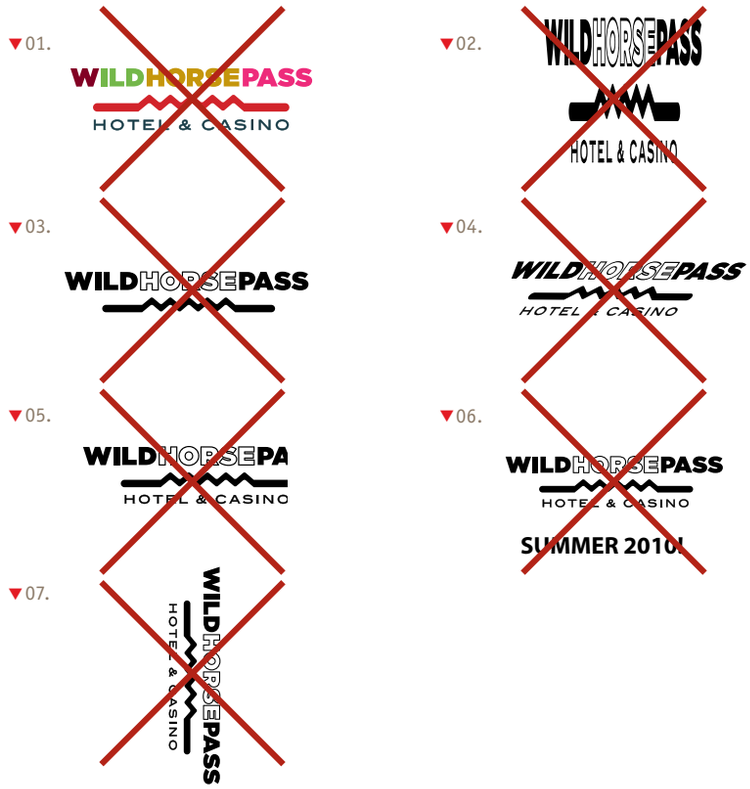
	CMYK	RGB	Black & White	Reversed
Four Color Process Printing	●			
Two Color Printing			●	○
One Color Printing			●	○
Electronic Media (E.G., Web, Powerpoint®)		●		
Word Processing (E.G., Word®)	●		○	
Television		●		
Billboards, Signs, Posters, Banners	●			
Embroidery				
Screen Printing			○	○
Embossing, Etching, Engraving			●	
Thermography			●	
Painting			○	○

Recommended = ● Alternate Option = ○

ACCEPTABLE LOGO USAGES

01. DO NOT alter colors.
02. DO NOT stretch or scale disproportionately.
03. DO NOT remove elements.*
04. DO NOT skew or force shorten.
05. DO NOT crop.
06. DO NOT add elements.
07. DO NOT rotate.**

If you are uncertain how the logo is interacting with artwork graphics please consult Wild Horse Pass Hotel & Casino prior to production.



PROPER SPACING

Be sure to use proper spacing when placing the Wild Horse Pass Hotel & Casino logo. Refer to the diagram to the right to ensure proper and precise placement.

▲ Figure 1: Logo Clear Space