

CASINOS CRYPTO ♠

BRAND GUIDE

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Logo icons



Logo icons



Typography

Gothman Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?

PARAGRAPH FONT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

GOTHAM BOOK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

GOTHAM LIGHT

Basée sur une technologie de nano membranes filtrantes et enduits d'un traitement anti bactérien et hydrophobe, sous la supervision de nos experts textiles et chimiques, les masques de protection en tissu réutilisables et lavables Lainière Santé™ sont une véritable prouesse technologique.

GOTHAM BOLD

Basée sur une technologie de nano membranes filtrantes et enduits d'un traitement anti bactérien et hydrophobe, sous la supervision de nos experts textiles et chimiques, les masques de protection en tissu réutilisables et lavables Lainière Santé™ sont une véritable prouesse technologique.

GOTHAM ULTRA

Typography

aA **aA** aA **aA**



FAMILY FONT

Gotham Thin

Gotham Thin Italic

Gotham Extra Light

Gotham Extra Light Italic

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Black Italic

Gotham Ultra

Gotham Ultra Italic

Color

Primary



HEX 1D252C

R29 G37 B44

C80 M68 Y58 K66

PANTONE 433C

Secondary



HEX D41E3D

R212 G30 B61

C10 M100 Y78 K2

PANTONE 206C

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

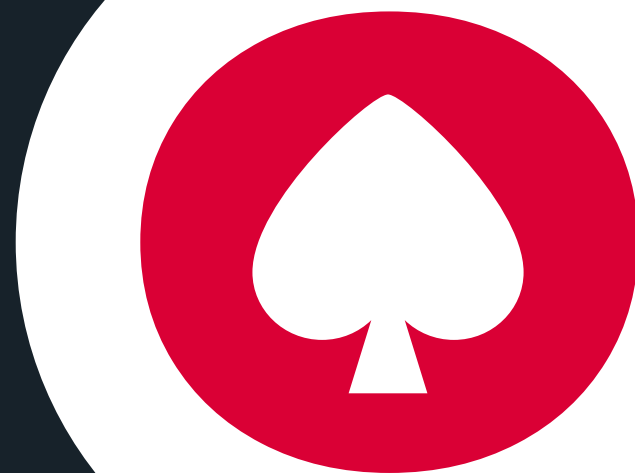
PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



Brand guidelines

casinoscripto.com