



All Rights Reserved © 2024

casinova.com

CASINOVA

Brand Guidelines

Logo • Typography • Icons • Colors

ONLINE CASINO & SPORTS

PLAY YOUR WAY

CASINOVA

Brand Guidelines

Logo • Typography • Icons • Colors

CASINOVA.COM

PLAY
YOUR
WAY



Index

Introduction

Introduction	01
Our Story	03
Our Vision	06
Our Mission	07

Logo

Our Logo	08
Color versions	10
Proportions	12
Placement	14
Incorrect Use	16

Icons

Icons	18
-------	----

Typography

Typography	20
------------	----

Colors

Brand Colors	22
--------------	----

Branding

T-shirts	25
Hoodie	26
Cups	27
Wallet	28
Cufflinks	29
Car Seat	30

Introduction

Welcome to Casinova, where luck meets luxury and every moment pulses with excitement. More than just a casino and sportsbook. Casinova is a haven for discerning players who seek the ultimate thrill in table games, live gaming, sports betting and thousands of exciting slots. Step into a world where personalized rewards and exclusive experiences are crafted for the adventurous at heart.

Whether you're navigating the high stakes of blackjack, spinning the reels of thrilling slot machines, or cheering for your favorite team, Casinova is your gateway to unparalleled entertainment where every bet, every move and every game brings you closer to victory.



CASINO

Our Story

Our story is one of passion, precision and a relentless pursuit in the elevation of our players gaming experience. Born from a desire to create a premier destination for both table game enthusiasts, slot lovers and sports fans Casinova is where the art of play meets the excitement of possibility.

Our tables buzz with energy, our live dealers set the stage for unforgettable moments and our slots offer endless excitement. We've built a space where players aren't just participants but connoisseurs of luxury gaming.

At Casinova, we are rewriting the narrative, offering a place where sophistication meets high-octane fun and fortunes are just a heartbeat away.



SPORT



Our Vision

At Casinova, we envision a world where the thrill of live gaming, the excitement of slots and the love of sports betting meet the highest standards of luxury and entertainment. Our vision is to be the leading destination for players who crave immersive high-stakes experiences at the tables, on the reels, and on the field.

We see a future where personalized service, innovative technology and the excitement of live action redefine the essence of casino gaming and sports wagering.

Every hand dealt, every roll of the dice, every spin of the slots, and every match is an invitation to indulge in the ultimate gaming experience, setting a new standard for what it means to play, win and live.

Our Mission

Our mission is simple: to offer our players the most exhilarating and refined gaming experiences, tailored to their every desire. We aim to do so by creating world-class casino experiences aiming to make your every visit a step closer to a winning streak.

We are committed to delivering personalized rewards through our loyalty program, ensuring every player feels the prestige of casino each time, every time. At Casinova, we blend the thrill of the game with the luxury of service, creating an atmosphere where players can immerse themselves in the action while enjoying the finer things in life.

From the tables, to the slots, to the sportsbook, we're here to make every moment count! Casinova, the industries most prestigious online casino!

CASINOVA

CASINOVA LOGO

CASINOVA
PLAY YOUR WAY

CASINOVA LOGO + TAGLINE



CASINOVA LOGO + TAGLINE + FRAME

For affiliate sites/sites with white or dark background

CASINOVA
PLAY YOUR WAY

CASINOVA LOGO + TAGLINE / INVERTED COLORS

Our Logo

We are proud to present Casinova brand logo. Our logo is our mark of authenticity. It's unique and striking and can increasingly stand alone with its ever-growing brand awareness.

The logo has two in one components – the Spade symbol intended to symbolize luxury gambling experience, wealth, dignity and glory, and the logotype that uses the Kalista Serif typeface. It may be used on digital and physical assets, subjecting to the safety area and minimum size requirements. We have two use cases for our logo.

Color (Silver logotype and gray tagline text mark on dark background) and Inverted colors (black logotype and tagline on white background). Our logo was carefully constructed for its intended use. Please avoid altering the scale, proportions, layout, or color.

Color Versions

The Casinova logo is a universal signature we use across all our communications. We want it to be instantly recognizable, so consistency is important-please don't edit, change, distort, or reconfigure it.

Only use our monochrome (single color) logo when necessary. If possible, the monochrome logo should be using one of our brand colors. Monochrome (single color) is using a single color throughout the whole logo design. It does not contain any other effects, shadows or shades other than the single color selected.

CASINOVA
PLAY YOUR WAY

Silver/Dark Background

CASINOVA
PLAY YOUR WAY

Dark/White Background

Proportions



Clearspace



Standard Clearspace



Minimum Clearspace

Standard Clearspace

Clearspace is the area of logo, within which other graphic elements should not be placed. The width and height of standard clearspace determine the height of logo. Proper spatial margins ensure a strong presence and show confidence and respect for the brand.

Minimum Clearspace

In situations where the usage of a standard clearspace is not possible, use so-called minimum clearspace. This is the minimum area of logo, within which other graphic elements should not be placed. The width and height of minimal clearspace is determined by height of lowercase letters.

Both principles are presented in the diagrams above.

Minimum Size

CASINOVA

On-screen: 55 px; Print: 0.8" (20 mm)

Proportions

The Casinova logo, is the visual embodiment of our brand's essence, reflects our mission, vision, and values - evoke powerful emotions and associations, makes us unique and stand out from the rest.

Maintaining appropriate proportions ensures that the Casinova logo remains legible and effective across various mediums, guarantees that every part of the logo, from its typography to its imagery, feels coherent and unified.

In our approach, different elements, varying in size or weight, are used, but they're arranged in a way that achieves visual harmony.

Placement

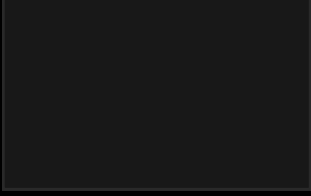
The Casinova logo placement rules are an integral part of our company branding strategy.

It should be given priority all the time to avoid any misconception in the representation of the Casinova brand.

The reason is that there are some specific rules you need to focus on while presenting Kingmaker logo. These rules are important because they showcase a concept of professionalism in our branding strategy.

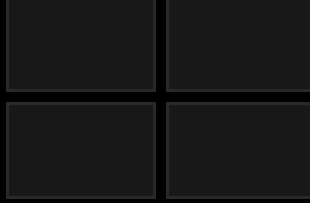
These rules apply to all logo versions as well as icon described in this Brand Book.

CASINOVA



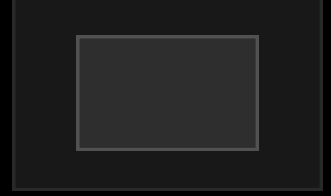
Place the logo in places which has great view

CASINOVA



Place logo in less crowded areas of any pictures

CASINOVA



Place logo at maximum contrast



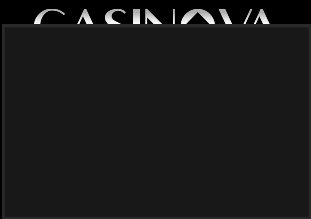
Do not place the logo directly in the middle at every instance possible



Do not place the logo in a busy areas of any photograph



Do not place the logo where there less contrast between the background photo



Do not obscure the logo with imagery that compromises its legibility



Do not overlay logo on imagery



Do not use the logo twice on same picture

The logo 'CASINOVA' is shown with its left side cut off, so the 'C' is missing.

Do not crop the logo

The logo 'CASINOVA' is shown stretched horizontally and compressed vertically.

Do not distort, stretch,
compress the logo

The logo 'CASINOVA' is shown with a different font size and weight than the original.

Do not change the
proportions of the logo

The logo 'CASINOVA' is shown with the spade symbol and the text separated from each other.

Do not change elements
respective to each other

The logo 'CASINOVA' is shown mirrored horizontally.

Do not flip the logo

The logo 'CASINOVA' is shown in a lighter shade than the original.

Do not change the
opacity of the logo

The logo 'CASINOVA' is shown in a significantly heavier font weight.

Do not make the logo
bolder

The logo 'CASINOVA' is shown with a gradient and a drop shadow.

Do not apply gradients
and shadows

The logo 'CASINOVA' is shown using a different, more standard sans-serif font.

Do not re-create using
any other typeface

Incorrect Use

The Casinova logo is one of our most valuable brand assets and the equity in the Casinova identity must not be depreciated in any way.

Adhering to these guidelines helps to ensure proper reproduction and application of the Casinova brand logo.

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear. The following examples illustrate some of the most common application errors.

These rules apply to all logo versions as well as icon described in this Brand Book.

Icons

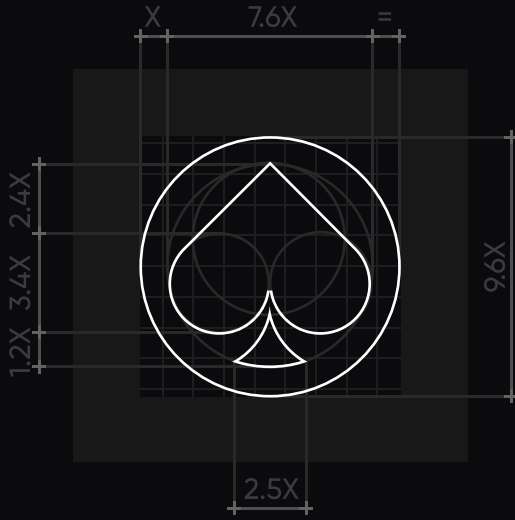
Our spade mark/icon is synonymous with our brand identity and it's the main Casinova identification element. It has been drawn to maintain legibility/continuity throughout the visual identity from extra small to regular scales.

The spade icon alone (in all their variety presented in this Brand Guidelines) can be used as a shorthand version of our logo but it should be used selectively according to context.

The icon should be reserved for small scale, digital environments where its clarity and boldness excels.

We've made a few different shapes and colors icons for you to choose from.

Brand Icon



Proportions

To ensure consistency and readability, in limited size please don't edit, change, distort, and reconfigure the icon.



Clearspace

The spade icon, should be surrounded with clearspace to ensure its visibility and prominence.

Shapes



Spade Icon



Minimum Width 32px



Circular Icon



Minimum Width 32px



Square Icon



Minimum Width 32px



Rounded Square Icon



Minimum Width 32px



Spade Symbol



Minimum Width 32px

Colors



Brand Typeface

Manrope Sans Serif

01 ExtraLight

Manrope Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

02 Light

Manrope SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

03 Regular

04 Medium

05 SemiBold

Manrope Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

06 Bold

Manrope ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

07 ExtraBold

Manrope Regular, Semibold, Bold and Black weights, should preferably used in all communication materials related to Kingmaker. They may be used together or on their own, in line with the desired result. The other font weights may be used for advertisements, website or other printed materials if it is deemed most appropriate in that circumstance.

Pairings Display

Option 1

Bold

Header

Regular

Subhead

Option 2

ExtraBold

Header

SemiBold

Subhead

Option 3

SemiBold

Header

Light

Subhead

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Most effective is to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Bold weight should be paired with Regular weight, and ExtraBold weight should be paired with Semibold weight.

Typography

Typography is a core element of our visual identity system.

The Manrope typeface should be utilized for all Casinova marketing materials, promotional offerings, services, advertising pieces. Manrope font family has the flexibility to suit various type treatments.

We can create better cohesion across global campaigns through more consistent and creative utilization of Manrope sans-serif typeface in communications.

Our brand typeface, Manrope, comes in ten weights from thin to heavy. We most commonly use Regular, Semibold, Bold and Extrabold. Thin, Ultra Light, Light, Medium, Black and Heavy should be left for special instances.

Brand Colors

Our corporate color system reflects a luxury a rich brand Casinova.

We use both dark and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

The logo should be displayed in full color on a dark background. When displaying logo on colored background or photographic image, always use monochromatic (single color) logo version.

Should media or printing constraints make it difficult to display the logo in full color, it may be displayed in an monochrome colors.

Please be sure to use the original data when displaying the logo in one of the stated monochrome colors.

Dark Gray

R 13 C 74%
 G 13 M 68%
 B 15 Y 65%
 K 84%



HEX 080809



HEX 0B0B0E



HEX 101115

H 240
 S 13
 B 6

HEX 0D0D0F



HEX 202028



HEX 2A2A37



HEX 373747

Red

R 108 C 32%
 G 6 M 100%
 B 16 Y 92%
 K 48%



HEX 4C0202

H 354
 S 94
 B 42

HEX 6C0611



HEX 46040B

Gray

R 121 C 56%
 G 122 M 47%
 B 135 Y 36%
 K 7%

H 236
 S 10
 B 53

HEX 797A87

Black

R 0 C 75%
 G 0 M 68%
 B 0 Y 67%
 K 90%

H 0
 S 0
 B 0

HEX 000000

White

R 255 C 0%
 G 255 M 0%
 B 255 Y 0%
 K 0%

H 0
 S 0
 B 100

HEX FFFFFFFF

Branding

Our brand logo exists in everything we do, even when words aren't involved. It defines who we are and how we present ourselves to the world.

Casinova logo should be used on all brand merchandise. Due to the nature of merchandise formats, we sometimes use the single color logo or crown icon where appropriate.

We're an online gambling focused brand, and this should be reflected both in the types of merchandise we choose to develop and in the way in which we approach the task.

Casinova is aligned with the very best in online gambling, so any merchandise also needs to be of the highest quality, encourage successive reuse to sustain a stronger connection with Casinova. We avoid cheap, flimsy, and poorly made products that break easily.













CASINOVA
PLAY YOUR WAY

If you have any questions about this guidelines,
please contact the Casinova team: support@casinova.com

For access to brand guidance, resources and assets,
please visit the <https://kngpartners.com/media-library/>