

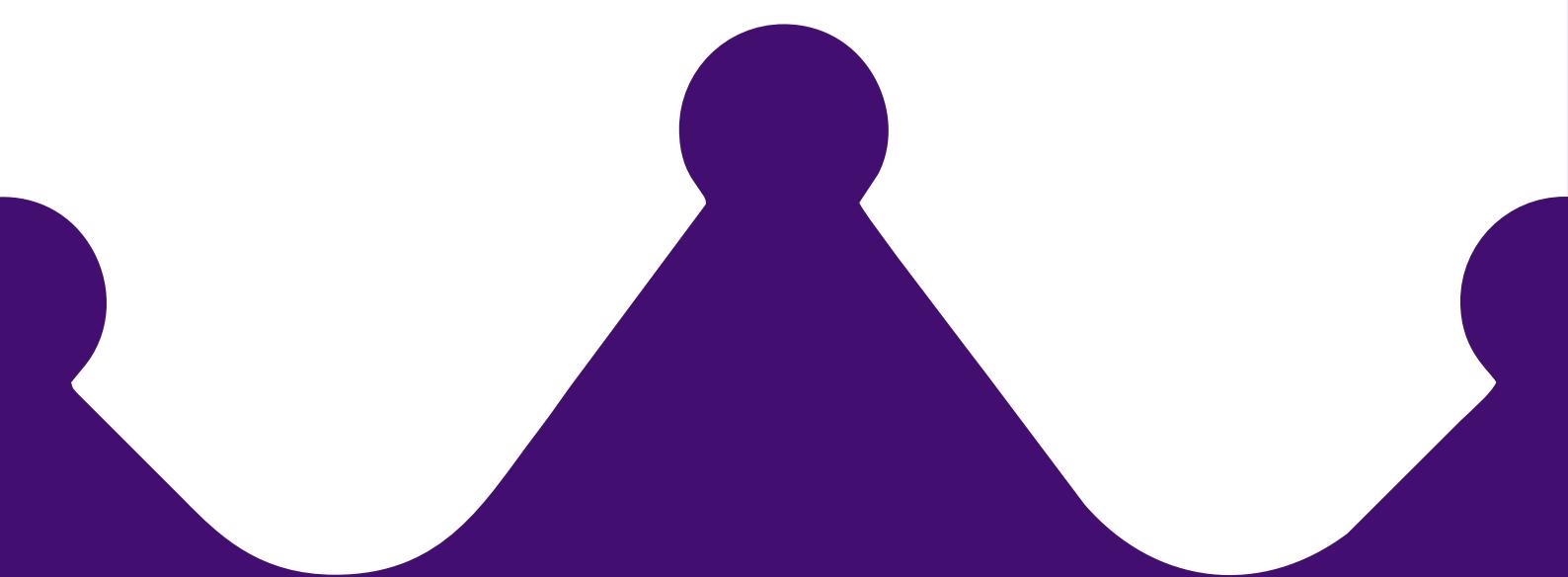
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kingmaker.com



Brand Guidelines

Logo • Icons • Typography • Colors



REIGN SUPREME

Reign Supreme with High Roller Royalties



Brand Guidelines

Logo • Icons • Typography • Colors

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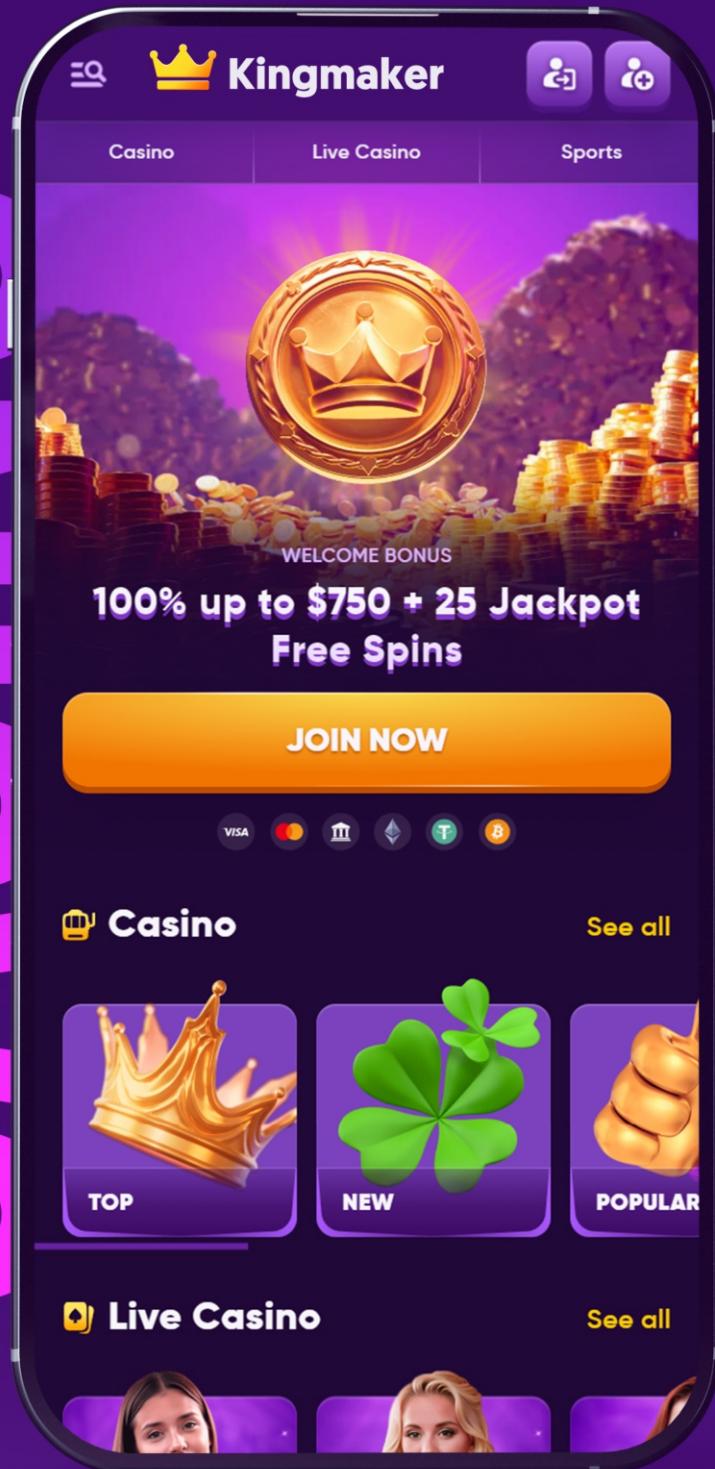
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CASINO



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Introduction

Welcome to Kingmaker, where the pursuit of royal fortunes meets the thrill of gaming excellence.

We are not just an online casino and sportsbook; we are the architects of destiny, empowering our players to ascend to regal heights.

At Kingmaker, every moment is an opportunity to seize the crown and revel in the grandeur of life-changing jackpots. We invite you to immerse yourself in the world of opulence and excitement, where we make kings out of our players.



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Our Vision

At Kingmaker, our vision transcends the ordinary; we aspire to be the pinnacle of jackpot entertainment, where players don't just play but reign supreme.

We envision a realm where the pursuit of fortune is synonymous with the thrill of the game, a kingdom where every spin is a step towards royal ascension.

With an unwavering commitment to innovation and an unyielding focus on player satisfaction, we strive to be the undisputed leaders in the online casino and sportsbook domain, redefining what it means to be a monarch in the world of gaming.



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Our Story

In the tapestry of Kingmaker's narrative, each thread weaves a tale of grandeur, innovation, and unbridled passion for gaming.

Born from a vision to redefine the online casino experience, Kingmaker emerged as a beacon of possibility, transforming dreams into fortunes.

Our story is one of relentless commitment to providing an unparalleled platform for jackpot enthusiasts, a place where the pursuit of riches converges with cutting-edge technology.

We are not just a casino, we are the architects of destiny, crafting stories of triumph for our players, one jackpot at a time.





Our Mission

Our mission is to empower our players, turning each gaming session into a journey towards kingship. We achieve this by offering not just games but experiences that resonate with the majesty of winning. Through a dedication to fairness, transparency, and cutting-edge technology, we ensure that every player feels like royalty at Kingmaker.

We are committed to providing a regal treatment through our loyalty rewards program, where kings are showered with exclusive privileges and royal perks.

Our mission is to create a gaming sanctuary where fortunes are made, and players reign supreme, forever making Kingmaker the realm of choice for those who seek the throne of prosperity.





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Kingmaker

Brand Logo



Kingmaker

Brand Logo on White Background

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Our Logo

We are proud to present Kingmaker brand logo. Our logo is our mark of authenticity. It's unique and striking and can increasingly stand alone with its ever-growing brand awareness.

The logo has two components – the Crown symbol intended to symbolize royalty, wealth, dignity and glory, and the logotype that uses the Geomanist typeface.

It may be used on digital and physical assets, subjecting to the safety area and minimum size requirements.

We have two use cases for our logo. Color (golden crown and white text mark on dark purple background) and Inverted colors (golden crown and dark purple text mark on white background).

Our logo was carefully constructed for its intended use. Please avoid altering the scale, proportions, layout, or color.





Color Versions

The Kingmaker logo is a universal signature we use across all our communications. We want it to be instantly recognizable, so consistency is important—please don't edit, change, distort, or reconfigure it.

Only use our monochrome (single color) logo when necessary. If possible, the monochrome logo should be using one of our brand colors.

Monochrome (single color) is using a single color throughout the whole logo design. It does not contain any other effects, shadows or shades other than the single color selected.





Black/White Background



White/Dark Purple Background



White/Black Background



Dark Purple/Yellow Background

Proportions



Clearspace



Standard Clearspace



Minimum Clearspace

Standard Clearspace

Clearspace is the area of logo, within which other graphic elements should not be placed. The width and height of standard clearspace determine the height of logo. Proper spatial margins ensure a strong presence and show confidence and respect for the brand.

Minimum Clearspace

In situations where the usage of a standard clearspace is not possible, use so-called minimum clearspace. This is the minimum area of logo, within which other graphic elements should not be placed. The width and height of minimal clearspace is determined by height of lowercase letters. Both principles are presented in the diagrams above.

Minimum Size



On-screen: 55 px; Print: 0.8" (20 mm)



Proportions

The Kingmaker logo, is the visual embodiment of our brand's essence, reflects our mission, vision, and values – evoke powerful emotions and associations, makes us unique and stand out from the rest.

Maintaining appropriate proportions ensures that the Kingmaker logo remains legible and effective across various mediums, guarantees that every part of the logo, from its typography to its imagery, feels coherent and unified.

In our approach, different elements, varying in size or weight, are used, but they're arranged in a way that achieves visual harmony.





Placement

The Kingmaker logo placement rules are an integral part of our company branding strategy.

It should be given priority all the time to avoid any misconception in the representation of the Kingmaker brand.

The reason is that there are some specific rules you need to focus on while presenting Kingmaker logo. These rules are important because they showcase a concept of professionalism in our branding strategy.

These rules apply to all logo versions as well as icon described in this Brand Book.





Place the logo in places which has great view



Place logo in less crowded areas of any pictures



Place logo at maximum contrast



Do not place the logo directly in the middle at every instance possible



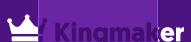
Do not place the logo in a busy areas of any photograph



Do not place the logo where there less contrast between the logo and the background photo



Do not obscure the logo with imagery that compromises its legibility



Do not overlay logo on imagery



Do not use the logo twice on same picture



Do not crop the logo



Do not distort, stretch,
compress the logo



Do not change the
proportions of the logo



Do not change elements
respective to each other



Do not flip the logo



Do not change the opacity
of the logo



Do not make the logo
bolder



Do not apply gradients
and shadows



Do not re-create using any
other typeface



Incorrect Use

The Kingmaker logo is one of our most valuable brand assets and the equity in the Kingmaker identity must not be depreciated in any way.

Adhering to these guidelines helps to ensure proper reproduction and application of the Kingmaker brand logo.

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear. The following examples illustrate some of the most common application errors.

These rules apply to all logo versions as well as icon described in this Brand Book.





Icons

Our crown mark/icon is synonymous with our brand identity and it's the main Kingmaker identification element. It has been drawn to maintain legibility/continuity throughout the visual identity from extra small to regular scales.

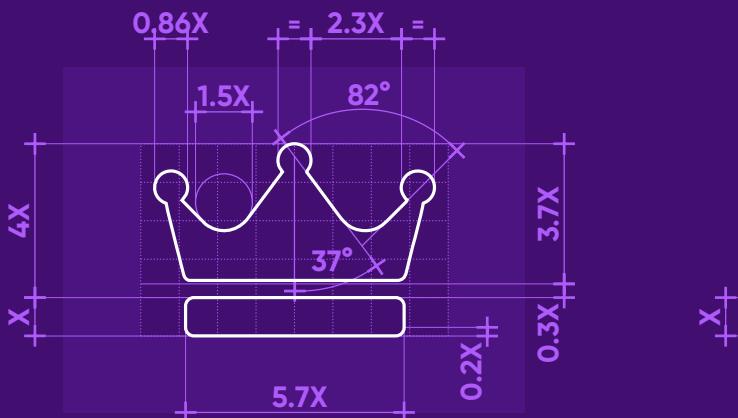
The crown icon alone (in all their variety presented in this Brand Guidelines) can be used as a shorthand version of our logo but it should be used selectively according to context.

The icon should be reserved for small scale, digital environments where its clarity and boldness excels.

We've made a few different shapes and colors icons for you to choose from.



Brand Icon



Proportions

To ensure consistency and readability, in limited size please don't edit, change, distort, and reconfigure the icon.



Clearspace

The crown icon, should be surrounded with clearspace to ensure its visibility and prominence.

Shapes



Crown Icon



Circular Icon



Square Icon



Rounded Square Icon



Minimum Width - 32px



Minimum Width - 32px



Minimum Width - 32px



Minimum Width - 32px

Colors



Brand Typeface

Gilroy Sans Serif

- 01 Thin
- 02 Ultra Light
- 03 Light
- 04 Regular
- 05 Medium
- 06 Semibold**
- 07 Bold**
- 08 Extrabold**
- 09 Black**
- 10 Heavy**

Gilroy Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Gilroy Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Gilroy Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Gilroy Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Gilroy Regular, Semibold, Bold and Black weights, should preferably used in all communication materials related to Kingmaker. They may be used together or on their own, in line with the desired result. Other font weights may be used for advertisements, website or other printed materials if it is deemed most appropriate in that circumstance.

Pairings Display

Option 1

Bold

Header

Regular
Subhead

Option 2

Black

Header

Semibold
Subhead

Option 3

Offer Display

REGULAR

Header

Bold
Subhead

Option 4

Offer Display

SEMIBOLD

Header

Black
Subhead

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Most effective is to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Bold weight should be paired with Regular weight, and Black weight should be paired with Semibold weight.



Typography

Typography is a core element of our visual identity system.

The Gilroy typeface should be utilized for all Kingmaker marketing materials, promotional offerings, services, advertising pieces. Gilroy font family has the flexibility to suit various type treatments.

We can create better cohesion across global campaigns through more consistent and creative utilization of Gilroy sans-serif typeface in communications.

Our brand typeface, Gilroy, comes in ten weights from thin to heavy. We most commonly use Regular, Semibold, Bold and Extrabold. Thin, Ultra Light, Light, Medium, Black and Heavy should be left for special instances.





Brand Colors

Our corporate color system reflects a rich, dynamic, multi-dimensional Kingmaker.

We use both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

The logo should be displayed in full color on a dark purple background. When displaying logo on coloured background or photographic image, always use monochromatic (single color) logo version.

Should media or printing constraints make it difficult to display the logo in full color, it may be displayed in an monochrome colours.

Please be sure to use the original data when displaying the logo in one of the stated monochrome colours.



Dark Purple

R 66 C 87
G 15 M 100
B 113 Y 11
K 35

H 271
S 87
B 44

HEX 420F71



HEX 4C1480



HEX 6925A4



HEX A436F7



HEX AF5AFA



HEX D0A1FF



HEX 704A94



HEX AC95C0



HEX C7B4D9



HEX EDE9F2

Yellow

R 255 C 1
G 214 M 14
B 42 Y 100
K 0

H 48
S 84
B 100

HEX FFD62A



HEX FCE224



HEX FBC30A

Gray

R 237 C 5
G 233 M 7
B 242 Y 0
K 0

H 267
S 4
B 95

HEX EDE9F2

White

R 255 C 0
G 255 M 0
B 255 Y 0
K 0

H 0
S 0
B 100

HEX FFFFFFFF

Black

R 0 C 75
G 0 M 68
B 0 Y 65
K 90

H 0
S 0
B 0

HEX 000000

Orange

R 255 C 0
G 107 M 75
B 1 Y 100
K 0

H 25
S 100
B 100

HEX FF6B01



Branding

Our brand logo exists in everything we do, even when words aren't involved. It defines who we are and how we present ourselves to the world.

Kingmaker logo should be used on all brand merchandise. Due to the nature of merchandise formats, we sometimes use the single color logo or crown icon where appropriate.

We're a online gambling focused brand, and this should be reflected both in the types of merchandise we choose to develop and in the way in which we approach the task.

Kingmaker is aligned with the very best in online gambling, so any merchandise also needs to be of the highest quality, encourage successive reuse to sustain a stronger connection with Kingmaker. We avoid cheap, flimsy, and poorly made products that break easily.









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If you have any questions about this guidelines,
please contact the Kingmaker team: support@kingmaker.com

For access to brand guidance, resources and assets,
please visit the <https://kngpartners.com/asset-repository> page.

