



Brand Guidelines 2020



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WHO ARE WE?

The iGaming Group offers a 360 degree portfolio of platform solutions and products, with the most complete range of games from the top industry game providers, through a single API integration.

How do we do that?

Having all the top games providers content in one place through the delivery of a single API integration means you do not have to speak to 100 different games providers – everything you need to right there at your disposal – you choose which games you want, whenever you want – you have total control to take from the best in the igaming industry for your business – saving you time, saving you costs, putting your business first!

OUR VISION

Our vision is to create high quality, innovative, must-have products and services that can be positioned either as a strong standalone offering to a niche market, or to the industry at large. We aim to be the leading vertical end-to-end product provider to the igaming industry globally.

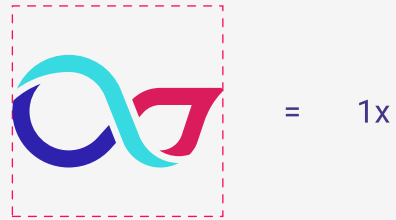
OUR MISSION

To consistently deliver top quality, innovative products, on time.

- Giving our clients real value and the control to grow their business.
- To promote a team-oriented culture that encourages constructive feedback.
- To build mutually sustainable customer relationships defined by professionalism.
- To build a reputable brand that is recognised and respected globally.
- To provide the most value to both shareholders and stakeholders alike.
- To grow the company exponentially in existing and new markets.

LOGO VARIATIONS





One should always allow enough breathing space around the logo.
If possible, never go beyond the red border indicated.

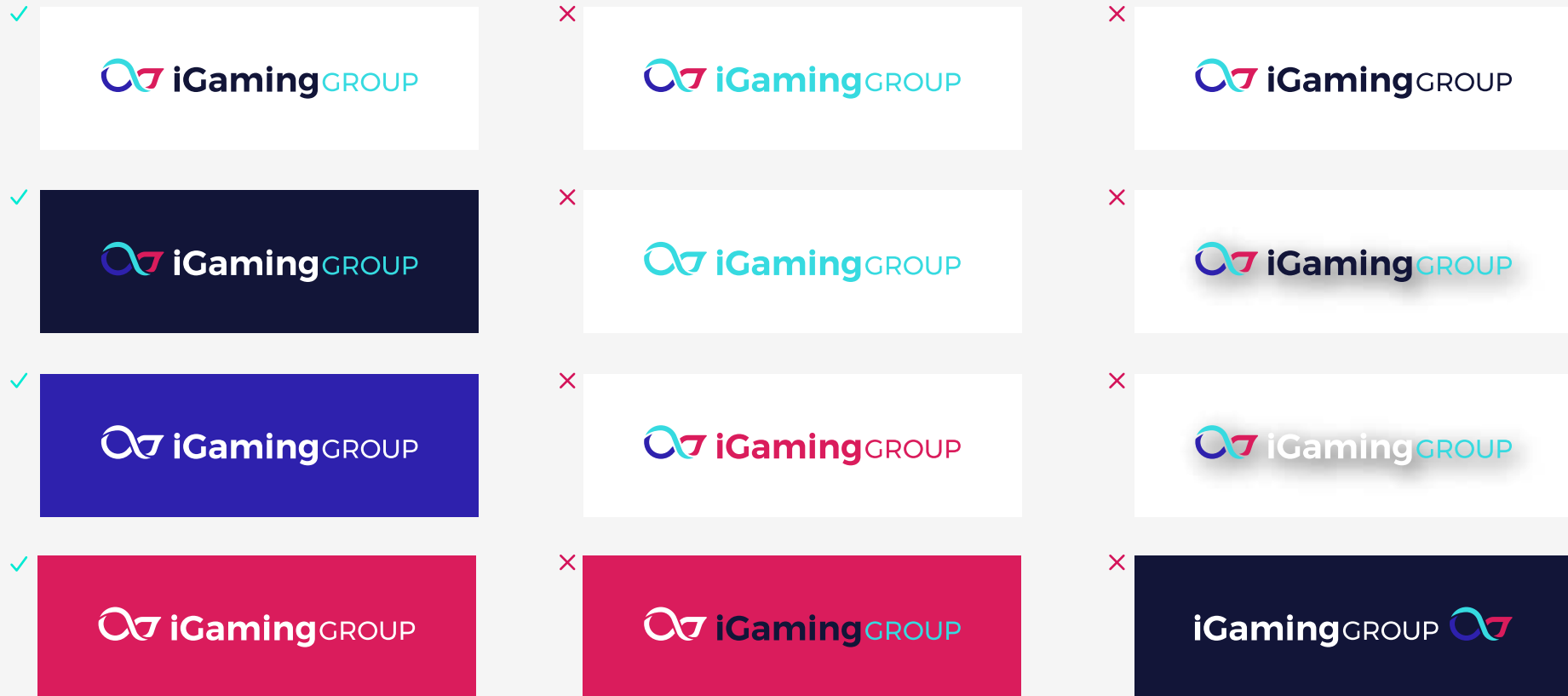


One should always allow enough breathing space around the logo.
If possible, never go beyond the red border indicated.



DO'S & DON'TS




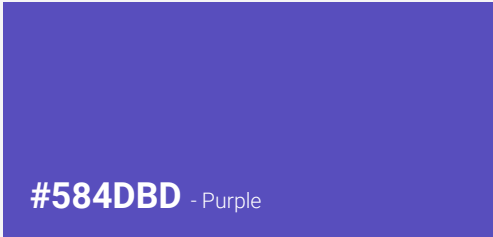
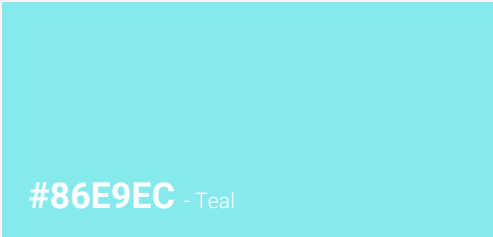
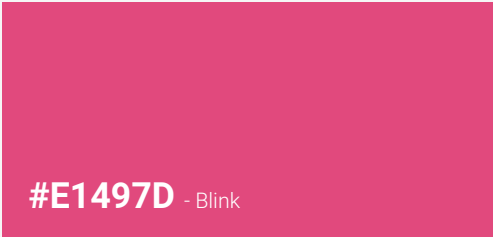
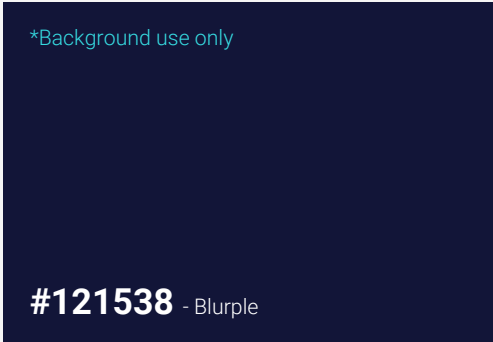




Both do's & don't's apply for all versions of the logo.

COLOUR PALETTE



Primary	 <p>#2E21AD - Purple</p>	 <p>#36DAE0 - Teal</p>	 <p>#DA1C5C - Blink</p>
Tints	 <p>#584DBD - Purple</p>	 <p>#86E9EC - Teal</p>	 <p>#E1497D - Blink</p>
Background	 <p>*Background use only #121538 - Blurple</p>		

OUR COLOURS

Primary colours are the core colors we use throughout our user interface. They should be used as the main colors to convey iGaming Group throughout our marketing communication and digital application.

Secondary colours are meant to help highlight and compliment our primary colors. They help us break out of the box, but stay within our brand guidelines.

Secondary colours are best for:

- Headlines and Links
- Selection controls (switches, sliders etc..)
- Action buttons

TYPEFACES



Aa Bb Cc

Main headings

Roboto Slab Bold

Sub headings

Roboto Bold

Body text

Roboto Light

Sample

**Lorem ipsum dolor sit amet
Consectetur adipiscing elit**

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