



Company Brand Guide

For any queries, please contact
the Marketing Department.



Brand Study

Reputation:

With over 100 games live and with more than 500 online casinos, Stakelogic has become one of the world's leading online game suppliers. The Stakelogic brand name has become a marker for quality and innovation.

Innovation:

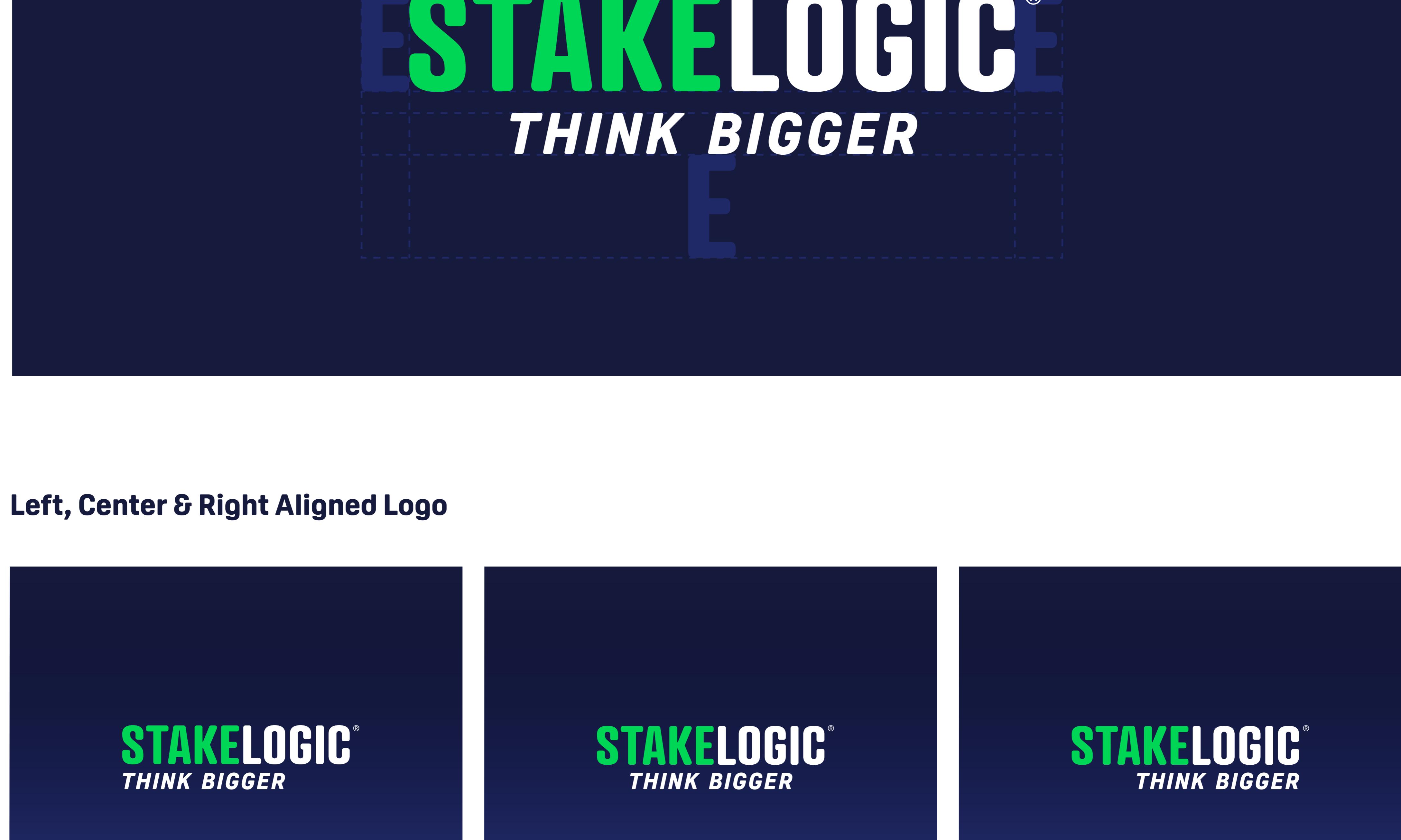
Time and time again Stakelogic surprises its players with games that are new and different. Games with long life cycles, that reside on top positions with tier-1 operators.

Key to Success:

Stakelogic is best described as an end-to-end software factory where each element of a game (graphics, animations, sounds, game server and UI) is developed in-house. Every game is tweaked and tuned to the level of ultimate user experience.

Assets

Stakelogic™ Logos



Left, Center & Right Aligned Logo



Full Horizontal Logo



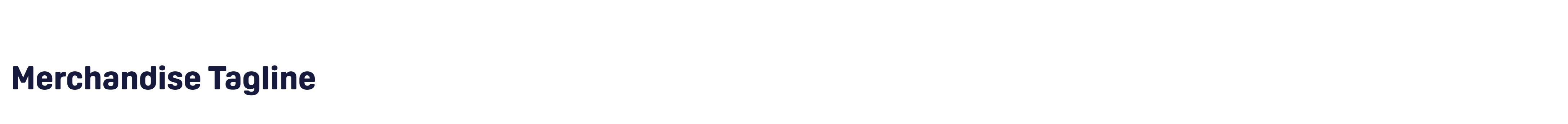
Favicon



Digital Tagline without Logo



Digital Tagline with Logo



Merchandise Tagline



Stakelogic™ Branch Logos

Stakelogic® Live Logo



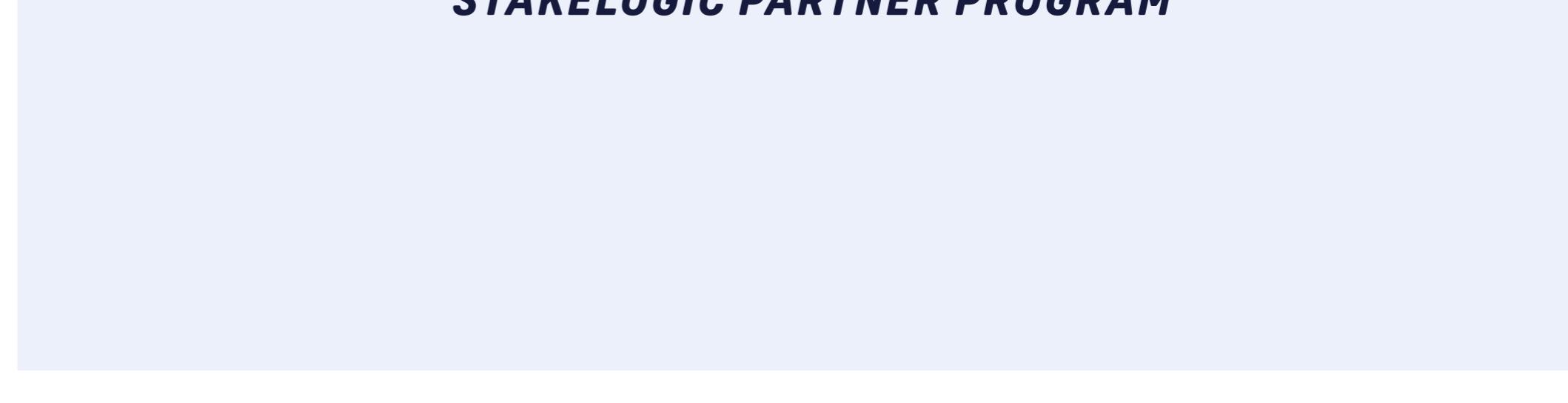
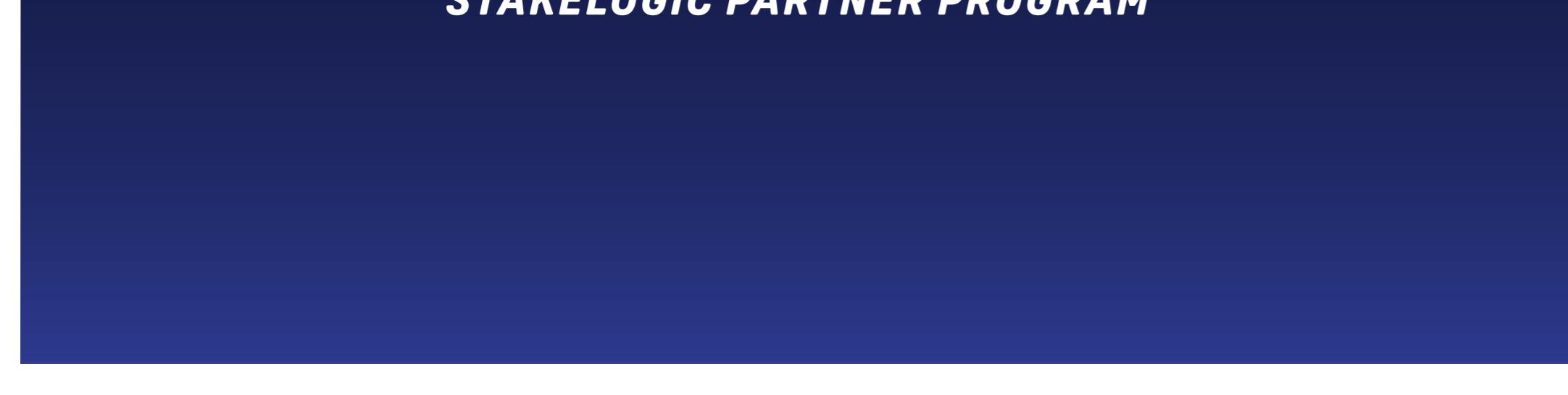
Stakelogic® Games Logo



Greenlogic™ Logos



Full Horizontal Logo



Full Vertical Logo

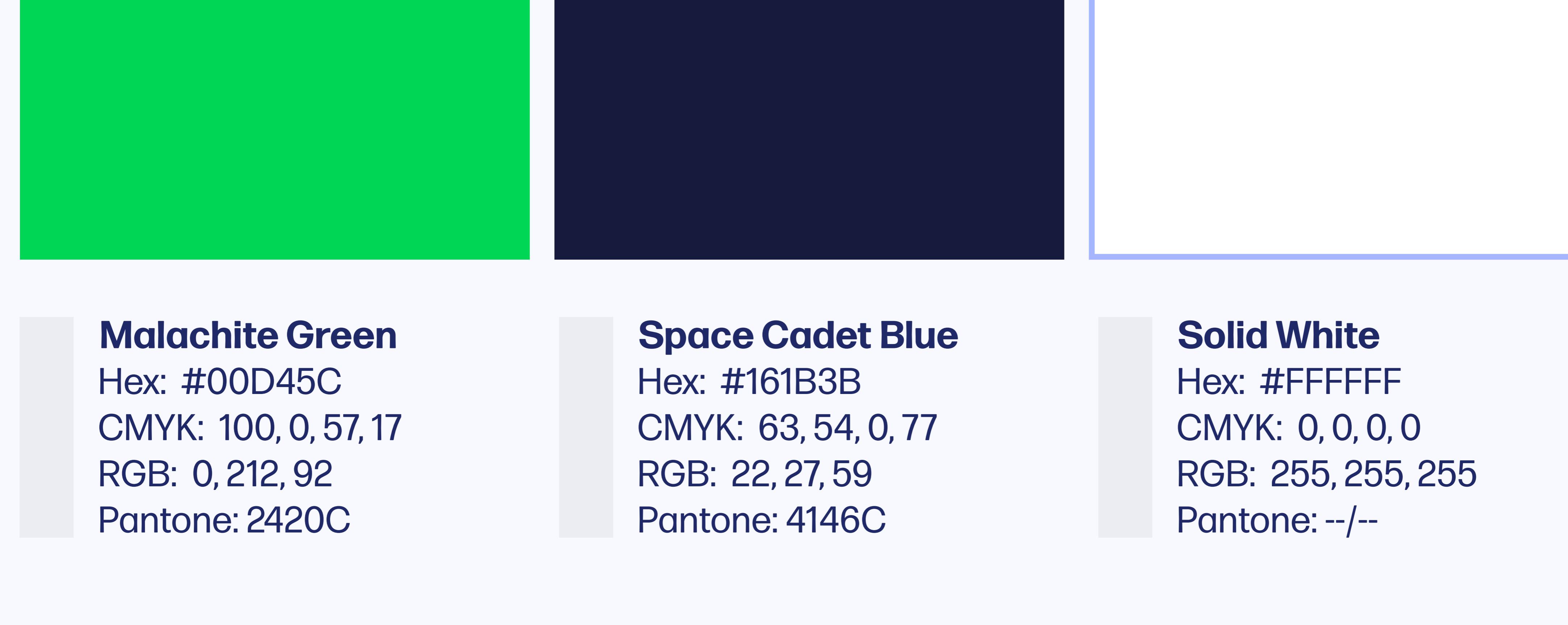


Favicon



Colour Scheme

Primary Colours



Malachite Green

Hex: #00D45C
CMYK: 100, 0, 57, 17
RGB: 0, 212, 92
Pantone: 2420C

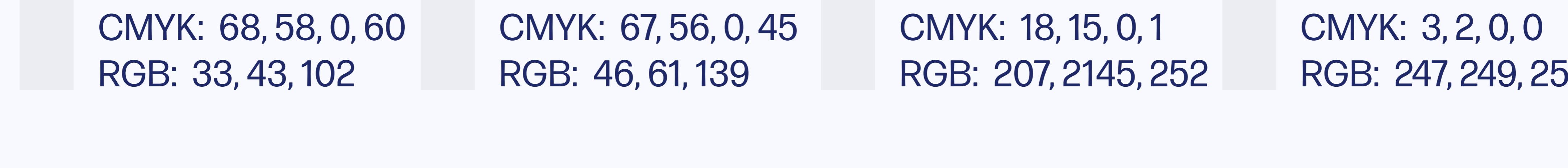
Space Cadet Blue

Hex: #161B3B
CMYK: 63, 54, 0, 77
RGB: 22, 27, 59
Pantone: 4146C

Solid White

Hex: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Pantone: --/--

Secondary Colours



Royal Blue

Hex: #212B66
CMYK: 68, 58, 0, 60
RGB: 33, 43, 102

Cornflower Blue

Hex: #2E3D8B
CMYK: 67, 56, 0, 45
RGB: 46, 61, 139

Lavender Blue

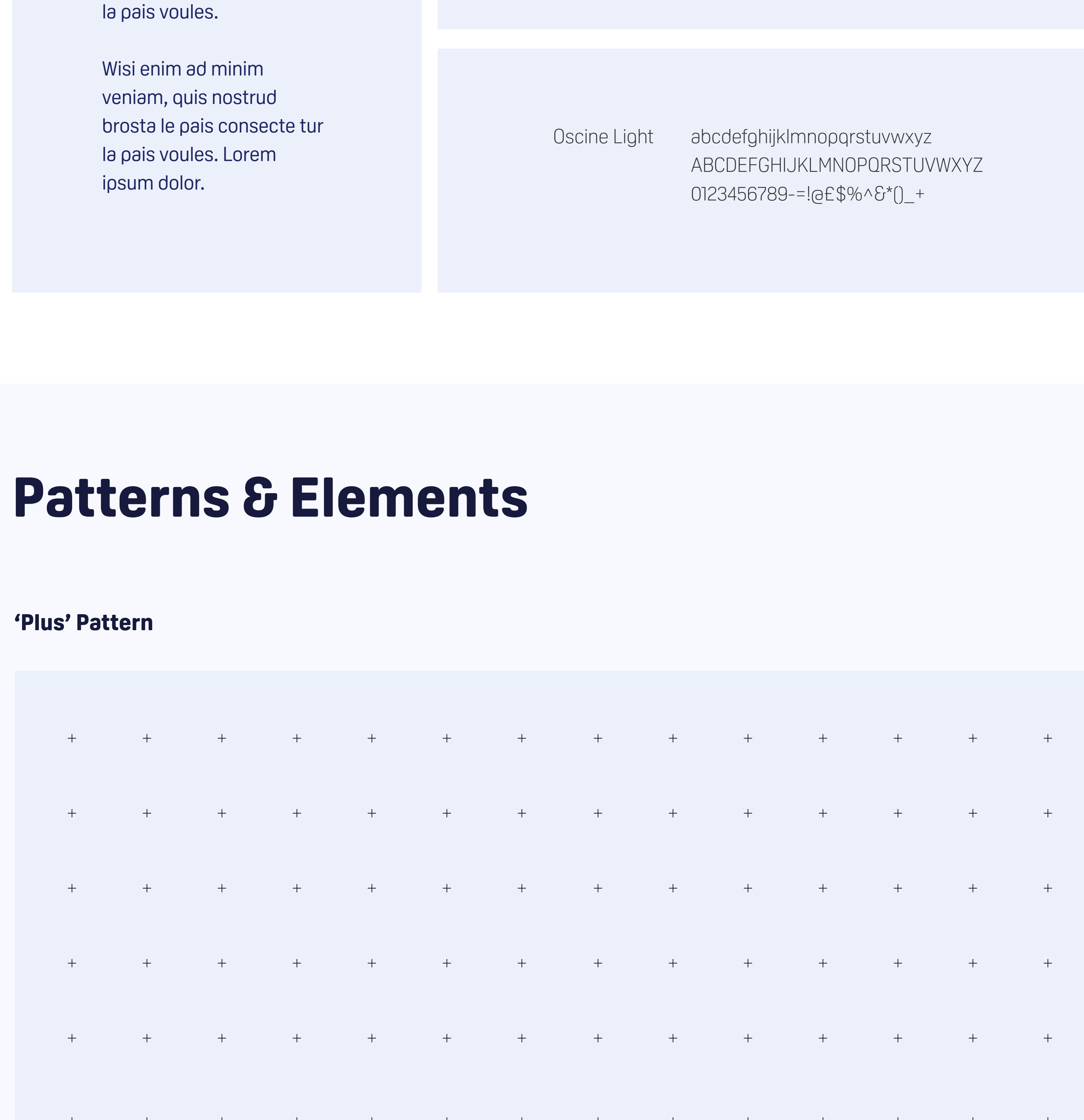
Hex: #CFD6FC
CMYK: 18, 15, 0, 1
RGB: 207, 2145, 252

Ghost White

Hex: #F7F9FF
CMYK: 3, 2, 0, 0
RGB: 247, 249, 255

Typography

The Oscine Family is the primary font family in use.



Patterns & Elements

'Plus' Pattern



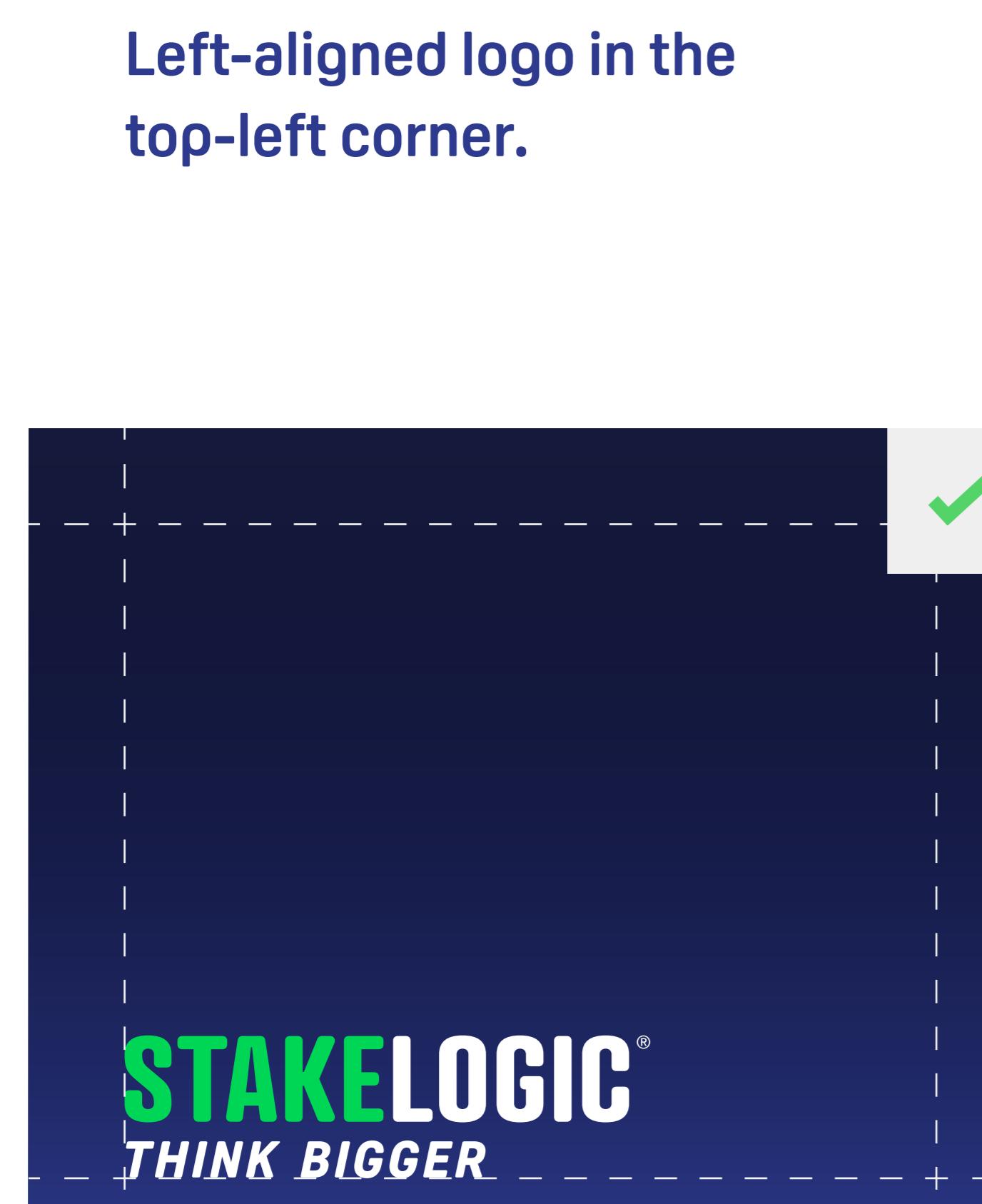
Background Gradient



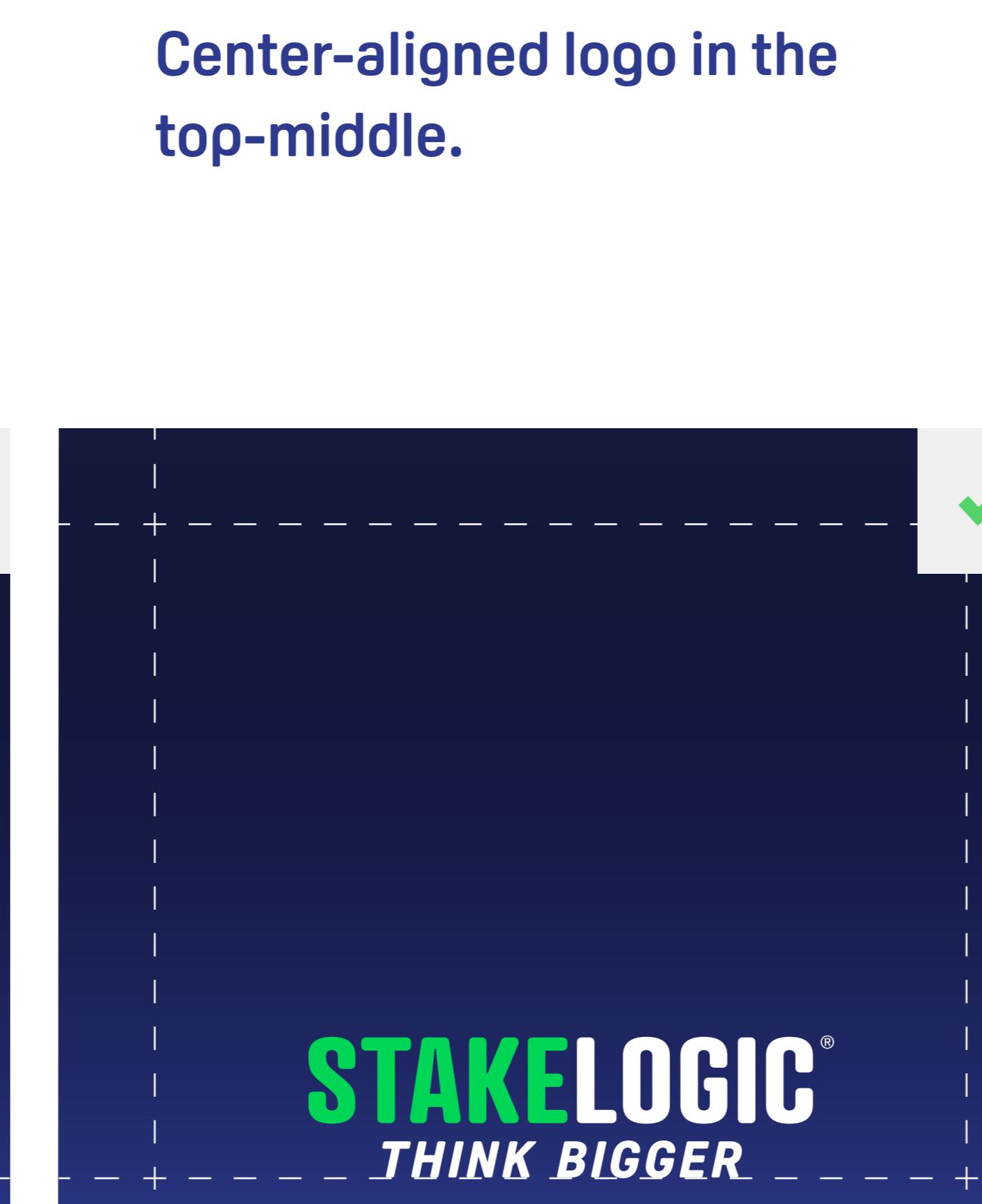
Asset Usage

Logo

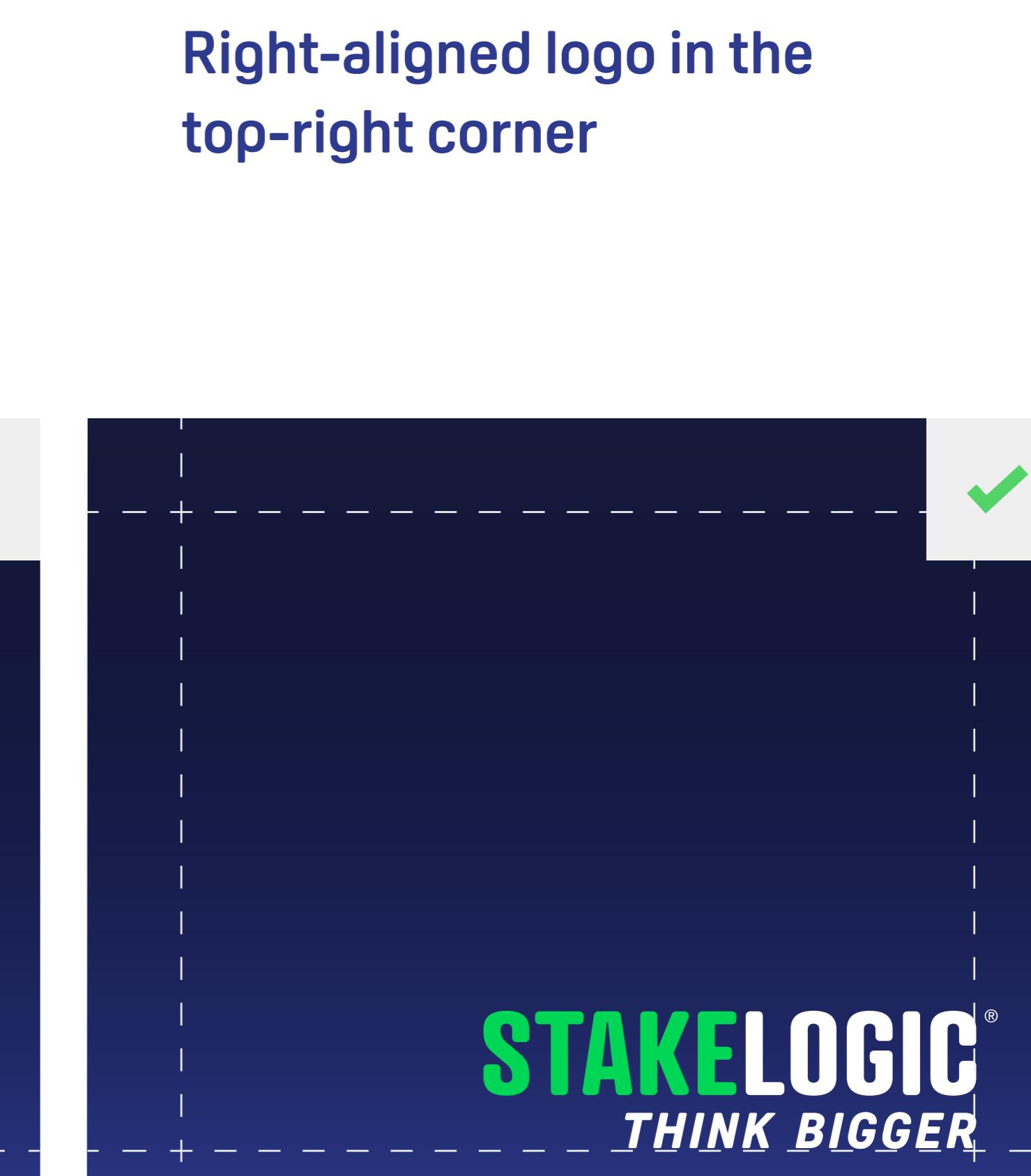
Correct:



Left-aligned logo in the top-left corner.



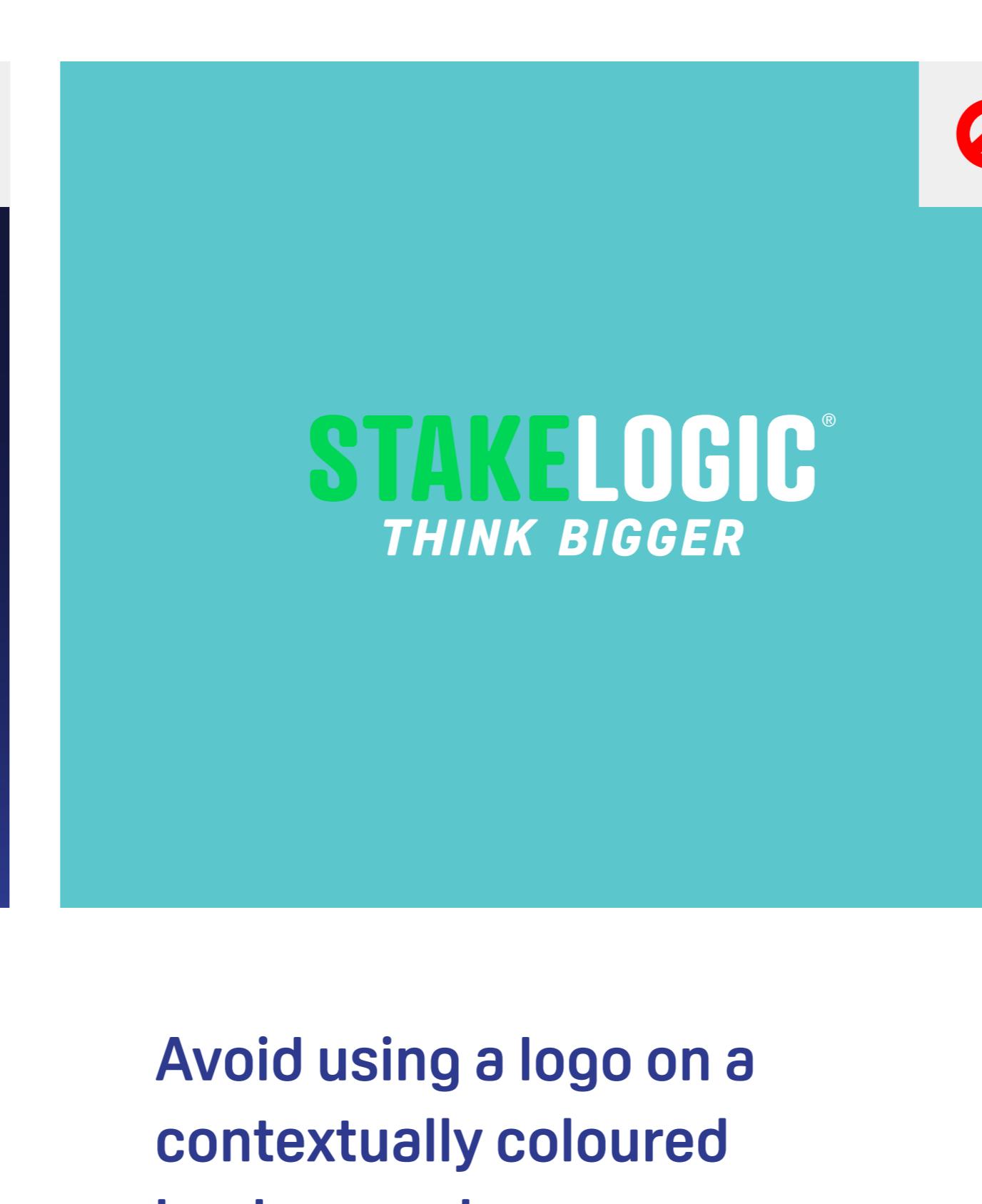
Center-aligned logo in the top-middle.



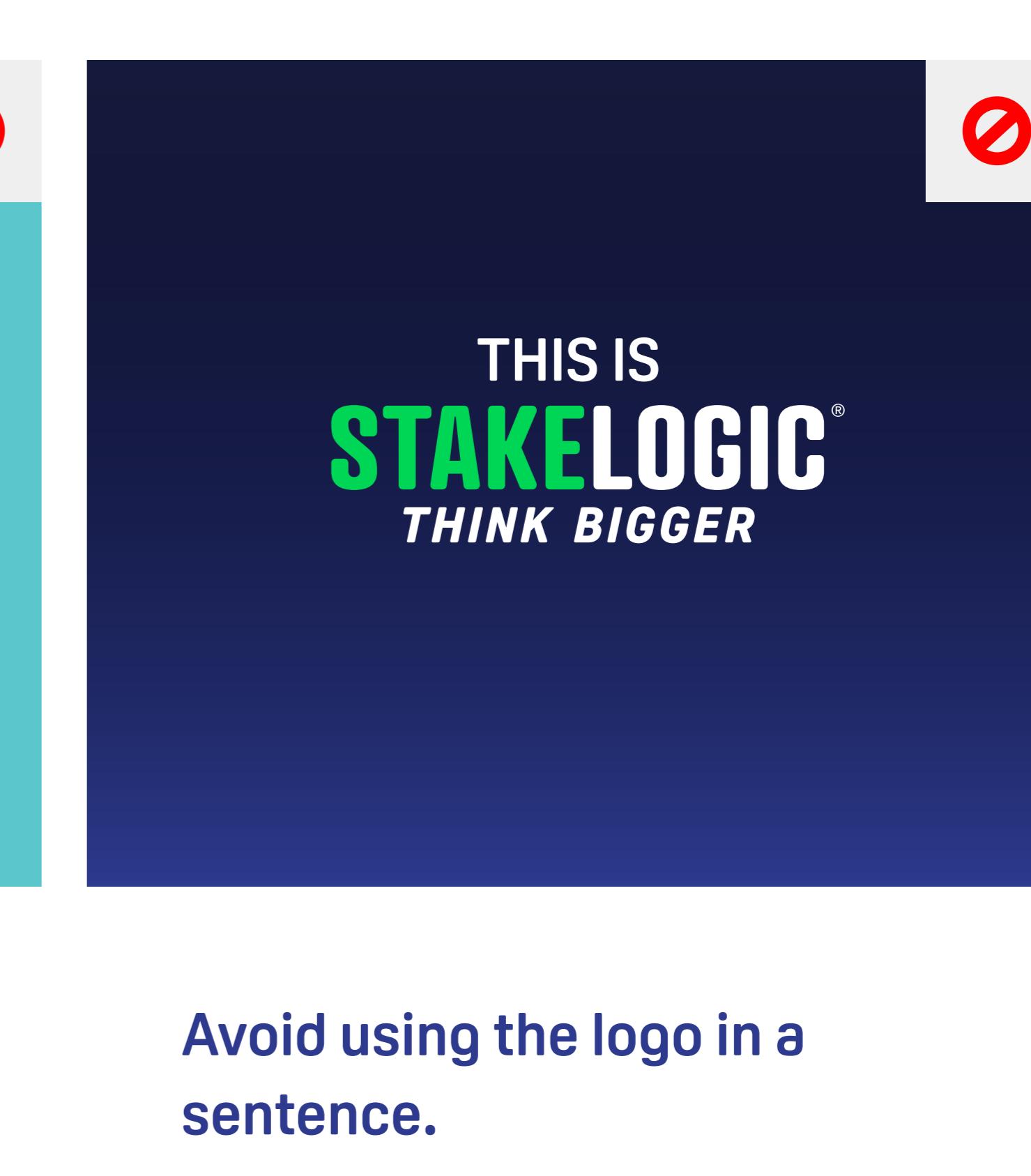
Right-aligned logo in the top-right corner



Left-aligned logo in the bottom-left corner.

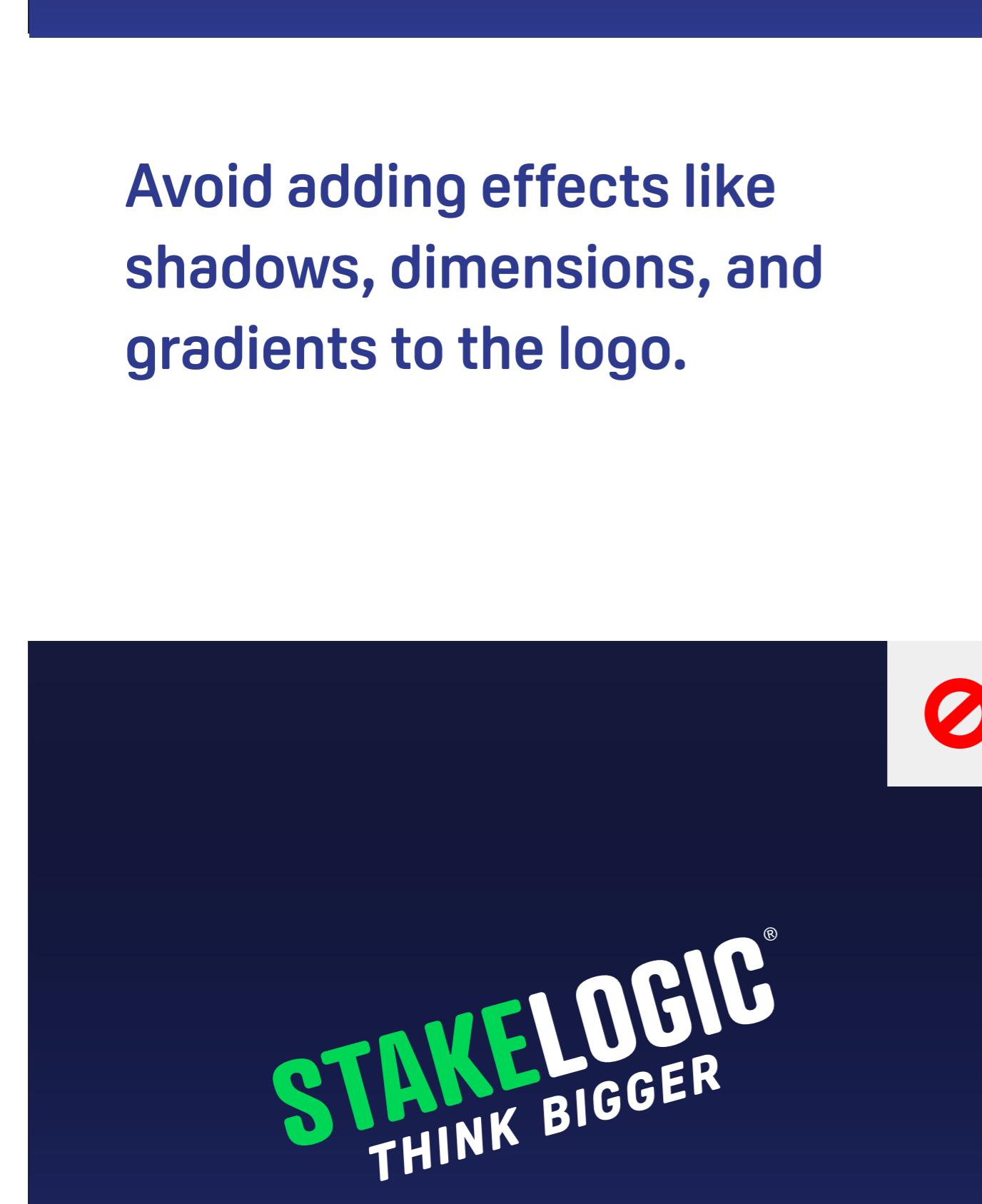


Center-aligned logo in the bottom-middle.

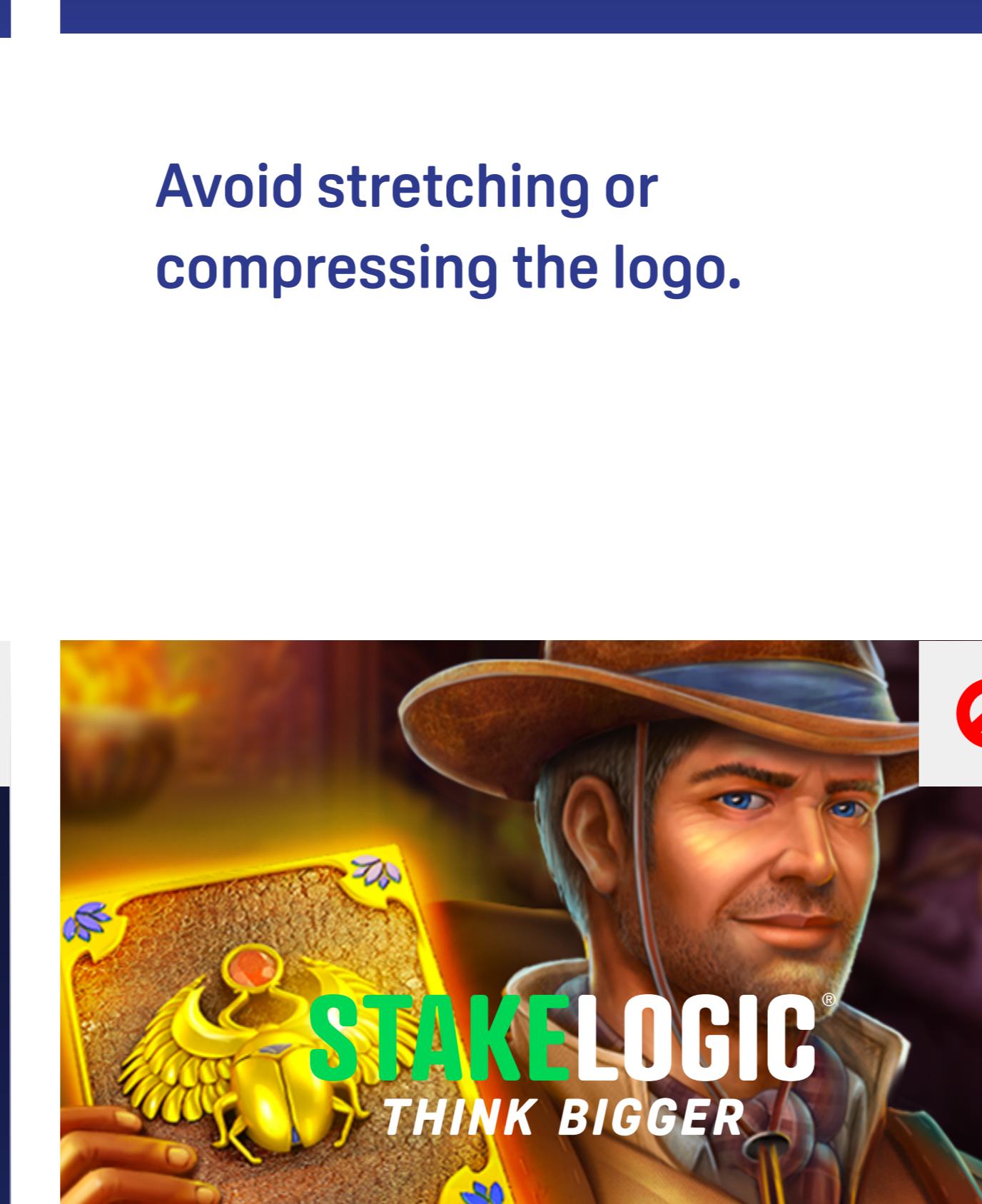


Right-aligned logo in the bottom-right corner

Incorrect:



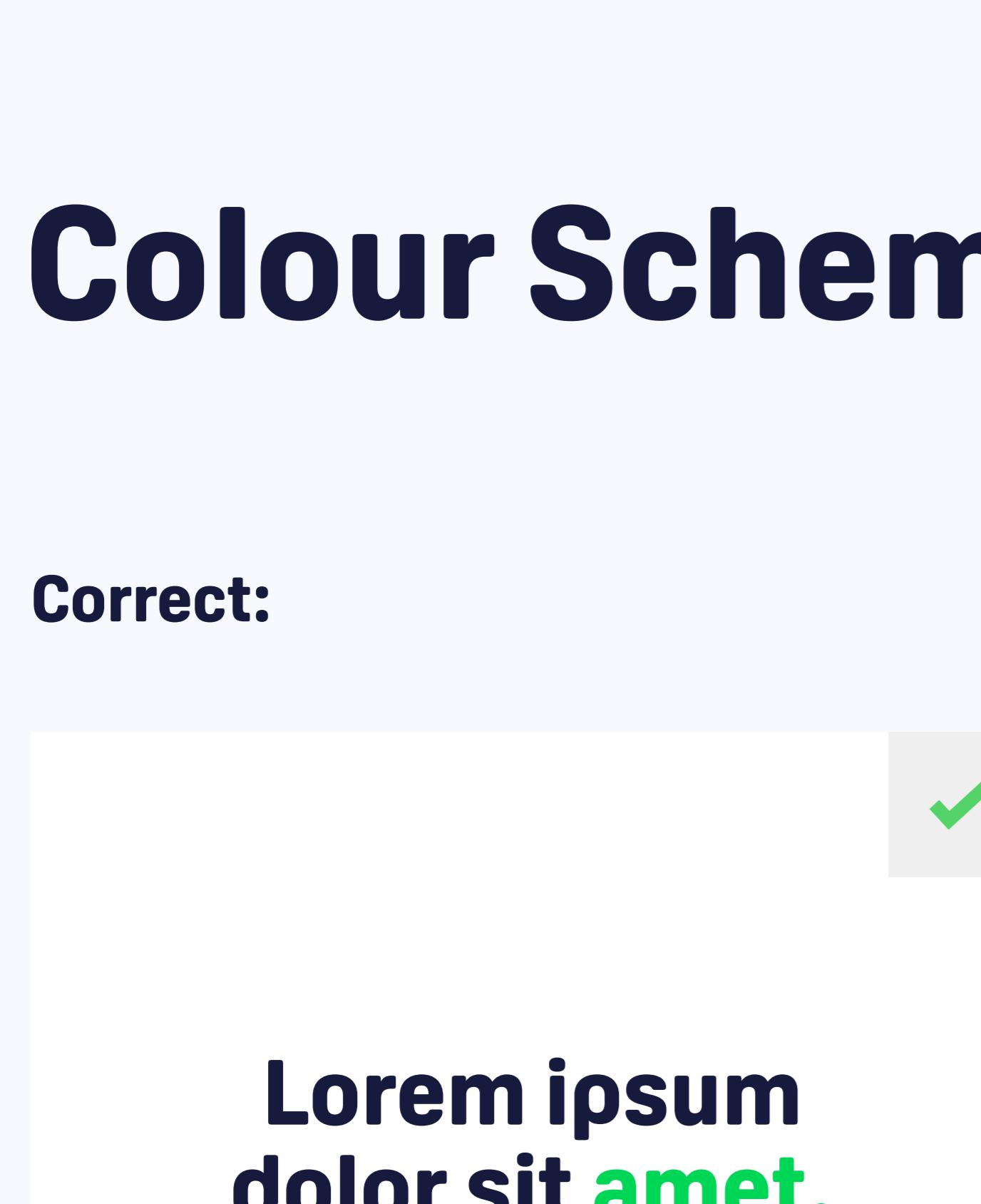
Avoid using a white logo, except for a video watermark. For all other cases, please contact the design team.



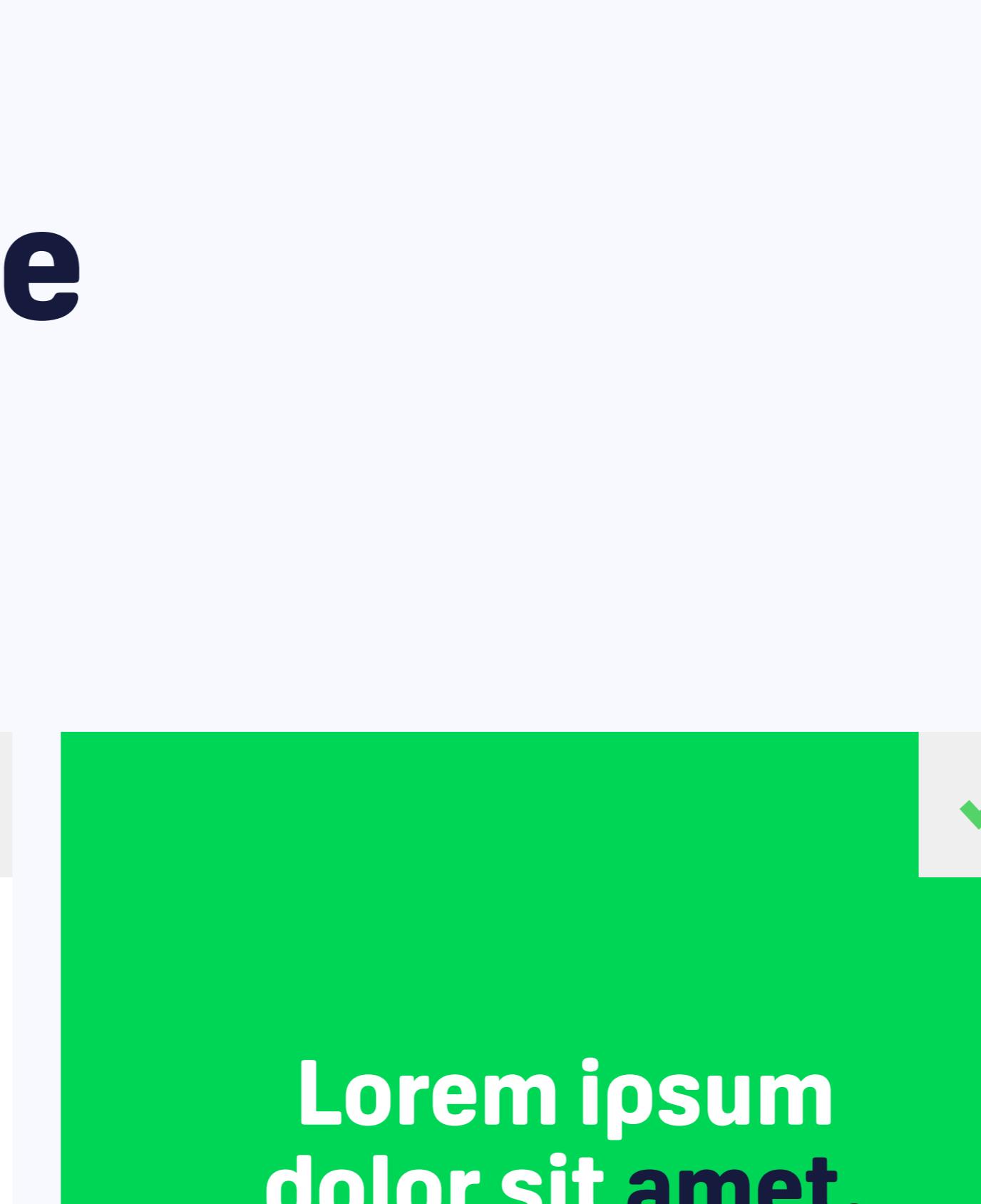
Avoid using a logo on a contextually coloured background.



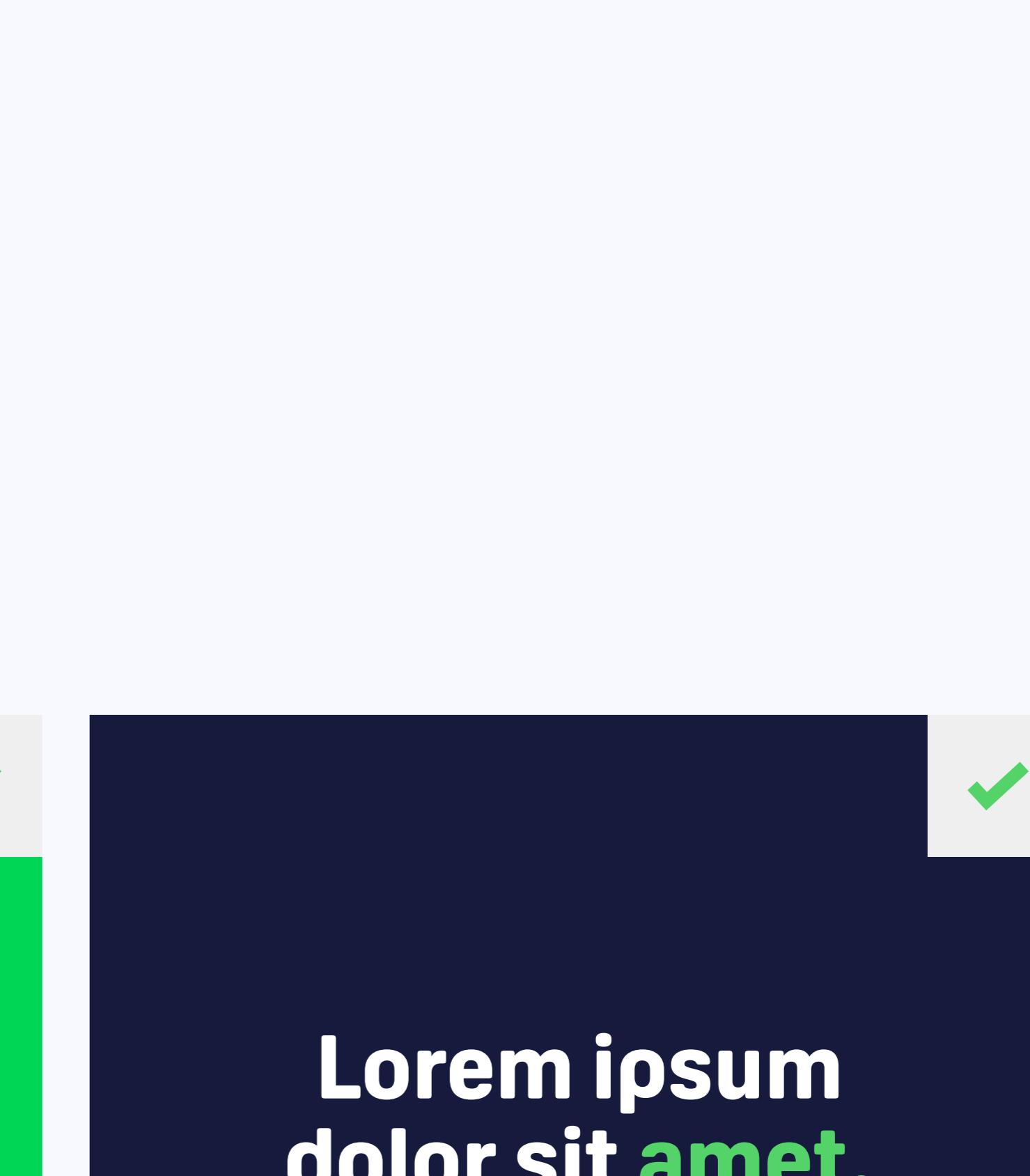
Avoid using the logo in a sentence.



Avoid adding effects like shadows, dimensions, and gradients to the logo.



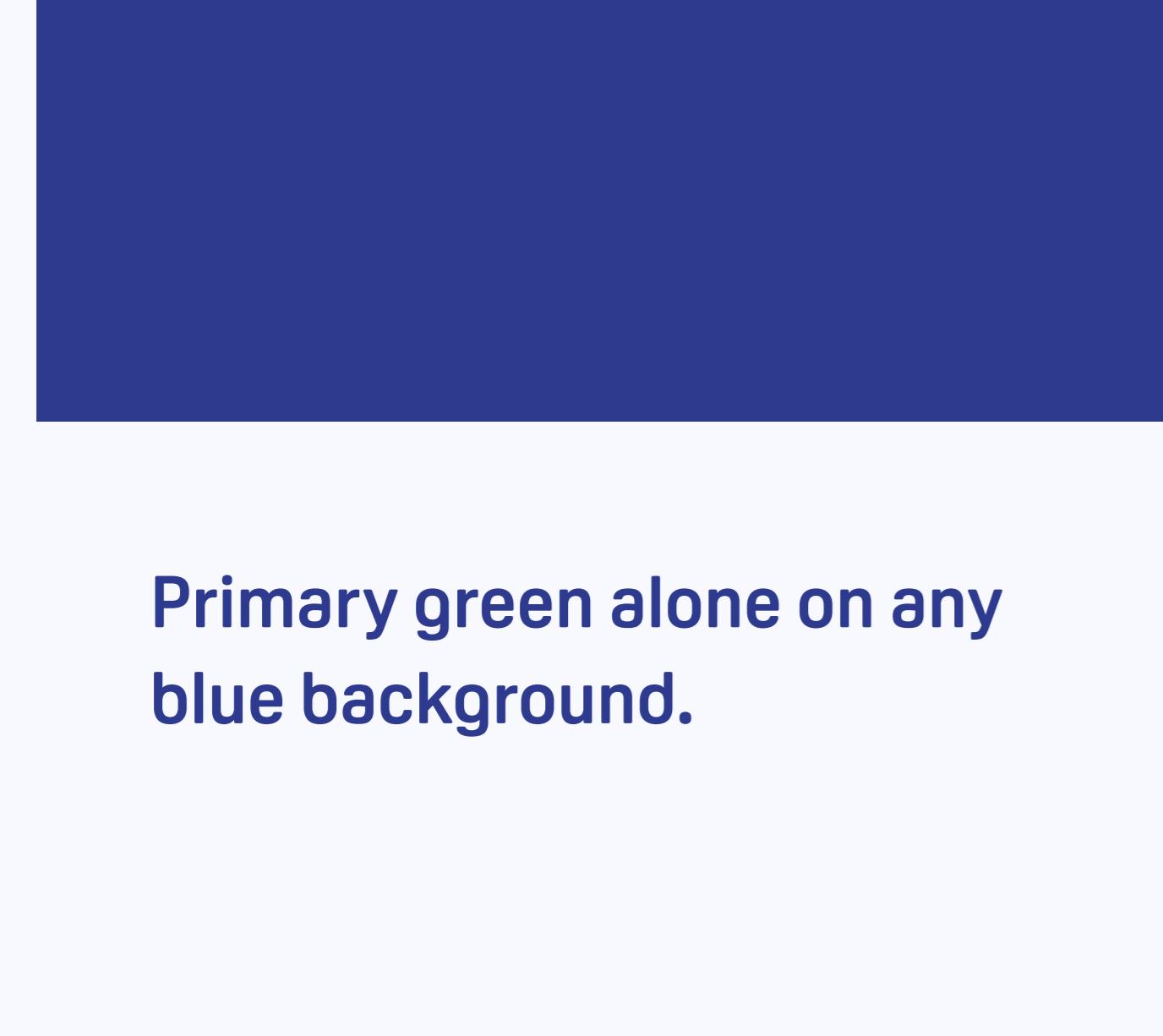
Avoid stretching or compressing the logo.



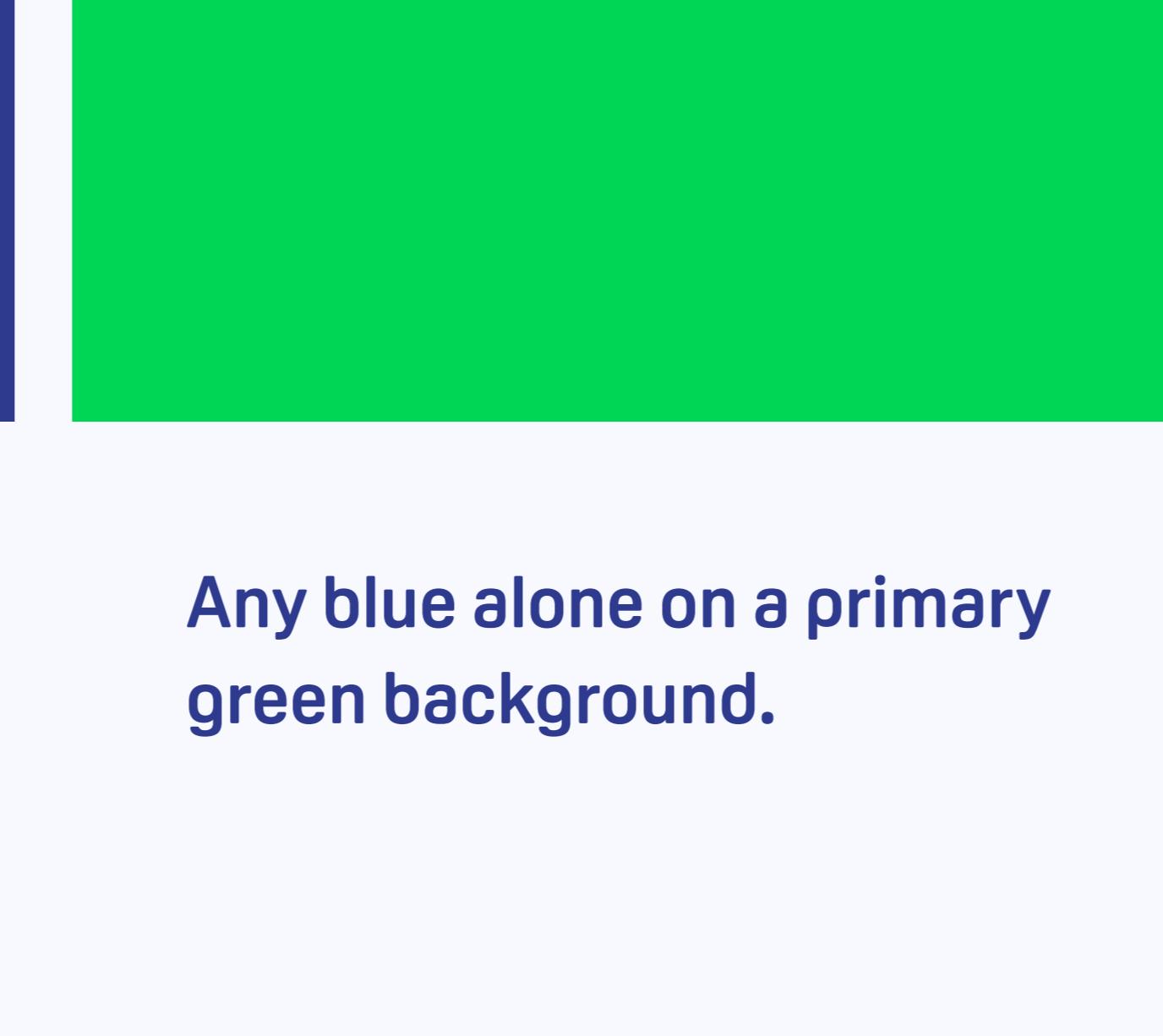
Avoid placing the logo in a shape or container.

Colour Scheme

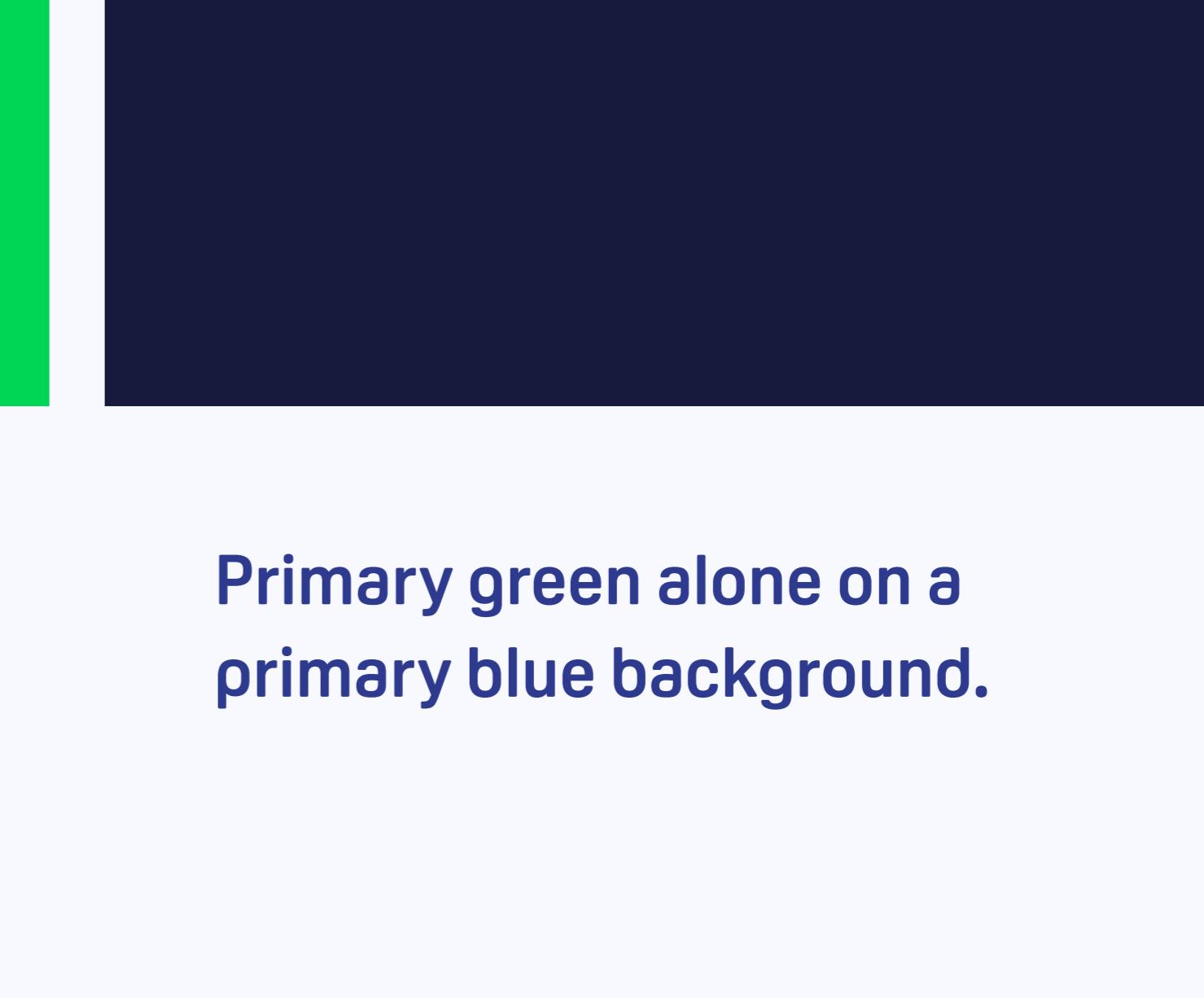
Correct:



Primary blue /+ primary green on white.



White /+ primary blue on primary green.

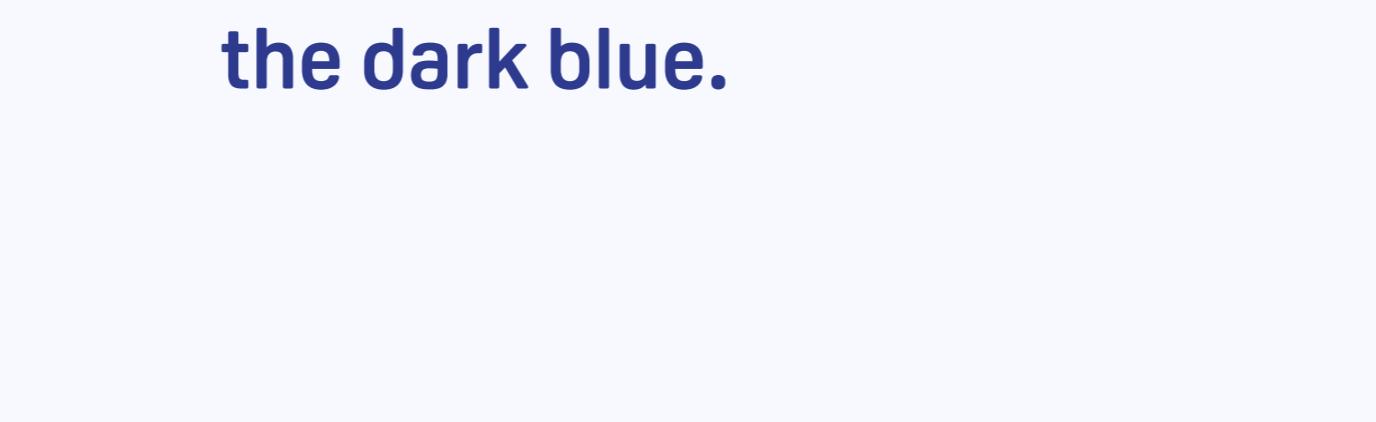


White /+ primary green on primary blue.

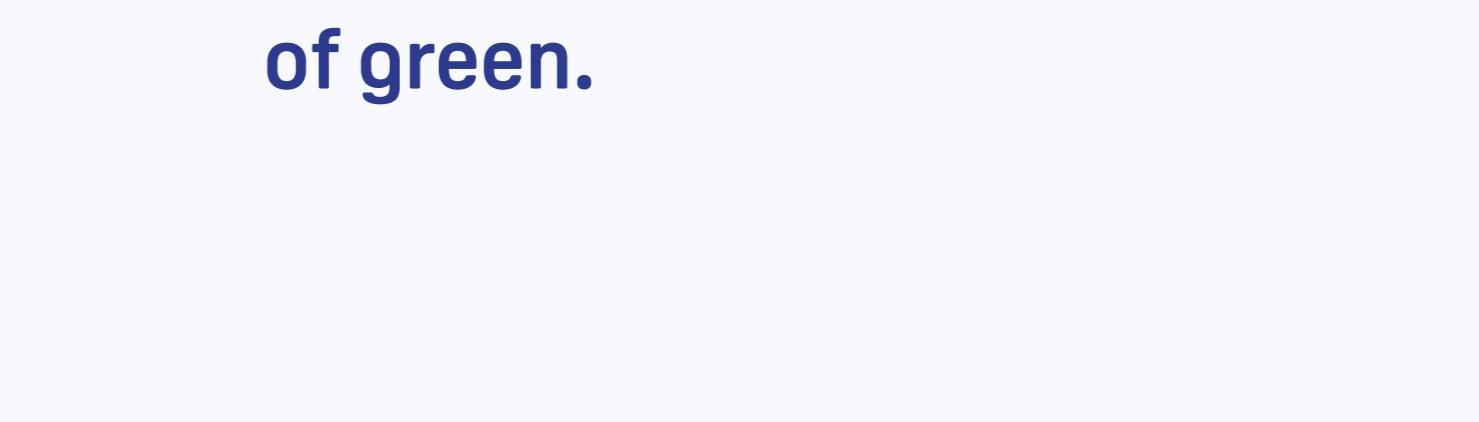
Incorrect:



Primary green alone on any blue background.



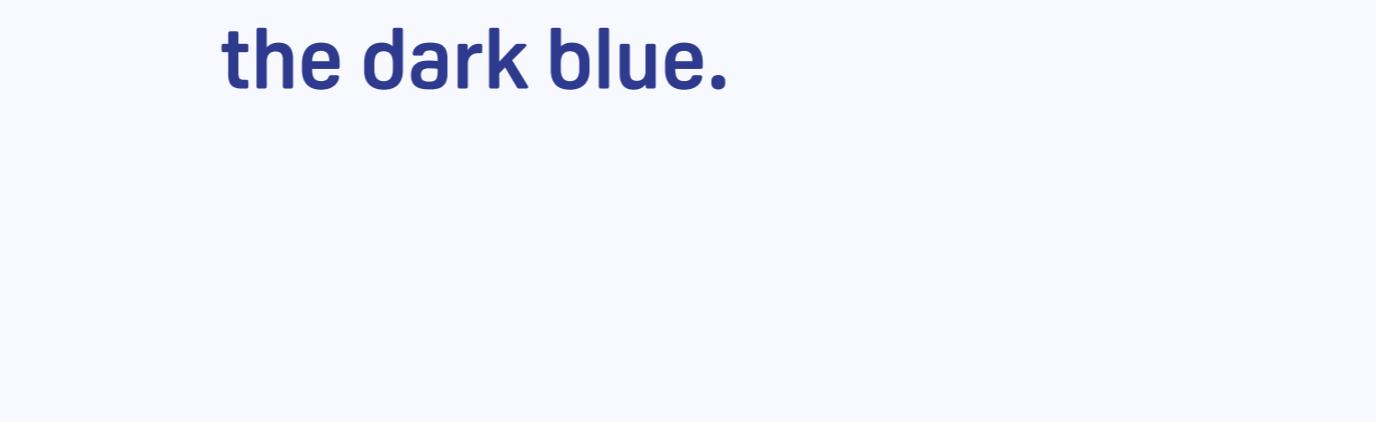
Any blue alone on a primary green background.



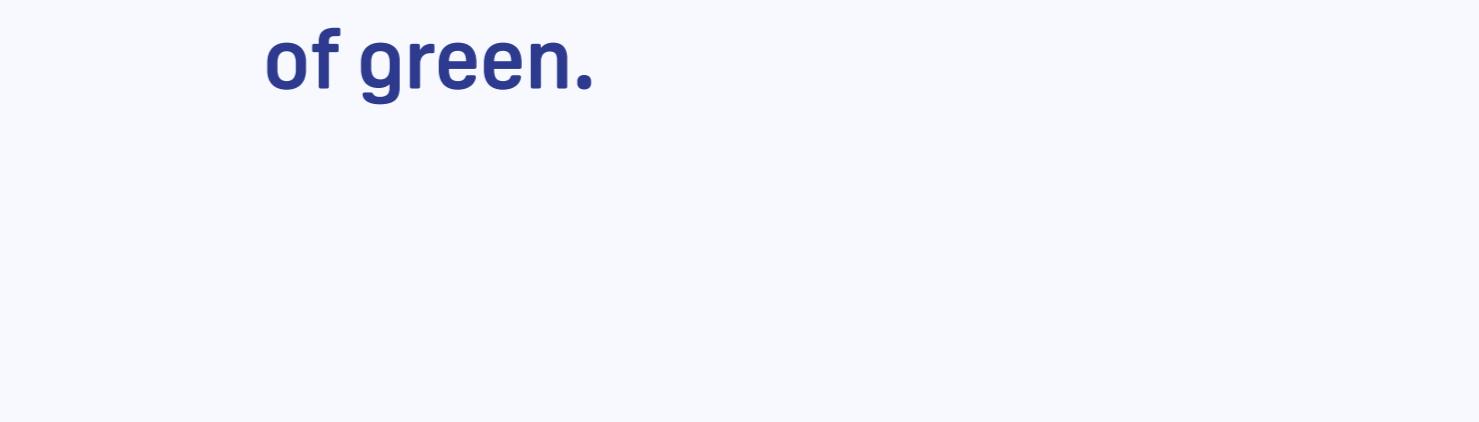
Primary green alone on a primary blue background.



Avoid using the wrong colour in Stakelogic™'s gradient background



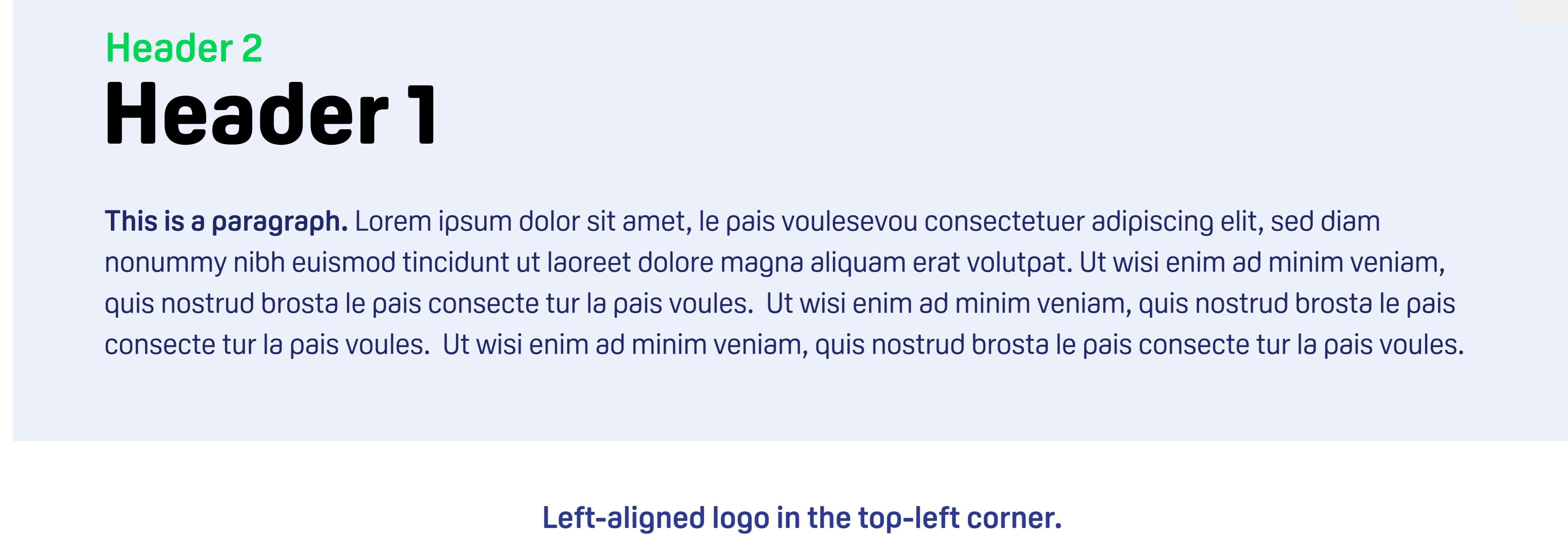
Avoid using black instead of the dark blue.



Avoid using the incorrect tone of green.

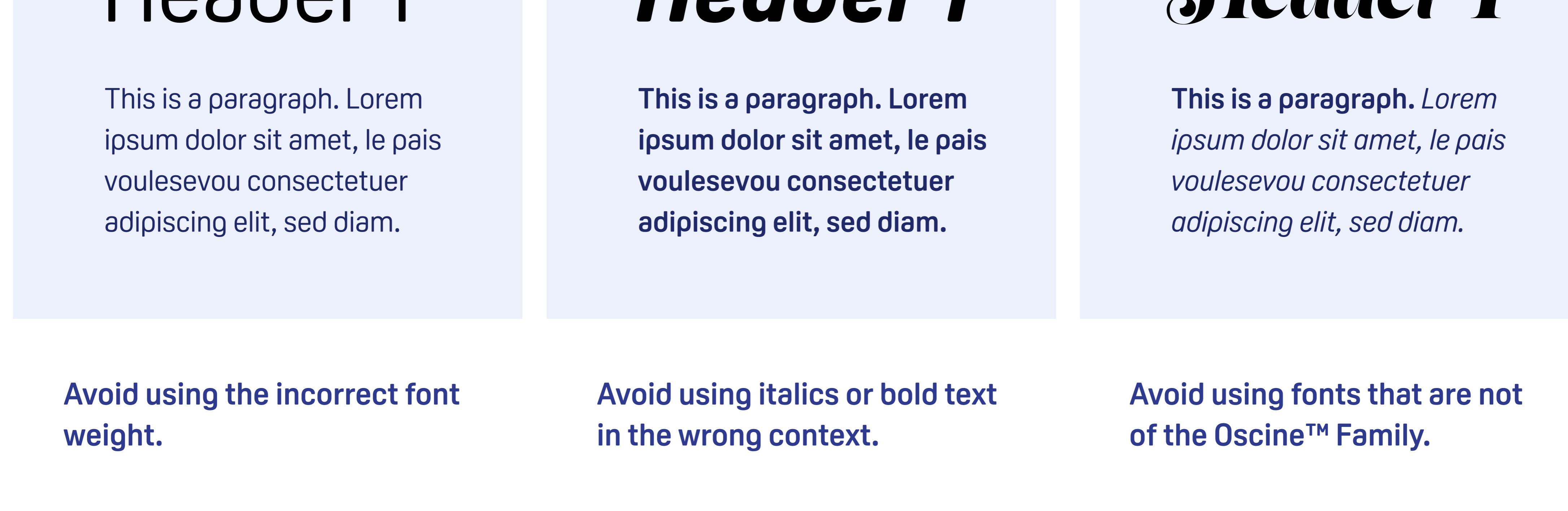
Typography

Correct:



Left-aligned logo in the top-left corner.

Incorrect:



Avoid using the incorrect font weight.

Avoid using italics or bold text in the wrong context.

Avoid using fonts that are not of the Oscine™ Family.

Patterns & Elements

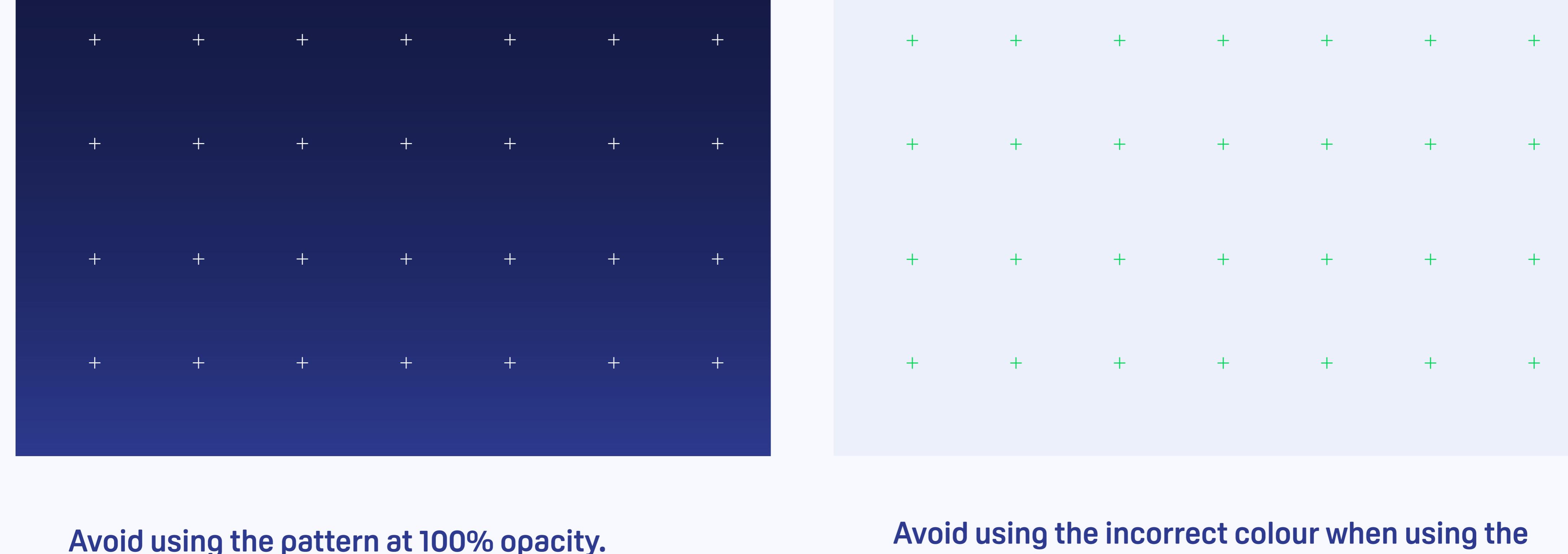
Correct:



Pattern coloured white and set at 20% opacity over a dark background

Pattern in Stakelogic's Cornflower Blue and set at 20% opacity over a light background.

Incorrect:

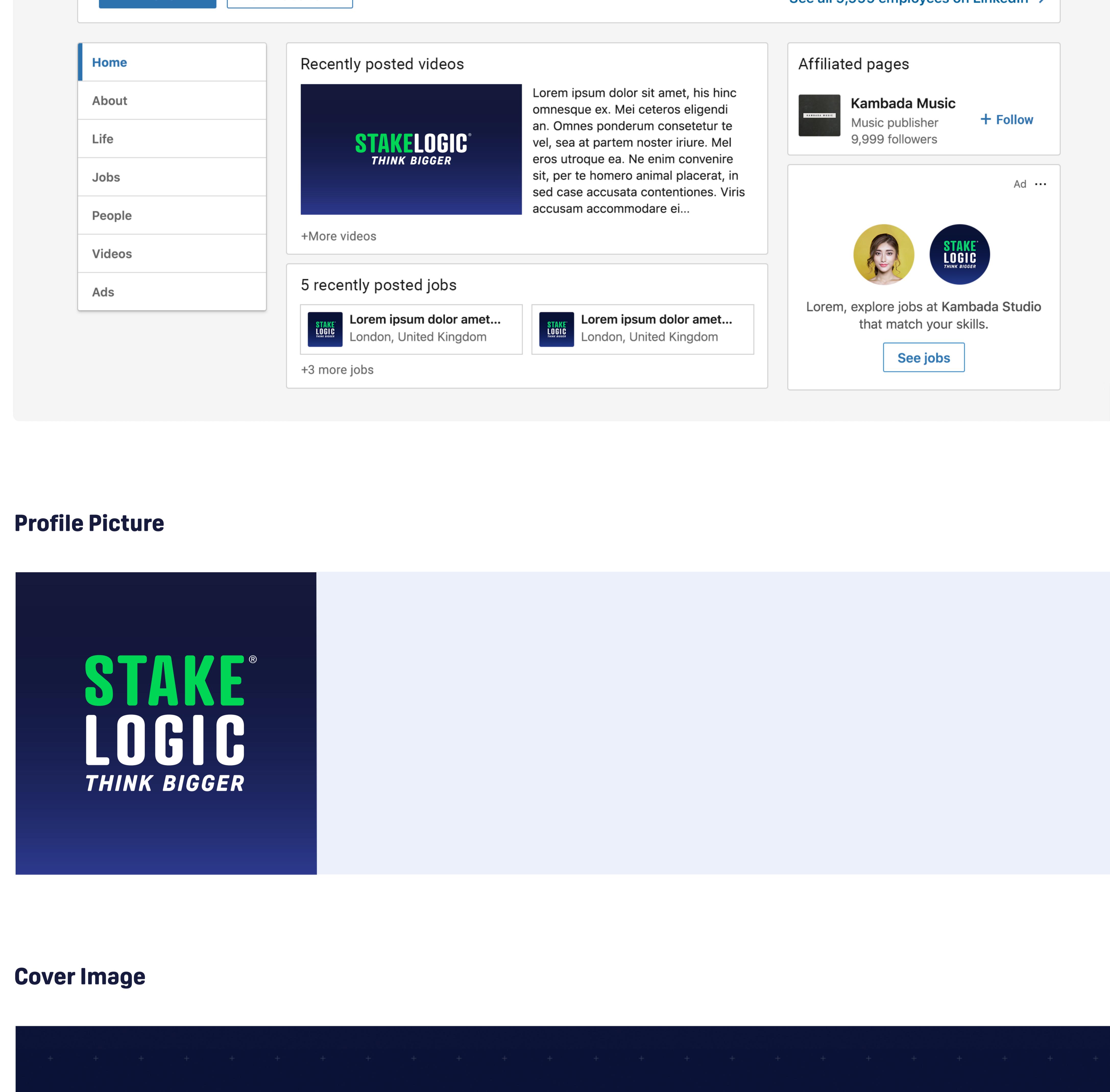


Avoid using the pattern at 100% opacity.

Avoid using the incorrect colour when using the pattern.

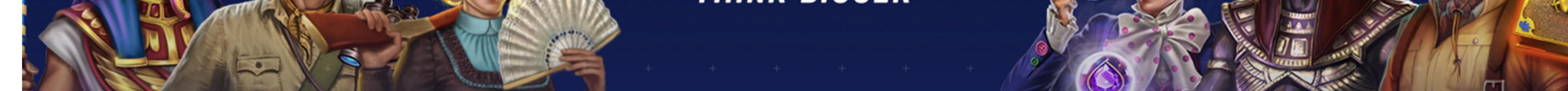
Social Media Branding

LinkedIn



A LinkedIn profile mockup for StakeLogic. The header features a banner with five stylized characters from different cultures (Egyptian, cowboy, Victorian, Mad Hatter, and Egyptian again) and the text "STAKELOGIC THINK BIGGER". Below the banner is a sub-header: "Kambada Studio LinkedIn PSD Mockup" and "Digital and Motion Design - London, UK - 9,999 followers". A sidebar on the left lists navigation options: Home, About, Life, Jobs, People, Videos, and Ads. The main content area shows "Recently posted videos" (with a placeholder video for StakeLogic) and "5 recently posted jobs" (with two placeholder job posts). To the right, there's an "Affiliated pages" section showing a link to "Kambada Music" (9,999 followers), and a "See jobs" button.

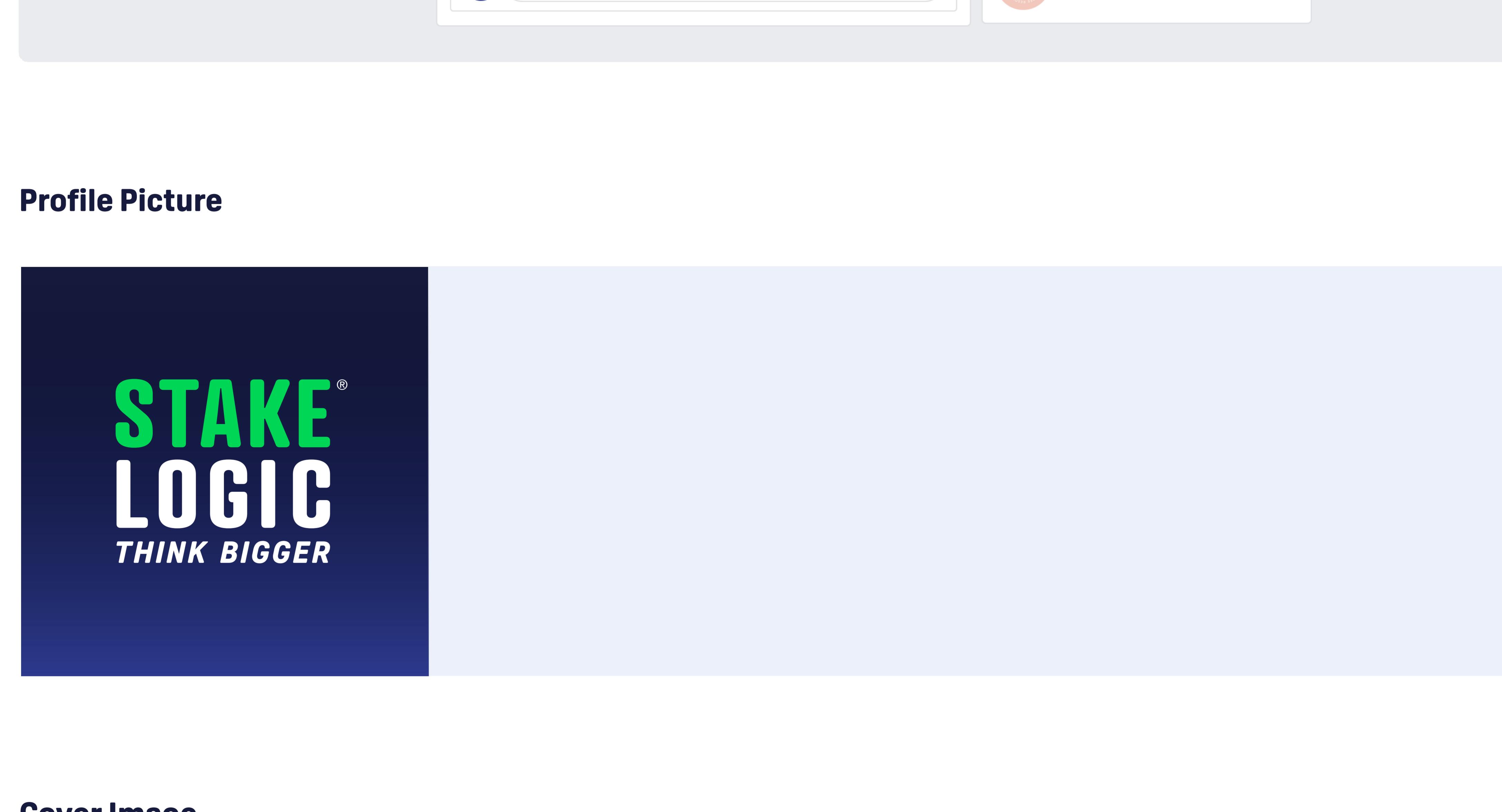
Profile Picture



Cover Image



Facebook



A Facebook page template for StakeLogic. The header features the StakeLogic logo and a banner with the same five characters as the LinkedIn cover. The sidebar includes links for Home, About, Photos, Reviews, Events, Posts, and Community, along with a "Create a Page" button. The main content area shows a post from StakeLogic with the text "Time to Think Bigger right now!" and a photo of a cowboy holding a glowing book. The right sidebar displays the page's stats: 107k likes, 107,476 people like this, 99,000 people follow this, and a "See All" button. It also lists pages liked by this page: Artists, Developers, and Designers.

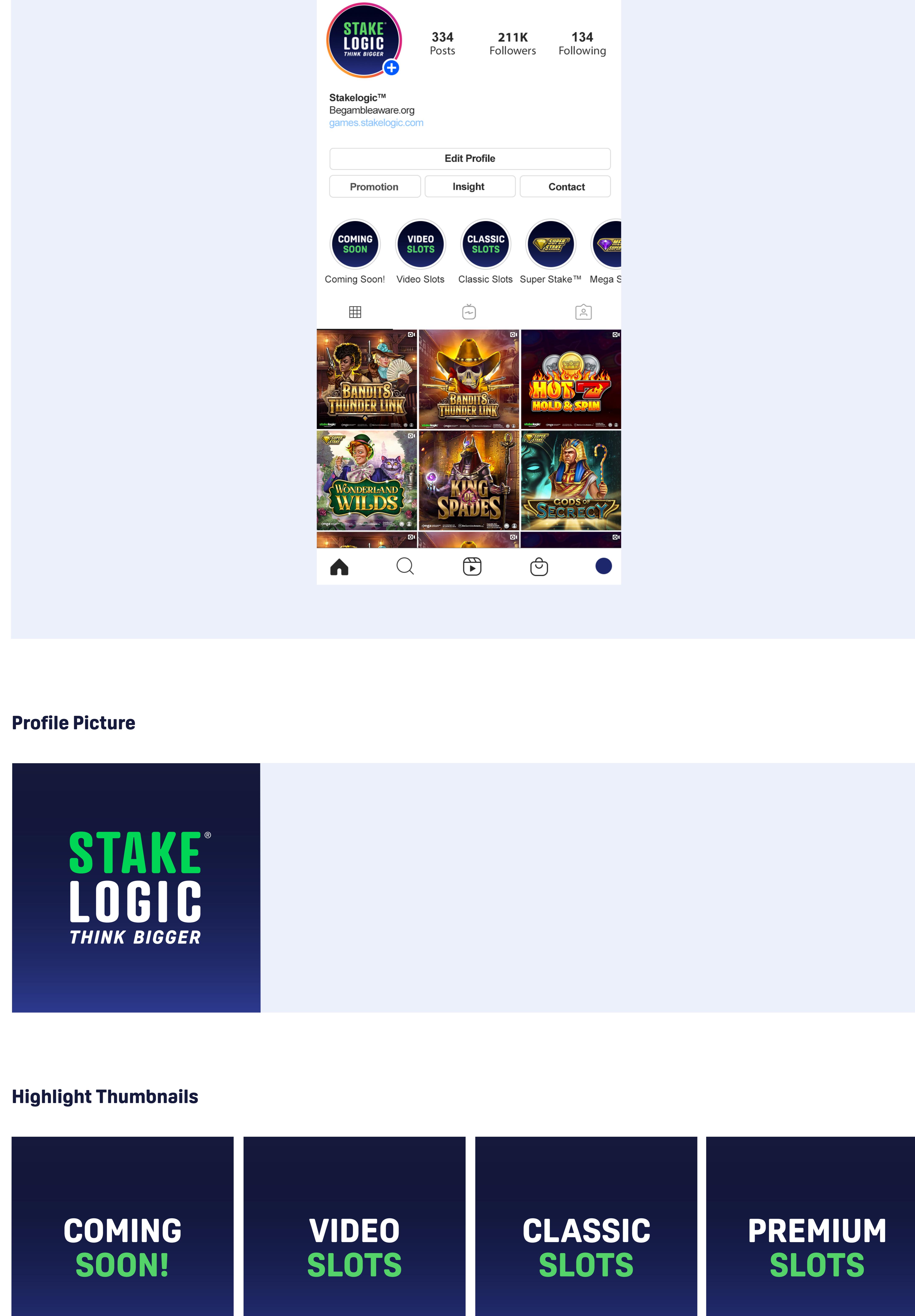
Profile Picture



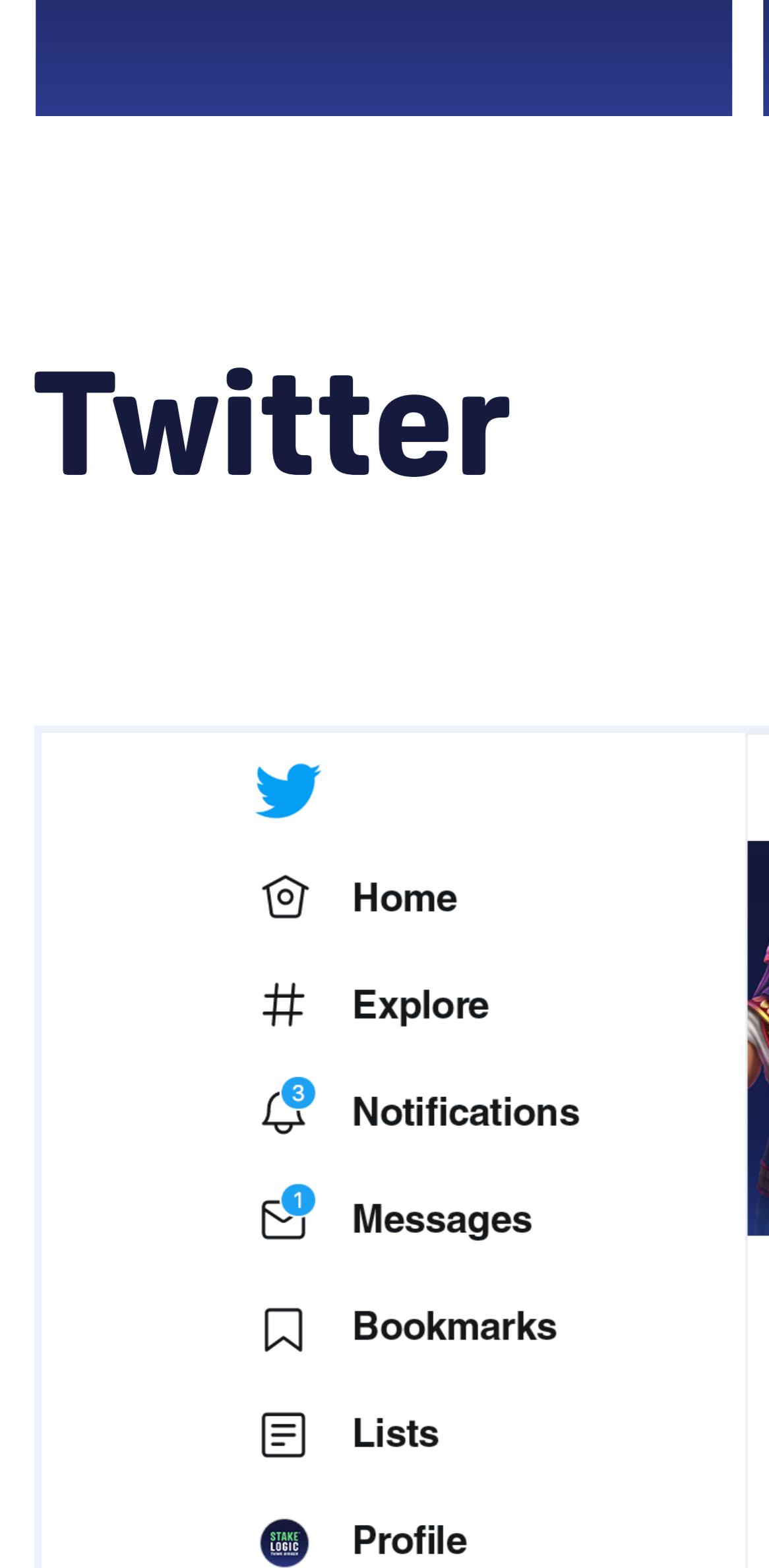
Cover Image



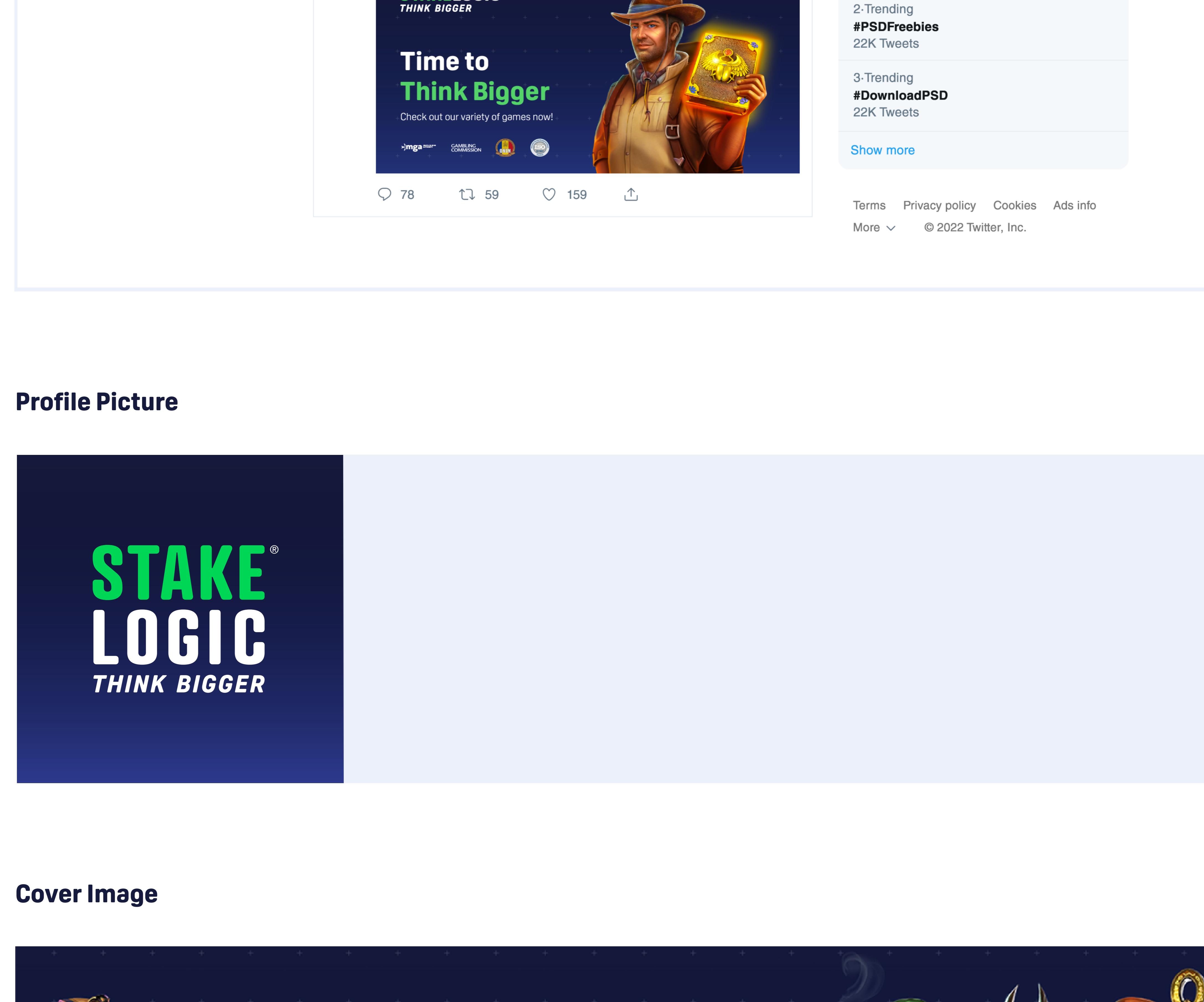
Instagram



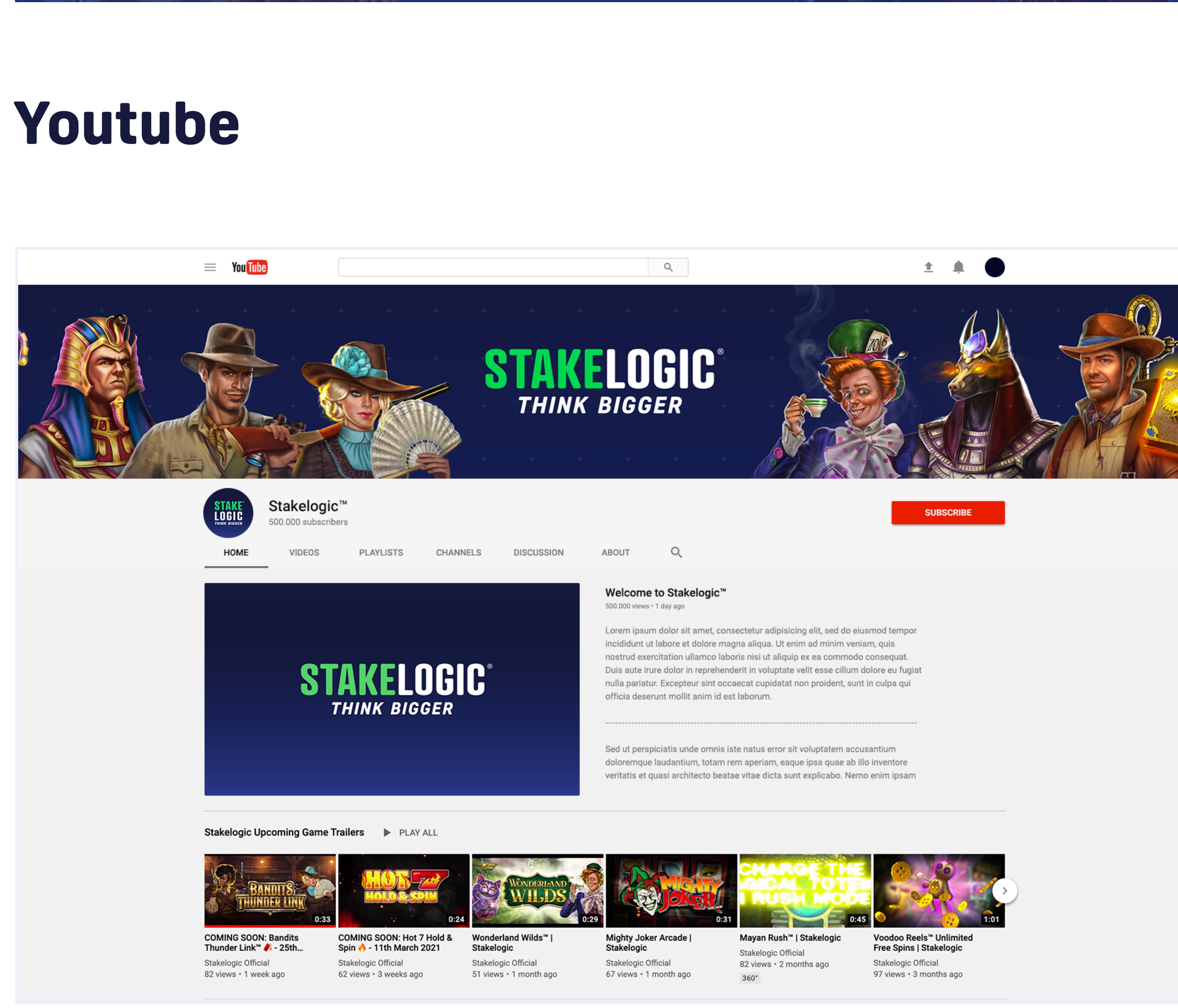
Profile Picture



Highlight Thumbnails



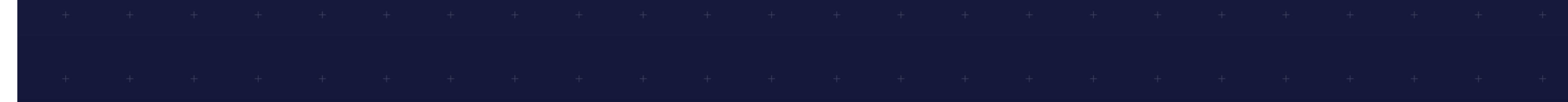
Twitter



Profile Picture



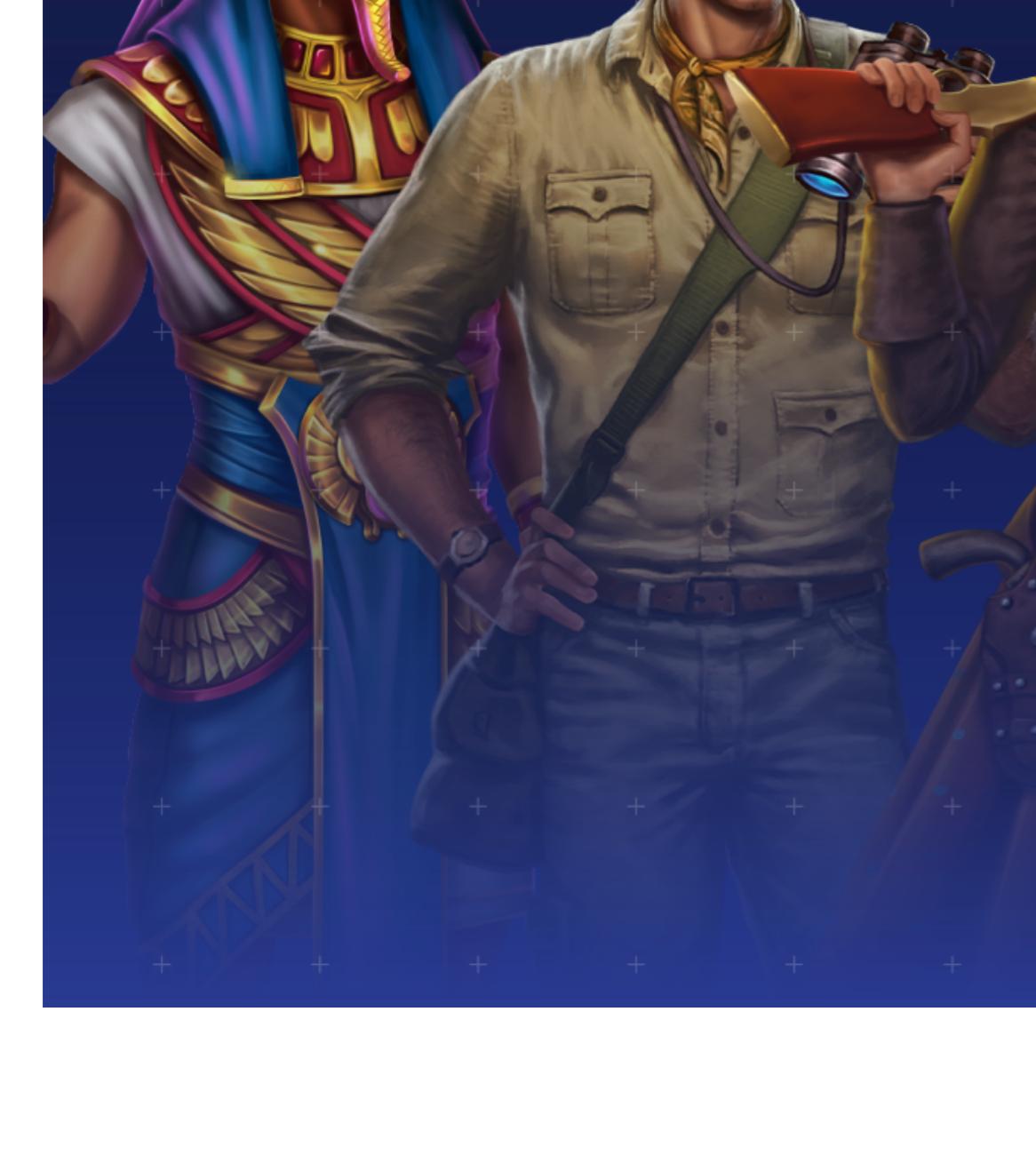
Cover Image



Youtube



Profile Picture

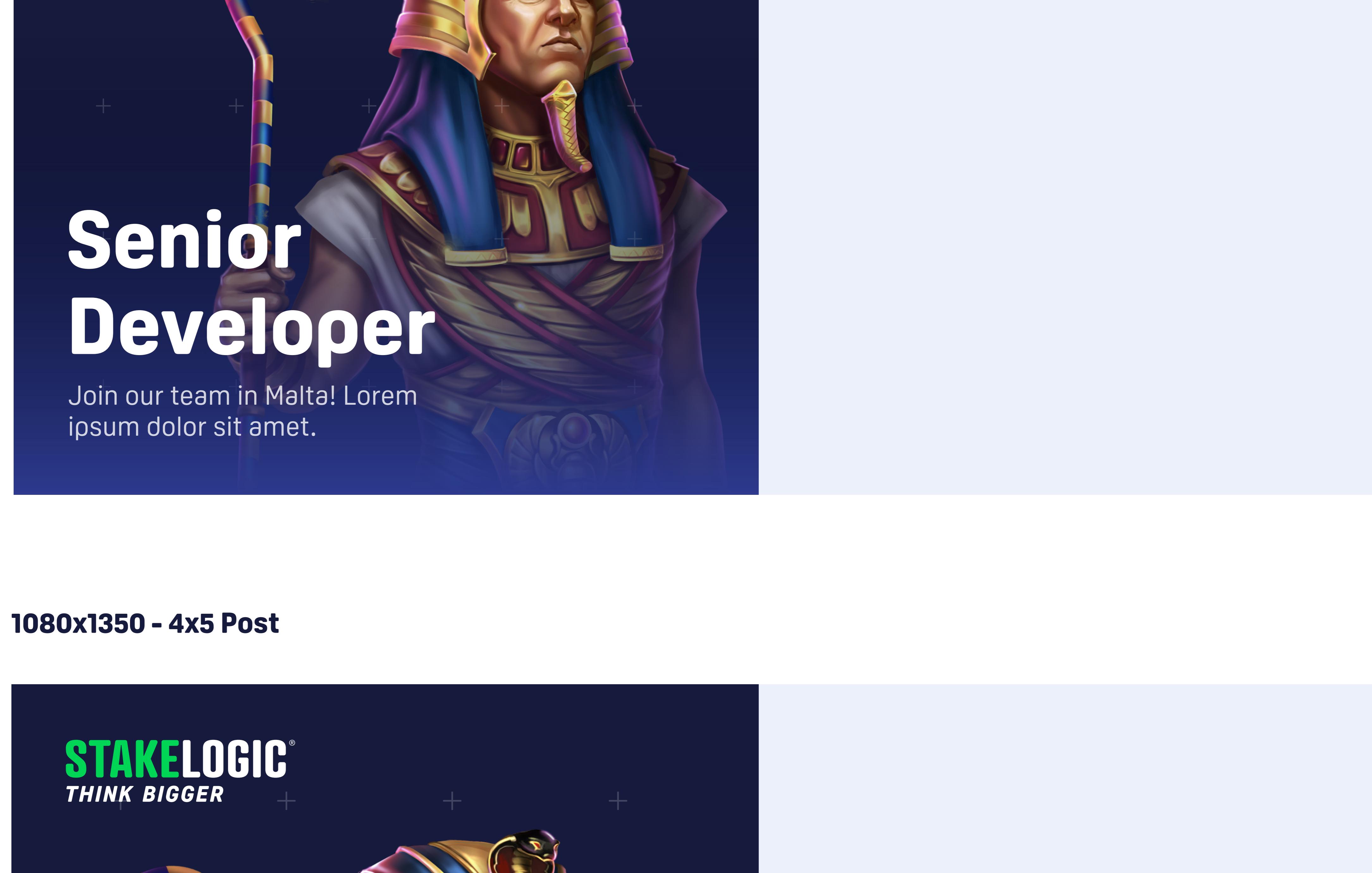


Cover Image

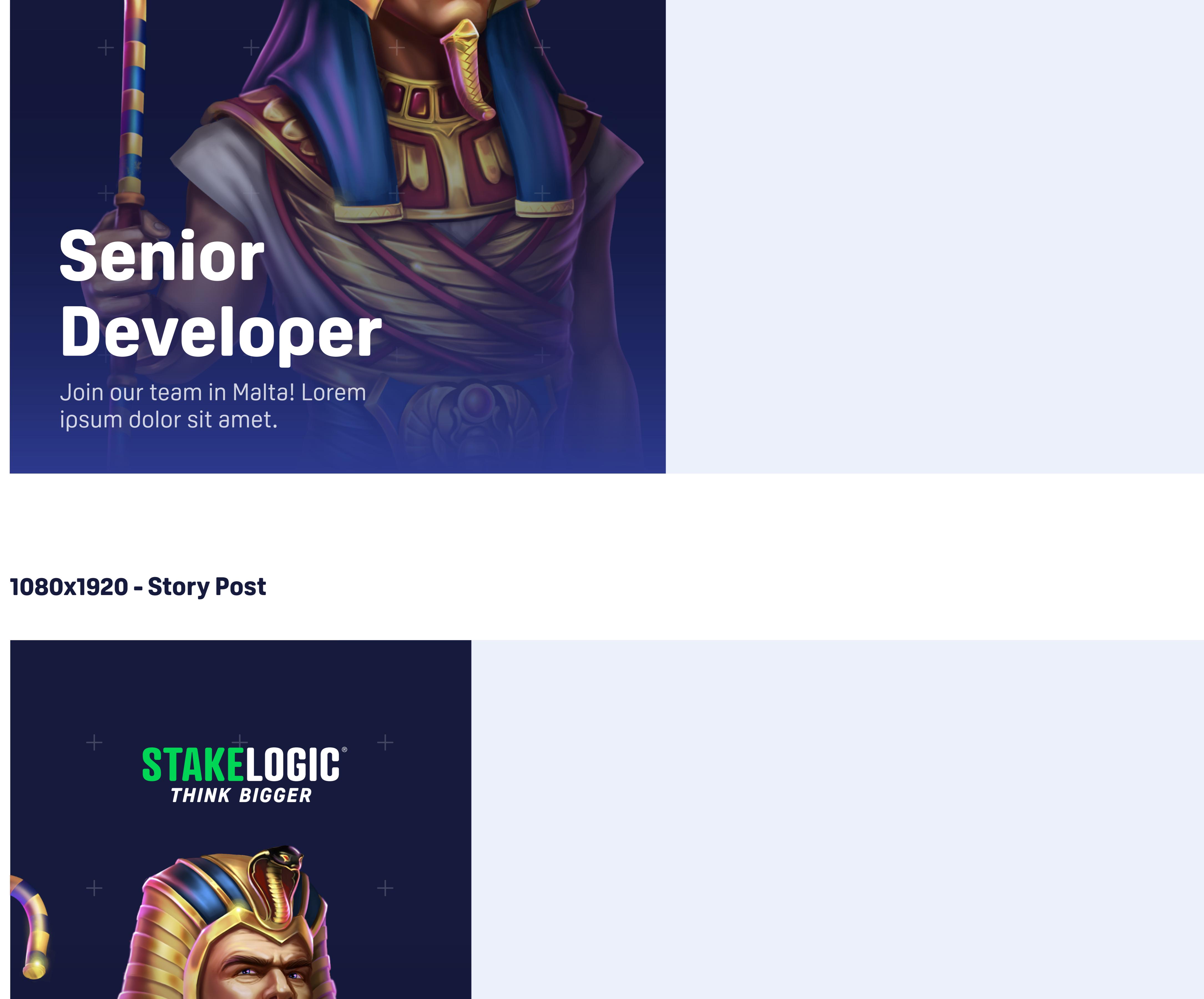
Social Media Marketing

Recruitment Adverts

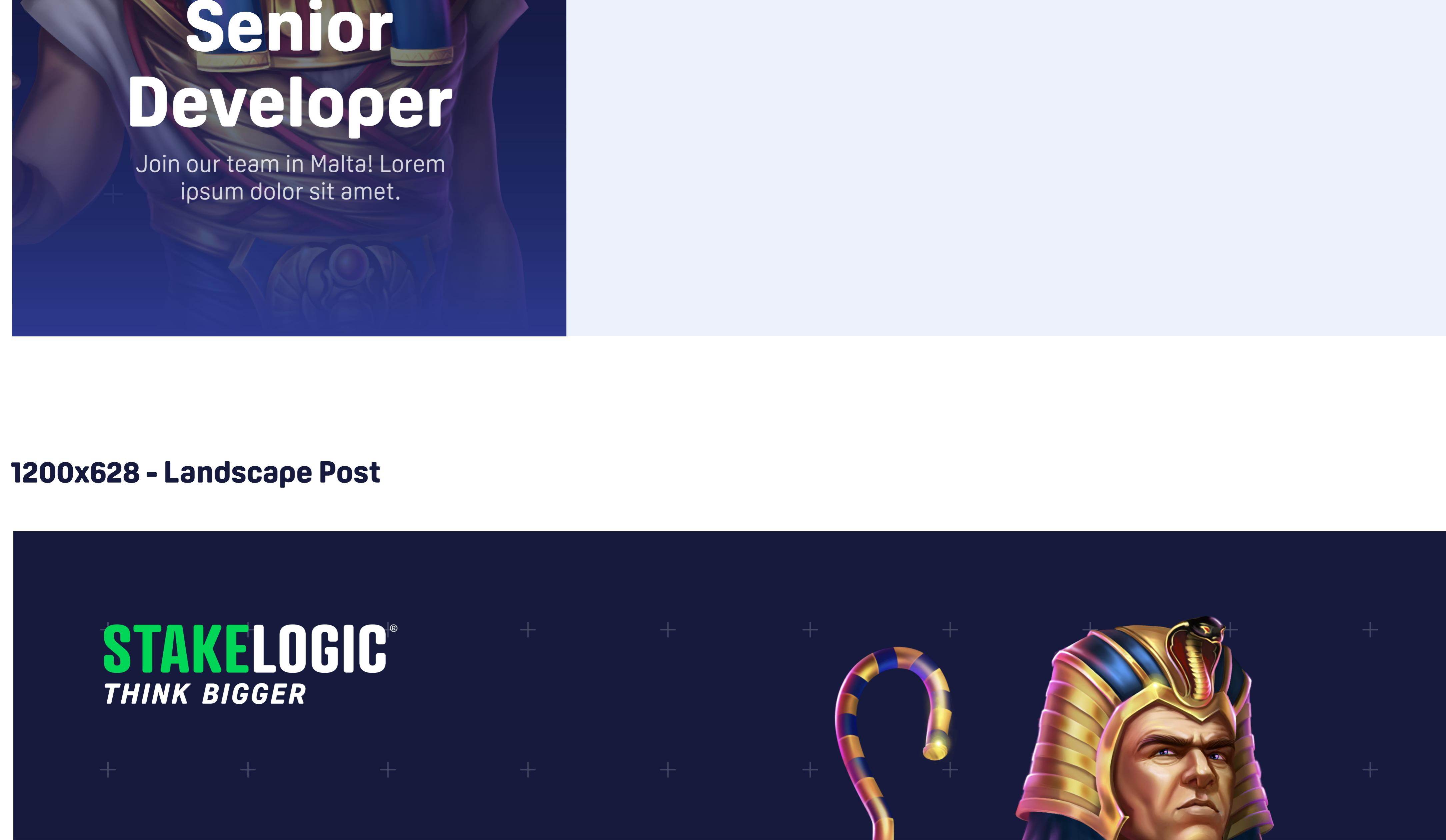
1080x1080 - Square Post



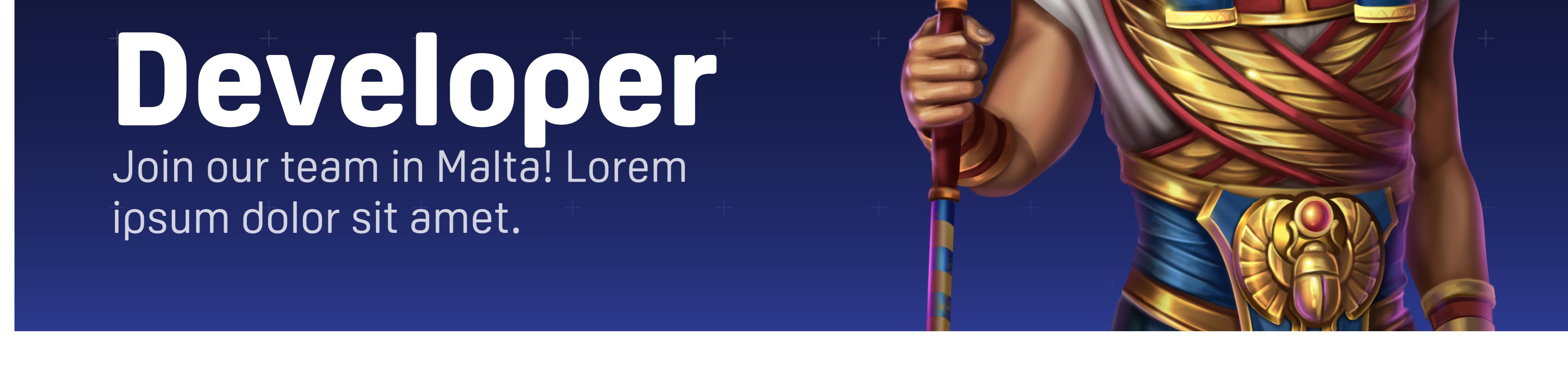
1080x1350 - 4x5 Post



1080x1920 - Story Post

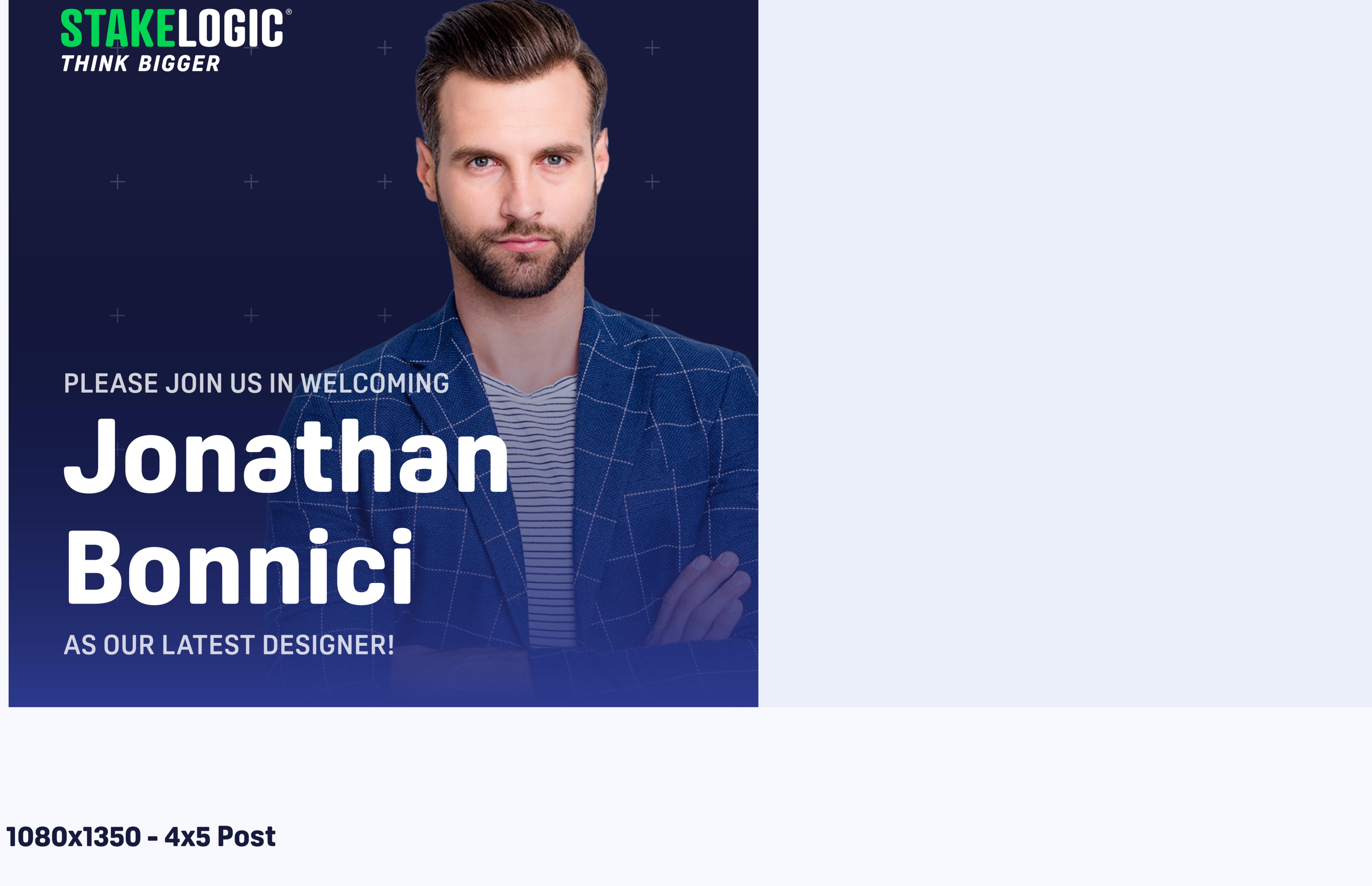


1200x628 - Landscape Post

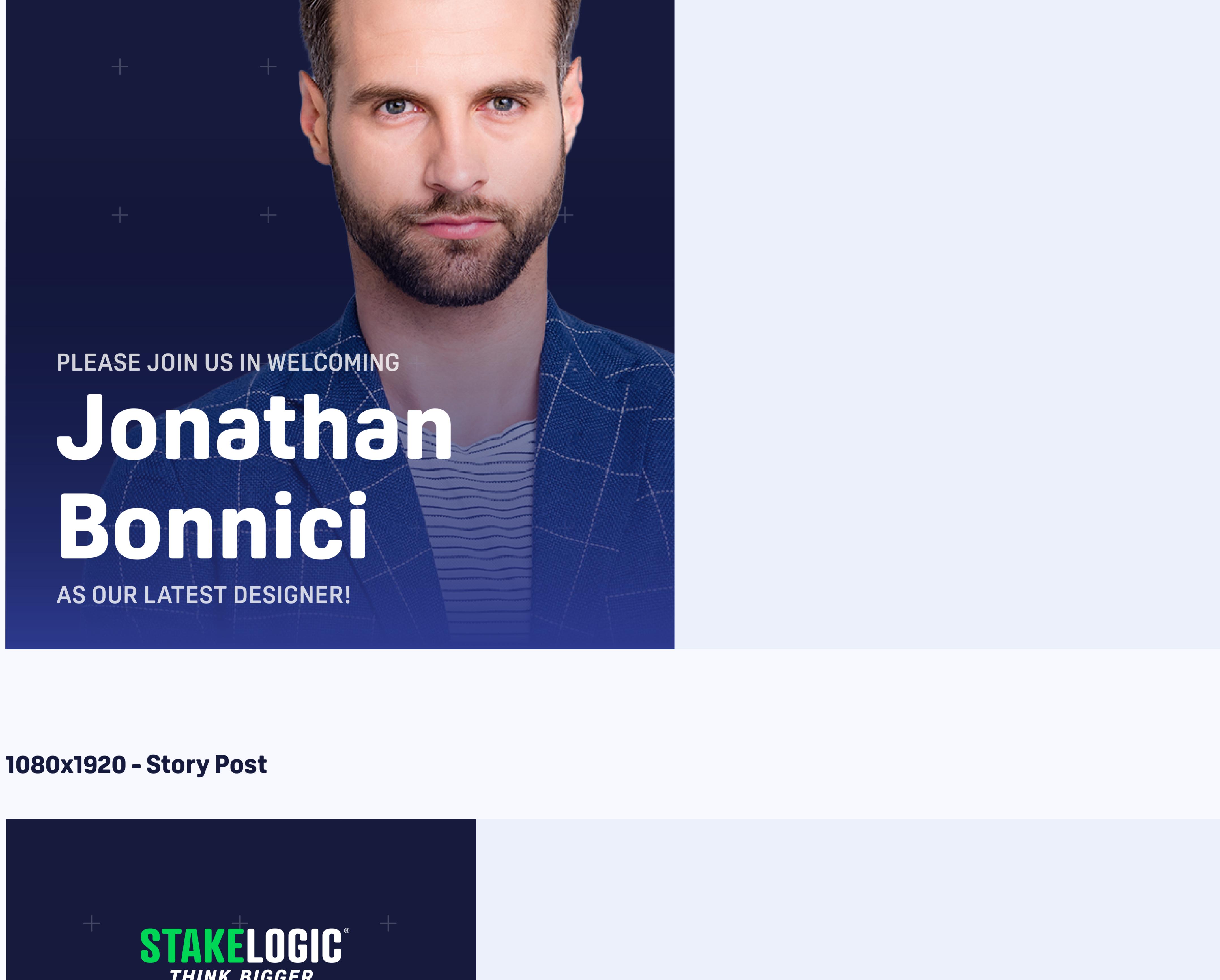


Welcome Adverts

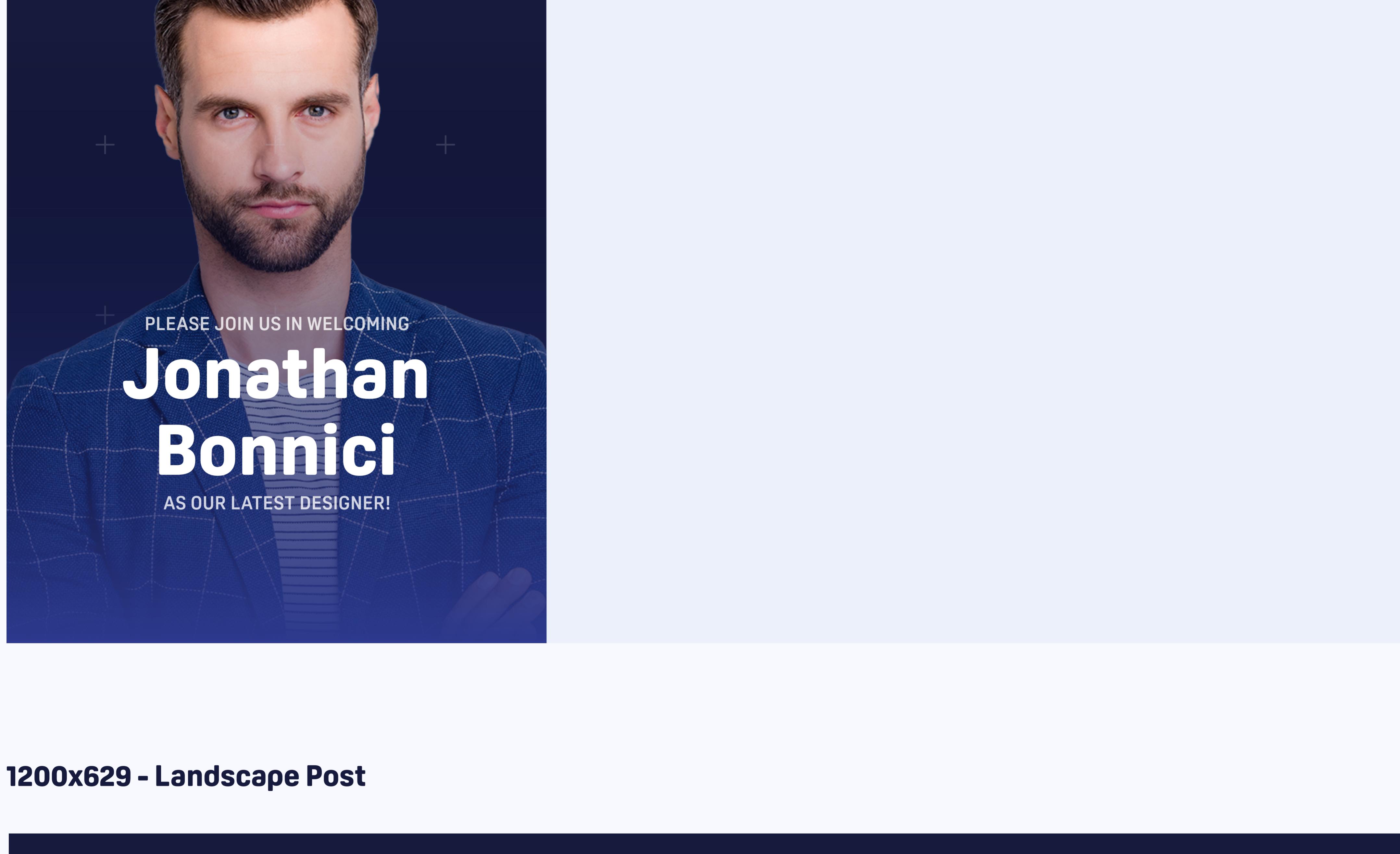
1080x1080 - Square Post



1080x1350 - 4x5 Post



1080x1920 - Story Post

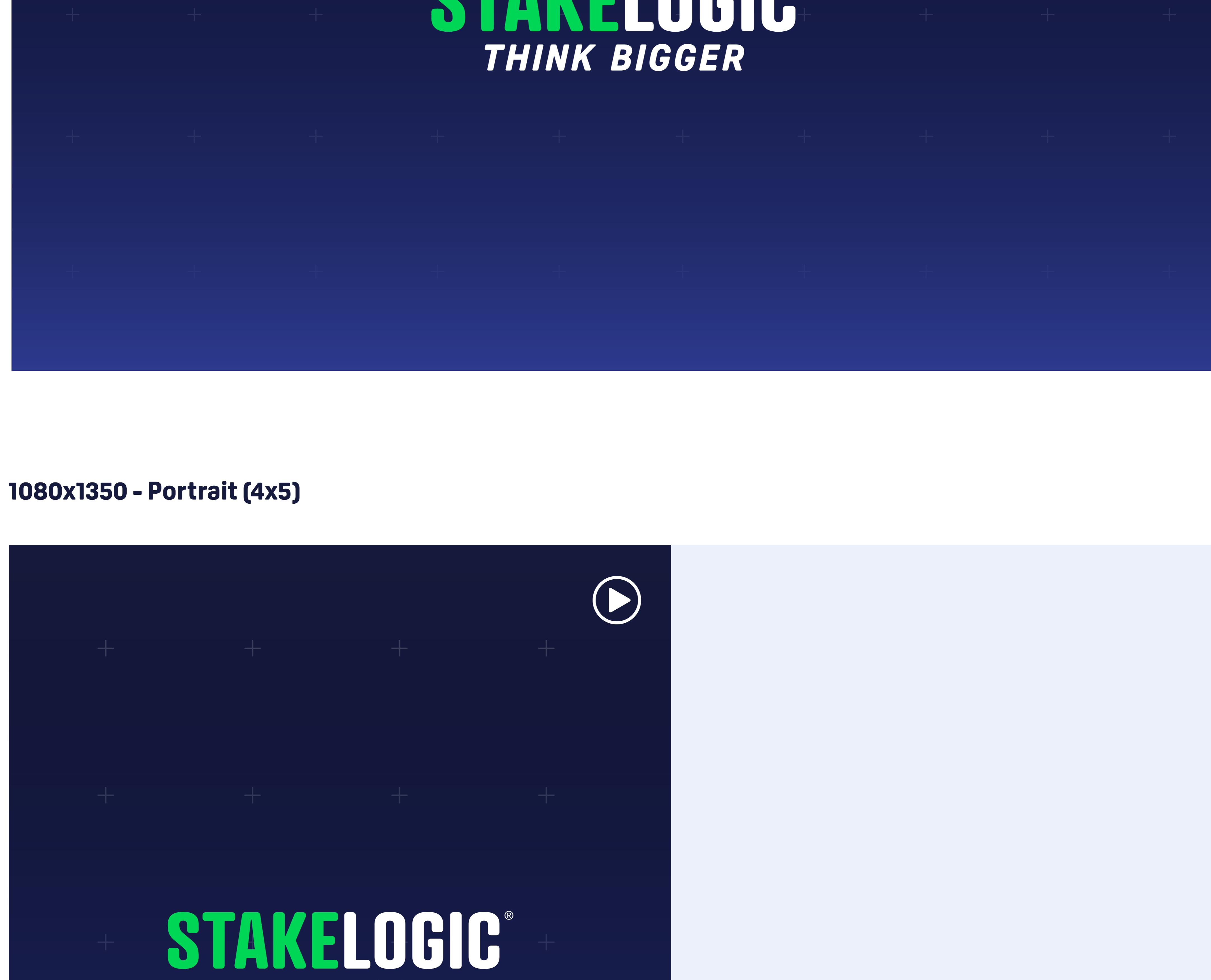


1200x629 - Landscape Post

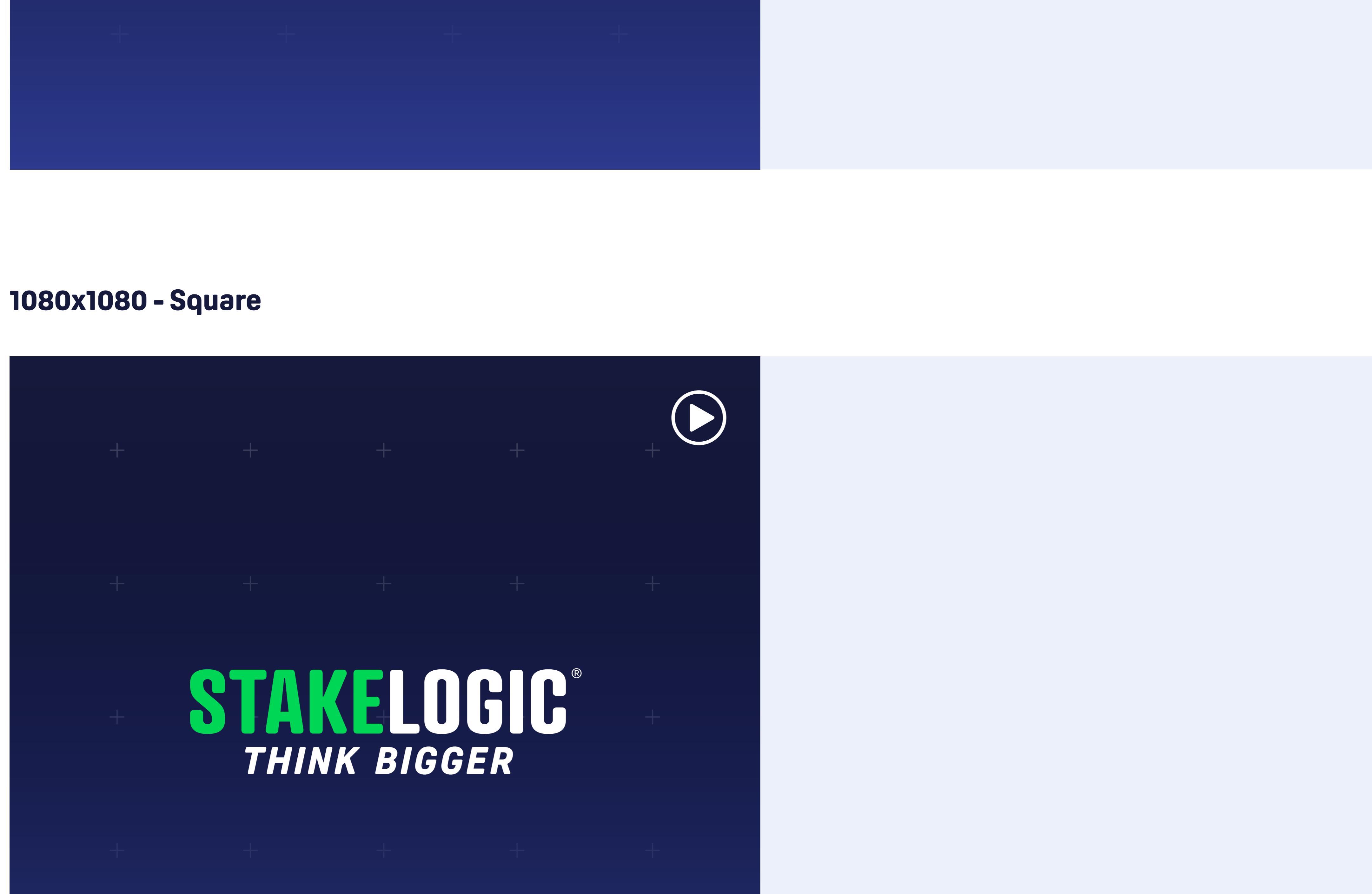


Intro & Outro

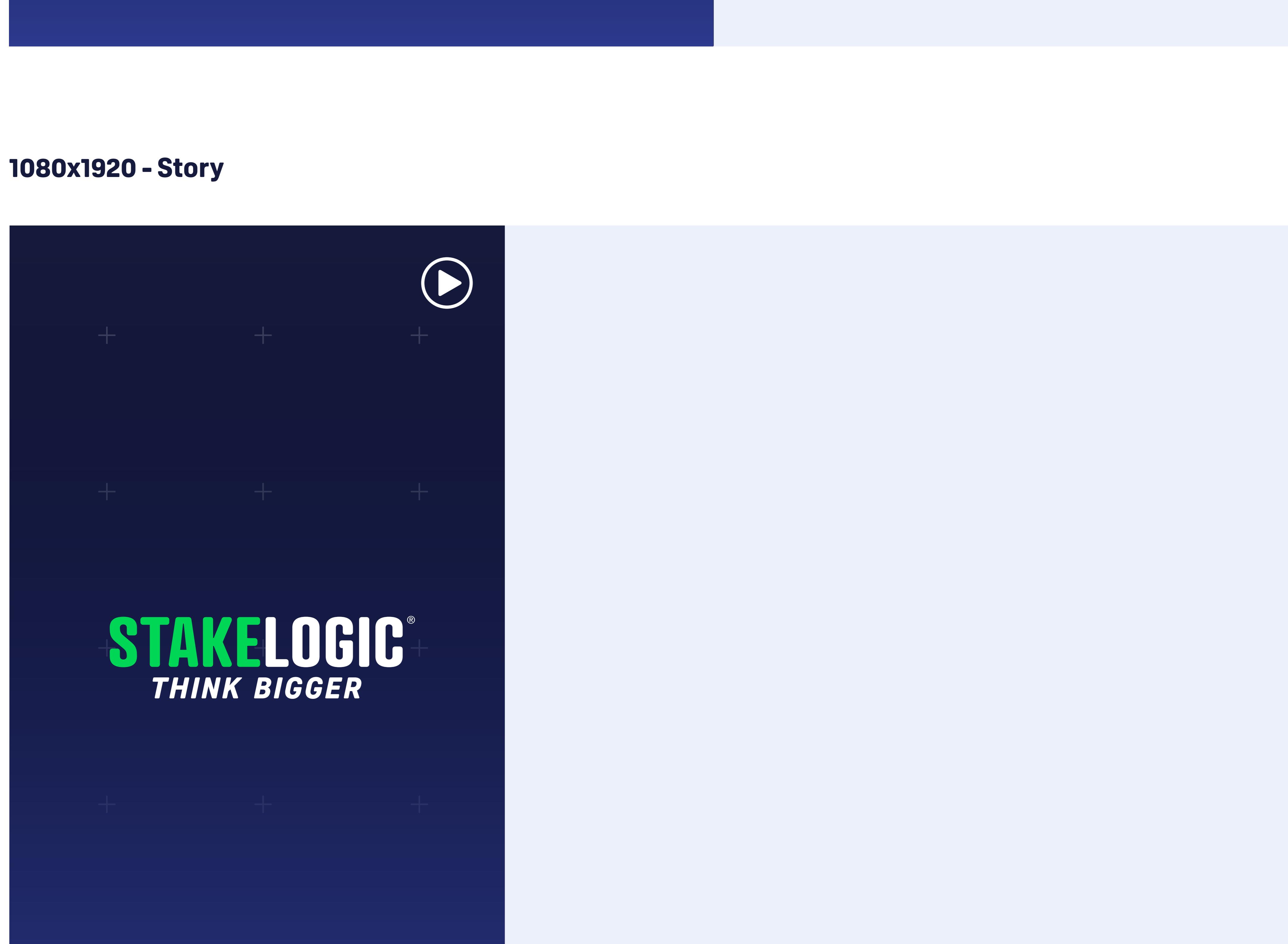
1920x1080 - Landscape (16x9)



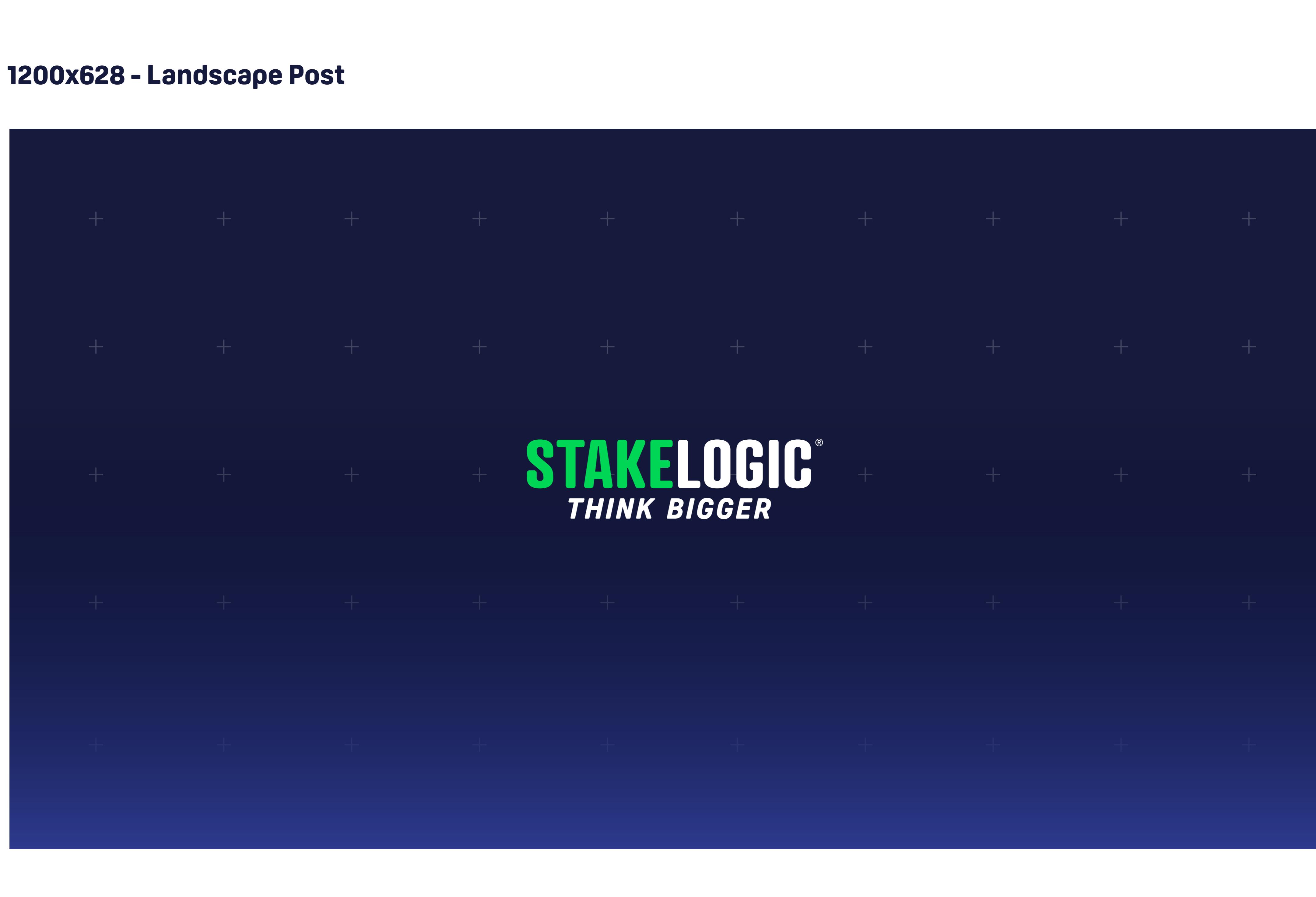
1080x1350 - Portrait (4x5)



1080x1080 - Square



1080x1920 - Story



Print Material

Business Cards

Stakelogic™ | Front & Back (5mm Bleed)



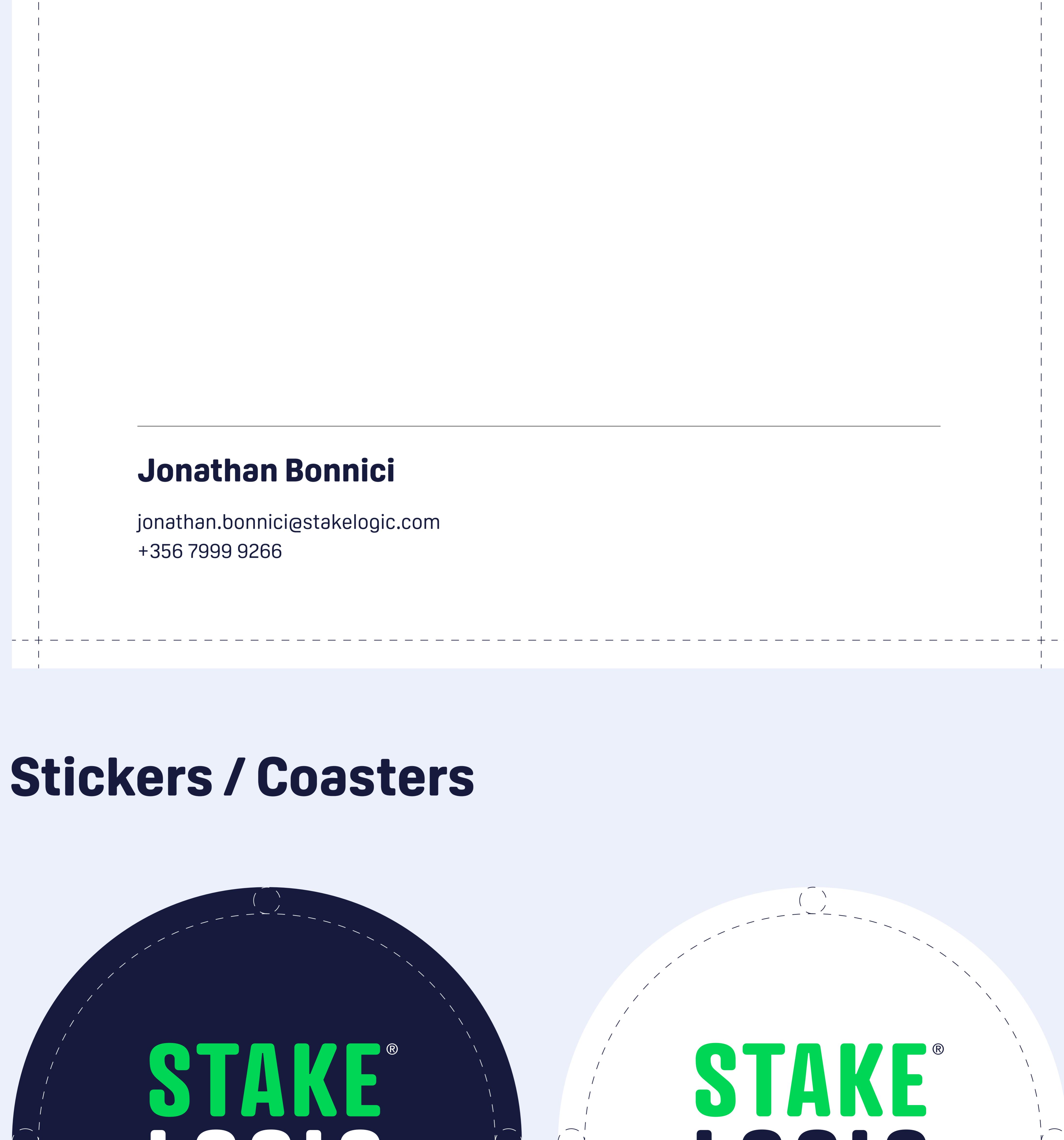
Stakelogic™ | Live Front & Back (5mm Bleed)



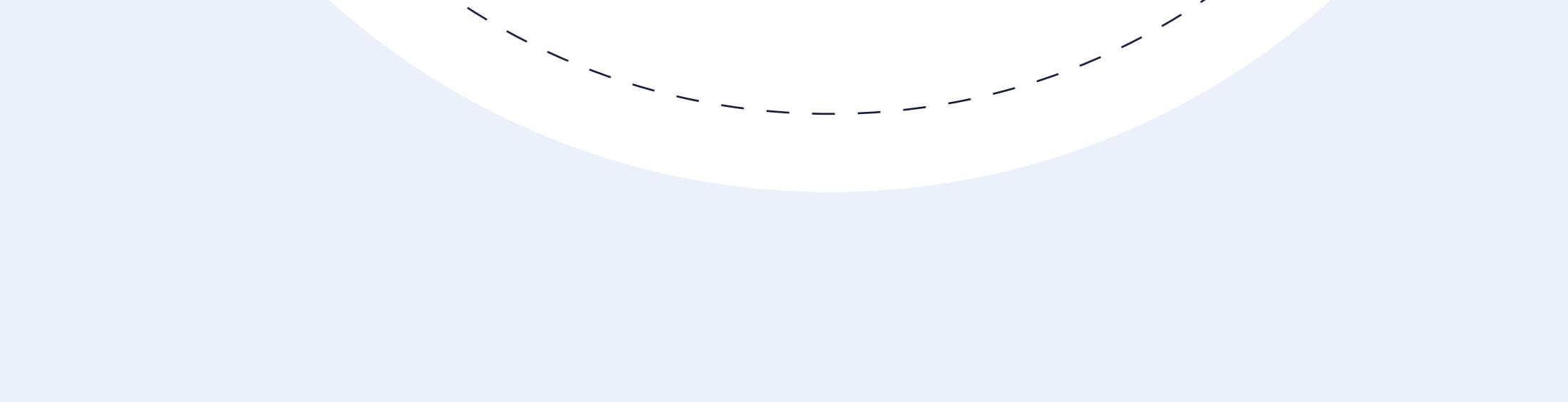
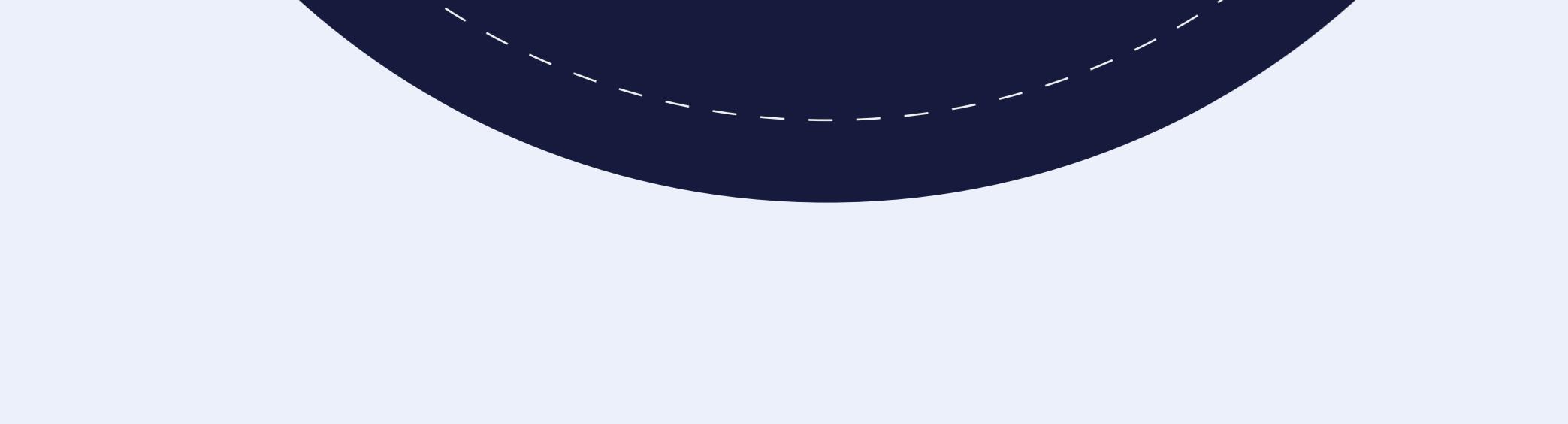
Greenlogic™ | Live Front & Back (5mm Bleed)



Letterheads



Stickers / Coasters





Company Brand Guide

For any queries, please contact
the Marketing Department.

