



2014 BRAND GUIDELINES

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PRIMARY MARKS

This is the primary mark used to represent the Ultimate Poker brand. This should be the first mark you try to incorporate into any design involving use of Ultimate Poker branding.

This mark has been provided to you with the minimum allowed whitespace. The correct whitespace is X where x is equal to the height of the letter E in the logo.



SECONDARY MARK

This is the secondary mark used to represent the Ultimate Poker brand. This should be used only in situations where the Ultimate Poker brand has already been established or the primary and secondary marks would look unacceptable.

This mark has been provided to you with the minimum allowed whitespace. The correct whitespace is X where x is equal to the height of the letter E in the logo.



ALTERNATE MARKS

These are the alternate marks used to represent the Ultimate Poker brand. These should be used only in situations where the primary and secondary marks would look unacceptable.

These marks have been provided to you with the minimum allowed whitespace. The correct whitespace is X where x is equal to the height of the letter E in the logo.



DON'T



DON'T



DON'T

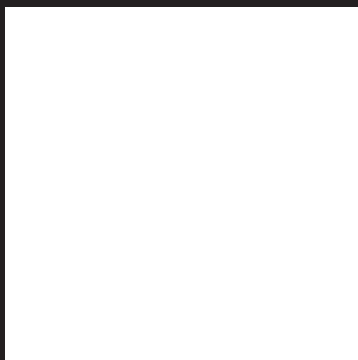


DO'S & DONT'S

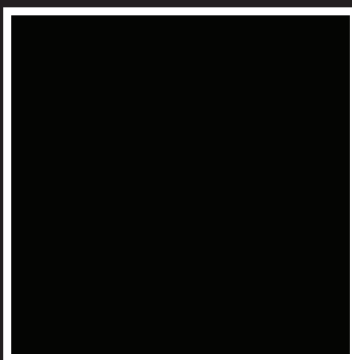
These are common problems designers run into when using our branding.

DO - Use the primary mark when possible. Use secondary and alternate marks where appropriate. Use established color palettes.

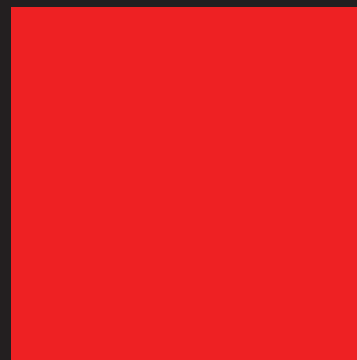
DON'T - Add or change colors to existing marks. Add harsh drop shadows. Add patterns to existing marks. Use a mark that will get lost in the background it's being used on (ie red mark on red background). Use low resolution marks. Create new lockups. Rotate the mark.



HEX - #FFFFFF
CMYK - 0,0,0,0
RGB - 255,255,255
PMS - WHITE



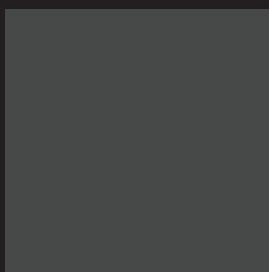
HEX - #000000
CMYK - 75,68,67,90
RGB - 0,0,0
PMS - BLACK



HEX - #FF0000
CMYK - 0,99,100,0
RGB - 255,0,0
PMS - 185C

PRIMARY COLOR PALETTE

These are the primary colors used to represent Ultimate Poker. Use a combination of these colors whenever possible before introducing colors from the secondary color palette.

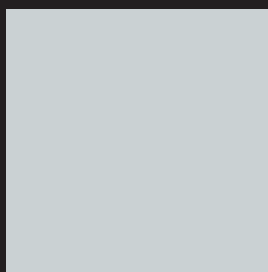


HEX - #484848

CMYK - 66,59,58,40

RGB - 72,72,72

PMS - 446C

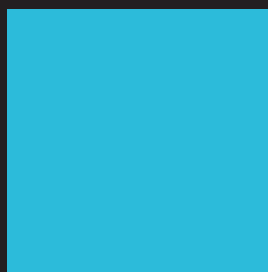


HEX - #C9D1D3

CMYK - 20,12,13,0

RGB - 201,209,211

PMS - 427C



HEX - #2BBAD9

CMYK - 68,0,0,0

RGB - 0,204,255

PMS - 2995C



HEX - #66CC00

CMYK - 61,0,100,0

RGB - 102,204,0

PMS - 376C

SECONDARY COLOR PALETTE

These are the secondary colors used to represent Ultimate Poker. Use these colors when the primary color palette is too limiting.

ROCKWELL STD BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()

PRIMARY TYPEFACE

Rockwell STD Bold Condensed is our primary typeface. This is used for all main messaging. We use it to create focus and drive our points home. It is always used in all caps.

Character Settings:

LEADING - Font size +2 points

KERNING - Optical

TRACKING - -25

FUTURA STD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()

SECONDARY TYPEFACE

Futura STD Medium is our secondary typeface. This is used for all secondary messaging. We use it to add additional information to the main messaging.

Character Settings:

LEADING - Font size +5 points

KERNING - Optical

TRACKING - +100

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()

WEBSAFE TYPEFACE

Verdana Regular is our websafe typeface. This is used for all HTML based documents like web pages and emails.

This is our preferred font stack:
font-family: Verdana, Geneva, sans-serif;

Character Settings:

LEADING - auto

KERNING - auto

TRACKING - auto



WELCOME THE RETURN OF

LEGAL
ONLINE POKER



POKER_IS_BACK
\$10,696

EXAMPLE

This is an example of the guidelines provided in this book being used correctly. Use this to understand the style we've developed and the target audience we strive to capture.

