

# GAME ASSET GUIDELINES

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## 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.

# CASH OR CRASH

## HOW TO USE THE CASH OR CRASH LOGO

### ➤ Cash or Crash logo

#### Cash or Crash: 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

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

# CASH OR CRASH

## HOW TO USE THE CASH OR CRASH 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 width of the "s" character in the logo.



# CASH OR CRASH

## HOW NOT TO USE THE CASH OR CRASH 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



Covered with other graphics

# CASH OR CRASH

## LOGO FONT AND COLOR PALETTE

### Logo Font

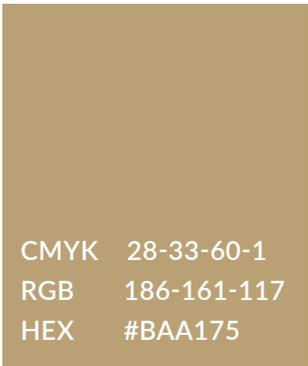
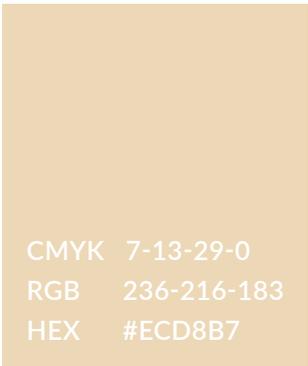
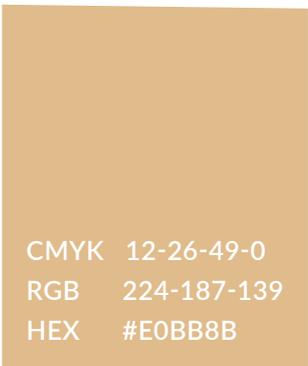
The font used in the Cash or Crash logo is MaassslicerItalic Regular:

*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*

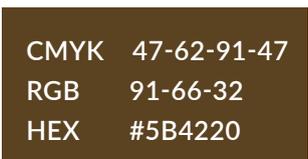
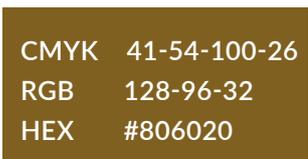
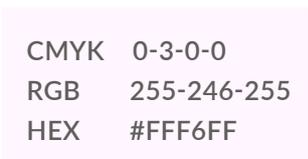
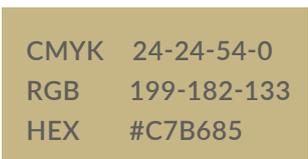
### Logo Colour Palette

Here are the primary colours of Cash or Crash, which you can use in your Marketing materials to build and enhance your assets for the game:

#### Primary Colours

 <p>CMYK 60-73-67-77 RGB 43-24-24 HEX #2B1818</p>	 <p>CMYK 28-33-60-1 RGB 186-161-117 HEX #BAA175</p>	 <p>CMYK 7-13-29-0 RGB 236-216-183 HEX #ECD8B7</p>	 <p>CMYK 12-26-49-0 RGB 224-187-139 HEX #E0BB8B</p>
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#### Accent Colours

 <p>CMYK 47-62-91-47 RGB 91-66-32 HEX #5B4220</p>	 <p>CMYK 41-54-100-26 RGB 128-96-32 HEX #806020</p>	 <p>CMYK 0-3-0-0 RGB 255-246-255 HEX #FFF6FF</p>	 <p>CMYK 24-24-54-0 RGB 199-182-133 HEX #C7B685</p>
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