

primary logo

LOVE THE GAME
NOT THE ODDS

colour breakdown

	PANTONE	CMYK	RGB	HEX
	PMS305C	C57, M0, Y7, K0	R101, G207, B233	#59C8E6

minimum clear space



minimum size - print

25mm x 8mm

LOVE THE GAME
NOT THE ODDS

minimum size - digital

60px x 20px

LOVE THE GAME
NOT THE ODDS

logo alternate



mono logo versions



LOVE THE GAME
NOT THE ODDS

primary lockup



minimum clear space



minimum size - print

32mm x 8mm

minimum size - digital

90px x 22px



mono lockup versions



Logo DON'Ts



Don't place a gradient on the logo



Don't place a drop shadow on the logo



Don't use an outer or inner glow



Don't distort the logo



Don't skew the logo



Don't tilt the logo



Don't use a keyline



Don't invert the logo colours



Don't change proportions of logo elements



Don't alter the colours



Don't place the logo on top of an object



Don't use the logo in a sentence



Don't place the logo over a noisy image



Don't add a mirror effect



Don't place the logo on a pattern of any kind



Don't place the logo over other elements of logos



Don't change the opacity/transparency of logos



Don't use the white alternative on light backgrounds (vice versa for the black alternate)