



Logo Book

18th June 2021
version 0.99

Each use of EnergyCasino logo must respect actual Logo Book version. Each proposed use of the EnergyCasino logo or any sub-brand variant must be submitted to brand@energycasino.com for approval.

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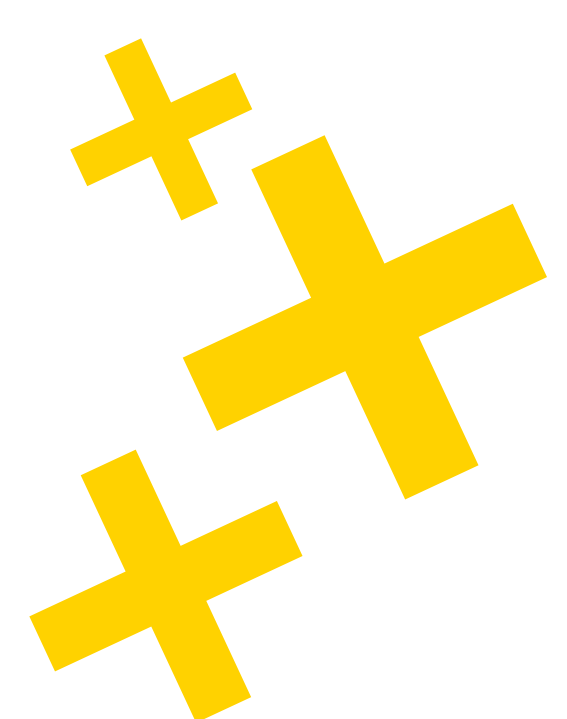
primary brand shape design

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The logo for Energy Casino features a stylized symbol on the left consisting of three yellow plus signs of increasing size arranged diagonally. To the right of the symbol, the word "energy" is written in a large, bold, lowercase sans-serif font, and the word "casino" is written below it in a smaller, lowercase sans-serif font. Both words are in a bright yellow color.

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EnergyCasino



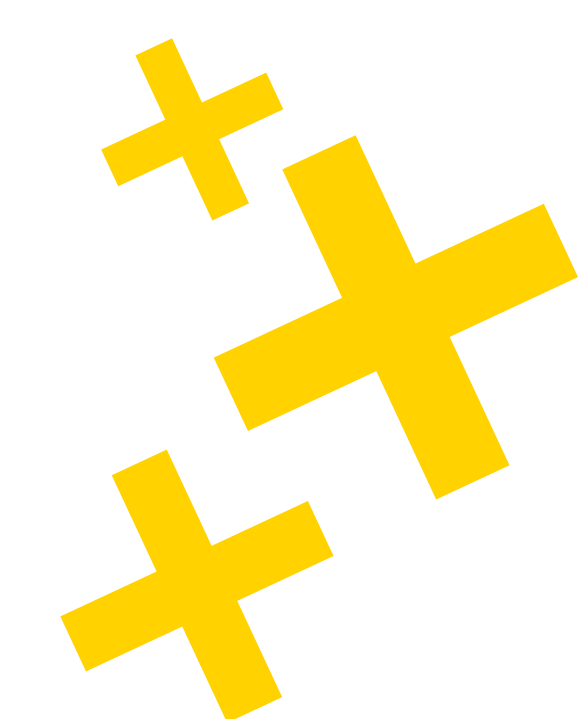
EnergyWorld



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Yellow

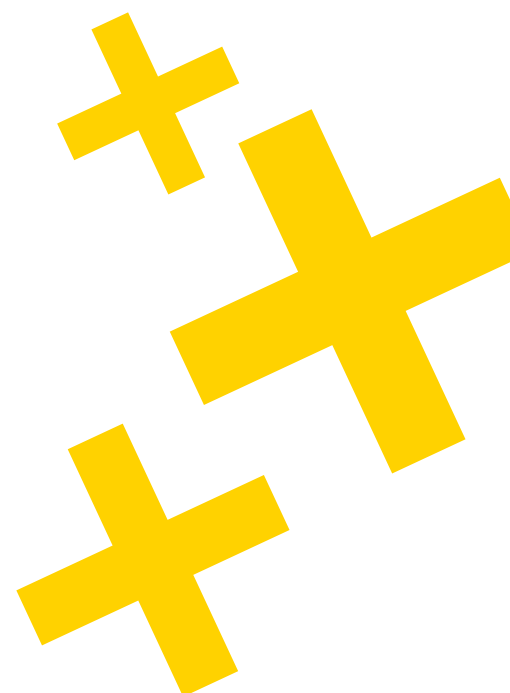
RGB : 255 / 210 / 0
HEX : #ffd200
Pantone : 108C / Yellow U

Black

RGB : 0 / 0 / 0
HEX : #000000

White

RGB : 255 / 255 / 255
HEX : #ffffff



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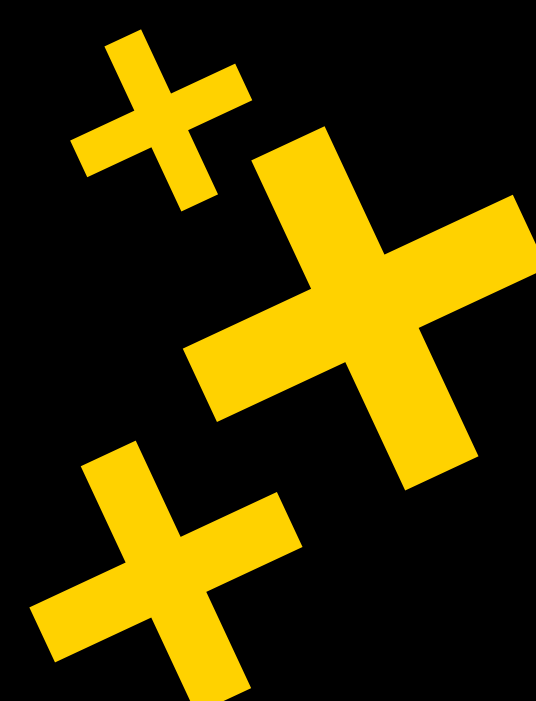
know the logo | primary logo variant



primary variant

primary
variant
includes
standalone

**yellow logo
without any
additional
uniform
background**



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alternative black variant



alternative white variant

alternative variants
can be used
only under
tightly defined circumstances,
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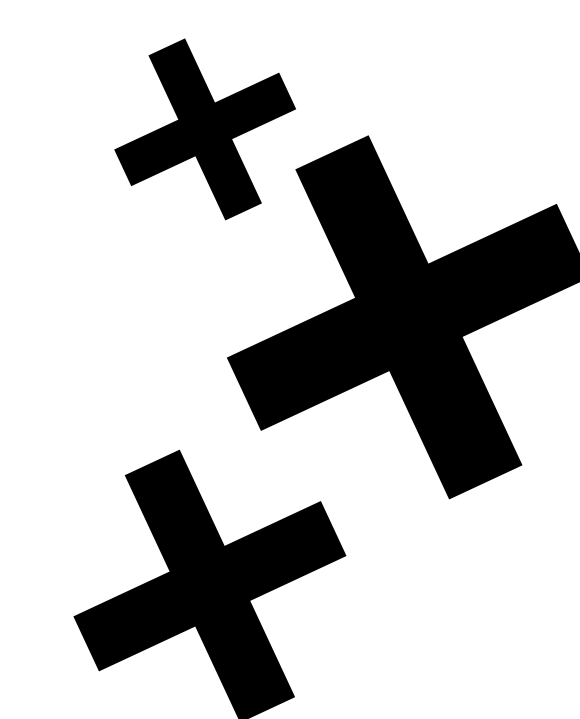
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monochromatic variant



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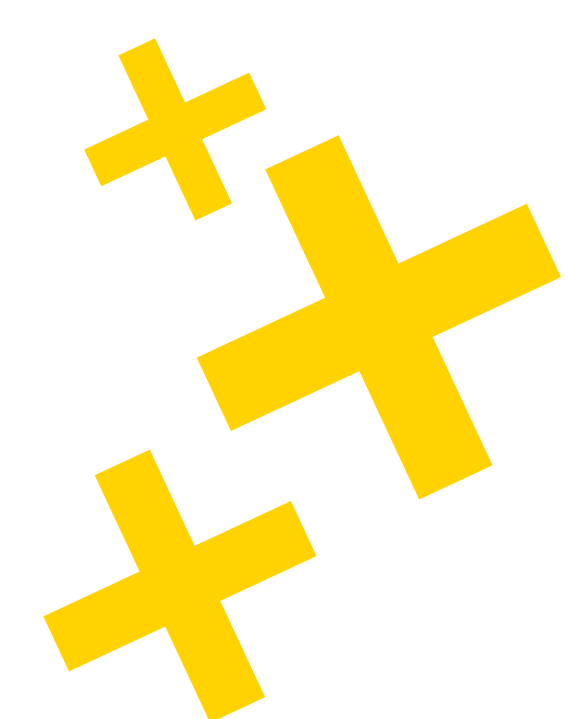
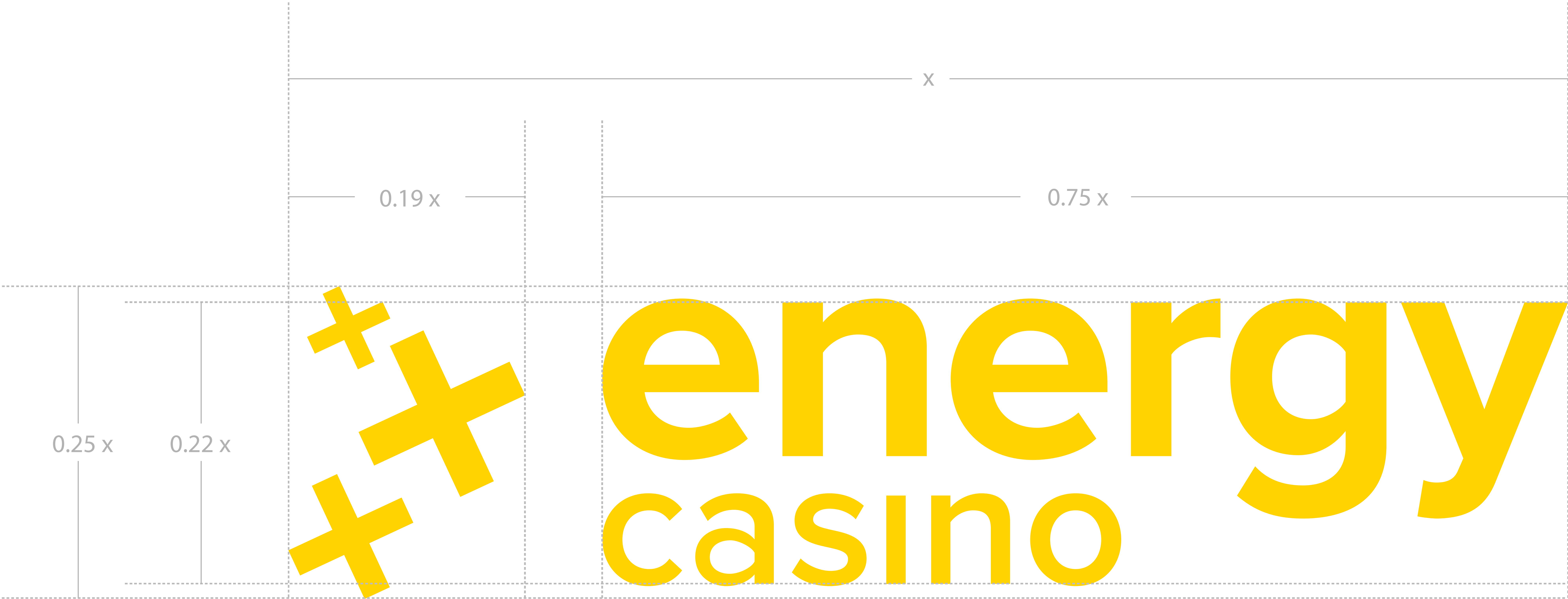
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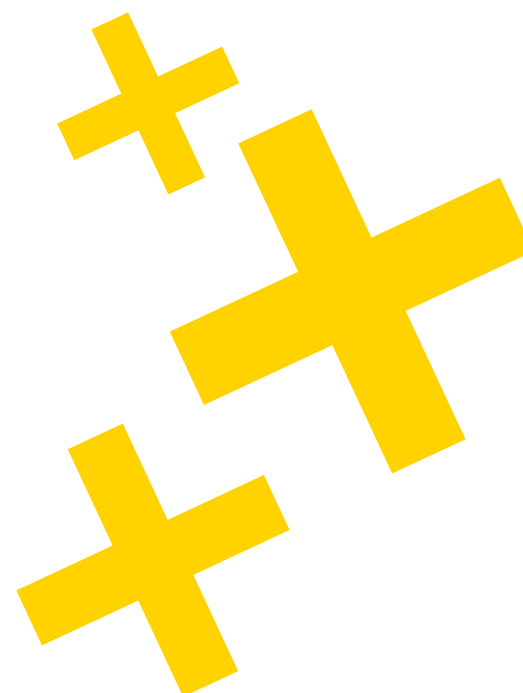
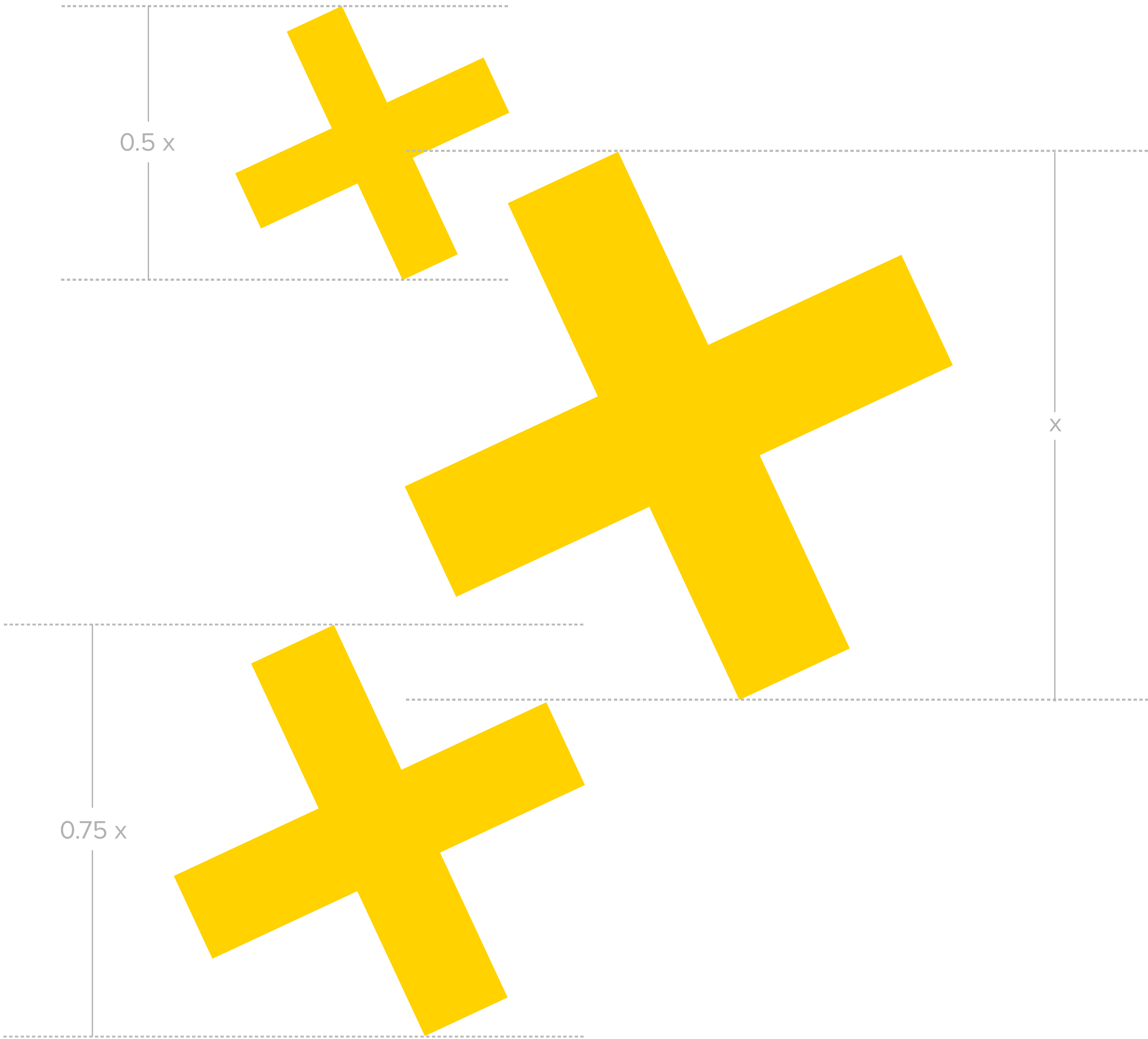
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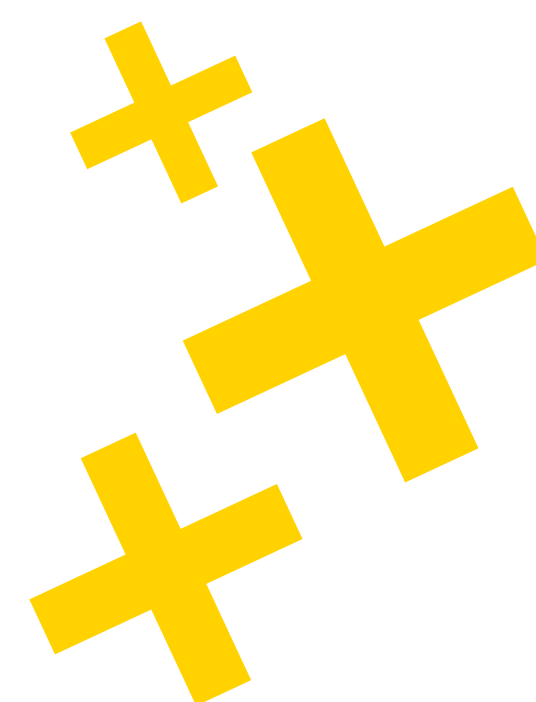
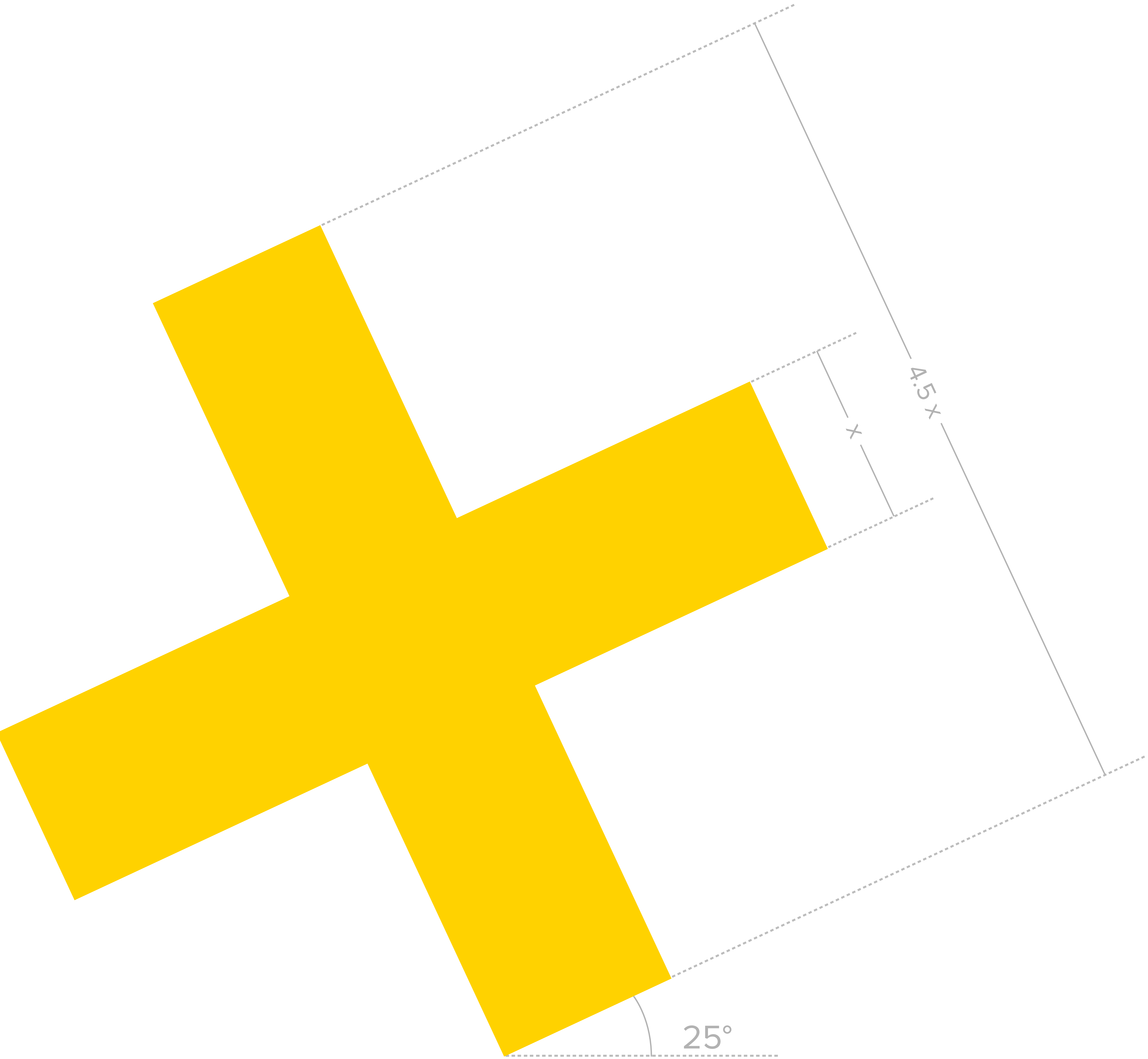
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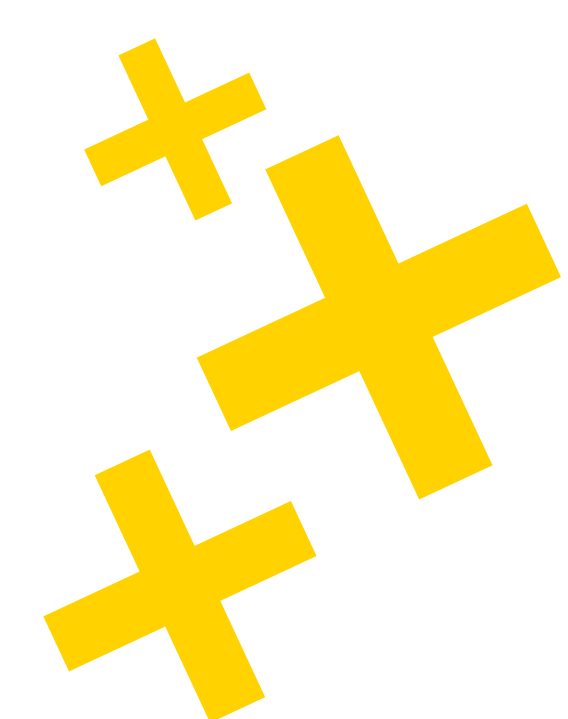
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Upper line: **Proxima Nova Bold**
Lower line: **Proxima Nova Semibold**



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Proxima Nova

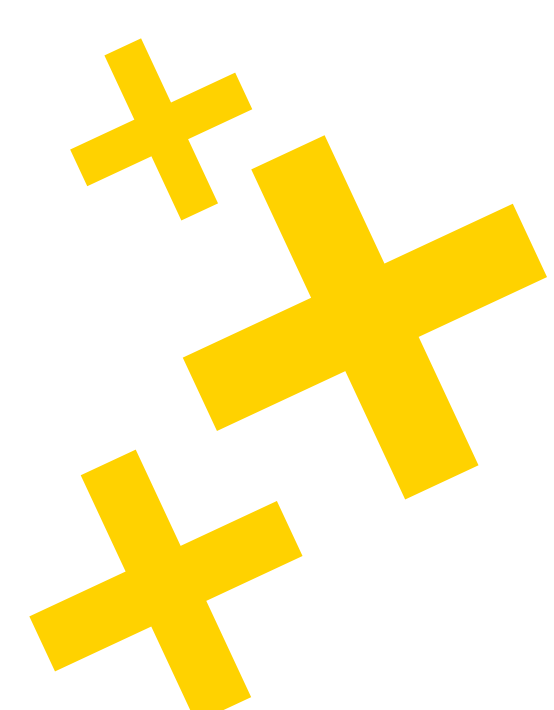
The Proxima Nova family is a complete reworking of Proxima Sans (1994). The original six fonts (three weights with italics) have been expanded to 48 full-featured OpenType fonts. There are three widths: Proxima Nova, Proxima Nova Condensed, and Proxima Nova Extra Condensed. Each width consists of 16 fonts—seven weights with matching italics.

Stylistically, Proxima Nova straddles the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid combining humanistic proportions with a somewhat geometric appearance.

Designer: Mark Simonson

Release date: 2005

source: myfonts.com



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Á Â Ã Ä Å Æ ABCDEFGHIJKLM

NOPQRSTUVWXYZ

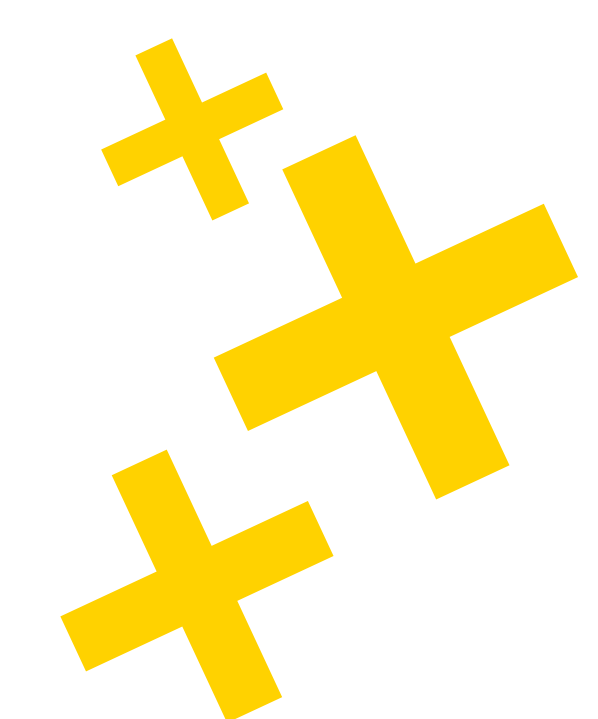
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hijklmnopqrstu

vwxxyzfifl

1234567890

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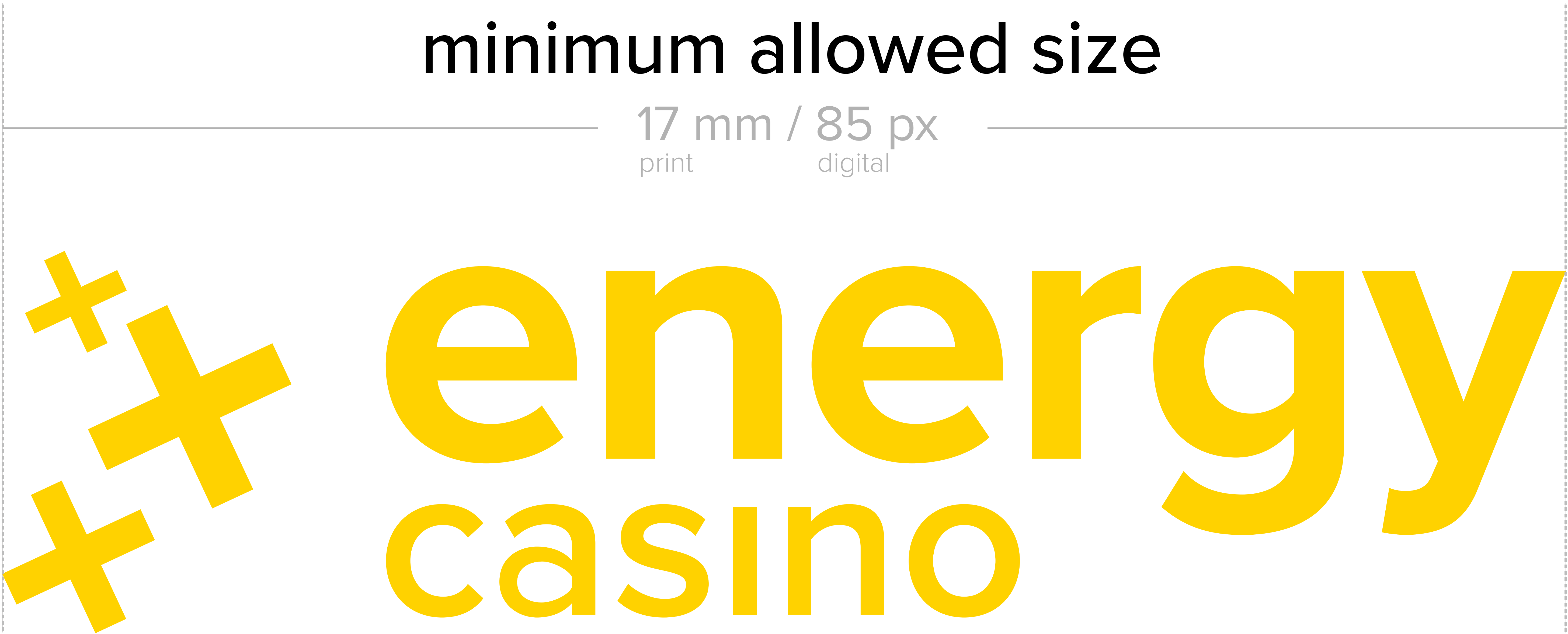


Proxima Nova Semibold

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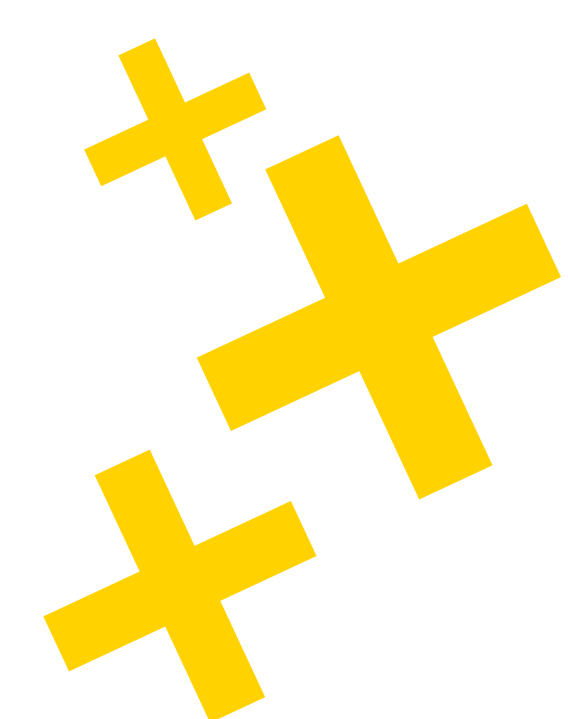
use guides | minimum logo dimensions



In order to ensure proper visibility of the logo, there are minimum logo dimensions for different media:

- for printed media, the minimum width is 17 mm
- for digital media, the minimum width is 85 px

Please note that these are minimum values. The logo can be scaled-up if the proportions given on the previous pages are adhered to.



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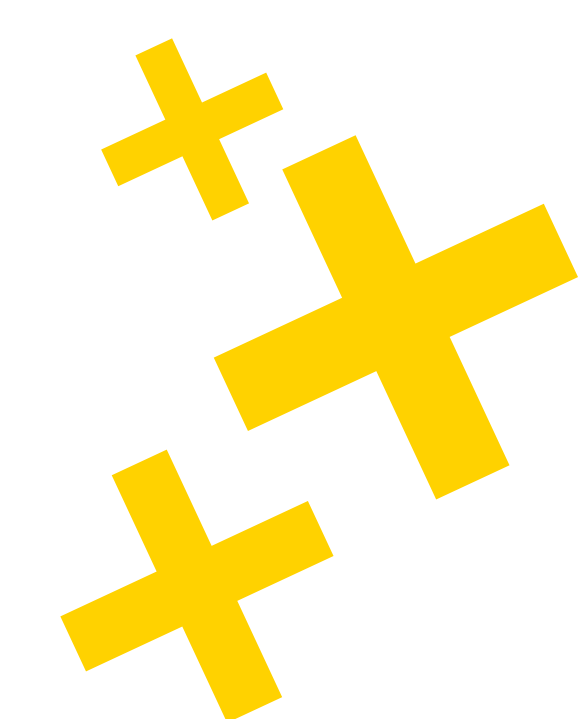
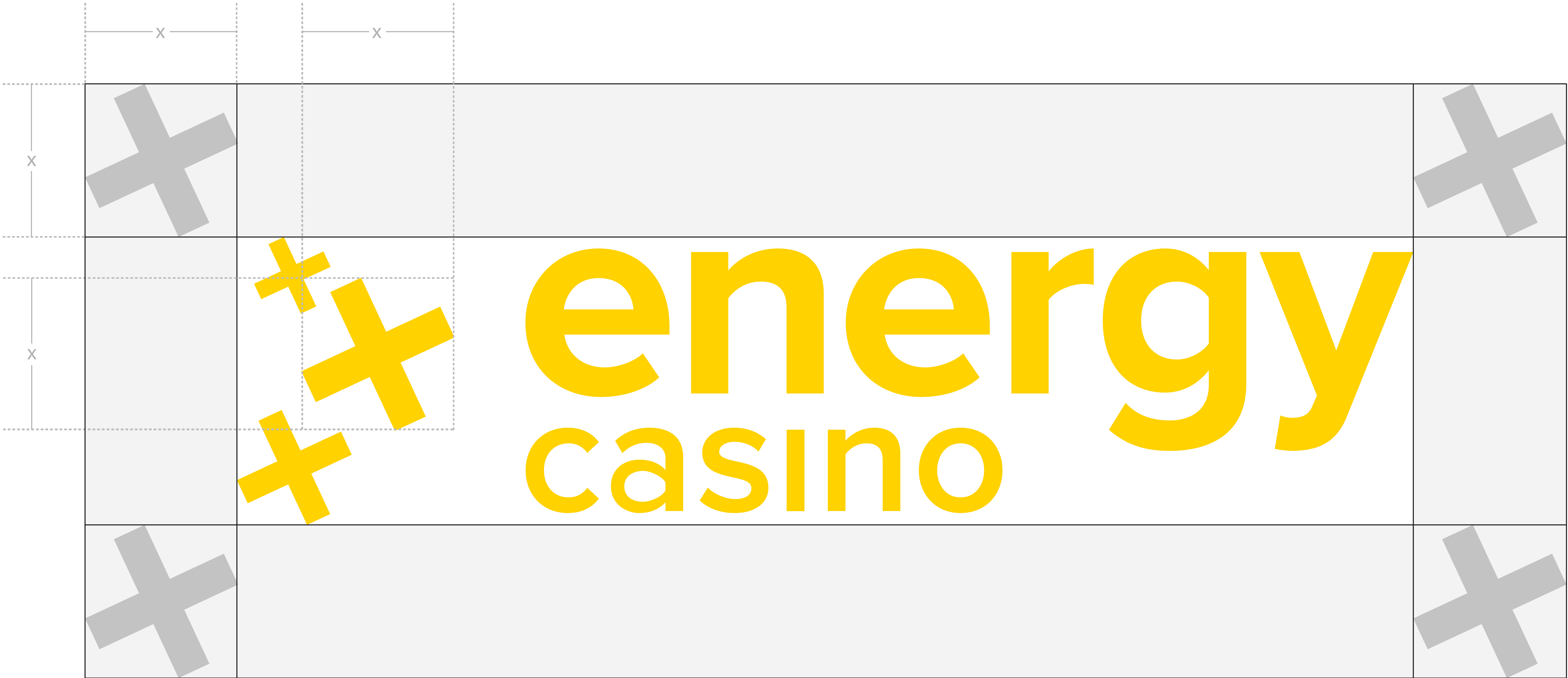
examples of incorrect use (design)

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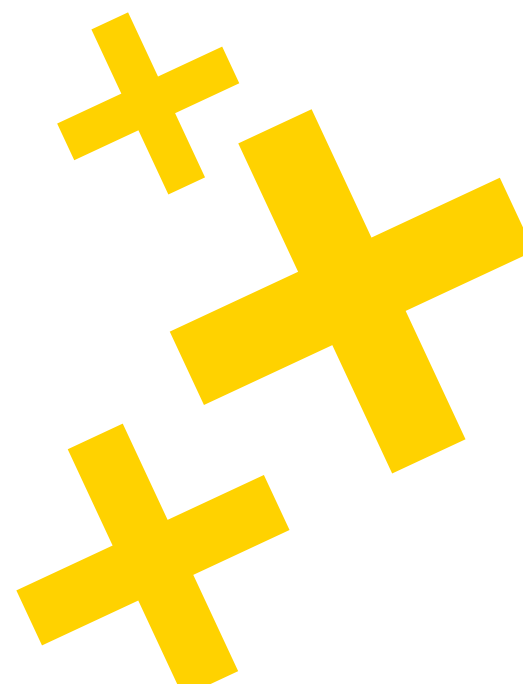
use guides | general design rules



- primary colour of logo, defined in a book, not allowed to be changed
- secondary colors (B&W) of logo, defined in a book, not allowed to be changed
- primary variant to be used wherever possible
- alternative B&W variants of logo to be used only where primary variant cannot be
- it is suggested that logo be used on a darker, contrasting but not busy background
- any change of colour, even if partial, is not allowed
- no design changes allowed
- safe space must be respected
- no derivative lockups to be created
- only to be used at 100% opacity



- colours, both of logo and background, should be applied in a unified way
- dimensions of logos should be applied in a unified way (as defined in detail in a book)



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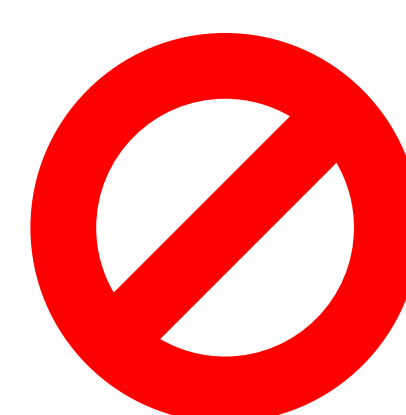
use guides | examples of incorrect use (colour)



- colour change



- gradient applied, even if it includes brand colours



- partially changed colour



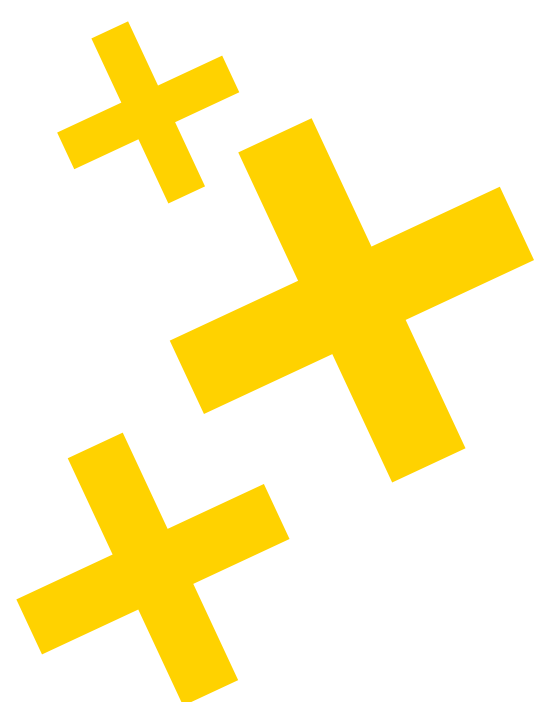
- shadow applied



- opacity less than 100%



- different variants used together



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- proportions changed or scaled without respecting initial logo ratio



- logotype font changed



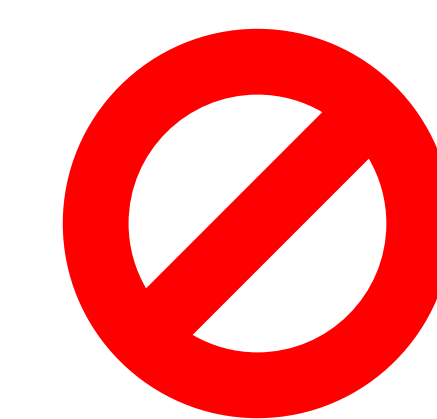
- symbol changed



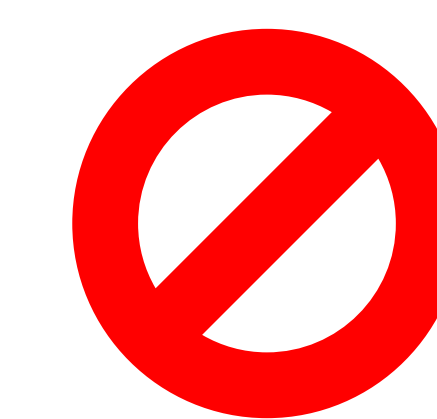
- text of logotype changed



- logotype used as a standalone element



- size of one element changed, even if proportions while scaling are kept



- making lockup by adding text in close proximity



- original dimensions of gaps, elements etc. changed



- single line variant

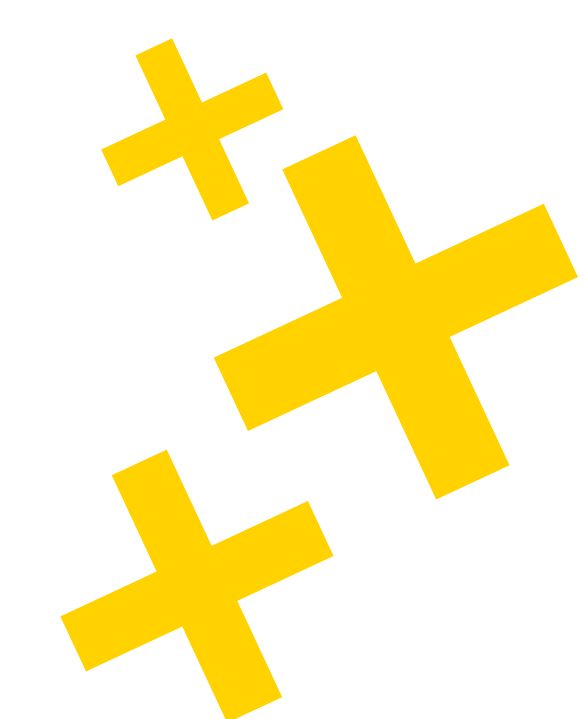


- relocation of logo elements



otherbet

- derivate lockup created without permission (applicable to both horizontal and vertical designs)



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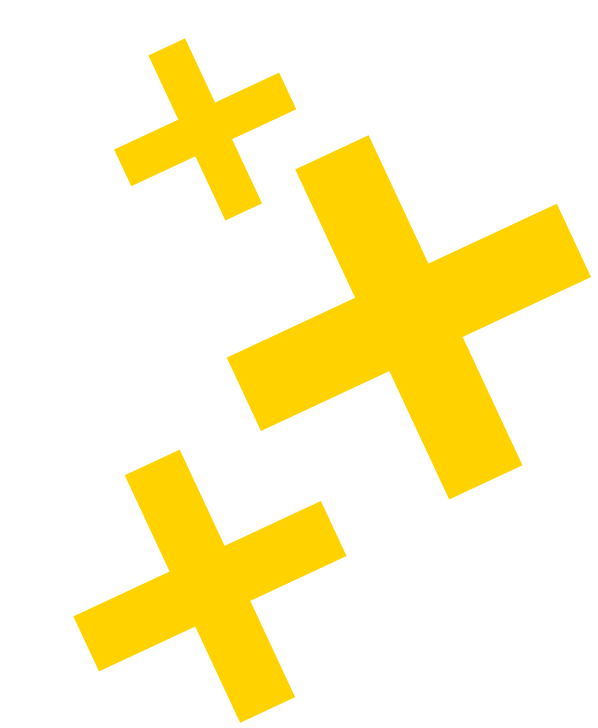
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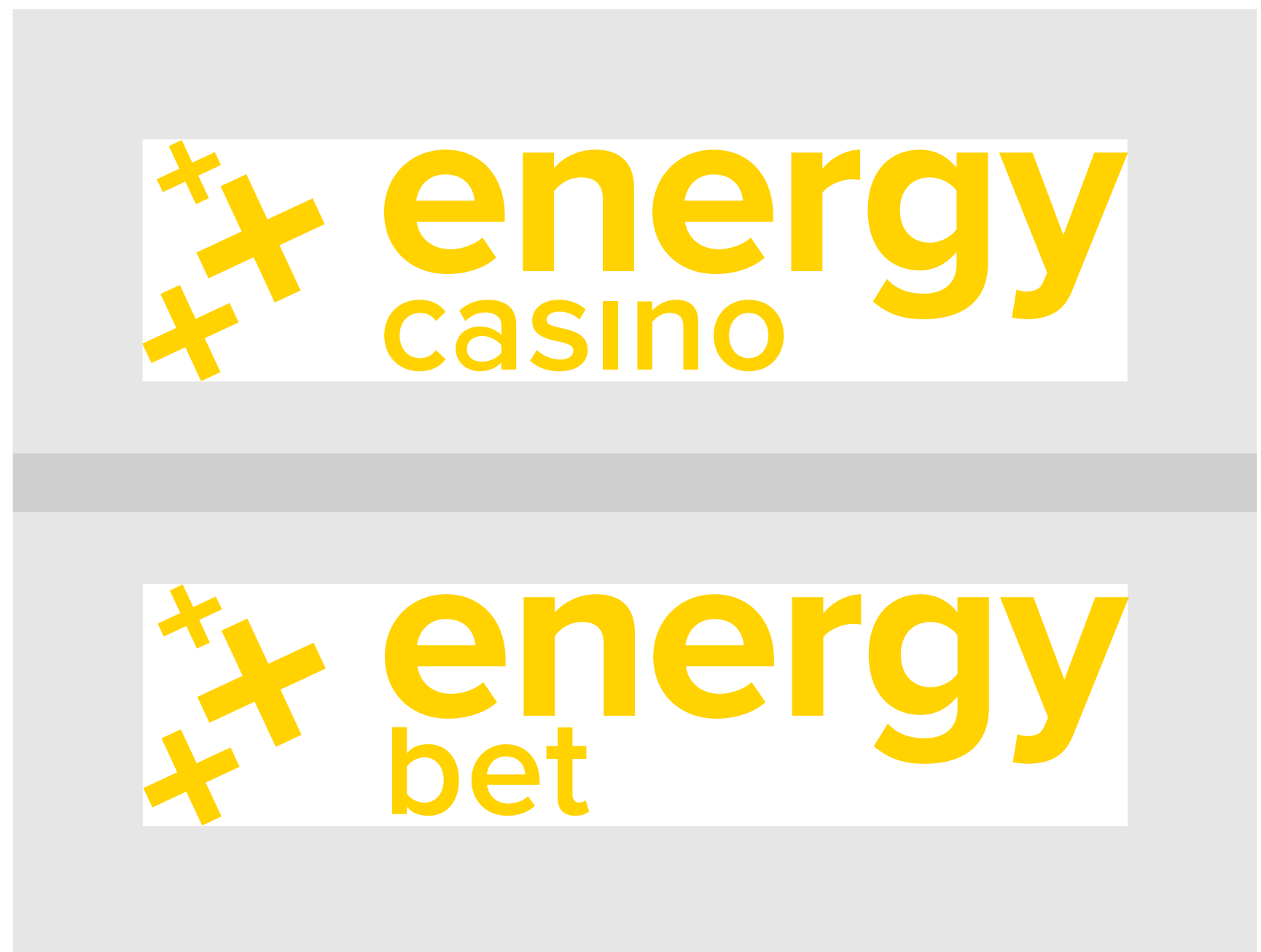
horizontal logos set

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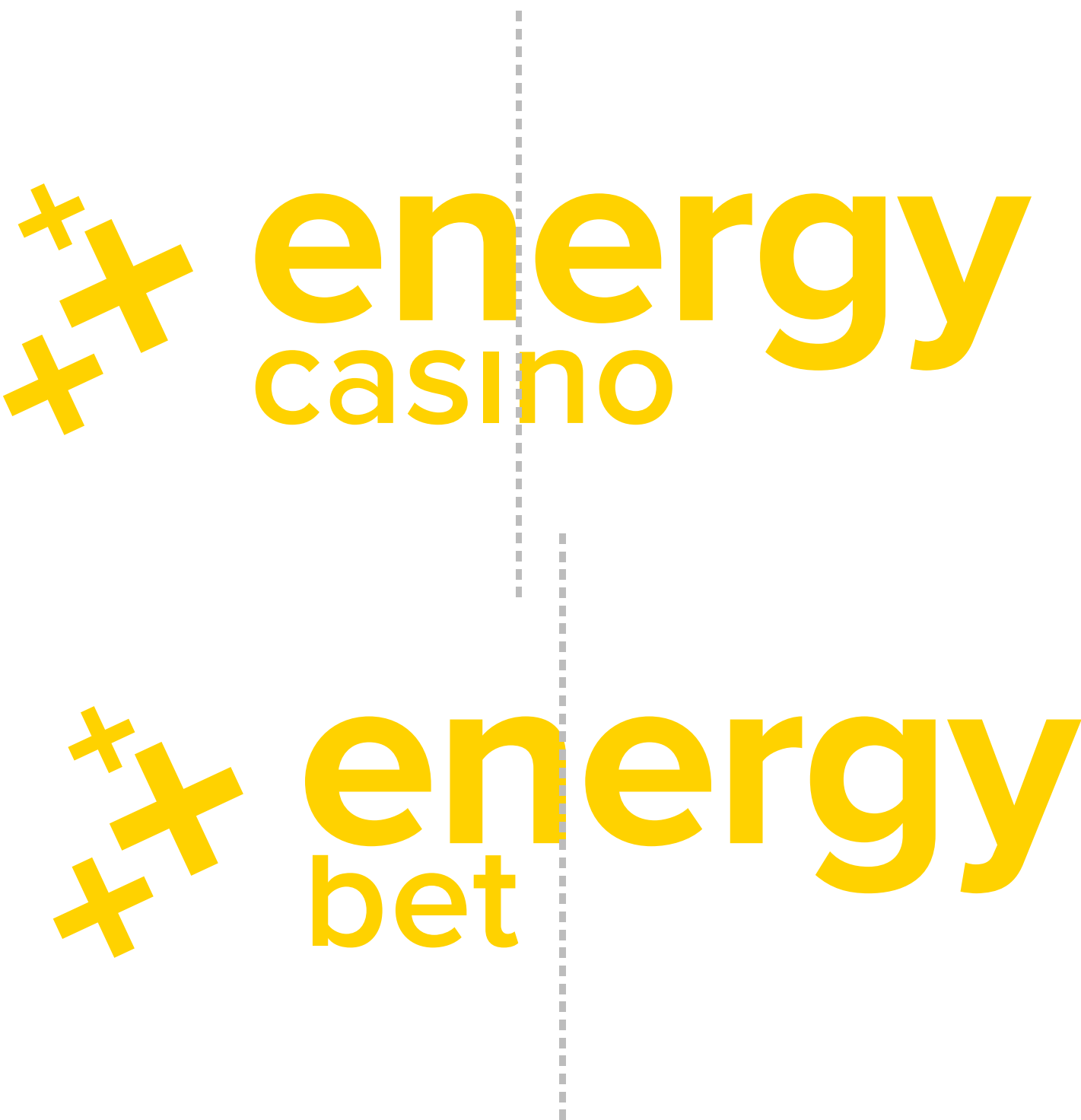
- all logos are the same size
- minimum distance between logos respected (distance between outside edges of logo safe spaces are 0 or greater)
- overall balance of set is maintained by using a unified distance between safe spaces
- unified vertical centre line

use guides | vertical logos set



mistakes

- Overlapping safe spaces (distance between outside edges of logo safe spaces are less than 0)



- erratic centre line



- erratic size of logos

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- all logos are the same size
- minimum distance between logos respected (distance between outside edges of logo safe spaces are 0 or greater)
- overall balance of set is maintained by using a unified distance between safe spaces
- unified horizontal centre line



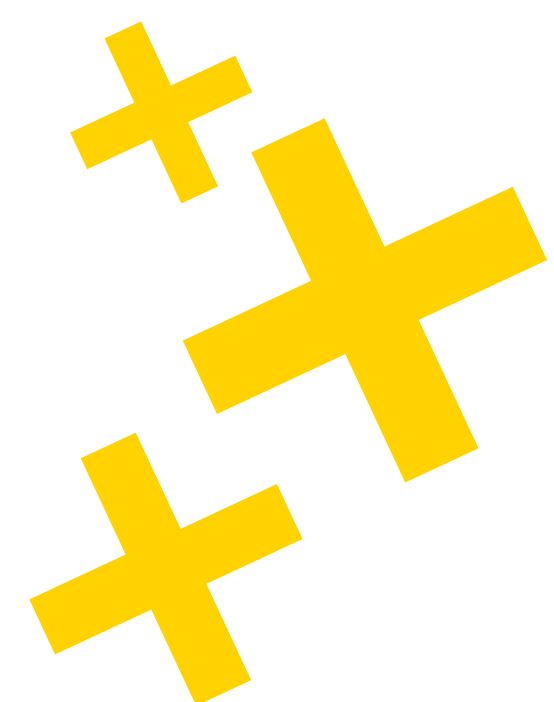
- Overlapping safe spaces (distance between outside edges of logo safe spaces are less than 0)



- erratic size of logos



- erratic centre line



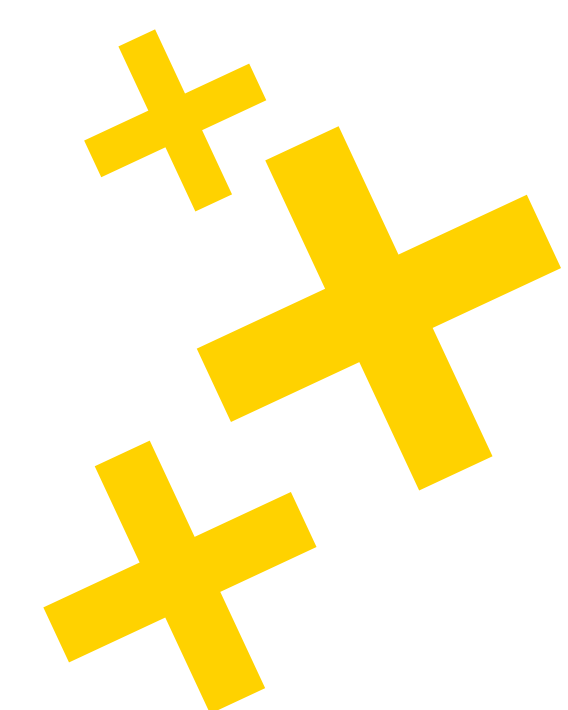
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use guides | application examples



- primary variant used wherever possible
- preferred dark background



- avoid yellow/orange backgrounds if possible, but if they are unavoidable, use alternative variants to improve visibility
- avoid busy backgrounds



- use alternative variants for pure yellow backgrounds



- design graphics in order to keep primary variant visible
- if this is not possible, then use alternative variant and place a yellow element behind the logo