

G2E Asia Logo User-Guide

ABOUT THIS GUIDE

This guide is provided to help you understand the fundamentals of the Global Gaming Expo Asia (G2E Asia) brand and allow this brief resource to guide your use of prescribed elements and practices to create compelling communication to engage target audiences






LOGO

Use color and black versions of the logo on light backgrounds. Dark backgrounds require a reversed logo. Always give the logo safe margins equal to 50% of its height. Logos should never be stretched out of proportion, rotated or cropped.



COLOR

Four colors, one shade and white constitute the Global Gaming Expo Asia color palette. Color logo placement should only occur on Pantone Dark Blue or white backgrounds. Brief text messages may appear on color fields, however large blocks of text should appear on white backgrounds.

TYPE, BUTTON & BACKGROUNDS	TYPE, BUTTON & BACKGROUNDS	TYPE, BUTTON & BACKGROUNDS	TYPE, BUTTON & BACKGROUNDS	TYPE, BUTTON & BACKGROUNDS
				
PANTONE Dark Blue	PANTONE 367	PANTONE 299	PANTONE 425	PANTONE 425 (50%)
CMYK 100/92/7/3	CMYK 40/0/81/0	CMYK 80/18/0/0	CMYK 66/56/53/29	CMYK 31/24/25/0
RGB 0/38/154	RGB 163/213/96	RGB 0/161/224	RGB 66/69/72	RGB 162/165/154
#00269a	#a3d55f	#00a1e0	#424548	#a2a5a4

TYPOGRAPHY

Museo Sans in Open Type format . Substitute Trebuchet MS for email marketing content. Never scale type horizontally or vertically.