



**ULTIMATE  
POKER**

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.

DO



**ULTIMATE  
POKER**

DON'T



DON'T



DON'T

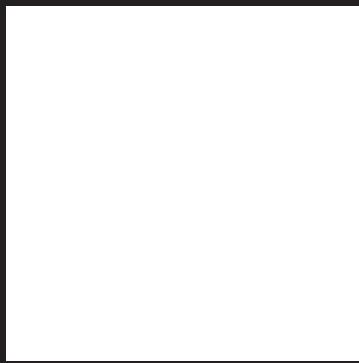


## DO'S & DONT'S

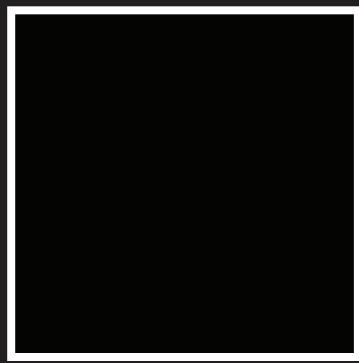
These are common problems designers run into when using our branding.

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

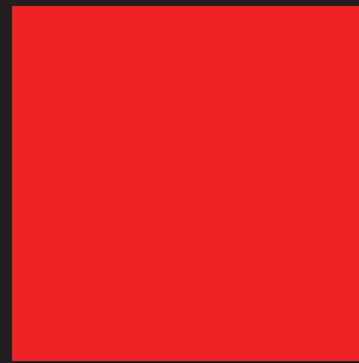
**DON'T** - Add or change colors to existing marks. Add harsh drop shadows. Add patterns to existing marks. Use a mark that will get lost in the background it's being used on (ie red mark on red background). Use low resolution marks. Create new lockups. Rotate the mark.



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



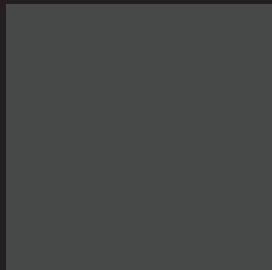
**HEX** - #000000  
**CMYK** - 75,68,67,90  
**RGB** - 0,0,0  
**PMS** - BLACK



**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.

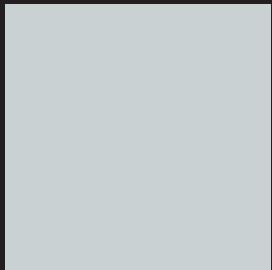


**HEX** - #484848

**CMYK** - 66,59,58,40

**RGB** - 72,72,72

**PMS** - 446C

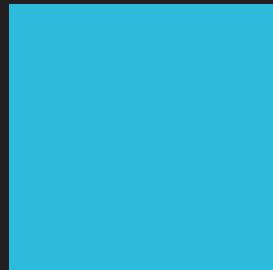


**HEX** - #C9D1D3

**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**  
**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

## **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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

# 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.

