

DRAFT

THE
LINQ[®]
LED CONTENT

FRESH

UNIQUE

SOCIAL

OUTGOING

DIVERSE

YOUTHFUL

EXCITING

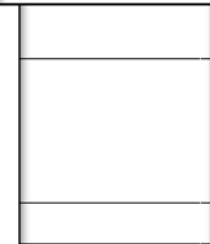
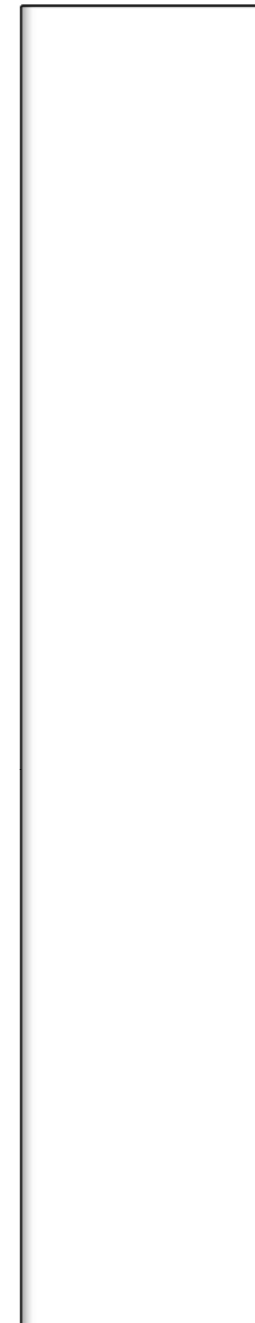
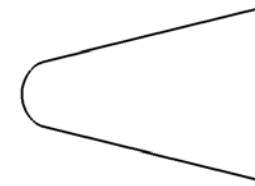
ADVENTUROUS

INVITING

ACTIVE

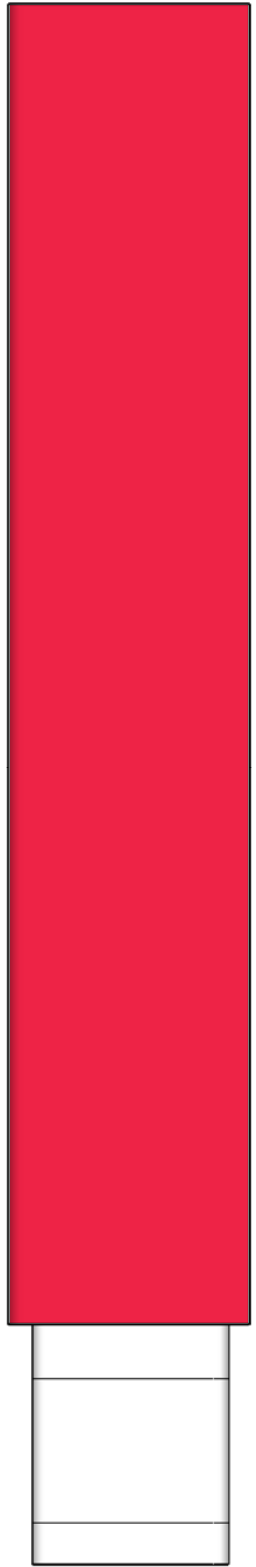
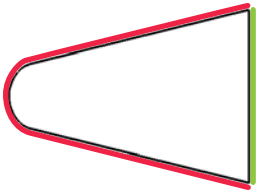
CULTURAL

and ON TREND



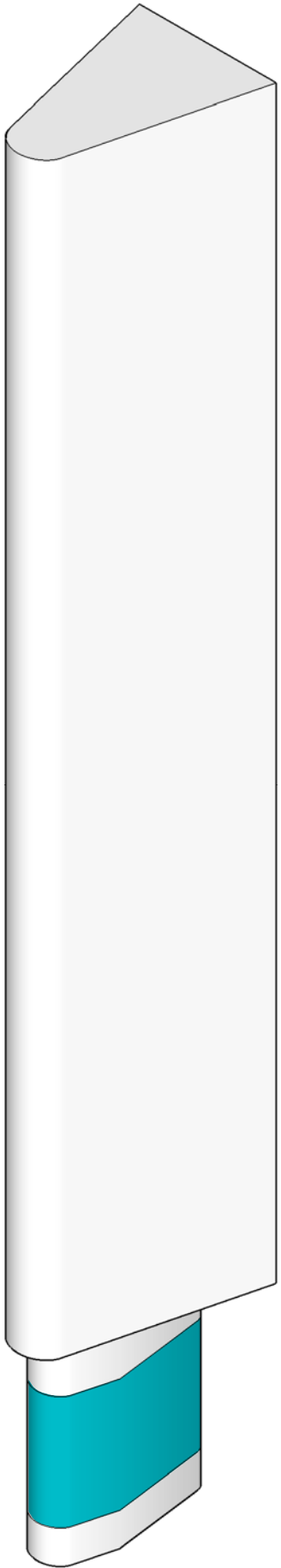
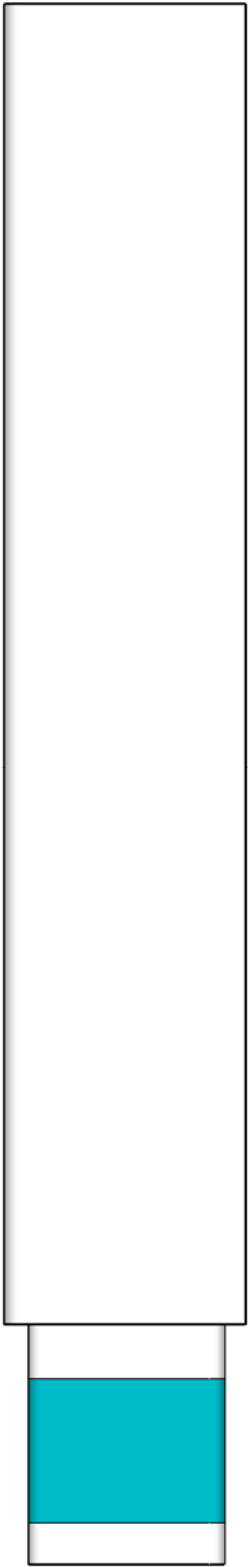
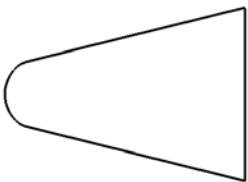
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MEDIA COLUMN (16mm)



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PEDESTRIAN DISPLAY (10mm)



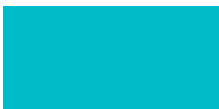
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PRIMARY COLOR PALETTE



PURPLE
PMS 262C
C 62 M 100 Y 21 K 50
R 74 G 4 B 72



AQUA
PMS 3125C
C 72 M 0 Y 23 K 0
R 0 G 188 B 202



LIME
PMS 375C
C 50 M 0 Y 100 K 0
R 0 G 150 B 214



ORANGE
PMS 165C
C 0 M 70 Y 100 K 0
R 243 G 112 B 33



RED
PMS 185C
C 0 M 100 Y 90 K 0
R 241 G 93 B 94



GREY
PMS 262C
C 62 M 100 Y 21 K 50
R 74 G 4 B 72



WHITE
C 0 M 0 Y 0 K 0
R 255 G 255 B 255

SECONDARY COLOR PALETTE



BLUE
PMS 2925C
C 62 M 100 Y 21 K 50
R 0 G 142 B 208



GREEN
PMS 354C
C 80 M 0 Y 90 K 0
R 0 G 178 B 89



YELLOW
PMS 116C
C 0 M 16 Y 100 K 0
R 255 G 210 B 0



CORAL
PMS 1777C
C 0 M 79 Y 58 K 0
R 241 G 93 B 94

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STARTUP CONTENT

ANIMATION THEMES

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1. BRAND IDENTITY

2. COMING SOON

3. HIGH ROLLER

4. HAPPY NEW YEAR

5. NEW YEAR COUNTDOWN

6. CHINESE NEW YEAR

7. PATRIOTIC

PROJECT OVERVIEW:

Create custom and iconic content for The LINQ Las Vegas Boulevard marquee. All content shall be created to enhance the LED Media Column's unique aspect ratio and character.

To reinforce The LINQ brand and highlight the LED Media Column as a one-of-a-kind beacon, the marketing messaging will appear to be one continuous (looping) sequence. This will be accomplished through a common beginning and end state for each animation. It is a very modern transition effect that evokes smartphones or interactive interfaces. Each individual animation will be connected together with The LINQ logo ever-present as a single sequence of marketing / brand messaging.

(example of start / end states on "BRAND IDENTITY TRANSITION" page)

Objects in animations will move, scale, flip, swipe and transition as objects would behave on a modern smartphone or interactive device.

BRAND IDENTITY

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5 separate brand graphic animations (15 - 30 seconds each)

BRAND IDENTITY TRANSITION - 15 SECONDS (+/-)

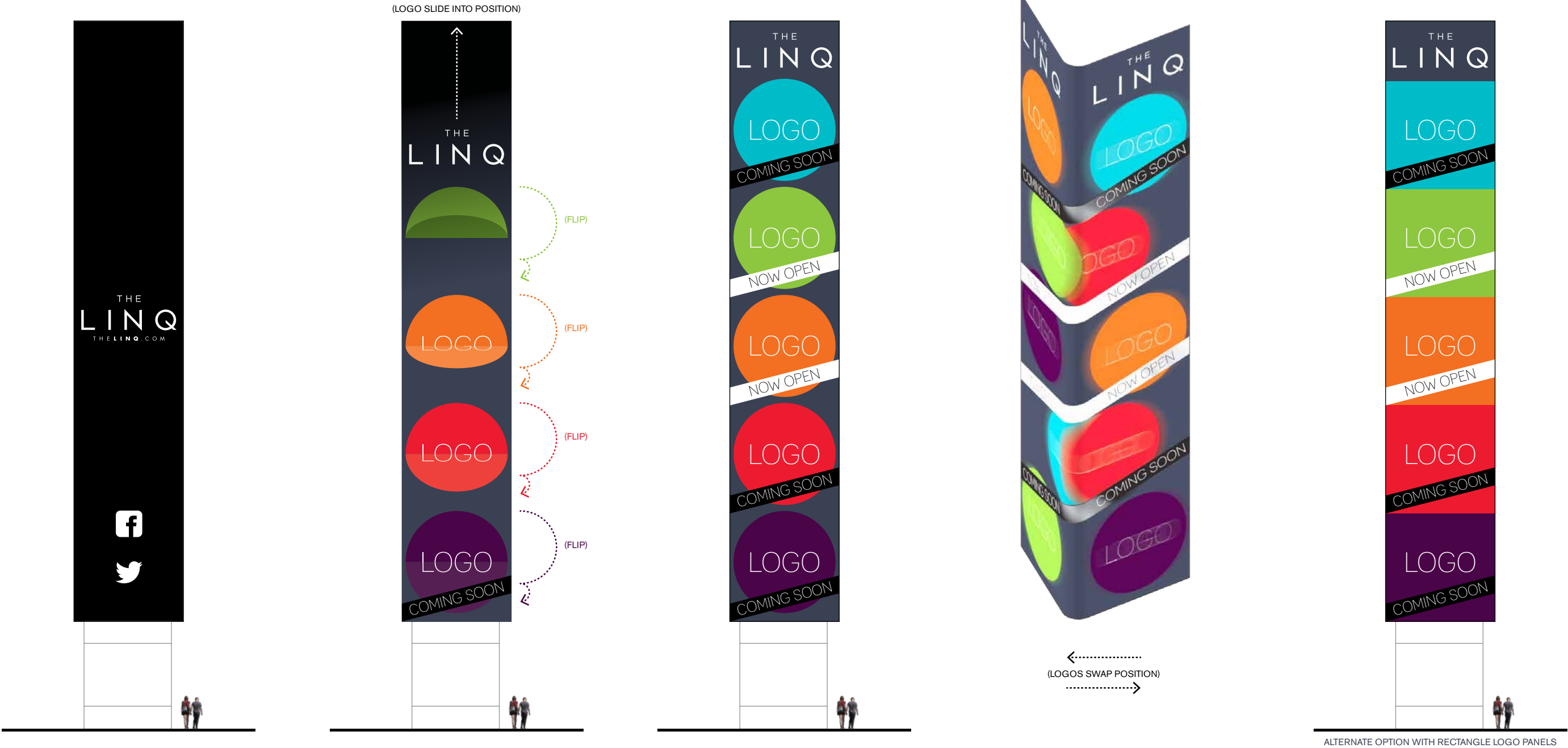
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Example of beginning and end states for each advertisement

COMING SOON

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The LINQ logo rises from center position and logo buttons flip down. Logo buttons move across bull-nose to other side.

COMING SOON - LOGOS 1

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COMING SOON - LOGOS 2

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HIGH ROLLER

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The LINQ logo rises from center as green orbs rotate around central hubs. “Film Reel” stacks with High Roller sequence.

HAPPY NEW YEAR

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NEW YEARS EVE COUNTDOWN

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SPECIAL EVENT

A special 1 minute event similar to the ball drop in Times Square.

Media Column fills up as it counts down from 60 Seconds.
Vortex & Coves animation speeds up and gets more intense over 60 Seconds.

Media Column flashes as it counts down the final 10 Seconds.
Vortex & Coves flashes during the final 10 Seconds.

Media Column, Vortex & Coves do a “fireworks” celebration and loop for 5 - 10 minutes after midnight.

PLACEHOLDER

CHINESE NEW YEAR

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Chinese New Year version of:
“Wishing You A Happy New Year”
“Wishing You An Adventurous New Year”
“Wishing You A (insert The LINQ brand word here) New Year”

Are Chinese Characters (Text) Appropriate?
A modern interpretation of traditional Chinese iconography?

2014 is the Green Horse

PLACEHOLDER

PATRIOTIC

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SPECIAL EVENT

A special 1 minute event with patriotic themes across Media Column,
Vortex & Coves.

PLACEHOLDER