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BASIC ELEMENTS

## 1.1. Primary logo

STS Gaming Group is a corporate brand. The Logo construction is based on the letters 'S', 'T', and 'S', using blue gradient, letter composition and fixed angle (82 degrees).

Additionally the words 'GAMING GROUP' written in All Caps and at the same angle are included.

The height of two lines of text reading 'GAMING GROUP' is equal to the height of the letter 'S' in the 'STS' Logo.



## 1.1. Primary logo

### Primary colours

For the basic version of the logo a blue gradient is used.



RGB 0 112 225  
HEX #0070E1  
CMYK 100 50 0 0

Gradient 82°



### Caution!

*Do not attempt to construct the logo on your own.*

*Use only the electronic version.*

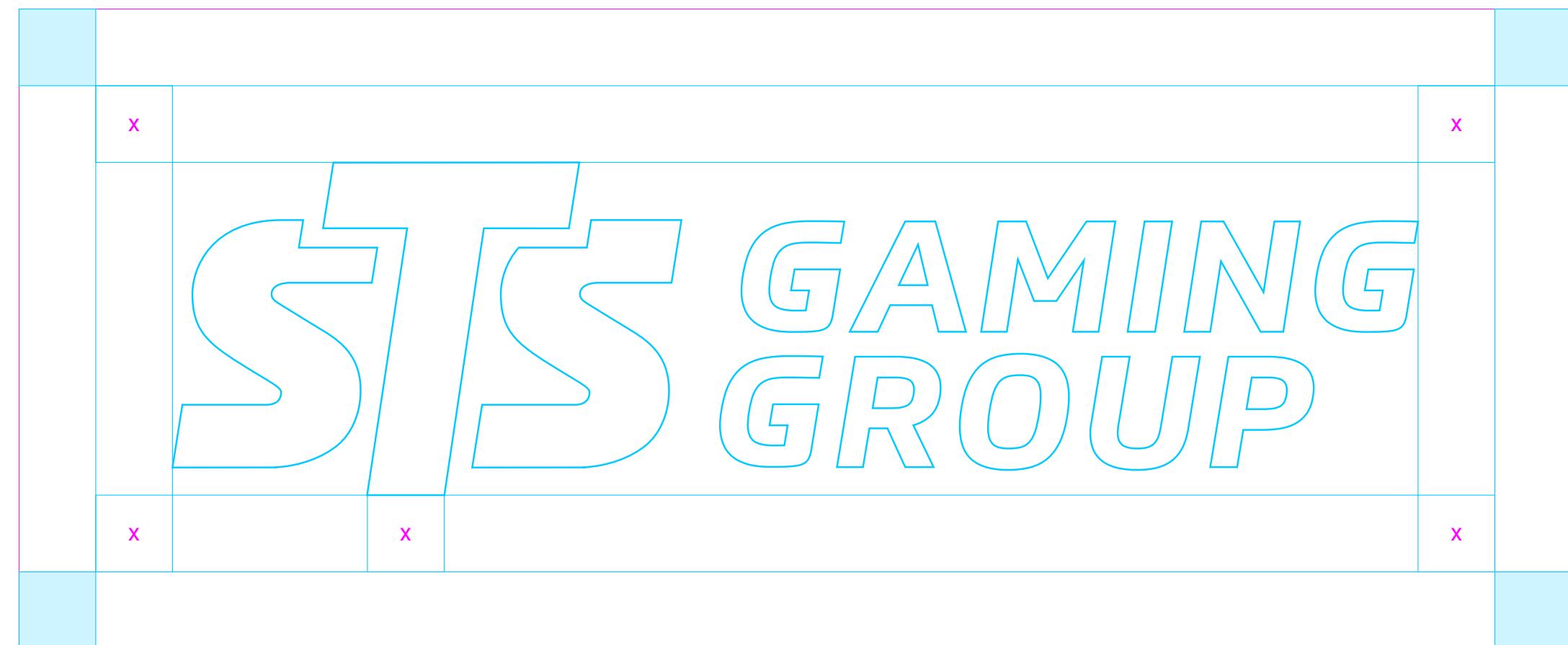
RGB 0 62 164  
HEX #003EA4  
CMYK 100 80 0 0

## 1.1. Primary logo

Logo construction, minimum  
and optimum area of isolation

The area of isolation protects the logo against the appearance within its limits of foreign graphic elements that could impair its legibility.

The protective field serves to ensure no foreign graphic elements appear too close to the logo thereby hindering readability.  
Always use the logo with a protective field. The following chart specifies the minimum logo size. In each case, however, trial tests must be carried out. The numerical value refers to the height of the character without protective field.



	Pantone	CMYK	RGB	Inne
Offset	10 mm	12 mm		
Silkscreen	20 mm			
Digital printing		12 mm		
Engraving			30 mm	
Embroidering				50 mm
Screen		48 px		

## 1.2. Achromatic logo

### Dedicated gradients

Achromatic logo comes in two colour gradients (blue, orange), or on the combination of these two gradients, divided by a slanted line. Gradient colours correspond to the basic colour palette of the STS brand.

Achromatic logo should be used for brand promotion for the most part.

TWO DEDICATED GRADIENTS



## 1.2. Achromatic logo



HEX #0070E1

CMYK 100 50 0 0

Gradient 82°

HEX #003EA4

CMYK 100 80 0 0

## 1.2. Achromatic logo



HEX #FFA500

CMYK 0 45 100 0

Gradient 82°

HEX #f57e20

CMYK 0 65 100 0

## 1.2. Achromatic logo

Application rules

The line dividing the two colour panels runs lengthwise down the middle of the letter 'T'.



## 1.3. Complementary logo

Simplified version

Simplified, flat logo.

The dark blue is a lighter shade than  
in case of the primary STS logo.

Pantone 2935C

RAL 5005

ORACAL 641 057

ORACAL 551 057



## 1.3. Complementary logo

Simplified version, Achromatic version

For a simplified version of the logo flat  
background is used.



Pantone 151C

RAL 2008

ORACAL 641 035

ORACAL 551 035



Pantone 2935C

RAL 5005

ORACAL 641 057

ORACAL 551 057

## 1.4. Monochromatic logo

**STS** GAMING  
GROUP

**STS** GAMING  
GROUP

## 1.5. Logo mark – What is prohibited!

### Prohibited

Use outlines around the letters (thin or thick)

Use Shadows

Use double-colour variants of the logo

Move the position of the line dividing colour panels

1



4



2



5



3



6



01 02 03

BRAND ASSETS

## 2.1. Brand colours

### Primary and additional colours

Basic colours are the basis of all colour combinations in brand communication, as well as in illustrations.

Supplementary colours are used only in exceptional situations described in the following brand manual.

The brand colour scheme requires the use of the colour white for counterform in compositions.

#### Basic colors

RGB 255 65 0

HEX #FFA500

CMYK 0 45 100 0

RGB 245 26 32

HEX #F57E20

CMYK 0 65 100 0

RGB 0 12 225

HEX #0070E1

CMYK 100 50 0 0

RGB 0 62 164

HEX #003EA4

CMYK 100 80 0 0



#### Additional colors

Pantone 151C

RAL 2008

ORACAL 641 035

ORACAL 551 035

Pantone 2935C

RAL 5005

ORACAL 641 057

ORACAL 551 057

RGB 43 61 92

HEX #2B3D5C

CMYK 80 60 25 47



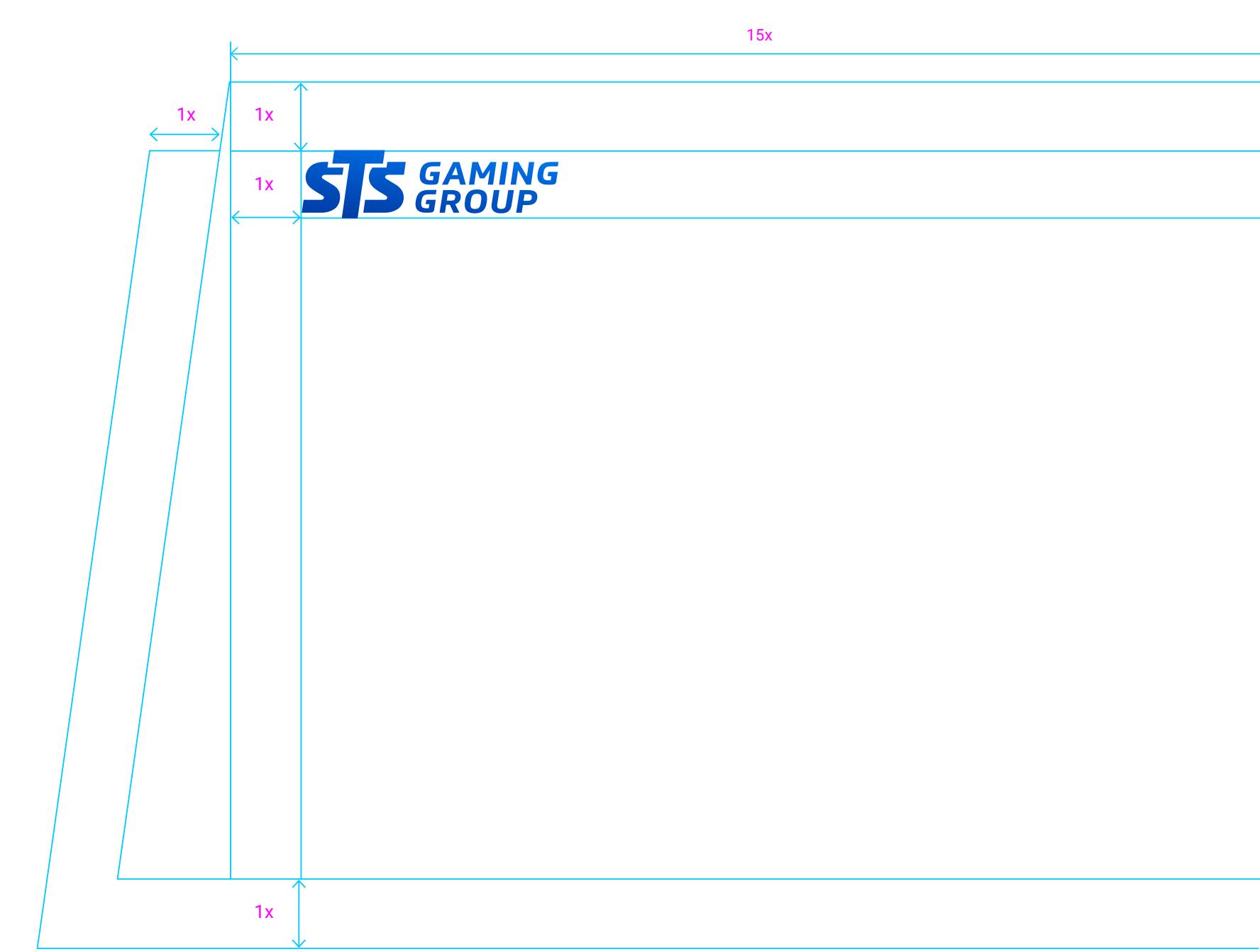
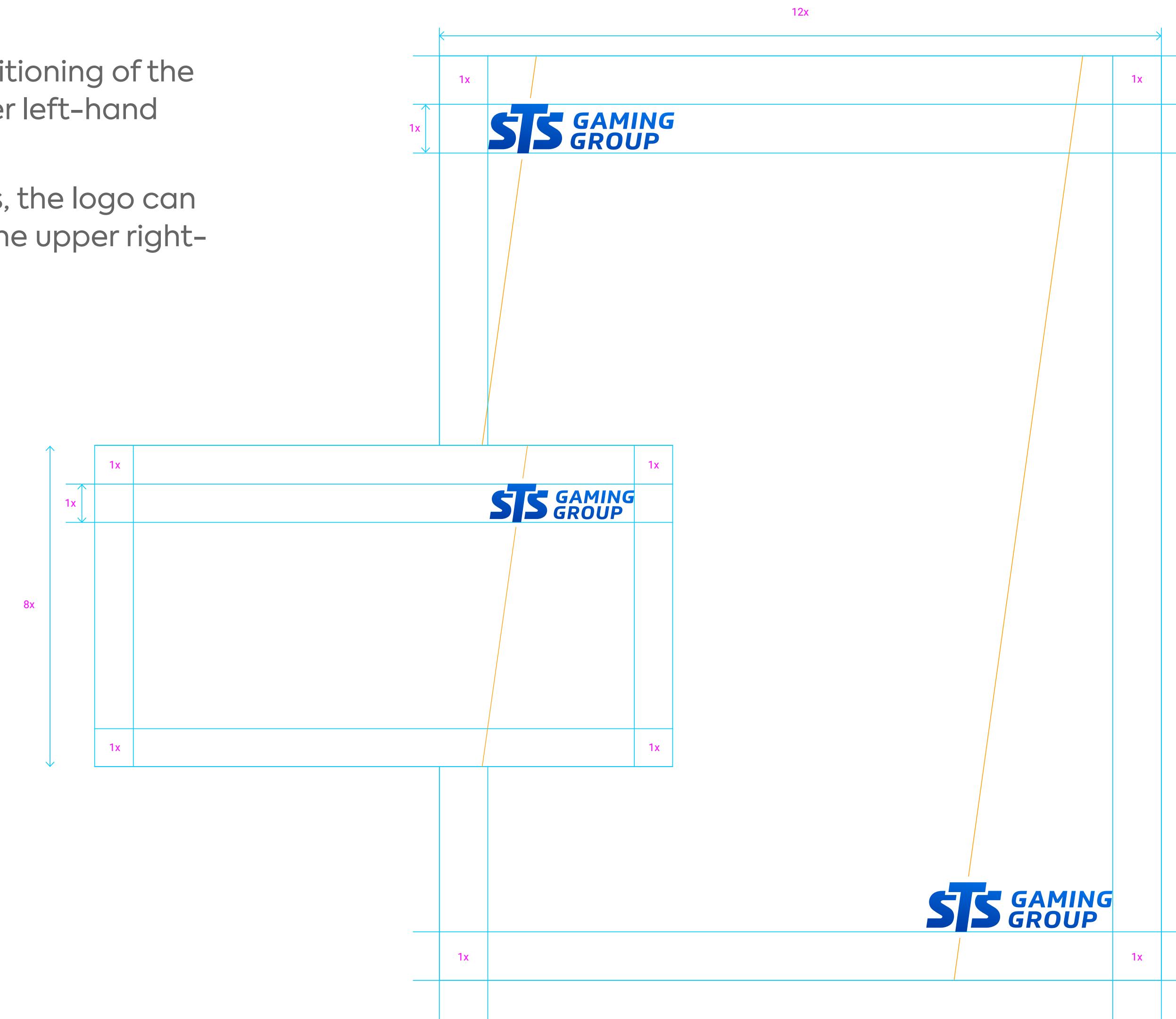
This color should be used for texts on a white background.

## 2.2. Layouts composition

### Arrangement of elements

The preferred positioning of the logo is in the upper left-hand corner.

For business cards, the logo can be positioned in the upper right-hand corner.



## 2.2. Line as brand asset

### Dividing line

An important element of the layout is the line cutting across the logo.

The slope of the line is always 82 degrees and the colour of the line is orange.



RGB 255 165 0

HEX #FFA500

CMYK 0 45 100 0

∠ 82°

## 2.2. Layouts composition

The layout composition includes a panel in one of the primary colours, with the edge slanted at 82 degrees. The logo should be positioned on the panel and its size determines the size of all other elements on the STS layout.

RGB 255 65 0

HEX #FFA500

CMYK 0 45 100 0

The layout features a blue background with a white border. In the top-left corner, the STS GAMING GROUP logo is displayed in white. Below the logo, the text "STS GAMING GROUP rekrutuje zdolnych i ambitnych" is written in large, bold, orange letters. At the bottom of the blue panel, there is a smaller text block in white. To the right of the blue panel, there is a photograph of two people in an office setting; a man in a checkered shirt is in the foreground, and a woman is visible behind him.

1x

12x

STS GAMING GROUP

**STS GAMING GROUP  
rekrutuje zdolnych  
i ambitnych**

Nasi ludzie są naszymi najmocniejszymi atutami. Przyciąganie i utrzymywanie kluczowych talentów pozwala nam na realizację naszej strategii.

## 2.2. Layouts composition

Also when colour panels are used as an additional element of the layout, the positioning of the logo in the left-hand corner determines the margins and layout of the remaining elements.

RGB 255 65 0

HEX #FFA500

CMYK 0 45 100 0

RGB 0 12 225

HEX #0070E1

CMYK 100 50 0 0



## 2.2. Layouts composition

When the logo is positioned near the slanted edge of the panel, the margins should be set x keeping with the size of the logo.

RGB 255 65 0  
HEX #FFA500  
CMYK 0 45 100 0

82°



## 2.2. Layouts composition

Layout can also be delogoed using the dividing line which is an integral part of the logo. In this case the logo should be in the bottom right-hand corner of the medium and its size, also in this case, will determine the size of the margins. It should be noted that all elements positioned near the dividing line must be angled at 82 degrees.



## 2.3. Brand Typography

### Primary font

The main brand font identification system is Axiforma Extra Bold, a modern and timeless font, the shape of which makes it possible to adjust it to different surfaces. Font can be used for titles.

**Axiforma  
ExtraBold**

Axiforma Regular

**STS gaming group  
rekrutuje zdolnych  
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## 2.3. Brand Typography

### Complementary and system font

The Roboto font can be used as a supplementary font for the identification system. It is modern and timeless, and its shape makes it fit to be used for text placed on different surfaces.

The font should be used for body text.

It should be used when we can't control the results of applying the Axiforma font, e.g. website, mobile application.

An addition to the typography is the Segoe family of system fonts.

Use it when there is no possibility of application of Axiforma fonts and Roboto.

### WINDOWS SYSTEM FONTS

#### SEGOE UI Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuWwXxYyZz  
1234567890@#\$%^&\*(){}  
\_`~!@#%^&\*(){}+=-.,;:,;`~!@#%^&\*(){}+=-.,;:,;

#### SEGOE UI Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuWwXxYyZz  
1234567890@#\$%^&\*(){}  
\_`~!@#%^&\*(){}+=-.,;:,;`~!@#%^&\*(){}+=-.,;:,;

### Roboto Bold

1234567890  
AaBbCcDdEe

### Roboto Regular

1234567890  
AaBbCcDdEe

## 2.3. Brand Typography

### The text hierarchy

The hierarchy of the text allows us to maintain the harmony and consistency of all materials where the text plays a major role.

T1 Typically, the first paragraph of T2 text immediately following the title or subtitle. It is formed with the help of the agent's degree of writing.

T1 LEAD  
2/3 height H2  
font Axiforma Regular / Roboto Regular  
leading +4 pt  
optical kerning

# H1 Titles on color

H1 TITLE  
font Axiforma Extra Bold  
leading 110%  
optical kerning, tracking 40

## H2 Subtitle

H2 SUBTITLE  
2/3 height H1  
font Axiforma Regular  
leading +4pt  
optical kerning

# Titles on white

H1 TITLE  
font Axiforma Extra Bold  
leading 110%  
optical kerning, tracking 40

## Subtitle

H2 SUBTITLE  
2/3 height H1  
font Axiforma Regular  
leading +4pt  
optical kerning

T2 This is a sample text with cutting Axiforma Regular. You can represents its fragments using the bold variety. You can also use color or color and variety at the same time. Start each paragraph without rubbing and, as far as possible.

T2 LEAD  
2/3 height H2  
font Axiforma Regular / Roboto Regular  
leading +4 pt  
optical kerning

T2 This is a sample text with cutting Axiforma Regular. You can represents its fragments using the bold variety. You can also use color or color and variety at the same time. Start each paragraph without rubbing and, as far as possible.

T2 LEAD  
2/3 height H2  
font Axiforma Regular / Roboto Regular  
leading +4 pt  
optical kerning

T3 All footnotes, notes and use of text with asterix must be legible, and yet the font size should be smaller than for body text. Therefore, use the T3 value for this type of content.

T3 FOOTNOTES AND EXPLAIN  
2/3 height T2  
font Axiforma Regular /  
Roboto Regular  
leading +4 pt  
optical kerning

## 2.4. Photo style

Isolated photos

The photo style reflects the style of the brand.

We use outlined, dramatized photos and perspective. Part of the photo always crosses the dividing line.

We suggest using colour accents from the basic colour palette in photographs.



## 2.4. Photo style

### Group photos

In group photographs people should be shown interacting. We should aim for a start-up feel.

We keep a neutral contrast balance, i.e. we desaturate the photograph by 15% and increase contrast value by 15%.



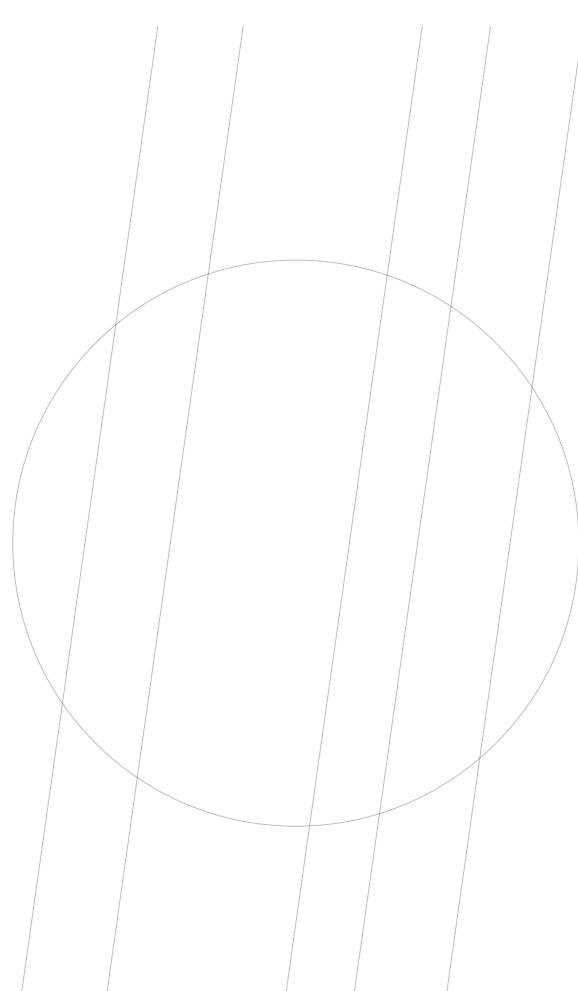
## 2.5. Illustration style

### Humanistic illustrations

In humanistic illustrations icon elements are angled at 82 degrees to achieve visual consistency.

For icon elements the gradient runs from left to right. For trousers the gradient runs from top to bottom.

We can expand the colour palette, keeping it within the brand colour range.



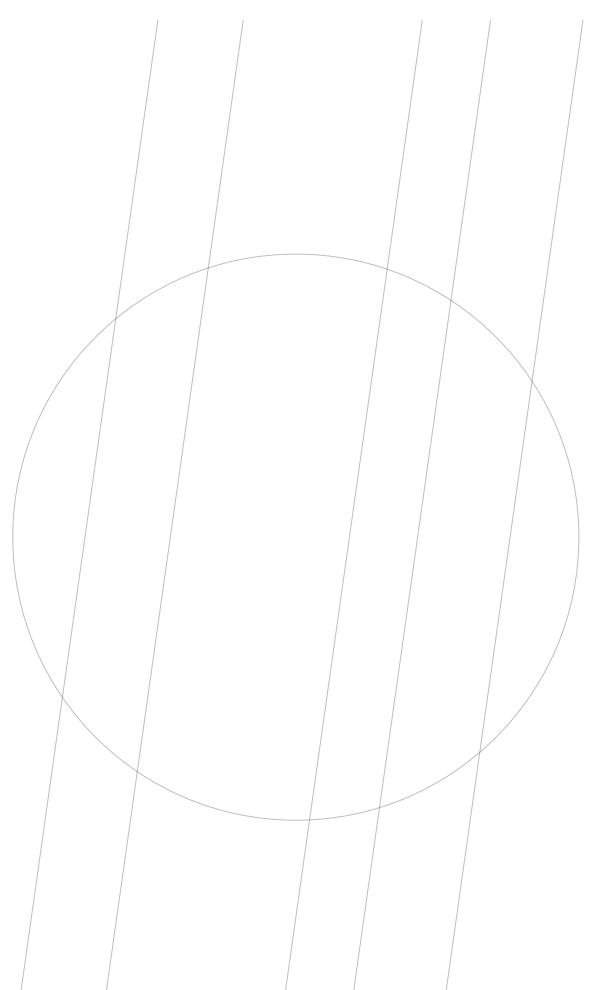
$\angle 82^\circ$



HEX #1E2850 CMYK 90 75 20 53
HEX #233577 CMYK 95 80 6 20
HEX #2F4797 CMYK 90 75 0 0
HEX #3B59A4 CMYK 85 65 0 0
HEX #7096CD CMYK 60 35 0 0
HEX #B5CBEA CMYK 33 15 0 0
HEX #E4EDF9 CMYK 12 5 0 0
HEX #FACEBF CMYK 0 25 22 0
HEX #FFA500 CMYK 0 45 100 0
HEX #FFDE3F CMYK 0 10 80 0

## 2.5. Illustration style

### Examples of use



HEX #3B59A4  
CMYK 85 65 0 0

HEX #7096CD  
CMYK 60 35 0 0

HEX #3B59A4  
CMYK 85 65 0 0

HEX #7096CD  
CMYK 60 35 0 0

HEX #FACEBF  
CMYK 0 25 22 0

HEX #7096CD  
CMYK 60 35 0 0

HEX #7096CD  
CMYK 60 35 0 0

HEX #3B59A4  
CMYK 85 65 0 0

HEX #7096CD  
CMYK 60 35 0 0

HEX #7096CD  
CMYK 60 35 0 0

HEX #B5CBEA  
CMYK 33 15 0 0

HEX #7096CD  
CMYK 60 35 0 0

HEX #E4EDF9  
CMYK 12 5 0 0

HEX #1E2850  
CMYK 90 75 20 53

## 2.5. Illustration style

### Examples of use

HEX #FFA500  
CMYK 0 45 100 0



HEX #3B59A4  
CMYK 85 65 0 0



HEX #3B59A4  
CMYK 85 65 0 0



HEX #FFDE3F  
CMYK 0 10 80 0

⋮

HEX #B5CBEA  
CMYK 33 15 0 0

⋮



01 02 03

VISUAL IDENTIFICATION  
SYSTEM

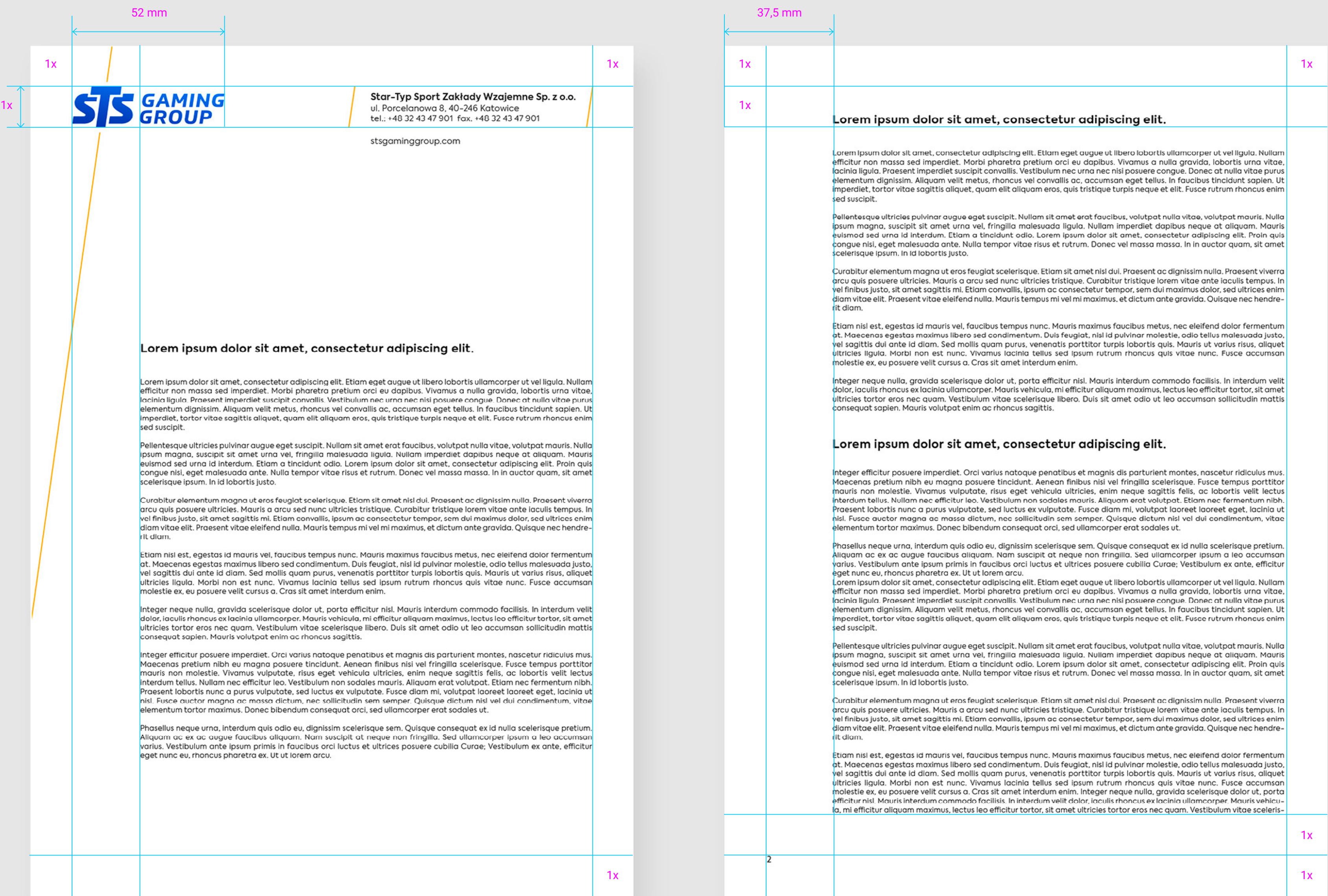
### 3.1. Corporate Stationery

Business cards 90x50mm



## 3.1. Corporate stationery

### Letterhead



## 3.2. PR materials

### Corporate folder



## 3.2. PR materials

### PowerPoint layouts

For presentation we use the three basic colours (navy blue, blue, orange) and gray for text.

We maintain the information hierarchy keeping in mind that the headline is the most important layout element.

We introduce an additional dividing line as brand asset.



# DLACZEGO STS GAMING GROUP?

Jeśli pasjonujesz się **sportem**, lubisz **gry online** i chcesz je tworzyć na komórce, jesteś we właściwym miejscu. Jeśli szukasz pracy, w której zaczekasz, aż ktoś powie ci, co masz robić, nie ma jej tutaj.

**STS Gaming Group** to grupa utalentowanych zespołów, których misją jest projektowanie zakładów sportowych, oraz mobilnych gier kasynowych dla milionów graczy w całej Europie.



## 3.2. PR materials

PowerPoint layouts



The image is a recruitment advertisement for STS Gaming Group. It features a man with glasses and a beard, wearing a yellow and blue plaid shirt and blue jeans, sitting on a large yellow beanbag chair. He is smiling and looking at a laptop. The background is split into two colors: orange on the left and blue on the right. In the top left corner of the orange section, the STS Gaming Group logo is displayed. On the right side, in large orange text, the text reads: "STS GAMING GROUP rekrutuje zdolnych i ambitnych". Below this, in smaller white text, it says: "Nasi ludzie są naszymi najmocniejszymi atutami. Przyciąganie i utrzymywanie kluczowych talentów pozwala nam na realizację naszej strategii."

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## 3.2. PR materials

PowerPoint layouts



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PowerPoint layouts

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PowerPoint layouts

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The image on the right shows a professional office setting. A man with a beard and glasses is seated at a wooden desk, focused on a laptop. Another man stands behind him, looking over his shoulder. A woman is visible in the background, also engaged in work. The office has large windows and modern furniture.

## 3.2. PR materials

PowerPoint layouts

# DLACZEGO STS GAMING GROUP?

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**STS Gaming Group** to grupa utalentowanych zespołów, których misją jest projektowanie zakładów sportowych, oraz mobilnych gier kasynowych dla milionów graczy w całej Europie.

**STS GAMING GROUP**

**STS** GAMING  
GROUP