RESPONSIBLE GAMING EDUCATION MONTH

Download Logos

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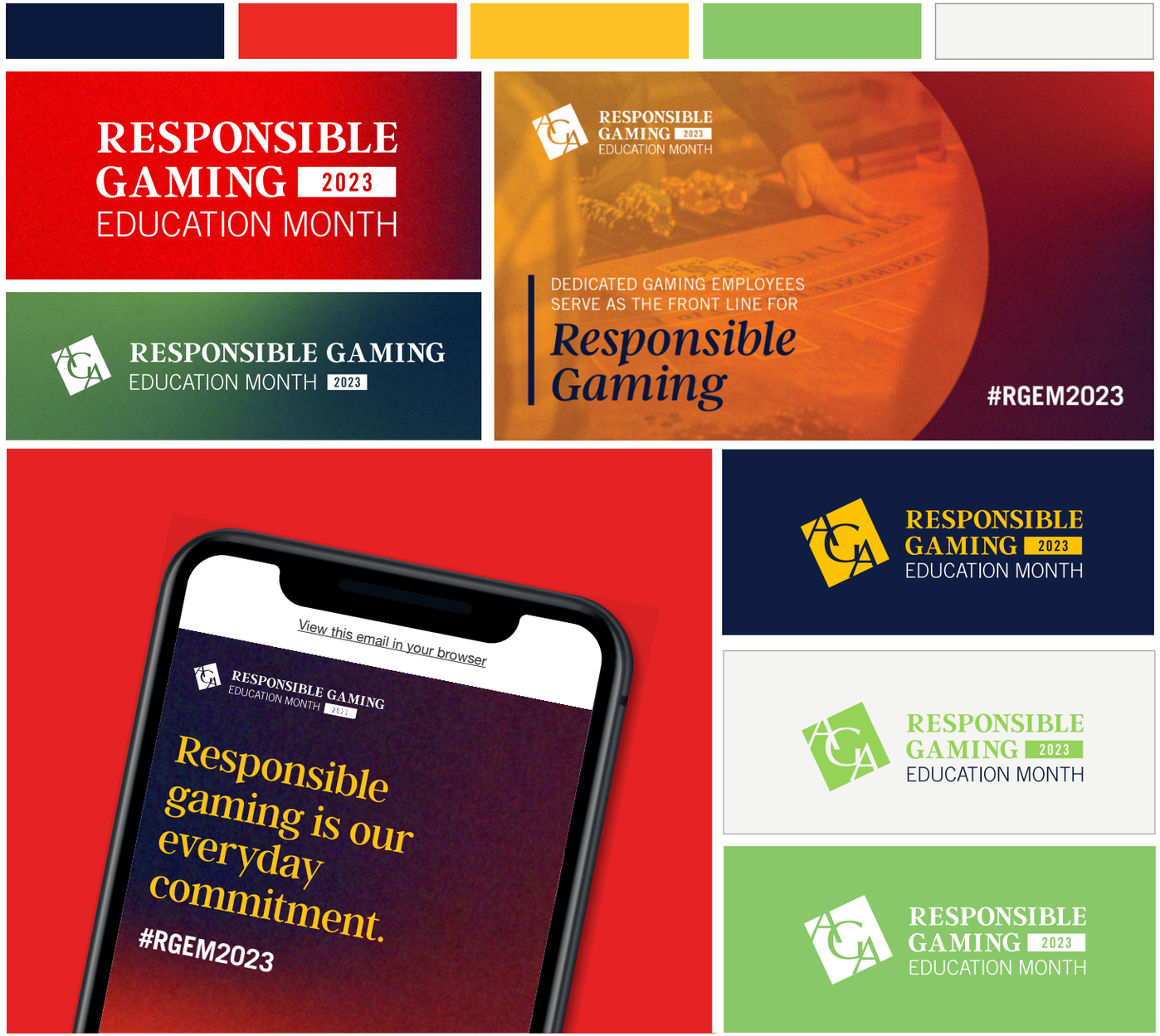
BRAND GUIDELINES

BRAND

Overview



Logo

Variations

Available as a stacked and horizontal version. When used in partnership lead collateral, utilize the partnership lockup.

PRIMARY LOGO

RESPONSIBLE
GAMING 2023
EDUCATION MONTH

RESPONSIBLE GAMING
EDUCATION MONTH 2023

PARTNERSHIP LOGO

RESPONSIBLE
GAMING 2023
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RESPONSIBLE GAMING
EDUCATION MONTH 2023

COLOR

Palette

Each of the colors has a specific breakdown for print usage (CMYK), screen usage (RGB/HEX code) and a Pantone Matching System (PMS) reference to ensure printed collateral is on brand.

DARK NEUTRAL	RED ACCENT	SECONDARY COLORS		LIGHT NEUTRAL
PMS 282C	PMS 2347C	PMS 7548C	PMS 7488C	PMS P 1799-1 C
CMYK 100.89.44.52	CMYK 00.96.95.00	CMYK 00.25.100.00	CMYK 58.00.85.00	CMYK 03.03.03.00
RGB 000.025.064	RGB 248.000.000	RGB 253.195.000	RGB 148.211.087	RGB 247.247.247
HEX #001940	HEX #F80000	HEX #FDC300	HEX #94D357	HEX #F7F7F7

TINTS

80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

COLOR

System

The primary colors should be used where possible. The secondary colors provide variety and a point of difference when required.

When placed over a color block or imagery, the reversed out logo would be utilized (white or black, which ever has the highest legibility).

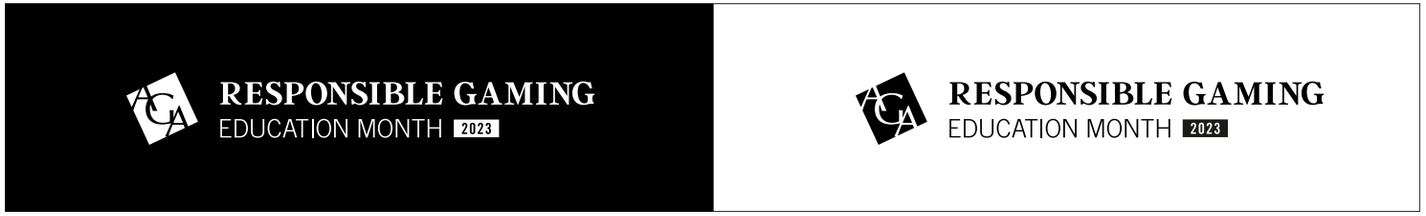
LOGO

Argent + Trade Gothic

A combination of two inhouse fonts to create a timeless and considered word mark.

REVERSED LOGO STACKED

REVERSED LOGO INLINE



LOGO

Usage Guide

When used in RGEM pieces side-by-side with other logos, the primary logo is used on the right of the lockup. Unless it appears in a partnership piece, then the partnership logo may be required to amplify AGA's presence.

PARTNER LOGO + PRIMARY LOGO

PARTNER LOGO + PARTNERSHIP LOGO LOCKUP