BRANDBOOK

INTRODUCTION

BRAND OVERVIEW

Slotsjudge is a community-driven platform for gambling enthusiasts, launched in August 2017. We offer trusted slot and casino reviews, uniting fans worldwide to share insights and rewards. Our passionate team helps users make informed choices about the best slots and casinos.

MISSION STATEMENT

Our mission is to provide a reliable platform for gambling enthusiasts to find trustworthy reviews, share experiences, and earn rewards. We aim to foster a vibrant community that empowers informed gambling decisions.

VISION STATEMENT

Slotsjudge aspires to be the leading global community for slot and casino enthusiasts, providing comprehensive reviews, connecting like-minded individuals, and ensuring confident gaming decisions.

BRAND IDENTITY/LOGOTYPE USAGE

HORIZONTAL

1X SAFE ZONE

ICON

1X SAFE ZONE

VERTICAL

1X SAFE ZONE

- Always keep the safe zones around the logotype
- Favicon is made without text and with the icon only
- Do not distort the logotype
- Do not lower the opacity of the logotype
- Do not transform the logotype in any other ways
- Do not change the logotype colors and gradients
- Use a contrasted background with the logotype

ACCEPTABLE COLOR CHANGES

ALL-WHITE VERSION

ALL-RED VERSION

ALL-BLACK VERSION

- Do not change the logotype colors in any ways other than the acceptable options
- Use the all-white version on dark backgrounds only
- Use all-black version on light background only

DOWNLOAD LOGOTYPE HERE

BRAND IDENTITY/BRAND COLORS

PRIMARY

#D7181D #1B1C1F #F2F2F1

SECONDARY

#FA363B #FE4A4F #141518

SECONDARY

Indigo	Cyan	Green	Yellow	Red
500	500	500	500	500
400	400	400	400	400
300	300	300	300	300
200	200	200	200	200
100	100	100	100	100
75	75	75	75	75
50	50	50	50	50

Orange	Teal	Purple	Gray	Gray
500	500	500	900	400
400	400	400		
300	300	300		
200	200	200	800	300
100	100	100	700	200
75	75	75	600	100
50	50	50	500	50

BRAND IDENTITY/TYPOGRAPHY

Aa 123

Gilroy

PC

Text H1 PC	font-family: Gilroy; font-size: 48px; font-style: normal; font-weight: 600; line-height: 54px;
Text H2 PC	font-family: Gilroy; font-size: 40px; font-style: normal; font-weight: 600; line-height: 46px
Text H3 PC	font-family: Gilroy; font-size: 32px; font-style: normal; font-weight: 600; line-height: 38px
Text H4 PC	font-family: Gilroy; font-size: 24px; font-style: normal; font-weight: 600; line-height: 30px
Text H5 PC	font-family: Gilroy; font-size: 20px; font-style: normal; font-weight: 600; line-height: 24px;
paragraph PC 18 pt	font-family: Gilroy; font-size: 18px; font-style: normal; font-weight: 400; line-height: 30px
Tag PC 18 medium	font-family: Gilroy; font-size: 18px; font-style: normal; font-weight: 500; line-height: 30px

Mobile

Text H1 Mobile	font-family: Gilroy; font-size: 32px; font-style: normal; font-weight: 600; line-height: 38px
Text H2 Mobile	font-family: Gilroy; font-size: 28px; font-style: normal; font-weight: 600; line-height: 32px
Text H3 mobile	font-family: Gilroy; font-size: 24px; font-style: normal; font-weight: 600; line-height: 28px
Text H4 mobile	font-family: Gilroy; font-size: 20px; font-style: normal; font-weight: 600; line-height: 24px
Text H5 Mobile	font-family: Gilroy; font-size: 18px; font-style: normal; font-weight: 600; line-height: 24px
paragraph mobile 16 pt	font-family: Gilroy; font-size: 16px; font-style: normal; font-weight: 400; line-height: 28px
Tag mobile medium 16	font-family: Gilroy; font-size: 16px; font-style: normal; font-weight: 500; line-height: 28px

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