

GAME ASSET GUIDELINES



ABOUT

These guidelines explain how you can use the visual and brand elements from Evolution's games in your Marketing materials. The intention is to ensure that you can create the best assets possible and give players the best visual experience possible, while protecting Evolution's copyrights.

GOLD VAULT ROULETTE

HOW TO USE THE GOLD VAULT ROULETTE LOGO

► Gold Vault Roulette logo

1. Gold Vault Roulette: Official game logo

This is the primary logo that should be used in the majority of instances, space permitting. Avoid using it in small sizes, as it can become illegible. Minimum size for the logo use is 100px wide.



Main Version



100px

2. Gold Vault Roulette: User Interface logo (without game elements graphics)

This is the secondary logo that should be used in the User Interface or where space does not allow for the primary logo. Avoid using it in small sizes as it can become illegible. Minimum size for the logo use is 100px wide.



UI logo



100px

Please make sure that the game logo always is an exact copy of the game logo made available in the Evolution Client Area.

GOLD VAULT ROULETTE

HOW TO USE THE GOLD VAULT ROULETTE LOGO

► Backgrounds for logo usage

The logo should only be placed on a neutral background, where the logo is clearly visible, legible and dominant.

Acceptable background examples are shown below:



Different solid colours
(from light to dark)



Colour gradients



Blurred pictures

► Logo exclusion zones

To provide the logo maximum legibility, there is an exclusion zone that should always be kept free from other graphics, letters or bright and contrasting elements on the background image.

This exclusion zone is the minimum and could be increased according to the design ideas of the marketing materials. The exclusion zone is directly proportional to the size of the logo used and is based on the “x” width as shown, which is equal to the height of the “E” character in the logo.



GOLD VAULT ROULETTE

HOW NOT TO USE THE GOLD VAULT ROULETTE LOGO

Background misuse

1. The logo should not be used on a background that dominates it and makes the logo difficult to read. Please **DO NOT** use neon or highly contrasting backgrounds as per the below examples:



Bright neon colours



Colorful or detailed images



Contrast pattern

Logo misuse

2. The logo should not be modified in any way. It should not be stretched, squashed or altered in terms of colour, shape or font, or covered in any way with any additional graphics:



Movement of logo elements



Colour change



New elements added



Non-proportional transformation



Change of shape



Change size of roulette

GOLD VAULT ROULETTE

LOGO FONT AND COLOR PALETTE

Logo Font

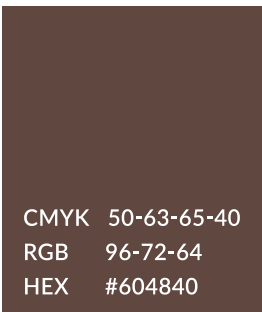
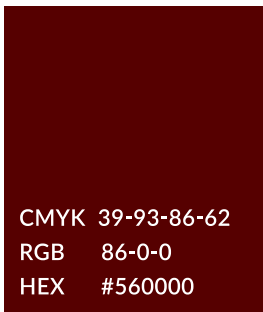
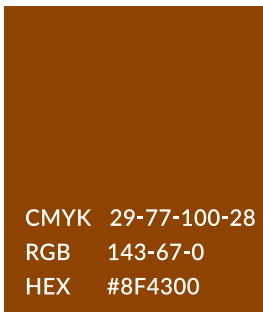
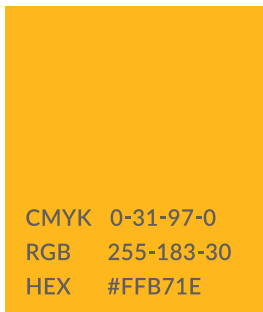
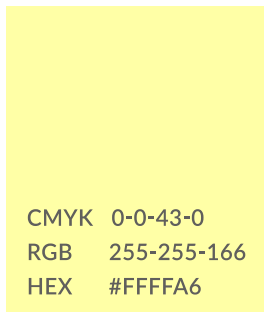
The font used in the Gold Vault Roulette logo is Bai Jamjuree SemiBold (modified):

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


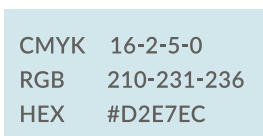
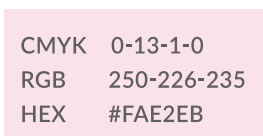

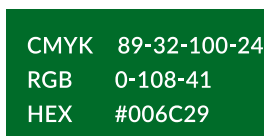
Logo Colour Palette

Here are the primary colours of Gold Vault Roulette, which you can use in your Marketing materials to build and enhance your assets for the game:

Primary Colours

 <p>CMYK 50-63-65-40 RGB 96-72-64 HEX #604840</p>	 <p>CMYK 39-93-86-62 RGB 86-0-0 HEX #560000</p>	 <p>CMYK 29-77-100-28 RGB 143-67-0 HEX #8F4300</p>	 <p>CMYK 0-31-97-0 RGB 255-183-30 HEX #FFB71E</p>	 <p>CMYK 0-0-43-0 RGB 255-255-166 HEX #FFFA6</p>
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Accent Colours

 <p>CMYK 27-20-19-0 RGB 186-189-192 HEX #BABDC0</p>	 <p>CMYK 16-2-5-0 RGB 210-231-236 HEX #D2E7EC</p>	 <p>CMYK 0-13-1-0 RGB 250-226-235 HEX #FAE2EB</p>	 <p>CMYK 0-100-100-0 RGB 242-0-4 HEX #F20004</p>	 <p>CMYK 89-32-100-24 RGB 0-108-41 HEX #006C29</p>
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