MANDALAY BAY BEACH BRAND

CREATED FOR MANDALAY BAY

JANUARY 16, 2019

THE BRIEF

Mandalay Bay Beach is more than an amenity; it is defining feature of the Mandalay Bay Campus. The breadth and diversity of the 11-acre pool complex lend themselves to every guest in a way that they can create a perfectly curated experience.

We will develop a refreshed visual branding system that allows Mandalay Bay Beach to stand out as a destination unto itself.

CLIENT: MANDALAY BAY
PROJECT: MANDALAY BAY BEACH BRAND
DATE: JANUARY 16, 2019
©2018 MGM RESORTS INTERNATIONAL

MGM RESORTS INTERNATIONAL®

CONCEPT TWO

Idea

A casual retro design simply melds the color, typeface, and design elements complementary to the existing Beach decor.

Typeface

Steelfish
abcdefghijklmnopqrstuvwxyz

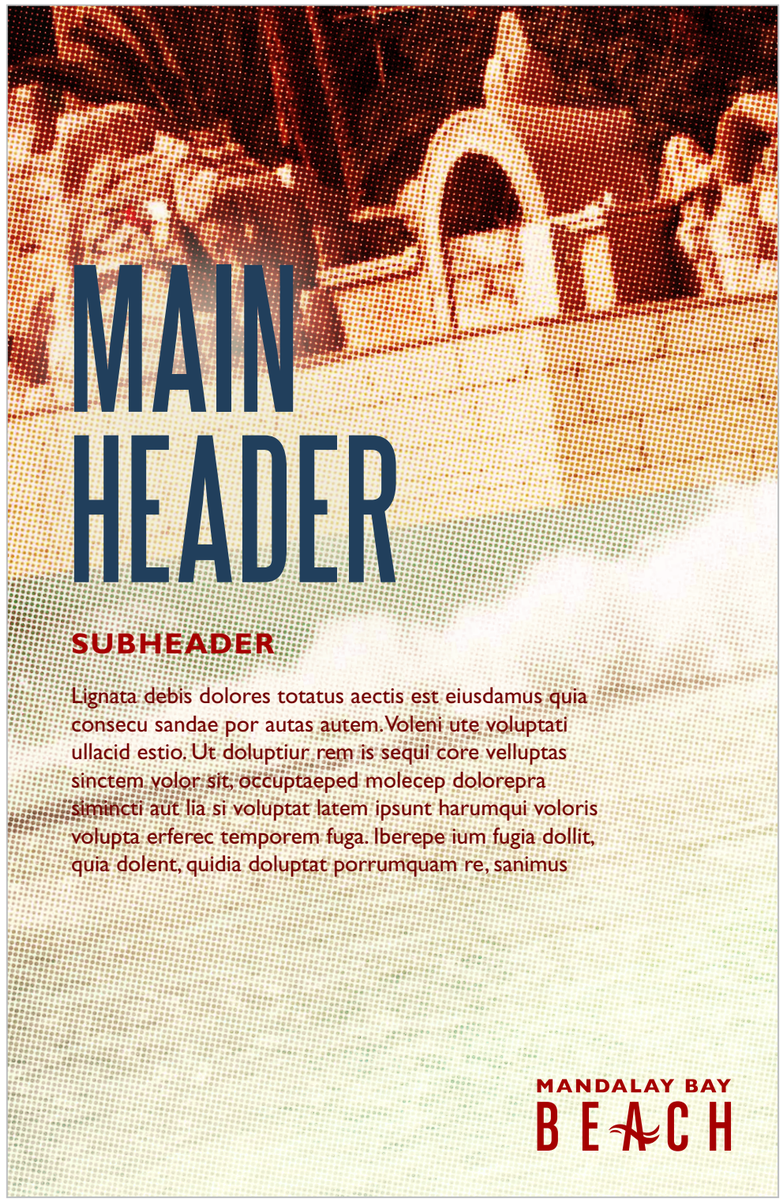
Gill Sans Std
abcdefghijklmnopqrstuvwxyz

Color Palette

MANDALAY BAY
BEACH

CLIENT: MANDALAY BAY
PROJECT: MANDALAY BAY BEACH BRAND
DATE: JANUARY 16, 2019
©2018 MGM RESORTS INTERNATIONAL

MGM RESORTS INTERNATIONAL®



CLIENT: MANDALAY BAY
PROJECT: MANDALAY BAY BEACH BRAND
DATE: JANUARY 16, 2019
©2018 MGM RESORTS INTERNATIONAL

MGM RESORTS INTERNATIONAL®

THANK YOU