BRAND IDENTITY GUIDELINES

THE LOGO

THE LOGO
Our logo is a carefully crafted wordmark. The logo is
the global, primary branding device for the Play'n GO
brand, the anchor for the rest of the brand identity
and for our engaging brand communication.

The GO (mark) by itself symbolizes Energy and can
be used whenever Play'n GO needs to emphasize it's
energy.

It's also one of the core values.

LOGO VARIATIONS

THE MONO LOGO
Use our secondary mono logo when limitations pre-
vent you from using our original logo.

THE PLACE ON BLACK LOGO
Use this logo when placed on black backgrounds.

CLEAR SPACE

LOGO

To emphasize the logo it needs a clear space surrounding it. Right and left of the logo needs to be 1/5 of the width of the logo in clear space. Above and below it needs 1xY as clear space.

= 1 x Y

= Y (space)

= 1 x Y

X

X = 1/5 Logo

WORDMARK

To emphasize the mark it needs a clear space surrounding it. All sides of the mark needs to be 1/5 of the logos width and height in clear space.

= X

= X

X

X = 1/5 Logo

MINIMUM SIZE

To secure legability minimum width of the logo is 3 cm wide.

EXECUTIONS

LOGO EXECUTIONS

The size of the logo is minimum 1/4 of the paper width in portrait and 1/5 of the width in landscape.

Example: A4 portrait
210/4=52.5 mm

Example: A4 landscape
297/5=59.4 mm

LOGO PLACEMENTS

1 - Choose this if you have the opportunity, in most cases the logo should be placed here with clear space, if not go for option No. 2, then No. 3 and lastly No. 4.

DO'S AND DON'TS

DO'S
When possible, the logo should be placed on either white or coloured backgrounds. It will strengthen the perceptions of the brand. If it needs to be placed on a four-colour picture locate the lightest background to place the logo.

DON'TS
Do **not** place the logo on backgrounds of the same coulours as the logo, it will weaken the perceptions of the brand.
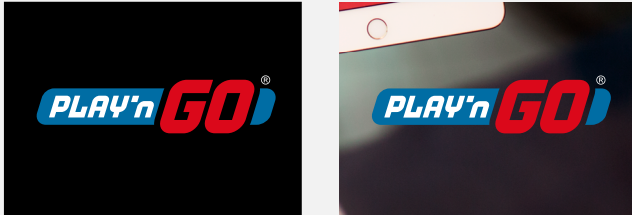
DO'S AND DON'TS PLACE ON BLACK

DO'S

The Place on black logo should when possible be placed on black backround, it will strengthen the perceptions of the brand.
If it needs to be placed on a four-colour picture locate the darkest background to place the logo on.

DON'TS

Do **not** place the place on black logo on other backgrounds than dark, it will weaken the perceptions of the brand.

DO'S AND DON'TS MONO

DO'S
The mono logo is used when there is a limitation to only use one colour or the design benefits of being more subtile.
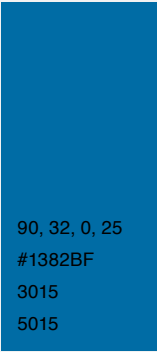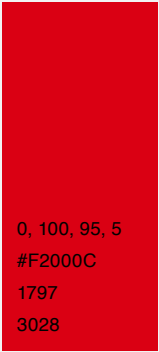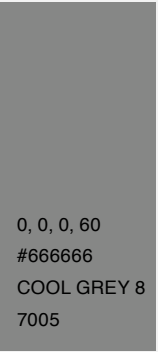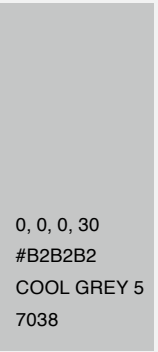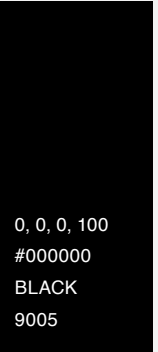White mono logo on red background is for labels only.

DON'TS
Do **not** place the mono logo on other backgrounds than intended, it will weaken the perceptions of the brand.

COLOUR PALETTE

COLOURS

The Play'n GO colours with codes to keep the colours consistent in all media. Primary colours are for main use and accent colours are for complimentary use only.

PRIMARY COLOURS

ACCENT COLOURS

CMYK	90, 32, 0, 25	0, 100, 95, 5	0, 2, 90, 4	0, 0, 0, 60	0, 0, 0, 30	0, 0, 0, 100	0, 0, 0, 0
HEX	#1382BF	#F2000C	#F5F018	#666666	#B2B2B2	#000000	#FFFFFF
PANTONE	3015	1797	604	COOL GREY 8	COOL GREY 5	BLACK	WHITE
RAL	5015	3028	1016	7005	7038	9005	9016

SECONDARY COLOUR PALETTE

COLOURS

The Play'n GO colours with codes to keep the colours consistent in all media. Primary colours are for main use and accent colours are for complimentary use only.

Careful use of tints can help provide visual clarity and legibility. Use tints sparingly (e.g., charts and diagrams) to highlight levels of information.

PRIMARY COLOURS

C 90	C 0
M 32	M 100
Y 0	Y 95
K 25	K 5
20%	20%
40%	40%
60%	60%

ACCENT COLOURS

C 0	C 0
M 2	M 0
Y 90	Y 0
K 4	K 0
20%	20%
40%	40%
60%	60%

PRIMARY TYPEFACES

Use the Play'n GO family of fonts for all of your communications, from temporary signage to corporate stationery. Consistent use of the fonts is essential to convey a unified impression.

HEADING GOTHAM BLACK (TRACKING -25)

ABCDEFGHILJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö

0123456789

BODY TEXT HELVETICA REGULAR

ABCDEFGHILJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö

0123456789

DIGITAL TYPEFACES

Use the Play'n GO family of fonts for all of your digital communications. Consistent use of the fonts is essential to convey a unified impression.

Digital typefaces is mainly used in web and powerpoint presentations.

HEADING VERDANA BOLD (TRACKING -25)

ABCDEFGHILJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
0123456789

BODY TEXT ARIAL REGULAR

ABCDEFGHILJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
0123456789

EXECUTIONS

HEADING
Heading should be aligned left in Gotham black, all caps, optical kerning and -25 tracking.

PREAMBLE TEXT
The preamble text is set in Helvetica bold, lower case and aligned left the same size as the body copy.

BODY COPY
Body copy should aligned left in Helvetica regular, lower case and left aligned. Strive for open leading (line spacing). When fitting copy, avoid tracking type less than -5.

SUB-HEADING
The sub-heading should be set 2 pt bigger than the body copy in Gotham bold, lower case and aligned left. For best legibility keep the sub-heading one line only.

QUOTE
The quote is set in Gotham book, lower case, left aligned and seperated from body copy. Make sure it creates a good word image.

HEADING: GOTHAM BLACK CAPS

ABCDEFG

PREAMBLE TEXT: HELVETICA BOLD LOWER CASE

Abcdefg

BODY COPY: HELVETICA REGULAR LOWER CASE

Abcdefg

SUB-HEADING: GOTHAM BOLD LOWER CASE

Abcdefg

QUOTE: GOTHAM BOOK LOWER CASE

Abcdefg

EXAMPLE:

HEADING

Nulpa sintintem dollorerem corenis quatemped utas molupiet, nos audiore ium, cuptata eritio. Et quiae nametur.

Faccum autas dolorro molorum fugam qui occum haria cusci nistiumque dus, sim volupta quatur assi dolupie nietur modio beaquiam, qui dotque vend net ut am re nihil ex et archit.

Sub-heading

Faccum autas dolorram qui occum haria cusci nistiumque dus, sim volupta quatur assi dolupie nietur modio beaquiam, qui dotque vend net ut.

Autas dolorro molorum fugam qui occum haria cusci nistiumque

GRAMMAR GUIDE

- Play'n GO must always be written with GO in caps.

- In written documents – articles, press releases, promotional materials, and the like - use a registered trademark symbol (®) with the first instance of the mark, or with the most prominent placement of the mark. Overuse creates visual clutter and may detract from the aesthetic appeal of the piece.

- Base the copy on client personas where Play´n GO is the 1st person sender.

- Please use a true apostrophe when writing Play'n GO in text.