unleash'd

PARTNER GRAPHICS GUIDE

SEPTEMBER 2023

BRAND COLORS

The following colors show our brand colors that should be used for Unleashd branded content within your game.

We recommend the use of our primary color "Gold" as the main color, and the colors "White" and "Black" for the text, depending on the backgroud.

Alternatively, secondary colors as "Pink", "Green", and "Blue" can be used as main colors, if they better match your game aesthetic.
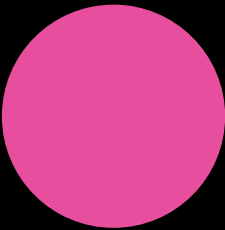
We ask you to refrain from using tertiary colors, but their use is allowed in extreme cases, or if primary and secondary colors create legibility problems.
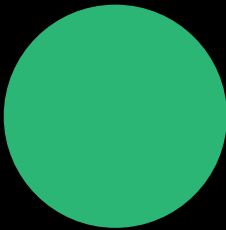
PRIMARY COLOR
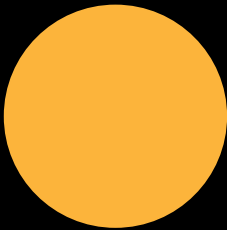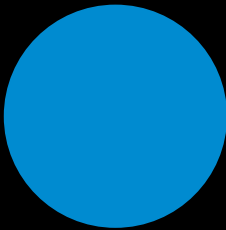
GOLD
#FAB62D
R250G182B45
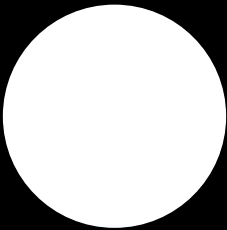C0M33Y87K0

SECONDARY COLORS
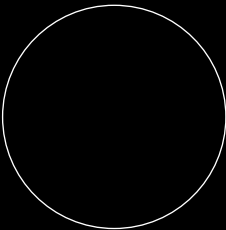
PINK
#E54592
R229G69B146
C3M84Y0K0

GREEN
#34AD6A
R52G173B106
C74M0Y73K0
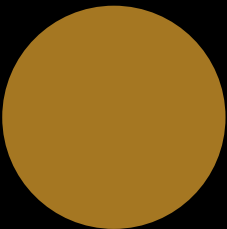
BLUE
#0084CA
R0G132B202
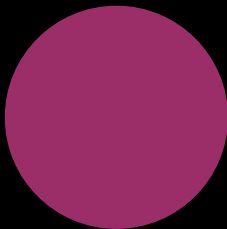C95M30Y0K0

WHITE
#FFFFFF
R255G255B255
C0M0Y0K0

BLACK
#000000
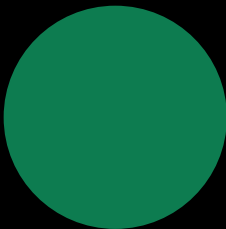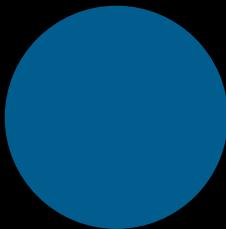R0G0B0
C100M100Y100K100

TERTIARY COLORS

GOLD / DARKER
#AB801F
R171G128B31
C0M33Y87K40

PINK / DARKER
#9F3165
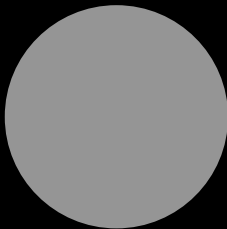R159G49B101
C3M84Y0K40

GREEN / DARKER
#257B4B
R37G123B75
C74M0Y73K40

BLUE / DARKER
#005D8D
R0G93B141
C95M30Y0K40

BLACK / LIGHTER
#3C3C3B
R60G60B59
C0M0Y0K90

WHITE / DARKER
#B2B2B2
R178G178B178
C0M0Y0K40

UNLEASHD LOGO

PRIMARY COLOR

SECONDARY COLORS

UNLEASHD LOGO – FREE SPACE

The logotype should always be surrounded by free space. Headlines, images, visual elements, cropping etc is not allowed inside the free space area.

The free space is defined as X.

X is a square half the size of the logotype height.

Logos can be found in the Assets/Unleashd/Sprites/Logos folder in the SDK.

LOGOTYPE HEIGHT

X HEIGHT

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LOGOTYPE WIDTH

UNLEASHD LOGO – LIMITATIONS

It is not allowed to manipulate the shape or the colors of the logotype.

OUTLINED

CONDENSED

UNAUTHORIZED COLOR

EXPANDED

TILTED

OPACITY

UNLEASHD ICON

PRIMARY COLOR
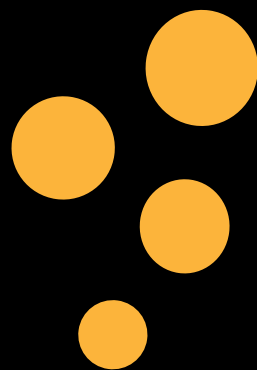
SECONDARY COLORS
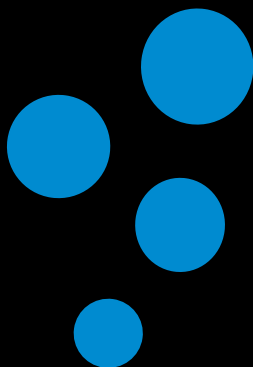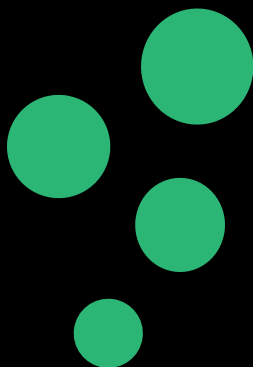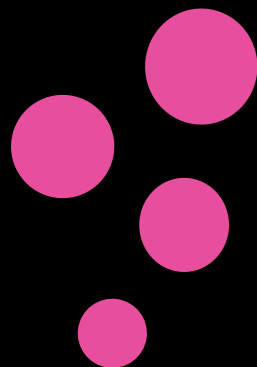
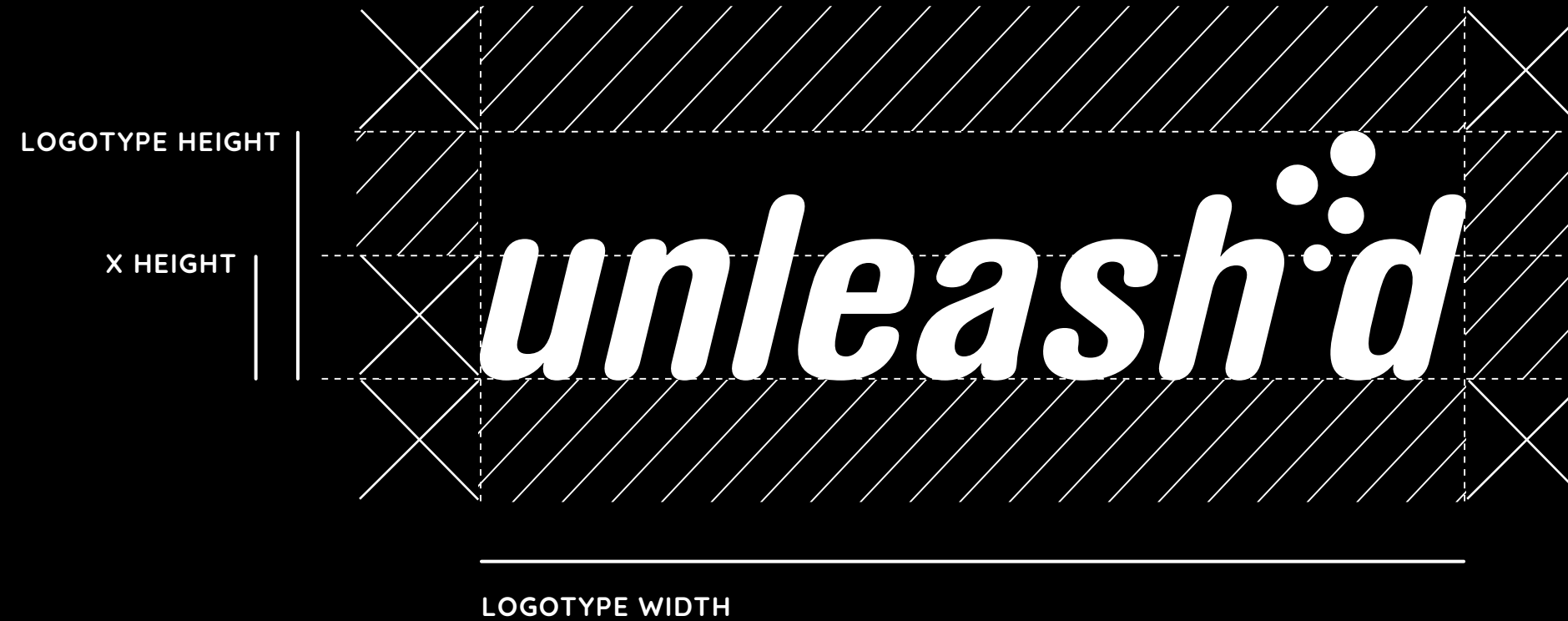# UNLEASHD ICON – FREE SPACE

The icon should always be surrounded by free space. Headlines, images, visual elements, cropping etc is not allowed inside the free space area.

The free space is defined as X.

X is the height of the circular shape second to the top.

Logos can be found in the Assets/Unleashd/Sprites/Logos folder in the SDK.

X HEIGHT
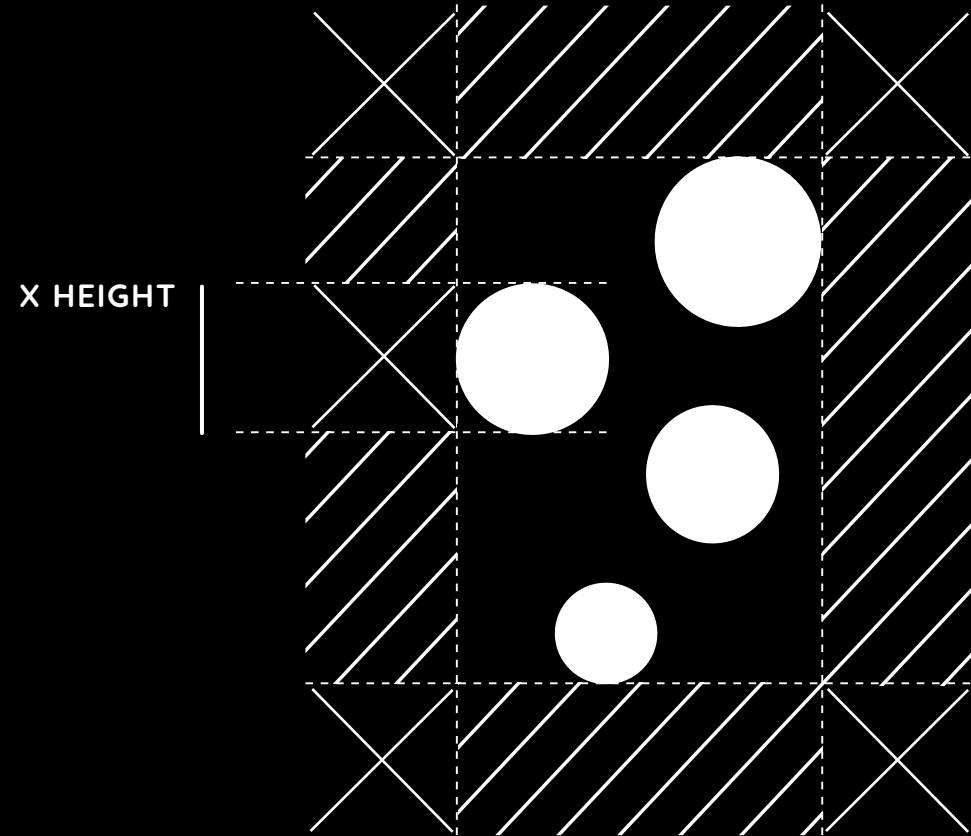
UNLEASHD ICON – LIMITATIONS

It is not allowed to manipulate the
shape or the colors of the icon.

OUTLINED
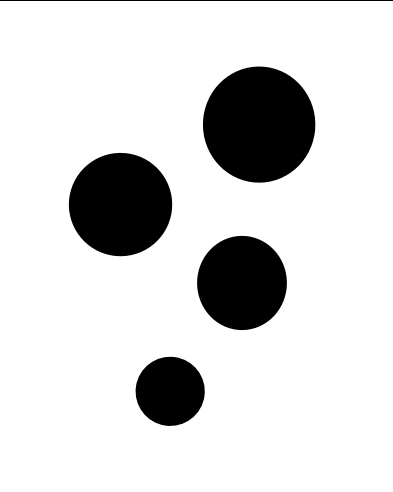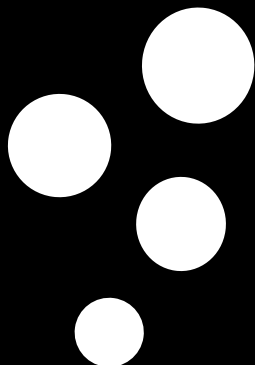
TILTED

EXPANDED

UNAUTHORIZED COLOR
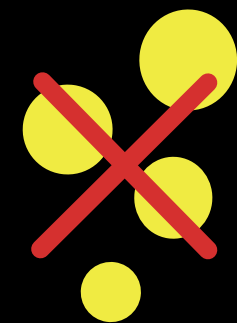
CONDENSED

OPACITY

TYPOGRAPHY

Quicksand is the primary font and has four weights: light, regular, medium and bold.

The primary font is to be used for all Unleashd branded content.

The Quicksand Bold font can be found in the Assets/Unleashd/Fonts folder in the SDK.

QUICKSAND Light

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
0 1 2 3 4 5 6 7 8 9

QUICKSAND 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
0 1 2 3 4 5 6 7 8 9

QUICKSAND 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
0 1 2 3 4 5 6 7 8 9

QUICKSAND 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
0 1 2 3 4 5 6 7 8 9

SDK - OVERVIEW

Here is an overview of the various SDK screens.

Games that provide a free in-game trial present the following six screens. Within the SDK, you have the flexibility to choose the duration of the trial period.

FREE TRIAL
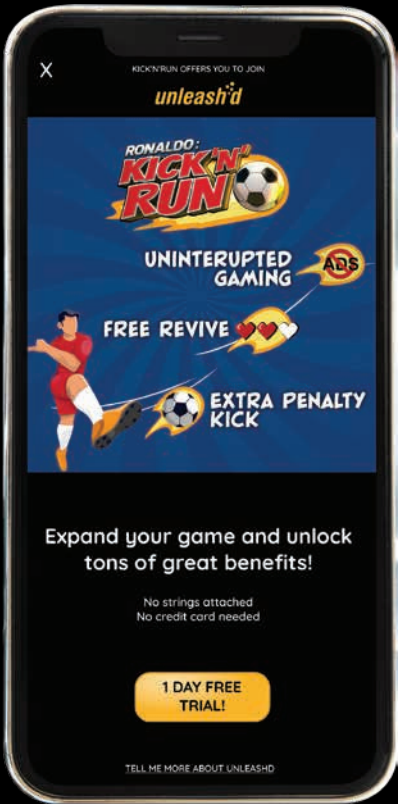
TRIAL ACTIVATED
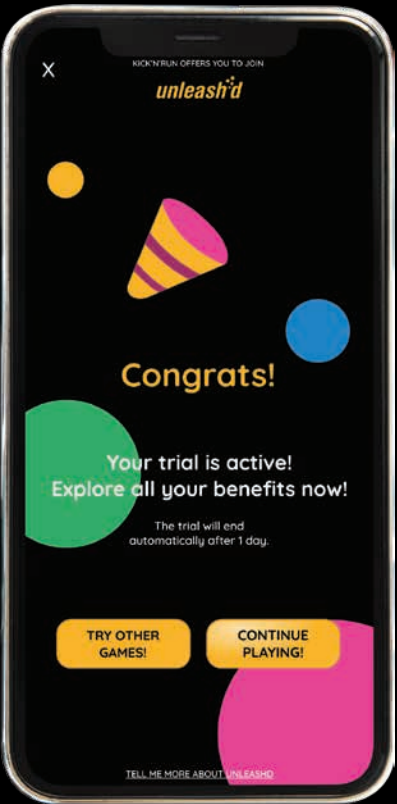
TRIAL ACTIVE
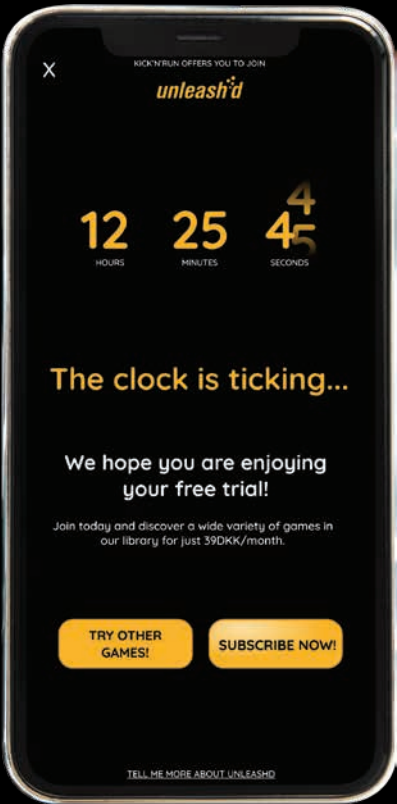
TRIAL EXPIRED
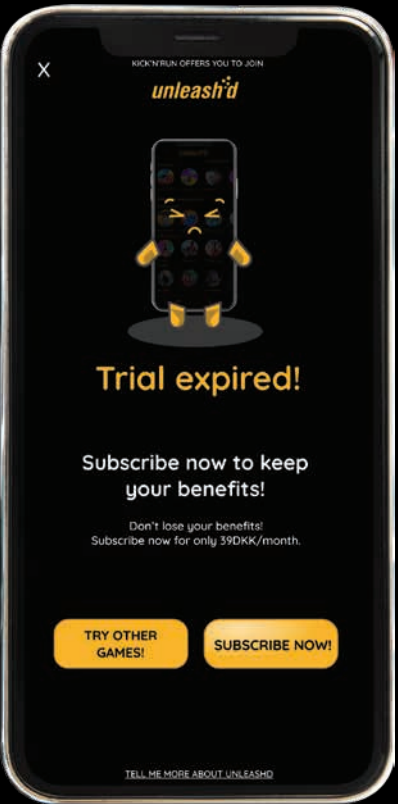
SUBSCRIPTION OFFER
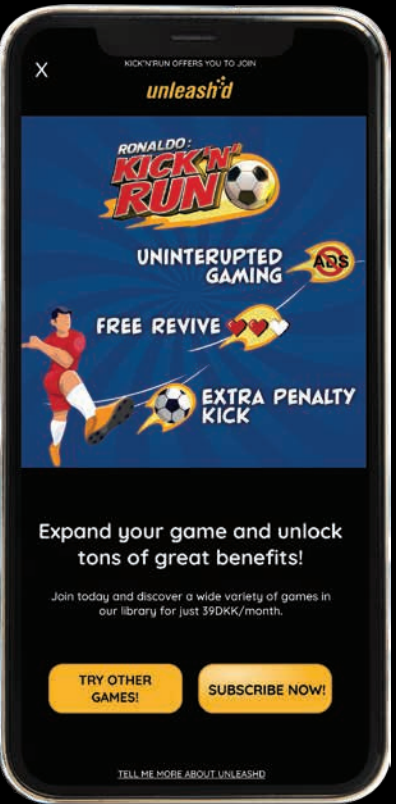
SUBSCRIPTION ACTIVE
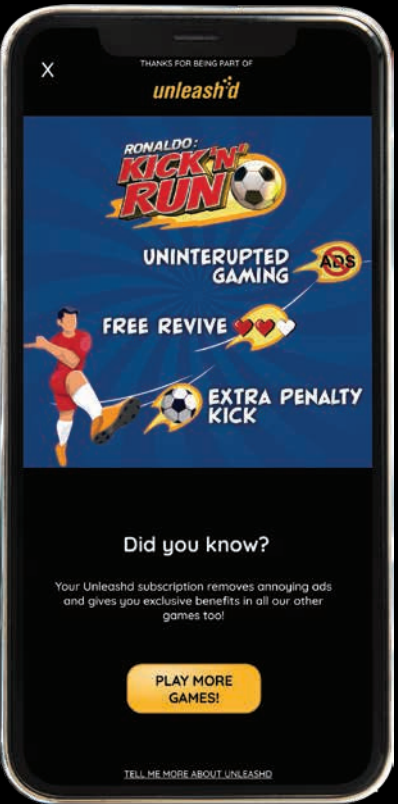
SDK - SKIN COLORS

Primary and secondary colors can be used according to preference to match a game design. You can select the skin color when integrating the SDK into your game.

CHOOSE BETWEEN ONE OF OUR FOUR BRAND COLORS
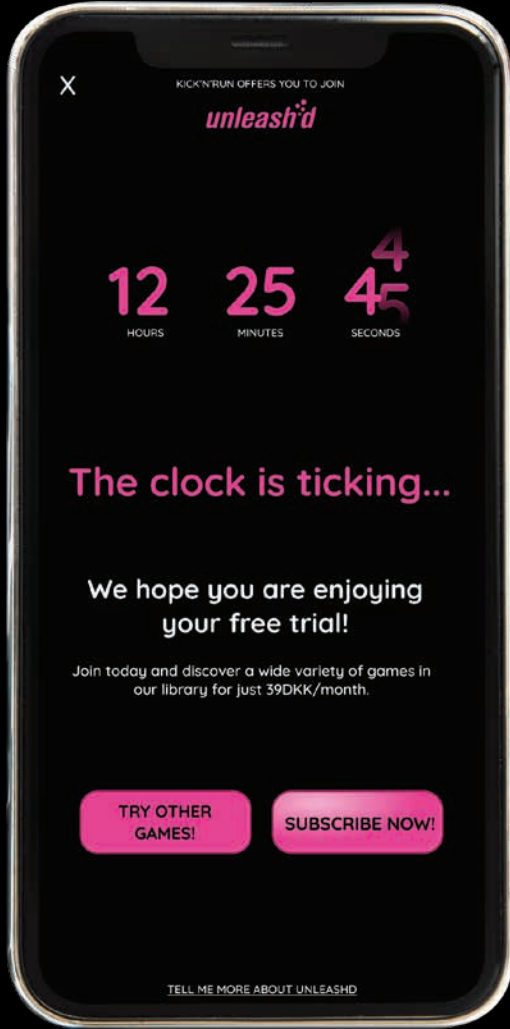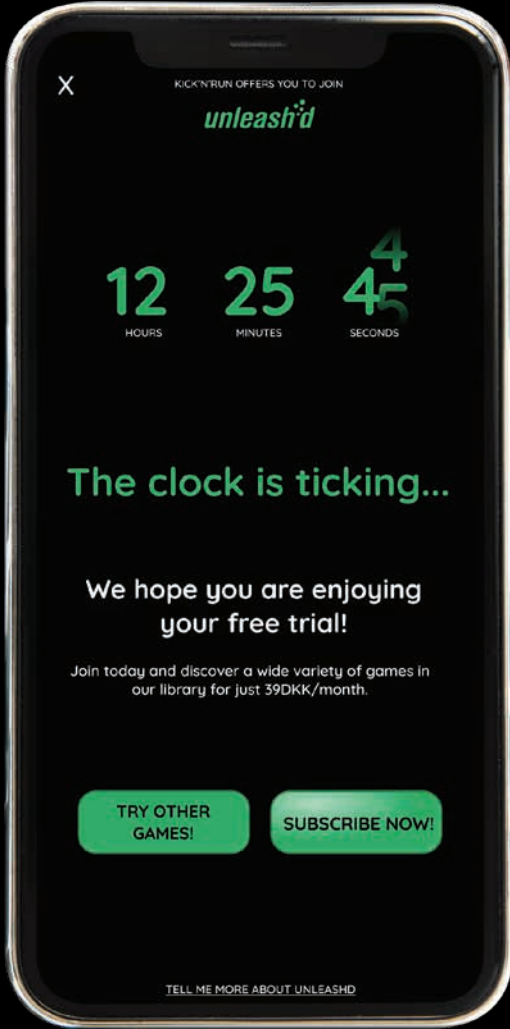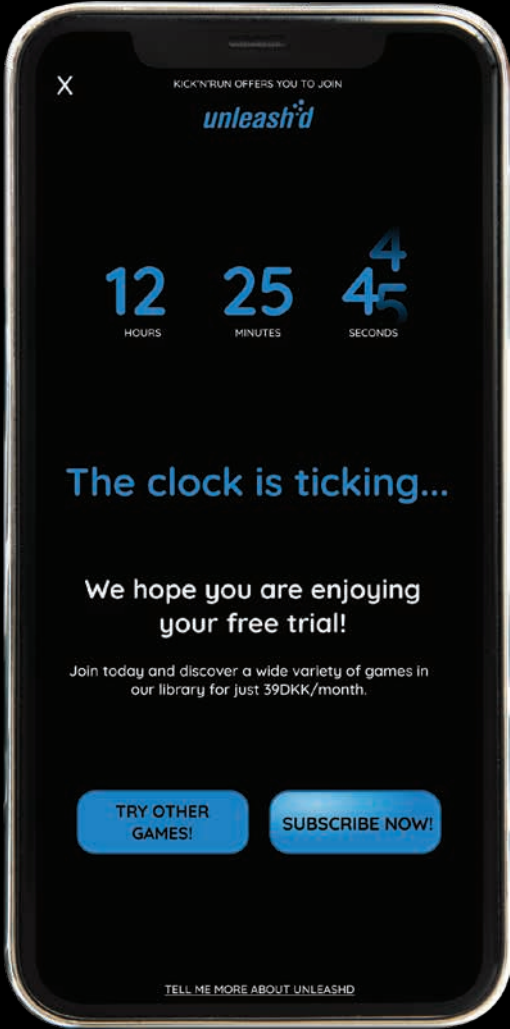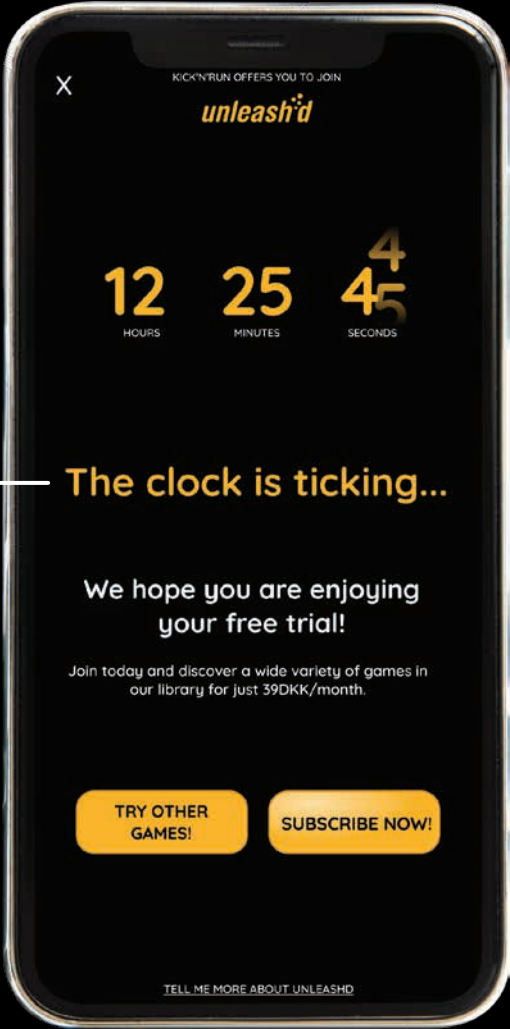
UNLEASHD BUTTON PREFAB

We've put in the effort to simplify your life, which is why we've created these Unleashd Prefab Buttons for your seamless integration. It's important to note that these buttons are entirely optional – you have the freedom to craft your own button if that's your preference.

To ensure a seamless user experience, it is recommended to visually position the Unleashd button in the home screen area of your game.

We advise to follow our suggested button designs for optimal results.

RECTANGULAR

ROUND

FONT COLOR OPTIONS

CHOOSE BETWEEN A BLACK OR A WHITE FONT

Free Trial

Free Trial

Free Trial

Free Trial

OTHER COLOR OPTIONS

WE RECOMMEND CHOOSING THE SAME COLOR AS YOUR SDK

UNLEASHD BUTTON PREFAB - BUTTON STAGES

Although the button's appearance remains consistent throughout all phases of the free in-game trial, the button text varies to reflect the current trial status.

There are four distinct stages:

- Offer of Free Trial
- During the Free Trial
- After the Free Trial
- Subscription Is Active

	FREE TRIAL	**DURING TRIAL**	**AFTER TRIAL**	**ACTIVE SUBSCRIPTION**
	Free Trial	22h 8min	Upgrade	Unleashd
USAGE	This is shown when a player has not yet used their free in-game trial.	While the free trial is ongoing, the button text switches to display a countdown.	Once the free trial has ended, the button should change to 'Upgrade.'	This button text is displayed when the player currently holds an active Unleashd subscription.

While the free trial is ongoing, the button text switches to display a countdown.

It should show only two digits at a time, for example:

- d and h
- h and m
- m and s

UNLEASHD BUTTON PREFAB - IMPLEMENTATION

Generally speaking, the button's color should align with the SDK's color. However, if another button style would better suit your game design, you have the freedom to choose a different color as well.
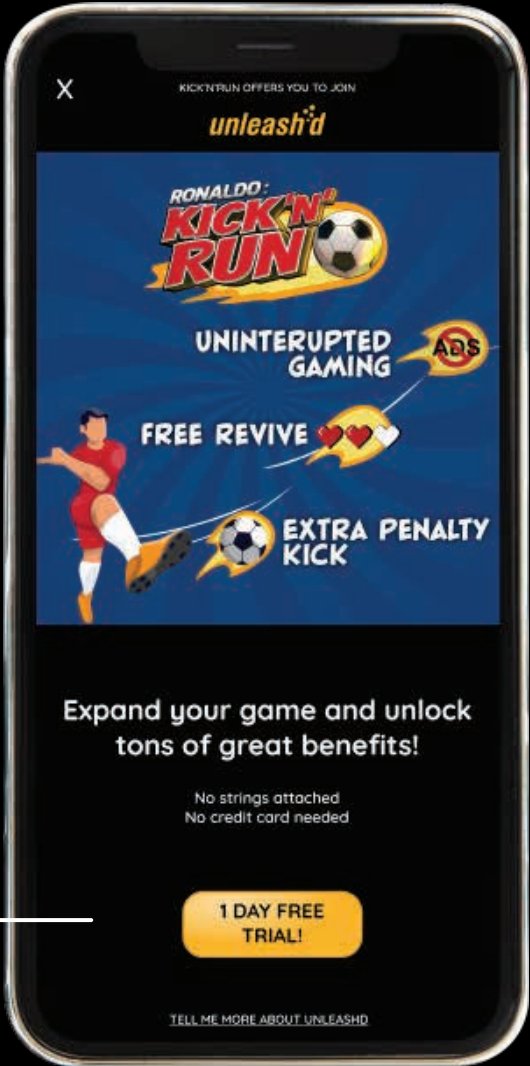
SDK

IMPLEMENTATION EXAMPLES

GOLD BUTTON TO FIT THE SDK
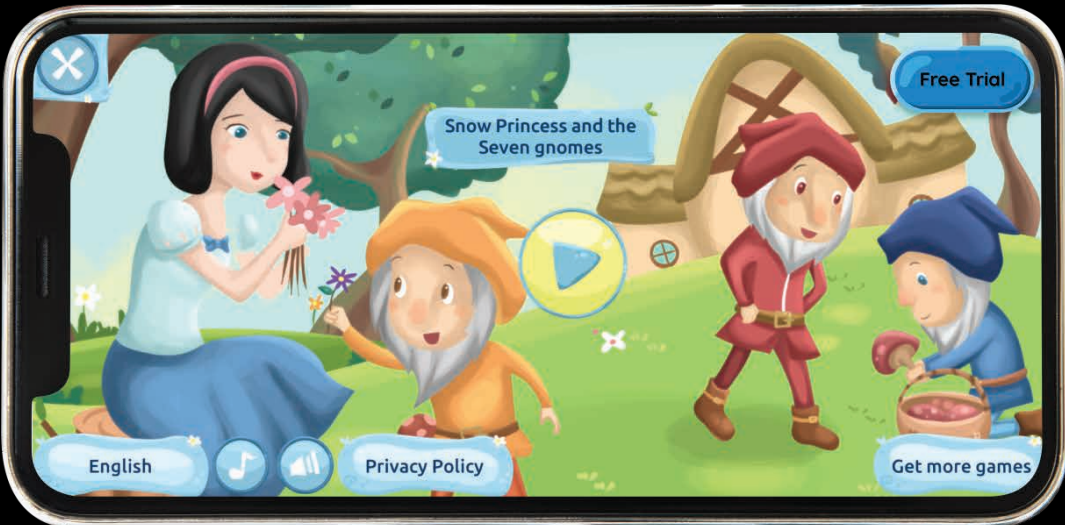
RECTANGULAR BUTTON TO FIT THE GAME DESIGN

GOLD SDK

UNLEASHD BUTTON PREFAB - DESIGN FREEDOM

If you feel like the Unleashd prefab button doesn't fit your game, you're welcome to design your own Unleashd button that harmonizes with the style of other buttons used in your game.

A good example of creating your own button can be found in the game 'Conduct THIS!'.

UNLEASHD BUTTON THAT BLENDS IN WITH OTHER BUTTON STYLES FEATURED IN THE GAME

UNLEASHD BUTTON PREFAB - UNITY INTEGRATION

To incorporate the Unleashd button prefab into your UI Canvas, simply drag and drop it.

You can customize the design using these three dropdown menus:

- Button Design
- Button Color
- Button Text Color

You should refrain from changing the 'Width' or 'Height' settings of the button. If you wish to modify the button's size, opt for the 'Scale' option instead.

DROPDOWN MENU
TO ADJUST THE
BUTTON DESIGN
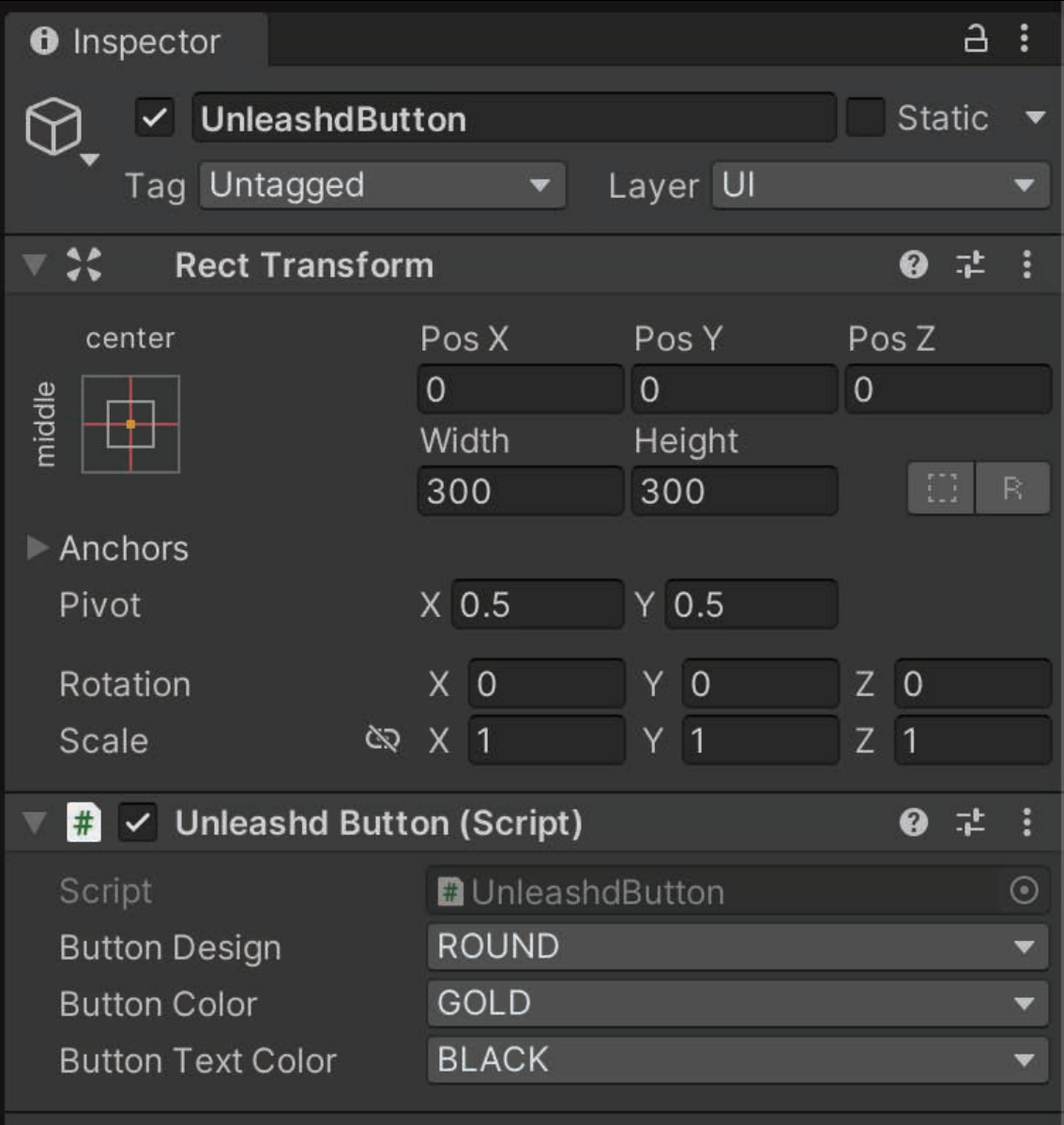
DEVELOPER PORTAL - CATEGORIES

The categories in which your game will appear within the app are determined by the tag assigned to it in the developer portal. Tags are assigned by Unleashd Admins, and a game can have multiple tags, allowing it to appear in multiple categories.

Don't hesitate to get in touch if you've got any ideas on where your game would fit best in terms of categories.

DEVELOPER PLATFORM
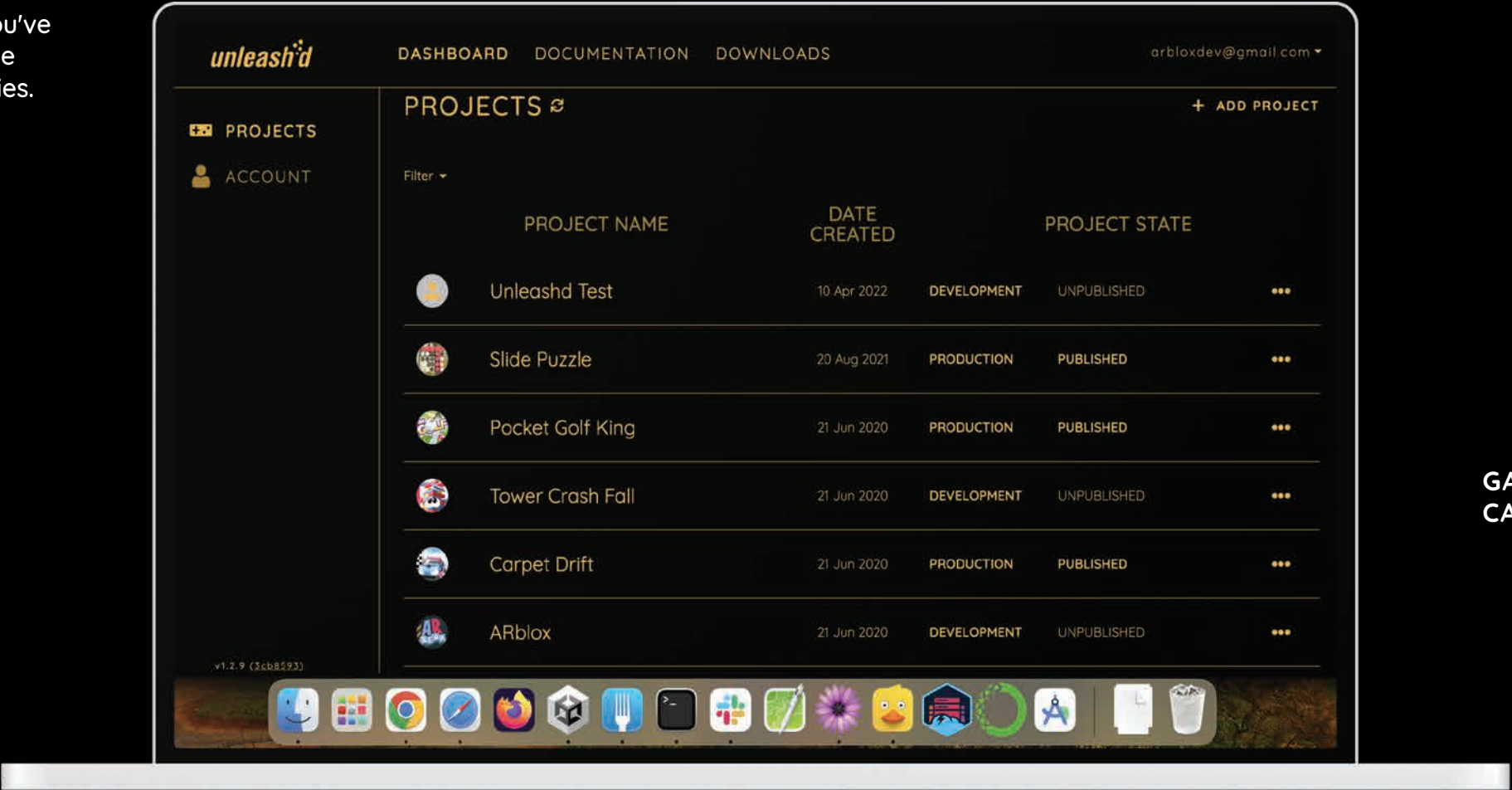
UNLEASHD APP
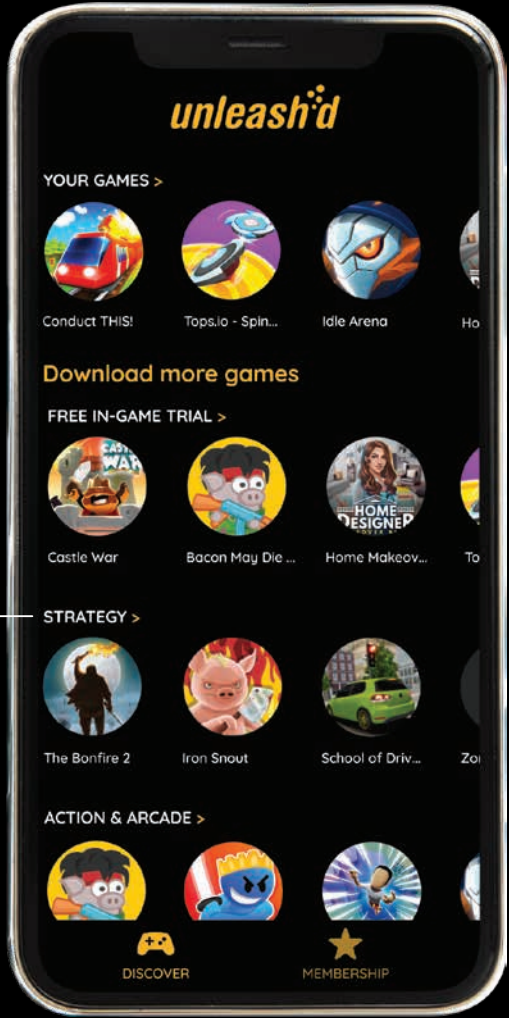
GAME
CATEGORY

DEVELOPER PORTAL - BENEFIT SCREENS

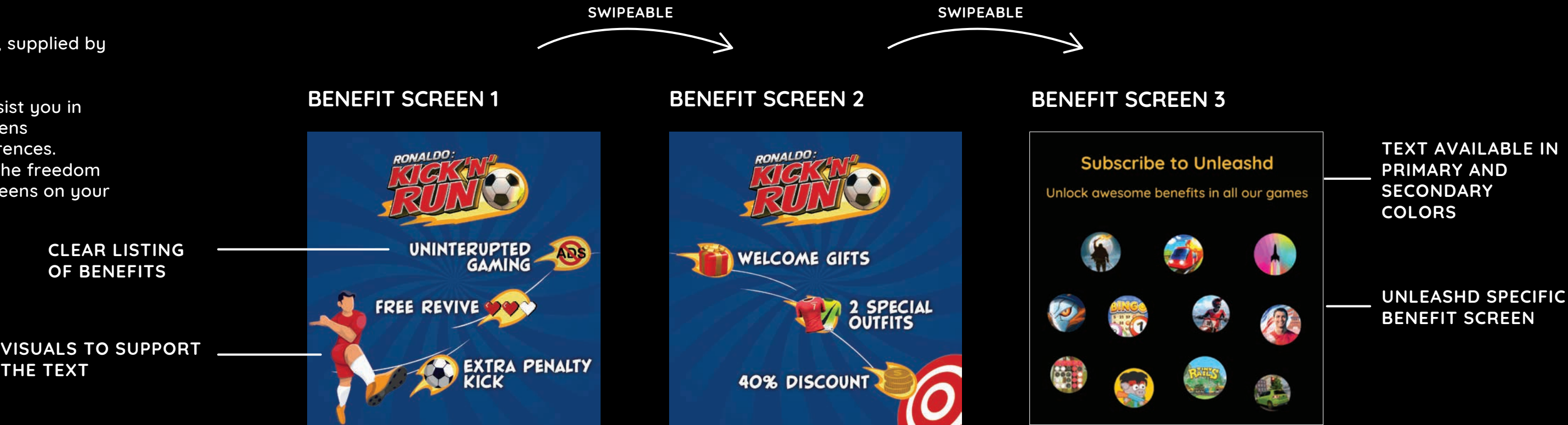You can add and edit benefit screens for use within the SDK through the Developer portal.

Benefit screen 1 & 2
Tailored to your game, providing custom, game-specific benefits.

Benefit screen 3
Unleashd benefit screen, supplied by Multiscription.

Our UI Designers can assist you in crafting the benefit screens according to your preferences. Alternatively, you have the freedom to create the benefit screens on your own.

SWIPEABLE

SWIPEABLE

BENEFIT SCREEN 1

BENEFIT SCREEN 2

BENEFIT SCREEN 3

CLEAR LISTING OF BENEFITS

VISUALS TO SUPPORT THE TEXT

TEXT AVAILABLE IN PRIMARY AND SECONDARY COLORS

UNLEASHD SPECIFIC BENEFIT SCREEN

THANK YOU!

Please reach out to us if you have any questions.