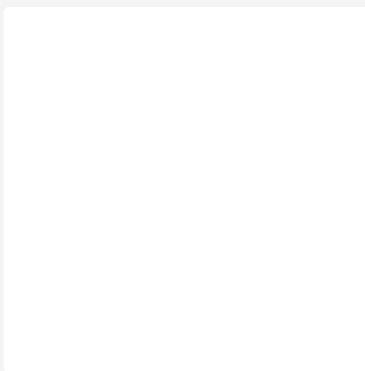


Sky Arcade UI Style

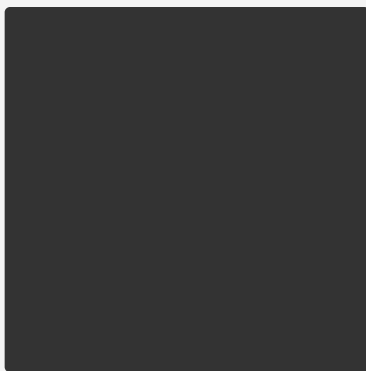
01 Color Palette

Base Colours

The base colours are made up of four colours, white for backgrounds, dark grey for body text, grey for secondary text and light grey for accent colours. In cases where the background is not white, the text will be white.



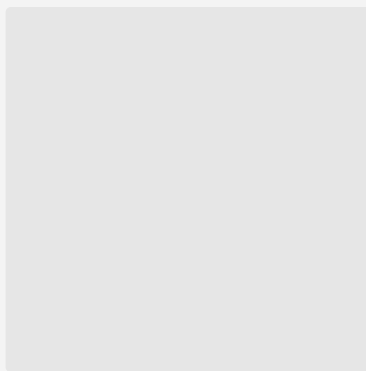
White #FFFFFF



Dark grey #333333



Grey #808080



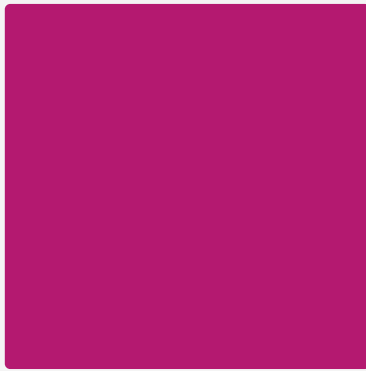
Light grey #E6E6E6

Primary Colours

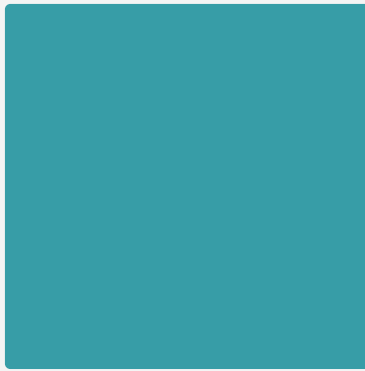
The primary colours are the main colours used on the site. Orange relates to primary actions, pink secondary and teal for accents. The light orange and pink are used sparingly as secondary colours.



#F17F27



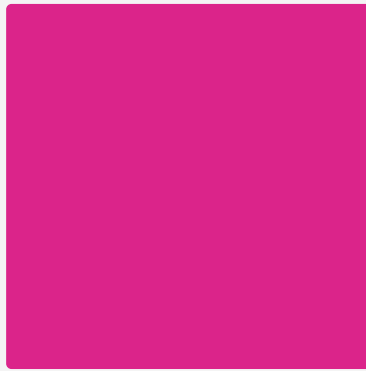
#B41970



#379DA7



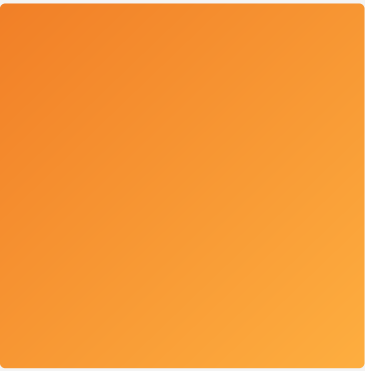
#FDAD3F



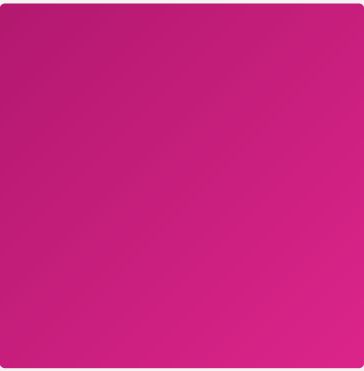
#DB248A

Gradient Colours

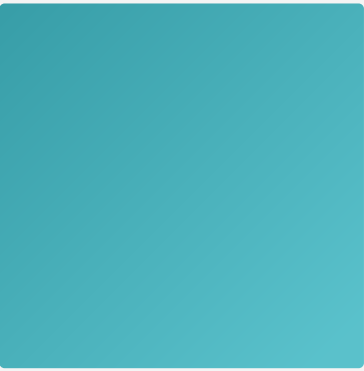
The gradient colours are used to add bursts of colour to the background as well as on the primary buttons and promotional tags.



#F17F27 to
#FDAD3F



#B41970 to
#DB248A



#379DA7 to
#5AC1CB

02 Dimensions and Spacing

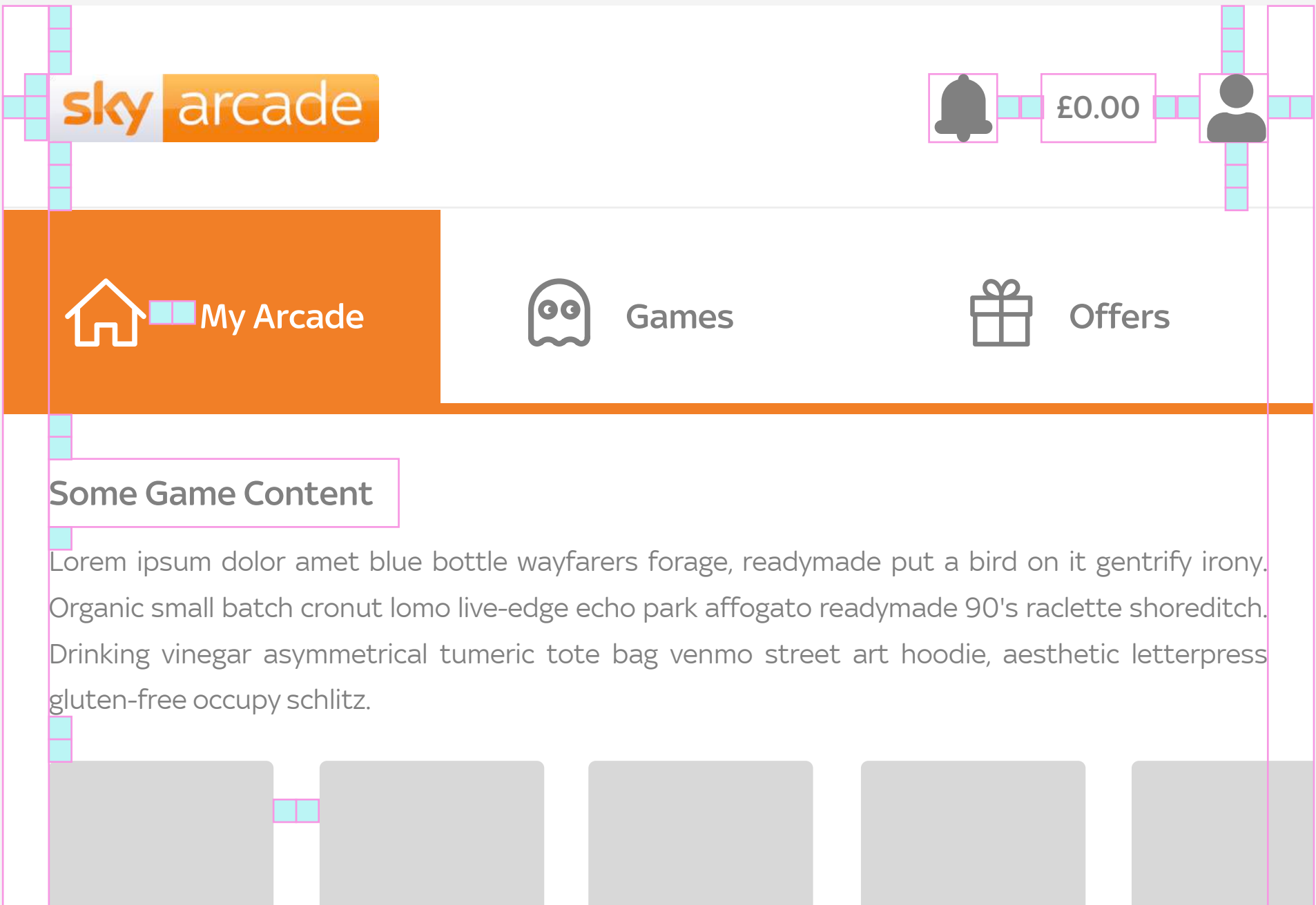
All spacing should be based on multiples of a defined unit of measure, in this case 8 pixels at 1x screen resolution or 8pt if density independent.

1 unit = 8pt = 8px

Throughout this document units will be shown with a shorthand u symbol. The table below illustrates this. Any other measurements will be marked in pt.

Grid Units

1u	8px								
2u	16px								
3u	24px								
4u	32px								
5u	40px								
0.5u	4px (Sparing/Emergancy use only)								



03 Text Styles

Headlines

H1 Bold

Sky Text Bold / Font-size: 4u / Line-height: 4u

H2 Bold

Sky Text Bold / Font-size: 3u / Line-height: 4u

H3 Medium

Sky Text Medium / Font-size: 3u / Line-height: 3u

H3 Regular

Sky Text Regular / Font-size: 3u / Line-height: 3u

H3 Italic

Sky Text Italic / Font-size: 3u / Line-height: 3u

Body

Body Medium

Sky Text Medium / Font-size: 2u / Line-height: 3u

Body Regular

Sky Text Regular / Font-size: 2u / Line-height: 3u

Body Italic

Sky Text Italic / Font-size: 2u / Line-height: 3u

Tags

Sky Text Medium / Font-size: 12px / Line-height: 3u

T&Cs

Sky Text Regular / Font-size: 12px / Line-height: 3u

04 Iconography

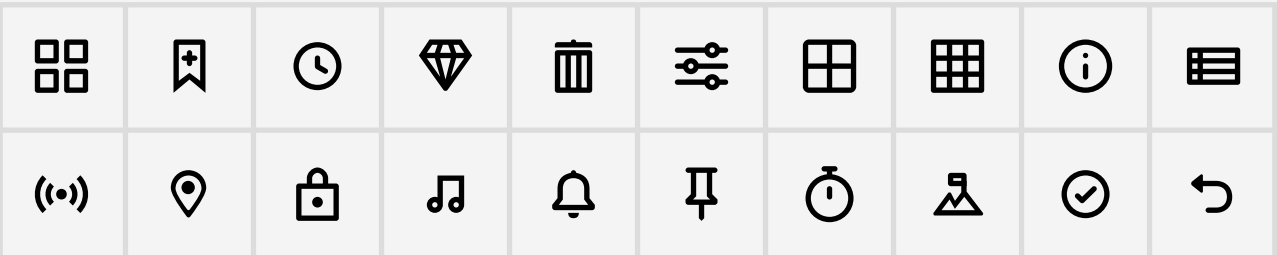
Navigation



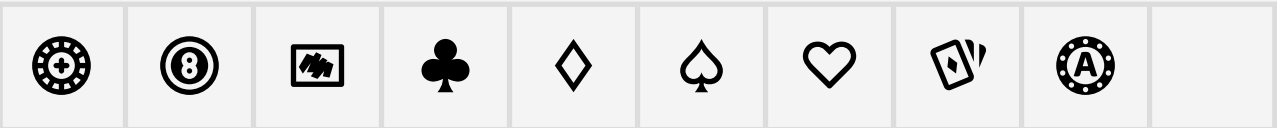
Account



Action



Gaming



05 Buttons

Primary Buttons

The primary buttons are the orange gradient, unless the action is on a coloured background then it is white with orange text

Primary action

Full width

Primary action

Full width on coloured background

Primary action

Full width Inactive 70% opacity

Primary action

Full width on coloured inactive

Secondary Buttons

The secondary buttons are used when full width are not necessary e.g. more info. Text links are used when button styles aren't appropriate.

Secondary

Secondary pink

Secondary

Secondary teal

What can I win? ➔

Primary text links

Clear numbers

Secondary text links

06 Tags

The tags feature on the game cards to highlight whether they are new or exclusive. The promotional tag sits above a promotion.

New

New tag

Exclusive

Exclusive tag

Daily deal

Daily deal tag

7 days to claim

Reward to claim tag

Reward claimed

Reward claimed tag

Sticky Buttons

The sticky buttons are used on the game information pages. They stick to the button of the screen within a white container to differentiate them from the rest of the pages.

Play

Stickied button

3 for £5 - save 20% ▾ Buy

Stickied button with drop down

Measurements and Specs

padding, spacing and corner radius for non full-width buttons.

Primary action

Minimum horizontal padding: 3u

Primary action

Minimum vertical padding: 2u

Primary action

Corner radius: 0.5u

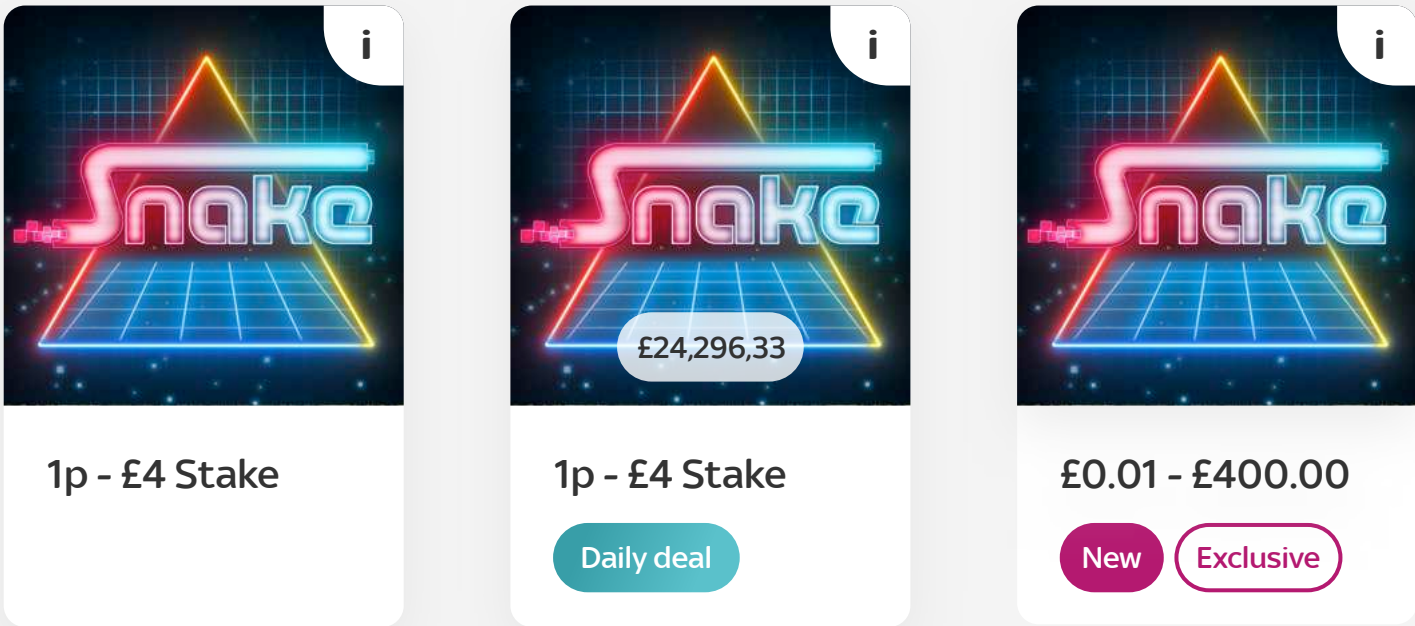
Primary action

Margins: top: 1u. right: 2u, bottom: 2u, left: 2u

07 Game Cards

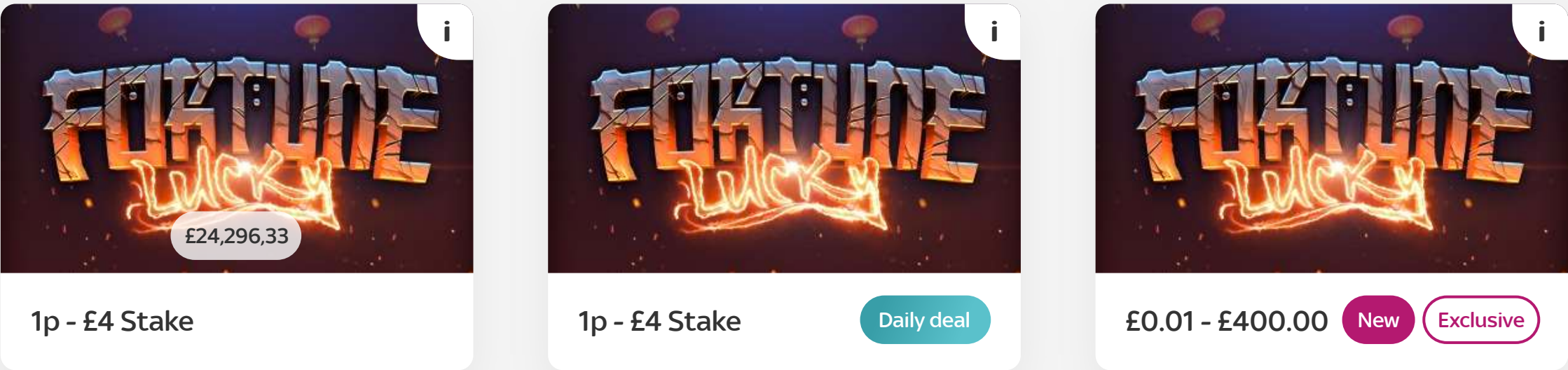
Game cards sit in rows of the same types - only single sized game tiles can sit on one row and vice-versa for double sized game tiles. Double sized game tiles are only used for the recently played games or recommended games sections. Spacing between game cards should always be 16px.

Single sized tiles



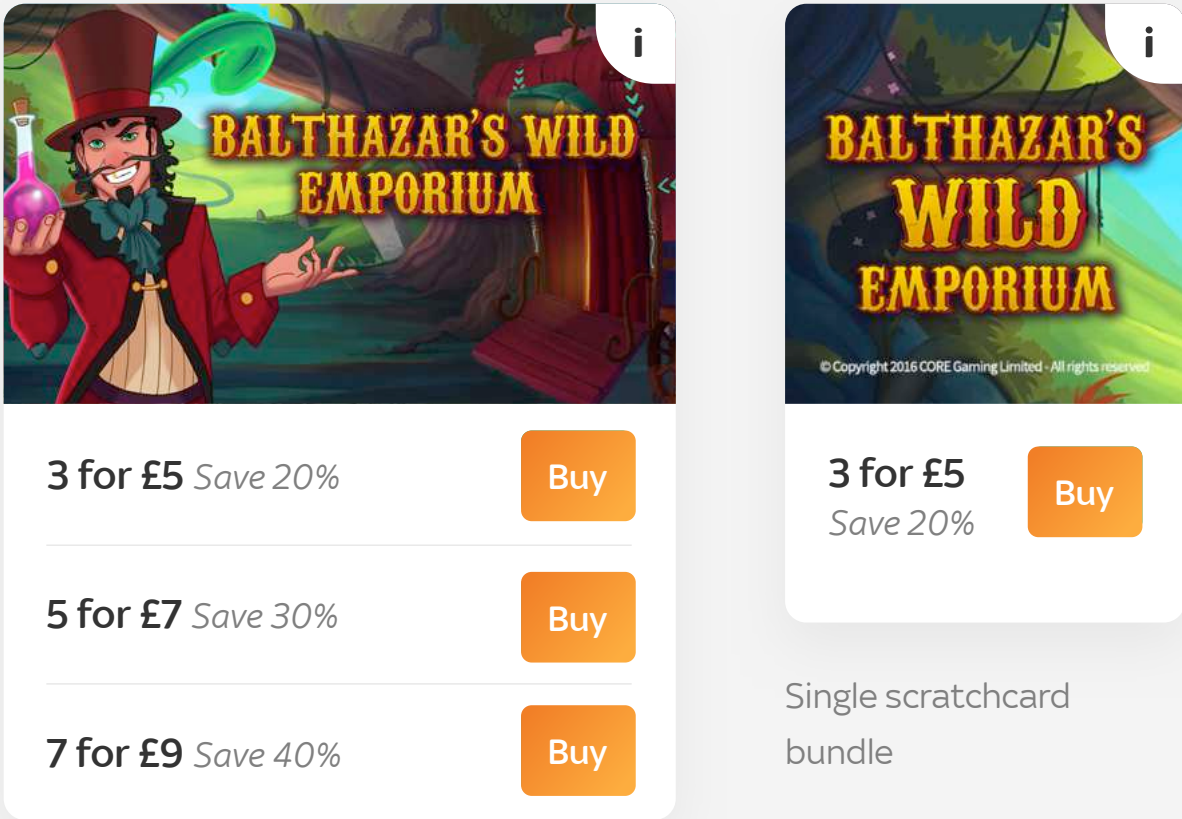
Stake Stake and daily deal Stake and new and exclusive

Double sized tiles



Stake Stake and daily deal Stake and new and exclusive

Scratchcard bundles



Triple scratchcard bundle


Recently played games

Recently played games should be shown as port-hole style tiles with limited info. As the player has already interacted with this game they're no longer new or exclusive.



08 Page Headers

Headers are the primary features on a page.

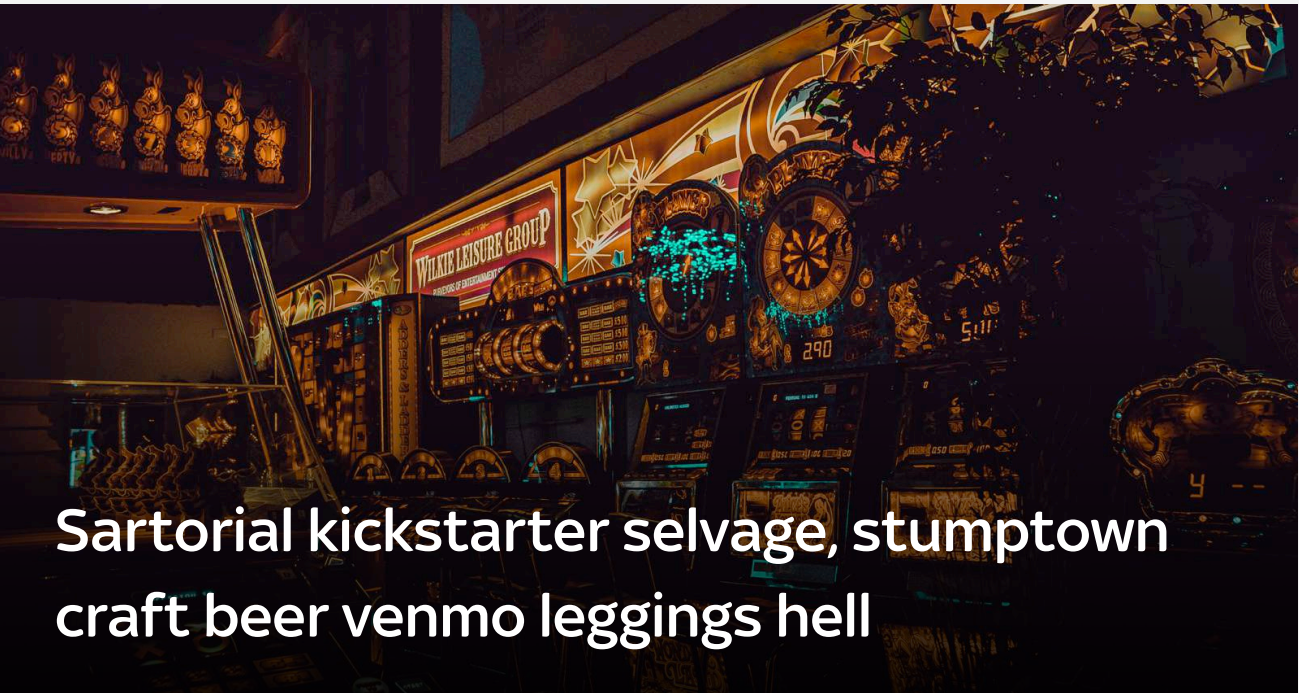


Sartorial kickstarter selvage, stumptown craft beer venmo leggings hell

20p - £10	6	15625
Stake	Reels	Win Lines

Scenester tumeric cred kombucha fingerstache swag polaroid shoreditch deep v vice ethical try-hard kale chips hexagon. Pitchfork austin street art typewriter shabby chic knausgaard art party 8-bit thundercats. Mixtape cray art party echo park, polaroid listicle subway tile banh mi drinking vinegar heirloom raclette. Crucifix

Full width mobile - full bleed image



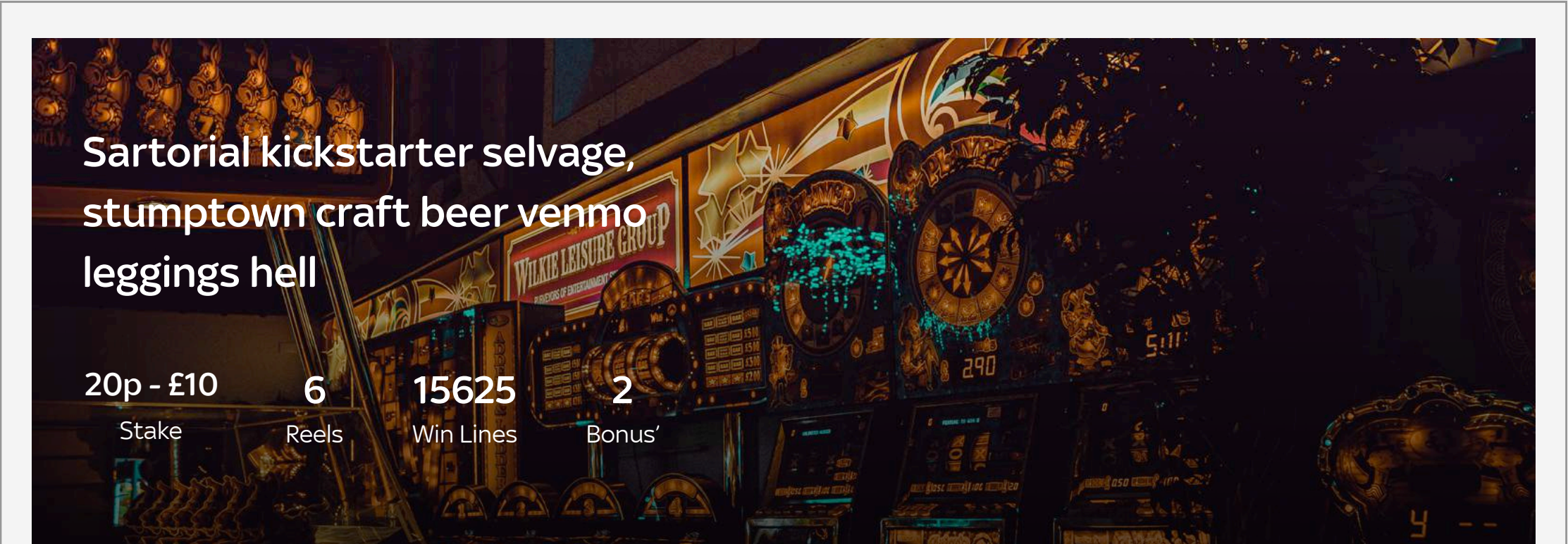
Sartorial kickstarter selvage, stumptown craft beer venmo leggings hell

20p - £10	6	15625	2
Stake	Reels	Win Lines	Bonus'

Scenester tumeric cred kombucha fingerstache swag polaroid shoreditch deep v vice ethical try-hard kale chips hexagon. Pitchfork austin street art typewriter shabby chic knausgaard art party 8-bit thundercats. Mixtape cray art party echo park, polaroid listicle subway tile banh mi drinking vinegar heirloom raclette. Crucifix

Swag polaroid shoreditch deep v vice ethical try-hard kale chips hexagon. Pitchfork austin street art typewriter shabby chic knausgaard art party 8-bit thundercats. Mixtape cray art party echo park, polaroid listicle subway tile banh mi drinking vinegar heirloom raclette. Crucifix

Full width tablet - full bleed, capped at 1200px



Sartorial kickstarter selvage, stumptown craft beer venmo leggings hell

20p - £10	6	15625	2
Stake	Reels	Win Lines	Bonus'

Scenester tumeric cred kombucha fingerstache swag polaroid shoreditch deep v vice ethical try-hard kale chips hexagon. Pitchfork austin street art typewriter shabby chic knausgaard art party 8-bit thundercats. Mixtape cray art party echo park, polaroid listicle subway tile banh mi drinking vinegar heirloom raclette. Crucifix

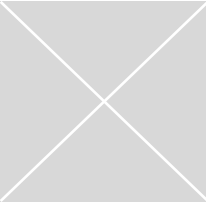
Swag polaroid shoreditch deep v vice ethical try-hard kale chips hexagon. Pitchfork austin street art typewriter shabby chic knausgaard art party 8-bit thundercats. Mixtape cray art party echo park, polaroid listicle subway tile banh mi drinking vinegar heirloom raclette. Crucifix

Full width desktop/pointer - site padding to image, capped at 1200px



Card headers - 288px x 204px
Corner radius - 8px
Drop shadow - 0x, 8y, blur 20, R218 G218 B218 A50

7 days to claim



Congratulations, you've won...

£25 Scratchcards

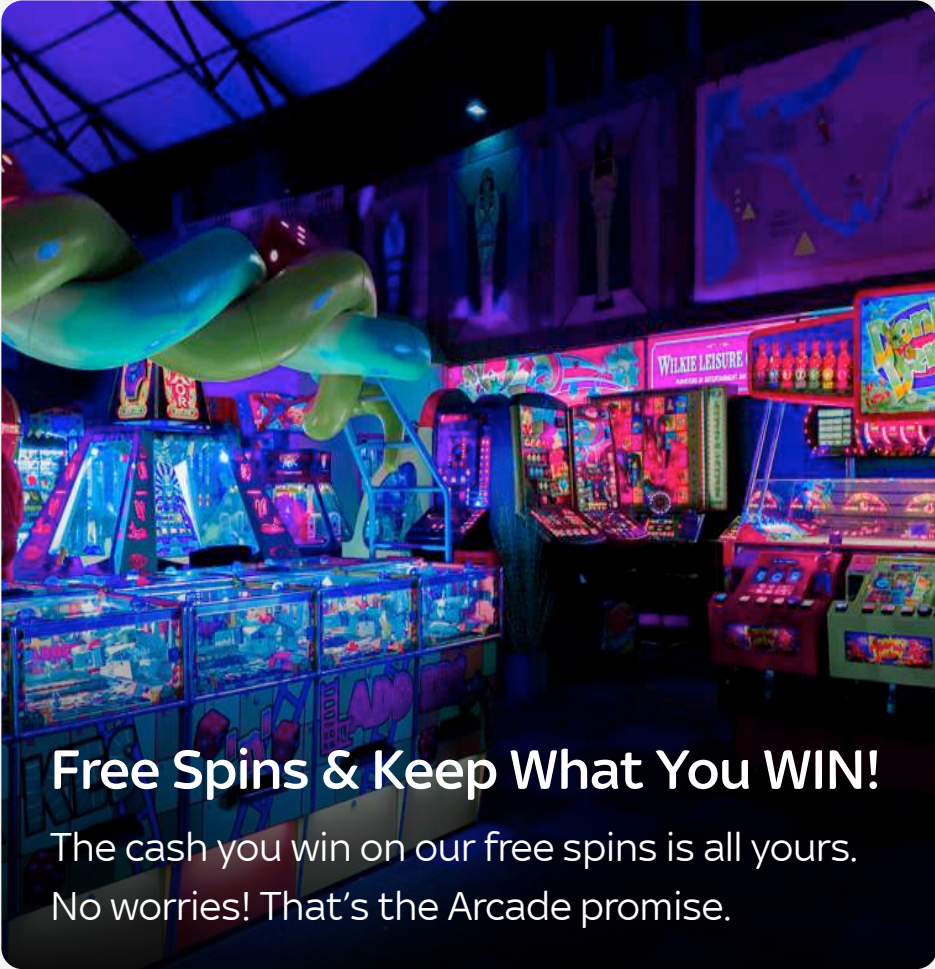
Claim your prize

Prize page extended header - 320px x 356px


07 Promotions

There are a number of ways we display promotions on site; hero areas with multiple promos, list pages that show all available promotions and also information about the site; in game promotions for quick look-ups and full hero take-overs. For Hero promos we only paginate at desktop devices, all other instances scroll.



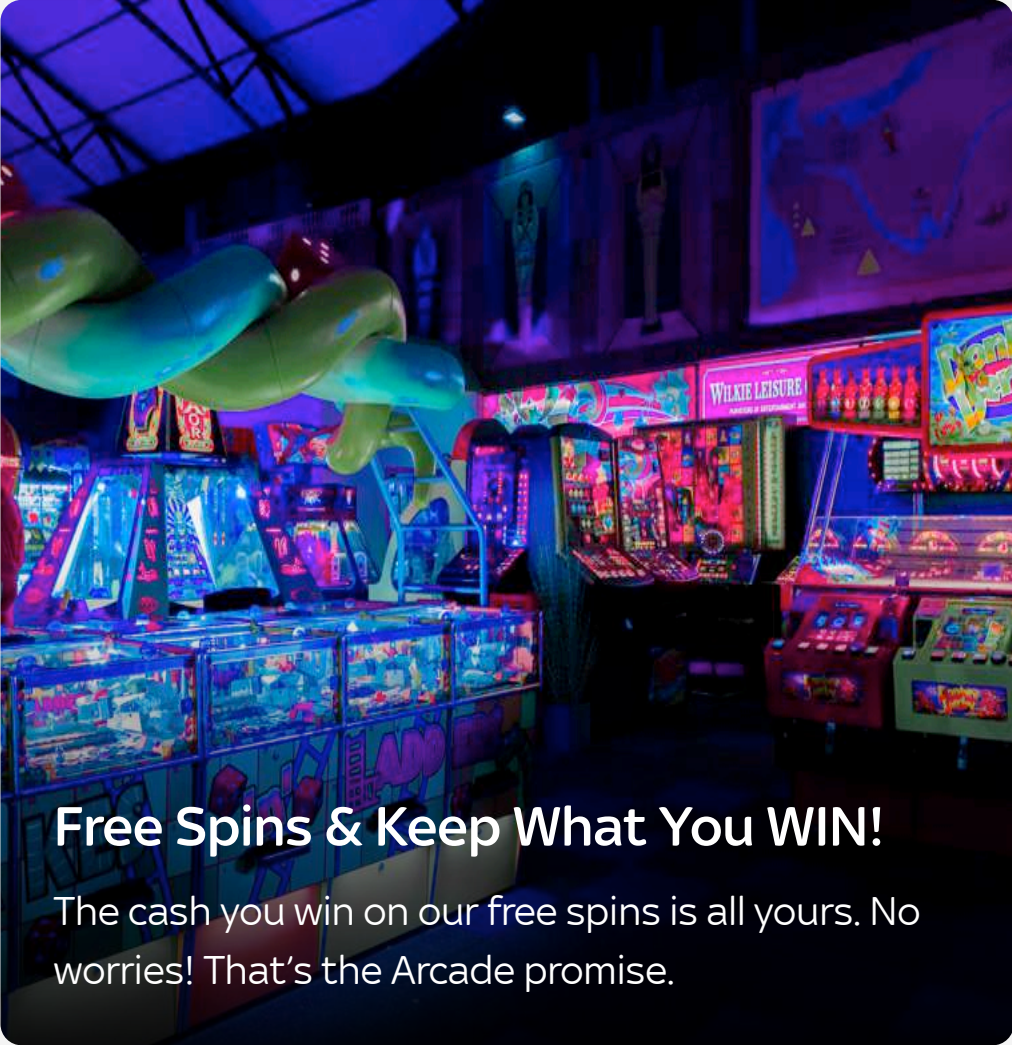


Free Spins & Keep What You WIN!
The cash you win on our free spins is all yours. No worries! That's the Arcade promise.



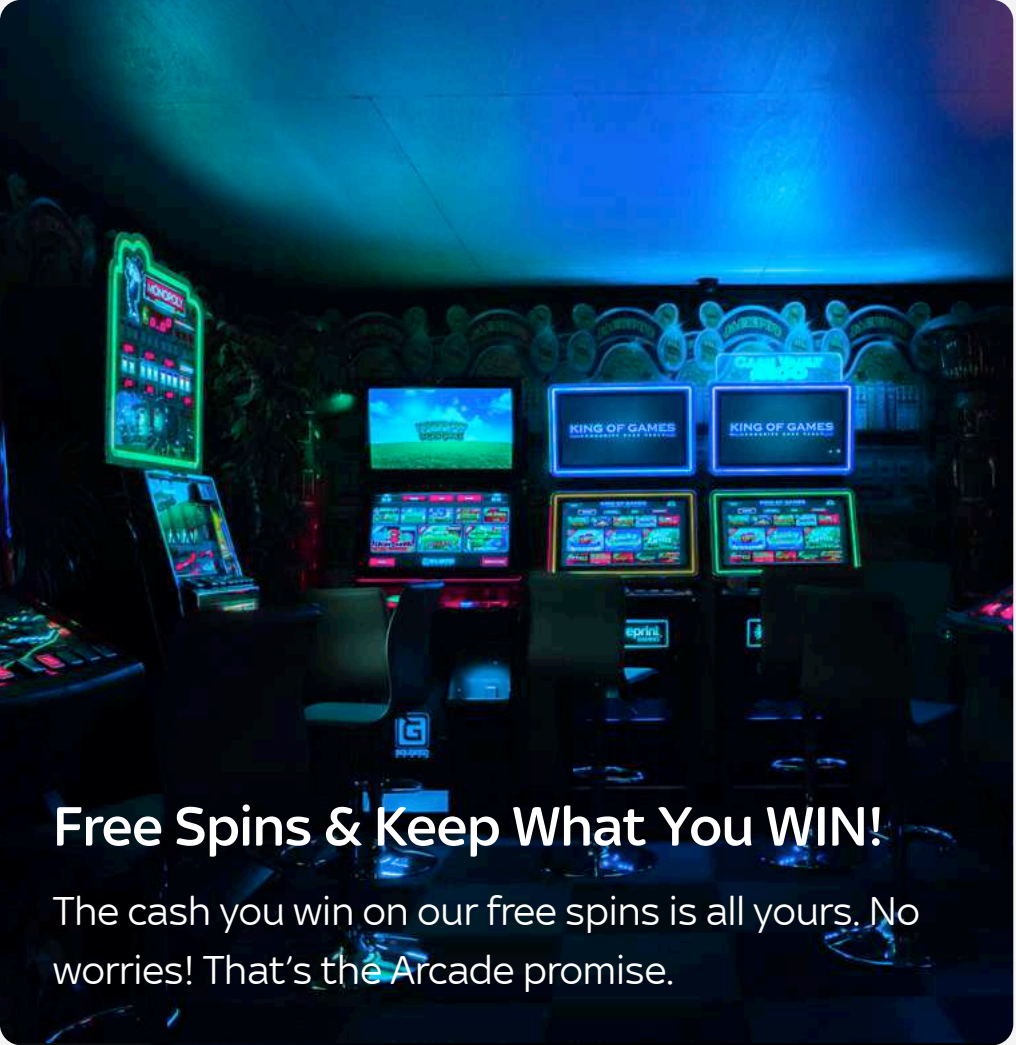
Free Spins & Keep What You WIN!
The cash you win on our free spins is all yours. No worries! That's the Arcade promise.

Multiple hero promo on mobile (must not contain more than 3)



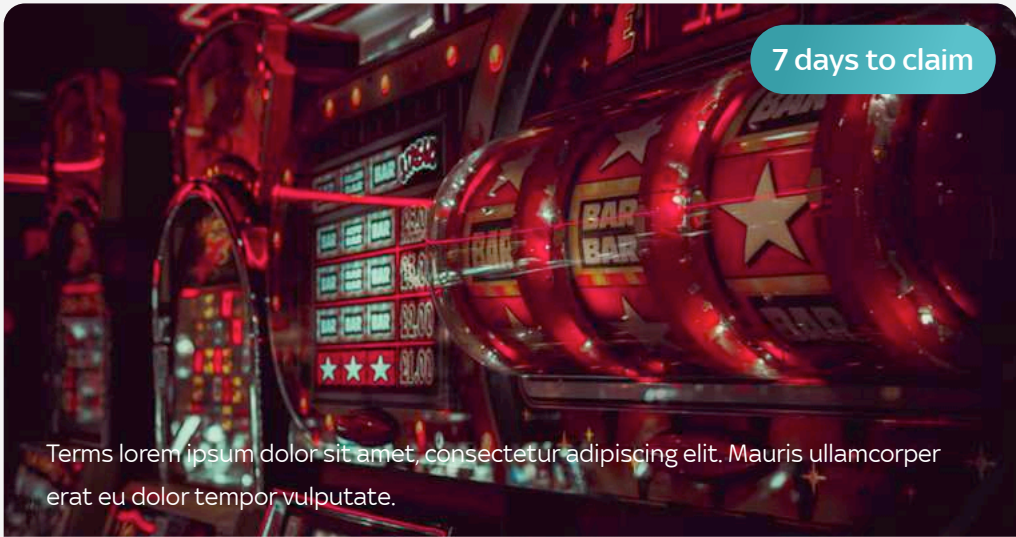
Free Spins & Keep What You WIN!
The cash you win on our free spins is all yours. No worries! That's the Arcade promise.

Multiple hero promo on desktop with pagination.



Free Spins & Keep What You WIN!
The cash you win on our free spins is all yours. No worries! That's the Arcade promise.

Opted in promotions




7 days to claim

Terms lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ullamcorper erat eu dolor tempor vulputate.

Take your completely free spin on the Prize Machine

Every day on Sky Arcade

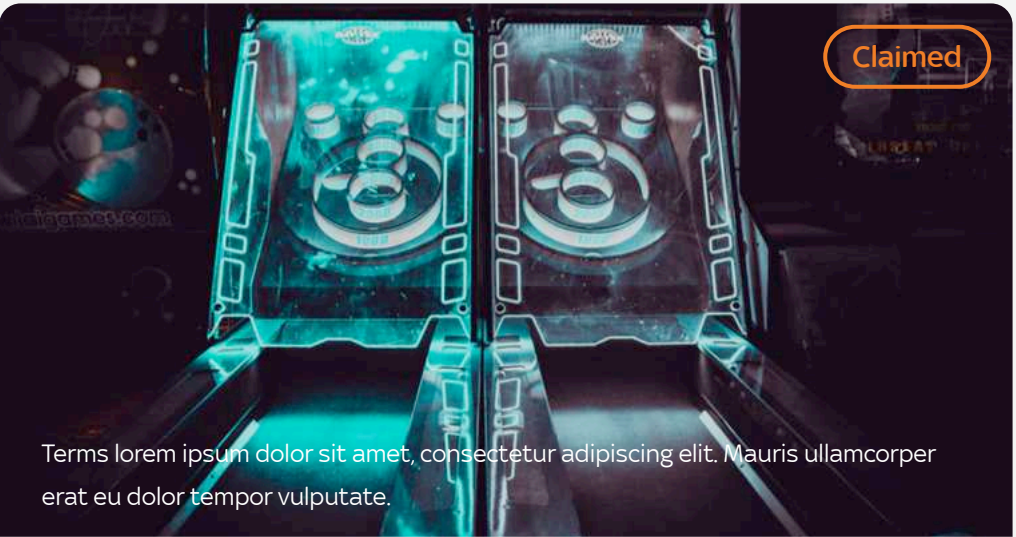


1 day to claim Just for You

Terms lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ullamcorper erat eu dolor tempor vulputate.

Win or your money back

Earn 25% cashback on net losses up to £20 between 6-8pm tonight



Claimed

Terms lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ullamcorper erat eu dolor tempor vulputate.

Take your completely free spin on the Prize Machine

Earn cashback on selected Sky Arcade Creations games between 6-8pm every Wednesday & Friday!