



PRIMARY LOGO



The youwin.com logo primarily is displayed on a black background as demonstrated above. This black is not part of the logo.

In all cases of youwin.com being referred to in written publication it will be written in full e.g. youwin.com. all in lower case.

Blue indicates **Clear Space**. The blue area must be kept free of other elements.

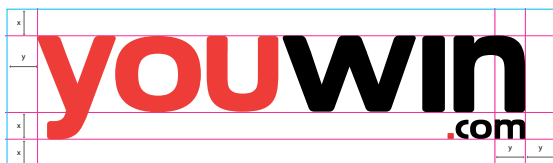
Magenta indicates element alignment and boundaries.

The minimum required **Clear Space** is defined by the measurement 'X' (equal to the height of the y from the base line to the descender line, known as the 'x-height'.)

The minimum required **Clear Space** is defined by the measurement 'y' (equal to the width of the m in .com, known as the 'y'-width.)

ALTERNATIVE LOGO VERSIONS

SECONDARY LOGO STYLE



Blue indicates **Clear Space**. The blue area must be kept free of other elements.

Magenta indicates element alignment and boundaries.

The minimum required **Clear Space** is defined by the measurement 'X' (equal to the height of the y from the base line to the descender line, known as the 'x-height'.)

The minimum required **Clear Space** is defined by the measurement 'y' (equal to the width of the m in .com, known as the 'y'-width.)

MINIMUM LOGO WIDTH



Minimum print size: 25mm
Minimum web size: 85px

WHEN A SMALLER LOGO IS NEEDED



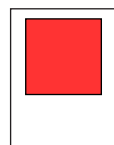
This logo should only be used in the exceptional instance when a logo needs to be used that is smaller than 25mm in print dimensions or 85px in web dimensions. The .com part of the youwin.com logo is removed when it's not legible.

SOLID ONE COLOR LOGO

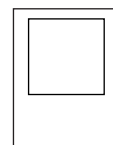


For use in printing environments that do not allow screens or tints. This also can be white-out on a black background.

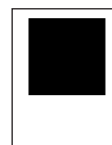
COLOUR SPECIFICATIONS



Red:
Hex #FF3333
RGB: R:255 G:51 B:51
CMYK: C:0 M:92 Y:83 K: 0
PANTONE Red 032 C



White
Hex #FFFFFF
RGB: R:255 G:255 B:255
CMYK: C:0 M:0 Y:0 K: 0



Black
Hex #000000
RGB: R:0 G:0 B:0
CMYK: C:0 M:0 Y:0 K:100
PANTONE Black

DONT ABUSE YOUR LOGO



DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE FONTS/COLOUR



DON'T STRETCH ELEMENT SIZE

FONTS USED IN TYPOGRAPHY

FONT-FAMILY: ARIAL, HELVETICA, SANS-SERIF

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICANEUE LT 77 BDCN

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICANEUE LT 107 XBLKCN

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CUSTOMER COMMUNICATION TYPEFACES

All customer communication headline typefaces are in HelveticaNeue. Use them range left. Do not centre or range right.

All banners, Posters and television advertising is used with white typeface on a black background.

Each typeface has a specific use.

HELVETICANEUE LT 107 XBLKCN

Use this typeface for all Headings. This font can also be used for large impactfull Headlines with no mor ethat 20 words.

The Typeface letter spacing should be equal with no iregular gaps between letters

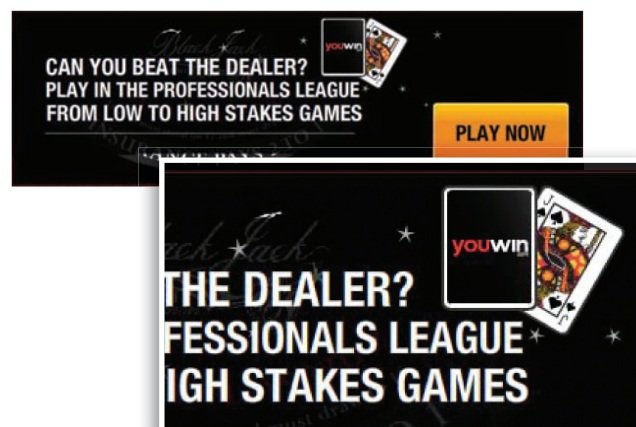
Freebets ✓

Freebets ✗

Freebets ✗

HELVETICANEUE LT 77 BDCN

Use this typeface for subheadings and body copy of banners.



FONT-FAMILY: ARIAL, HELVETICA, SANS-SERIF

This font is to be used in all HTML type on youwin.com website. Our promotional text is for landing pages.

Subheading
Sans serif bold 14pt
colour: #FF3333 | #000000

Body text
Sans serif 11pt colour: #000000

Promotion body text
Sans serif 13pt colour: #000000

