



# PEERPLAYS BRAND GUIDELINES

VERSION 1.0 | 10.2017

These guidelines were made to help you — from understanding our brand platform and expression attributes to understanding how to best apply our logo and visual style. This is your source for the guiding principles and specific rules we live by when creating, updating or editing work that reflects the Peerplays brand. Remaining true to the principles articulated in this guideline is paramount to our success as a brand.

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**OUR BRAND**

## Our Brand

Our brand is a living, breathing thing. It is powerful. It is important. It is at the heart of everything we do. Our Brand Platform is the most fundamental expression of who we are, what we do and why we do it. These elements are the foundation for our messaging and a unifying force across all our communications worldwide.



Our Brand:  
**The Peerplays Brand Platform**

Think of our brand platform as our shared vision. It clearly defines our brand, aligns us internally and guides how we express ourselves externally. This is the foundation for our work.

**Brand Aspiration**

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**To become the world's go-to betting blockchain**

**Brand Position**

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**The most advanced betting blockchain in the world**

**Brand Promise**

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**Technology to fuel provably-fair, transparent betting**

**Expression Attributes**

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**Trusted | Technology | Brash | Cutting-edge | Driven**

Think of our brand story as the internal rallying cry for Peerplays. This is the synthesis of our brand. The brand story uses the elements of the brand platform to tell our story. It is the essence of what we do as a company and our vision for how we're changing the world.

Peerplays is the first decentralized global betting platform. Peerplays is disrupting the global gaming industry with a new and better paradigm of fairness, transparency, speed, and security. Peerplays removes the need for third-party betting operators, using Graphene technology and Delegated Proof of Stake (DPoS) to provide the fastest, most decentralized blockchain consensus model available today.

**Welcome to Peerplays.**  
*All bets are on.*

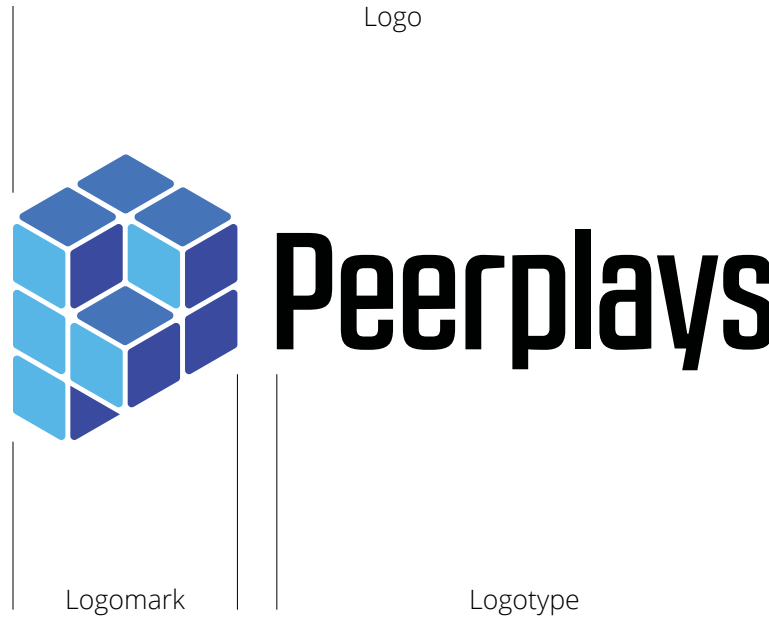
# BRAND IDENTITY



Brand Identity:  
**Our Brand Identity**

The Peerplays logo is a custom-designed representation of our company and brand. It displays the Peerplays name in a distinctive and proprietary form and should be used on all our communications and products. When using the Peerplays logo, always strive to stage it in a way that delivers the most impact.

The success of our brand efforts depends on the consistent application of the Peerplays logo.



**Do not recreate the logo**

## Brand Identity: Logo Options

The Peerplays logo should be reproduced using the RGB version for digital applications. For print applications, the logo should be reproduced using the 4-color CMYK and Pantone® (PMS) versions.

Always make sure you use the correct asset. Color formulas are provided for Pantone (PMS), CMYK, RGB and Hex on page 17 of these guidelines.

### Peerplays Logo

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### Peerplays Logomark

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Brand Identity:  
**Logo Clear Space**

Clear space is the area surrounding the logo that must be kept free of other graphic elements to ensure the legibility of the logo on all communications. The clear space around the logo allows it to stand out clearly and distinctly in any environment.

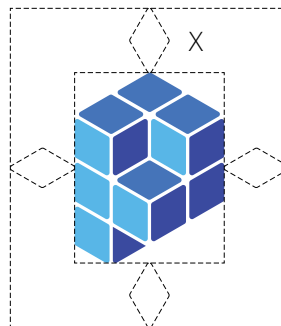
**PRIMARY LOGO CLEAR SPACE**

X equals the length of one tile.  
Clear space on all sides is 1X.



**LOGOMARK LOGO CLEAR SPACE**

Clear space on all sides equals the length of one tile in the logomark.

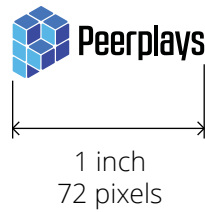


## Brand Identity: Logo Minimum Size

Logo minimum sizes for print and digital applications have been established to ensure legibility at the smallest allowable size. In rare circumstances, the logo may need to appear smaller than the minimum size. These instances must be approved by Peerplays' brand manager.

### PRIMARY LOGO MINIMUM SIZE

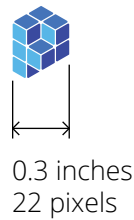
The minimum size of the logo for print applications is 1 inch wide.  
The minimum size of the logo for digital applications is 72 pixels wide.



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### LOGOMARK MINIMUM SIZE

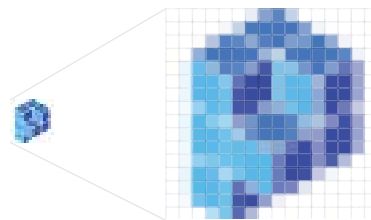
The minimum size of the logomark for print applications is 0.3 inches wide.  
The minimum size of the logotype for digital applications is 22 pixels wide.



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### LOGOMARK FAVICON

The display size of a favicon in a browser's address bar or next to the site name in a bookmark list is 16 pixels by 16 pixels.



Brand Identity:  
**Logo Background Control**

The preferred background for our logo is white or black. In some cases it's necessary to use the logo over photography, colored or patterned backgrounds. In these cases, it is extremely important to ensure the integrity of our logo.

You may find that adjusting the position of a photograph in your layout or retouching the photograph's area where the logo is placed will help to achieve the background control needed to preserve the logo's integrity.

**DO**



Select a background color and logo option with sufficient contrast.



Choose photography with sufficient contrast.

**DON'T**



Don't use background color with insufficient contrast.



Don't place logo over photography with insufficient contrast.



Don't place logo over busy background patterns.



Don't use unauthorized background colors.

Brand Identity:  
Logo "Don'ts"

Do not attempt to re-create the logo. Never alter our logo elements. Use only the approved logo assets shown on page 10 of the guidelines. While these examples don't represent every possible logo infraction, it does cover common-sense thinking about protecting the integrity of the brand.



Do not outline the logo.



Do not change the logo.



Do not change the logo orientation.



Do not change the proportions of the logo.



Do not add a stroke to the logo.



Do not use the logomark as a pattern.



Do not use a different font for the logotype.



Do not change the shape of the logo.



Do not distort the logo.



Do not apply effects to the logo.



Do not add transparency to the logo over a background.



Do not use the logo as a window for photos.

# ELEMENTS OF STYLE

Our visual style, consisting of logo, color, typography, photography and graphic devices form a distinctive collection of elements that unite our visual style reflects our brand platform — including our logo, graphic devices, typography, color and imagery — and form a distinctive collection of elements that unite our communication across touch-points. Our visual style has the greatest impact when these elements are used consistently and correctly. Always follow the principles in this document when using our elements of style.










## Elements of Style: Color






Color drives the emotional tone and character of all our visual communications. Color plays an important role in our branding by providing a distinctive range of colors used for type, backgrounds, graphics and graphic applications. Our color palette consists of 9 colors. The Primary colors are the Peerplays blues (Pantone 2915 C, Pantone 660 C, Pantone 7685 C), Process Black and white.

The remaining five colors comprise the secondary palette. The secondary palette is used primarily on the website. These colors (along with color found in photography) are used to add life and energy to our visual style.

### Primary Color Palette

	Pantone	CMYK	RGB	Hex
	PMS 2915 C	59/11/0/0	89/183/231	#59B7E7
	PMS 660 C	77/53/0/0	70/116/185	#4674B9
	PMS 7685 C	90/83/0/0	59/74/159	#3B4A9F
	Process Black	0/0/0/100	0/0/0	#000000
	Opaque white	0/0/0/0	255/255/255	#FFFFFF

### Secondary Color Palette

	PMS 158	0/67/96/0	247/117/38	#F77526
	PMS 459	0/26/71/0	255/194/98	#FFC262
	PMS 7586	27/72/88/17	162/86/51	#A25633
	PMS 7508	12/29/64/0	225/181//114	#E1B572
	PMS 7553	50/61/81/50	84/64/40	#544028

Typography is an important part of our identity system. When used correctly and consistently, it provides an immediate visual connection with our brand. Our primary fonts for print are DIN and Open Sans, which are modern fonts having a timeless sans serif style. We use Open Sans for our digital applications. We use Arial for all Microsoft PowerPoint communications as it is a common font installed on most operating systems.



**Primary Headlines: DIN**

**BOLD**

**DIN Bold**

**ABCDEFGHIJKLM NOPQRSTUVWXYZ  
1234567890**

**Body Copy: Open Sans**

Regular

*Regular Italic*

**Bold**

***Bold Italic***

Open Sans Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqr stuvwxyz  
1234567890

*Open Sans Regular Italic*

*ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqr stuvwxyz  
1234567890*

**Open Sans Bold**

**ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqr stuvwxyz  
1234567890**

***Open Sans Bold Italic***

***ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqr stuvwxyz  
1234567890***

**Body Copy: Open Sans**

Regular

*Regular Italic*

**Bold**

***Bold Italic***

Open Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqr stuvwxyz  
1234567890

*Open Sans Regular Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqr stuvwxyz*  
*1234567890*

**Open Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqr stuvwxyz**  
**1234567890**

***Open Sans Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqr stuvwxyz***  
***1234567890***

**PowerPoint: Arial**

Regular

**Bold**

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqr stuvwxyz 1234567890

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqr stuvwxyz**

Photography is a powerful way to reflect our brand identity and personality in our communications. Our goal is to create compelling and proprietary imagery. Being consistent with the way we treat our images creates visual impressions that help recognition of our brand.





Elements of Style:  
**Photography Style**

Photography is one of the most impactful assets in our design language tool kit. Our branded photography is designed to differentiate and convey the brand's expression attributes: trusted, technology, cutting-edge, driven and brash.

For the complete library of photography and other Peerplays branded assets, please contact Peerplays' brand manager.



# VISUAL STYLE

Visual Style:  
**Putting it All Together**

Based on the principles and ideas outlined in the guidelines, we have included examples to help you when creating communications that represent Peerplays' brand in the marketplace.

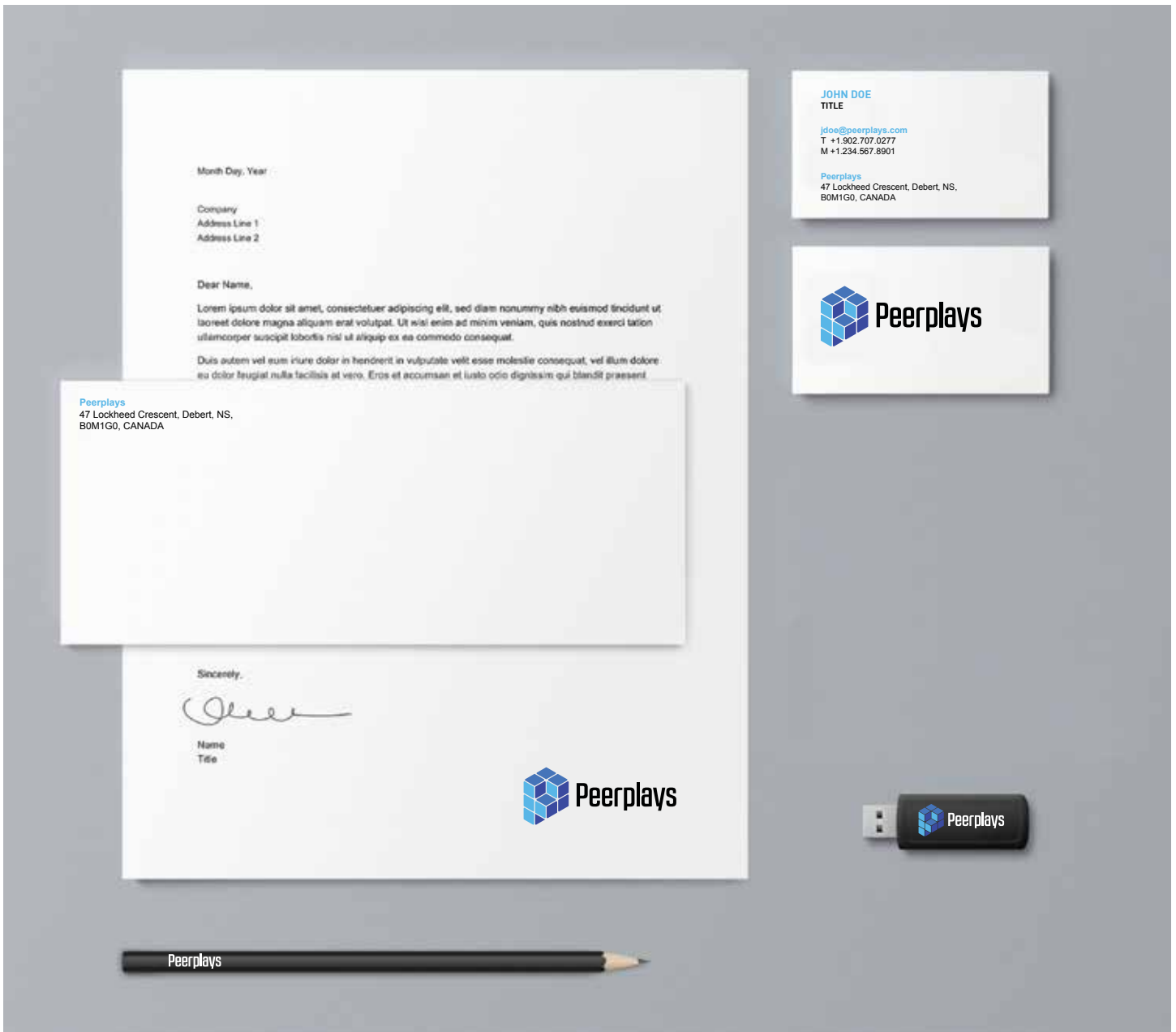




Visual Style:  
**Business System Example**

This example shows the Peerplays business card, letterhead, and envelope design. The logo is featured prominently and uses other elements of style to brand the card, such as typography and primary colors.

Our business cards are created in US Standard 3.5" x 2". There are two options for orientation; vertical and horizontal. The Peerplays envelope is created in US Standard No. 10.



Visual Style:  
**Web Page Examples**

Peerplays' website is the most powerful expression of our brand. The messaging, design, content and visuals define our brand.



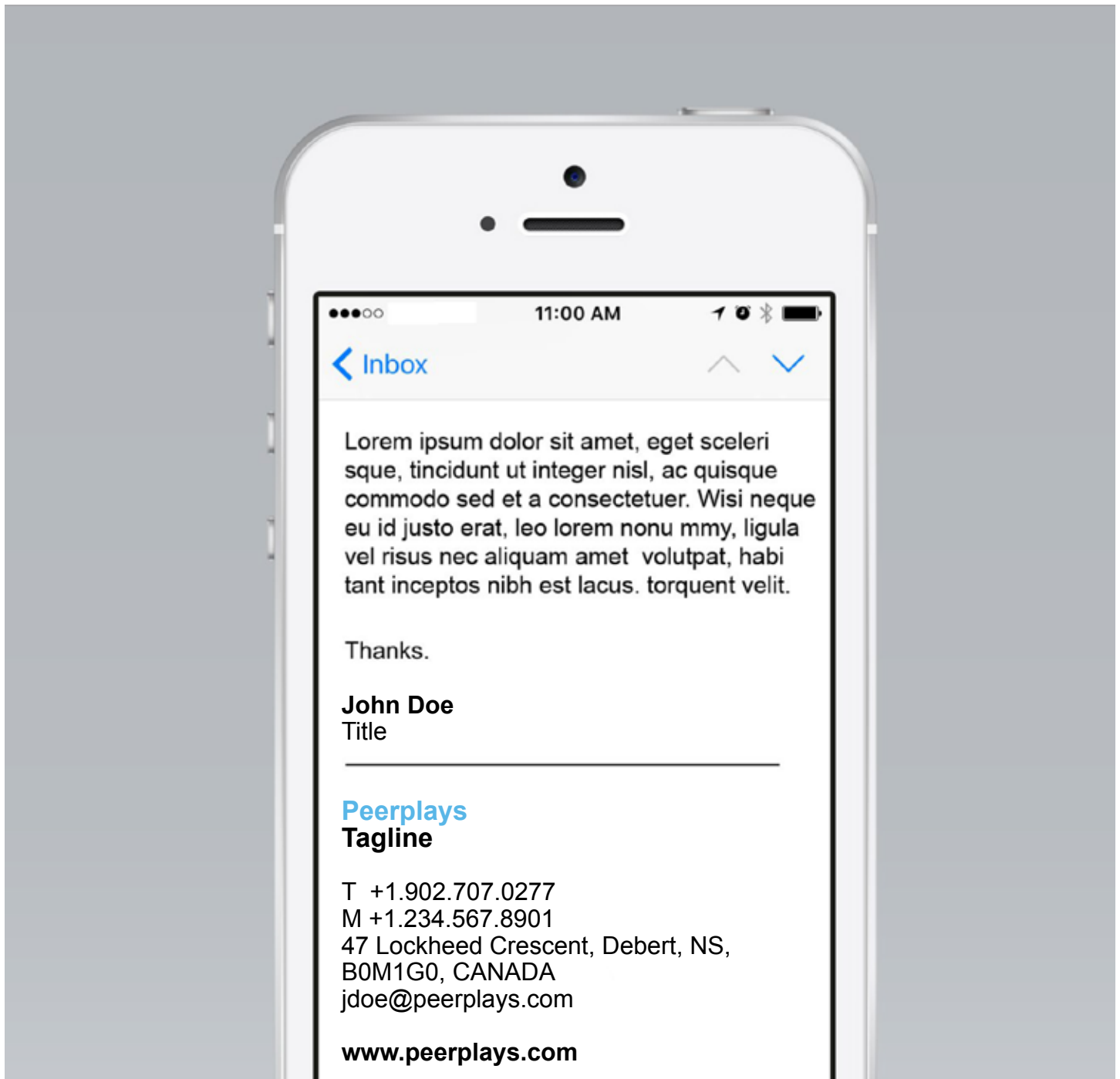
Web page sample 1 will go here



Web page sample 2 will go here

Visual Style:  
**Email Signature Example**

The email signature is a way to extend our brand into the marketplace on a large scale. The construct synergizes with the typographic convention used on business cards — because we think of the signature as a “calling card” from the employee.



# CONTACTS

## Contact Information

Thank you for helping make the Peerplays brand stronger and more impactful. Our communications tell a story. They enable us to stand out in the marketplace. By following these guidelines, you can help ensure that our communications express our point of differentiation. Your attention to the visual details of the brand helps build awareness in the market of who we are and what we stand for. Consistency and clarity convey our focused approach.

If you have any questions about our brand or these guidelines, or would like to access our library of Peerplays branded assets, please contact Peerplays' brand manager.

**THANK YOU,  
NOW GO PLAY.**