# MYBOOKIE | DESIGN BRAND GUIDELINES

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## PRIMARY PALETTE

231F20

F18A00

## GRADIENTS

CD5127

F6981F

## ON-SITE

93D050

FFFFFF

BDBDBF

F28231

## TYPOGRAPHY

Typography is an important part of our brand and using it well helps to define the professionalism of our creative and in turn builds trust with our customers.

Type should be created in illustrator and placed into the PSD as a smart object, avoid using type in Photoshop it's not optimal and can produce less than stellar results when exported.

The headline font is TUNGSTEN CONDENSED BOLD with the horizontal width set to 130%, this gives us a semi-custom version of the typeface that is unique and does not look distorted - sometimes it's ok to break the rules if the result are good.

For text and smaller size assets the font is MONTSERRAT which is consistent with our website highly legible even at small sizes.

In general we need to pay close attention to the fundamentals of type; leading, tracking, kerning - these are very important details in the overall graphic direction of **MYBOOKIE**.

**HEADLINES - TUNGSTEN CONDENSED BOLD (HORIZONTAL WIDTH @130%)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**HEADLINES - TUNGSTEN CONDENSED MEDIUM (HORIZONTAL WIDTH @130%)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**TEXT - MONTSERRAT BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

**TEXT - MONTSERRAT MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Character

Tungsten Condensed

Bold

21 pt | 21 pt

Auto | 0

100% | 130%

0 pt | 0°

English: USA | None
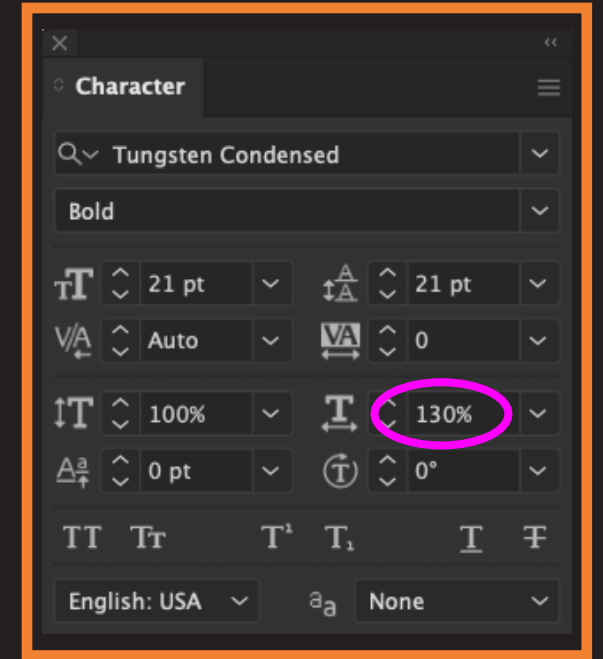
# $1000

MAKE THE DOLLAR SYMBOL FLUSH WITH THE NUMBERS.
REDUCE THE SIZE AND OFFSET BASELINE.

Our CTAs are an essential part of our brand DNA and they must always follow the set guidelines. The CTA file contains our most commonly used text. When a new CTA is needed follow the instructions found with in the file precisely.

For banners being used on-site the CTA button must always stay in the same position on the Y axis, must always be the same size and stay the same color. It should never be obstructed or tampered with any kind of decoration and ideally placed on part of the banner where it will stand out. We can add a small amount of shadow under it when needed but it should done with restraint and not be overly obvious.

EDIT ME

FONT: MONTSERRAT BOLD 25 PT

OPTICAL TRACKING +5

BUTTON: 52px HEIGHT

20px PADDING LEFT AND RIGHT

CORNER RADIUS 8px

COLOR: 76bc43

DUPLICATE THIS LAYER
AND OUTLINE TEXT
MAKE SURE CENTERED VERTICALLY & HORIZONTALLY

Layers

> JOIN FREE
> JOIN NOW
> RELOAD NOW
> BET NOW
> REFER NOW
> DEPOSIT NOW
> ENTER NOW
> PLACE BETS
> LEARN MORE
> VIEW ODDS
> CLAIM DEAL
> CLAIM GIFT
> BET LIVE NOW
> MAKE PICKS
> EDITABLE & SPECS

15 Layers

NFL
SZN

PATRICK
MAHOMES

Strong sports imagery is the foundation of our creative campaigns and onsite assets, we should strive to always use the best possible images available and to then process them expertly after. Authenticity is a big part of our philosphy when using images, therefore we should avoid using overly stock looking images, such as fake CGI stadiums, any kind of clip art and exagerrated expressions on lifestyle images.

## IMAGES

Cropping athletes for professional sports marketing campaigns should ideally be done by creating a clipping path with the pen tool. It is best to avoid using the magic wand tool, the quick selection tool or the select subject feature, they are not the right tools for the job. It takes about 8-12 minutes to crop a player using this technique and it contributes greatly to the overall professionalism of the creative.

Before adjusting the image, it should made into a smart object. Image adjustments should only be done using a non-destructive method such as adjustment layers or ideally Adobe Camera Raw.

What we are looking to achieve in our imagery are clear, properly exposed images that are sharp, don't look too dark or have color cast from the stadium or arena lighting.  Basic steps would be adjusting the exposure, the white balance, bringing up the shadows, bringing down highlights, adding a bit of contrast, vibrance, clarity and sharpness.

# IMAGES – DO'S & DON'TS



- **CLIP ART / FAKE LOOKING STOCK IMAGES**
- **FLYING MONEY - REPRESENTS LOOSING**
- **PLAIN WHITE BACKGROUND**
- **DULL LOOKING GRADIENT ON TEXT**
- **INCORRECT TYPOGRAPHY**

- **COMPOSITION USING REAL ATHLETES**
- **SHOW THE MONEY REALISTICALLY - FIRST PERSON POSSESION**
- **TEXTURED WHITE BACKGROUND**
- **VIBRANT GRADIENTS**
- **TYPOGRAPHY FOLLOWING BRAND TYPOGRAPHIC RULES**

## IMAGES – DO'S & DON'TS



- CONCEPT IS OVERLY BUSY, WITH TEXT COVERING IMAGES
- TOO MUCH DROP SHADOW ON TEXT
- "UP TO" IS TOO BIG, TAKING AWAY FROM DOLLAR AMOUNT
- EXPRESSIONS ON ATHLETES IS AMBIGUOUS
- DULL ORANGE SPLATERS
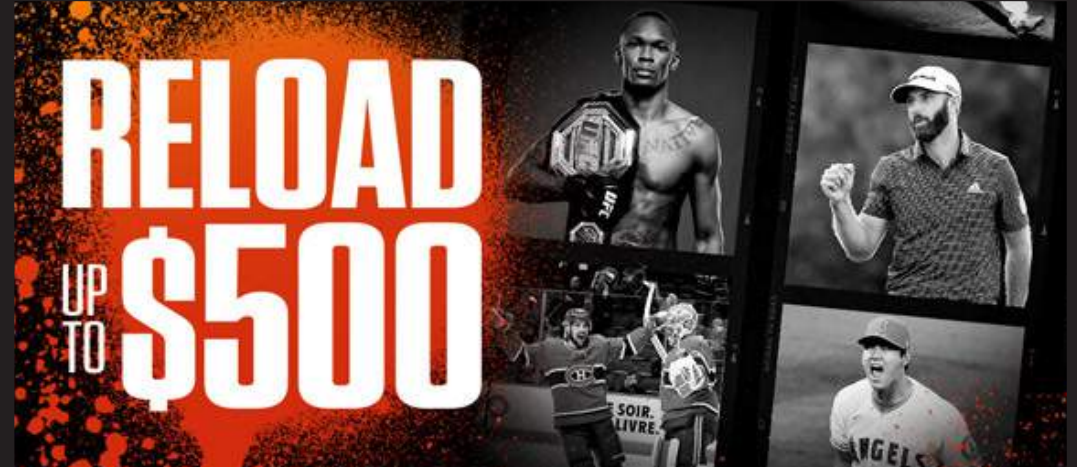
- CONCEPT IS CLEAN AND EASY TO UNDERSTAND
- TEXT & IMAGES ARE CLEAR AND EASY TO READ
- "UP TO" IS DISCRETE KEEPING FOCUS ON DOLLAR AMOUNT
- ATHLETES IMAGES PORTRAY WINNING AND CONFIDENCE
- VIBRANT ORANGE SPLATTERS

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