



# RIZK™ SOCIAL MEDIA GUIDELINES

# INSTAGRAM STORY 1080X1920

Welcome to our Social Media 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 and consistent Social Media artworks.



## BANNERFLOW TEMPLATES:

[https://app.bannerflow.com/betsson/rizk/BannerSets/c/rz-sm-template?  
includeArchived=false&page=1&sorto=desc&sortf=modified&count=50&showLabels=false](https://app.bannerflow.com/betsson/rizk/BannerSets/c/rz-sm-template?includeArchived=false&page=1&sorto=desc&sortf=modified&count=50&showLabels=false)



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**BACKGROUND:** Always make use of the brand's main colour, **RED {#F04236}**. Do not use a yellow background or any other colour as the brand's main colour should always be prominent.



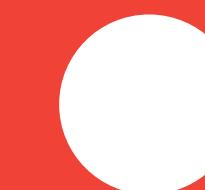
#F04236  
240.66.54



#FFE500  
255.229.02



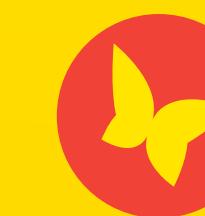
#00A54D  
00.165.77



#FFFFFF  
255.255.255



#070606  
07.06.06



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**TYPE:** Always use the brand's primary font, **GIBSON BOLD** for headlines or main messages on a social media post. The brand's secondary colour, **YELLOW {#FFE500}** should always be used on red background to ensure maximum legibility.

Text size should be somewhere around **70pt-90pt**. Do not exceed or scale up the provided text box provided in the Bannerflow template.



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**MAIN ASSETS:** Take the simplicity approach when designing these social media posts and make sure the artwork has a decent amount of breathing space. Only use **one main game asset**, centered, serving as our main focal point. This will eliminate any unnecessary clutter and gives the brand more presence.



PUMPKIN SMASH BY YGGDRASIL GAMING



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**SURROUNDING ASSETS:** Take the simplicity approach when designing these social media posts and make sure the artwork has a decent amount of breathing space. Use a small amount of surrounding assets to complement our main asset, these could be coins, gems etc. Rizk branded assets can also be used if game assets are not available.



PUMPKIN SMASH BY YGGDRASIL GAMING



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includeArchived=false&page=1&sorto=desc&sortf=modified&count=50&showLabels=false](https://app.bannerflow.com/betsson/rizk/BannerSets/c/rz-sm-template?includeArchived=false&page=1&sorto=desc&sortf=modified&count=50&showLabels=false)



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**FOOTER:** The footer consists of the brand's logo and a legal disclaimer. The logo should always sit in the bottom left corner, in **YELLOW** {#FFE500}.

The legal disclaimer should sit at the bottom right corner in a right aligned paragraph style and in white for maximum legibility. If using the Bannerflow templates, these should remain untouched and locked unless the legal disclaimer changes.



## BANNERFLOW TEMPLATES:

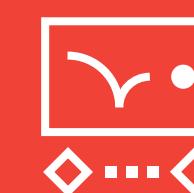
[https://app.bannerflow.com/betsson/rizk/BannerSets/c/rz-sm-template?  
includeArchived=false&page=1&sorto=desc&sortf=modified&count=50&showLabels=false](https://app.bannerflow.com/betsson/rizk/BannerSets/c/rz-sm-template?includeArchived=false&page=1&sorto=desc&sortf=modified&count=50&showLabels=false)



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**ANIMATION:** It is very important to **KEEP IT SIMPLE** when doing animations on bannerflow. Use widgets or presets that provide subtle animation effects. This is meant to give the artwork some life, but should never be overdone. Refer to the Bannerflow template link below for an example.



RECOMMENDED BANNERFLOW WIDGET:  
**SWINGING BADGE**



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