

BRAND GUIDELINES



01

LOGOTYPE

02

LOGOTYPE USAGE

03

HOME OF GAMES

04

COLOUR PALETTE

05

TYPOGRAPHY

06

B2B BRAND DESIGN

07

B2C BRAND DESIGN

08

VIDEO & ONLINE

09

OUT OF HOME

10

INTERNAL USE

11

PHOTOGRAPHY

12

SUB-BRANDS

INTRODUCTION

Welcome to our brand guidelines.
This document will guide you through the correct
usage of the greentube logo, colours, and fonts.

Please read through this entire document
for a complete understanding of how best
to represent the greentube brand.

OUR MISSION STATEMENT

We deliver safe and secure omni-channel igaming entertainment to players around the world.

OUR VISION

We are one of the 5 leading integrated gaming groups.*

*This is Greentube's long-term goal and set in the present-tense to reinforce the message, that this is how / where we want to be.



OUR BRAND VALUES

Brand values define how we operate both internally and externally at the company. They dictate how we interact with our colleagues and those in the outside world.

Whether it is during our lunch break in the canteen, on a business trip with partners or addressing our players, these values always remain the same.

ENTERTAINING
DRIVEN
EMPOWERING
[SELF-] RESPONSIBLE
TEAM SPIRIT
FRIENDLY
INNOVATIVE
QUALITY FOCUSED
DYNAMIC
INCLUSIVE

OUR BRAND TONALITY

Our brand values flow into our brand tonality and defines how we want to be seen by the outside world. These are as follows:



ENTERTAINING AND FRIENDLY

Greentube has an energetic personality with an informal vibe. We know how to have a laugh and have fun doing what we do. We want our customers to have as much fun with our products as we do making them.



INNOVATIVE AND DRIVEN

While we like to have fun with our work, we take what we do seriously and strive for the best from ourselves and our colleagues.



INCLUSIVE AND TEAM-SPIRITED

Greentube takes great pride in its diversity. We are a family and foster an atmosphere of togetherness and support as we work to achieve common goals.



QUALITY DRIVEN AND DYNAMIC

At Greentube, our goal is to have the best, most trustworthy products on the market.



OUR BRAND TONALITY CONTINUED

IN A NUTSHELL – WE WORK HARD, AND WE PLAY HARD.

Greentube is a multifaceted company; we offer a large range of products and services, meaning that our personality is also multifaceted as can be seen in our brand values. To put what we mentioned above into other terms, you could say that Greentube is:

THE LIFE OF THE PARTY

We're where you want to be and who you want to be with.

THE HOME OF GAMES

The one-stop destination for gaming innovation and experience.

THE KEY SPEAKER AT AN EVENT

Our knowledge and experience in this field is vast, and we are happy to share it.

THE INNOVATIVE BRAIN IN A THINK TANK

Our thirst for new knowledge and ability to think outside of the box continues to drive us forward.

THE TRUSTWORTHY PARTNER

We keep our promises and can always be trusted in the services our customers and players expect of us.

THE KNOWLEDGEABLE MEMBER...

of a lobby group or association. We see our role in the community as important and want to play an active role in the community.

01

LOGOTYPES

The greentube logo is one of our most recognised and valuable brand assets. We must ensure that our logo is correctly represented at all times. Use the logo in its original colour whenever possible. The version of the logo used should always suit the overall composition.

WORDMARK & ICON - MASTER

Brand gradient colour version

Wordmark



Icon



greentube



WORDMARK & ICON - SECONDARY

These versions should only be used in extremely specific circumstances. Please consult Corporate Marketing before use.

Single green version

greentube



White version in negative colour space

greentube



Black version in positive colour space

greentube



02

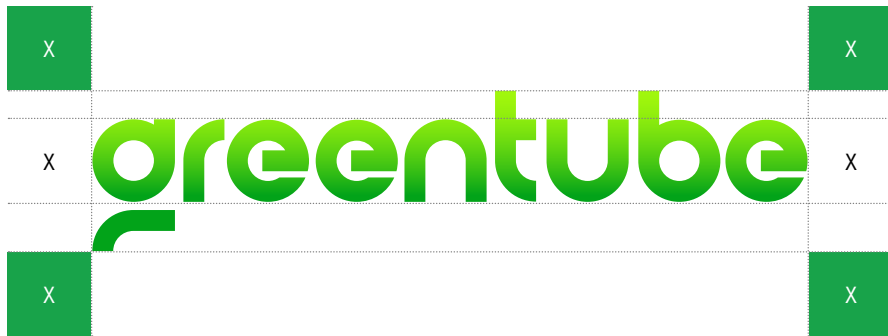
LOGOTYPE USAGE

The following pages are guidelines on how best to represent the greentube Wordmark and Icon.



SPACING

To ensure the greentube Wordmark & icon have consistent, optimal legibility and prominence, the minimum spacing around the wordmark must be equal to, or greater than the height of the letter “e” in the wordmark. The minimum spacing around the icon must be equal to 1/4 of the icon height.



x = height & width of letter “e”
x = minimum distance to the edge of format or other elements

In cases where height space is insufficient, the minimum spacing around the wordmark equals the lower part of the ‘g’ in the Wordmark.



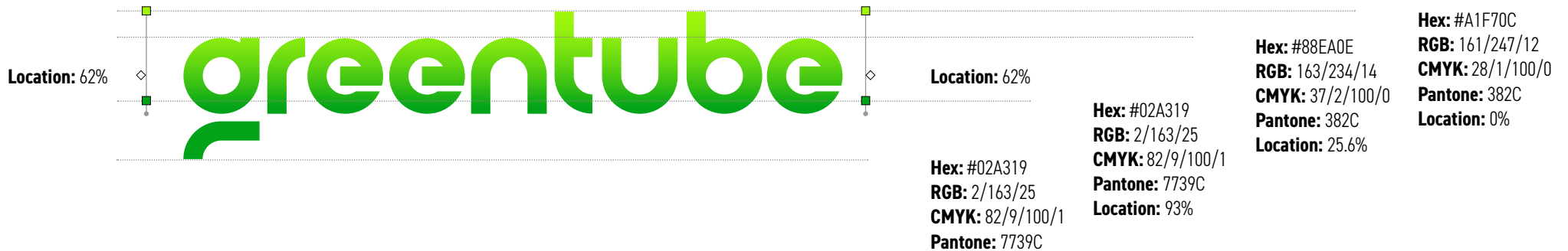
x = full height of g Icon
x/4 = minimum distance to the edge of format or other elements

* Font can be found here: Included in [Adobe Cloud Subscription](#)



GRADIENT

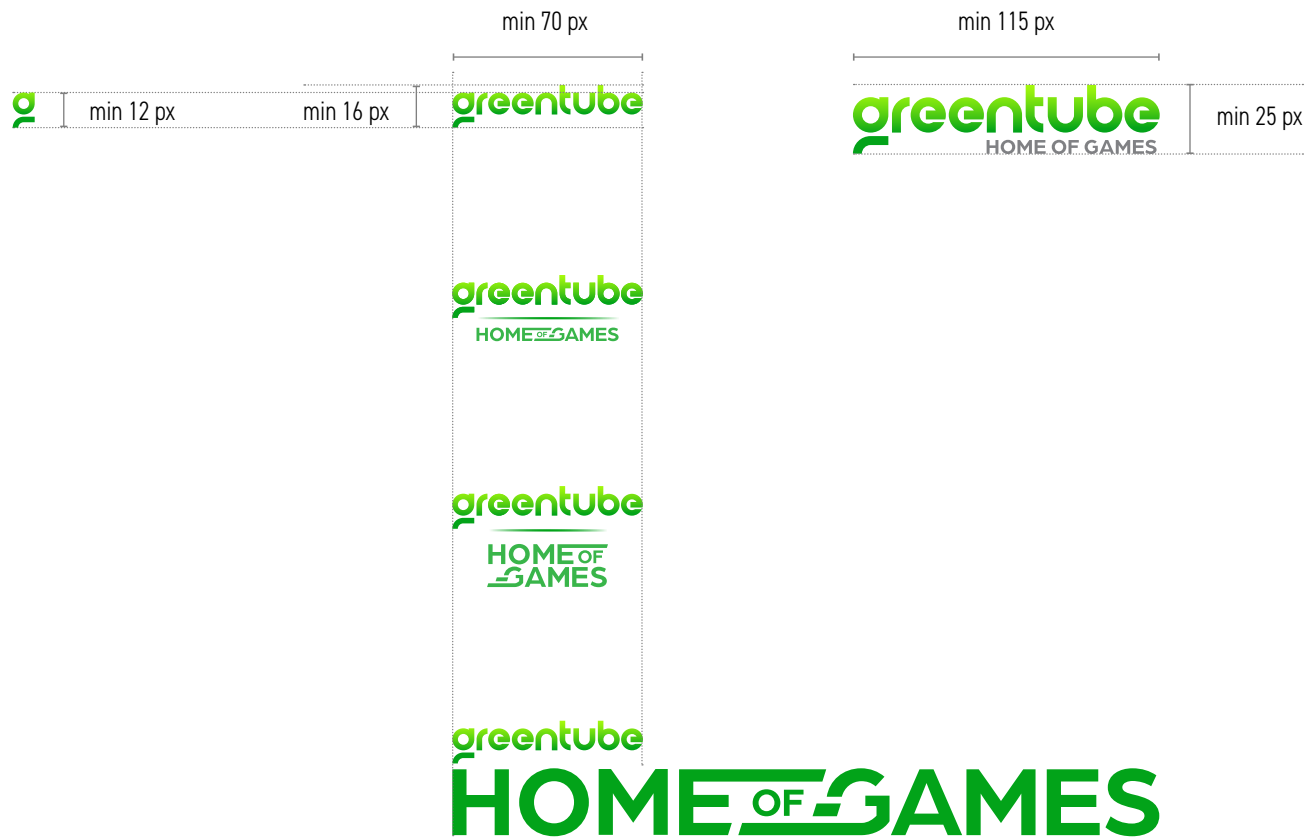
Always use the greentube Wordmark as supplied. In cases the gradient values need to be specified for printing, please reference the following values.





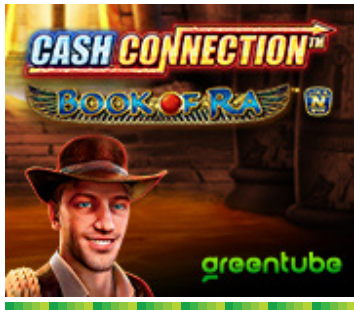
SIZE COMPARISON

A size comparison of our Greentube Logotypes.



LOGOTYPE PROPORTIONS

Greentube Logotypes when used as a branding reminder, are sized with reference to the grid. Logotypes must be sized at least 6/40 of the format width. Where possible, please prioritise the GT + HOG Tagline, however if the size cannot be at least 115 px wide, please use the Greentube Logo only.



Size: 180 x 150 px
Logo size: 72 px wide
Logo ratio: 16/40 of width

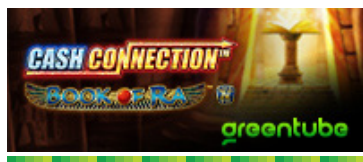


Size: 300 x 250 px
Logo size: 76 px wide
Logo ratio: 10/40 of width



Size: 1000 x 800 px
Logo size: 200 px wide
Logo ratio: 8/40 of width

LOGOTYPE PROPORTIONS



Size: 200 x 80 px
Logo size: 71 px wide
Logo ratio: 14/40 of width



Size: 468 x 60 px
Logo size: 71 px wide
Logo ratio: 6/40 of width



Size: 790 x 40 px
Logo size: 119 px wide
Logo ratio: 6/40 of width



Size: 944 x 128 px
Logo size: 145 px wide
Logo ratio: 6/40 of width

LOGOTYPE PROPORTIONS



Size: 800 x 600 px
Logo size: 161 px wide
Logo ratio: 8/40 of width



Size: 650 x 150 px
Logo size: 99 px wide
Logo ratio: 6/40 of width



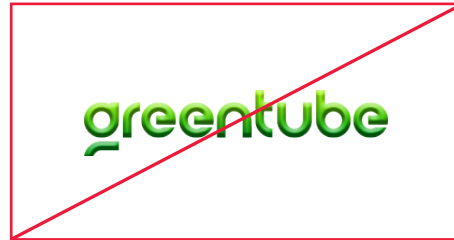
Size: 828 x 315 px
Logo size: 125 px wide
Logo ratio: 6/40 of width

IMPROPER USAGE

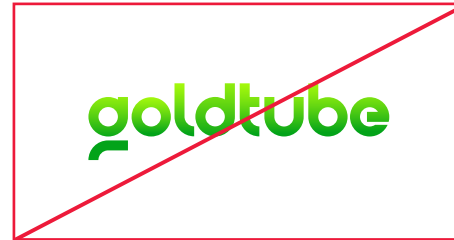
The Greentube Logotypes should not be altered in any way, including extending, condensing, outlining, adding effects, or attaching other words or graphics. The examples below present incorrect usage and alterations of Greentube Logotypes.



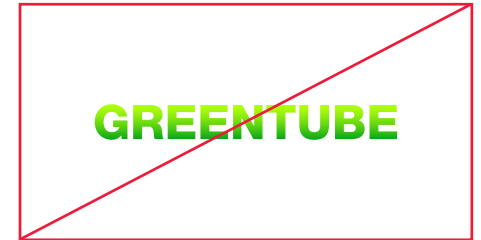
Do not stretch, squash or rotate the Greentube Wordmark or Icon



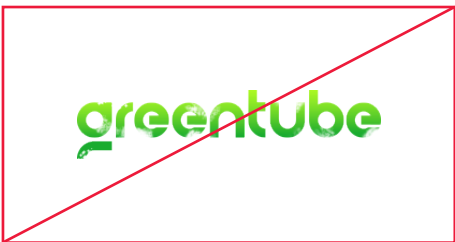
Do not emboss the logo or add any effects



Do not change the name or remove any part of the Greentube logo



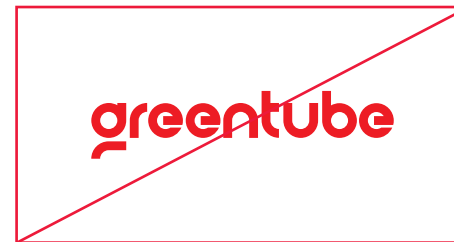
Do not retype the logo or change its font



Do not allow poor quality production



Always respect the safe area surrounding the logo



Any changes in colour, gradient or transparency must be approved by Corporate Marketing



Usage of wordmark or logo on a solid colour other than black or white must be approved by Corporate Marketing

03

HOME OF GAMES

Home of Games is our slogan used when highlighting greentube products and games. This slogan serves to remind our audience that Greentube is the Home of Games.

HOME OF GAMES - TAGLINE

The Greentube Logo + Home of Games Tagline is used for product focused executions such as print ads & banners. It is used in greentube primary executions. For executions used for B2C purposes and B2B partners on their channels - **do not use** the Home of Games tagline.



Use this version on darker backgrounds



Use this version on lighter backgrounds. The tagline is grey so as not to compete with the Greentube Logo

GT FOCUS - HOME OF GAMES - MASTER

The greentube Logo + Home of Games Logo lockup aims to bring more prominence to Home of Games (more than just a small tagline). This logo lockup is used to emphasise that Greentube is the Home of Games. The versions on white are used **only in rare cases** where the logo lockup absolutely needs to appear on light coloured backgrounds.



greentube
HOME OF GAMES



greentube
HOME OF GAMES



greentube
HOME OF GAMES



greentube
HOME OF GAMES

GT FOCUS - HOME OF GAMES - SECONDARY

The secondary logo lockup without lines should be used in content heavy visuals and where there is a lack of space surrounding the logo lockup. The versions on white are used **only in rare cases** where the logo lockup absolutely needs to appear on light coloured backgrounds.



greentube
HOME OF GAMES



greentube
HOME OF GAMES



greentube
HOME OF GAMES



greentube
HOME OF GAMES

GT FOCUS - HOME OF GAMES - OPTIONAL

The version of greentube Logo + Home of Games logo lockup chosen should best suit the overall composition.
As a general rule, when there is more available space around the logo lockup, the version with lines should be used



HOME OF GAMES FOCUS - MASTER

The Home of Games Focused + Greentube Logo Lockup aims to bring more prominence to Home of Games (more than just a small tagline). This logo lockup is used to emphasise that Greentube is the Home of Games. This version will be used more often once the new Greentube branding has been well established.



The logo lockup features the word "greentube" in a small, green, lowercase sans-serif font. Below it, the words "HOME OF GAMES" are written in a large, white, uppercase sans-serif font. The word "OF" is smaller and positioned between "HOME" and "GAMES". A horizontal line runs through the middle of the word "GAMES".



This version of the logo lockup is set against a dark grey rectangular background. It features the same "greentube" tagline and "HOME OF GAMES" main text as the previous version, maintaining the same font styles and layout.

HOME OF GAMES FOCUS - SECONDARY

These versions should only be used in extremely specific circumstances. Please consult Corporate Marketing before use.

Single green version



White version in negative colour space



Black version in positive colour space



04

COLOUR PALETTE

The following pages showcase the green colour values that should be used. We also show how the gradients are created and gradient angles should be used.



COLOUR OVERVIEW

The primary colours of Greentube's colour palette are five dedicated shades of green.

**EMERALD
GREEN**

**MOSS
GREEN**

**GECKO
GREEN**

**APPLE
GREEN**

**LASER
GREEN**



COLOUR DEFINITIONS

Only use the following green colour values.

EMERALD GREEN

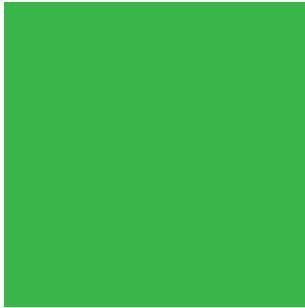


HEX: #18A34A
RGB: 24/163/74
CMYK: 82/9/100/1
PANTONE: 7739C

Most common
[Use Cases](#)

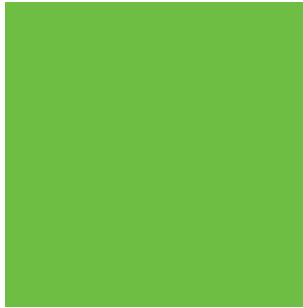
Big Headline on Black and White,
1 of 2 Icon Colours

MOSS GREEN



HEX: #39B54A
RGB: 57/181/74
CMYK: 75/0/100/0
PANTONE: 361C

GECKO GREEN

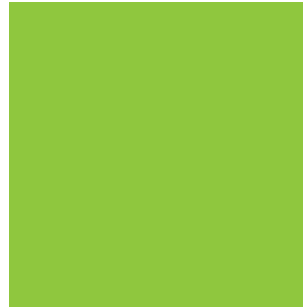


HEX: #6FBE44
RGB: 111/190/68
CMYK: 60/0/100/0
PANTONE: 360C

Most common
[Use Cases](#)

Regular Headline on White,
Sub Headline on White,
Stand alone green for single
colour Logo versions,
Single green colour background

APPLE GREEN



HEX: #8FC73E
RGB: 143/199/62
CMYK: 49/0/100/0
PANTONE: 375C

Most common
[Use Cases](#)

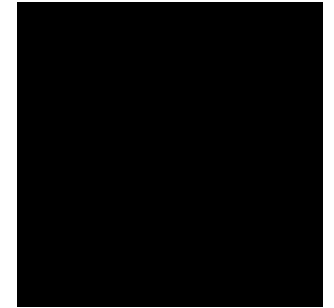
Regular Headline on Black,
Sub Headline on Black,
1 of 2 Icon Colours

LASER GREEN



HEX: #B5D334
RGB: 181/211/52
CMYK: 34/0/100/0
PANTONE: 382C

BLACK



HEX: #000000
RGB: 0/0/0
CMYK: 15/15/15/100
PANTONE: 6C

Most common
[Use Cases](#)

greentube standard
Background colour

05

TYPOGRAPHY

In this section, we outline our primary and fallback fonts, and state our preferred font weights for various scenarios.



DIN 2014 FONT FAMILY

The DIN 2014 font family is our main Greentube Font.

- Big Headlines
- Regular Headlines
- Sub Headlines

DIN 2014 Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$\$?!€@#,-.-°

To achieve the best possible readability, we can choose between Light & Regular, depending on Font Size, Background colour and the media used (screen/digital or print)

DIN 2014 Narrow Light

Main greentube Font for all usecases listed on the left

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$\$?!€@#,-.-°

- Highlights
- Body Text/Long Copy
- Image Descriptions
- Captions

DIN 2014 Narrow Regular

Recommended for printing white Font on black Background - specially in small Font sizes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$\$?!€@#,-.-°

Mostly digital use in Banners, Screens and Videos

DIN 2014 Demi Bold Italics

- Contact Information

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$\$?!€@#,-.-°

Mostly digital use in Banners, Screens and Videos

DIN 2014 Extra Bold Italics

- Quotes
- Call to Actions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$\$?!€@#,-.-°

* Font can be found here: Included in [Adobe Cloud Subscription](#)

FONTS + BLACK BACKGROUND [SCREEN]

Maintain proportions and heirarchy by defining font sizes always based on the font size of the Big Headline. All Fonts below hierarchy of Regular Headline have a leading of 110% of the font size, rounded up mathematically.

DIN 2014 Narrow Bold Capitals Only

Font Size: 60 points

Leading: 54 points

Colour: EMERALD GREEN

THE CHAPTER AKA. BIG HEADLINES

1/1

DIN 2014 Narrow Bold Capitals

Font Size: 30 points

Leading: 33 points

Colour: APPLE GREEN

FIRST LINE REGULAR HEADLINE
REGULAR HEADLINE SECOND LINE

1/2

DIN 2014 Narrow Bold Capitals

Font Size: 20 points

Leading: 22 points

Colour: APPLE GREEN

WHAT A SUB HEADLINE LOOKS LIKE

DIN 2014 Narrow Bold Capitals

Font Size: 30 points

Leading: 30 points

Colour: APPLE GREEN

1/3

DIN 2014 Narrow Light

Font Size: 20 points

Leading: 22 points

HIGHLIGHT LOREM IPSUM

Dolor sit amet, consetetur sadipscing elitr, sed
eusmod tempor invidunt ut labore et dolore magna aliqua.
At vero eos et accusam et justo duo dolores et ea rebum.

DIN 2014 Narrow Light Capitals

Font Size: 20 points

Leading: 22 points

1/4

DIN 2014 Narrow Light Capitals

Font Size: 12 points

Leading: 14 points

round up the leading: $12 + 1,2 = 14$

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed
 eusmod tempor invidunt ut labore et dolore magna aliqua.
 At vero eos et accusam et justo duo dolores et ea rebum.

DIN 2014 Narrow Light

Font Size: 15 points

Leading: 17 points

round up the leading: $15 + 1,5 = 17$

1/5

CAPTION IS ALWAYS IN CAPITALS

FONTS + BLACK BACKGROUND [PRINT]

Maintain proportions and heirarchy by defining font sizes always based on the font size of the Big Headline. All Fonts below hierarchy of Regular Headline have a leading of 110% of the font size, rounded up mathematically.

DIN 2014 Narrow Bold Capitals Only

Font Size: 60 points

Leading: 54 points

Colour: EMERALD GREEN

THE CHAPTER AKA. BIG HEADLINES

1/1

DIN 2014 Narrow Bold Capitals

Font Size: 30 points

Leading: 33 points

Colour: APPLE GREEN

FIRST LINE REGULAR HEADLINE
REGULAR HEADLINE SECOND LINE

DIN 2014 Narrow Bold Capitals

Font Size: 30 points

Leading: 30 points

Colour: APPLE GREEN

1/2

DIN 2014 Narrow Bold Capitals

Font Size: 20 points

Leading: 22 points

Colour: APPLE GREEN

WHAT A SUB HEADLINE LOOKS LIKE

HIGHLIGHT LOREM IPSUM

DIN 2014 Narrow Regular Capitals

Font Size: 20 points

Leading: 22 points

1/3

DIN 2014 Narrow Regular

Font Size: 20 points

Leading: 22 points

Dolor sit amet, consetetur sadipscing elitr, sed
eusmod tempor invidunt ut labore et dolore magna aliqua.
At vero eos et accusam et justo duo dolores et ea rebum.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed
 eusmod tempor invidunt ut labore et dolore magna aliqua.
 At vero eos et accusam et justo duo dolores et ea rebum.

DIN 2014 Narrow Regular

Font Size: 15 points

Leading: 17 points

round up the leading: $15 + 1,5 = 17$

1/4

DIN 2014 Narrow Regular Capitals

Font Size: 12 points

Leading: 14 points

round up the leading: $12 + 1,2 = 14$

CAPTION IS ALWAYS IN CAPITALS

1/5

FONTS + WHITE BACKGROUND

Maintain proportions and hierarchy by defining font sizes always based on the font size of the Big Headline. All Fonts below hierarchy of Regular Headline have a leading of 110% of the font size, rounded up mathematically.

DIN 2014 Narrow Bold Capitals Only

Font Size: 60 points

Leading: 54 points

Colour: EMERALD GREEN

THE CHAPTER AKA. BIG HEADLINES

1/1

DIN 2014 Narrow Bold Capitals

Font Size: 30 points

Leading: 33 points

Colour: GECKO GREEN

FIRST LINE REGULAR HEADLINE REGULAR HEADLINE SECOND LINE

1/2

DIN 2014 Narrow Bold Capitals

Font Size: 20 points

Leading: 22 points

Colour: GECKO GREEN

WHAT A SUB HEADLINE LOOKS LIKE

DIN 2014 Narrow Bold Capitals

Font Size: 30 points

Leading: 30 points

Colour: GECKO GREEN

1/3

DIN 2014 Narrow Light

Font Size: 20 points

Leading: 22 points

HIGHLIGHT LOREM IPSUM

Dolor sit amet, consetetur sadipscing elitr, sed
eiusmod tempor invidunt ut labore et dolore magna aliqua.
At vero eos et accusam et justo duo dolores et ea rebum.

DIN 2014 Narrow Light Capitals

Font Size: 20 points

Leading: 22 points

1/4

DIN 2014 Narrow Light Capitals

Font Size: 12 points

Leading: 14 points

round up the leading: $12 + 1,2 = 14$

CAPTION IS ALWAYS IN CAPITALS

DIN 2014 Narrow Light

Font Size: 15 points

Leading: 17 points

round up the leading: $15 + 1,5 = 17$

1/5

FONTS IN B2C PRODUCT VISUALS

Combined with the Text Flares (Chapter 07 / B2C Brand Design) we use the Italics Font Family for Date and Contact Information only.

DIN 2014 EXTRA BOLD ITALICS

Size: 25 points

DIN 2014 DEMI BOLD ITALICS

Size: 10 points



ROBOTO 2014 FONT FAMILY

When DIN 2014 is not available, please use Roboto Condensed as an alternative. Roboto Condensed is also used when web safe fonts are required. Also internally for MS Office templates (Word, Powerpoint) since the DIN Font is not an pre installed option.

- Big Headlines
- Regular Headlines
- Sub Headlines

Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$\$?!€@#,-°

To achieve the best possible readability, we can choose between Light & Regular

- Highlights
- Body Text/Long Copy
- Image Descriptions
- Captions

Roboto Condensed Light

Recommended only for shorter text and/or larger Font Sizes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$\$?!€@#,-°

Roboto Regular

Recommended for most Body Text/Long Copy Usecases

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$\$?!€@#,-°

Mostly digital use in Banners, Screens and Videos

- Contact Information

Roboto Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$\$?!€@#,-°

Mostly digital use in Banners, Screens and Videos

- Quotes
- Call to Actions

Roboto Condensed Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$\$?!€@#,-°

* Font can be found [here](#). Font is free to download and use.

06

B2B BRAND DESIGN

The following pages showcase the Brand Elements used to maintain visual consistency in a range of creative executions.

OVERVIEW - THE MAIN ELEMENTS

This basic layout, a composition of the greentube Brand Elements, is mandatory for use in all B2B formats and channels.

FLAT STRIPE (VERTICAL OR HORIZONTAL)

The greentube Flat Stripe is the essence of the greentube Gradient. It must always fade in opposite direction of the gradient below the g-Pattern.

The Flat Stripe must always spread across the full format (height or width depending on the position of the g-Pattern on Gradient)



G-PATTERN ON GRADIENT

The g-Pattern consists of multiple greentube Icons. The g-Pattern must always show full visible g in top right corner. The g-Pattern must never be overlaid with any other content.

The g-Pattern must always be used in combination with the Greentube Gradient.

The resulting pattern background serves to add visual interest.

FLAT STRIPES

Greentube Flat Stripes are used for B2B executions. Single Flat Stripes are commonly used as a divider while Double Flat Stripes (Chapter 08 / Video Elements) are used as brackets/quote to highlight information.

USE FOR LANDSCAPE FORMATS



Greentube Gradient
Horizontal Skew: -20°
Thickness: scale to full height of format

USE FOR VERTICAL FORMATS



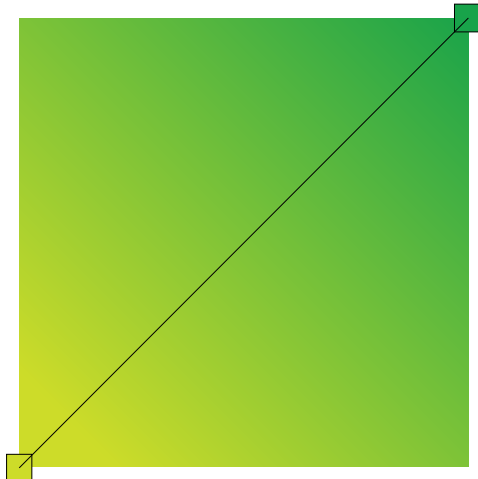
Greentube Gradient
Vertical Skew: -20°
Thickness: scale to full width of format

GREENTUBE GRADIENTS

The greentube Gradient is used only in combination with the G-Pattern and sized to suit the overall execution. Often used in conjunction with the flat stripe. Reference the accurate colour values when creating the greentube Gradient. There is only two angles of gradient allowed.

USE FOR LANDSCAPE FORMATS

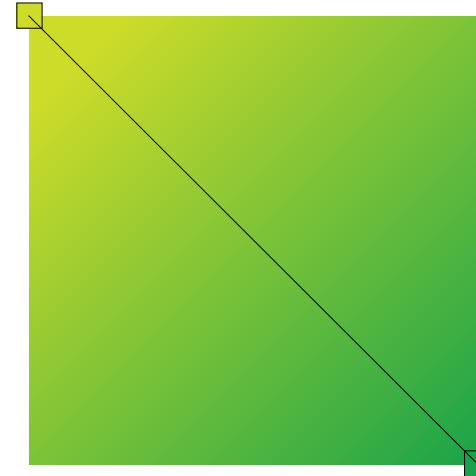
ANGLE: 45°



Hex: #18A34A
RGB: 24/163/74
CMYK: 82/9/100/1
Pantone: 7739C

USE FOR VERTICAL FORMATS

ANGLE: -45°



Hex: #CDDDB28
RGB: 205/220/41
CMYK: 24/0/100/0
Pantone: 380C

Hex: #CDDDB28
RGB: 205/220/41
CMYK: 24/0/100/0
Pantone: 380C

Hex: #18A34A
RGB: 24/163/74
CMYK: 82/9/100/1
Pantone: 7739C

G-PATTERN ON GRADIENTS



Hex: #FFFFFF
RGB: 255/255/255
Opacity: 10%
Layer mode: Normal

Use Cases

Always used in combination with the Greentube Gradient and sized to suit the overall execution. Often used in conjunction with the flat stripe.

This pattern serves to add visual interest and texture to backgrounds.

Refer to page 32 for values

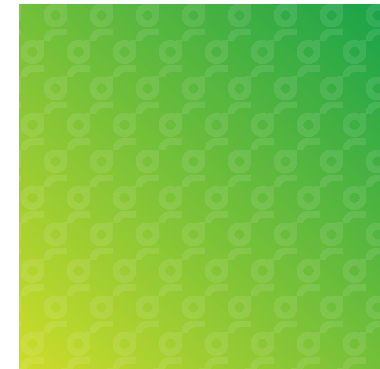
Use Cases

Used only in combination with the G-Pattern and sized to suit the overall execution. Often used in conjunction with the flat stripe.

The G-Pattern must always be used in combination with the Greentube Gradient. The resulting pattern background serves to add visual interest and texture to backgrounds. Because this pattern consists of the Greentube Icon, it must never be overlaid with any other content.

B2B - COMBINING ELEMENTS

The following elements must be combined for B2B executions and Internal communications.



HEX: #000000
RGB: 0/0/0
CMYK: 15/15/15/100
PANTONE: 6C

Use Cases

greentube standard
Background colour

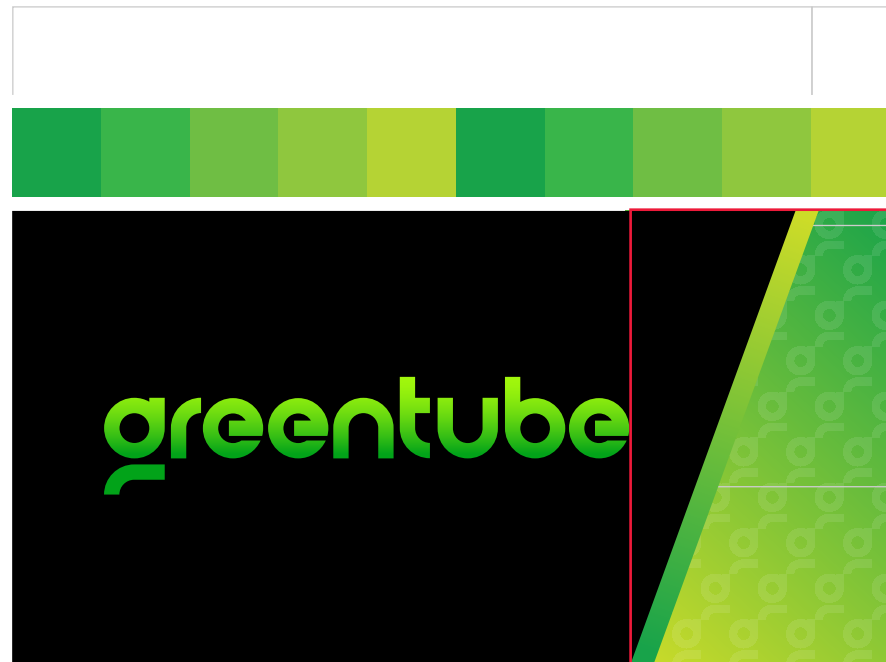


Always align the g Pattern to full visible g in top right corner. The G-Pattern must always be used in combination with the Greentube Gradient. The resulting pattern background serves to add visual interest and texture and should not be overlaid with text or the Greentube Icon/ Wordmark.

B2B BRAND ELEMENTS - LANDSCAPE

The Secondary Brand Visual is preferred in cases and in channels where the Master Brand Visual cannot be implemented in a proper way (eg. visibility issues) or is not relevant. The main purpose of the Secondary Brand Visual is to express greentube branding. The combination of our green colour palette and brand visual elements - Stripes, g-Pattern and Gradient, serves to represent greentube branding with the greentube Logotypes as the focal point.

Exemplary execution in approximately 9:1 ratio. Never cut the top line of g Icons with the stripe. Always strive for a Dynamic ratio. Do never devide the format in surfaces of similar proportion.



place stripe next to fully visible 'g'

Full 'g' must appear in top right

Scale: full height of the Format

Greentube Gradient

Angle: 45°

Scale: full height and width from left of stripe to right of execution

Pattern must be fully visible in pairs of g Icon. The amount of pairs is defined by the proportions of the format.

Shown execution: 5 pairs of 'g's' high

G-Pattern

Hex: #FFFFFF

RGB: 255/255/255

Opacity: 10%



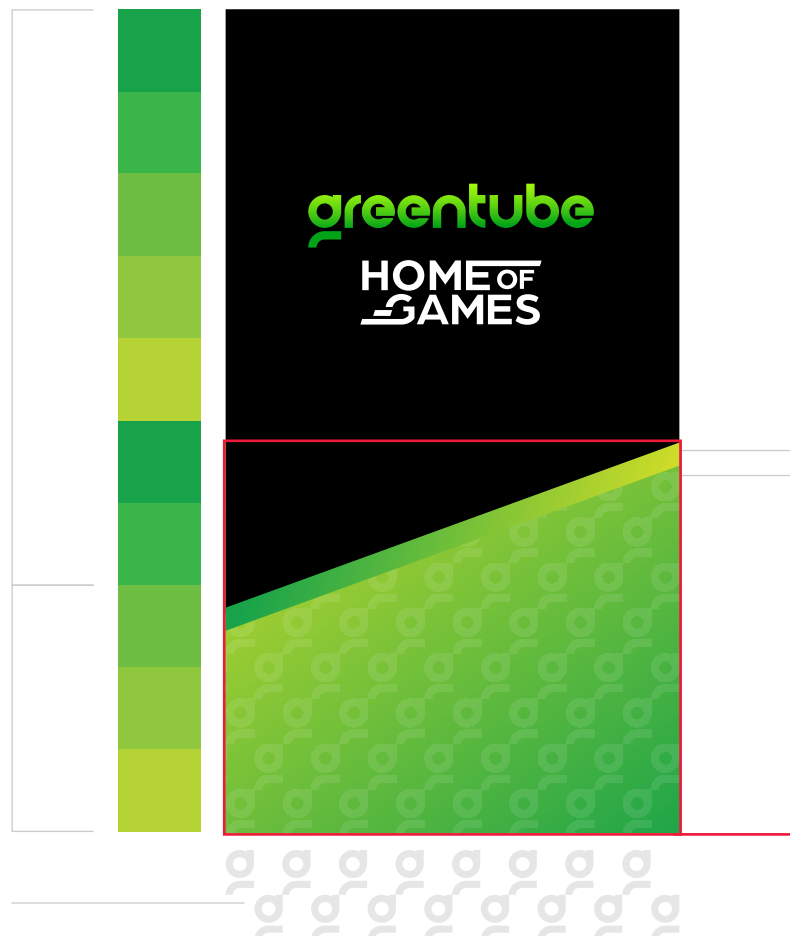
B2B BRAND ELEMENTS - PORTRAIT

Portrait executions are created using greentube Elements. Proportions are flexible but should always approximately reference to the grid. The most important principle of the design is to never cut the g Icon of the pattern along the left, bottom or right edge of format.

Exemplary execution of Brand Elements in approximately 7:3 ratio.

Always strive for a Dynamic ratio.
Do never divide the format in surfaces of similar proportion.

Pattern must be fully visible in pairs of g Icon. Shown execution: 8 pairs of 'g's' wide



Scale: full width of the Format

Full 'g' must appear in top right

Greentube Gradient

Angle: -45°

Scale: full height and width from left of stripe to right of execution



Pattern must be fully visible in pairs of g Icon.

Shown execution: 4 pairs of 'g's' high

G-Pattern

Hex: #FFFFFF

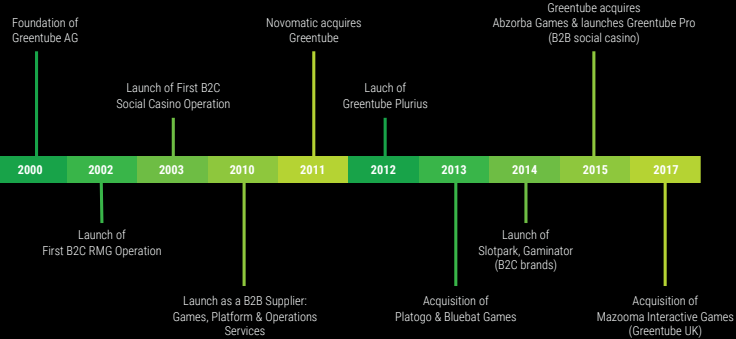
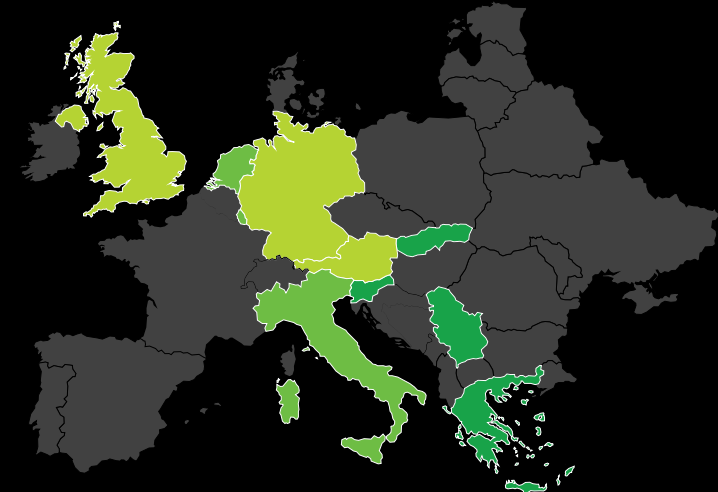
RGB: 255/255/255

Opacity: 10%



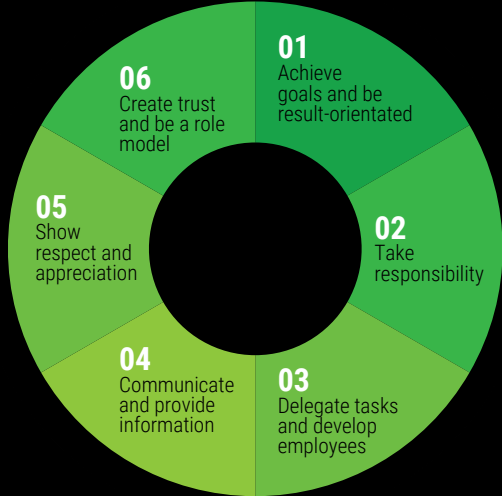
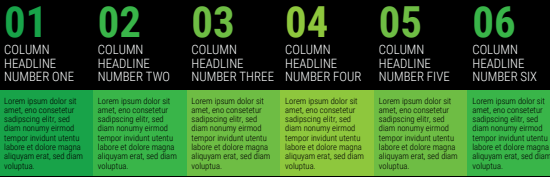
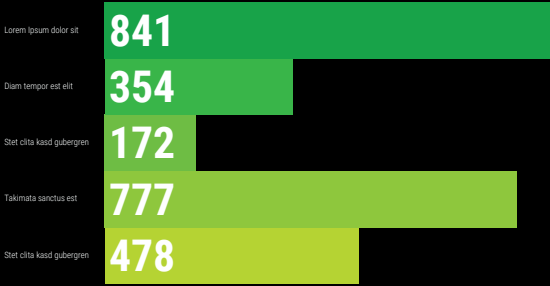
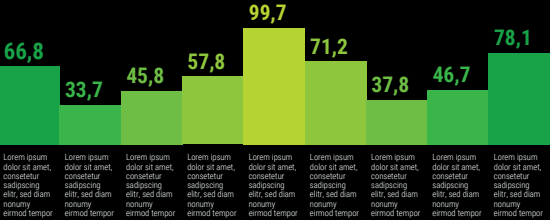
STYLE OF CHARTS

For a consistent Brand Appeal it is highly significant for all Design Elements used, to be in line with the greentube Brand Look and Feel. This page is showcasing a broad variety of Elements, such as charts, Graphs and Tables. Please check the greentube PPT Master Template for more.



38.8%
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

61.2%
At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.



STYLE OF ICONS

For consistency reasons we must use flat design icons only. All icons must use two greentube primary colours: EMERALD GREEN & APPLE GREEN. You can mix and match all icons, invert the colour scheme or add additional icons to cover other topics, as long they blend in with the look and feel of the icons shown below.



THE EXCEPTION

Only in rare cases the plain green background in GECKO GREEN can be used as well. This can mostly be helpful online and with **extremely small** formats where the greentube Gradient and the g-Pattern might not be visible. Due to the fact that you must never place any content on top of the g-Pattern, the flat green background can be used in those **rare cases** where text has to be written on green.

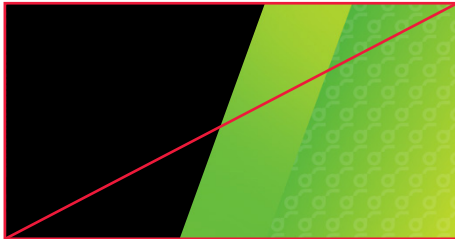
GECKO GREEN BACKGROUND

Hex: #6FBE44
RGB: 111/190/68
CMYK: 60/0/100/0
Pantone: 360C

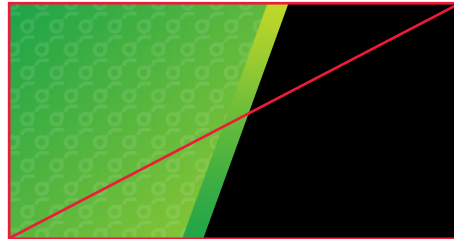
Use Cases
Smaller Formats
Mostly online

WHAT NOT TO DO

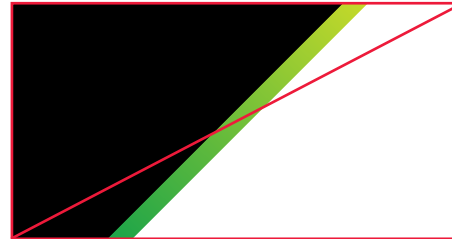
The examples below present incorrect usage and alterations of the greentube Brand Elements.



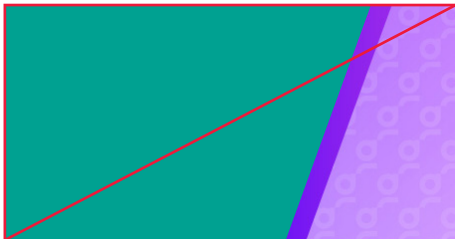
Do not lose proportions in the overall composition.



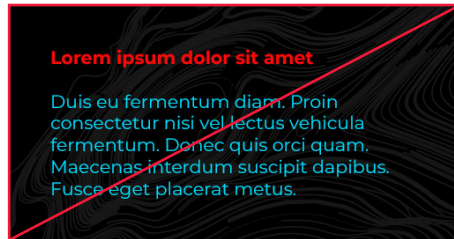
Do not flip the composition of Brand Elements



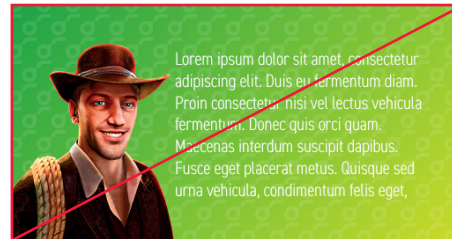
Do not change the angle of the Flat Stripe



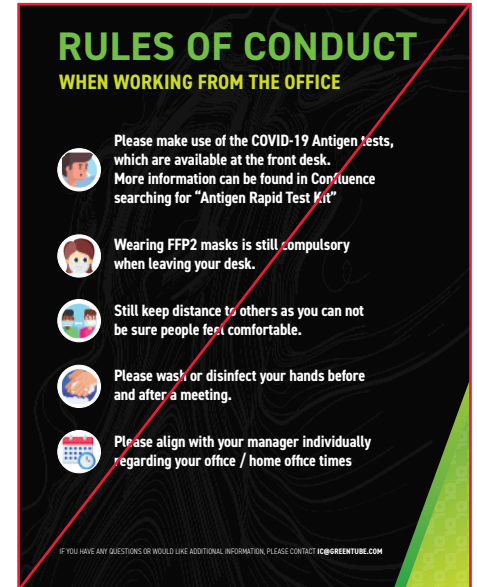
Do not change the colours of the Brand Visual Elements



Do not use inaccurate fonts or font colours



Do not overlay G-Pattern with characters, plain text or logos



Do not use multi colour icons. Always use either two colour icons (page 46) or Images. Do not use Bold typography for body text (copy text).

07

B2C BRAND DESIGN

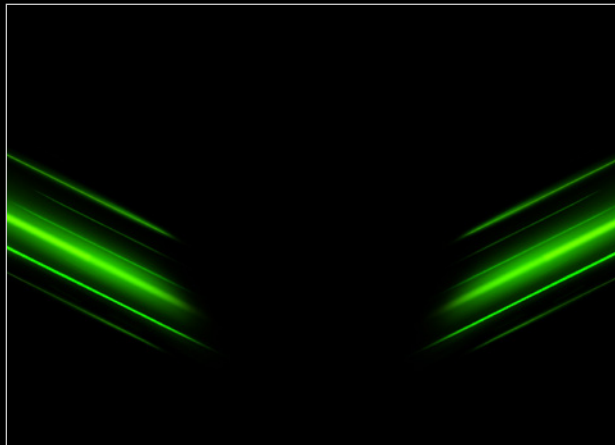
When the greentube Brand has to be present
but at a secondary position, allowing more
focus on the product itself

FLARES

Greentube Flares are used in B2C executions, usually in combination with game characters. Flares must always be used against a full or gradient black background. Use flares as defined below.



MASTER KEY VISUAL FLARES



BRAND & PRODUCT MIXED VISUAL FLARES



TEXT FLARES

B2C KEY VISUALS

There is three major usecases based on the three different flares.



MASTER BRAND VISUAL

The primary purpose of the Master Brand Visual is to represent the Greentube brand. The Greentube brand through its logo and tagline, is the main focal point. Characters are chosen to complement and visually represent the Home of Games tagline.

Provide Collage without Swirl!!



BRAND + PRODUCT MIXED VISUAL

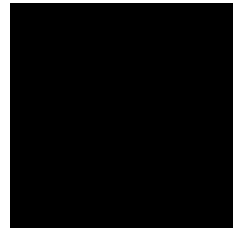
The goal of the Brand & Product Mixed Visuals is to highlight the Greentube branding while showcasing a range of our products and/or games. This execution is relevant for events or market-specific communications. The bottom frame must remain consistent for all Brand & Product Mixed Visuals. The content is designed to reflect the current promotion. Choice of background colour is dependent on execution.



PRODUCT VISUAL

The main characters and best features of Greentube products and or games are highlighted in a range of digital and print executions.

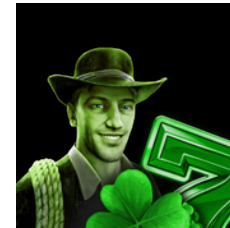
B2C MASTER BRAND VISUAL



Black



Master Brand Visual
Flares



Game Symbols With
Green Filter

Ensure sufficient height space of at least the letter 'e' in the wordmark.



A maximum of four games should be represented with the use of symbols. Current Master Brand Visual features

- Book of Ra
- Lucky Lady
- Diamond Link Mighty Sevens
- Diamond Link Mighty Emperor

Always scale the combined Logotype and frame flares proportionately. Flame flares may be omitted in executions that are not square or rectangular.

The character on the right is a dynamic element, and may be replaced by the latest key release of Greentube's own production.

Avoid placing Book of Ra & Mighty Emperor characters out of frame.



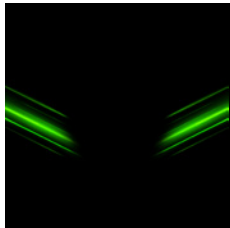
B2C BRAND + PRODUCT MIXED VISUAL



Game Elements



Green Effect



Master Key Visual
Flares

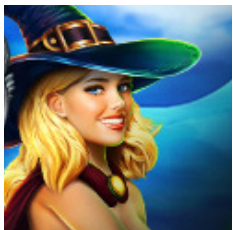
A maximum of four games should be represented with the use of characters.



Provide Collage without Swirl!!



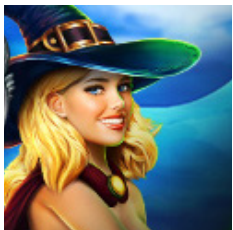
B2C PRODUCT VISUAL



Game Elements



Text Flares



Game Elements

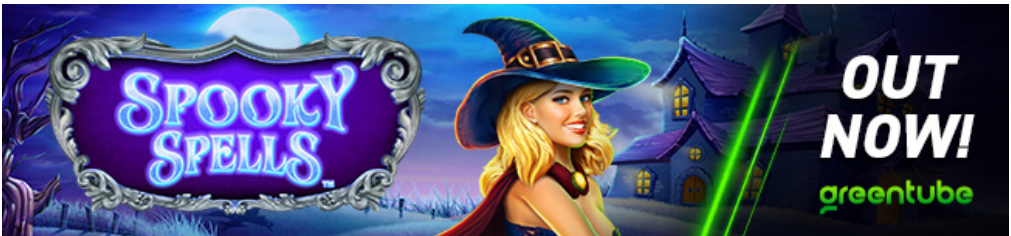


Text Flares



Print Ads

OR



Email Signature

08

VIDEO & ONLINE

The pages of this chapter need to be extended with additional Brand Elements, once they are defined:

1. new elements from updated greentube website matching the new guidelines
2. dynamic elements for videos and intros (also name inserts for interviews etc.)

VIDEO - STATIC ELEMENTS

Double Flat Stripes are used as brackets/quotes to highlight text in B2B executions that do not include game characters.

Greentube Gradient
Horizontal Skew: -20°
Thickness: Pre-defined

Hex: #18A34A
RGB: 24/163/74
CMYK: 82/9/100/1
Pantone: 7739C

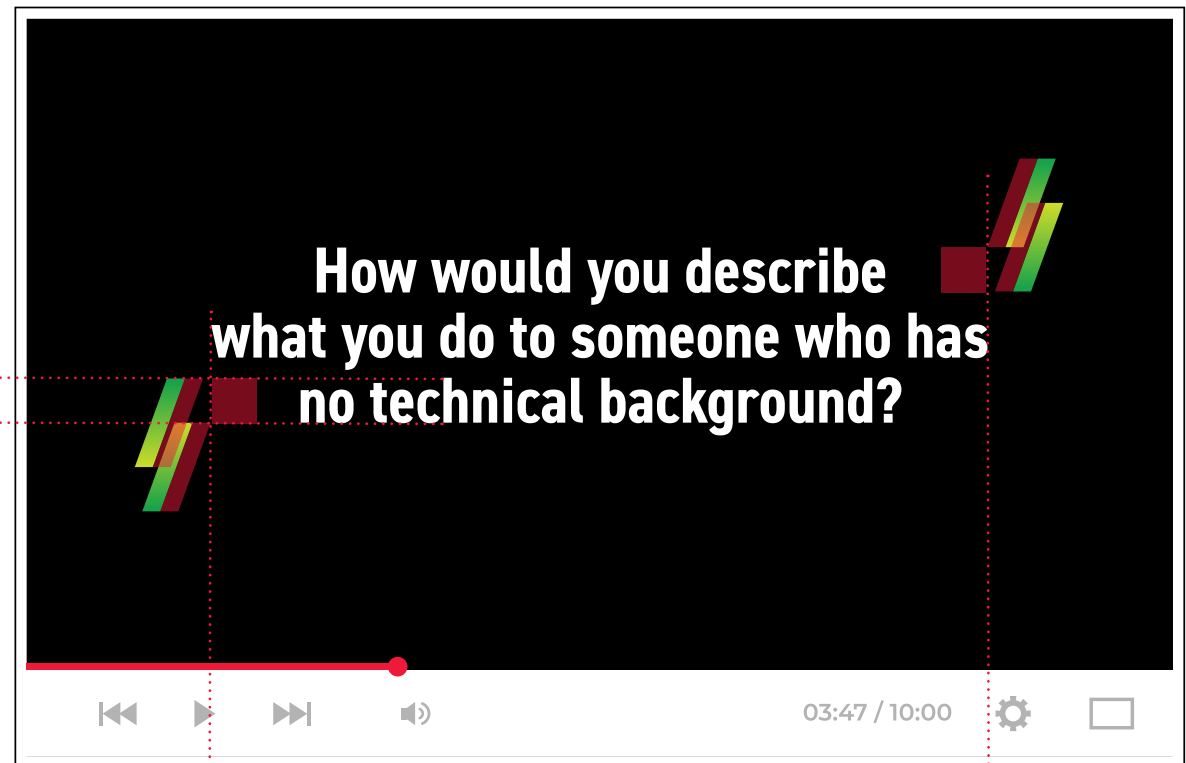
Hex: #CDDDB28
RGB: 205/220/41
CMYK: 24/0/100/0
Pantone: 380C



Flat Double Stripes are sized and positioned to match the cap height

Hex: #CDDDB28
RGB: 205/220/41
CMYK: 24/0/100/0
Pantone: 380C

Hex: #18A34A
RGB: 24/163/74
CMYK: 82/9/100/1
Pantone: 7739C



Double Flat Stripes are
- aligned in height, with the first and the last sentence
- placed one 'double stripe' width from the outermost text

BANNERS

Depending on the format of the banner, the greentube Brand Elements have to be adjusted so the g Pattern is always visible, but never too dominant.



09

OUT OF HOME

The following pages showcase the use of greentube Brand Elements for branded products and merchandise. Typically used for Brand-Ptresence on events.

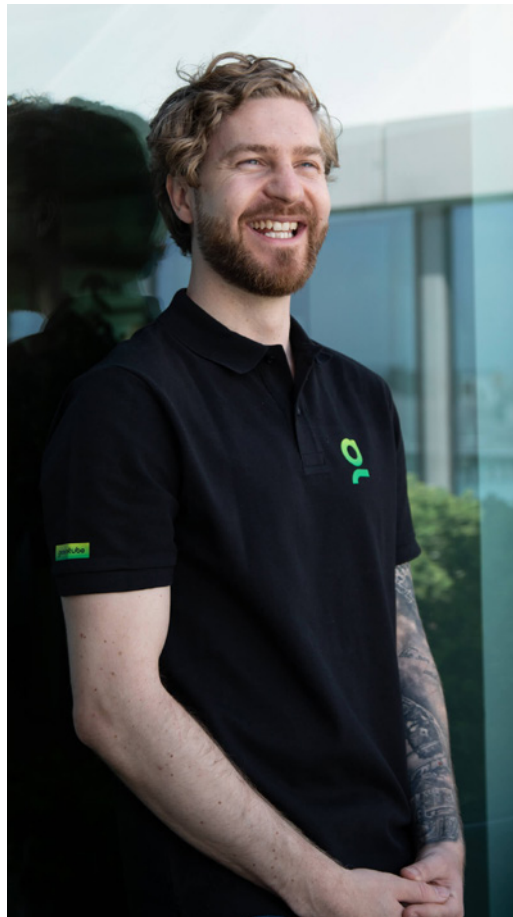


BRANDED MERCHANDISE

In some cases, the usage of greentube Brand Elements on various merchandising may stray from the rules outlined. Public facing merchandising must be approved by Corporate Marketing. **To be extended with additional, updated merch!**



A Business Card is not regarded as merchandise. Still it is a perfect sample to showcase the right use of the greentube Brand Elements. For that purpose it remains on this page as a reminder to keep all merchandise as close as possible to this look & feel.



EVENT + EXPO - SECONDARY EXECUTIONS

Secondary Brand Visual in a variety of executions: drop flags, beach chairs, roll ups, flip flops, bean bags, sun umbrellas, and many more..

Please update this page with pictures of final merchandise once it is all executed and set on desired locations - old images only for comparisson!

New Drop Flag



Old Drop Flag



New Beach Chair



Old Beach Chair



*If you have any questions regarding specific merchandising (eg. when it is not clear how the Master Brand Visual or Secondary Brand Visual should be used) please contact Corporate Marketing. For production of merchandise, there is also the option of using a simple execution - the Greentube Icon/ Wordmark with swirl background. If you feel the Master Brand Visual, Secondary Brand Visual or this simple execution are not relevant to the marketing strategy, please contact Corporate Marketing.

10

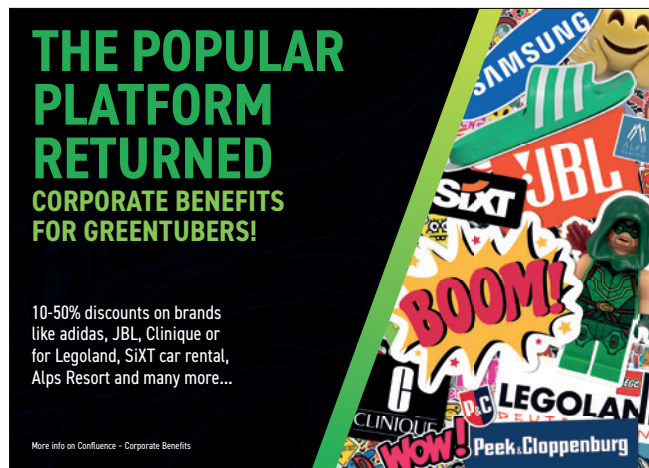
INTERNAL USE

The following pages outline some branding rules that are reserved purely for internal communications.

INTERNAL COMMUNICATION

We use horizontal formats for most of the communication tasks within the office. The samples provided showcase the use of Proportion, amounts of Text, Font sizes and the Look and feel of Pictures within the greentube Brand Elements. When creating Posters, always try to understand what is the key message and the reason for communication. Do not write the same thing that you are showing with the picture - This two contents should suplliment eachother.

Please Note: This is for internal communication only! Only here neither the greentube Logo or the g Icon need to be used in the design! The greentube Brand Elements are reduced to the proper use of typography on black background and the Stripe. For that reason it is extremely important to strictly stick to the Guidelines for the usage of DIN 204 FONT FAMILY as shown in Chapter 05 / Typography.





CERTIFICATES TEMPLATES



Employee Anniversary Certificates

Black Background

Greentube Gradient
Vertical Skew: -20°

Stripe is anchored to the center line of the format and stretches up to the upper edge of format

Centre line

2/3 line

Greentube Gradient
Vertical Skew: -20°

Stripe is anchored to the bottom and stretches up to one third of the format (here specifically the standard fold for A4 letter)

Greentube Gradient
Angle: 45°

To simplify everyday life at greentube, we have a range of Templates. The templates are all based on the same design rules. The content of the templates can be adjusted to the needs of our international subsidiaries. Here are some exemplary pages to demonstrate the look and feel.

PPT Master Presentation Template (3 pages out of 60)



EMPLOYEE EVENT DESIGN

Shown executions are for internal events only. In order to emphasize the focus on our employees rather than the greentube Brand, the greentube Logo does not need to be shown in the executions, as long as the Brands Elements in the right corner remain unobstructed. Use the g Icon or the greentube Logo without the Stripe & green g Pattern only for merchandise that is intended for internal use (employees) only.



Poster: A3 landscape



TV Screen: 2500x1341 px



Banner: 650x200 px



Confluence Square Banner - Save the Date / Register: 950x950 px



Eventbrite Banner: 2160x1080 px



Employee Event-T-Shirt

TAGLINE: 'MAKE THE MOST OF...'

The 'Make the most of..' tagline should only be used internally and where it serves to inspire and motivate. Please keep in mind that the tagline will not always work in every case. It should be used discerningly to preserve the impact of the tagline. Use the version of the tagline that works best with the overall composition. *To be discussed ... We might not need this any more!*

Make the most of
YOUR BIRTHDAY

Hex: #000000
RGB: 0/0/0
CMYK: 100/100/100/100

Hex: #39B54A
RGB: 57/181/74
CMYK: 75/0/100/0
Pantone: 361C

Make the most of
YOUR BIRTHDAY

Hex: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0
Pantone: 000C

Hex: #CDDDB28
RGB: 205/220/41
CMYK: 24/0/100/0
Pantone: 380C

WHAT NOT TO DO

The examples below present incorrect usage and alterations of the greentube Brand Elements.



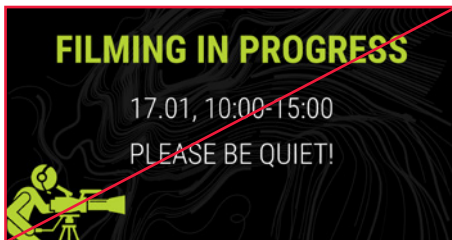
Do not place logo in low corners.



Do not use basic Stock or similar cut outs.



Do not use same font size for headline and copy.



Do not use centered alignment for typography.



Do not obstruct multiple CD elements/surfaces.



Do not combine Brand and Subbrand in one slide.



Do not apply centered alignment to Text and Logo.

11

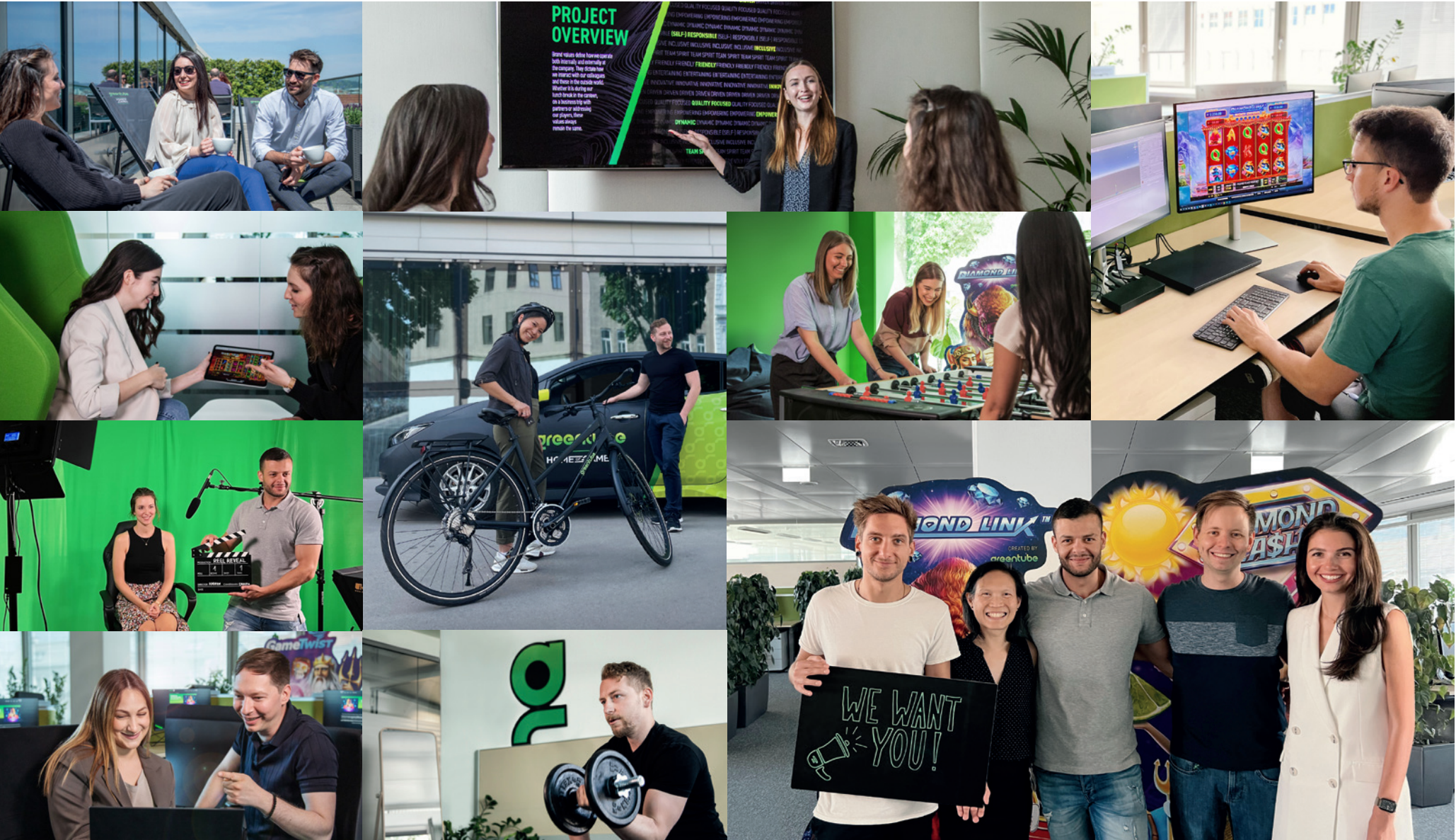
PHOTOGRAPHY

The following images show the ideal photographic style when taking photos or selecting images from stock image libraries.

PHOTOGRAPHY

When carrying out a photo shoot or selecting images from stock image libraries, ensure good contrast and composition. Strive for a consistent look and feel even when mixing those two sources by making the Images and people shown appear bright and friendly.







12

SUB-BRANDS

The following pages outline the various
Greentube Sub-Brands

GREENTUBE BRAND FAMILY

Here is an overview of our sub-brands. Please consult the dedicated style guides for full information

greentube





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