

World
Gaming
LEADERS' SUMMITS

Brand
Guidelines

Content

WorldGaming Leaders' Summits

- Casino & Sportsbook and
- Payments Fraud & Compliance Summits

Logo

Typography

Colours

Do's & Dont's

Layout Templates

Logos



Typography

Tenorite

BOLD

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**

REGULAR

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adipiscing elit.



CASINO &
SPORTSBOOK

LEADERS' SUMMIT

WorldGaming

Tenorite BOLD

Tenorite BOLD

Neuzeit Grotesk BLACK

Neuzeit Grotesk BOLD

COLOUR

Logo Colour

C:84 M:98 Y:0 K:0
R:83 G:49 B:147
HEX: 533193

Gradient Colours

C:94 M:100 Y:32 K:26
R:50 G:34 B:91
HEX: 32225b

C:84 M:98 Y:0 K:0
R:83 G:49 B:147
HEX: 533193

C:41 M:98 Y:1 K:0
R:161 G:42 B:142
HEX: c1278e

Background Colour

C:73 M:84 Y:52 K:67
R:43 G:19 B:42
HEX: 2B132A

DO'S & DONT'S

DO's



Use the correct Logo Lockup as the need arise.

DONT's



Do not use any background colour other then prescribed.

Do not use the coloured text version on colourful backgrounds.

For external use - please ensure logo is readable on a dark background or use the black text version on lighter backgrounds.

LAYOUTS

Usage

All backgrounds should be set to our background colour. In front of that can be set trapezoid shapes with our gradient fill added. Shapes should bleed off the page and have either 3 or 2 sides of the shape showing.

Background Colour

C:73 M:84 Y:52 K:67
R:43 G:19 B:42
HEX: 2B132A

Overall layout background



Gradient Coloured boxes



The gradient shapes should be placed in such a way as to not interfere with the main content and should be used sparingly.

LAYOUTS



freestanding banners

Two main types with logos or with text.
Some also have added directional arrow added.

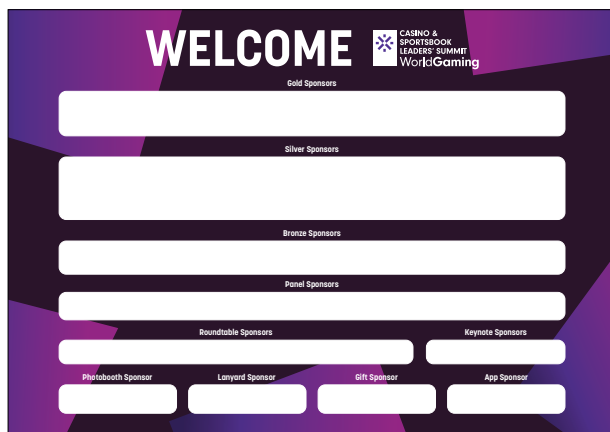
Lectern

Standard rectangle - logo low from top
as sometimes lighting casts shadow from
lectern top



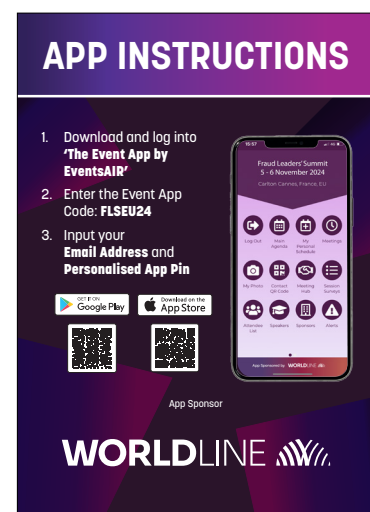
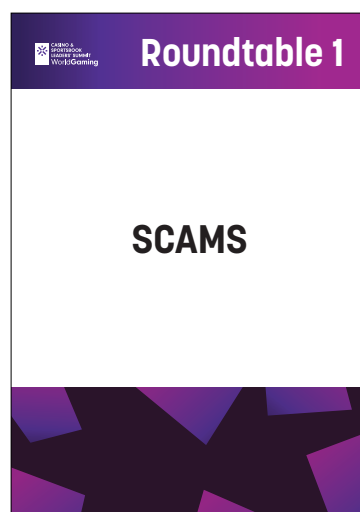
Sponsor meeting boards (front and Back)

LAYOUTS



Shard signs

Shard signs are on legs which attach through signs (hence the large left/right margins)



A3 Strut Cards

Strut cards go on roundtables and need to be visible - these need a sponsored and non sponsored version. Text size of roundtable title has been based on previous length of titles which can be a couple of lines long.

A3 App Instructions

Like the Strut cards these go on roundtables with wifi login instructions