ONLYPLAY



# BRAND GUIDELINES

2026

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# THE BRAND

# ABOUT US

With our games you expand your audience. Our solutions form the new type of player engaging non-gamblers and creating new experiences for those who already play.









# ABOUT US

With our games you expand your audience. Our solutions form the new type of player engaging non-gamblers and creating new experiences for those who already play.



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# ABOUT US

With our games you expand your audience. Our solutions form the new type of player engaging non-gamblers and creating new experiences for those who already play.



LOGO

# MAIN LOGO




The main brand asset is the ONLYPLAY logo.

The ONLYPLAY sign is a target. The font part of the logo is typeset with a modern geometric grotesque.



Download

# SYMBOL



The main symbol is the target.
The symbol can be used separately, without the font part.

This alternative logo option should be used in situations where the brand is already recognizable.



Download

# AVATAR/ FAVICON



The symbol looks great as an avatar or favicon. It is necessary to use the special version of the icon designed for social networks.



Download

# LOGO VERSION

ONLYPLAY has main and secondary versions of the logo and the symbol. Always use the provided logo version and do not create new versions of the logo.




Main Version




Secondary Version

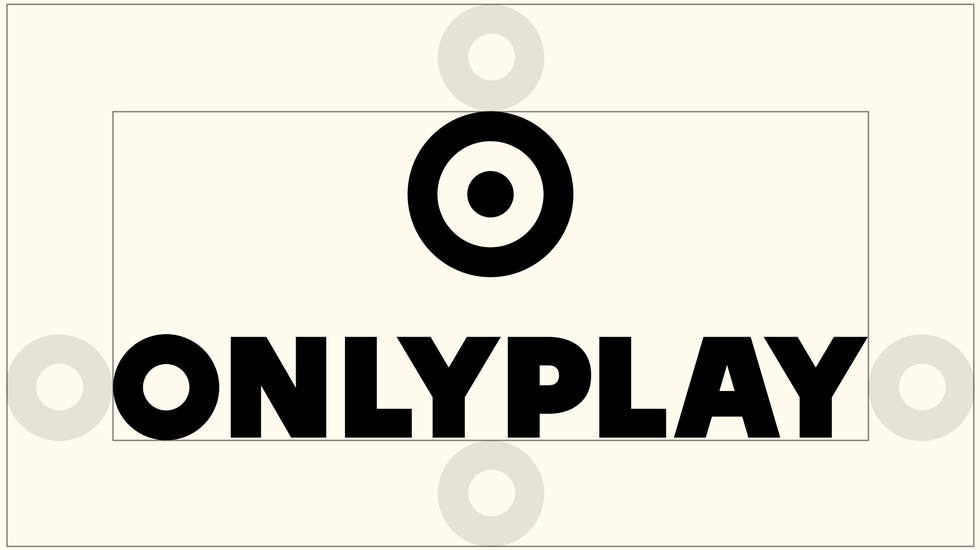
Symbol

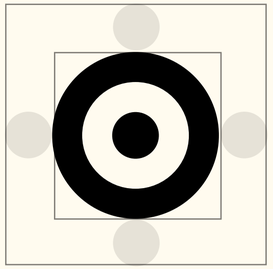


Download

# CLEAR SPACE



Free space around all identity elements ensures maximum visual impact and legibility. No graphic elements, photographs, or text may be placed within this area.

The minimum clear space for the logo and symbols is shown in the scheme.

# MINIMUM SIZING

The minimum size of the logo are set to preserve its eligibility and ensure distinguishability of its elements.

The minimum width of the main version of the logo is 82 px for screen and 18 mm for print. The vertical logo should not be smaller than 65 px for screen and 13 mm for print. When used separately, the symbol has a minimum width of 14 px for screen and 3 mm for print.




82 px
18 mm



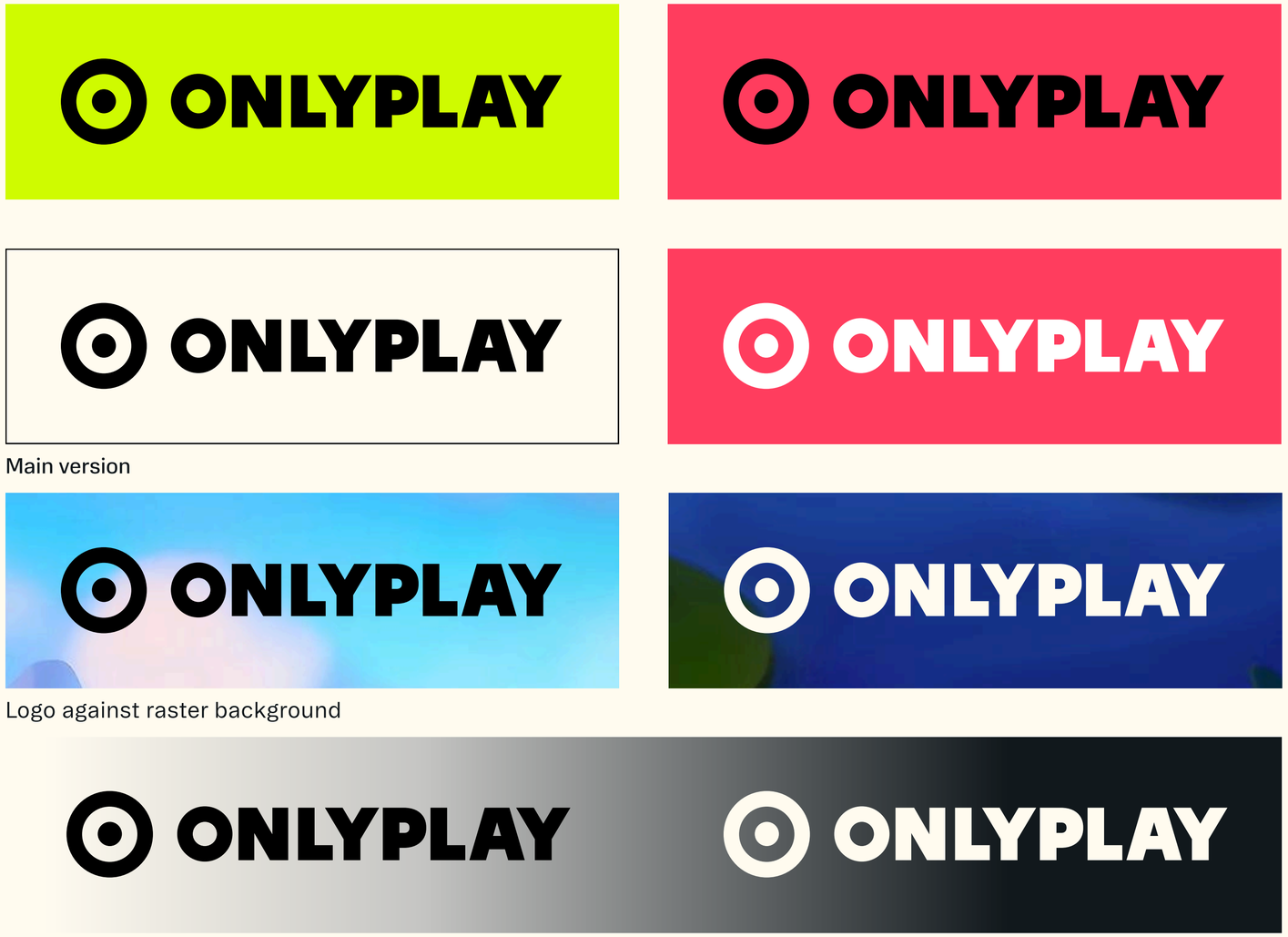

65 px
13 mm



14 px
3 mm

# LOGO USAGE

Acceptable color combinations of the logo and background.

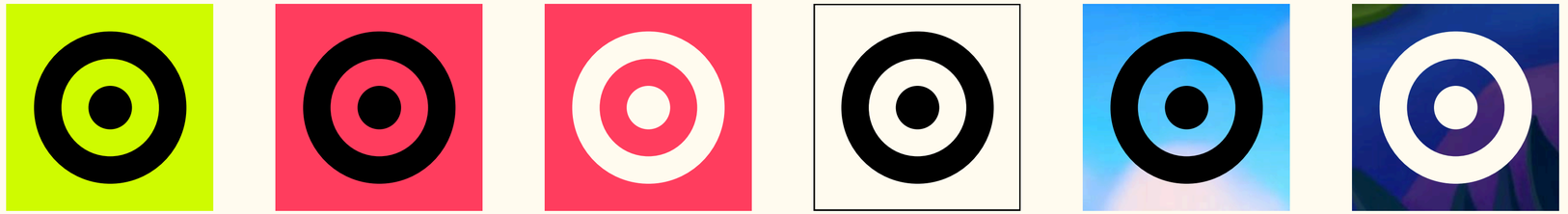



Main version

Logo against raster background

Logo usage depending on background to maintain high contrast

# SYMBOL USAGE



Main version

Symbol against raster background



Symbol usage depending on background to maintain high contrast

Acceptable color combinations of the logo and background.

# LOGO/ SYMBOL MISUSE

The most common examples of logo misuse can be found on this page. Please note that the logo must always be used without deformation.

Always use the provided logo files and do not recreate the logo.




Don't use the branded green color for the logo, **only the white/black versions**




Don't use the branded green color for the logo, **only the white/black versions**




Don’t apply different colors to individual parts of the logo




Don't change the size or positioning of the elements




Don't use the wordmark separately from the symbol




Don't rotate the logo




Don’t stretch or squeeze the logo




Don't use any other typeface



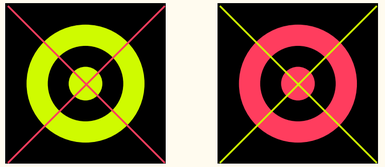

Don’t use drop shadows or any other effects




Don't use the logo against non-contrasting backgrounds




Don't use the logo over cluttered backgrounds



Don't use the branded green color for the symbol, **only the white/black versions***

***Pink and green may only be used when the symbol is incorporated into brand graphics or used as part of a composition in the layout.**

# COLOUR

# BRAND PALETTE

The recommended proportions of primary and accent colors for all promotional materials and corporate illustrations are shown in the scheme.

**Fresh Green**

#CFFC00
RGB 207-252-0
Pantone 381 C
CMYK 28-0-100-0

**Pink**

#FF3D5F
RGB 255-62-95
Pantone 1787 C
CMYK 0-90-55-0

**Black**

#000000
RGB 0-0-0
Pantone Black C
CMYK 25-25-25-100

**Branded White**

#FFFBFO
RGB 255-251-240
Pantone 7499 C
CMYK 0-2-8-0

# ADDITIONAL COLOURS

#FFFFFF

#F9F6E0

#F2E9BD

#CDAFF7

#8338EC

Additional colours provide flexibility across digital, UI and print applications and should not exceed 10% of overall colour usage.

White (#FFFFFF) is intended for print when the primary white cannot be used.

# FONT

# PRIMARY FONT

Booton Heavy, Title

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**0 1 2 3 4 5 6 7 8 9 ! “ # $ % & ’ ( ) * + , - . / : ; < = > ? @ [ \ ] ^ _ ` { | }**

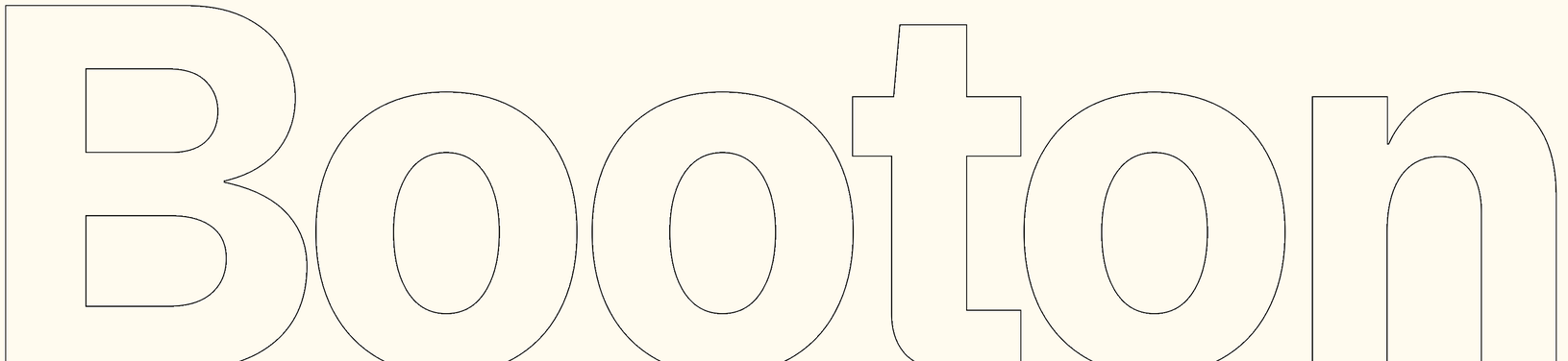
Booton SemiBold, Subtitle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 ! “ # $ % & ’ ( ) * + , - . / : ; < = > ? @ [ \ ] ^ _ ` { | }

Booton Regular, Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 ! “ # $ % & ’ ( ) * + , - . / : ; < = > ? @ [ \ ] ^ _ ` { | }

The main font is **Booton Heavy**. It is used for a set of slogans, headlines, and short advertising messages. The font for the middle headings is **Booton SemiBold**. The typesetting font is **Booton Regular**. Used for typing regular texts on layouts. These fonts are used for the design of all brand carriers.






Download

# SECONDARY FONTS

**Aptos** is the designated font for Microsoft Office documents (e.g., presentations). **Verdana** is the designated font for email and any other text that relies on system fonts.

Aptos Black, Title

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**0 1 2 3 4 5 6 7 8 9 ! “ # $ % & ’ ( ) * + , - . / : ; < = > ? @ [ \ ] ^ _ ` { | }**

Aptos SemiBold, Subtitle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 ! “ # $ % & ’ ( ) * + , - . / : ; < = > ? @ [ \ ] ^ _ ` { | }

Aptos Regular, Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 ! “ # $ % & ’ ( ) * + , - . / : ; < = > ? @ [ \ ] ^ _ ` { | }

Verdana Bold, Title/ Subtitle

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789 !“#$%&’()*+,-./:;<=>?@[\]^_` {|}**

Verdana Regular, Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !“#$%&’()*+,-./:;<=>?@[\]^_` {|}

# TYPE SPECIMEN

On this page, you can see examples of how Booton is used in titles, subtitles, and paragraphs.

Text must not be recolored under any circumstances. Only the colors specified in this guideline are permitted.



Booton Heavy, Title

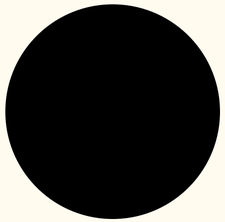
# WHERE FUN MEETS PROFIT

Booton SemiBold, Subtitle

## ONLYPLAY

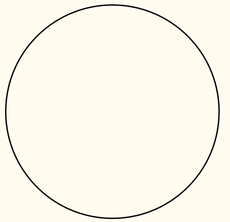
Booton Regular, Body text

We create high-performance gaming content for modern players and measurable operator results.



**Black**

#000000
RGB 0-0-0
Pantone Black C
CMYK 25-25-25-100

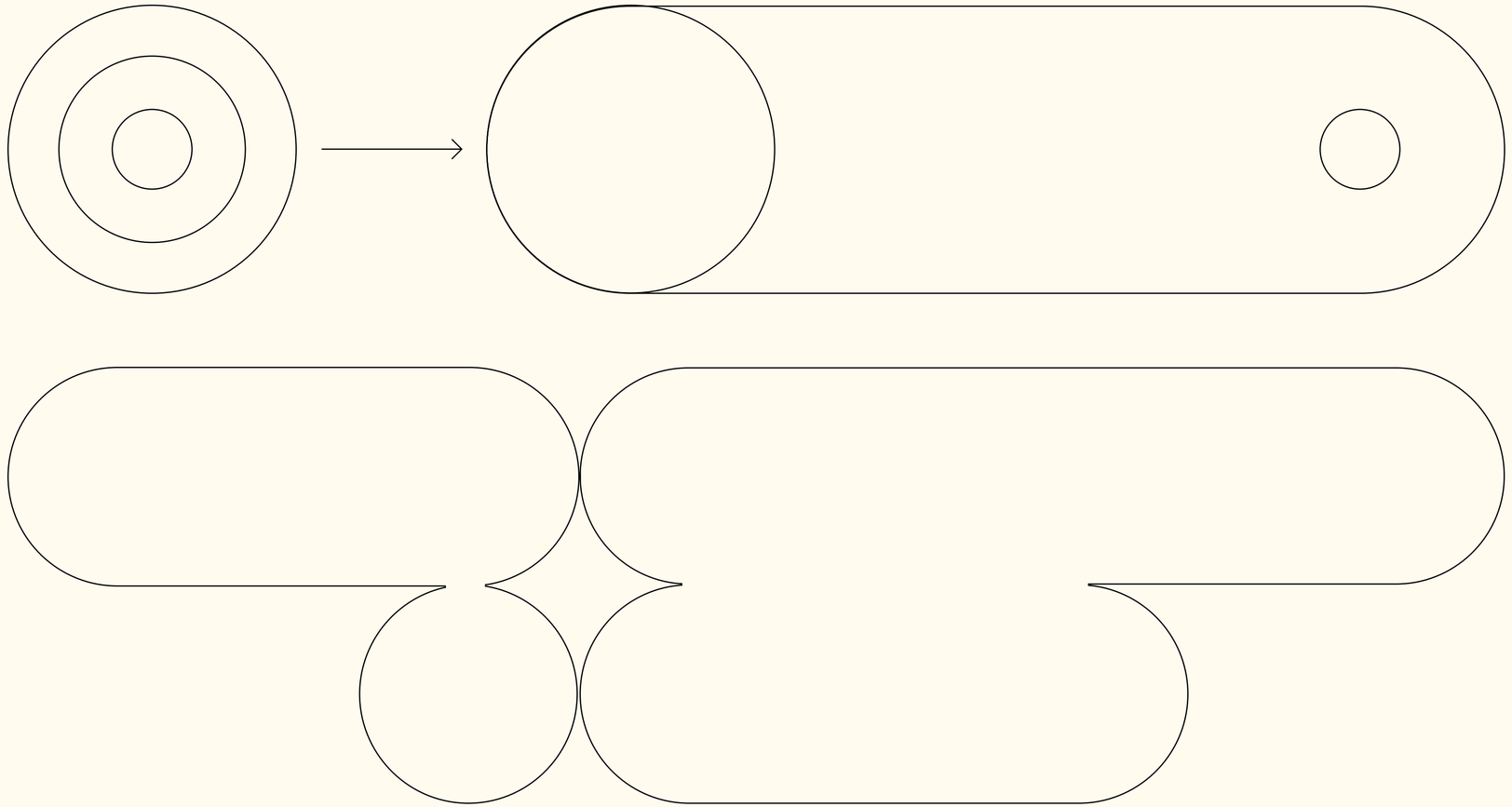


**Branded White**

#FFFBFO
RGB 255-251-240
Pantone 7499 C
CMYK 0-2-8-0

# VISUAL PRINCIPLE

# BRAND GRAPHICS PRINCIPLE

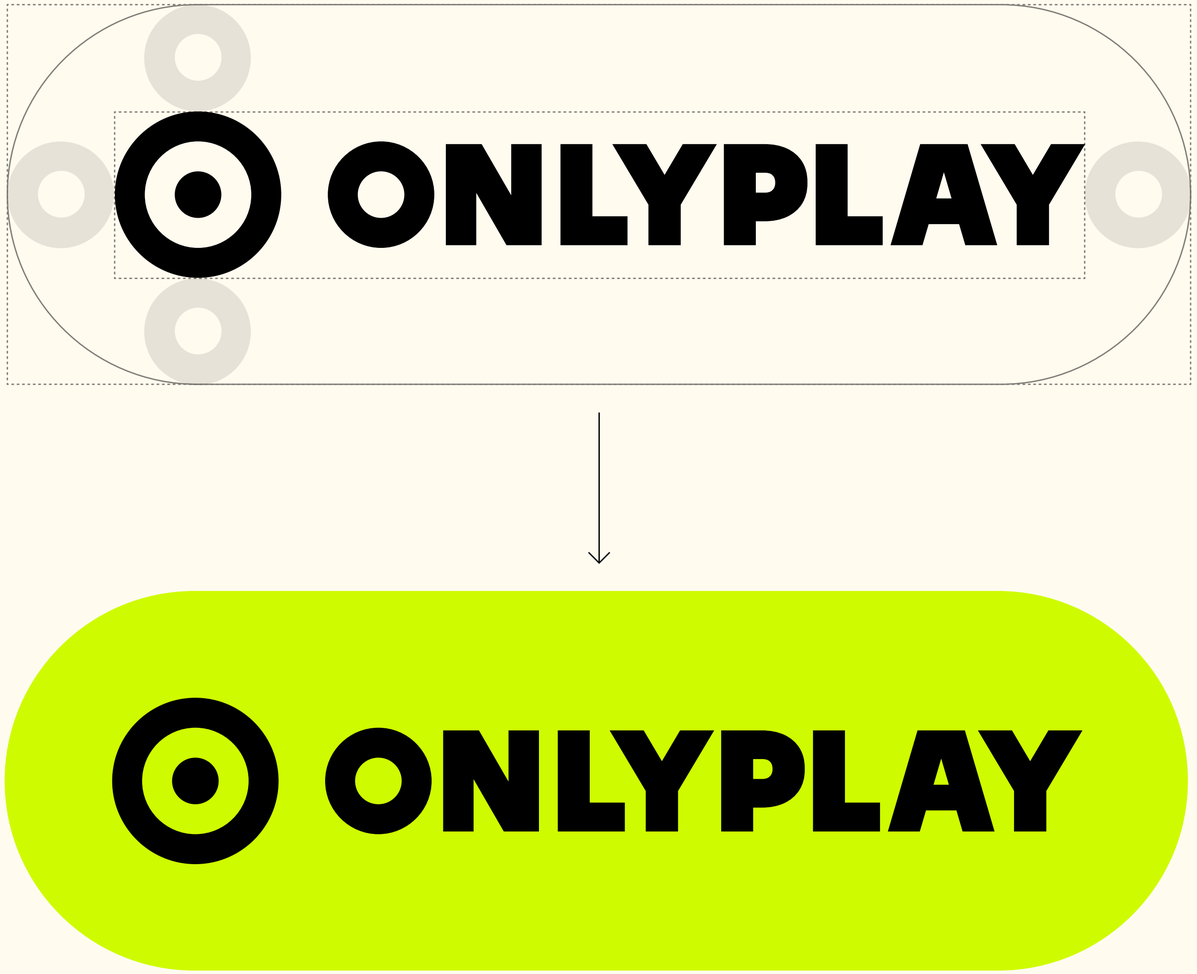


The brand graphics are derived from the circular shape of the symbol. The circle acts as the core unit of the visual system, expanding horizontally to create flexible containers and graphic forms. By extending, scaling, and combining these shapes, the system can adapt to different formats and content while maintaining a consistent connection to the brand mark. Rounded edges and circular elements preserve the character of the original symbol throughout the visual language.

# BRAND GRAPHICS

## LOGO

When the logo needs to be placed within the brand graphics, a dedicated container is created around it. The container is based on the logo's clear space and follows the same rounded shape language used throughout the visual identity.

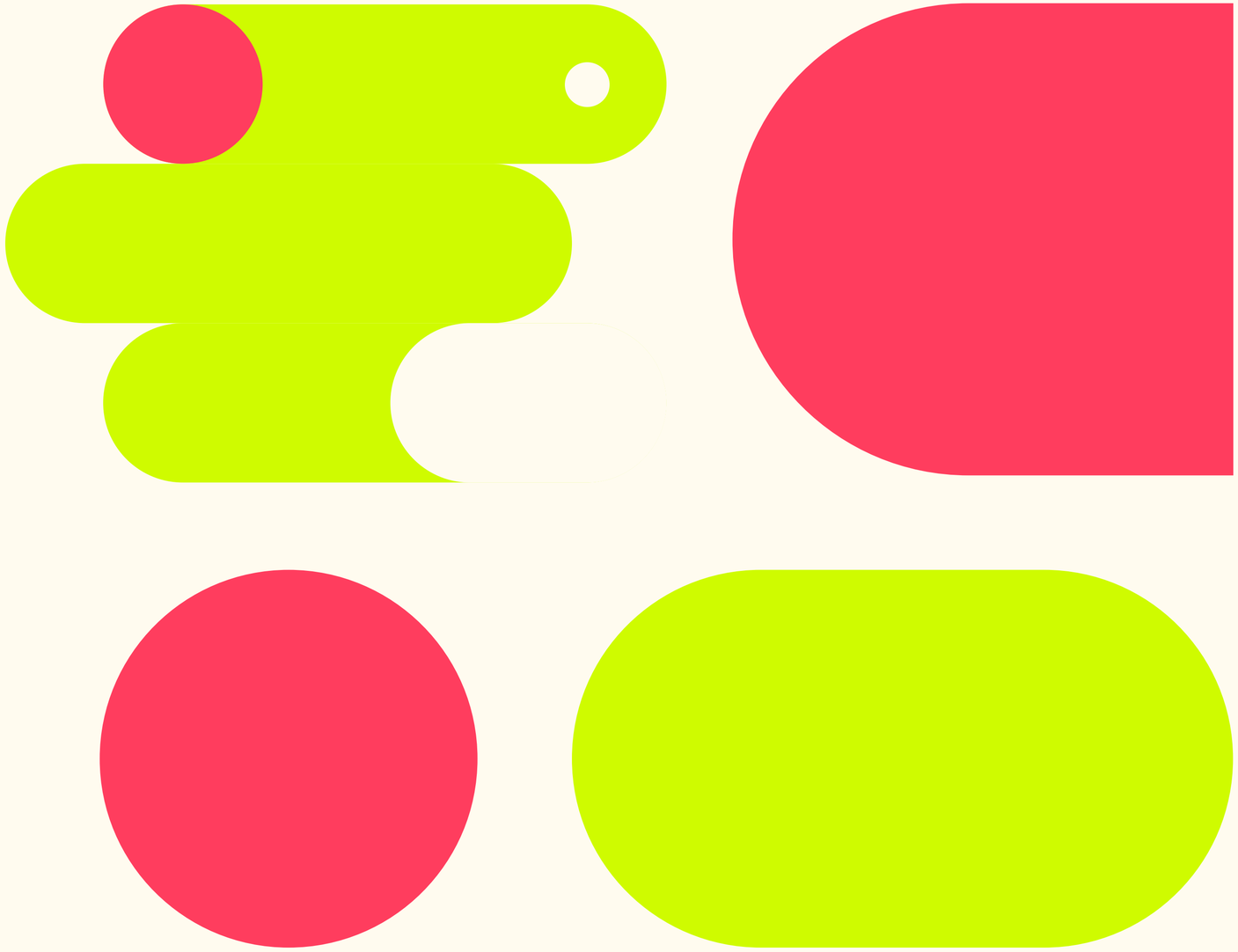


# BRAND GRAPHICS

## ELEMENTS

The brand graphics are built from simple shapes derived from the logo: a circle, a rounded rectangle, and a cropped rounded rectangle.

These elements can be scaled, stretched, and combined to create flexible compositions and containers for characters or content, forming a consistent visual system across all brand assets.



# CHARACTERS PRESENTATION

## MULTIPLE CHARACTERS



Multiple characters can be combined within one composition to create dynamic, playful scenes. Use brand shapes and colours to structure the layout and keep the overall visual balanced.



# CHARACTERS PRESENTATION

## SINGLE CHARACTER / BRAND GRAPHICS





A single character can be paired with brand graphic elements to create a strong focal point. Use simple shapes and generous space to keep the composition clear and recognisable.

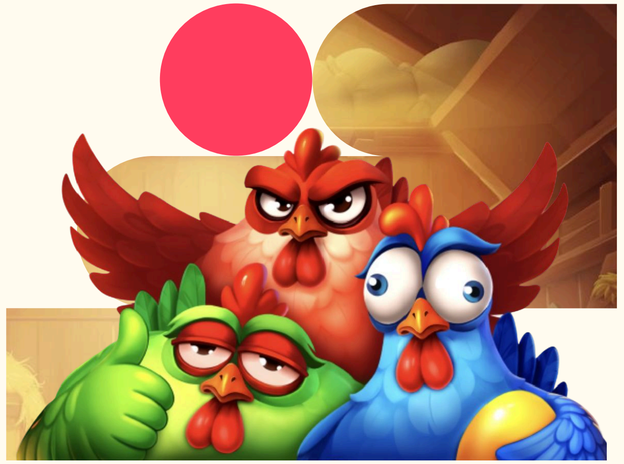




# CHARACTERS PRESENTATION

## SINGLE CHARACTER / GAME VISUALS

Game visuals can be integrated into the brand system using frames, rounded shapes and colour accents. Keep the original artwork prominent while maintaining a consistent ONLYPLAY visual language.










# IMAGERY

Imagery should feel authentic, natural and approachable. Use expressive portraits, candid lifestyle photography and real environments to reflect the people and culture behind ONLYPLAY. Keep compositions clean, lighting natural and colours vibrant, with subtle brand accents where appropriate.











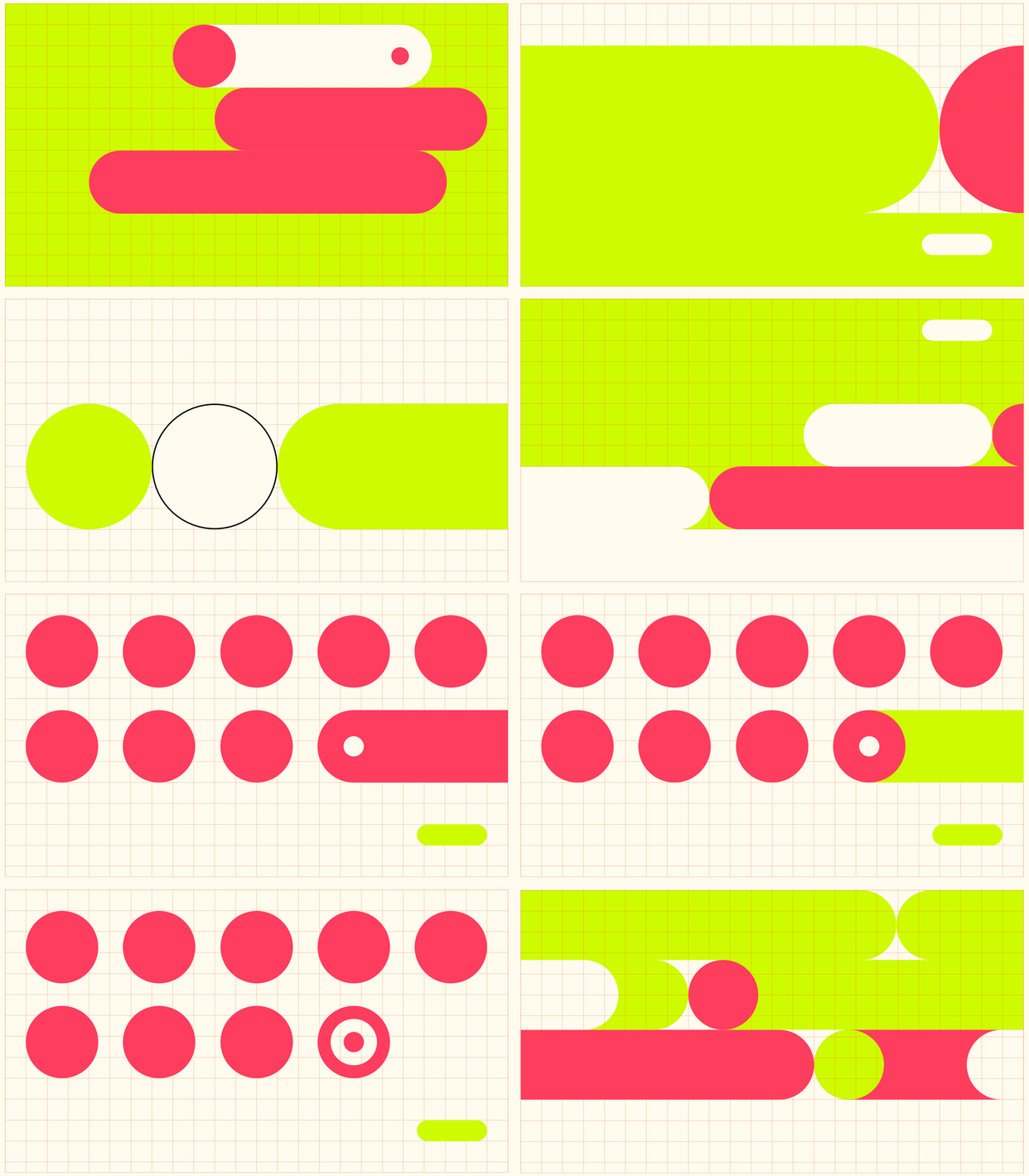






# LAYOUTS

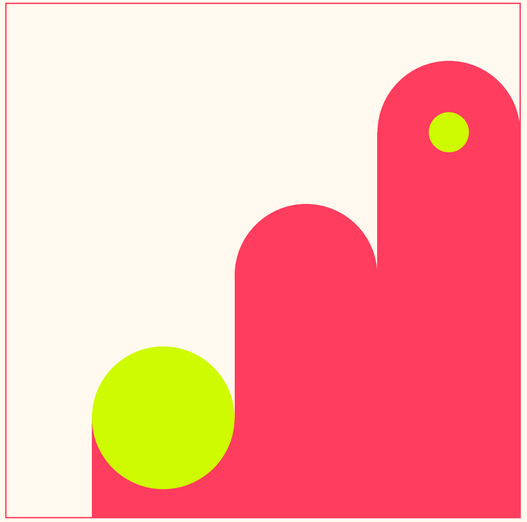
Layouts are built around flexible grids, bold geometric shapes and the core brand colours. Rounded forms, repeating patterns and contrasting elements create dynamic compositions while maintaining balance, clarity and a consistent ONLYPLAY visual identity.

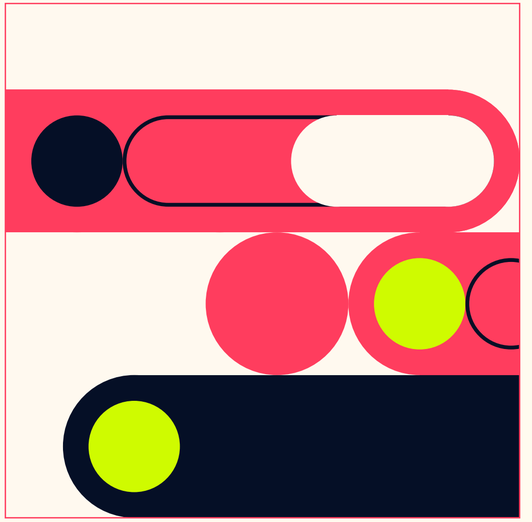


# ICONOGRAPHY









Iconography is built from the core brand shapes and colour palette.

# ICONOGRAPHY

## SIMPLE VERSION



**SLOTS**
162 games



**TAP GAMES™**
4 games



**CRASH**
8 games



**INSTANT WIN**
5 games



**CASUAL**
2 games

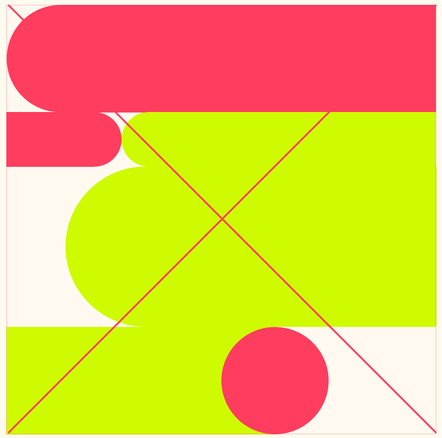


**SCRATCH**

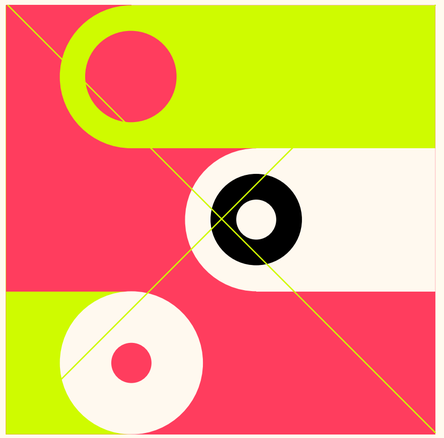
Iconography is built from the core brand shapes and colour palette.

# BRAND GRAPHICS MISUSE

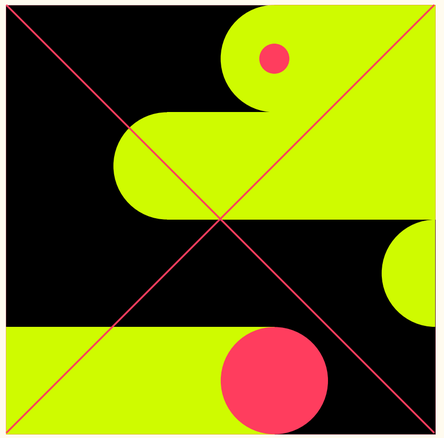
To maintain a consistent visual identity, brand graphics must follow the established rules for shapes, proportions, colours and composition. Avoid altering graphic elements, introducing unapproved combinations, or using layouts that compromise balance. Always follow the approved brand guidelines.



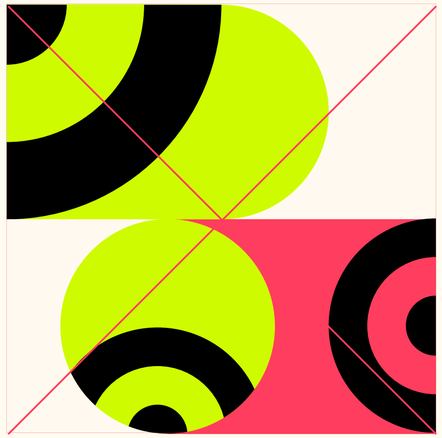
Do not use brand stripes of varying widths in graphic compositions. All stripes within the same layout must beof equal width.



Do not create custom graphic elements or introduce new combinations of shapes that deviate from those defined in the brand guidelines.



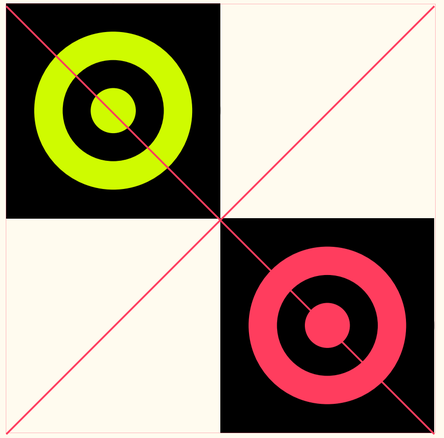
Maintain a balanced use of the brand color palette. Dark backgrounds should not dominate layouts featuring brand graphics.



Do not use the brand mark as a graphic element or incorporate it into patterns. Do not crop the brand mark.




Avoid using black for large amounts of small text on red backgrounds, as this may compromise legibility. **Black typography on red backgrounds is acceptable for short phrases, labels, and tags. ***



Do not use the brand green or brand pink versions of the symbol on black backgrounds., **only in the approved white/black version***

***Pink and green may only be used when the symbol is incorporated into brand graphics or used as part of a composition in the layout.**

# SAMPLE DESIGNS

# BUSINESS CARDS

The business card system includes both personal and corporate versions, built around the same visual language.

Both formats use the core palette, graphic shapes and ONLYPLAY logo to maintain a consistent and recognisable identity.

**Sample designs | 37**

Download





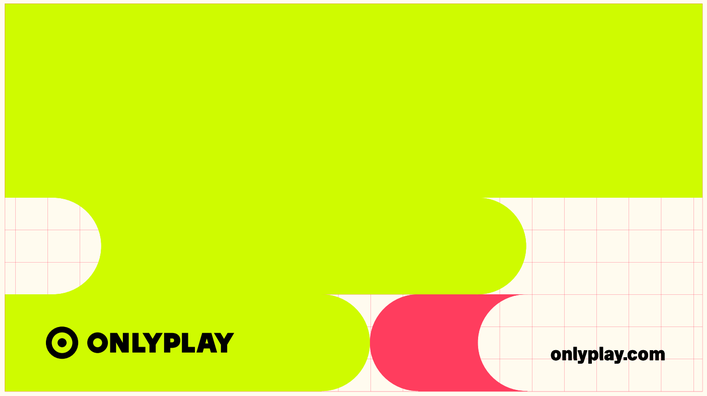











WHERE FUN
MEETS PROFIT
hello@onlyplay.com
ONLYPLAY
onlyplay.com

# PRESENTATION TEMPLATE

The presentation template provides a flexible system for different types of content. Consistent typography, brand colours, graphic elements and layouts ensure every presentation feels clear, dynamic and recognisably ONLYPLAY.

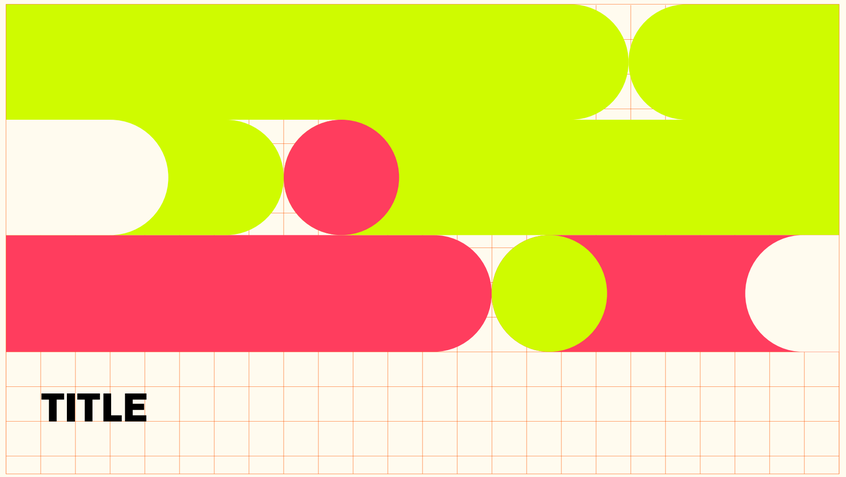
**Sample designs | 39**

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ONLYPLAY



# BRAND COVER TITLE

2026

## TITLE IN SEVERAL LINES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Section title I 01



## TITLE IN SEVERAL LINES

SUBTITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

Section title I 01

SUBTITLE

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Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non est laborum. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

## TITLE IN SEVERAL LINES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Section title I 01

2026

## TITLE

**SUBTITLE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

**SUBTITLE**

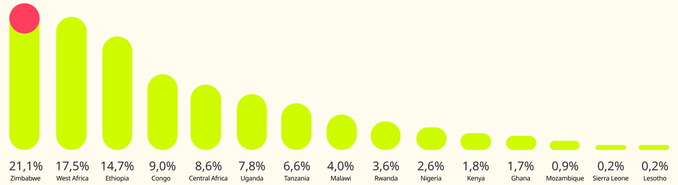
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

**SUBTITLE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Section title I 01

## TITLE IN A LINE




## TITLE

## TITLE

**SUBTITLE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

**SUBTITLE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

**SUBTITLE**

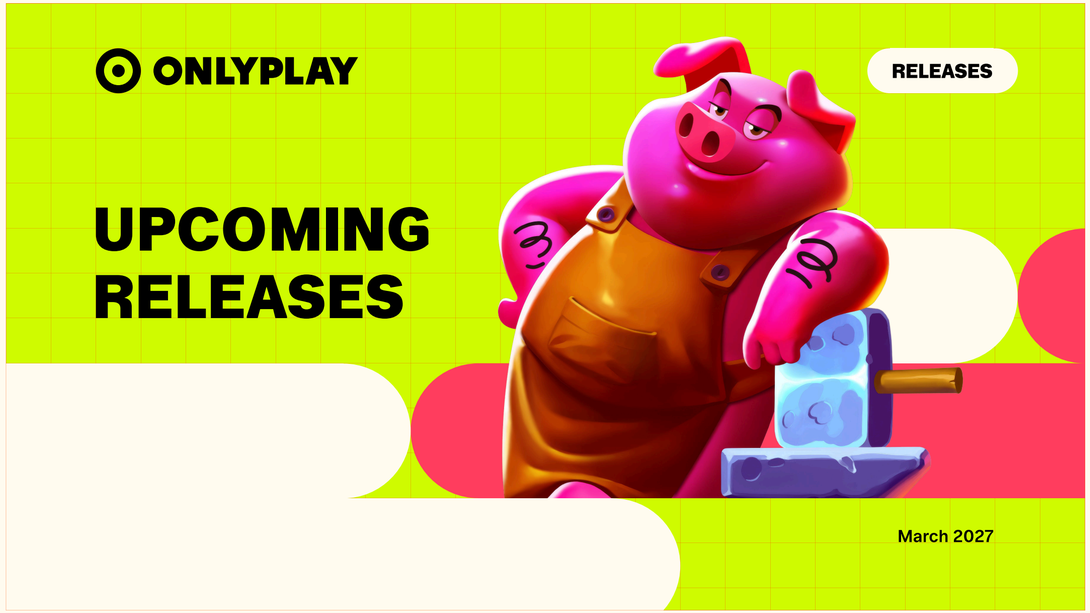
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

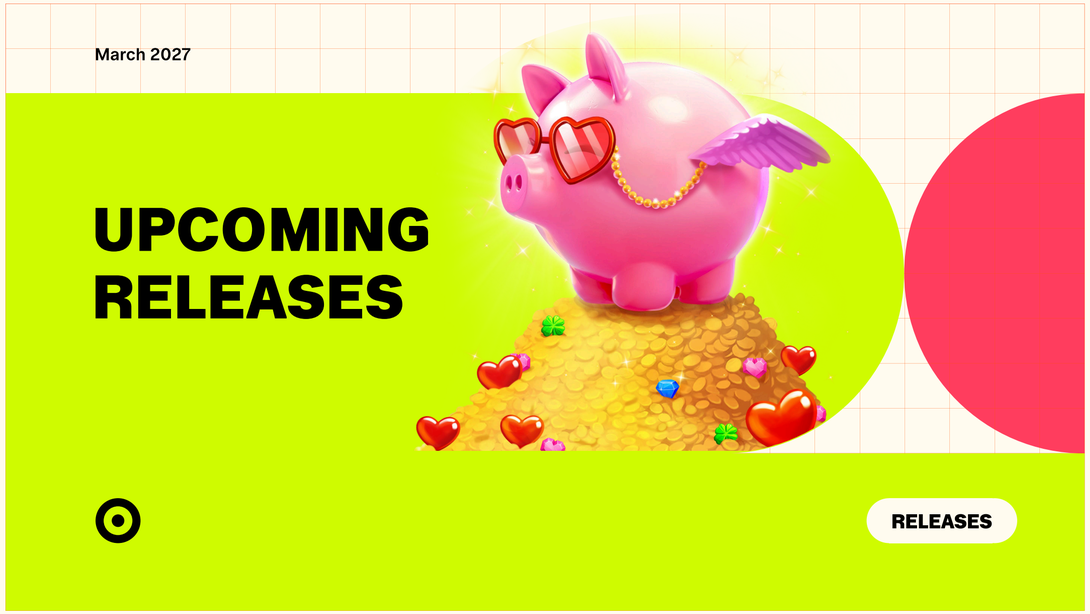
Section title I 01

# LET’S COLLABORATE!

sales@onlyplay.com

# DIGITAL BANNERS




Digital banners combine bold typography, brand graphics and game characters to create engaging, recognisable communications. Flexible layouts allow content to adapt across different formats while maintaining a consistent ONLYPLAY visual language.

**Sample designs | 41**

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RELEASES

March 2027

UPCOMING RELEASES



RELEASES

March 2027

UPCOMING RELEASES



RELEASES

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March 2027

ONLYPLAY

UPCOMING RELEASES



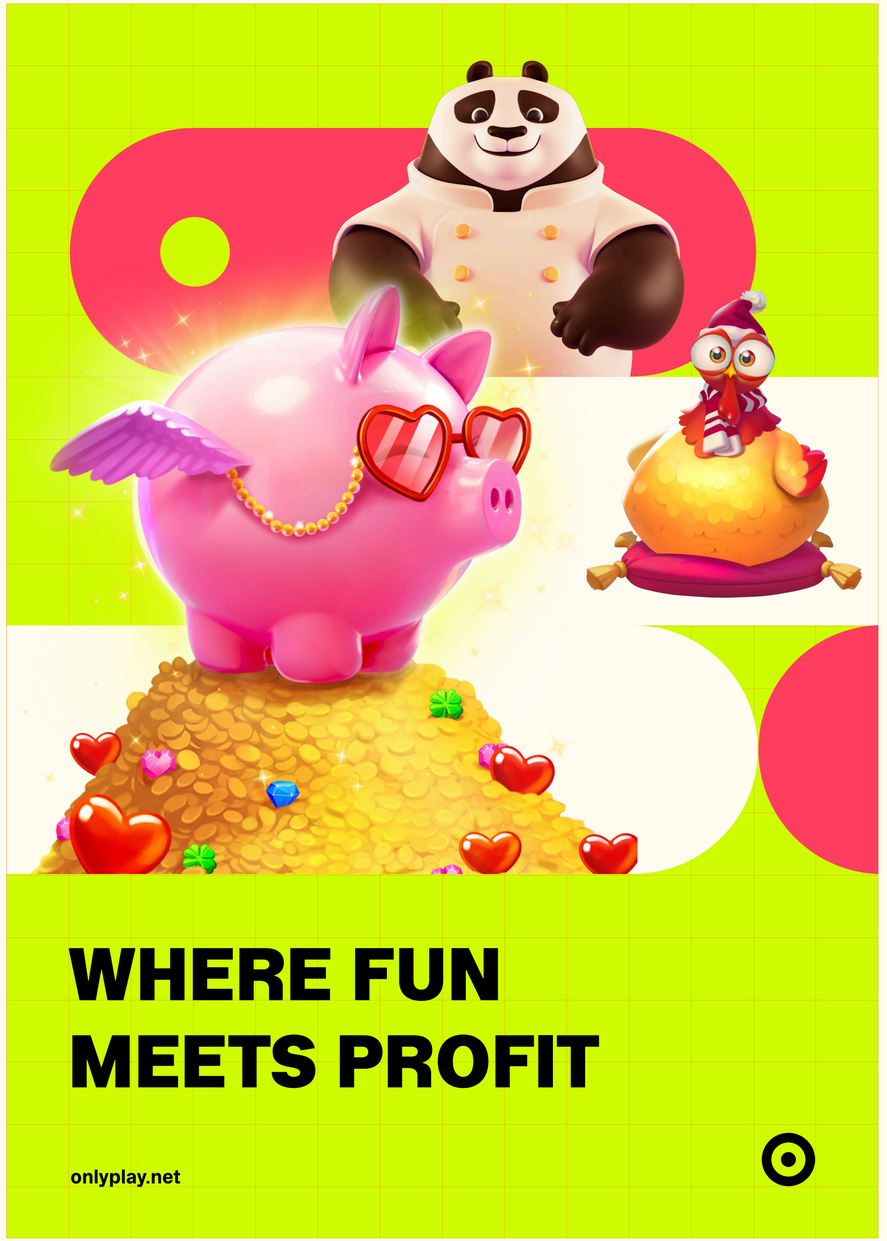
RELEASES

# POSTER

Posters combine bold typography, brand graphics and game characters to create strong, attention-grabbing compositions. Flexible layouts allow different content and formats while keeping the visual language consistent and recognisably ONLYPLAY.

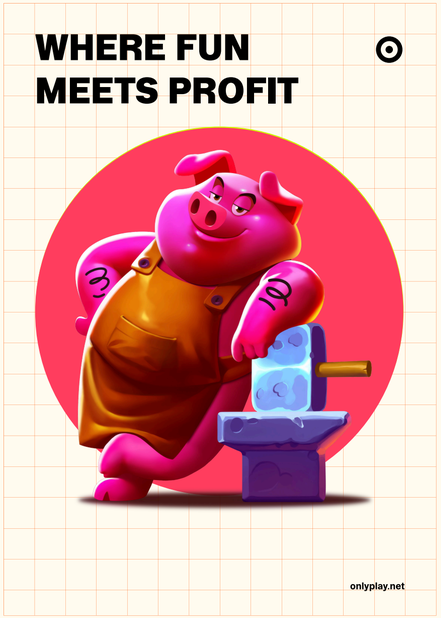
**Sample designs | 43**

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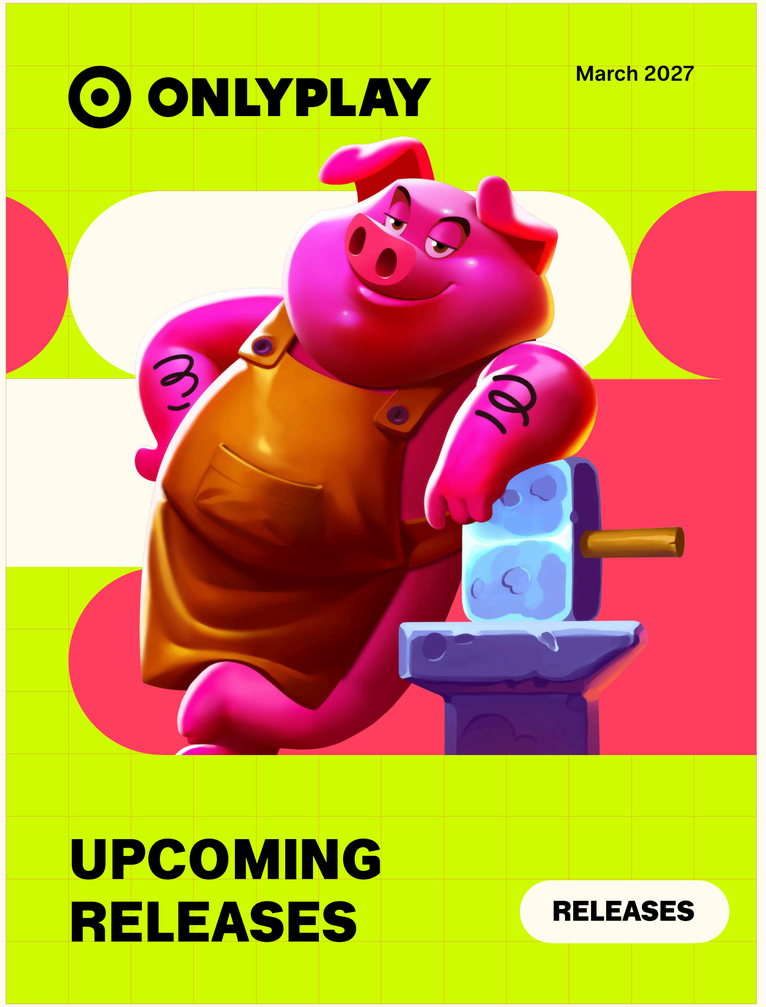

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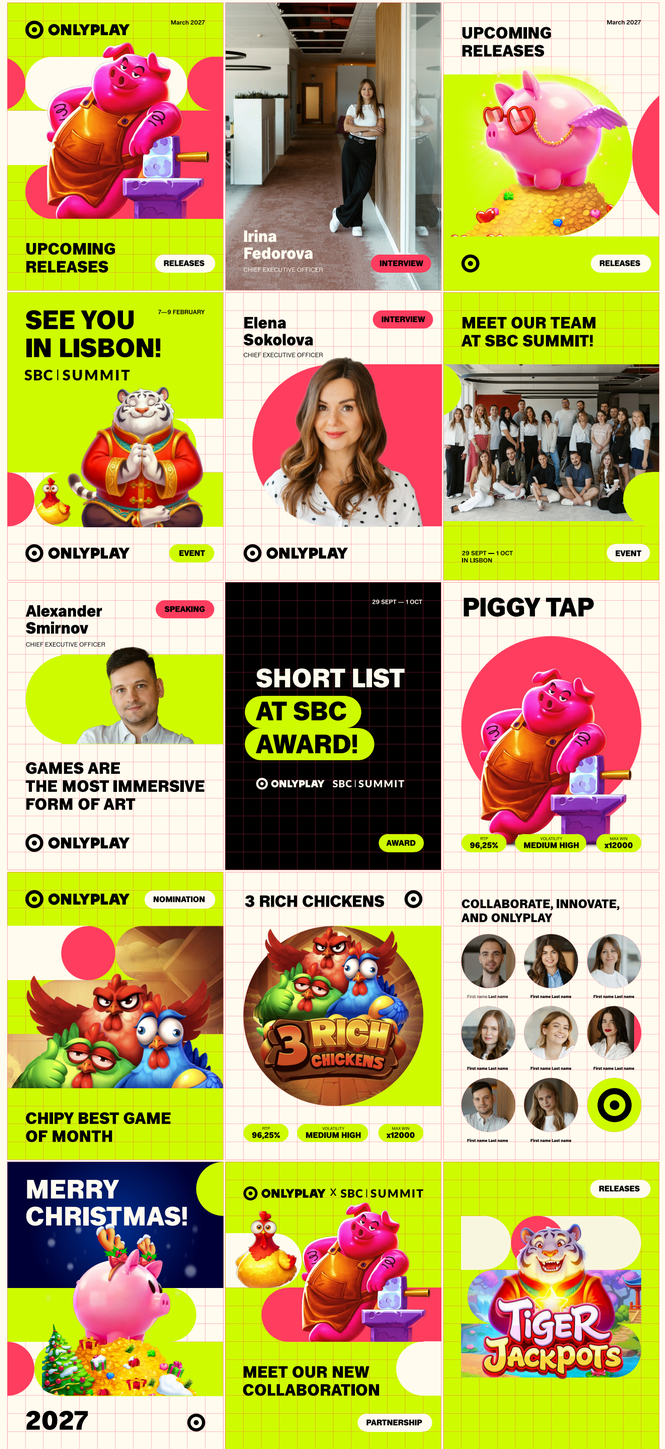
# SOCIAL NETWORKS

Social media content combines bold typography, brand graphics, characters and event visuals within a flexible system. Layouts can adapt across posts, stories and banners while maintaining a consistent and recognisable ONLYPLAY identity.

**Sample designs | 45**

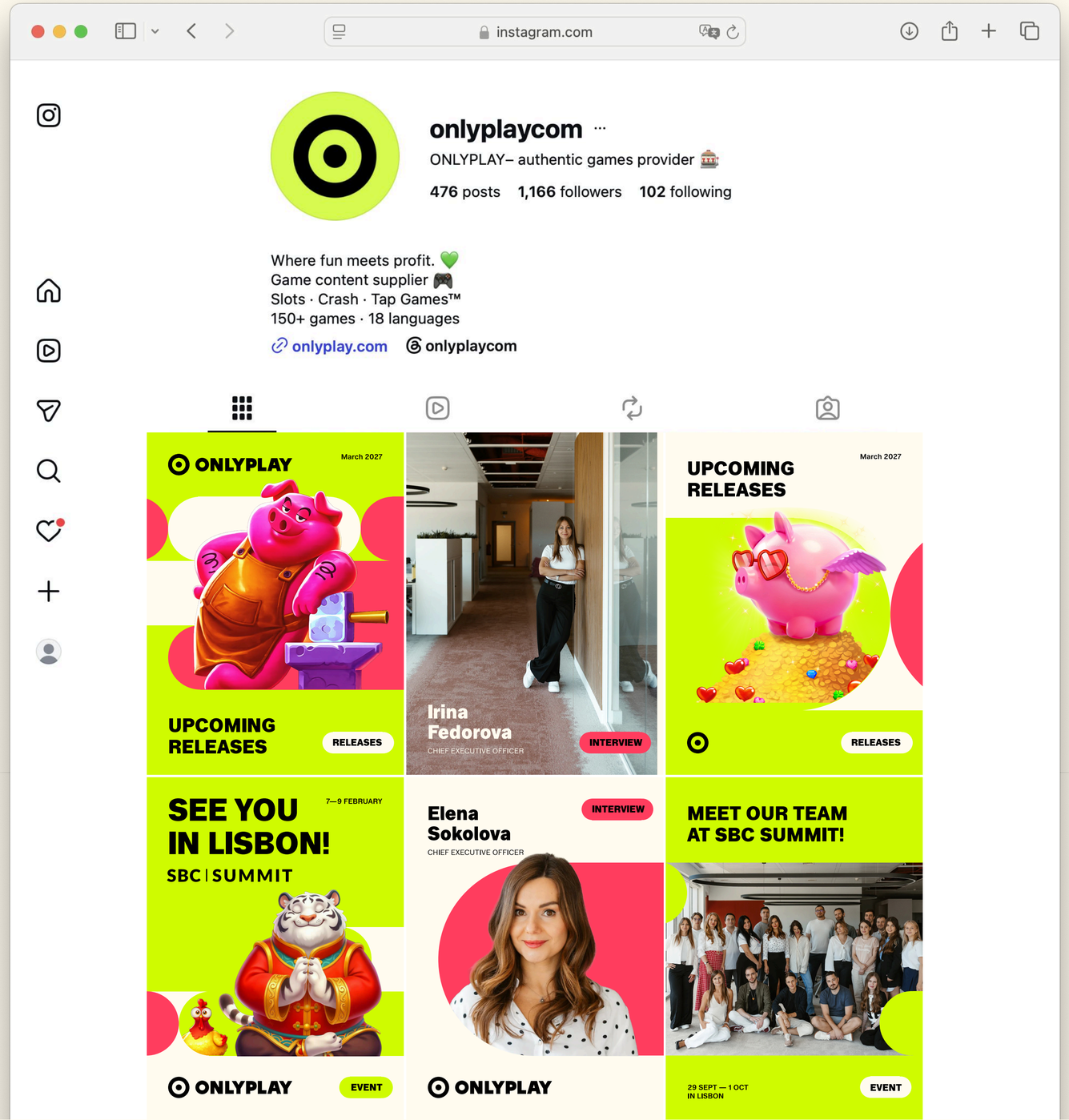
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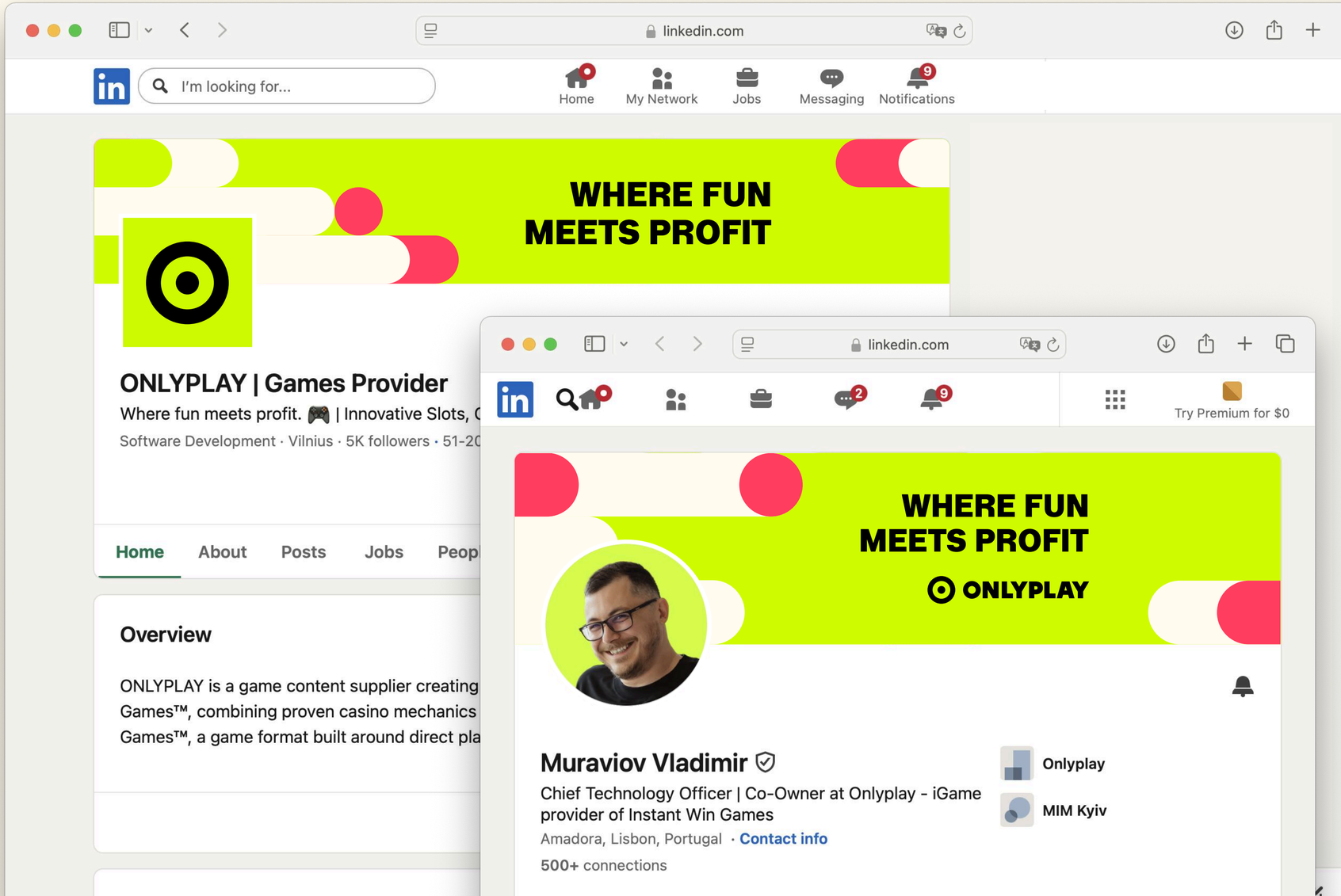
# SOCIAL NETWORKS

## INSTAGRAM POSTS



# SOCIAL NETWORKS

## COVERS



# LANYARD




The lanyard uses the ONLYPLAY logo and core brand colours to create a bold and recognisable brand presence. Logo placement can be repeated or combined with graphic elements, while maintaining clear visibility and consistent spacing.



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# T-SHIRT




The T-shirt combines a washed finish with bold brand graphics for a distinctive, casual look. The main graphic is placed on the chest, supported by a subtle embroidered sleeve logo and a branded fabric tag at the hem.

**Sample designs | 50**

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# LONGSLEEVE




The longsleeve collection combines relaxed silhouettes with minimal branding and bold graphic details. Subtle logo placement and statement graphics create a versatile, distinctive look across different colourways.

**Sample designs | 51**

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# CAP

The cap collection uses bold brand colours, minimal typography and subtle graphic details. Each design keeps the branding simple and distinctive, with small statements and signature brand elements.





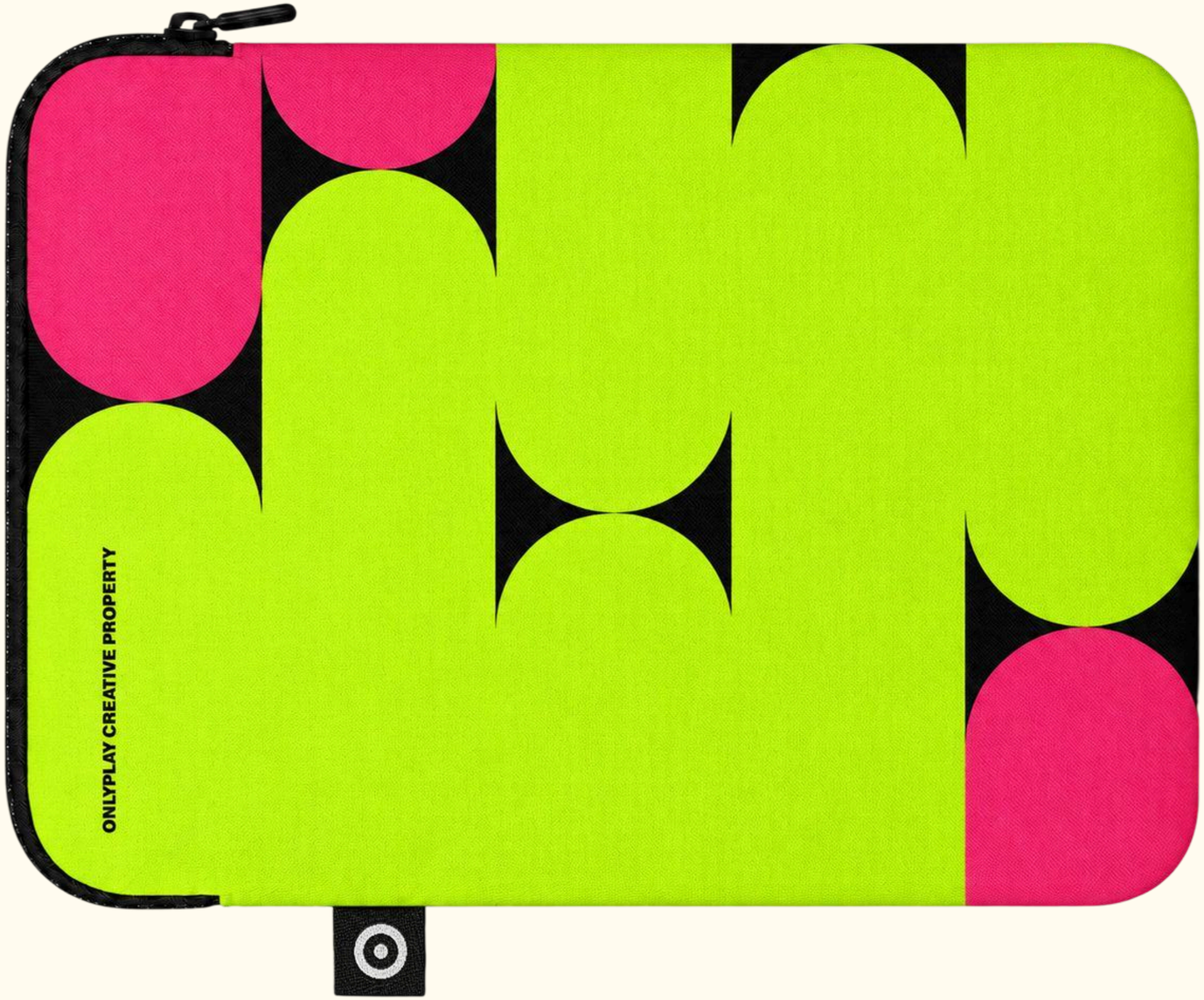

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GOOD TASTE CLUB.
OFFICIAL MEMBER


NOT FOR EVERYONE

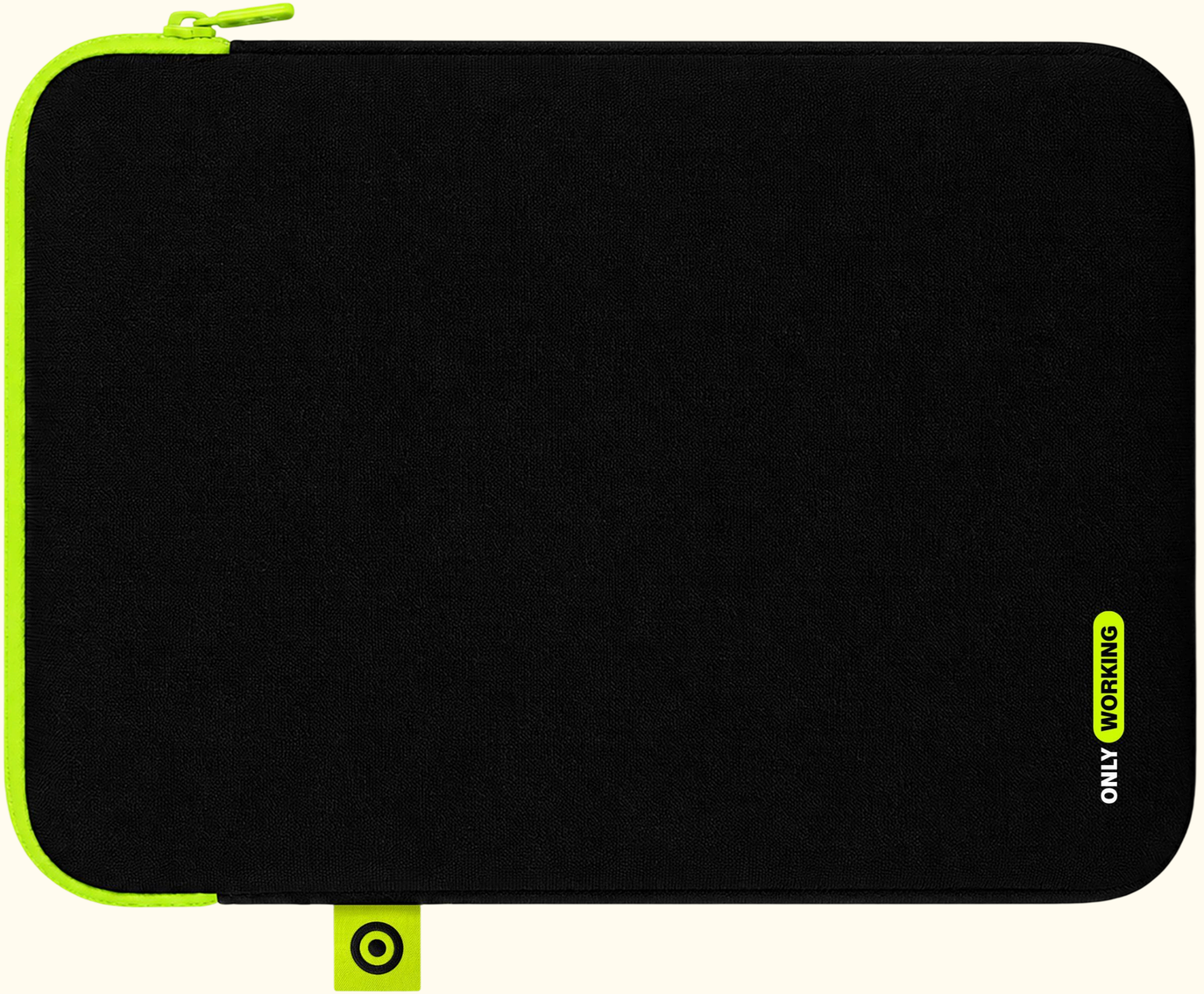
# NOTEBOOK CASE

The notebook case designs combine bold brand graphics with functional details. Vibrant patterns create a playful, distinctive look.




**Sample designs | 55**

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While minimal branding and contrasting accents offer a more understated alternative.

# SHOPPER

The shopper bag designs combine bold brand colours, minimal typography and playful geometric patterns. Flexible graphic applications and subtle branded details create a distinctive, functional accessory that reflects the ONLYPLAY identity.




**Sample designs | 57**

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GOOD TASTE CLUB MEMBERS' ESSENTIALS


NOTHING RANDOM INSIDE

# BOTTLE




The bottle design combines the ONLYPLAY logo with core brand colours for a bold and recognisable look. The logo can be applied directly or placed on a coloured background for greater visibility.



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# SOCKS

The sock designs combine bold brand colours, playful character patterns and subtle ONLYPLAY branding. Minimal and expressive variations create distinctive everyday accessories that reflect the brand’s fun and energetic personality.

**Sample designs | 60**

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# LUGGAGE TAG

The luggage tag designs combine bold brand colours, playful typography and functional details. Contrasting accents and signature ONLYPLAY elements create distinctive, easy-to-recognise travel accessories.






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# CUP

The cup designs combine a minimal black finish with bold ONLYPLAY branding. Clean logo placement and playful typography with contrasting colour accents create a distinctive look for everyday use.






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# LET’S COLLABORATE!

sales@onlyplay.com