

# EXTERNAL BRAND GUIDELINES



PUSH GAMING

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# WHO ARE WE?

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## **“DEVELOPERS OF PREMIUM QUALITY CASINO GAMES”**

At Push Gaming, we're all about creating the most exciting and innovative content out there for players to enjoy!

We excel at providing memorable moments through top quality entertainment and place key importance on delivering on quality as opposed to quantity. This is why even our older games are still going strong many months after their release, unlike many others on the market that simply get forgotten as quickly as they've been released.

Our high attention to detail on all aspects of a game, be it, the unique theme, gripping features and math, stunning art and sound, and high potential - all work together to guarantee a fantastic game play experience each and every time.

We've got a wide range of global partners which includes some of the industry's most influential operators. Our commitment to working with top partners and producing high quality games is part of why we have achieved our success.



**PUSH GAMING**

# THE PUSH GAMING BRAND

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Our brand identifies who we are at Push Gaming, and therefore it is very important to us. It is what makes us stand out, allowing our customers and players to easily recognize us within the industry. We have created a strong identity throughout the years and these Brand Guidelines will help to protect and strengthen it.

These guidelines are here to help partners maintain brand consistency when using our company and game assets for communication and promotional purposes.



PUSH GAMING

# BRAND VALUES

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## WHO WE ARE

- ♥ Fun
- ♥ Playful
- ♥ Rebellious
- ♥ Honest
- ♥ Easy-Going
- ♥ Young



## WHO WE ARE NOT

- ♥ Corporate
- ♥ Boring
- ♥ Old-Fashioned
- ♥ Conventional
- ♥ Reserved



# BRAND VALUES

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## — TONE OF VOICE

We're a young team, looking to entertain other like-minded people through our games. What's the one thing you look for in a game? If you said, fun, then we're going to get along like two peas in a pod. There's no point in using a bunch of technical terms to bore our audience. We never use words like "groundbreaking" and "scalability" in real-life, so why should we talk like that? We like to leave the corporate jargon where it belongs, in a corporate board room. We keep our language plain and simple. We talk to our customers the same way we talk to our mates. Informal, easy-going and honestly.



# LOGO ELEMENTS

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The brandmark is a combination of a 'P', 'G' & Shield icon, all rolling into one neat and iconic brand mark. It's clean, modern, slick and super cool.

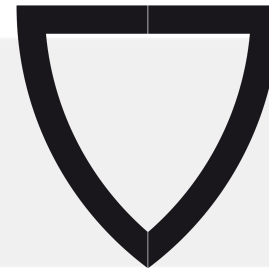
**PUSH**



**GAMING**



**SHIELD**



**PUSH GAMING**

# COLOUR PALETTE

## WHITE

PRIMARY COLOUR

**HEX** #ff ff ff

**RGB** 255-255-255

**CMYK** 0-0-0-0

## BLACK

PRIMARY COLOUR

**HEX** #19171C

**RGB** 25-23-28

**CMYK**  
74-70-62-78

## WEB RED

SECONDARY COLOUR

**HEX** #ED0013

**RGB** 237-0-19

**CMYK** 0-100-100-0

## PANTONE RED

SECONDARY COLOUR

**PANTONE** 185C

**HEX** #E4002B

**RGB** 237-0-19

**CMYK** 0-100-100-0

## GREY - ELEMENTS

TERTIARY COLOUR

**HEX** #D0CECE

**RGB** 208-206-206

**CMYK** 17-15-14-0

## TEXT GREY

TERTIARY COLOUR

**HEX** #58595B

**RGB** 88-89-91

**CMYK** 64-56-53-27



**PUSH GAMING**



# LOGO DO'S

WHEN, WHERE & WHICH  
LOGO TO USE



PUSH GAMING

# PRIMARY LOGO

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Push Gamings' main logo is the vertical one as seen on the right. Use this one whenever you can.

Be mindful of the amount of space you leave around the logotype, it needs to breathe.



# PUSH GAMING



**PUSH GAMING**

# LOGO APPLICATION

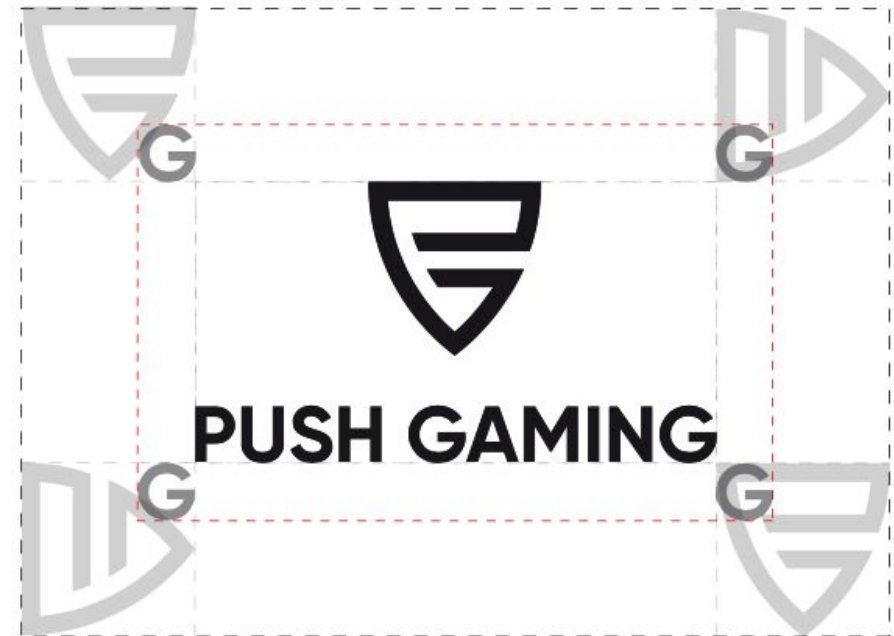
## CLEAR SPACE

 Absolute Minimum Space - Try to Avoid

 Ideal Clear Space

Try to avoid getting close to the absolute minimum space. Give the logo its required space to breath.

It is very that the text 'PUSH GAMING' is never smaller than 0.5 cm in height.



# SECONDARY LOGO

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In the case the vertical logotype for some reason won't fit or by other reasons isn't usable, the secondary logo type can be used.

The same rules regarding white space around the logo applies.



**PUSH GAMING**

# PRIMARY LOGO & TAGLINE

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## TAGLINE – PLAYERS FIRST

The tagline **'Players First'** represents Push Gaming's priorities as a brand, ie. putting the players first.

This is done in the way we create our games. We focus on innovation and exciting entertainment to give the player the best user experience possible.

We use the tagline on documentation targeted to Consumers/Players

It is very important that the text 'PUSH GAMING' or 'PLAYERS FIRST' whichever is the smallest on the logo featured, is never smaller than 0.5 cm in height.



**PUSH GAMING**

PLAYERS FIRST



# SECONDARY LOGO & TAGLINE

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**PUSH GAMING**

PLAYERS FIRST



**Note:** Push Gaming Corporate Logo is available to download from [Client Area](#).

# SHIELD ONLY LOGO

When the logo needs to be used over a colourful background or a fancy background the the Shield Only Logo can be used in either black or white.



# LOGO VARIANTS PRIMARY LOGO

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# LOGO VARIANTS SECONDARY LOGO

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# LOGO VARIANTS PRIMARY

## LOGO & TAGLINE

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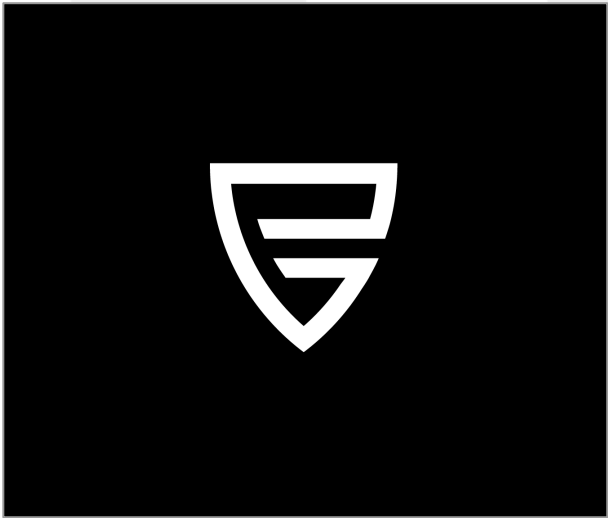
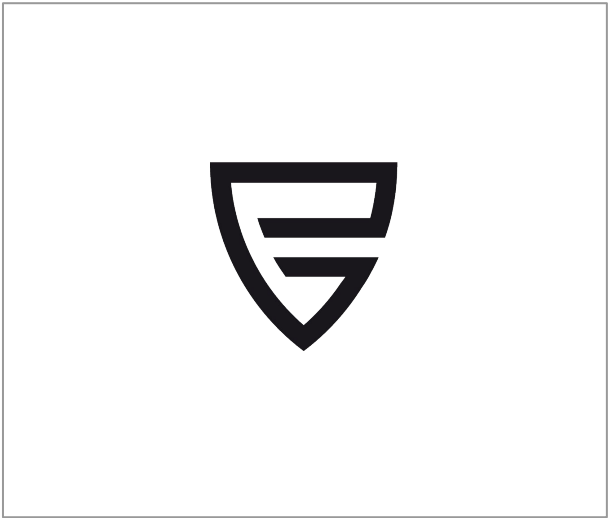
# LOGO VARIANTS SECONDARY LOGO & TAGLINE

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# LOGO VARIANTS SHIELD LOGO ONLY

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# LOGOTYPE TOGETHER WITH OTHER BRANDS

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When Push Gaming is presented next to other brands, the logotype used should look prominent and not inferior to other logos. Always aim to use the Primary Logo where possible.

Make sure there is enough space between the logos to distinguish the different brands.

Push Gaming should approve the final artwork in this case.



# LOGO APPLICATION



**DON'T...**



1. Stretch/squash the logo



2. Change the colour of the logo



3. Rearrange the logo



4. Resize parts of the logo



5. Change logo font



6. Rotate the logo



# TYPOGRAPHY

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## POPPINS – WEB & ONLINE FONT

**HEADER TITLE 1** *(Poppins Font - Uppercase - Bold - Black - 18 px)*

HEADER TITLE 2 *(Poppins Font - Uppercase - Regular - Black - 14 px)*

Subtitle *(Poppins Font - Sentence Case - Regular - Black - 14 px)*

Body Text *(Poppins Font - Sentence Case - Regular - Black - 12px)*

Note Text *(Poppins Font - Sentence Case - Regular - Text Grey - 10> px)*



**Note:** Web based materials include: website, ads, marketing campaigns, email signatures, Google Doc, Sheets, Slides and any documentation that will be sent and kept online. Poppins is also a Google Font.

The guidelines regarding the font size above are only relevant for when creating a Google Doc, Word or Pages Document as well as Google Sheets, Excel or Numbers Document. It is not relevant to Google Slides, Powerpoint, and Keynote Documents, since the font sizes on these documents are set automatically.

Click here if you need guidelines on how to install fonts on your [Windows](#), [Mac](#) and [Google](#).



**PUSH GAMING**

[Download Asset](#)

# TYPOGRAPHY

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## GILROY – PRINT FONT

**HEADER TITLE 1** (*Poppins Font - Uppercase - Bold - Black - 18 px*)

HEADER TITLE 2 (*Poppins Font - Uppercase - Regular - Black - 14 px*)

Subtitle (*Poppins Font - Sentence Case - Regular - Black - 14 px*)

Body Text (*Poppins Font - Sentence Case - Regular - Black - 12px*)

Note Text (*Poppins Font - Sentence Case - Regular - Text Grey - 10> px*)



**Note:** Gilroy is only to be used for Printed Materials, such as Merchandise, Printed Documents, contracts, and printed marketing material, etc.

The guidelines regarding the Font Size above are only relevant for when creating a Google Doc, Word or Pages Document as well as Google Sheets, Excel or Numbers Document. It is not relevant to Google Slides, Powerpoint, and Keynote Documents, since the font sizes on these documents are set automatically.

Click here if you need guidelines on how to install fonts on your [Windows](#), and [Mac](#).



**PUSH GAMING**

[Download Asset](#)



# GAME TITLES AND GAME LOGOS USAGE

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It is very important that when you feature a Game Logo in your artwork, logos are not cropped, coloured differently, skewed, or altered in any way. Please refer to the next slide illustration for a visual explanation.

When Game Logos are used not following the standard design, a request must be submitted for approval of artwork. contact your account managers directly or send your request to

[marketing@pushgaming.com](mailto:marketing@pushgaming.com)



PUSH GAMING



# GAME LOGO APPLICATION

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The Game Logos provided should be used as a whole without any changes.



PUSH GAMING

# GAME LOGO APPLICATION

**DON'T...**



1. No Logo Alterations



2. Do not change logo colour



3. No stretch / squash logo



4. No Rotation of logo



5. Do not crop logo



6. No changes in logo design



PUSH GAMING

# TRANSLATED GAME LOGOS

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Anyone wishing to translate any of our game logos should first request permission and get approval.

Translated game logos designed externally and not provided by Push Gaming should be sent for review and approval before being used.

Please forward this to your Account Manager or to Marketing Support [marketing@pushgaming.com](mailto:marketing@pushgaming.com)



# GAME ASSETS USAGE

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In the Marketing Pack one will also find Character assets and Symbols. Both of these icons can be used in any artwork combined with assets from other Push Gaming slot games, as well as other game providers. As long as both characters and symbols are following our guidelines, they can be used with very few limitations.

Such limitations include:

- No alterations to characters and symbols;
- No colour change is allowed to any part of a character and symbols;
- No change in proportions can be made to characters and symbols;
- No change in the artwork of any manner to characters and symbol

Symbols and Characters, unlike Game Logos can be cropped or featured at the corner of artwork



# GAME ASSET TEMPLATES – EXAMPLES

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# INTELLECTUAL PROPERTY RIGHTS

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The name Push Gaming, the Push Gaming shield logo, as well as all game titles, designs and logos are the exclusive property of Push Gaming and are protected by trademark and copyright laws (“Push IP”).

It is strictly prohibited to use Push IP without a written permission of Push Gaming, which may be granted through a commercial agreement, online terms and conditions or other appropriate means (“Agreement”).

Please refer to such Agreement for further details. Any breach of these guidelines constitutes a material breach of your Agreement with Push Gaming.

If you notice or are made aware of anyone using Push IP in conflict with these guidelines or otherwise in an infringing manner, please report such behaviour immediately to to our Marketing team at: [marketing@pushgaming.com](mailto:marketing@pushgaming.com)



# INTELLECTUAL PROPERTY RIGHTS - CONT

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## You must not yourself or allow anyone else to:

- use, copy, modify, adapt, translate, correct errors, or create derivative works from Push IP;
- apply for, file or otherwise attempt to secure any formal or informal intellectual property rights (such as trademarks, domains etc.) relating to, derived from, or identical or similar to Push IP in any jurisdiction;
- use the Push IP in contradiction with these guidelines, unless agreed otherwise in writing;
- assign, sub-licence, lease, loan, rent, resell, distribute or otherwise deal in or encumber the Push IP;
- remove or modify any copyright, trademark, patent or similar notices, or any of Push Gaming's or any other person's branding, that the Games cause to be displayed when used or that are displayed in or with the Push IP;
- attempt to circumvent or interfere with any security or protective features of the Push IP;
- conduct itself in a manner that the could create a false impression that you are the holder of Push IP.

