RIZK™

RIZK DIGITAL GUIDELINES

Welcome to our digital identity guidelines, crafted to help us communicate the distinctive character of the RIZK brand in a consistent and compelling way.

This guide will help familiarise you with the main brand elements and assist you in designing and producing dynamic, powerful communications for digital purposes.

NO RIZK NO REWARD

BRAND SLOGAN

PRIMARY LOGO
Main logo

RIZK™

SECONDARY LOGO
One colour logo

RIZK™

RIZK LOGO

Correct use of the RIZK logo is essential in communicating the brand's identity. This will ensure the brand's presence on digital platforms. All elements presented in these guidelines, including correct spacing and use of colours, should be respected to ensure consistency and effectiveness of the logo.

SECONDARY LOGO
Alternative logo

CLEARANCE REQUIREMENTS

The RIZK logo must always have a clear area surrounding it to ensure legibility, and to avoid cluster.
Always make sure there is a minimum negative space of X between all edges or other design elements, such as other logos.

The size of X is defined by the height 'R' in 'RIZK'.

IMPROPER USE OF RIZK LOGO

Ensuring the correct application of the logo is crucial for the RIZK brand. One should not distort the logo in any way, by changing its proportions or positioning the logo at an angle which isn't horizontal.

The logo should be resized proportionally and not squashed to fit a particular space. The logo should never appear in any other colour and must always be placed straight, and never rotated.

This section shows examples of incorrect use.

RIZK
PROPORTION
Do not change the proportions of the logo or stretch or squash the logo.

RIZK
EFFECTS
Avoid using effects on the logo such as outlines, drop shadows.

RIZK
WARP
Do not try to wave the logo in any other shape or form.

RIZK LIVE CASINO
BRAND EXTENSIONS
Do not create your own sub-brand extensions.

RIZK
GOLDUK
Do not apply gradient or change the colour of the logo.

RIZK
RECREATION
Do not try to recreate the logo, always use the original.

#F04236 240.66.54	#FFE500 255.229.02	#00A54D 00.165.77	#FFFFFF 255.255.255	#070606 07.06.06

TYPOGRAPHY

The use of typography corresponds with the whole identity of RIZK.

The main brand font is GIBSON. Correct use of typography is essential in communicating the brand's identity. Typographic hierarchy should be achieved through the font weights and styles.

PRIMARY LOGO
Serif Typeface

Gibson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!.:;%"-@&*()

Aa Aa Aa Aa

SECONDARY LOGO
Condensed Typeface

League Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!...;%"-@&*()

Aa Aa

REAL MONEY NO BULLSHIT

PRIMARY MESSAGE

BANNER STYLES

Ensuring the correct brand application on advertising banners is crucial for the RIZK brand. The correct brand assets, colours and fonts should always be used. Through correct use of brand assets, one should be able to bring out the brand, message and promoted game in an artwork.

The following are some examples of Rizk branded banners.

PRIMARY BUTTON STYLE

JOIN RIZK

SIGN UP

SECONDARY BUTTON STYLE

JOIN RIZK

SIGN UP

CTA BUTTON STYLE

The brand should always make use of the flat CTA buttons shown above. Gradient fills should not be used, and no other font should be used other than the brand's primary typeface, **Gibson Bold. Do not recreate CTA buttons in a different style.**

THANKS

FOR VIEWING