

IDEOLOGICAL,
VISUAL, LEGAL

HIGH-QUALITY BRANDBOOK
INSPIRED BY FIRSTSPORT DESIGN PRODUCTION



TURBO GAMING UNIVERSE



DESIGNED
FOR DESIGNERS
& not only for them

HERE YOU WILL FIND A COMPLETE BRAND BOOK
CONTAINS BRAND IDENTITY GUIDELINES

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TURBO GAMING UNIVERSE

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TURBO GAMING UNIVERSE

BRAND HISTORY

TURBO BOY WELCOMES YOU TO THE TURBO GAMES UNIVERSE!

The core of the Universe is catching games based on provably fair gaming solution. Primarily, the technology is used in crypto casinos and games, so, young generations adore them the most.

Our story started in the beginning of 2021 and since then we have been rocketing confidently and fast.



OUR MOTO \ SLOGAN

TURBO GAMES

YOUR FAST LINE IN GAMING!

GUIDELINE



LOGO



LOGO

LOGO AND ITS MEANING



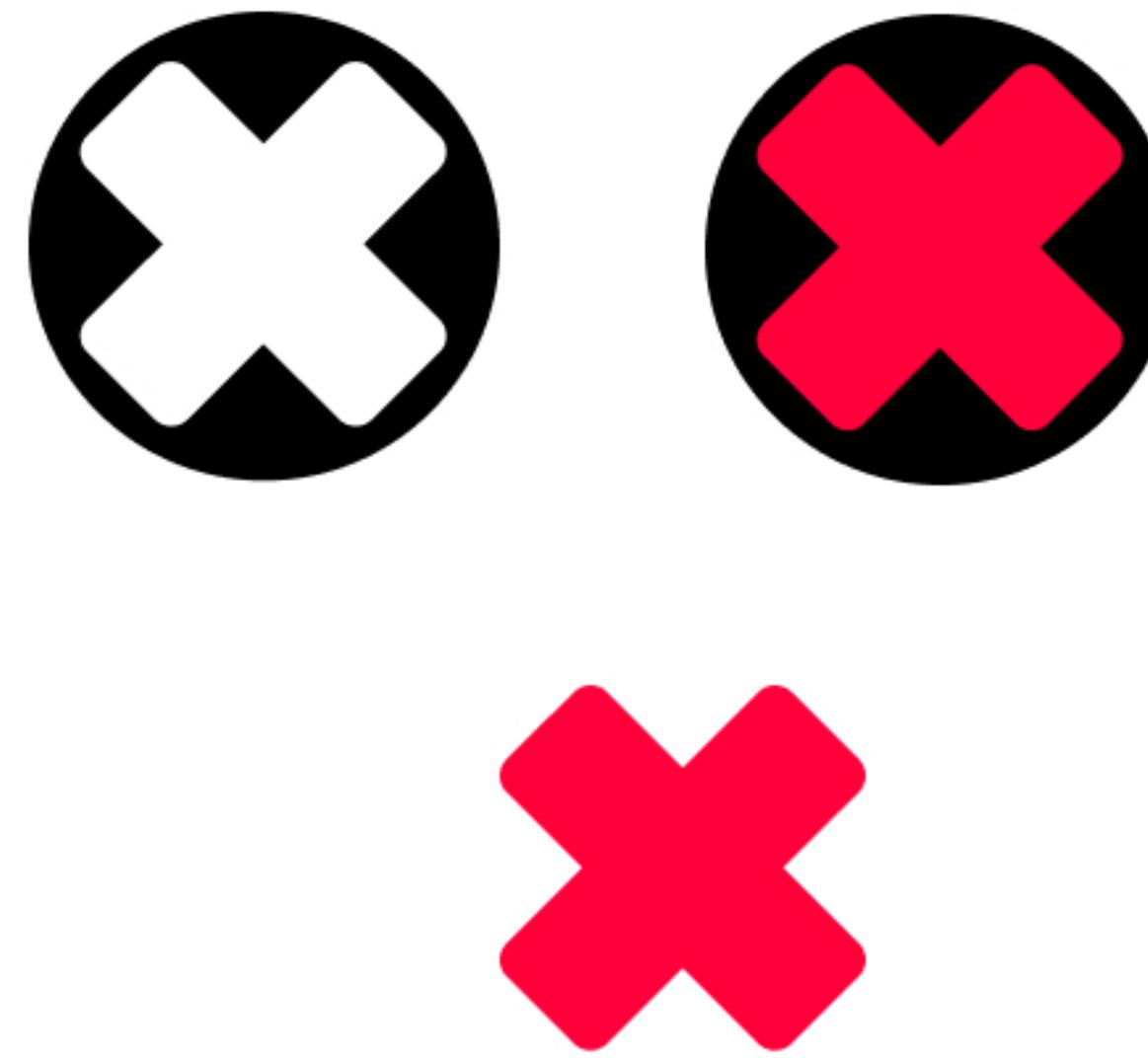
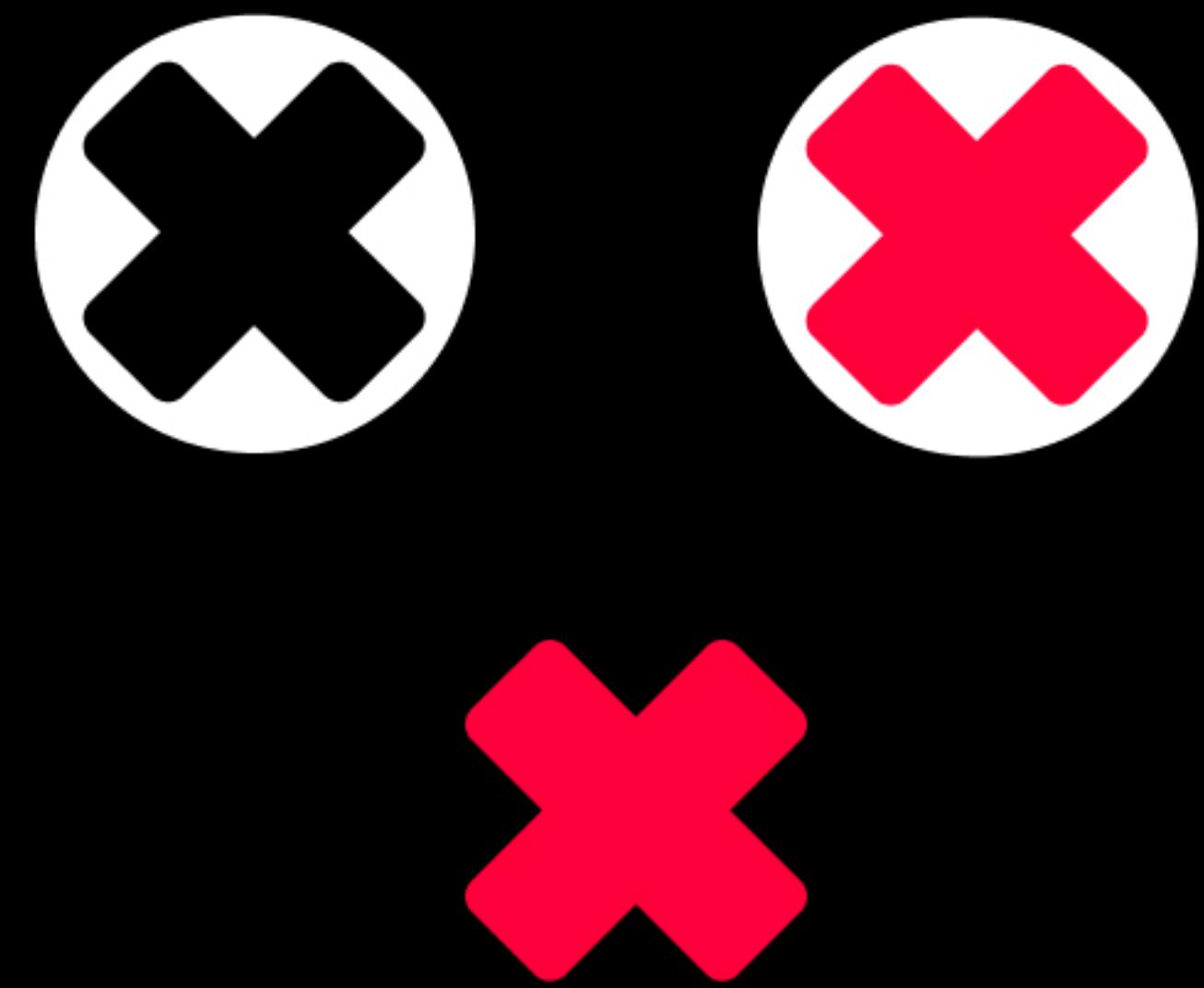
LOGO

LOGO COLOR OPTIONS



LOGO

SIGN OPTIONS



LOGO

VERTICAL LOGO OPTIONS



TURBO
GAMES



TURBO
GAMES

LOGO

MERCH EXAMPLES



LOGO

MERCH EXAMPLES



STICKER PACK

LOGO

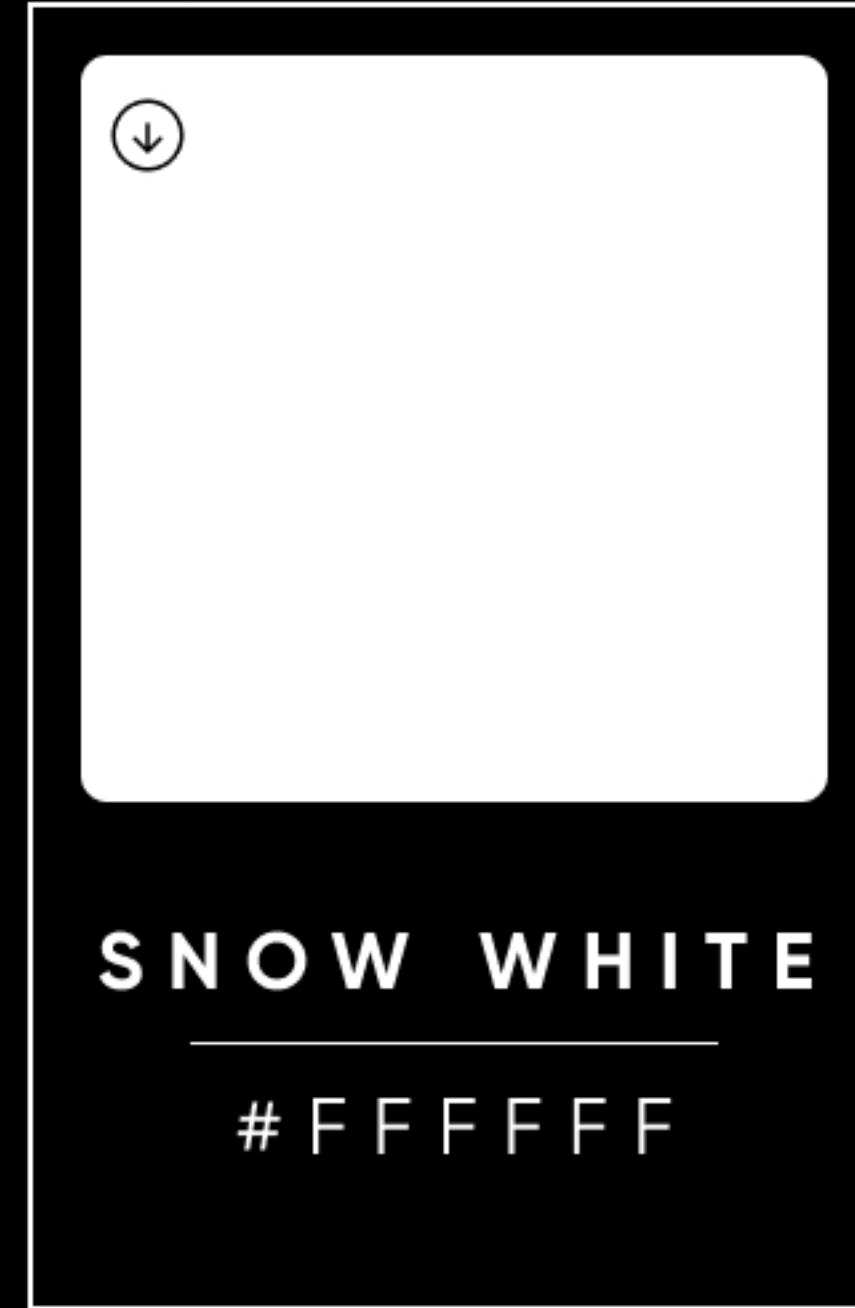
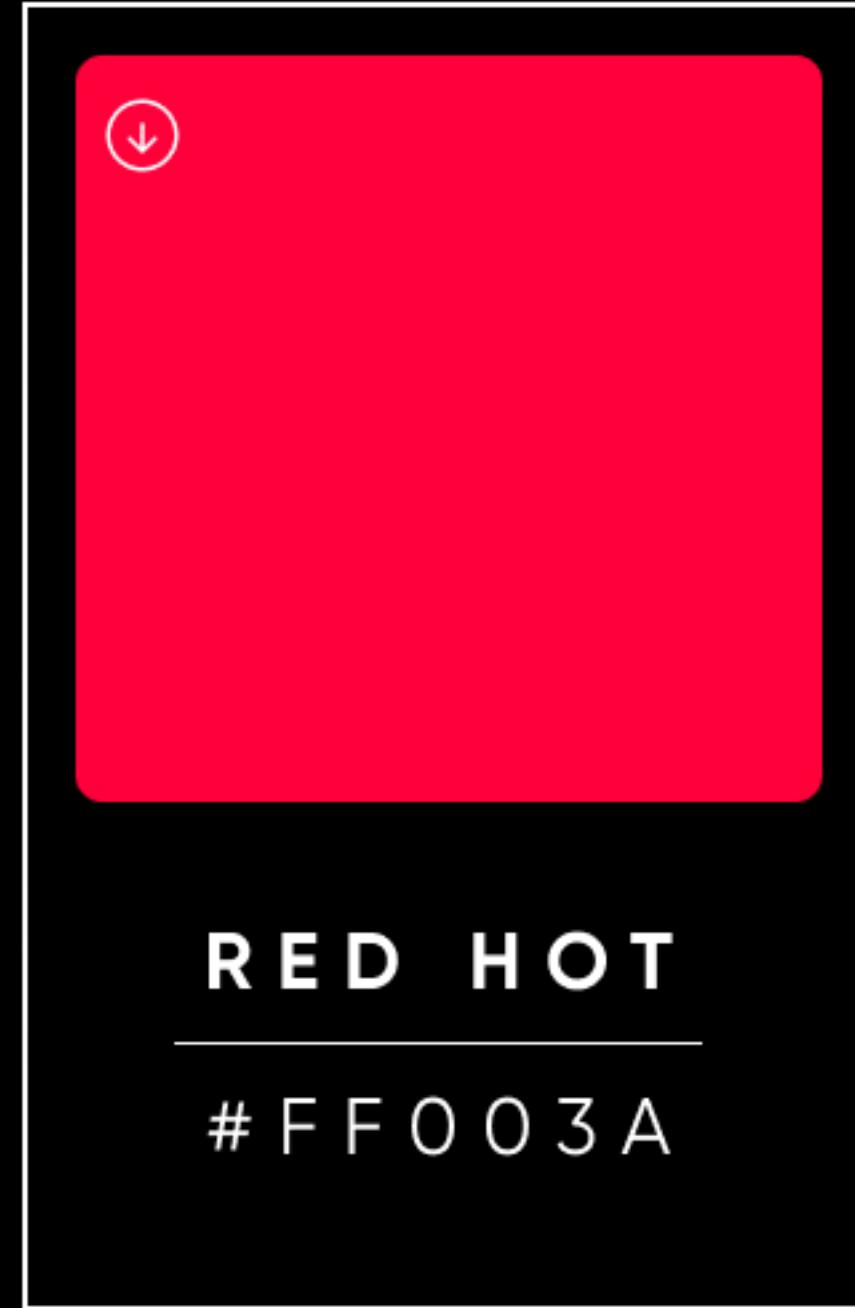


LOGO

BC EXAMPLES



SET OF BRAND COLORS



OUR COLORS

Turbo Games` color palette is modern and reflects brand values.
It is a palette with colors that escapes obvious and refers to technology.
Black and white bring neutrality and sobriety, while the shade of red brings modernity and adds bright accent.

TYPOGRAPHY

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 1 2 3 4 5 6 7 8 9 0
MEDIUM	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 1 2 3 4 5 6 7 8 9 0
SEMI 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 1 2 3 4 5 6 7 8 9 0
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 1 2 3 4 5 6 7 8 9 0
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 1 2 3 4 5 6 7 8 9 0

TONE OF VOICE

Turbo Games voice is easy-going, bold, bright and rebellious.
Colloquial language expressions or slang can be used.

We communicate with users as with friends.

We can always help and advise. We remain on the youth wave and want our users to feel comfortable.

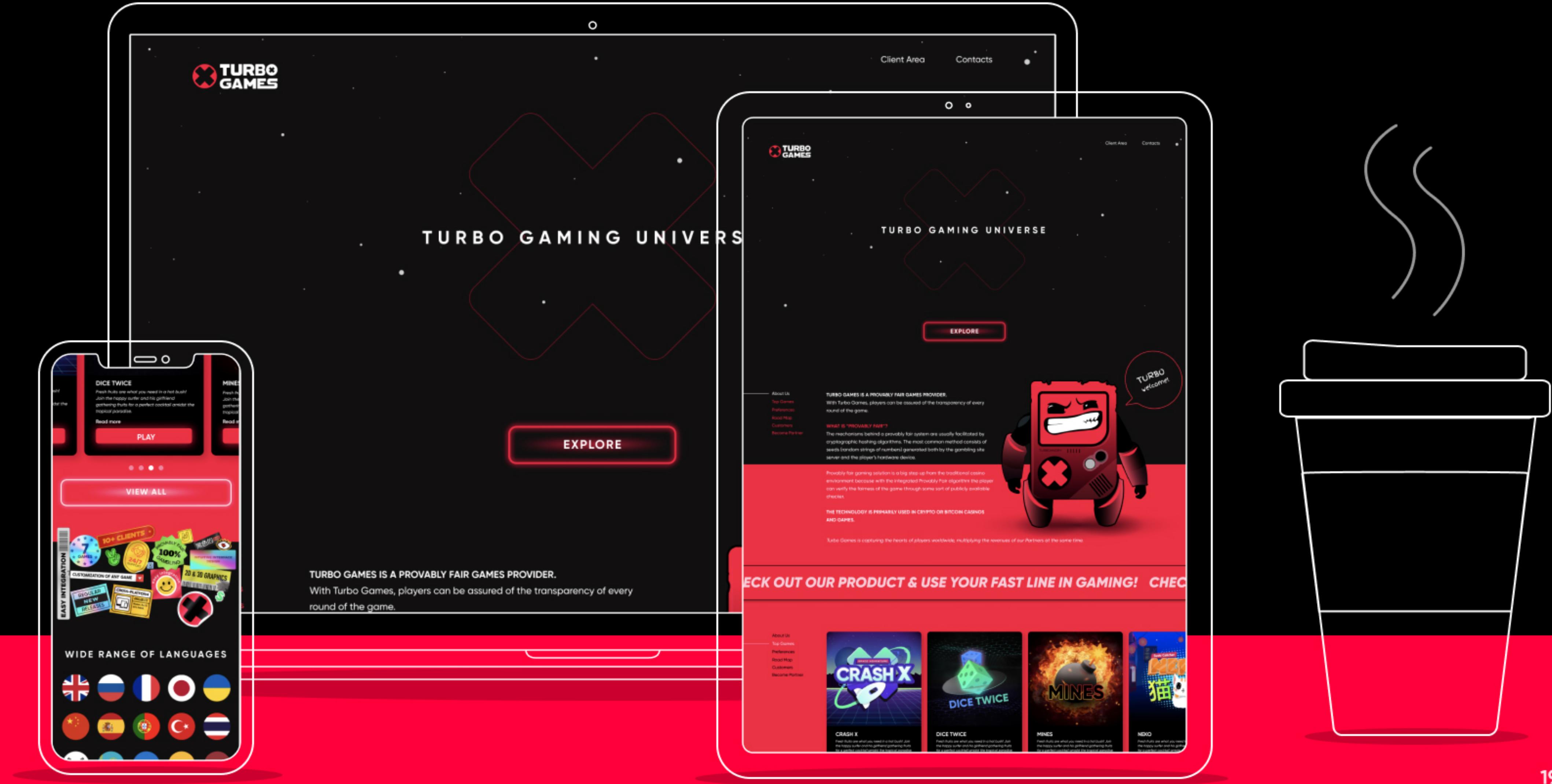
We are not afraid to be turbo-fast, loud, bright, standing out from the crowd.

WITH US YOU CAN RELAX AND HAVE FUN!



HOW OUR WEBSITE LOOKS LIKE

WEBSITE





THANKS FOR YOUR ATTENTION