LVREP Brand Basics

A quick reference for partners, media, and vendors using the LVREP brand.
Download our brand kit here. Please don't recreate or edit the logo files.

Our logo

Two versions, each in Full Color for light backgrounds and Reversed for dark backgrounds.

Full Logo

With our name

Full Color

Reversed

Acronym Spark

Without our name

Full Color

Reversed

Which one should I use?

Use the Full Logo when the logo is large and our name will be readable: website headers, banners, signage, report covers, and first introductions to new audiences. It is the preferred version whenever space allows.

Use the Acronym Spark when the logo is small or the name is already nearby: page corners, footers, email signatures, social posts, slide footers, merchandise, and anything under 120 px or 1.25 in wide.

Give it space

Keep clear space around the logo equal to the height of the LVREP letters.

Keep it legible

Full Logo at least 120 px / 1.25 in wide. Acronym Spark at least 72 px / 0.75 in.

Don't change it

No stretching, recoloring, effects, or busy backgrounds.

Our colors

Deep Slate for text and dark backgrounds. White and Light Grey for backgrounds. Stone and Mineral Blue as accents.

Deep Slate
#283743
R40 G55 B67
C83 M67 Y53 K48

Stone
#B7A99A
R183 G169 B154
C30 M30 Y38 K0

Mineral Blue
#527A8C
R82 G122 B140
C72 M43 Y35 K6

Light Grey
#EAECED
R234 G236 B237

Our typeface

Neue Haas Grotesk Text sets everything, in three weights: Roman, Medium, and Bold.

Headline	**Southern Nevada adds employers**	Bold · 32 px / 24 pt Page and section titles
Subhead	**Advanced manufacturing**	Bold · 20 px / 14 pt Breaking up sections
Intro	A trusted regional partner for growth.	Medium · 18 px / 13 pt Opening paragraph
Body	LVREP attracts and supports the businesses that fuel a diverse, resilient economy.	Roman · 16 px / 10 pt Paragraphs, 1.5 line spacing
Label	**ECONOMIC OUTLOOK**	Bold caps, spaced out · 12 px / 9 pt Above headlines
Caption	Source: LVREP, Q2 2026.	Roman · 13 px / 8 pt Sources, photo credits

Do: sentence case for headlines, flush left, Deep Slate text.

Don't: all caps for headlines, centered paragraphs, or stretched type.

Our name

First mention

Las Vegas Regional Economic Partnership

Every mention after

LVREP