

Brand Guidelines

for web

website and applications

1 Logo concept

The primary logotype

Overview

The primary CasinoCoin logotype is composed of the chip symbol with spades symbol inside and the name of brand with both capital letters "C" in it.



1.2 Logo concept

The secondary logotype

Overview

The secondary CasinoCoin logotype is composed of the chip symbol with spades symbol inside and the name of brand with both capital letters "C" in it.



1.3 Logo concept

The primary logotype

Colour



Strong red

Hex triplet: #bf0a0a

RGB Decimal: rgb(191,10,10)



This type of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility.

1.4 Logo concept

The secondary logotype

Colour



Strong red

Hex triplet: #bf0a0a

RGB Decimal: rgb(191,10,10)



This type of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility.

1.5 Logo concept

The primary logotype

Colour



White 100%

Hex triplet: #ffffff

RGB Decimal: rgb(255,255,255)



This type must only be used against red background.

1.6 Logo concept

The secondary logotype

Colour



White 100%

Hex triplet: #ffffff

RGB Decimal: rgb(255,255,255)



CasinoCoin

This type must only be used against red background.

1.7 Logo concept

The primary logotype

Colour



Strong red

Hex triplet: #bf0a0a
RGB Decimal: rgb(191,10,10)



White 100%

Hex triplet: #ffffff
RGB Decimal: rgb(255,255,255)



This type of the logo must only be used against background colours strong and dark enough to hold enough contrast to maintain legibility.

1.8 Logo concept

The secondary logotype

Colour



Strong red

Hex triplet: #bf0a0a
RGB Decimal: rgb(191,10,10)



White 100%

Hex triplet: #ffffff
RGB Decimal: rgb(255,255,255)



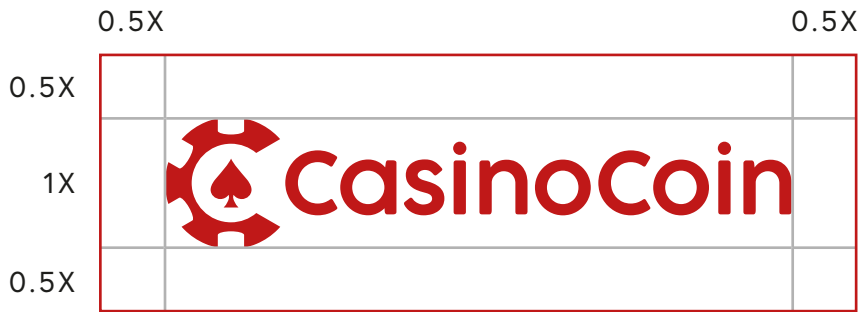
CasinoCoin

This type of the logo must only be used against background colours strong and dark enough to hold enough contrast to maintain legibility.

1.9 Logo concept

The primary logotype

Exclusion zone



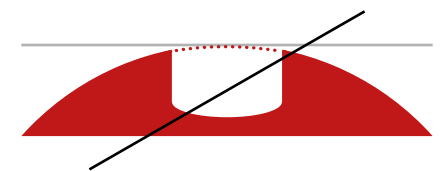
The exclusion zone refers to the area around the logotype which must remain free from other copy to ensure that the logotype is not obscured.

The size of the space around the mark should always be equal to the half size of the logotype height of whatever scale the mark is used at.

When the logotype is placed into the top right corner exclusion zone must be increased.



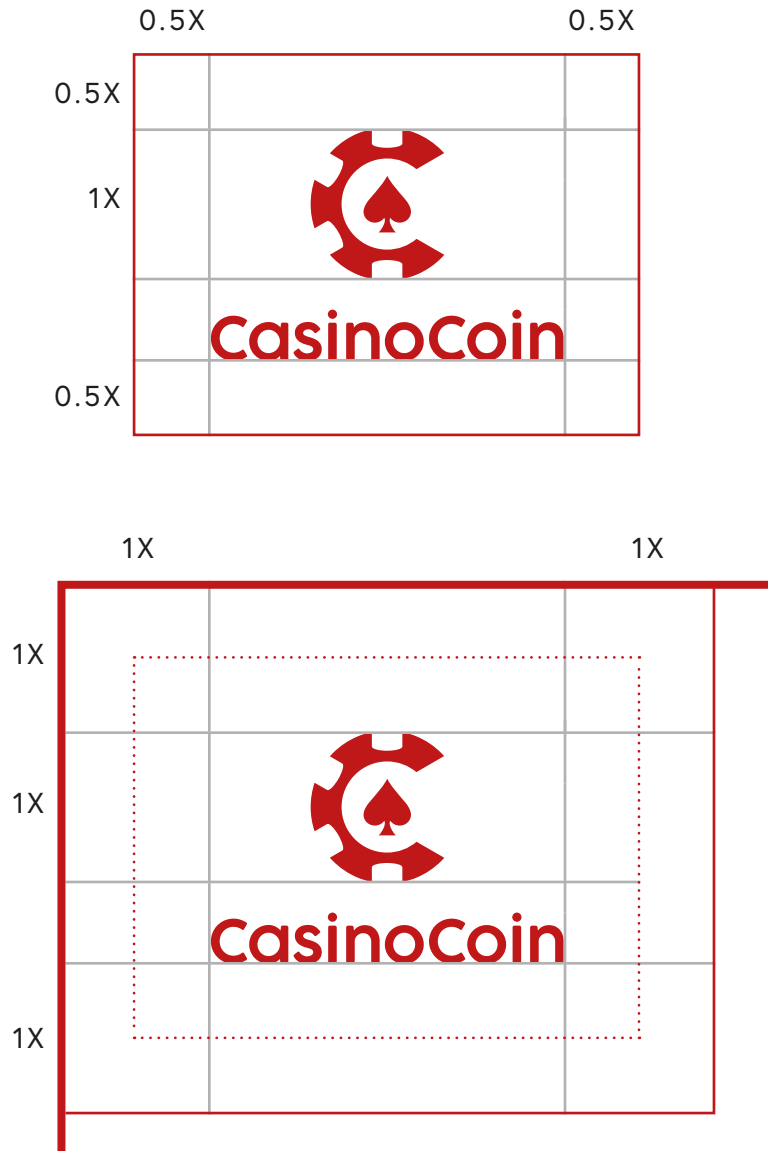
Right way to find top and bottom border of the logotype



Wrong way to find top and bottom border of the logotype

1.10 Logo concept

The secondary logotype



Exclusion zone

The exclusion zone refers to the area around the logotype which must remain free from other copy to ensure that the logotype is not obscured.

The size of the space around the mark should always be equal to the half size of the symbol height of whatever scale the mark is used at.

When the logotype is placed into the top right corner exclusion zone must be increased.



1.11 Logo concept

The primary logotype

Size

The relationship between the three elements of the logo must be the same as shown for all versions.



1.12 Logo concept

The secondary logotype

Size

The relationship between the three elements of the logo must be the same as shown for all versions.

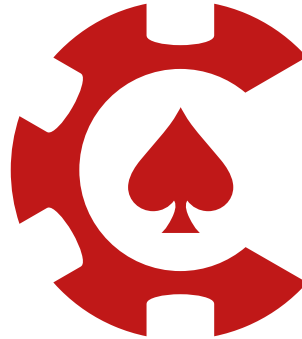


1.13 Logo concept

The symbol

Overview

The CasinoCoin symbol is part of the logotype and can be used singly.



1.14 Logo concept

The symbol

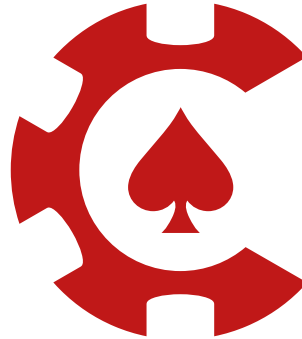
Colour



Strong red

Hex triplet: #bf0a0a

RGB Decimal: rgb(191,10,10)



This type of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility.

1.15 Logo concept

The symbol

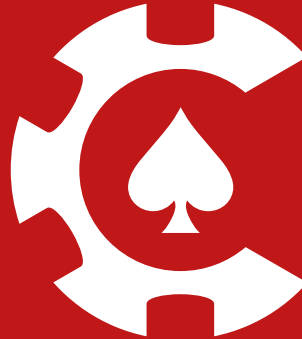
Colour



White 100%

Hex triplet: #ffffff

RGB Decimal: rgb(255,255,255)



This type must only be used against red background.

1.16 Logo concept

The symbol



White 100%

Hex triplet: #ffffff

RGB Decimal: rgb(255,255,255)

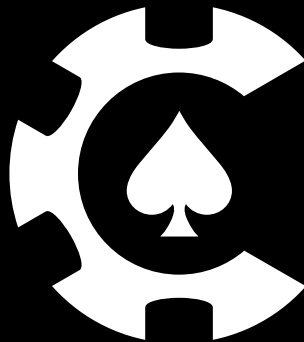
Colour



Strong red

Hex triplet: #bf0a0a

RGB Decimal: rgb(191,10,10)



Variant 1

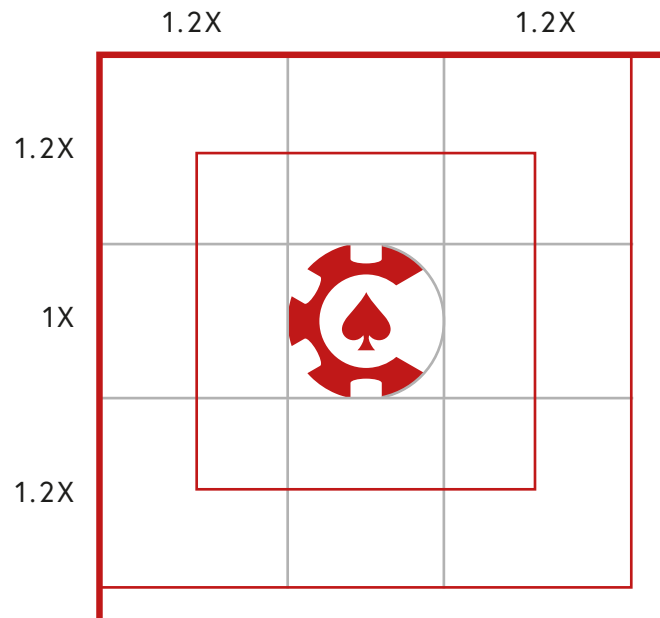
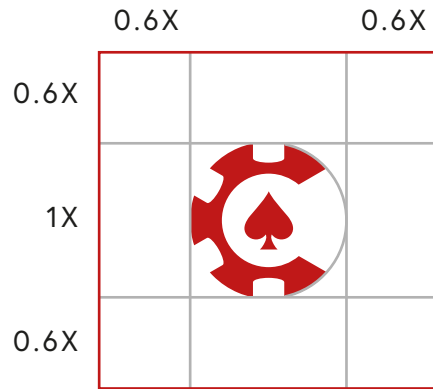


Variant 2

This type of the logo must only be used against background colours strong and dark enough to hold enough contrast to maintain legibility.

1.17 Logo concept

The symbol



Exclusion zone

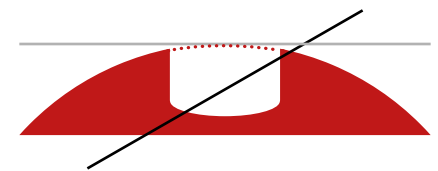
The exclusion zone refers to the area around the symbol which must remain free from other copy to ensure that the symbol is not obscured.

The size of the space around the mark should always be equal to the half size of the logotype height of whatever scale the mark is used at.

When the symbol placed into the top right corner exclusion zone must be increased.



Right way to find top and bottom border of the symbol



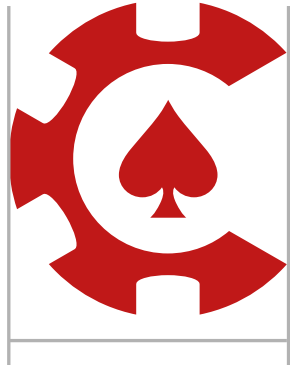
Wrong way to find top and bottom border of the symbol

1.18 Logo concept

The symbol

Size

The relationship between the two elements of the symbol must be the same as shown for all versions.



51px and bigger



50px

1.19 Logo concept

The logotype

Remarks



All objects in the symbol and letters cannot be moved relative to each other.



The symbol cannot be used with another fonts.



The symbol and text cannot be used in different colors.

1.20 Logo concept

The logotype

Remarks



CasinoCoin

The symbol and text cannot be used in different positions.



CasinoCoin

The symbol and text cannot be used in different proportions.

CasinoCoin

The text cannot be used without the symbol.

Europa Regular

Europa Regular Italic

Europa Bold

Europa Bold Italic

CasinoCoin uses two families of the Europa font in all marketing materials.

CasinoCoin has a license to use this font and it cannot be used in your own or a third party's materials.

Web version of this font available on Adobe Typekit.

2.1 Typography

Font

Glyphs

a → a

a → **a**

1234567890
1234567890

Europa font contains glyphs with the different letter "a" for regular and bold families. When you are working with this font you must replace letter "a" to the "a".

All numbers must be used from glyphs.

Some symbols must be used from glyphs.

\$&%*+=©«»¶¼½¾°N°←↑→↓£¥®

\$&%*+=©«»¶¼½¾°N°←↑→↓£¥®

CasinoCoin is moving to a new blockchain

The CasinoCoin Foundation have announced they will initiate a coin swap to move CasinoCoin to a new Ripple-based blockchain, bringing a host of advantages for users and operators.

Europa Regular must be used for a paragraph.

Europa Bold must be used for heading.

3 Background

Colours

Overview

For the background there is main solid colours.

Strong red

Hex triplet: #bf0a0a
RGB Decimal: rgb(191,10,10)

White

Hex triplet: #ffffff
RGB Decimal: rgb(255,255,255)

Light grey

Hex triplet: #f2f2f2
RGB Decimal: rgb(242,242,242)

Black

Hex triplet: #0f0f0f
RGB Decimal: rgb(15,15,15)

Colours for graphics or images.

Strong red

Hex triplet: #bf0a0a
RGB Decimal: rgb(191,10,10)

Black

Hex triplet: #0f0f0f
RGB Decimal: rgb(15,15,15)

Tree poppy

Hex triplet: #ffa41e
RGB Decimal: rgb(255,164,30)

Medium red violet

Hex triplet: #aa278f
RGB Decimal: rgb(170,39,143)

Red

Hex triplet: #ff2222
RGB Decimal: rgb(255,34,34)

Helvelock blue

Hex triplet: #4198d6
RGB Decimal: rgb(65,152,214)