

Stockholm, September 2020



brand guide

CASINO ROOM

brand

LOGO

Casino Room logo

Hero logo

Monochromatic alternative

Clear space and proportions

Casino Room brand guide

logo

CASINO ROOM

Hero logo in Space Blue

Saturated dark cold blue, Blue is a cool calming color that shows creativity and intelligence. It is a popular color among large corporations, hospitals and air-lines. It is a color of loyalty, strength, wisdom and trust. Blue has a calming effect on the psyche. Blue is the color of the sky and the sea and is often used to represent those images.



Hero logo



Hero logo on Space Blue background

logo

CASINO ROOM

Ocean Green alternative background colour

Saturated light cold spring green, green is the color of nature and health. It represents growth, nature, money, fertility and safety. Green is a relaxing color that is easy on the eye and has a healing power to it.



Hero logo

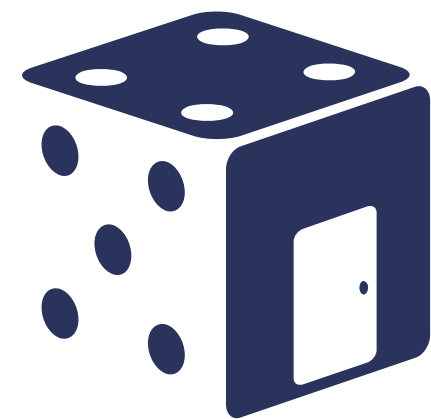


Hero logo on Ocean Green background

logo
CASINO ROOM

Landscape alternative

When it is not possible to use portrait oriented logo landscape alternative should be used.



CASINO ROOM

logo

CASINO ROOM

Monochromatic alternative

Black & white alternative. When use of hero logo or secondary colour version is not possible, black or white version should be applied.



Hero logo negative



Hero logo positive on black background

logo

CLEAR SPACE

To ensure the Casino Room logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the width of the torch within the seal (indicated by “X”).





brand

COLOURS

Primary
Secondary

Casino Room brand guide

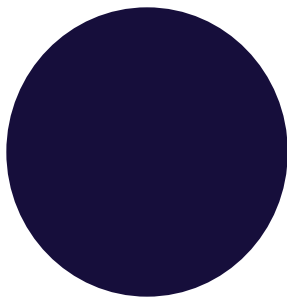
colours

PRIMARY

Space Cadet Blue

is brand primary colour. It is used across product as dominant. It can be applied on variety of marketing applications in connection with Secondary Colour as accent element.

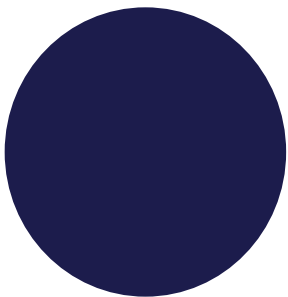
Tints and shades are used across the product to enforce but also enrich use of Primary Colour.



Shade 2

HEX

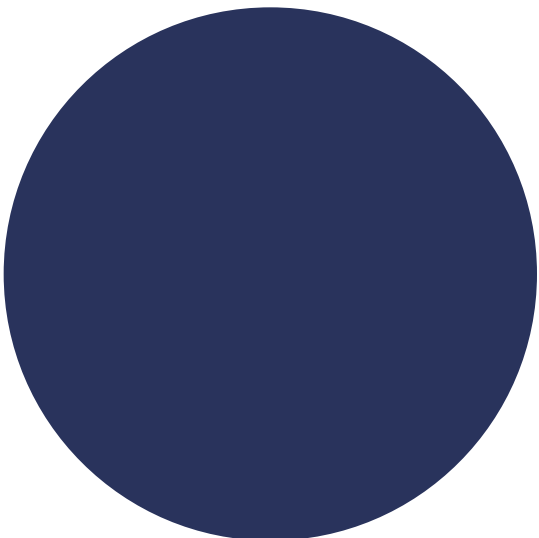
#160e3b



Shade 1

HEX

#1c1c4c



Space Cadet

HEX

#29335C

RGB

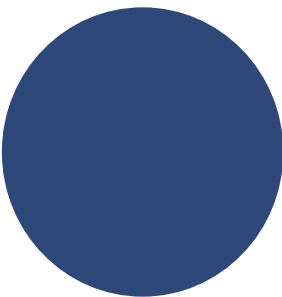
41 51 92

HSB

228 55 36

CMYK

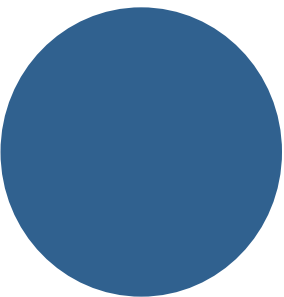
55 45 0 64



Tint 1

HEX

#2e4879



Tint 2

HEX

#30618f

About the colour

Space Cadet is a saturated dark cold blue. Blue is a cool calming color that shows creativity and intelligence. It is a popular color among large corporations, hospitals and airlines. It is a color of loyalty, strength, wisdom and trust. Blue has a calming effect on the psyche. Blue is the color of the sky and the sea and is often used to represent those images.

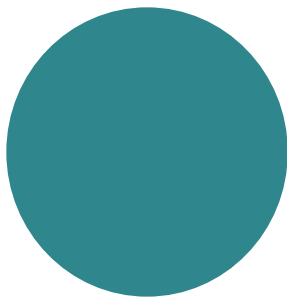
colours

SECONDARY

Zomp Green

is brand secondary colour. It is used across product as accent. It can be applied on variety of marketing applications in connection with Primary Colour as accent element.

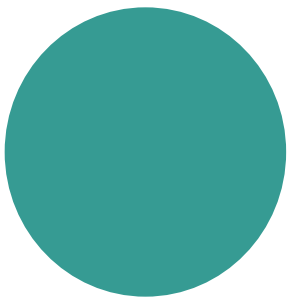
Tints and shades are used across the product to enforce but also enrich use of Secondary Colour.



Shade 2

HEX

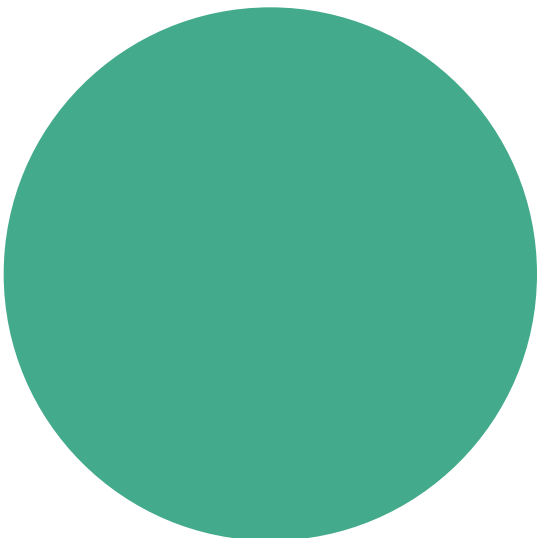
#2F878D



Shade 1

HEX

#369B93



Zomp Green

HEX

#43AA8B

RGB

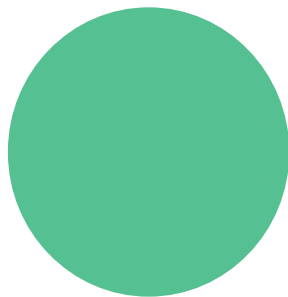
67 170 139

HSB

162 61 67

CMYK

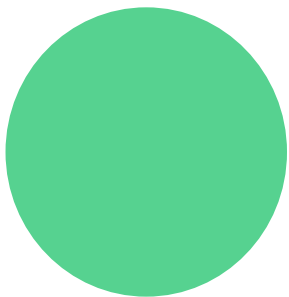
61 0 18 33



Tint 1

HEX

#55C091



Tint 2

HEX

#56D290

About the colour

is a saturated light cold spring green. Green is the color of nature and health. It represents growth, nature, money, fertility and safety. Green is a relaxing color that is easy on the eye and has a healing power to it.

brand

TYPOGRAPHY

Primary
Office

Casino Room brand guide

typography

PRIMARY

Open Sans

Primary brand font is HK Grotesk. Bold version should be applied to all kind of headers. Regular font to any other type of use.

Aa

Primary font **Open Sans**

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 V
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 v
1 2 3 4 5 6 7 8 9 0

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 V
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 v
1 2 3 4 5 6 7 8 9 0

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 V
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 v
1 2 3 4 5 6 7 8 9 0

About the font

Open Sans is a humanist sans-serif typeface designed by Steve Matteson, commissioned by Google and released in 2011. Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes. It belongs to the humanist genre of sans-serif typefaces, with a true italic.

typography

OFFICE

Calibri

Office files created in Microsoft PowerPoint and Microsoft Word share the same fonts. Calibri is already installed on most computers.

Aa

Office font **Calibri**

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 V
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 v
1 2 3 4 5 6 7 8 9 0

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 V
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 v
1 2 3 4 5 6 7 8 9 0

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 V
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 v
1 2 3 4 5 6 7 8 9 0

About the font

Calibri features subtly rounded stems and corners that are visible at larger sizes. Its sloped form is a “true italic” with handwriting influences, which are common in modern sans-serif typefaces.

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