

# B



## BRAND GUIDELINES

2023

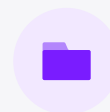
# HI THERE!

Welcome to the BGaming brand guidelines. This document is a collection of rules on how to use our brand assets.

You will find information about BGaming's positioning, the logo, colors, fonts, and design templates.

## LOGO

Navigate by clicking menu tags on the next page



Access design folders by clicking on icons



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## SECTION 1

# 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 BGaming.





## THE BRAND

# ABOUT US

BGaming is a rapidly expanding iGaming content provider and game publisher with a robust player-centric approach, constantly analyzing player needs and preferences.

With a presence on 1,000+ online platforms worldwide, our studio offers 100+ high-quality and certified games, including video slots, video poker, lottery, card, scratch, crash and casual games with top industry mechanics.

**Our mission is to revolutionize the iGaming industry by converting gambling into engaging gaming experiences.**



# BRAND POSITIONING

## VISION

To convert  
gambling into  
gaming

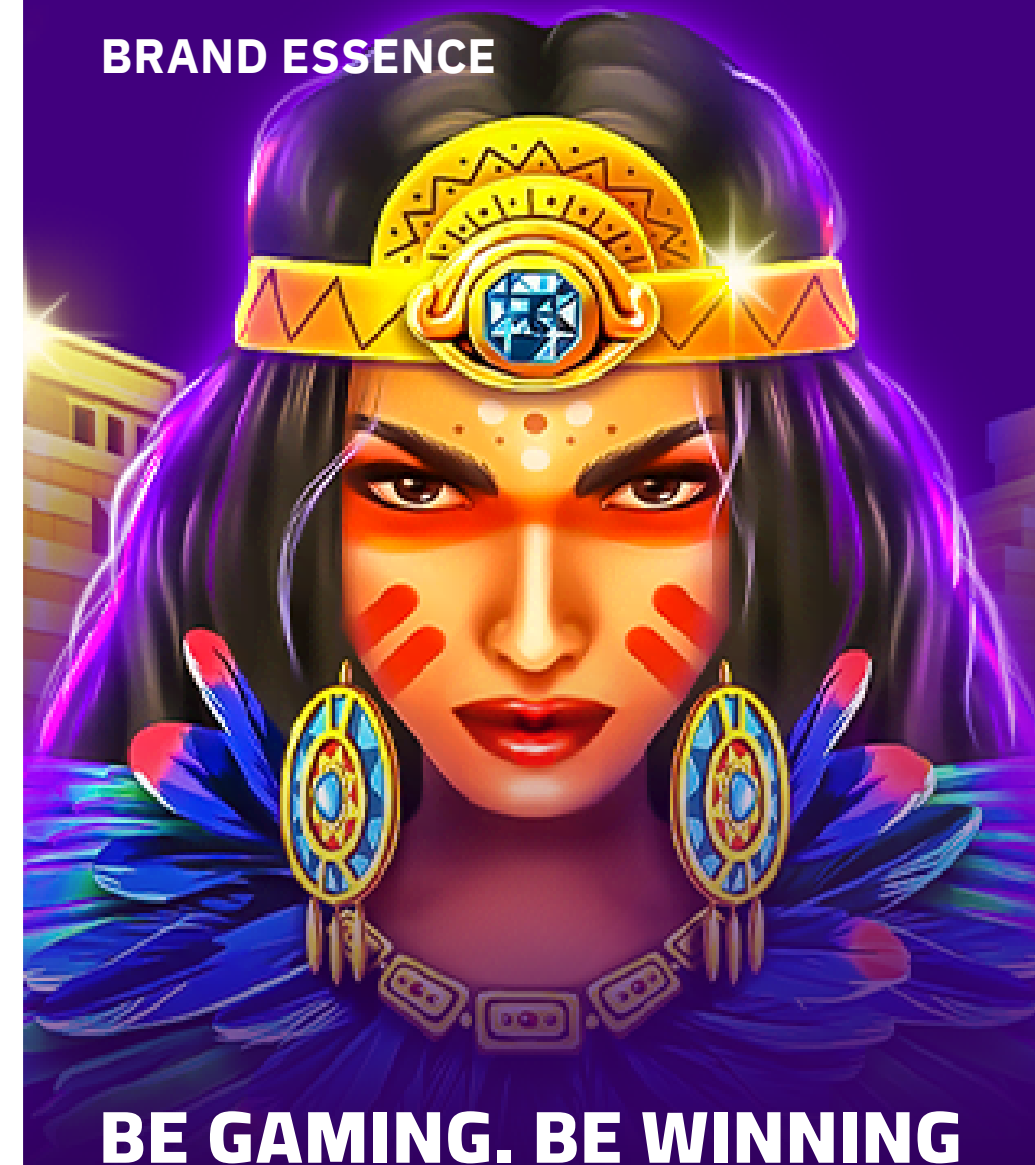
## PURPOSE

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

## MISSION

By investing in understanding and  
studying our players, analyzing their  
behavior, emotions, and needs, and  
testing all of our products on real players,  
BGaming creates truly entertaining  
games that our players love

## BRAND ESSENCE



## THE BRAND

# BRAND NAME

Please note that the brand name should always be written as *'BGaming.'* The first two letters of the brand's name should always be capitalized. Variations such as 'Bgaming,' 'bgaming,' and 'BeGaming' are unacceptable in our texts.





## SECTION 2

# LOGO

The BGaming 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.





## LOGO

# MAIN LOGO

The main brand asset is the BGaming logo, which is stylized to resemble the cells of a slot machine.

It is designed as black BGaming inscription, with the first letter highlighted on a yellow plate and the remaining letters separated by yellow vertical lines.



## LOGO

# LOGO WITH SLOGAN

This version of the logo contains  
additional line with the company slogan  
BE GAMING · BE WINNING.



**B** G | A | M | I | N | G |  
BE GAMING · BE WINNING

## LOGO

# SYMBOL

The main brand icon of BGaming is the letter B on a yellow plate.

This alternative version of the logo should be used in situations where the brand is already recognizable.





## LOGO

# 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

The logo's clear space is a minimal area around the logo that is kept free from text and other design elements to ensure distinguishability and better brand perception.

The main logo has a safe space equal to the height of the letter B, as presented in the scheme.



## LOGO

# CLEAR SPACE

## LOGO WITH SLOGAN

Logo with slogan has a safe space equal to the height of the letter B, as presented in the scheme.





# CLEAR SPACE

## SYMBOL

The symbol has a minimum safe space equal to half of the height of the yellow plate, 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 *128 px* for screen and *45 mm* for print.

The symbol's minimum width used separately is *22 px* for screen and *6 mm* for print.



# LOGO USAGE

## ON BLACK

For usage on black and very dark color backgrounds, there is a special color version of the logo.

The main logo version on a black background uses inversion, with white-colored letters for 'GAMING.' The yellow plate with black letter B and vertical lines remain unchanged.





# LOGO USAGE

## ON BLACK

The logo version with the slogan on a black background uses inversion, with white-colored letters for 'GAMING' and the slogan line BE GAMING · BE WINNING.



# LOGO USAGE

## ON YELLOW

For usage on the brand's yellow color background, there is a one-color black version of the logo. This logo version is also used for embossing and other monochrome usage.



# LOGO USAGE

## ON YELLOW

The same principle applies to the logo version with the slogan. On a yellow background, the one-color black version is used.



**BG|A|M|I|N|G|**  
**BE GAMING · BE WINNING**



## LOGO

# LOGO USAGE

## ON PHOTO/ART

The main color version of the logo can be used on art/photo provided the background is not too busy and has enough contrast to the logo. If needed, you may add a transparent black gradient to the background to make the logo stand out more.

In case the logo is not readable enough, use the one-color white version of the logo.



# SYMBOL USAGE

## ON BLACK

Symbol version on black background is yellow plate with black letter B.



# SYMBOL USAGE

## ON YELLOW

On yellow background the symbol is inversed and looks like black plate with yellow letter B.



# SYMBOL USAGE

## ON PHOTO/ART

The symbol version used on art and photo is the yellow plate with black letter B.

This version of the symbol is preferable for use in game interfaces with colorful backgrounds.



# LOGO MISUSE

The most common examples of logo misuse can be found on this page. Please note that the logo must always be used without deformation.

*Always use the provided logo files and do not recreate the logo.*

Don't rotate the logo or its elements



Don't alter elements or replace them



Don't change the size or position of the elements



Don't stretch or squeeze the logo



Don't use drop shadows or any other effects



Don't use logo on busy backgrounds



Don't re-create using any other typeface



Don't change logo colors





## SECTION 3

# COLOUR

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



## COLOUR

# BRAND PALETTE

Main colour of the brand is *Golden Yellow*. It conveys the company's entertaining and engaging nature. Its brightness is full of energy and brings emotion, as a sparkle of a coin. *White* and *Black* communicate trustworthiness and reliability and play well with Golden Yellow. Secondary colours are *Violet* for vibrant accent and *Gray* for support.

#FFCC29  
255/204/41  
0/20/95/0  
Pantone 123 C

Golden Yellow

#FFFFFF  
255/255/255  
0/0/0/0

White

#000000  
0/0/0  
30/30/30/100  
Pantone Black 6 C

Black

#7A1DFF  
122/29/255  
76/90/0/0  
Pantone 266 C

Violet

#DCD9E6  
220/217/230  
4/6/0/10  
Pantone 7443 C

Gray



## COLOUR

# ADDITIONAL COLOURS

The additional colour selection for more flexibility and UI purposes includes shades of the main colour palette.

These colours should only be used to support the main colours and should not make up more than 10% of all colours used.

#FBFAFC

#F2E8FF

#FEF5D3

#F6F6F9

#D7BBFD

#FEE06F

#EDECFC

#B386FC

#FFCC29

#DBD9E5

#7A1CFF

#ECAC29

## SECTION 4

# FONTS

The identity character's inseparable part is the typeface. The brand font pairing is Cairo for headlines and big messages and IBM Plex Sans for texts.



## FONT

# PRIMARY FONT

Cairo is a contemporary typeface that balances classic and modern tastes and is perfect for headlines and display typography.

Its clean and bold design reflects BGaming's confident tone of communication. When used in headlines, Cairo provides character and an expressive look and feel.



# CAIRO

## CAIRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ

12345678910

## Cairo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
rstuvwxyz

12345678910

## FONT

# SECONDARY FONT

IBM Plex Sans is a neutral, yet friendly grotesque style typeface. It has excellent legibility in print and web.

Similarity in proportions to the primary font makes it a perfect match.



# IBM PLEX

IBM Plex Sans  
SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz

12345678910

IBM Plex Sans  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz

12345678910

## FONT

# TYPE SPECIMEN

On this page, you can see examples of how Cairo and IBM Plex Sans are 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*.

IBM Plex Sans is great for texts in *Regular* and *Semibold style* and subtitles, button text, and tags in *Bold style*.

Heading 1,  
Cairo Black

# ONLINE CASINO GAMES PROVIDER

Heading 2,  
Cairo Bold

## BGaming is a dynamic game provider converting gambling into gaming

Subtitle,  
IBM Plex Sans Bold

### 20+ YEARS OF EXPERTISE

Text,  
IBM Plex Sans  
SemiBold

The world's first game studio to support cryptocurrencies  
and one of the trendsetters in the industry

Text block,  
IBM Plex Sans  
Regular

Thanks to an expert team and a player-driven approach, we create  
innovative and engaging products featured worldwide on reputable  
platforms and online casinos.

## SECTION 5

# VISUAL PRINCIPLE

This section provides visual guidelines for creating brand graphics and imagery.





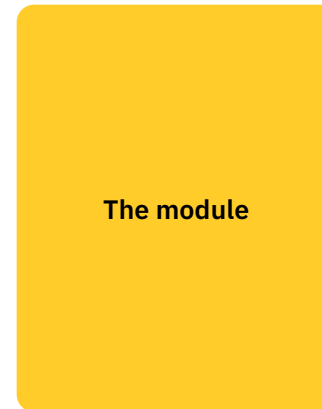
## VISUAL PRINCIPLE

# THE MODULE

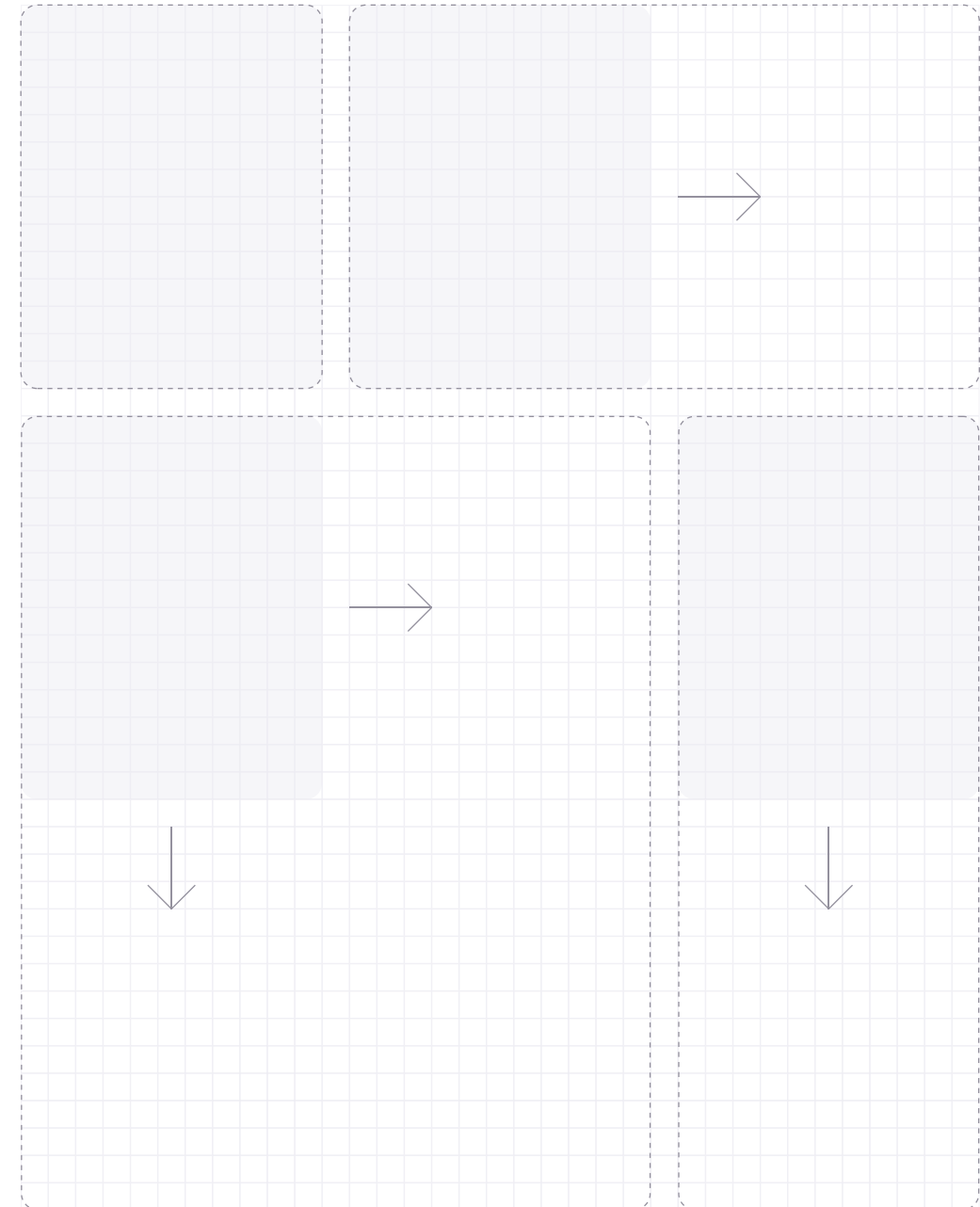
The visual principle for identity elements development is based on a *modular set of blocks*.

The brand plate shape is the basic *module* with an initial size of 55x70 px and a 3 px corner radius.

Blocks are created by extending the shape horizontally or vertically while following the grid. It's important not to change the corner roundness while creating blocks.



55x70 px  
corner r=3 px



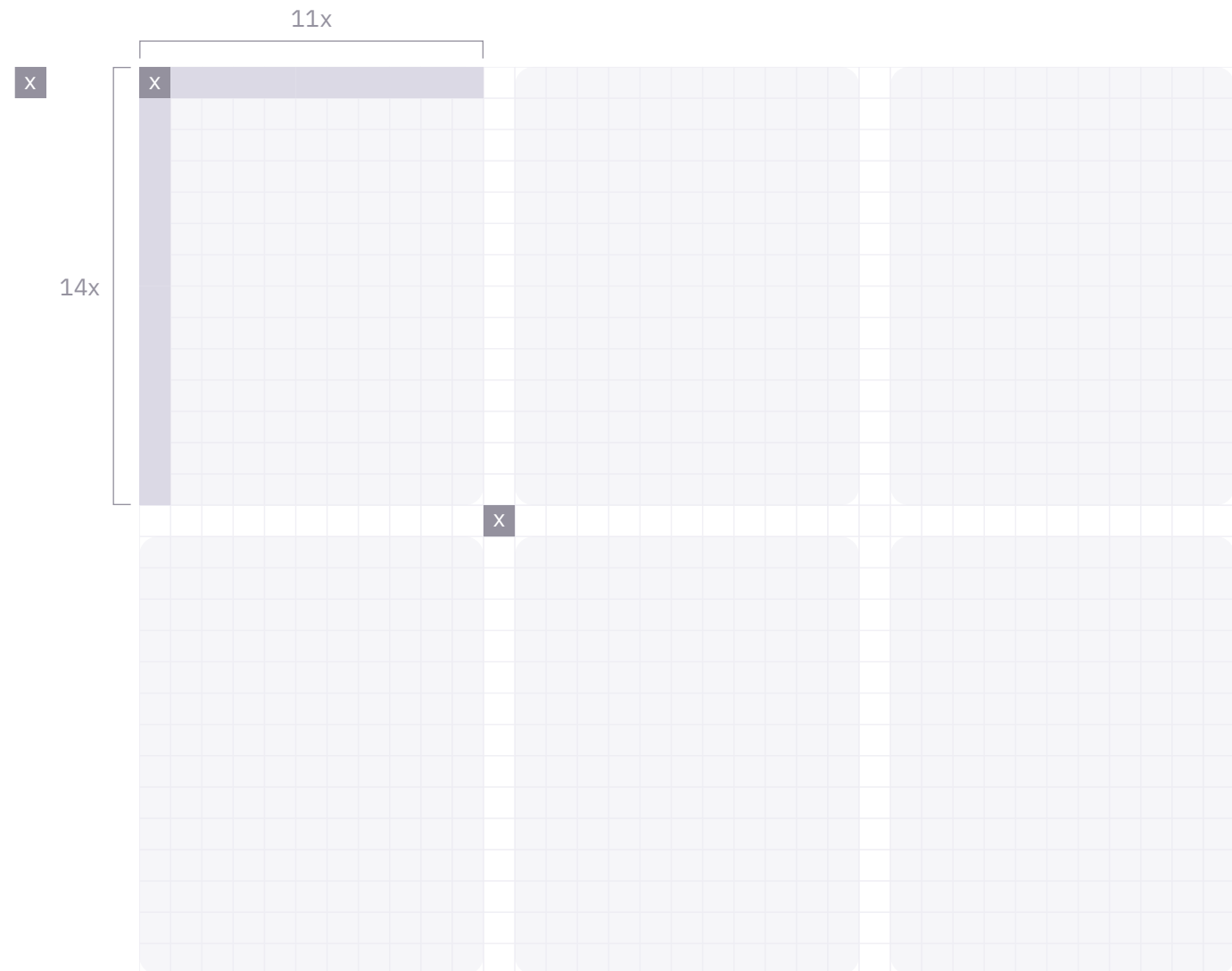


## VISUAL PRINCIPLE

# THE GRID

The grid is based on the proportions of the module, which is *11x in width* and *14x in height*. The distance between blocks equals x.

It is important to always transform the blocks together with the grid, as they are tied together. When building compositions, setting margins, or cropping elements, make sure to follow the grid.



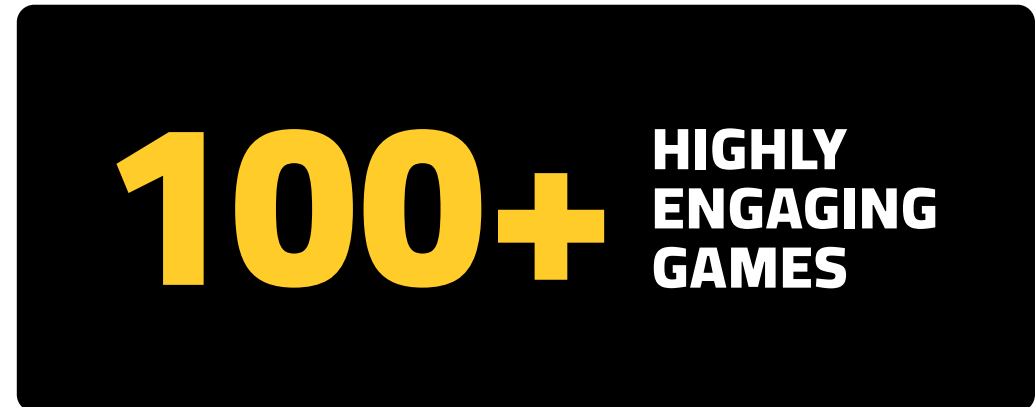
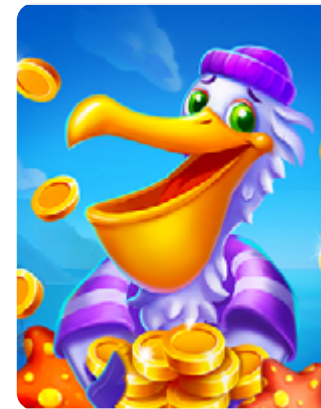
## VISUAL PRINCIPLE

# USING THE BLOCKS

The modular set of blocks is a flexible instrument for building brand graphics. Use it as a container for game art, logo, and messages.

By developing different sets of blocks, you can create various compositions depending on the design needs.

Follow this principle for brand consistency and recognition.

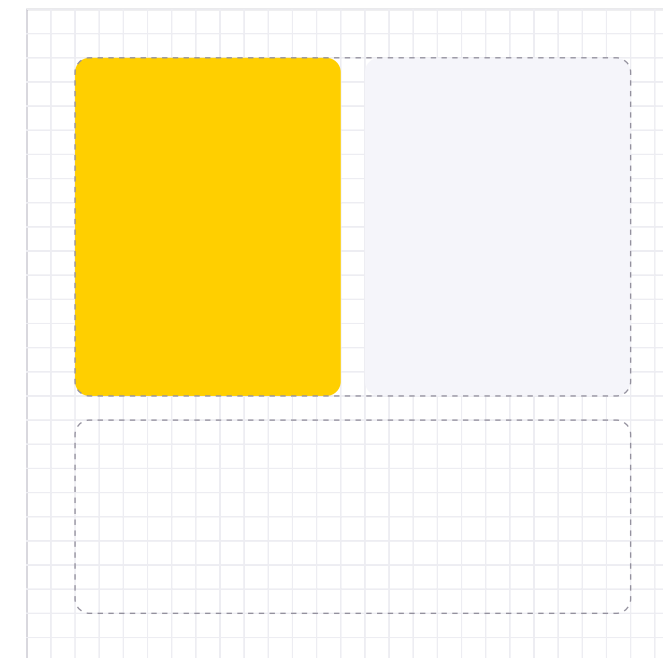
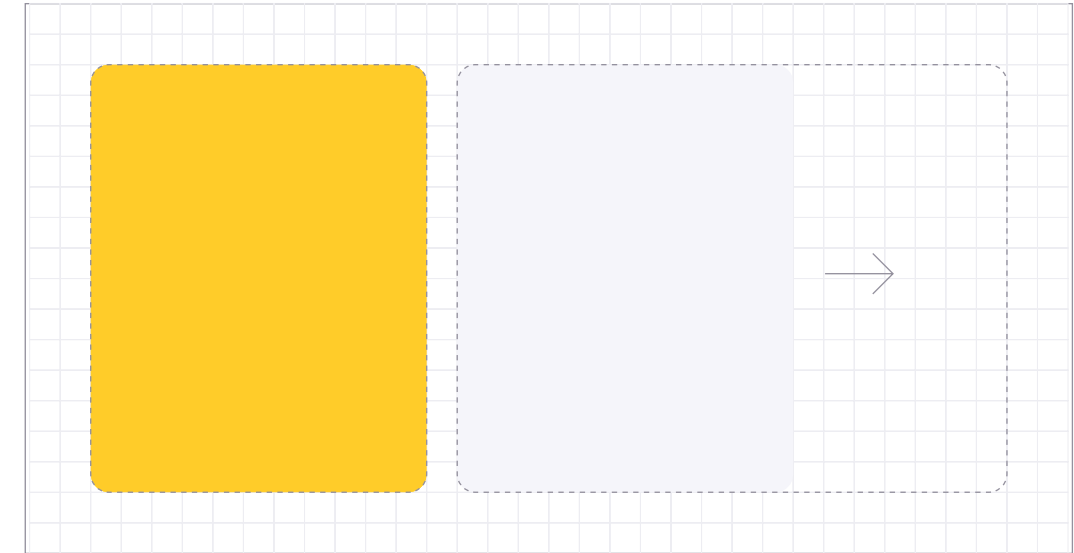
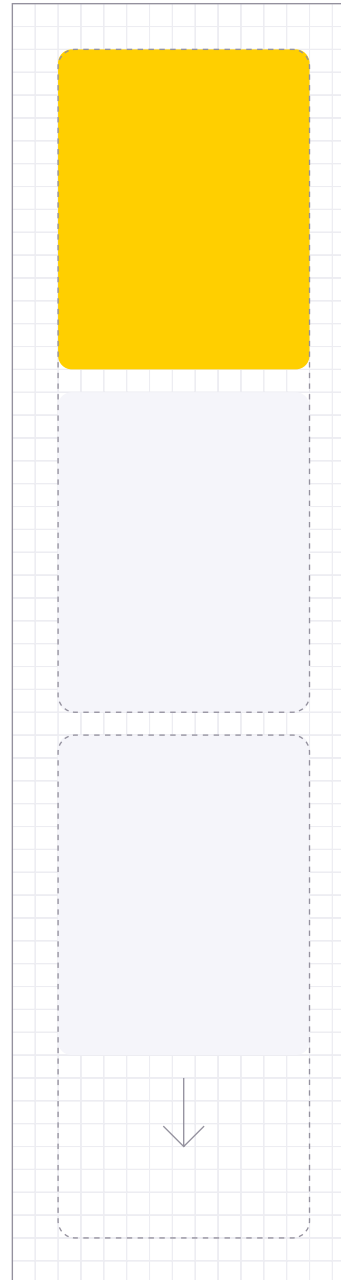


## VISUAL PRINCIPLE

# USING THE BLOCKS

Use the block grid without changing the proportions of the blocks whenever possible and build margins following the grid. If the format doesn't allow for using the block grid unaltered, use either the width or the height of the module as a constant and crop some of the blocks following the grid.

Your layouts should always include at least one main block built on the modular grid to maintain brand consistency.



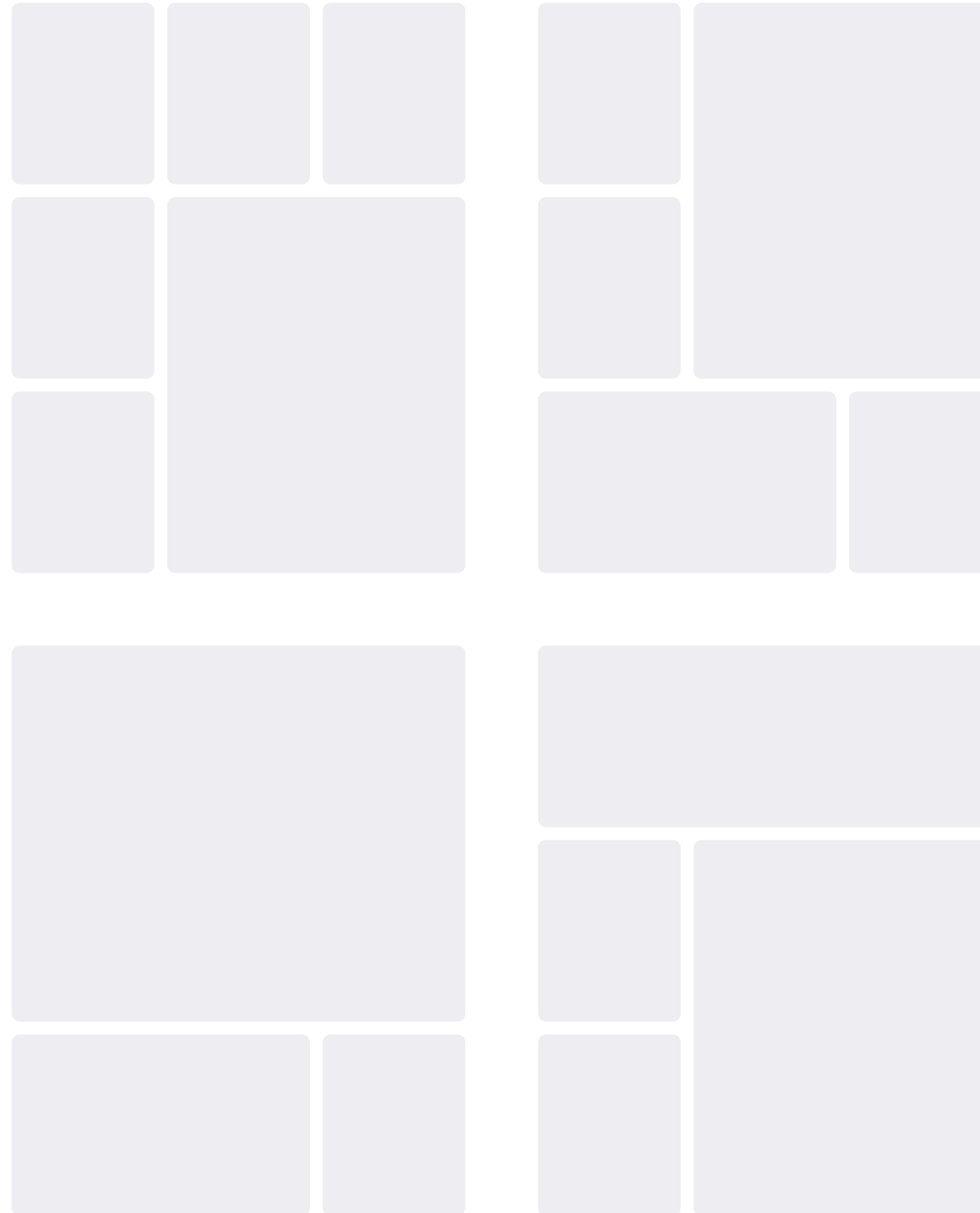
## VISUAL PRINCIPLE

# LAYOUTS

## VERTICAL

This page features various examples of vertical sets of blocks. Use these templates or create sets that correspond to your design goals using the visual principle outlined above.

For additional guidance, please refer to the *Sample Designs* section, which includes more examples of implementing the visual identity principles.



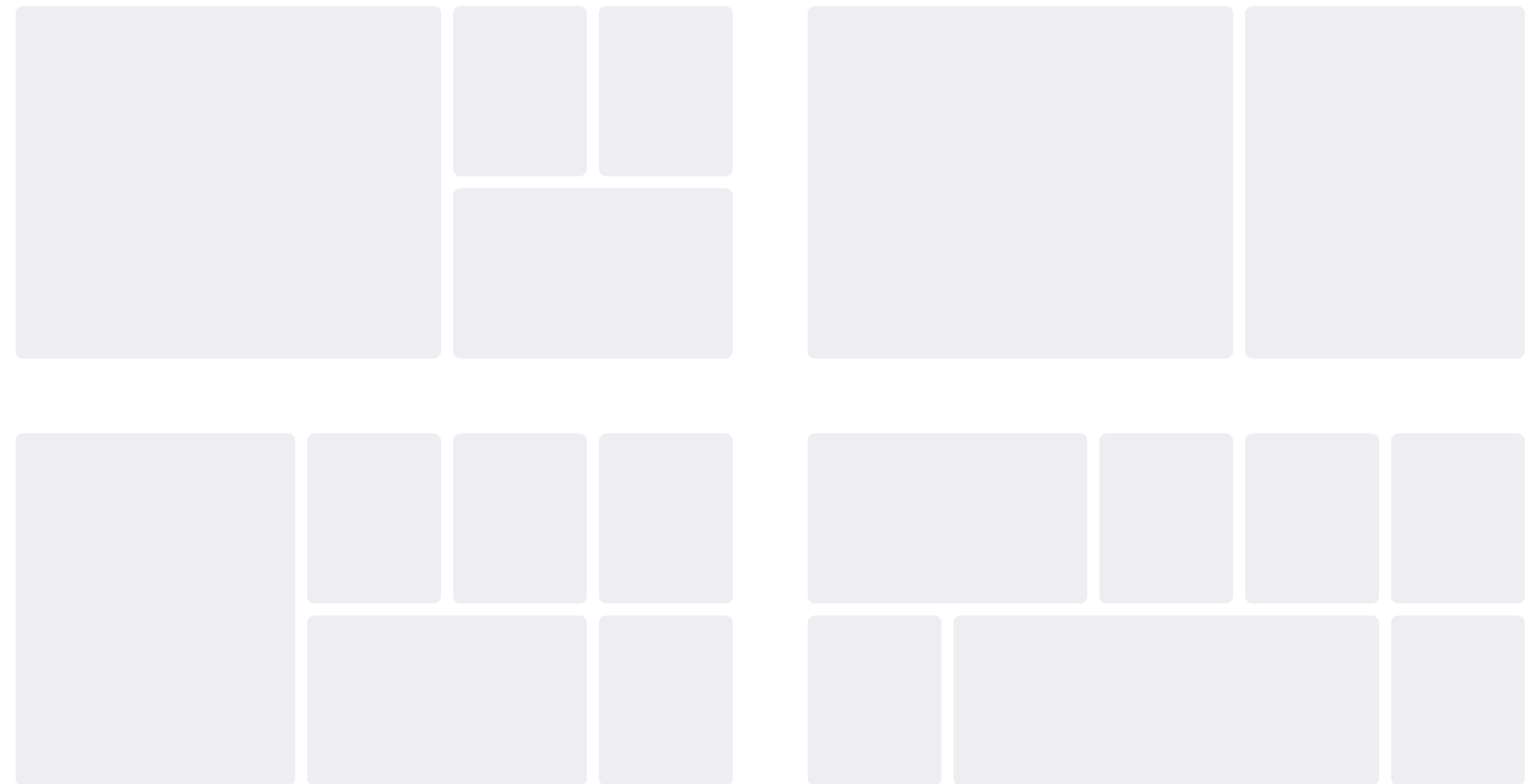
## VISUAL PRINCIPLE

# LAYOUTS

## HORIZONTAL

This page contains examples of horizontal set of blocks. Use these templates or create sets that correspond to your design goals using the visual principle described above.

In the *Sample Design section* you will find more examples of visual identity principle implementation.



**B**G|A|M|I|N|G|

# CONVERTING GAMBLING INTO GAMING

Made by thedept.design

