BRAND GUIDELINES

RICH GAMING

Brand Guidelines

RICH
GAMING

PROLOGUE

Welcome to the **Rich Gaming** Brand Guidelines

This is our roadmap and tour guide to everything you
need to know about the **Rich Gaming** brand.

Here, you'll discover a wealth of information to bring our brand to life.
This handbook is a collection of rules on how to use our brand assets, with
the goal of enhancing your understanding of the brand's core information.

THE BRAND

Allow us to introduce ourselves and share our brand's vision and mission with you. Here, you'll become familiar with our core values as well as the distinctive positioning of **Rich Gaming**

ABOUT US

Rich Gaming is a slot game provider delivering on-demand and compelling gaming solutions, and ensuring ultimate gaming experience for your players.

We uplift our passion creating a perfectly tailored range of products with hugely engaging game features, appealing design and courage to go beyond the limits of the ordinary.
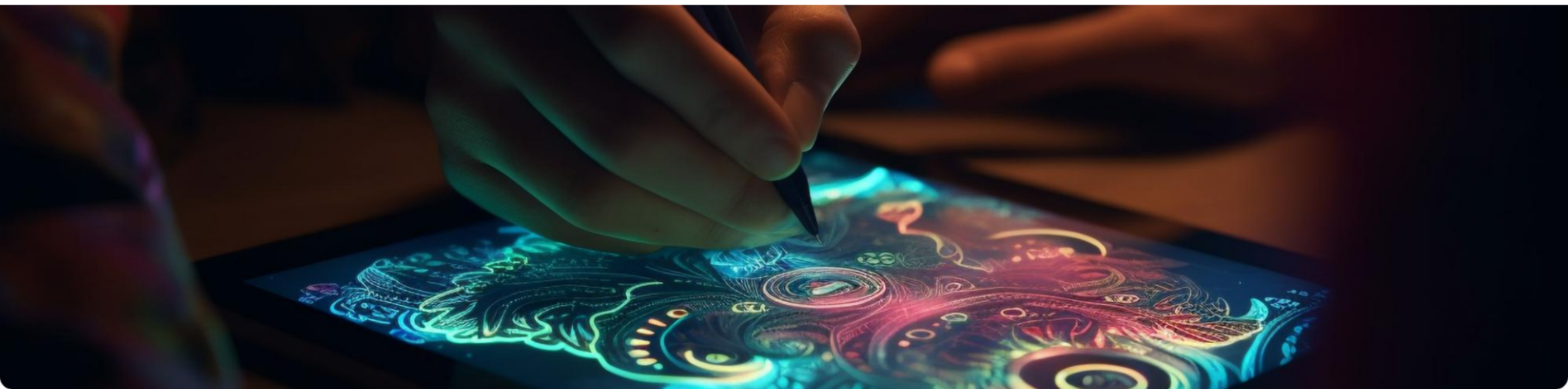
BRAND POSITIONING

VISION

Making gaming outshine mere gambling!

BRAND ESSENCE


WIN IN ENTERTAINMENT, WIN IN LIFE!

PURPOSE

To become the most social and player-driven provider, which players feel connected to.

MISSION

By investing in understanding and studying players, analyzing their behaviors, our mission is to captivate the hearts of every player. We aim to create genuinely enjoyable games that resonate with our players' preferences, ensuring their lasting love for our creations.
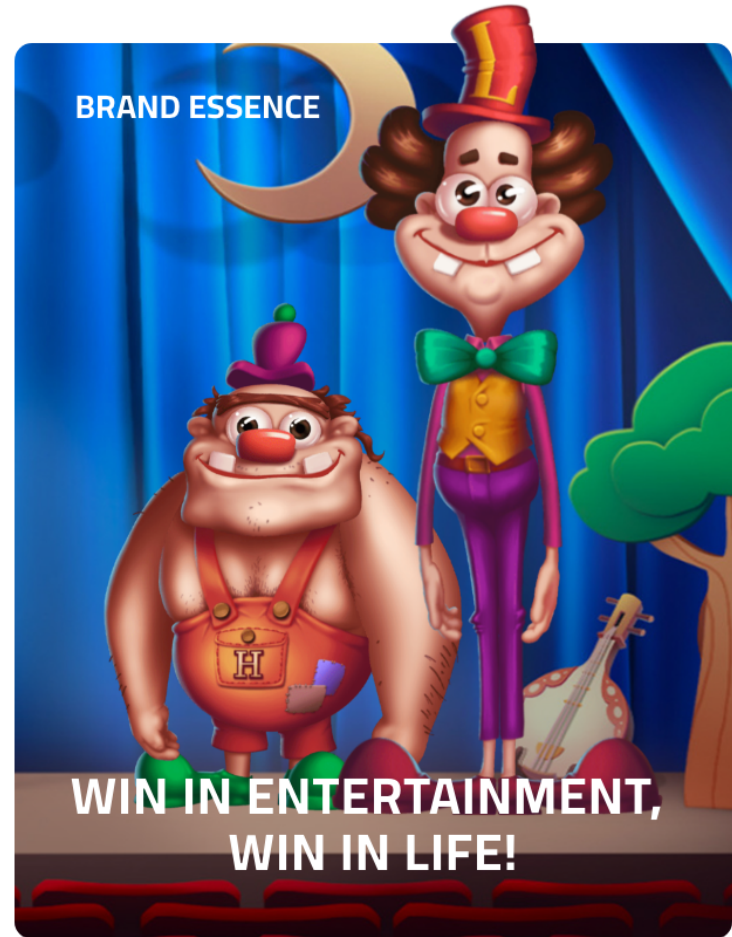
BRAND NAME

The brand name should always be displayed as "**Rich Gaming**," with the "R" and "G" capitalized. The use of all caps ("RICH GAMING") is acceptable exclusively for headlines and titles.

Variations such as "rich gaming," "Rich gaming," "rich Gaming," and "Rich-Gaming" are not permitted in the text.

LOGO

The **Rich Gaming** logo captures the spirit of the gaming industry and is the company's most recognizable asset. Please follow these guidelines carefully to ensure that the logo always looks its best.

MAIN LOGO - FULL VERSION

The primary brand asset is the Rich Gaming Logo, which is styled to resemble the cells of a slot machine. It consists of yellow inscription of "Rich Gaming," combining a symbol "R" with a bold "RICH" and "GAMING" beneath it.

MAIN LOGO - TEXT VERSION

The text version of the main logo is identical to full version, albeit without the 'R' circle symbol.

SYMBOL

The central symbol of the Rich Gaming brand is the letter "R" enclosed in a circle. An inverted version of this symbol features a white/black letter "R" on a yellow plate. Use this symbol in situations where the brand is already recognizable as an alternative to the main logo version.
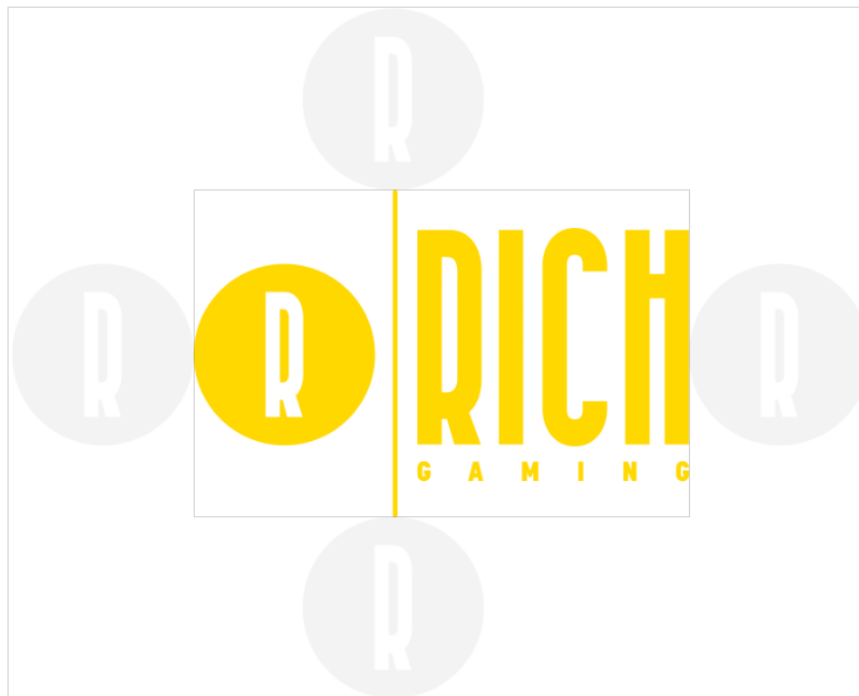
AVATAR

The symbol looks great as an avatar or favicon. It is necessary to use the special version of the icon designed for social networks.
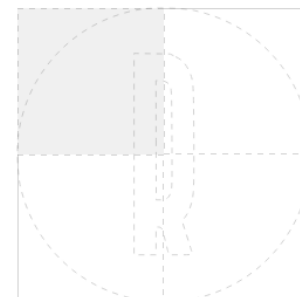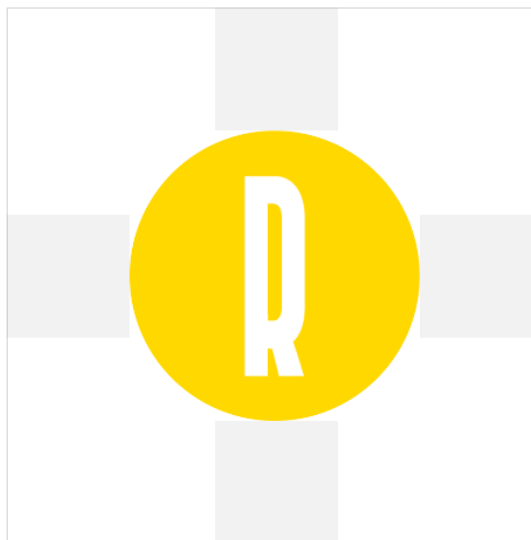
CLEAR SPACE

MAIN LOGO

Logo has a safe space equal to the height of the 'R' symbols, as presented in the scheme.

CLEAR SPACE

SYMBOL

The symbol has a minimum safe space equal to a quarter of the size of the symbol, as presented in the scheme.

MINIMUM SIZING

The minimum sizes of the logo are set to preserve its legibility and ensure distinguishability of its elements.

The minimum width of the main version of the logo is 130 px for desktop screen, while 90 px for mobile screen.

The symbol's minimum width used is 16 px for desktop screen.

Desktop - Main Logo
130px
35mm

Mobile - Main Logo
90px
24mm

Symbol - Desktop
16px
4mm
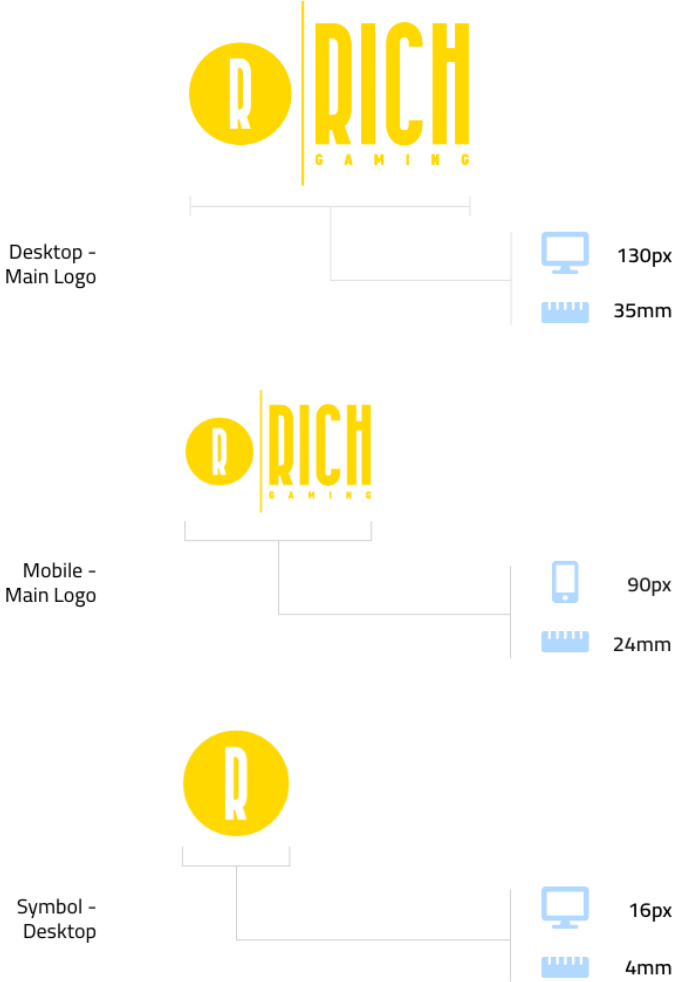
LOGO USAGE

ON BLACK

When placed on a Brand black background, the Full Logo should be rendered in either yellow or white.

Full Logo

Text Logo

LOGO USAGE

ON YELLOW

When used against a RG-yellow background,
the Full Logo should be presented in black.

Full Logo

Text Logo

LOGO USAGE

ON DIFFERENT COLOURS

Certain logos have different usage when coming with different background colors. In the end, it just make sure the display is fairly high and consistent in different circumstances with little effort.

Black Background

Yellow Background

Black Background
(with Black & White)

White Background

LOGO USAGE

ON PHOTO/ART

The primary yellow color version can be utilized in art or photos, provided that the background offers sufficient contrast and is not overly similar to the logo. The symbol is preferable for use in game interfaces with colorful backgrounds.

SYMBOL USAGE

ON BLACK

When placed on a Brand black background, the symbol should be rendered in either yellow or white.

SYMBOL USAGE

ON YELLOW

When used against a RG-yellow background, the symbol should be presented in black.

SYMBOL USAGE

ON PHOTO/ART

The primary yellow color version can be utilized in art or photos, provided that the background offers sufficient contrast and is not overly similar to the logo. The symbol is preferable for use in game interfaces with colorful backgrounds.
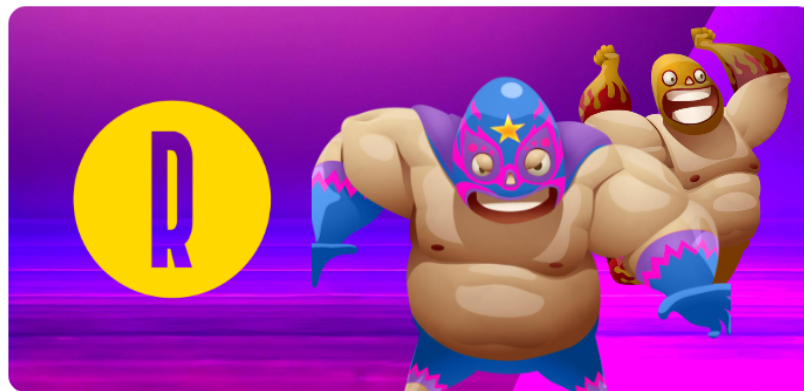
LOGO MISUSE

Common examples of logo misuse are detailed on this page. It is imperative to note that the logo must always be used without distortion. Utilize only the provided logo files and refrain from attempting to recreate it.

Do not rotate logo or any elements of it

Do not alter any elements of the logo

Do not stretch or squeeze the logo

Do not alter the logo into horizontal version

Do not use blurred or logos with other effects

Do not use the logo on busy/ unreadable backgrounds

Do not change the color of the logo

Do not recreate with other typeface

COLOURS

Colour plays a vital role in brand communication. Yellow, Blue, White and Black are the core **Rich Gaming** colours. Use this colour palette to communicate brand's character consistently.

BRAND PALETTE

The main brand color is **RG-Yellow (#FFD900)**, symbolizing the company's entertaining and engaging nature. Its brightness exudes energy, evoking emotions and symbolizing wealth and prosperity. White and black convey trustworthiness and reliability, complementing the golden yellow.

Secondary colors include **Brescian Blue (#027FFF)** for vibrant accents and gray for support.

RG - Yellow

HEX CODE : #FFD900
RBG : 255/217/0
CMYK : 0, 15, 100, 0
Pantone Medium Yellow C
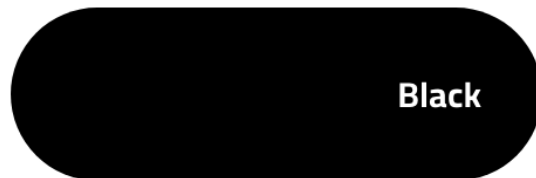
Black

HEX CODE : #000000
RGB : 0/0/0
CMYK : 80/70/70/0
Pantone Black 0961 C Color

Bright White

HEX CODE : #fff
RGB : 255/255/255
CMYK : 0/0/0/0
Pantone 11-0601 TPG Bright White

Brescian Blue

HEX CODE : #027FFF
RGB : 2/127/255
CMYK : 99/50/0/0
PANTONE 2193 C

FONTS

The identity character's inseparable part is the typeface. The brand font for majority of our headlines, messages and texts is Cairo.

MAIN TYPEFACE

Choosing a main typeface for brand guidelines is an important decision, as it contributes significantly to the overall visual identity and brand recognition. The main typeface, often referred to as the primary or brand font, should align with the brand's personality, values, and communication goals.

↓

CAIRO

CAIRO BLACK

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmn opqrstuvwxyz

123456789

CAIRO BOLD

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmn opqrstuvwxyz

123456789

CAIRO REGULAR

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmn opqrstuvwxyz

123456789

TYPE SPECIMEN

On this page, you can see examples of how Cairo is used in headlines, subtitles, and paragraphs.

In big headlines, use Cairo in uppercase and Black style with tracking 25 and leading 1. In small headlines, use Cairo in the regular case and Bold style.

As for texts, in Regular and Semibold style and subtitles, button text, and tags in Bold style.

Main Heading ,
Cairo Black

WIN IN ENTERTAINMENT, WIN IN LIFE!

Sub Heading, Buttons
Cairo Bold

WIN IN ENTERTAINMENT, WIN IN LIFE!

Bodytext ,
Cairo Regular

WIN IN ENTERTAINMENT, WIN IN LIFE!

EXPERIENCE ELEGANCE, REAP RICHES

WELCOME TO RICH GAMING.

Thank you for carefully reviewing our brand guidebook.

For more information, please feel free to email us at **support@richgaming.com**

Made by RICH GAMING