



from life to live

Brand story

Creedroomz by BetConstruct offers a fresh perspective on the online gaming business and entertainment. In 2020, the year when all physical casinos shut their doors for the first time since the moment of their opening, Creedroomz created and developed a range of igaming solutions that allows to start an online gaming operation or even transform an existing casino into an online business.

As a means to support both starting businesses and existing operators, Creedroomz sees its success in the unity of three main cornerstones: flexibility, transparency, and individual approach. These parts form the backbone of Creedroomz and reflect the company's philosophy and business approach.

Brand identity guidelines

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Brand merchandise

Business card

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Brand icon and color variations

Creedroomz logo is composed of two main elements and has 3 main color variations. The icon represents an opening door that, as we believe, leads to the live world of entertainment, and the words creed and roomz convey our strong belief in credibility, which reflects the company's main philosophy. The main color variations represent the logo in white, sand, and black backgrounds.

1. BLACK LOGO
in white background



2. WHITE LOGO
in main Sand background

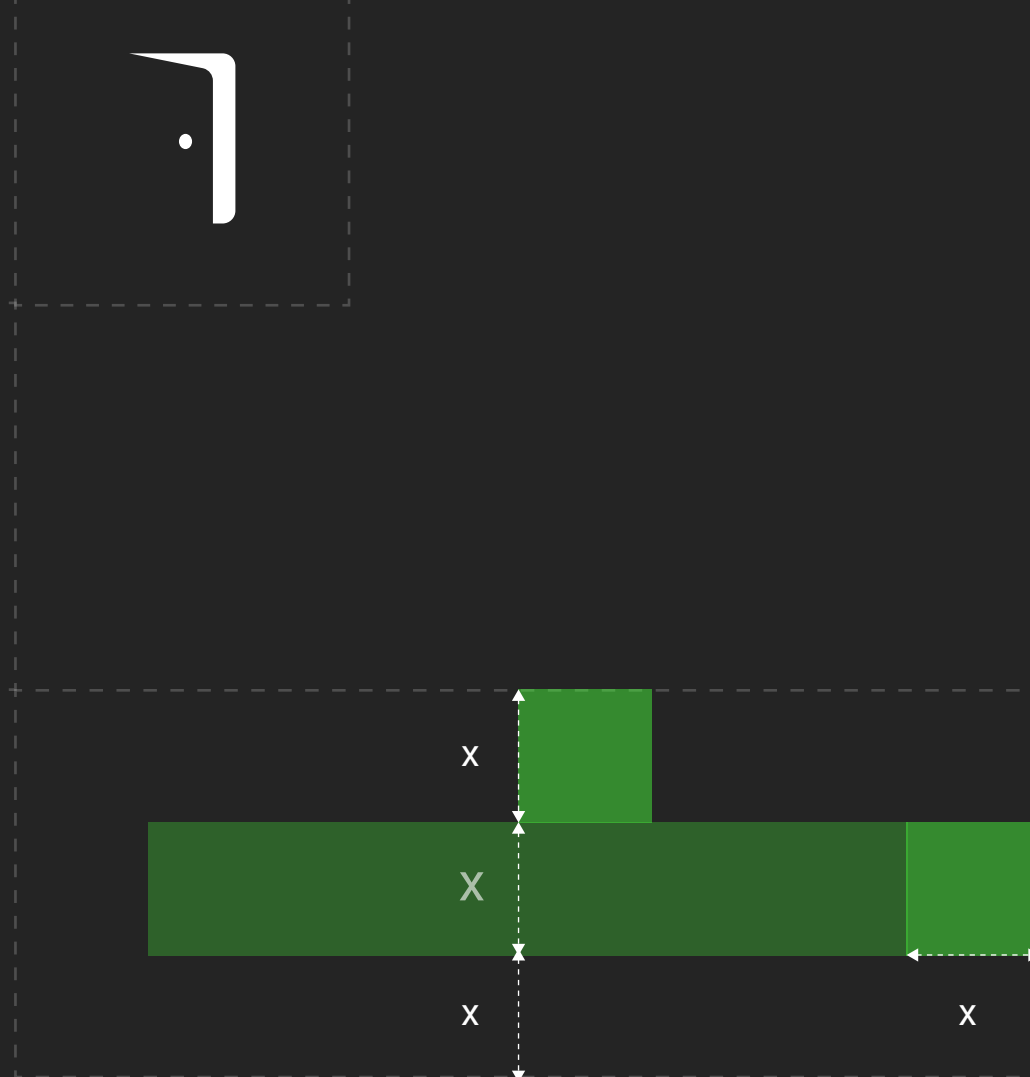
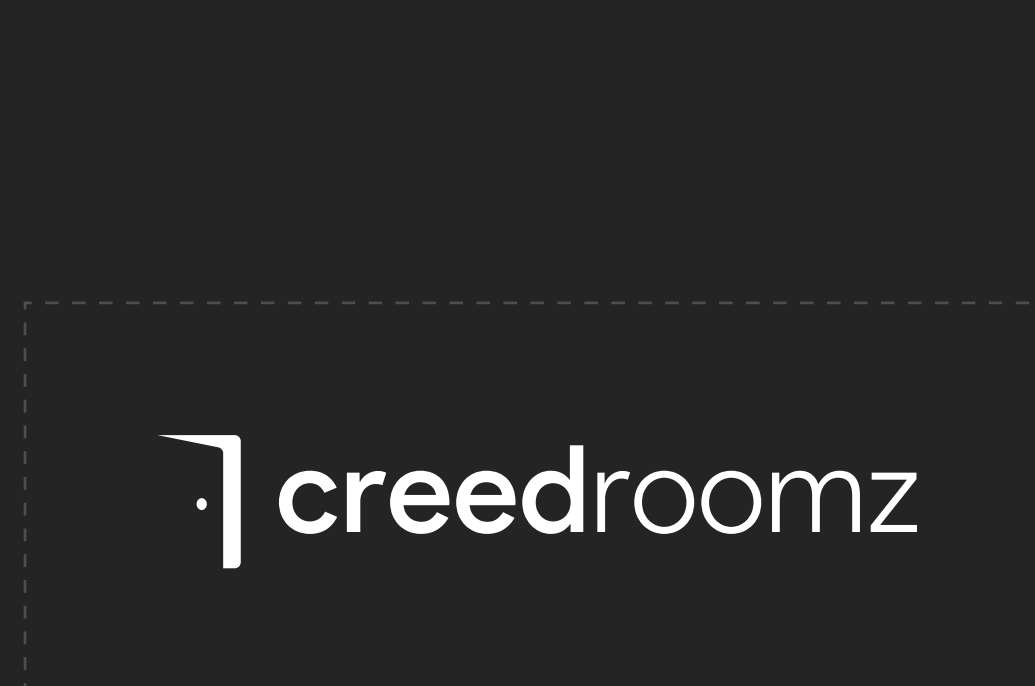
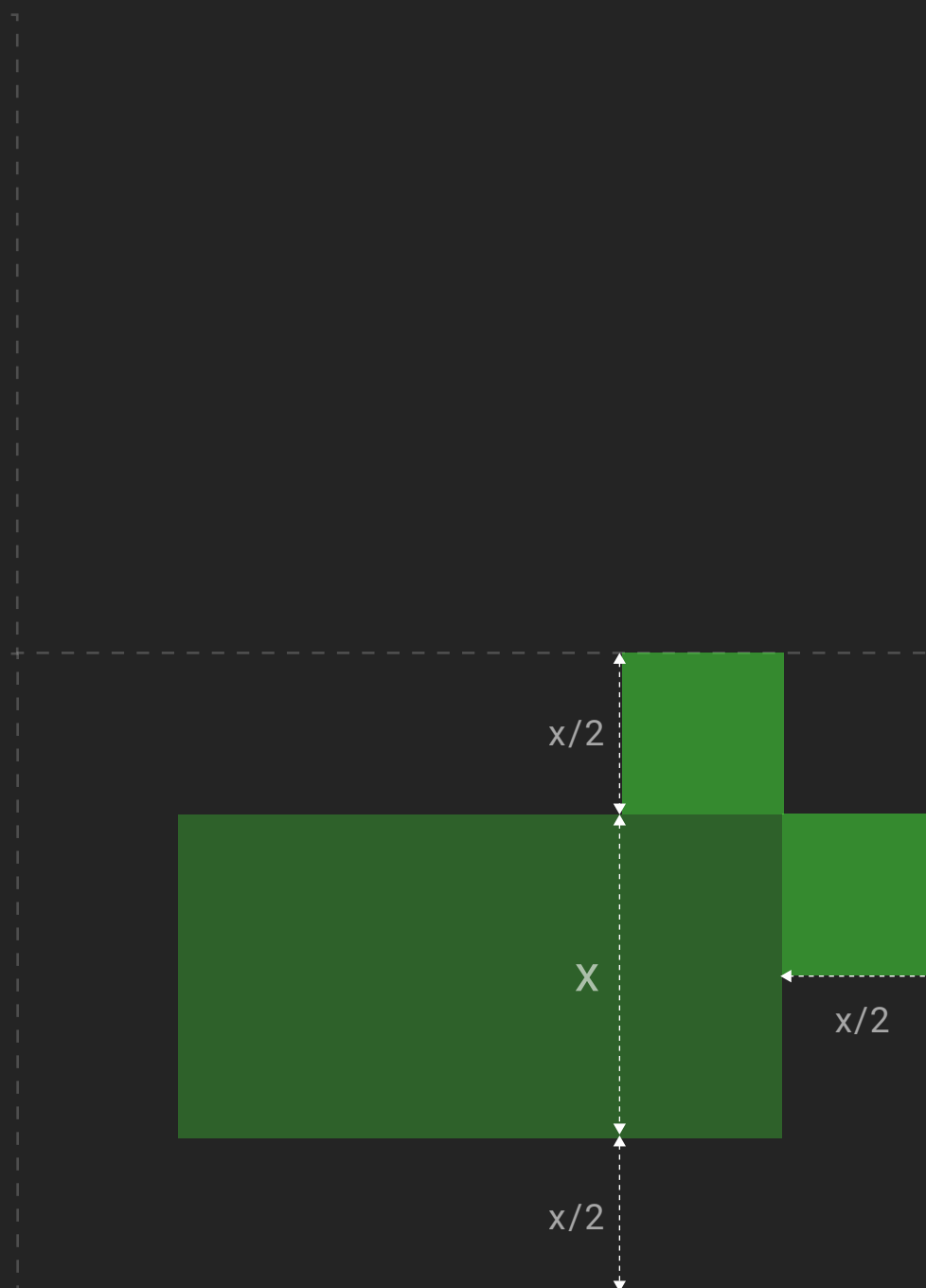
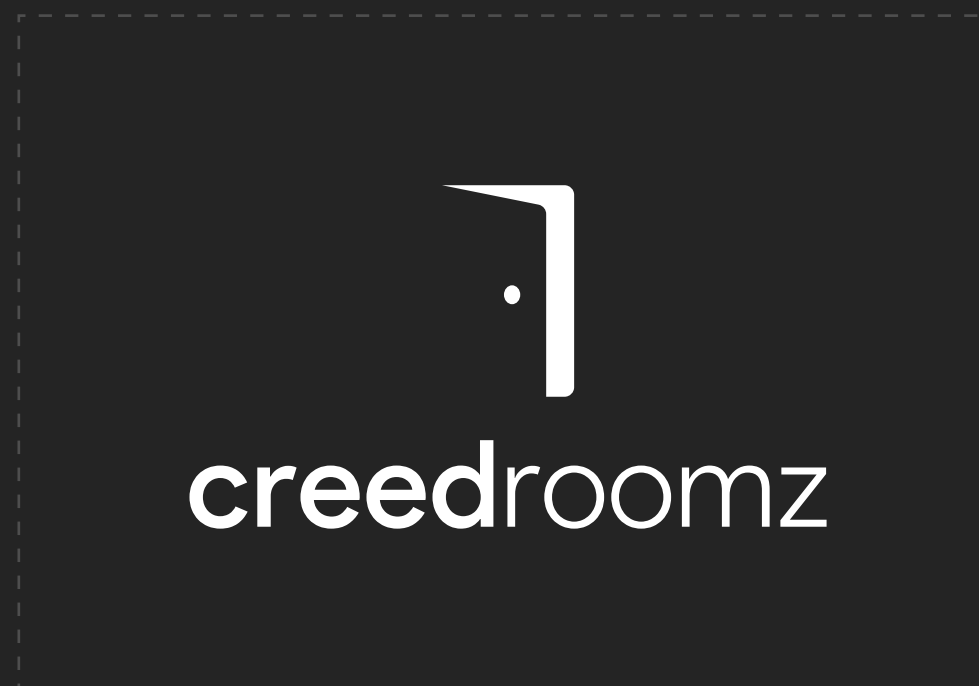
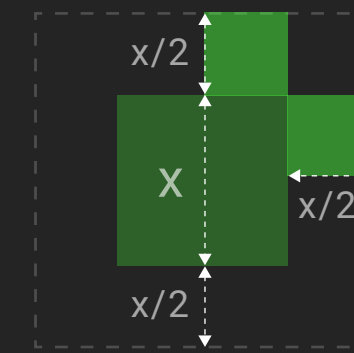


3. WHITE LOGO
in dark background



The safe area

The safe area is used to prevent placing other elements near the logo that may distort the perception of the sign. The safe zone for the vertical Creedroomz logos is equal to the half-length of the overall height of the mark.

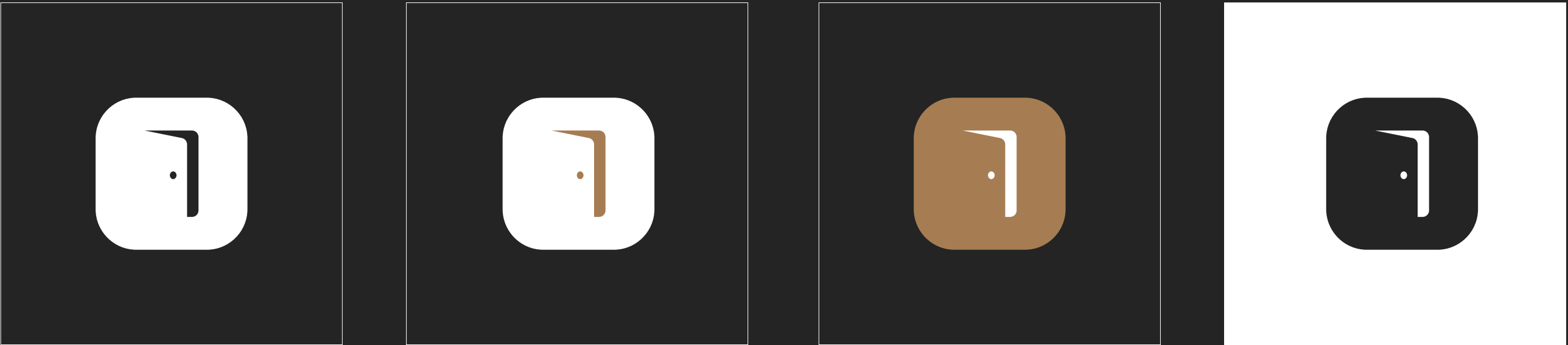


The horizontal logo's spacing equals the overall height of the logo.

Color variations of the mark

The main variations of Creedroomz logo mark are the black and sand door icon on the white background, and the white door icon on the sand and black backgrounds.

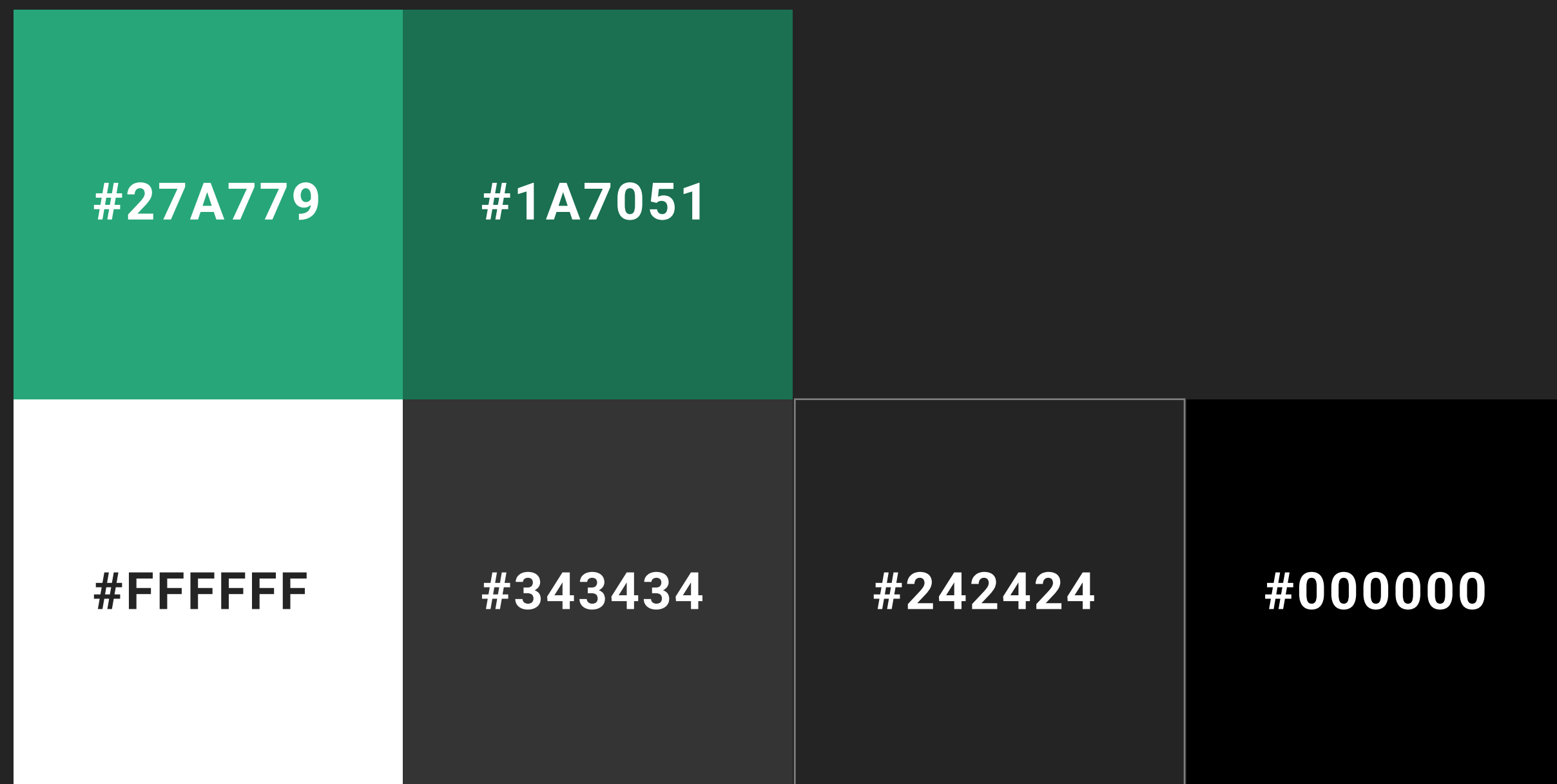
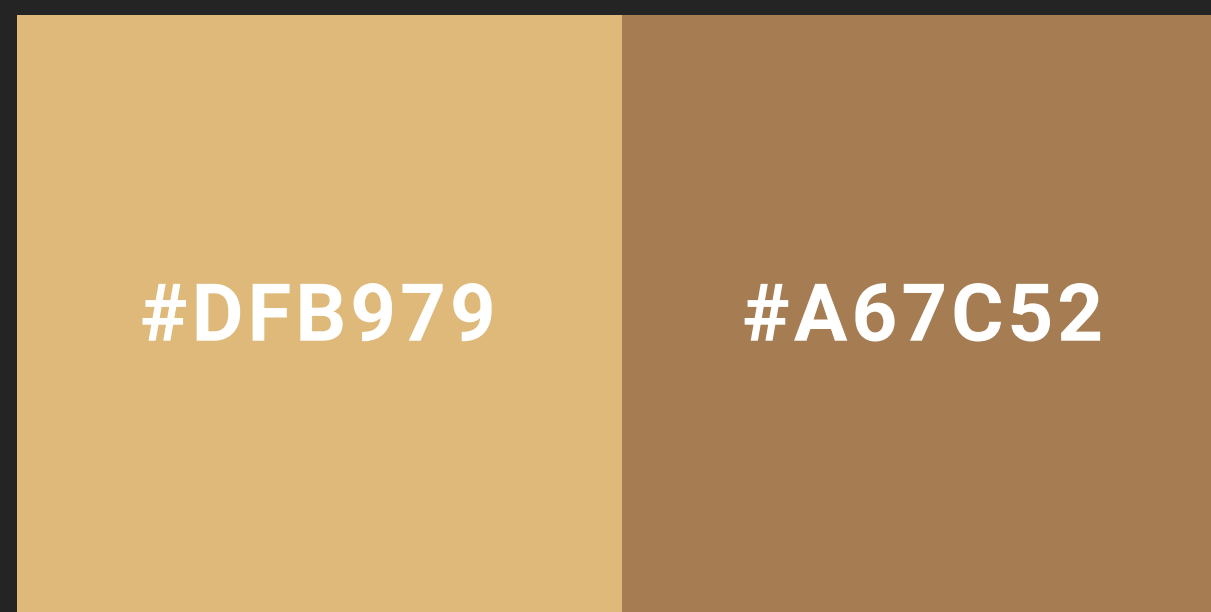
The colors represent trustworthiness, elegance, reliability, authority, and success.



Primary and secondary colors

The combination of the secondary green, white, grey, and black colors symbolize

- Conservative, elegant, and cool
- Solemnity and seriousness
- Business suits and sophistication



Typography

Primary fonts

Roboto

Light

AaAa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+-|\}{'":;/?.,

Regular

AaAa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+-|\}{'":;/?.,

Medium

AaAa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+-|\}{'":;/?.,

Bold

AaAa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+-|\}{'":;/?.,

Secondary fonts

Oswald

Light

AaAa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+-|\}{'":;/?.,

Regular

AaAa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+-|\}{'":;/?.,

Medium

AaAa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+-|\}{'":;/?.,

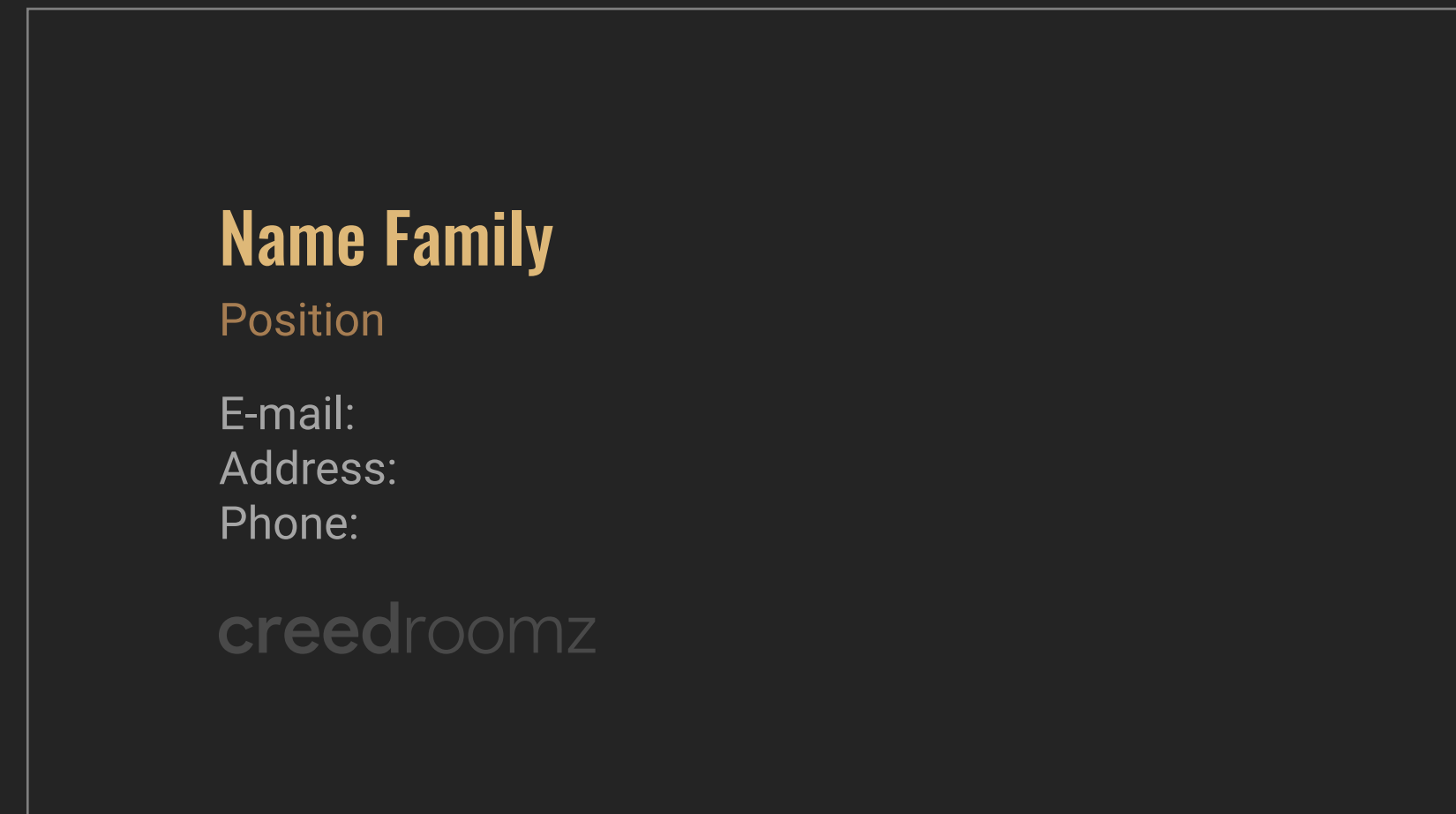
Semi Bold

AaAa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+-|\}{'":;/?.,



Our typography is: Roboto (Alternative for Armenian Language: Mardoto and second font is Oswald)
Font of logo: Product Sans

Business Card / Standart front



Specificatios

Size: 90x50 mm

PAPER: 280gr. matt laminate / double side

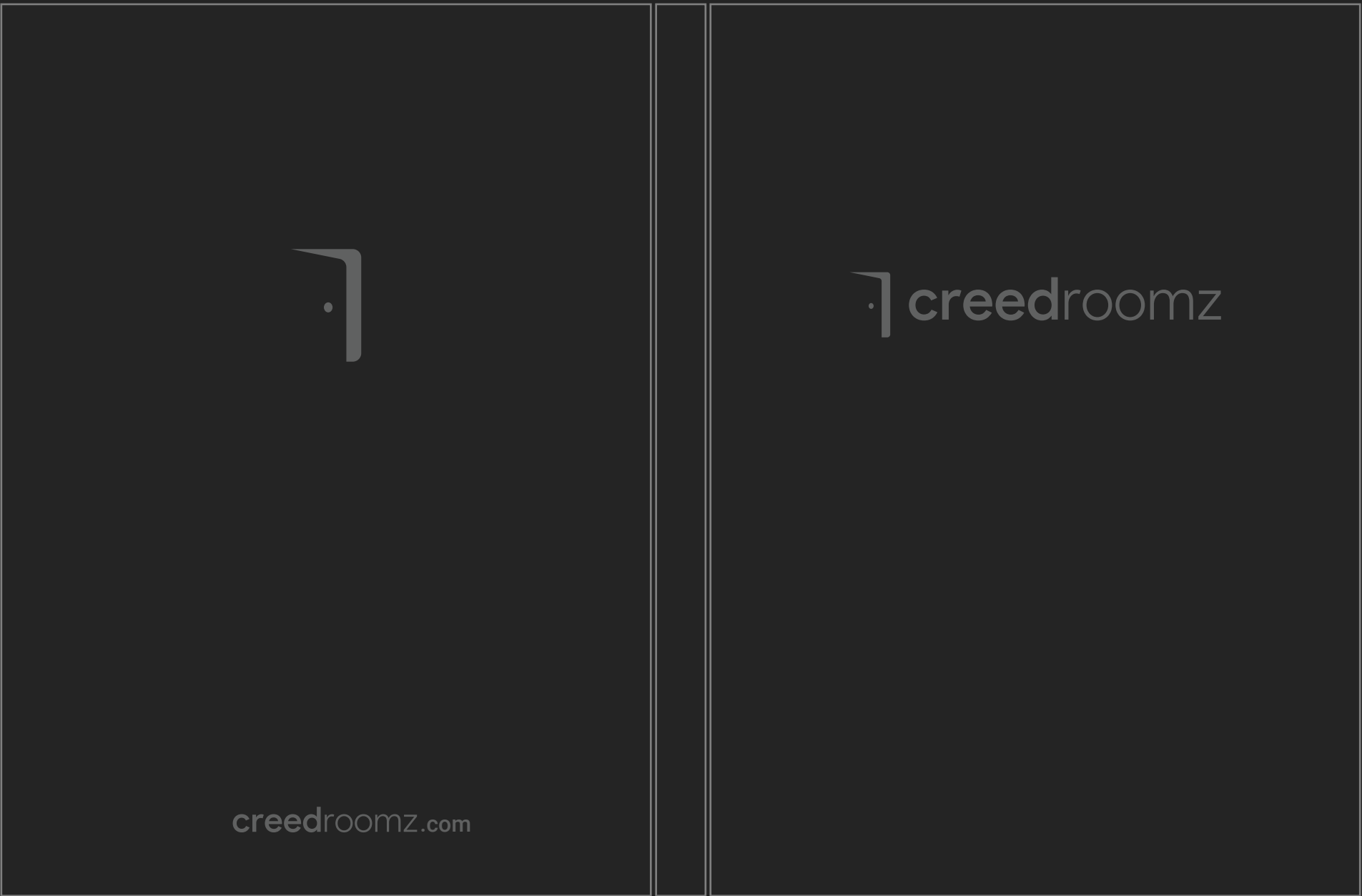
Typesettings

Name: Oswald Medium / 12 px / tracking for character 70

Position: Roboto Regular / 8 px / tracking for character 0

Contact: Roboto Regular / 8 px / tracking for character 0

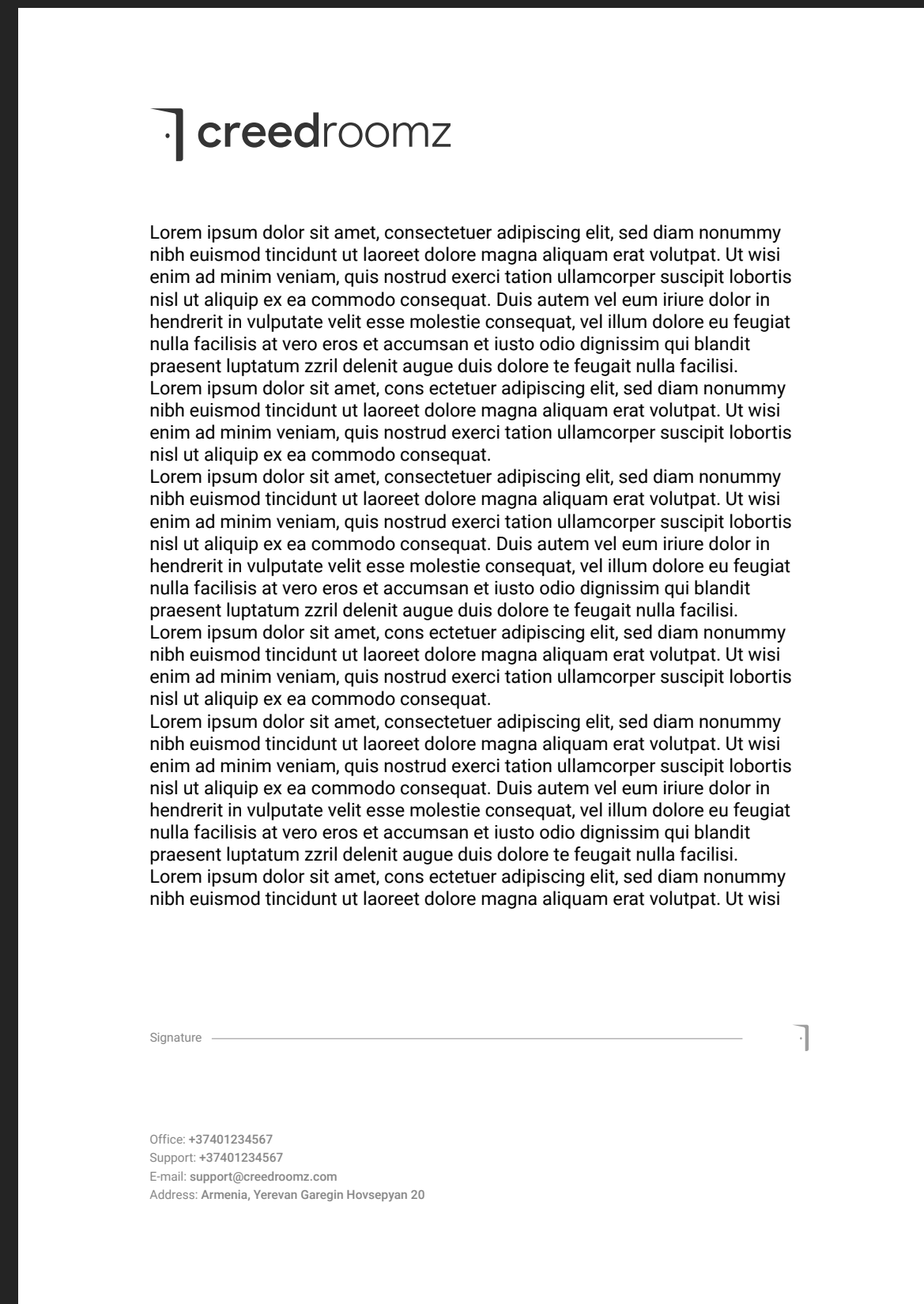
Notebook



Specification

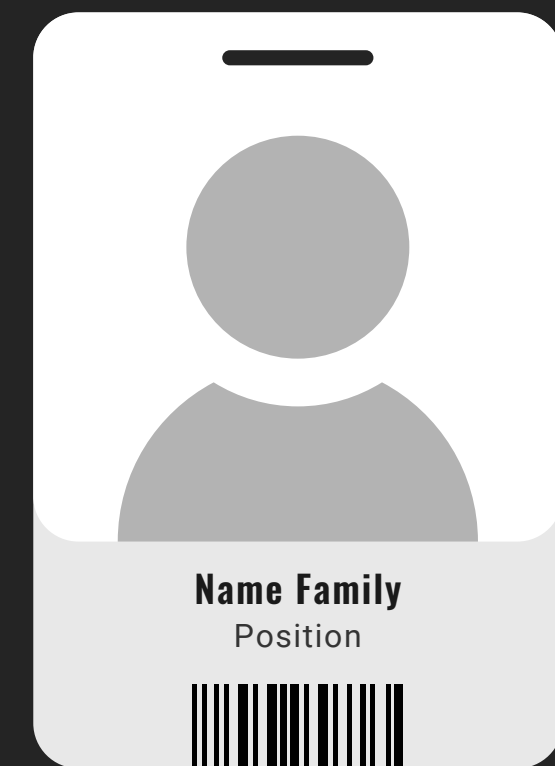
A5 / Cover paper 320 gr. matt laminate / Pages paper 90 gr.

Blank and badge



20 mm

70 mm



100 mm

Specification

A4 / Paper 90 gr.

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