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kngpartners.com

KNG
PARTNERS

BRAND
GUIDELINES
Brand Identity Manual

reign supreme

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BRANDING

WELCOME

Welcome to KNG Partners, the ultimate casino and sportsbook referral platform empowering our partners to reign supreme.

Our flagship brand, kingmaker.com is a realm of opportunities where players can seize the throne and become true 'kings' by claiming monumental jackpot prizes.

As a pioneering affiliate program, we aim to redefine the standards of conversion, retention, and profitability in the industry. Join us on this exhilarating journey as we unlock new dimensions of success together.

OUR STORY

At KNG Partners, our story began with a passion for gaming and a vision to create a platform that stands out in an ever-evolving iGaming landscape.

We gathered a team of seasoned experts with a shared zeal for innovation and a customer-centric approach. Inspired by the ancient tales of kings and conquerors, we set out to establish an online realm that would enable players to experience the thrill of victory like never before.

Our journey has been one of growth, perseverance, and collaboration. From humble beginnings, we have rapidly risen to become a formidable force in the industry, fostering long-lasting partnerships with affiliates worldwide. Through our relentless pursuit of excellence, we have woven a narrative of success that continues to unfold with each passing day.
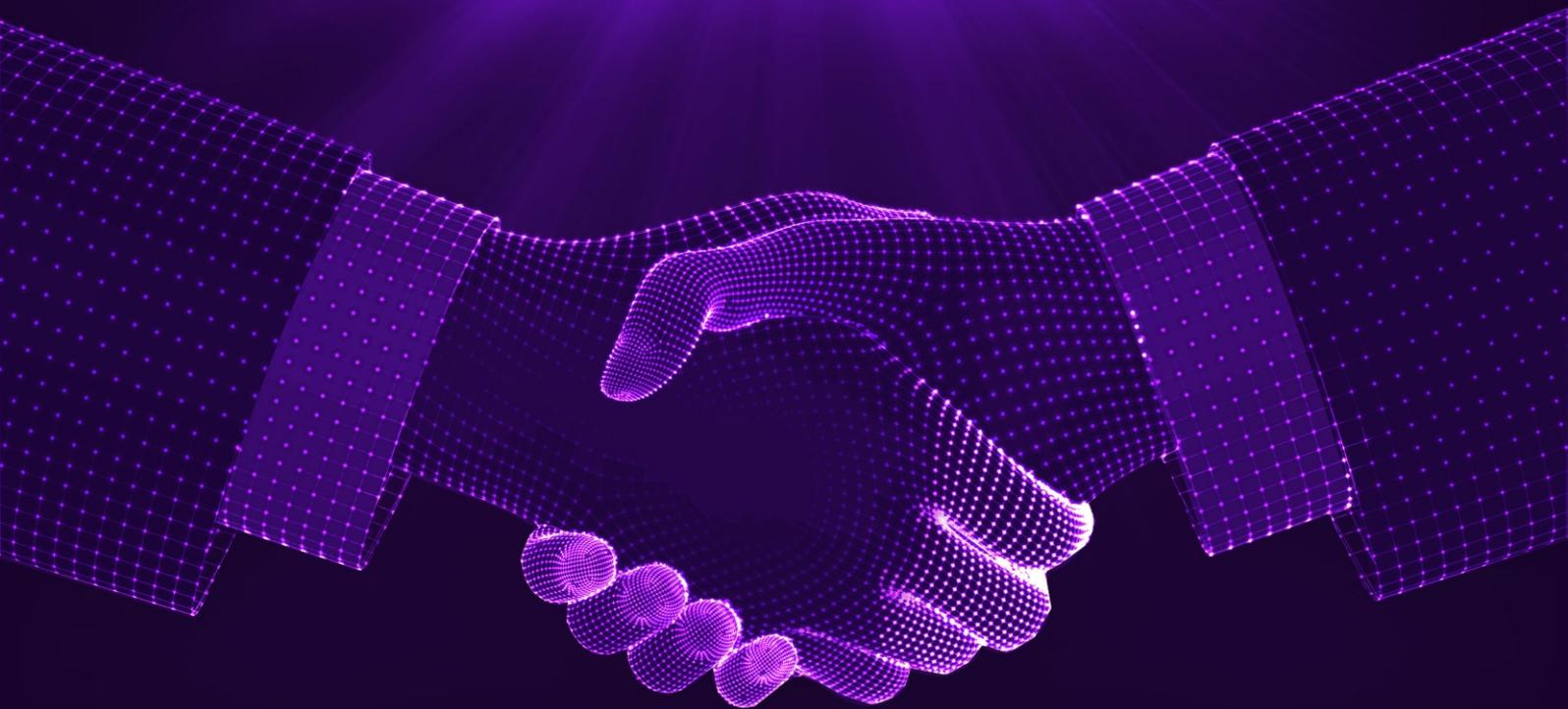
OUR VISION

At KNG Partners, we envision a future where our affiliate platform reigns supreme as a beacon of distinction. Our ambition...to be the first choice for affiliates seeking unrivaled conversion rates, unmatched player retention, and unparalleled profitability.

We strive to create an ecosystem that empowers our partners to ascend to the pinnacle of their potential, while their players revel in a regal gaming experience like no other.

We envision a place where trust, transparency, and integrity form the foundation of every partnership, cultivating an atmosphere of mutual growth and prosperity. As we march forward, our vision remains crystal clear—to redefine the boundaries of success and become an industry trailblazer that leaves an indelible mark on the iGaming landscape.

OUR MISSION

Our mission, quite simply, is to orchestrate a kingdom of affiliations, where affiliates wield the power to shape their own destiny and reap the rewards of their efforts. We are committed to providing a program that sets new benchmarks for excellence, constantly adapting to the ever-changing industry.

Our primary focus is to equip our partners with a powerful arsenal of marketing tools, data-driven insights, and personalized support to maximize their potential for success. Through a meticulous combination of cutting-edge technology and proven strategies, we aim to optimize conversion rates, elevate player retention, and drive sustainable profitability for our affiliates.

At the heart of our mission lies an unwavering dedication to our affiliates' success, and through them, we aspire to propel our brands to the forefront of iGaming.

Together, we shall forge an alliance that stands the test of time, where greatness is not only achieved but celebrated in all its majesty.

Join KNG Partners today and let us script a saga of triumph together—one that echoes through the records of iGaming history!

Brand Logo

Brand Logo On White Background

OUR LOGO

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. The logo is available in a variety of color combinations. They may be used interchangeably based on the background color (Do not recreate your own colors)

Our logo is designed to show that the "Crown" on "K" in the logo (representing king ascension) stands out. Crown brandmark it's a strong key visual that is memorable and simple.

The logo was designed with specific proportions that allow the logo feel balanced. The position and proportions of the logo are strictly fixed. They must not be changed or redrawn for any reason.

LOGO ON BACKGROUND

Here is our logo on 4 different backgrounds. Logo and background color combinations, is about how individual colors work together to make brands memorable and to maintain a sense of clarity. We chose 4 contrasting colors, which creates an eye-catching effect.

Monochrome (Black logo on white background and reversed version) will be used for invoices, quotes, or any occasion when a black and white laser printer gets involved. The black and white version look punchy and purposeful.

Besides, it is also available for you to choose other solid colors. (Dark purple logo on yellow background, white logo on dark purple background or white/black logo on yellow background) .

Black/White Background

White/Black Background

White/Dark Purple Background

Dark Purple/Yellow Background
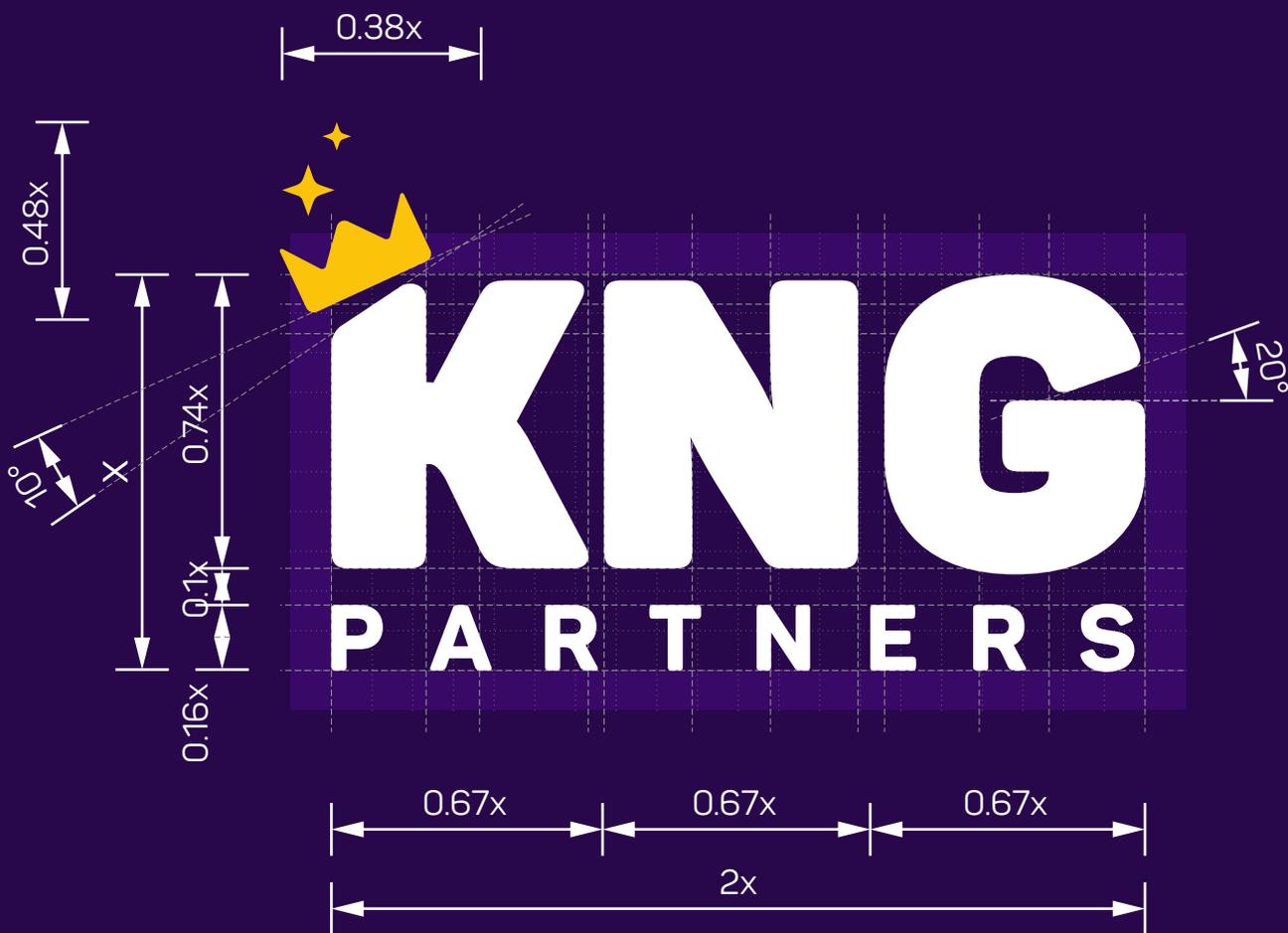
PROPORTIONS

Our iconic logo carries our name and character, acting as our signature for what makes us special and different.

We have one format of the KNG Partners logo which is made up of the crown with sparks, KNG (King abbreviation) letters and the word Partners which allow flexibility of use across different communication mediums.

All elements of the logo have been carefully designed to work together for maximum legibility. Aspect ratio 1:2 describes a perfect proportion between elements makes designs look organically beautiful & aesthetically pleasing.

Do not redraw the (crown and sparks) symbol, typeset a new wordmark, or alter the logo in any way except to scale it proportionally. Do not use the wordmark alone. It must always be locked-up with the symbol. Always use the original digital artwork, to help maintain consistency and integrity.

EXCLUSION ZONE

The exclusion zone refers to the area around a logo specifying the amount of designed clear space or containing no other graphic or text that can surround the logo. Elements that infringe on this space will be breaking the brand guidelines.

No item should be placed inside the exclusion zone. We have defined an exclusion zone to protect the logo.

Always use this clear space — or more, whenever possible — when using the logo in communications.

"x" is equal to thickness of the vertical bar of "K" letter

V Place the logo in places which has great view.
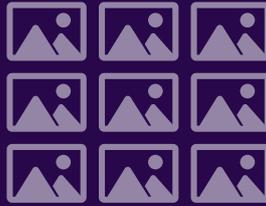
V Place logo in less crowded areas of any pictures

V Place logo at maximum contrast

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

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

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

X Do not obscure the logo with imagery that compromises its legibility

X Do not overlay logo on imagery.

X Do not use the logo twice on same picture

LOGO USAGE

The pictures shown here will give you an idea about what to do with the logos.

When placing the logo on top of a photograph/web banner/Ad, make sure that the logo is clearly visible and does not get overpowered by the background image. In some cases, using a different color variation of the logo or choosing a different photo may be necessary.

The logo should always be positioned in a prominent area and should always stand apart from its surroundings (text, graphics, visual elements, etc.).

The logo can be placed on solid color backgrounds, gradient or texture background, photos, banners, ads but make sure the proper logo is used in every application.

LOGO MISUSE

The KNG Partners logo has been designed to ensure optimal results when reproducing it at a variety of sizes across different types of media. Use the logo according to the specifications in these guidelines.

Improper use of the KNG Partners logo diminishes the impact of the brand identity and compromises our ability to protect it legally.

Take care to avoid the possible misuses of the KNG Partners logo as shown here. The only acceptable alteration of the logo is increasing or decreasing its size through proportional scaling of the original vector artwork. The following incorrect uses apply to all logo versions.

X Do not distort the logo

X Do not change the proportions of the Logo

X Do not change elements respective to each other

X Do not flip the logo

X Do not change the opacity of the logo

X Do not rotate to any angle

X Do not make the logo bolder

X Do not use holding boxes

X Do not apply gradients and shadows
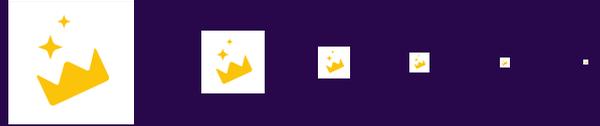
Square Logo Icon Color/White Background

Square Crown Icon Color/White Background

Rounded Square Logo Icon Color/White Background

Rounded Square Crown Icon Color/White Background

Round Logo Icon Color/White Background

Round Crown Icon Color/White Background

Logo Icon Dark Purple/Yellow Background

Crown Icon White/Yellow Background

Logo Icon Color/Dark Purple Background

Crown Icon Color/Dark Purple Background

Logo Icon Black/White background

Crown Icon Black/White background

Logo Icon White/Black Background

Crown Icon White/Black Background

OUR ICONS

KNG Partners icons are meant to be read at a glance. Two styles, Logo icon and Crown icon are supplied so you have flexibility to deploy them depending on the environment in which they will appear. Icons are the visual expression of our identity and comes in a variety of shapes (square, square with rounded corners, round) sizes and color combinations.

We've created a wide range of digital icons, designed specifically for web use, social media, app use, and mobile contexts where scale is restricted (e.g. mobile banners) or as a thumbnail. It can also be used as an acceptance mark in small or hard to read spaces.

Use an icon only when it provides additional clarity or is necessary to draw attention to a UI element. To help overcome the ambiguity that almost all icons face, a text label could be present alongside an icon to clarify its meaning in that particular context.

TYPEFACE

Our personality comes through not just in the words we use, but also in how those words look and feel.

Type is more than a design element. It articulates our message, expressing both what we say and how we say it. Modern, easy to read, and humanist, the Panton type family is closely aligned with the KNG Partners brand personality.

We use Panton Type Family as our primary type face for print and graphic executions. Panton Type Family is made up of ten weights is straightforward, allowing our messages—from the enthusiastic to the practical—to be easily understood.

The heavier weights are used primarily for headings and subheads. For small type, the lighter weights are recommended. Type should always appear in either white or black, depending on the background color. Brand colors can be used to communicate key messages, or for emphasis.

Panton Extra Black	**ABCDEFGH** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789!@#$%^&***
Panton Black	**ABCDEFGH** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789!@#$%^&***
Panton Extra Bold	**ABCDEFGH** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789!@#$%^&***
Panton Bold	**ABCDEFGH** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789!@#$%^&***
Panton Regular	ABCDEFGH ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*
Panton Light	ABCDEFGH ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*
Panton ExtraLight	ABCDEFGH ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*
Panton Thin	ABCDEFGH ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*

DARK PURPLE

Hex
#28074A
RGB
40,7,74
CMYK
82%, 84%, 41%, 74%

YELLOW

Hex
#FBC30A
RGB
251,195,10
CMYK
2%, 24%, 100%, 0%

WHITE

Hex
#FFFFFF
RGB
255,255,255
CMYK
0%, 0%, 0%, 0%

BLACK

Hex
#000000
RGB
0,0,0
CMYK
75%, 68%, 65%, 90%

BRAND COLORS

Life happens in color. Color captures passions, inspires emotions, and connects people. Contrastant and energetic, pure and beautiful, the KNG Partners colors add vibrancy to communications and are among the most recognizable and unifying elements in our visual identity.

Our primary brand colors are Dark Purple and Yellow. They are used to provide accessibility, simplicity and consistency throughout all brand communications.

Our secondary palettes of lighter and darker tints provide a wide range of supporting colors.

White and black are additional supporting colors, used for copy. White may also be used as a background color. In the majority of uses, we want strong contrast between all of the colours used.

Use RGB and HEX formulas for on-screen and digital use. CMYK builds colors are for print applications. Do not use the automated color conversion tools in your software.

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