Game Provider Branding Guide

50 MATIC

VERTICAL VERSION

HORIZONTAL VERSION

ORIENTATION & MAIN VARIANT

The company logo is presented in both vertical and horizontal orientations. The vertical orientation is preferable, but if space or format constraints arise, the horizontal variant should be used.

MONOCHROME VARIANT

The monochrome logo should be used only in shades of a single color: black, white, or one of the corporate colors. The black logo is to be used on a light background, while the white logo is to be used on a dark background. Do not use the logo on backgrounds that do not provide adequate contrast.

SECURITY FIELD

- Do not place the logo too close to the edge of the layout.
- Do not place other objects in the area of security fields.
- X - a conventional unit equal to the height of the logo

X* - As an element of the world, we use one of the logo elements for indentation

EXAMPLES OF WHAT NOT TO DO

The following forms are not acceptable for use on media

- Do not change the color of the logo.

- Do not use gradients or shadows.

- Do not place the logo on backgrounds with patterns or images that may hinder its visibility.

- Do not alter the orientation of the logo (do not flip or rotate it).

ICON

If space is limited for placing the logo, we use the icon. The icon is also used for applications and avatars.

UNBOUNDED

Unbounded-ExtraLight   **Unbounded-SemiBold**

Unbounded-Light   **Unbounded-Bold**

Unbounded-Regular   **Unbounded-ExtraBold**

Unbounded-Medium   **Unbounded-Black**

FIGTREE

Figtree-Light   Figtree-SemiBold   **Figtree-Black**

Figtree-LightItalic   *Figtree-SemiBoldItalic*   ***Figtree-BlackItalic***

Figtree-Regular   **Figtree-Bold**

Figtree-Italic   ***Figtree-BoldItalic***

Figtree-Medium   **Figtree-ExtraBold**

Figtree-MediumItalic ***Figtree-ExtraBoldItalic***

UNBOUNDED

This font is used to highlight key words and headings in text set in Regular or Medium.
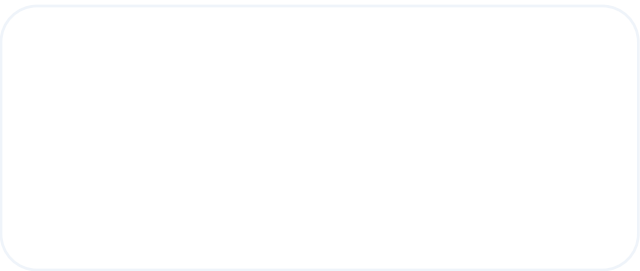
FIGTREE

For the main body text

Gradient

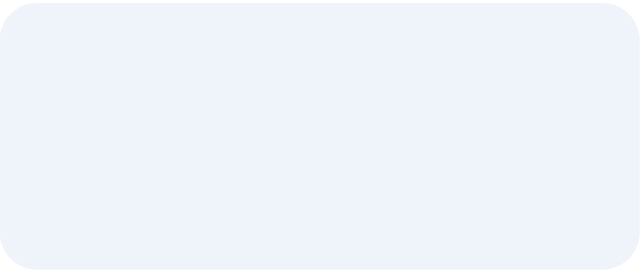#F43333   #B10505

Main

#F23030
Brand

#FFFFFF
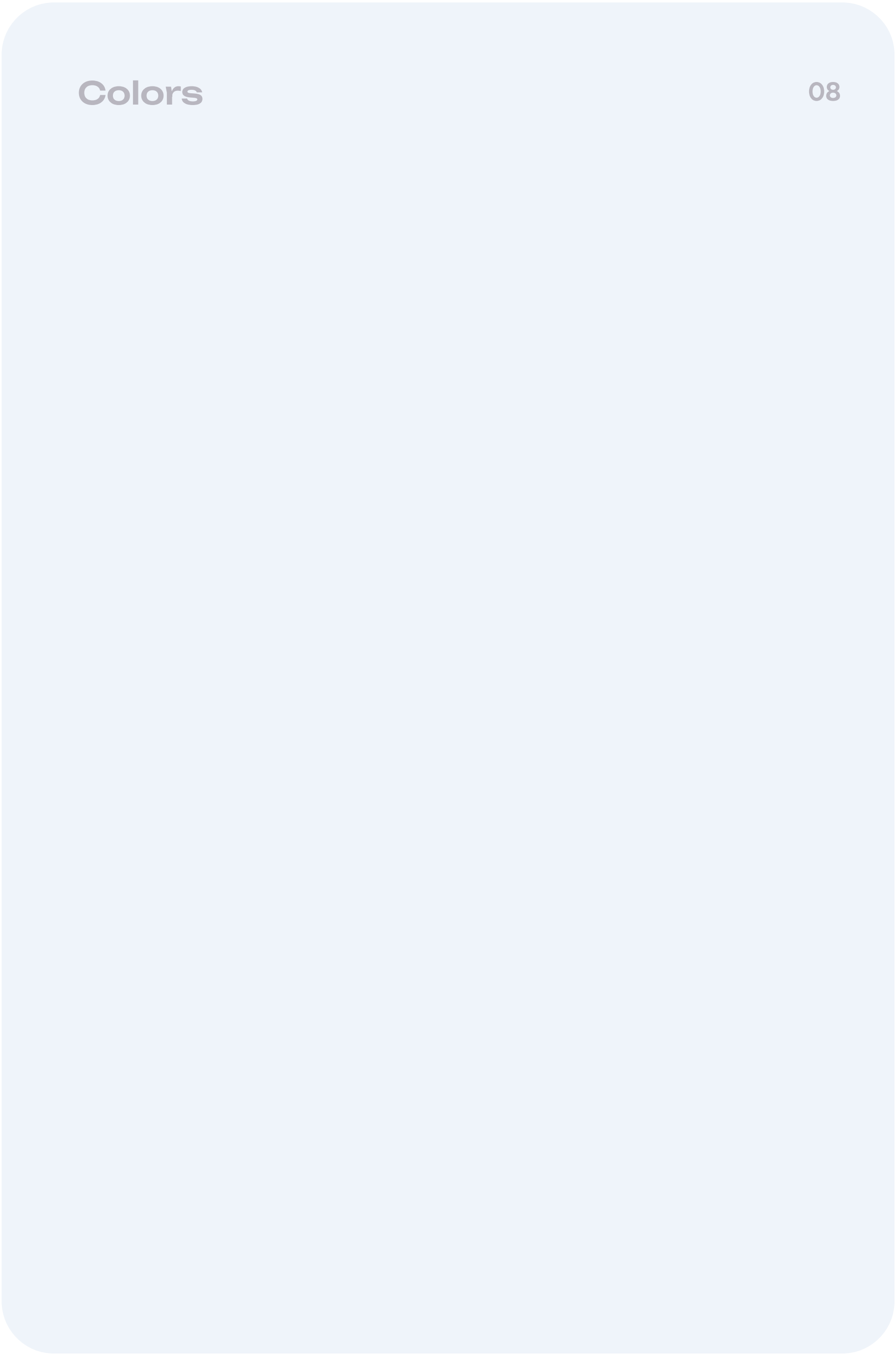Surface

#B8B6BF
Gray

Background

#161519
Dark

#EFF4FA
Light

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BRANDBOOK 2024