

BRAND BOOK GUIDELINES

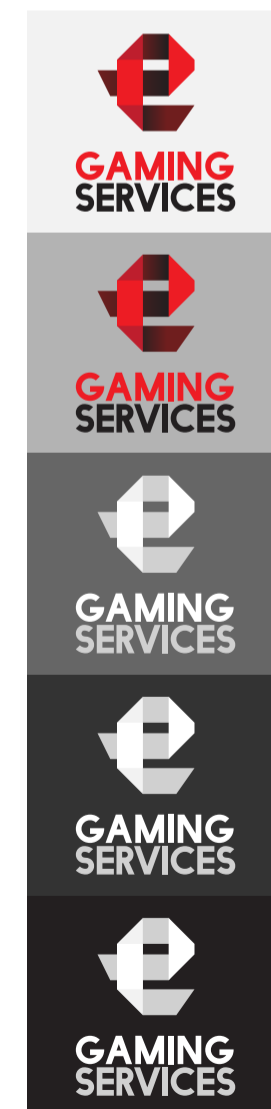


GAMING
SERVICES

Horizontal Brand Mark
and Contrast



Vertical Brand Mark
and Contrast



Free space



Minimum sizes



51px
18mm



31px
11mm

Color Variations



Full Color Positive



Grayscale Positive



Solid Positive



Full Color Negative




Grayscale Negative





Solid Negative


Color Specifications




 **#ED1C24**
R:237 G:28 B:36
C:0 M:99 Y:97 K:0
Pantone 48-8 C


 **#BE1E2D**
R:190 G:30 B:45
C:17 M:100 Y:91 K:8
Pantone 53-8 C


 **#6F1E1E**
R:111 G:30 B:30
C:32 M:92 Y:85 K:45
Pantone 50-16 C


 **#221F20**
R:34 G:31 B:32
C:70 M:67 Y:63 K:74
Pantone 179-16 C




 **#939598**
R:147 G:149 B:152
C:45 M:36 Y:34 K:1
Pantone 179-7 C

 **#6D6E71**
R:109 G:110 B:113
C:58 M:49 Y:46 K:14
Pantone 179-11 C

 **#414042**
R:65 G:64 B:66
C:67 M:61 Y:58 K:45
Pantone 172-16 C

 **#D0D0D0**
R:208 G:208 B:208
C:17 M:13 Y:14 K:0
Pantone 179-3 C

 **#F2F2F2**
R:242 G:242 B:242
C:4 M:2 Y:2 K:0
Pantone 179-1 C