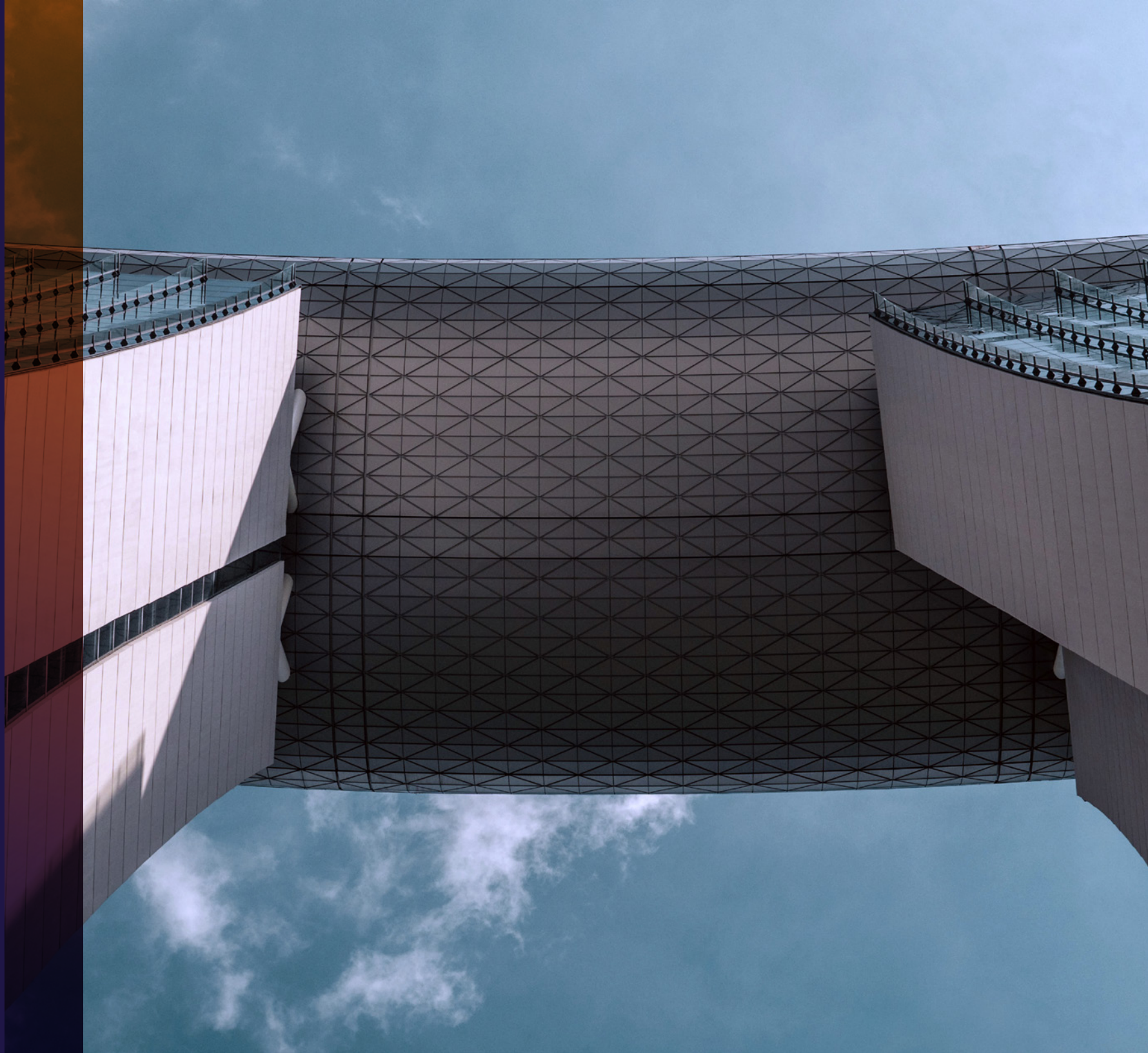




# BRAND & STYLE GUIDELINES

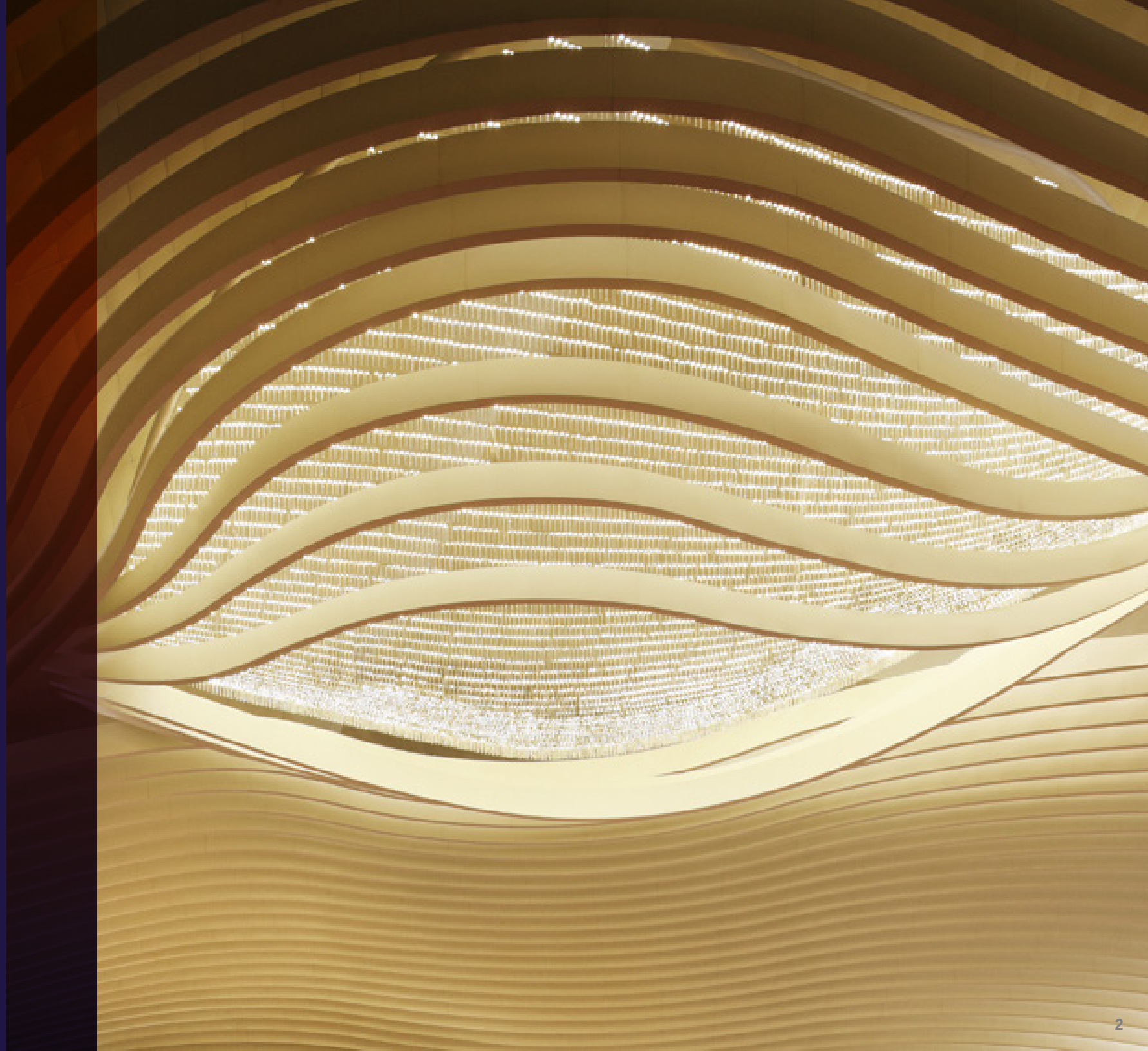
Version 3.0 • July 2023



# INTRODUCTION

Maintaining visual consistency across our communications preserves Sands' unique brand as the world's preeminent developer and operator of world-class Integrated Resorts.

These brand guidelines provide direction and examples to assist in creating all corporate materials.



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## ABOUT SANDS

With a portfolio of iconic properties in renowned global travel destinations, we are the world's leading developer of integrated resorts. Our properties feature richly diverse and compelling offerings, including luxury accommodations, a wide array of entertainment attractions and state-of-the-art meeting and convention facilities.

The iconic Marina Bay Sands® in Singapore and Sands China resorts in Macao SAR, China, attract millions of visitors annually to host regions, sustain thousands of jobs, provide financial opportunities for local businesses and invest significant resources in keeping communities strong.

### Our Purpose

We create positive impact through valuable leisure and business tourism, contributing economic benefits to our host communities and making our regions ideal places to live, work and visit.

### Our Mission

We develop and operate iconic integrated resorts that drive leisure and business tourism through sustainable business practices.

### Our Values

- Dedication to impeccable service
- Excellence in business performance
- Innovation by challenging conventional thinking in the hospitality industry
- Fairness, honesty and a strong code of ethics
- Sustainability for People, Communities and Planet



# BRAND ESSENCE

Inspired by our founder Sheldon Adelson’s extraordinary vision, we are committed to the entrepreneurial spirit he instilled in Sands.

Shaping markets, challenging conventional thinking and inspiring communities through our innovative and groundbreaking developments, we have become a world hospitality leader by identifying emerging opportunities then relentlessly pursuing excellence in the paths we select.

Our passionate approach to business fosters a culture of advancement and inclusion for our Team Members, best-in-class experiences for guests, opportunities for local businesses and partners to thrive, and collaborative, committed engagements to enhance the communities we serve.

We are not just developers. We are world-class developers of positive impact.

# PERSONALITY AND VOICE

Sands’ corporate brand personality **is**:

- Intelligent
- Refined
- Direct
- Aspirational
- Confidant
- Iconic
- Leading

**Sands’ corporate brand personality is not:**

- Juvenile
- Playful
- Metaphorical
- Crass
- Uncertain

## VISUAL ELEMENTS

The visual representation of Sands helps reinforce our brand. It demonstrates our quality and commitment to shaping markets, challenging conventional thinking and inspiring communities through our innovative Integrated Resorts.

Our visual expression will distinguish our brand, provide a strong visual tone and create consistency throughout all of our communications, both internally and externally.





## OUR LOGO

Our most recognizable and valuable visual asset is our logo. It is the unifying visual element that appears across all of our communications. To maintain its value and recognition, we have guidelines for its use.

### Color

The logo is always presented in Sands Gold. When our logo is applied against dark backgrounds, use Sands Gold if there is enough contrast or white. A black version can be used in exceptional cases when reproduction methods or legal requirements prohibit the use of Sands Gold or white.



# CLEAR SPACE & MINIMUM SIZE

For consistency on standard printed communications, always scale the logo by its width.

## Minimum size

For U.S. letter and A4-sized publications, the logo should measure **1.3"** (~33mm) in size. For other formats, use this measurement as a starting point.

## Clear space

The clear space is an area around the logo that is kept clear of other elements that might obstruct legibility. **The clear space around the logo is defined by the height of the sunburst.**

Minimum size



Logo sizes: Print and digital



Logo clear space





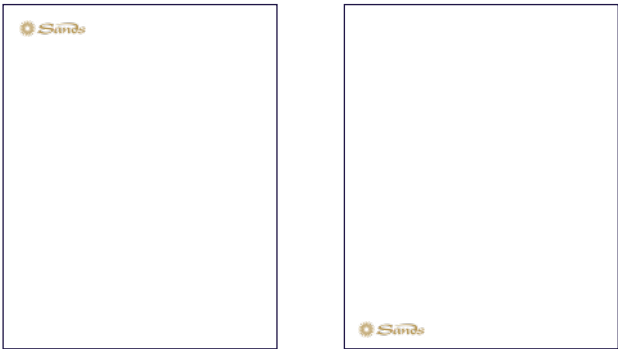
# LOGO PLACEMENT

## Print

For consistency, the logo is positioned against a corner of an application and must align to the page margins. Page margins are measured from the edge of the document and are calculated as **the diameter of the sunburst on all sides.**

The only exception to this positioning rule is in video applications where the logo may be aligned centrally within the screen.

## Logo placement samples



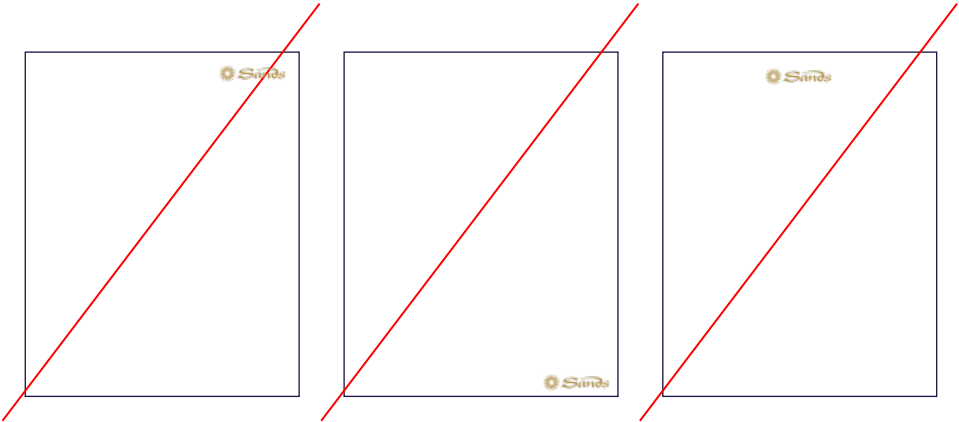
## Corner placement sample



## Video application sample



As a general rule, margins are measured from the edge of the document and are calculated as x-height of the sunburst.



# LOGO ALIGNMENT

Please use the following guide for aligning the logo with blocks of text within layouts.

## Text Alignment



As a general rule, text should be aligned with the **center of the sunburst** on the logo. This gives both the sunburst, and the logo as a whole, prominence in layouts.



INCORRECT LOGO USE



Never scale the logo disproportionately



Never deviate from the approved logo colors



Never create department logos or alter approved logos in any way



Never contain the logo within a shape



Never create outlines of the logo



Never apply the logo to a background without appropriate contrast



Never alter the logo elements in any way



Never add additional effects or elements to the logo



Never add text or other elements to the logo

# LEGAL LINE

Our legal line, “**Las Vegas Sands**” may only be used in specific circumstances where required by our legal department.

Never use the two elements together as a single unit.

## Typography and color

The legal line is set in GT America Expanded Medium, all capitals. You may use Sands Gold, Sands Purple or any of the neutral colors from the approved color palette. On dark backgrounds, the white version must be used.

## Size relationship

The logo should always appear larger than the legal line. For most print communications, set the legal line at 6.5pt.

For other applications, the legal line must be scaled proportionately and to 20% of the height of the sunburst.

## Minimum distance

The minimum distance between the Sands logo and the legal line is equal to the width of the logo and must be aligned with the bottom of the wordmark. For vertical applications, follow the text alignment guide on the previous page.

## Legal line use

The legal line should be used discreetly in communications, for example as a sign-off in the lower left corner.

GT America Expanded Medium, all capitals

LAS VEGAS SANDS

Size relationship

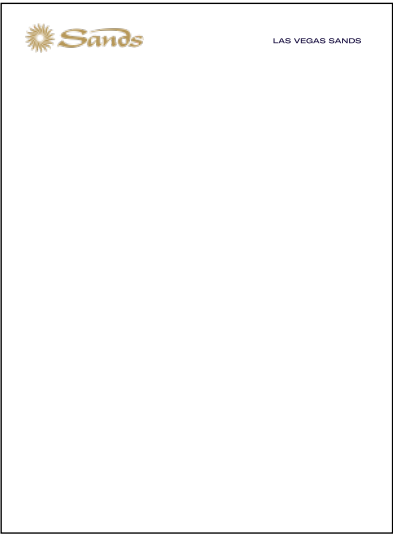


20%X  LAS VEGAS SANDS

Minimum distance



Legal Line Examples





# COLOR: PRIMARY & SECONDARY

## SANDS GOLD

**Spot**  
Pantone 872

**Process**  
C: 41 M: 48 Y:76 K: 17

**Screen**  
R: 140 G: 115 B: 75  
Hex: 8E774D

## SANDS PURPLE

**Spot**  
Pantone 2765

**Process**  
C: 97 M: 99 Y:38 K: 45

**Screen**  
R: 31 G: 22 B: 70  
Hex: 260552

## SANDS TURQUOISE

**Spot**  
Pantone 314

**Process**  
C: 100 M: 33 Y:27 K: 2

**Screen**  
R: 0 G: 125 B: 165  
Hex: 0085A1

## SANDS VIOLET

**Spot**  
Pantone 527

**Process**  
C: 60 M: 91 Y: 0 K: 0

**Screen**  
R: 131 G: 49 B: 167  
Hex: 722EA5

## SANDS GREEN

**Spot**  
Pantone 369

**Process**  
C: 67 M: 12 Y: 100 K: 1

**Screen**  
R: 97 G: 166 B: 17  
Hex: 64A70B

## SANDS YELLOW

**Spot**  
Pantone 143

**Process**  
C: 3 M: 32 Y: 91 K: 0

**Screen**  
R: 245 G: 179 B: 53  
Hex: EBAD14

## SANDS ORANGE

**Spot**  
Pantone 159

**Process**  
C: 13 M: 75 Y: 100 K: 3

**Screen**  
R: 209 G: 94 B: 20  
Hex: C25E03

## SANDS BLACK

**Spot**  
100% Black

**Process**  
C: 0 M: 0 Y: 0 K: 100

**Screen**  
R: 0 G: 0 B: 0  
Hex: 000000

## SANDS DK GRAY

**Spot**  
Pantone Cool Gray 7

**Process**  
C: 43 M: 35 Y: 34 K: 1

**Screen**  
R: 151 G: 153 B: 155  
Hex: 97999B

## SANDS LT GRAY

**Spot**  
Pantone Cool Gray 2

**Process**  
C: 18 M: 13 Y: 15 K: 0

**Screen**  
R: 208 G: 207 B: 205  
Hex: D0D0CE

## Primary Colors

Sands is a gold and purple brand. This combination creates the perfect synergy for our brand’s premium trusted tone. Use Pantone colors whenever possible for print communications with the primary palette.

## Secondary Colors

The secondary colors should be used as accents in support of the primary colors, photography and communications hierarchy. They are also the primary colors for our brand programs. Use them where appropriate as flat background colors at **100% or tints of 70%, 40% and 10% or in gradient applications with Sands Purple.**

## Neutral Colors

The neutral palette is for limited use in specific situations where the secondary colors are not suitable and color is required as a background to support information. **Do not use without prior approval from the corporate communications department.**

# COLOR: GRADIENT TREATMENTS

## Duotones and Tritones

We use gradients to create depth and dimension. Build gradients to evoke vibrancy and energy over photography or on their own as background treatments.

Each primary gradient uses combinations of our Sands colors: Purple, Dark Orange and Yellow.

### Duotones

Duotone gradients can create a subtle shift between two hues. Use combinations of transitions between Purple and Yellow, or Purple and Dark Orange.

### Tritones

To create a richer gradient, tritones can be used to enhance a gradient between endpoints. Use combinations of transitions between Purple, Dark Orange and Yellow.

### Gradient directions

Gradients should be created at an angle of 45° with the purple beginning in the lower left corner. Within the gradient, **Sands Purple** should be more dominant.

Adjust gradient levers as needed for your specific application. Make sure there is enough legibility for copy when applying gradients.

**Note:** When using gradients in print and digital, use four-color process (CMYK) or RGB formulas shown previously for each color to avoid production challenges.

## Select Colors

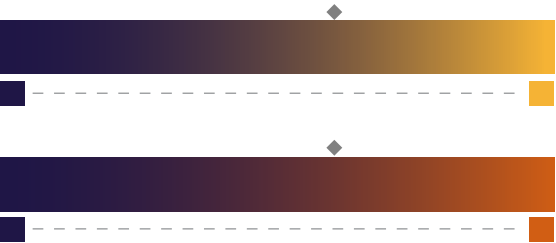
Sands Purple

Sands Dark Orange

Sands Yellow

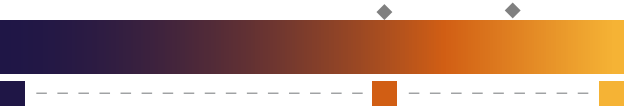
## Build Duotones

Adjust Lever Accordingly



## Build Tritones

Adjust Levers Accordingly



## Gradient Position



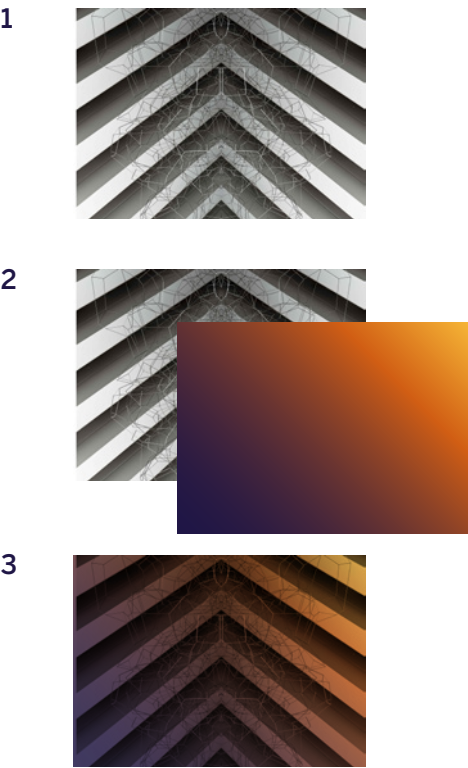
# GRADIENT APPLICATIONS

As a general rule, use gradients over selected photography or as backgrounds on your layouts.

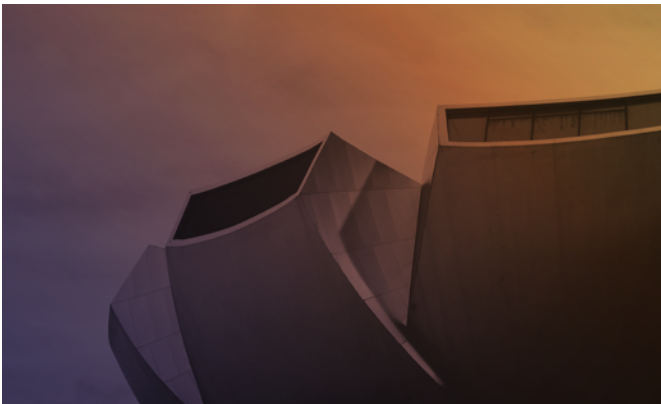
When applying a gradient to an image, you may start with either a black and white image, which offers more contrast, or a color image which may be richer or more subdued depending on the image. This application is flexible depending on the desired result.

Next, choose either a duotone or a tritone that works best with the layout and apply the “multiply” filter in InDesign for best results. **Adjust the transparency level of the gradient overlay to best suit the image and application.**

## Applying gradients to images



## Sample Applications



Tritone over a full image



Duotone with purple field over partial image



# TYPOGRAPHY: ENGLISH

## Text hierarchy

GT AMERICA  
EXPANDED MEDIUM  
HEADLINES

BentonSans Book  
Body Copy  
**Bold or Medium for sub titles**

Extra Large Headlines  
BentonSans Extra Light

Reserved for Social Media use and large pull quotes.

Typography is an important element in shaping the perception of our brand across all communications. Use only the approved typefaces shown here.

Our secondary typeface is Arial Regular, Italic and Bold. **Only use these fonts for office applications such as Microsoft PowerPoint or Microsoft Word.**

## Sample Typography

Main headlines, use  
GT America Expanded Medium

PIONEERING THE  
INTEGRATED RESORT  
EXPERIENCE

Section sub titles, use GT America  
Expanded Medium

SHAPING MARKETS  
Challenging conventional thinking and inspiring communities through its innovative developments. Challenging conventional thinking and inspiring communities through its innovative developments.

Quotes or introductory paragraphs,  
use BentonSans Book

Paragraph sub title, BentonSans Medium  
Mus sape num ut aut aligent omni adita ev-  
ellores del in nimin ea autempore, si nece-  
pedi vendit des eicilia volupta ped miliqui  
doluptatur, officia invel modignit, nulleni  
hiciendae des etus siti ut officatem rem eat-  
ecuptat atempore re dolupta iustiumque ese-  
quias atium iliquo

Paragraph sub title, BentonSans Medium  
Mus sape num ut aut aligent omni adita ev-  
ellores del in nimin ea autempore, si nece-  
pedi vendit des eicilia volupta ped miliqui  
doluptatur, officia invel modignit, nulleni  
hiciendae des etus siti ut officatem rem eat-  
ecuptat atempore re dolupta iustiumque ese-  
quias atium iliquo

Body copy, use BentonSans Book  
and Medium

10M  
es eicilia volupta  
ped mnulleni hic

Information graphics and large  
numerals, use GT America  
Expanded Medium

Large Pull Quote  
BentonSans  
Extra Light

# TYPOGRAPHY: CHINESE

Headlines: YaHei Bold

标题复制在这里

Body Copy: Heiti Light and Medium  
正文复制在这里  
二级标题副本在这里

Extra Large Headlines: STHeiti Light  
特大文字和报  
价单在这里

Reserved for social media use and large pull quotes.

Sample Typography

Main headlines, use  
YaHei Bold

开拓综合度假胜地体验

Section sub titles, use YaHei Bold

塑造市场  
通过其创新发展挑战传统思维并启发社区。通过其创新发展挑战传统思维并启发社区。通过其创新发展挑战传统思维并启发社区。

Quotes or introductory paragraphs,  
use Heiti Light

Body copy, use Heiti Medium  
and Light

澳门威尼斯人 - 酒店套房  
提供超过间面积超过平方米的酒店套房，  
配套独立的生活区和休息区。澳门威尼斯人酒店让您尊享极致奢华体验，为您带来宾至如归的非凡享受。

Large numerals, use GT America  
Expanded Medium for numerals in  
combination with YaHei bold.  
For captions, use Heiti Medium

1千万

在此处插入标题 在此  
处插入标题

特大号报  
价在这里

# PHOTOGRAPHY



Photography tells a complete story about our brand. To represent our offerings and connect with audiences, we use two image categories: architecture and lifestyle.

Our photographic approach reflects a high-quality and luxurious feel. Whether you are sourcing stock imagery or briefing a photographer, follow these principles for execution and content. These guidelines will ensure a cohesive brand image that speaks of the global and best-in-class company that we are.

## Architecture

Our property photography plays an important role in Sands' visual system. These images should reflect exterior and interior details from expansive or graphically cropped aerial views to specific details and vignettes.

The depth and breadth reflect our attention to detail through our iconic properties worldwide.

## Lifestyle

These images should be of Sands' Team Members and experiences. They showcase who we are and what we do.

Showing our Team Members at work highlights how important our people are to the company. In addition, we capture our guests and partners in images to demonstrate the positive work we do.



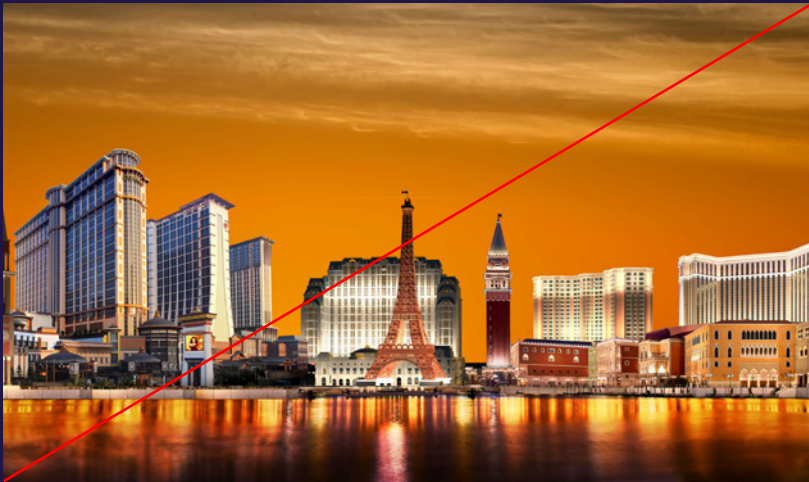
# IMPROPER IMAGERY



Do not use images that appear overly edited or retouched



Do not use overly posed, clichéd or studio imagery



Do not use images that have unnatural coloring or effects



Avoid images that are blurry or lack focal points



Do not use black and white imagery without the overlay effect



Do not use collages or composite imagery

# COPYWRITING STYLE

## General Guidelines

In writing for external publication, Sands follows journalistic style established by the Associated Press (AP) in the AP Stylebook ([www.apstylebook.com](http://www.apstylebook.com)) as the guideline for grammar, punctuation, word usage and general copywriting style. In addition, the AP Stylebook also provides guidelines on topics such as race, gender, climate change, religion, health, science and more.

Please consult the AP Stylebook as the primary reference for how we write and communicate externally with respect to:

- Punctuation
- Dates/times
- Capitalization
- Titles
- Numerals/units
- Abbreviations and acronyms
- Quotations
- Business
- Polls and surveys
- Inclusive storytelling, including race/ethnicities/gender
- Topical subjects (if applicable to Sands' business) such as health, science, fashion, food, religion and sports

For questions about spelling (other than terms listed in the Sands-specific guidelines below), the AP Stylebook has designated **Webster's New World College Dictionary**, Fifth Edition as the official source.

Please also note that the AP regularly updates the AP Stylebook, and a team of top AP editors hold ongoing meetings to make updates and improvements, many of which appear immediately in the AP Stylebook Online. As a result, it is important to consult the AP Stylebook for changes and updates periodically, as well as to work with the Sands corporate communications team on style-related questions and for final content review.

In general, your resource for questions about copywriting for external publication, AP Style and the AP Stylebook is the Sands corporate communications team.

## Guidelines Specific to Sands

While the AP Stylebook is Sands' primary guide for external communication, we also have developed Sands-specific style for certain areas of copywriting based on our culture and practices. Please refer to the following section for a list of amendments to the stylistic approach used in the AP Stylebook.

Also included in this section are references to AP Stylebook entries that often need clarification in Sands' corporate materials, such as the use of commas in a series and title capitalization, as well as updates to previous Sands' practices that have changed over time.

The following are copywriting guidelines specific to Sands:

### Company Name

- We refer to our company as **Las Vegas Sands** on first reference and **Sands** on subsequent references within a publication or external communication.
- We never use LVS, LVSC, Las Vegas Sands Corp. in publication or external communication. In particular, Las Vegas Sands Corp. is a legal name that is to be used only in legal documents, which would not be for external publication.

### Point of View in Copywriting

- In materials written for or as news, such as press releases, media alerts and the Sands News company news channel, we write in third-person, i.e., Sands announced a new corporate giving partnership; the company plans to donate funds.

- In brochures, publications and reports, we write in first-person, i.e., In 2022, we announced a new corporate giving partnership; our partnership generated significant impact.

### Capitalization of Certain Terms and Titles

- Always capitalize **Team Member** when referring to people who work for Sands or a Sands property.
- We lowercase **founder** when referring to Sheldon Adelson.
- We lowercase **integrated resort** when referring to our properties.
- We follow AP Stylebook guidance on titles:
  - Lower case titles after the name: John Doe, senior vice president
  - Capitalize formal titles before the name (a formal title generally is one that denotes a scope of authority, professional activity or academic activity): Chairman John Doe
  - Lower case titles that are related to occupational/job descriptions ahead of the name: accountant John Doe, human resources department head John Doe, etc.
  - The exception is when a title appears in heading form, as in a byline or signature of a letter. In those instances, we capitalize the title after the name:

**John Doe**  
**Senior Vice President**

- We follow AP Style on capitalization of internal company entities: Use lowercase for internal elements of an organization when they have names that are widely used generic terms: the board of directors, Sands' board of directors, the corporate communications department, the nominating and governance committee



# COPYWRITING STYLE

## Oxford Comma/Comma in a Series - Clarification

We follow AP Stylebook guidance on use of a comma in a series:

- Use commas to separate elements in a series, but do not put a comma before the conjunction in most simple series: His grandchildren are Vera, Chuck and Dave. He would nominate Marquez, Bedi, Lyman or Wong. She goes to school, plays league soccer and takes private dance lessons.
- Include a final comma in a simple series if omitting it could make the meaning unclear. The governor convened his most trusted advisers, economist Olivia Schneider and polling expert Carlton Torres. (If Schneider and Torres are his most trusted advisers, don't use the final comma.) The governor convened his most trusted advisers, economist Olivia Schneider, and polling expert Carlton Torres. (If the governor is convening unidentified advisers plus Schneider and Torres, the final comma is needed.)
- Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast.
- Use a comma also before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

## Trademarks and Register Marks

- For properties or other trademarked entities, use the trademark/register symbol in the first reference in a publication; eliminate the mark on subsequent mentions within that publication.
- Our property trademarks/symbols are as follows:

Sands® Macao  
The Venetian® Macao Resort Hotel  
The Plaza® Macao, Cotai Strip  
The Parisian Macao®  
The Londoner Macao®  
Marina Bay Sands®

## Property Names and Entities

- We spell Macao with an “o” unless it is part of an official name/entity in the region, i.e., Sands Macao, the Macau Labor Affairs Bureau.
- We use the spelling of official entities/properties in Singapore and Macao that incorporate UK spelling, for example, Sands Expo and Convention Centre, Sands China Golden Age Programme. However, we use the U.S. spelling on references to entities such as these that are not the official name: the convention center, the career transition program.

## Currencies

- In general, corporate publications and external communication use U.S. dollars (\$), and currencies should be translated to U.S. dollars.
- When necessary to communicate in foreign currencies, use MOP for Macao/China currency and S\$ for Singapore currency.

## Program Names

A partial list of our global program names is as follows:

- Sands Academy
- Sands Project Protect
- Sands Cares
- Sands Cares Accelerator
- Sands ECO360
- The Drop By Drop Project

For other program names, please consult with the corporate communications team to confirm names and spelling/capitalization.

- In publication and external communication, we use the official program name in all references and do not shorten the name, i.e., Sands Cares Accelerator – not the Accelerator; Sands Project Protect, not Project Protect.
- Do not capitalize the word **program** unless it is part of the official program name; for example, the Sands ECO360 global sustainability program, the Sands Cares community engagement program, etc.

## Third-Party Organizations, Partners and Entities

We use official names, capitalization and spelling of third-party organizations, partners and other entities, as verified on their official websites.



## CORPORATE PROGRAMS

The flexibility of the Sands visual identity system enables us to maintain a professional and consistent appearance across all of our programs. The following guidelines accommodate visual development for each corporate program while aligning with Sands' master visual brand.





# CORPORATE PROGRAMS & LOGOS

Shown here are our corporate responsibility program logos. The same principles and guidelines apply here as for the corporate logo.

These logos are available in English, Simplified Chinese and Traditional Chinese.

Please note that the only exception to including “Sands” in the program descriptor is for Sands Project Protect due to the length of the program name.



# CORPORATE PROGRAMS OVERVIEW & USE

Our corporate responsibility programs play an important role in our company. Each represents an important initiative within our brand.

Always use the full program logo whenever the Sands word-mark and program descriptor are not on the same page in a document. In other instances, the program descriptor may be used separately from the logo, for example, when emphasis is needed on the program name such as in social media applications shown here.

### Typography

The corporate program logos are set in GT America Expanded Medium, in all capital letters. **Do not create your own program logos; only corporate communications may create program logos.**

### Corporate programs in text

When a Sands corporate program is written in text and headlines, it appears in mixed case. For example: “Sands Academy,” “Sands Cares,” “Sands ECO360” and “Sands Project Protect.”



# CORPORATE PROGRAM LOGO DESCRIPTORS

These descriptors represent the approved graphic depiction of corporate responsibility programs. Only use logo artwork files when working with our corporate responsibility programs.

### Colors

We use colors from our approved color palette for all programs and their visual systems. Use the colors shown here for each logo. When backgrounds are dark, use the reverse white version of the logo.

### Incorrect uses

- Do not use a typeface other than the approved font
- Do not apply a corporate program without the word “SANDS” written before it. The exception to this is in special scenarios for Sands Project Protect where space constraints may occur.
- Do not used mixed case for program logos, only use all capitals
- Do not enclose program logs within a shape
- Do not mix different typefaces in a corporate program logo
- Do not create your own program logos

### Our corporate program logo descriptors

SANDS ACADEMY

SANDS CARES

SANDS PROJECT  
PROTECT

SANDS ECO•360

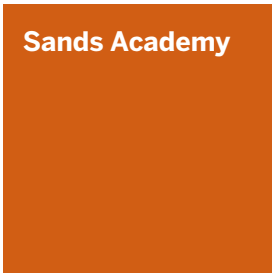
### Incorrect use



# CORPORATE PROGRAM PRIMARY COLORS & GRADIENTS

To tie in layouts to the programs they are communicating, a set of sample gradients for each of our four programs is shown here.

Sands Purple should always be the dominant color within the gradient. The gradient should be created in such a way that Sands Purple begins in the lower left corner of a layout and is set to an angle of 45°.



Sands Academy



Sands Cares



Sands Project Protect



Sands ECO360



# CORPORATE PROGRAM LOGOS: SANDS ACADEMY

### Sands Logo

Use the Sands logo in either Sands Gold or reverse white



### Color Palette

Sands Dark Orange should always be used for Sands Academy.



### Typography

When creating layouts for Sands Academy, follow the same rules of typography as outlined previously.

### Sands Academy Logo

Use the Sands Academy program logo in either the approved Sands Dark Orange or reverse white.

**SANDS ACADEMY**

### Photography

Always select images that are relevant to both the program and the message. Follow standard photography guidelines outlined in the photography section.



### Sands Academy Examples



# CORPORATE PROGRAM LOGOS: SANDS CARES

### Sands Logo

Use the Sands logo in either Sands Gold or reverse white



### Color Palette

Sands Turquoise should always be used for Sands Cares.



### Typography

When creating layouts for Sands Cares, follow the same rules of typography as outlined previously.

### Sands Cares Logo

Use the Sands Cares program logo in either the approved LVS Turquoise or reverse white.


SANDS CARES

### Photography

Always select images that are relevant to both the program and the message. Follow standard photography guidelines outlined previously.



### Sands Cares Examples



**SANDS CARES**

## Youth Leadership Development Opportunity for Families & Friends


Sands recently announced partnership with the National Hispanic Institute (NHI), an international youth organization dedicated to preparing future community leaders, to work with a cohort of Las Vegas-area high school students on leadership development opportunities over the next three years.

Students accepted into the program will form a citywide leadership cohort focusing on personal growth, practice in policy and governance, and college preparation for our country's more rigorous institutions of higher learning. NHI students also will meet and become friends with a broad network of future leaders in their age group from throughout the United States and parts of Latin America. In 2022, students will travel to either the University of San Diego for the Great Debate or Colorado State University for the Lorenzo de Zavala (LDZ) Youth Legislative Session.

Through Sands Cares, we have provided funding to launch this program in Las Vegas, which includes gifting 38 scholarships for students to become part of the cohort and attend leadership events. NHI's executive vice president, Nicole Nieto, will host informational Zoom meetings on **Monday, March 7** and **Tuesday, March 8** at **3:30pm PT** to share more information. (Click on links to join.)

The requirement for ninth grade students to participate in the Great Debate program is a 3.0/4.0 GPA and 10th grade students to participate in the LDZ initiative is a 3.2/4.0 GPA. In addition, prospective participants should have intentions to pursue a college degree as well as demonstrate leadership potential. The application is open at [www.nationalhispanicinstitute.org](http://www.nationalhispanicinstitute.org), and the first round of acceptances will be **March 15, 2022**.

Please share this unique leadership development opportunity with family and friends who have youth that may be interested in participating. In addition, NHI is an all-volunteer organization and is seeking support for its Las Vegas efforts. Team Members interested in helping to nurture and advance tomorrow's youth leaders may contact Kristin Koca, executive director of corporate communications ([kristin.koca@sands.com](mailto:kristin.koca@sands.com)) to learn more about volunteer opportunities with NHI's Las Vegas program.



# CORPORATE PROGRAM LOGOS: SANDS PROJECT PROTECT

### Sands Logo

Use the Sands logo in either Sands Gold or reverse white



### Color Palette

Sands Violet should always be used for Sands Project Protect.



### Typography

When creating layouts for Sands Project Protect, follow the same rules of typography as outlined previously.

### Sands Project Protect Logo

Use the Sands Project Protect program logo in either the approved Sands Violet or reverse white.

**SANDS PROJECT  
PROTECT**

### Photography

Always select images that are relevant to both the program and the message. Follow standard photography guidelines outlined previously.



### Sands Project Protect Alternate Versions

**SANDS PROJECT  
PROTECT**

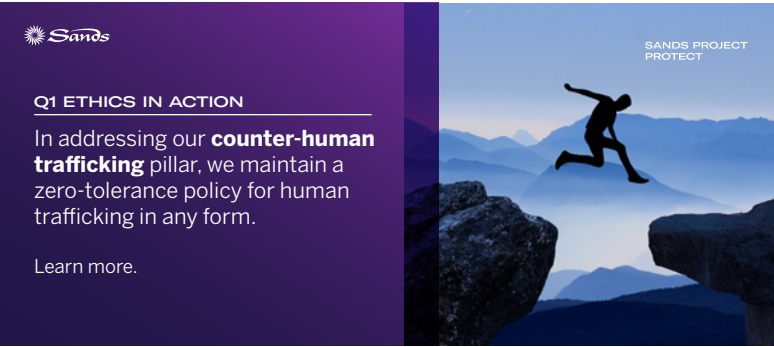
Right Justified

**SANDS PROJECT PROTECT**

Single Line

Note: These alternative versions are dependant on space and layout. Use your best judgement and the guidelines outlined in this document.

### Sands Project Protect Examples



# CORPORATE PROGRAM LOGOS: SANDS ECO360

### Sands Logo

Use the Sands logo in either Sands Gold or reverse white



### Color Palette

Sands Green should always be the dominant color for Sands ECO360.



### Typography

When creating layouts for Sands ECO360, follow the same rules of typography as outlined previously.

### Sands ECO360 Logo

Use the Sands ECO360 program logo in either the approved Sands Green or reverse white.



### Photography

Always select images that are relevant to both the program and the message. Follow standard photography guidelines outlined previously.



### Sands ECO360 Examples





# CORPORATE PROGRAM LOGOS — ADDITIONAL LANGUAGES

These corporate responsibility program logos are available in Simplified and Traditional Chinese.

The font used for the translated versions of the logo is the same as the headline font: **YaHei Bold**

The exception to this usage is in the Sands ECO360 logo where the numbers remain in **GT America Expanded Medium**.

The same principles of consistency that apply to the English versions of the program logos also apply to the Chinese versions. **Do not alter the logos in any way.** Use only the approved artwork provided by corporate communications.

When creating layouts in either Simplified or Traditional Chinese, the same principles and hierarchy from the English format apply.

## Simplified Chinese

金沙中国学院

金沙关怀

金沙保护行动

金沙环保360

## Traditional Chinese

金沙中國學院

金沙關懷

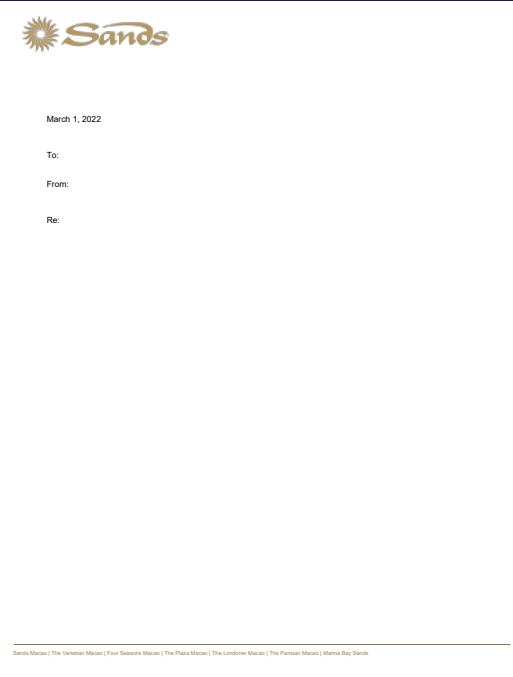
金沙保護行動

金沙環保360

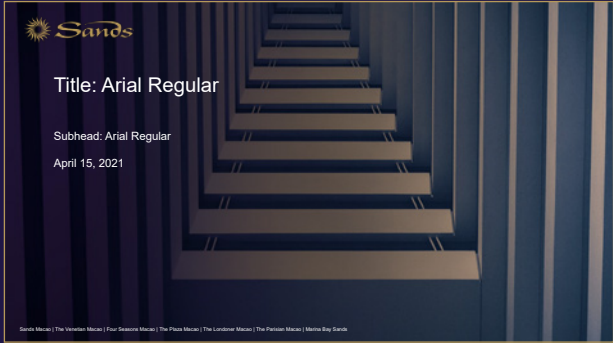
# APPROVED OFFICE TEMPLATES

The following are approved corporate templates. **Do not alter any approved corporate templates.** Please contact corporate communications with any questions or specific amendments that may be needed.

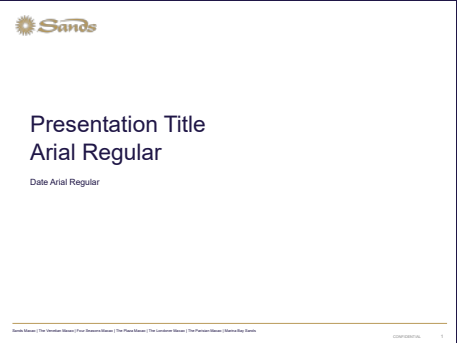
Corporate Memo Template



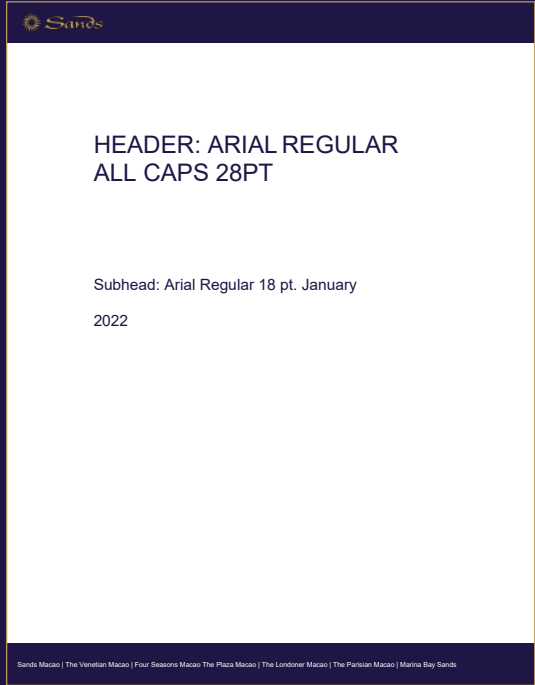
Corporate PowerPoint Template (Screen)



Corporate PowerPoint Template (Print)



Corporate Word Template



# PROGRAM ADS

The following examples demonstrate best practices of the Sands brand guidelines in action. Some publications require ad submissions to be in black and white. An example is included here.





Sands would like to congratulate  
**Governor Greg Abbott** and  
**Lieutenant Governor Dan Patrick** on their re-election.



is proud to sponsor  
the 2022 Magic of  
DISCOVERY Gala



Sands is proud to sponsor  
**FCA's Fall Harvest Celebration** in  
their dedication to Long Island's children,  
families, seniors and communities.



**SANDS IS PROUD TO SPONSOR**  
the **Cradle of Aviation Museum's**  
**Air & Space Gala** for the expansion of  
historical preservation efforts and its  
many education programs.



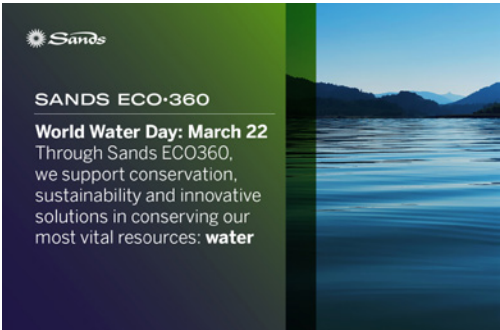
Sands is proud to support the  
**Keepers of the Dream Awards Gala**





# BEST PRACTICES

The following examples demonstrate best practices of the Sands brand guidelines in action.  
Examples include: Annual report covers, internal communication documents, and social media samples.





# SANDS REGISTERED TRADEMARKS & USE

Proper use of our trademark is the key to legally protecting and strengthening these valuable assets and achieving a uniform expression of Sands worldwide.

See below for proper application of our registered trademark symbol as well as the official names and trademarks of our other properties worldwide.



Never use the Sands logo without the registered trademark.

If the Sands logo appears on your document, the logo can stand for the registration mark, and adding the registration mark in text is not required.

## Official property names and their trademarks\*

### Singapore

Marina Bay Sands®  
Sands Expo® & Convention Centre

### Macao

Sands® Macao  
The Venetian® Macao Resort Hotel  
The Plaza® Macao, Cotai Strip  
Four Seasons® Hotel Macao, Cotai Strip  
The Grand Suites at Four Seasons®  
The Londoner Macao®  
Conrad® Macao, Cotai Central  
Sheraton® Grand Macao Hotel, Cotai Central  
St. Regis® Macao, Cotai Central  
The Londoner® Macao Hotel  
Londoner Court  
The Parisian Macao®

\*These trademarks reflect the property listings in the Annual Report.





## CONTACT INFORMATION

For any questions regarding the Sands brand and style guide or to request any assets listed in this document, please contact:

**Jack Bonner or Blair Davies**  
Corporate Communications

