EveryMatrix

Brand Guidelines
2024

Brand guidelines are essential for ensuring that our brand is consistent, clear and true to its values. These are the fundamental elements of our identity.

Table of contents

About Us

EveryMatrix delivers iGaming software, solutions, content and services for casino, sports betting, payments, and affiliate management to global Tier 1 operators as well as to newer brands. The platform is highly modular, scalable, and compliant, allowing operators to choose the optimal EveryMatrix solution and combine with third-party and in-house technology and capabilities.

EveryMatrix empowers clients to unleash bold ideas and deliver outstanding player experiences in regulated markets. The company has 950+ employees across 13 countries and serves 300+ customers worldwide, including the regulated U.S. market.

EveryMatrix is a member of the World Lottery Association (WLA) and European Lotteries Association. In September 2023 it became the first iGaming supplier to receive WLA Safer Gambling Certification.

EveryMatrix is proud of its commitment to safer gambling and player protection whilst producing market leading gaming solutions.

Brand Values:

- Ambitious - We are showing a strong desire and determination to succeed
- Motivated - We carry all our projects to completion
- Competent - We have the necessary skills to successfully finish every project
- Confident - We rely on our skills and strengths to handle whatever comes up and are always ready for new challenges
- Determined - We keep moving despite obstacles in our path to achieving our goals

Tone of voice:

Informational, assertive, ready to help, clear and relaxed.

Brand purpose:

We deliver the best iGaming software, solutions, content and services in casino, sports betting, payments, and affiliate management, to Tier-1 operators and challenger brands.

Brand vision:

We empower clients to unleash bold ideas and deliver outstanding player experiences in regulated markets. We help other companies become remarkable through our work and passion for everything we do.

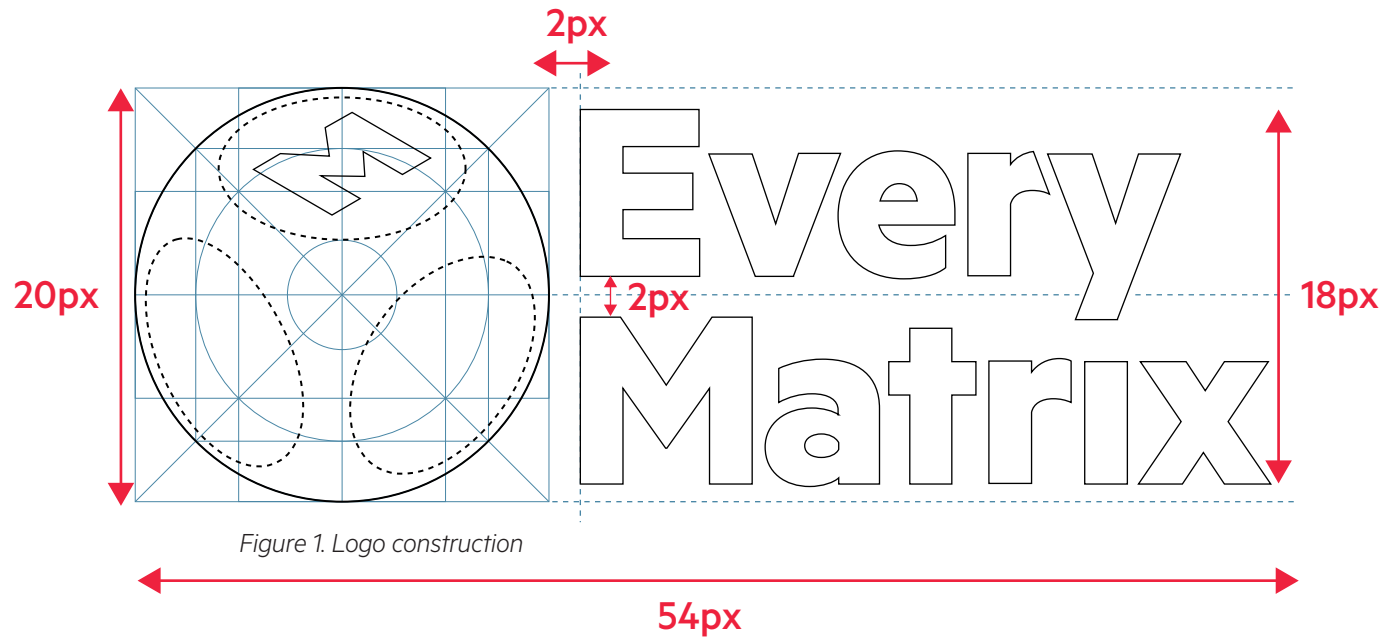# Brand Logo

2px

20px

2px

18px

Figure 1. Logo construction

54px

Figure 2. Final Logo version

EveryMatrix Logo

The EveryMatrix logo is comprised of a representative symbol and the company's name, which should always be written in a single word, capitalizing the letters E and M.

The Symbol – The symbol of the logo is a dice with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice.

The letter – M was chosen for the upper surface to symbolize the matrix mathematical element and as a reference to the modularity of our platform. Just like a matrix, our service consists of multiple standalone products that work together or individually.

The Text - A modern geometric typeface – Metric, was chosen for the EveryMatrix text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and/or rectangles - showing that nothing about this product was left to chance.

The color - The EveryMatrix logo green color - PMS 7739 C, was designed to pull together all the elements into one coherent representation. It is a dominant color in nature, inspiring growth.

EveryMatrix

HEX	#23b04e
RGB	35, 176, 78
CMYK	75, 0, 87, 0
Pantone	2270 C

Download logo kit

Any logo lockup not according to the specified minimum size and clear space shouldn't be used.

20px

Logo minimum size.

X/2 X/2

X

X/2 X/2

Minimum Logo clear space.

Everything is possible.

EveryMatrix
Everything is possible.

Our company's tagline should always be written using the Metric font, Thin.

Use the tagline as a single sentence, or together with the logo. When combining the tagline with the logo, the tagline should be positioned under the logo in all instances.
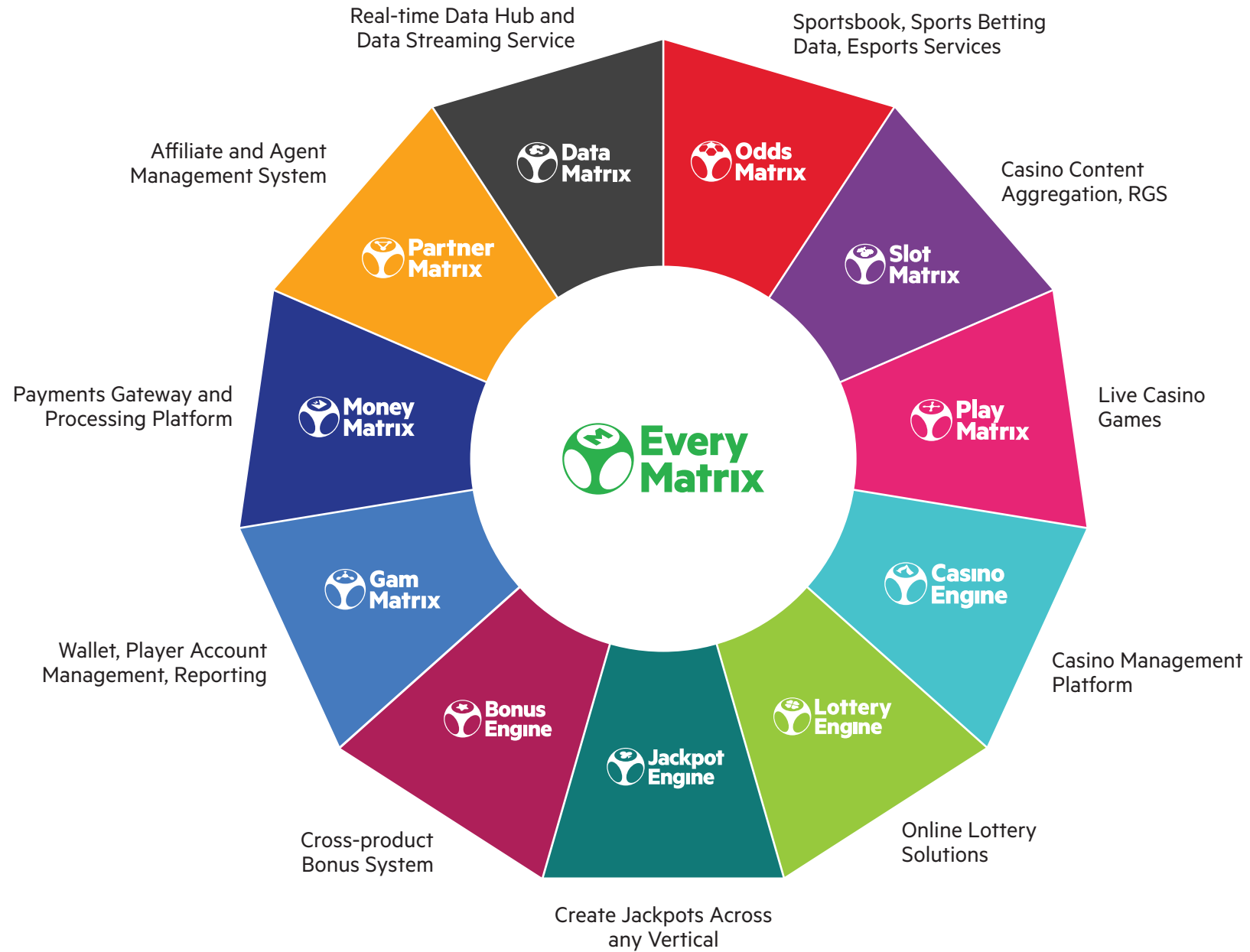
Logo lockups not according to the specification shouldn't be used.

Real-time Data Hub and Data Streaming Service

Sportsbook, Sports Betting Data, Esports Services

Affiliate and Agent Management System

Casino Content Aggregation, RGS

Payments Gateway and Processing Platform

Live Casino Games

Wallet, Player Account Management, Reporting

Casino Management Platform

Cross-product Bonus System

Online Lottery Solutions

Create Jackpots Across any Vertical

Data Matrix
Odds Matrix
Partner Matrix
Slot Matrix
Money Matrix
Play Matrix
Gam Matrix
Casino Engine
Bonus Engine
Lottery Engine
Jackpot Engine

EveryMatrix

CasinoEngine Logo

The CasinoEngine logo is comprised of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters C and E.

The Symbol - The symbol of the logo is a dice symbol with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. The lucky number 7 (seven) was chosen for the upper surface as a representative icon of the slots, and a reference to the combination of three 7 (777) on slots in casinos and gambling houses that usually brings the largest cash prizes.

The Text - A modern geometric typeface – Metric, was chosen for the CasinoEngine text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and rectangles - showing that nothing about this product was left to chance.

The color - The CasinoEngine logo turquoise color - PMS 319 C, was designed to pull together all the elements into one coherent representation, and inspire clarity, balance, harmony and universality, a bridge between the classical casino and the digital era.

22px

Logo minimum size.

X/2

X/2

X

X/2

X/2

Minimum Logo clear space.

CasinoEngine

HEX	#2dccd2
RGB	45, 204, 210
CMYK	65, 0, 24, 0
Pantone	319 C

Download logo kit

20px

Logo minimum size.

X/2   X/2

X

X/2   X/2

Minimum Logo clear space.

OddsMatrix Logo

The OddsMatrix logo is comprised of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters O and M.

The Symbol - The symbol of the logo is a dice symbol with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. The soccer ball pattern was chosen for the upper surface as a representative icon of sports.

The Text - A modern geometric typeface – Metric, was chosen for the OddsMatrix text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and rectangles - showing that nothing about this product was left to chance.

The color - The OddsMatrix logo red color - PMS 185 C, was designed to pull together all the elements into one coherent representation, and inspire action, energy, passion, a bridge between the sports betting and the digital era.

OddsMatrix

HEX   #e4002b
RGB   228, 0, 40
CMYK   0, 100, 81, 0
Pantone   185 C

Download logo kit

20px **Gam Matrix**

Logo minimum size.

X/2   X/2

X

X/2   X/2

Minimum Logo clear space.

GamMatrix Logo

The GamMatrix logo is comprised of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters G and M.

The Symbol - The symbol of the logo is a dice with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. A symbolic atom was chosen for the upper surface as a representative icon of the flexibility and scalability of the platform.

The Text - A modern geometric typeface – Metric, was chosen for the GamMatrix text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and rectangles - showing that nothing about this product was left to chance.

The color - The GamMatrix logo blue color - PMS 2727 C, was designed to pull together all the elements into one coherent representation, and inspire versatility and authority, a bridge between player management and the digital era.

GamMatrix

HEX	#307fe2
RGB	48, 127, 226
CMYK	77, 48, 0, 0
Pantone	2727 C

Download logo kit

20px

Logo minimum size.

X/2

X/2

X

X/2

X/2

Minimum Logo clear space.

PartnerMatrix Logo

The PartnetMatrix logo is comprised of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters P and M.

The Symbol - The symbol of the logo is a dice with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. The linked triangle was chosen for the upper surface as a representative icon of linking together management, integration, and analysis.

The Text - A modern geometric typeface – Metric, was chosen for the PartnerMatrix text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and/or rectangles - showing that nothing about this product was left to chance.

The color - The PartnerMatrix logo orange color - PMS 137 C, was designed to pull together all the elements into one coherent representation, inspiring change and determination, the key elements of a succesfull B2B collaboration.
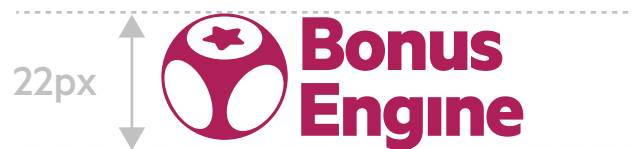
PartnerMatrix

HEX   #faa200
RGB   250, 162, 0
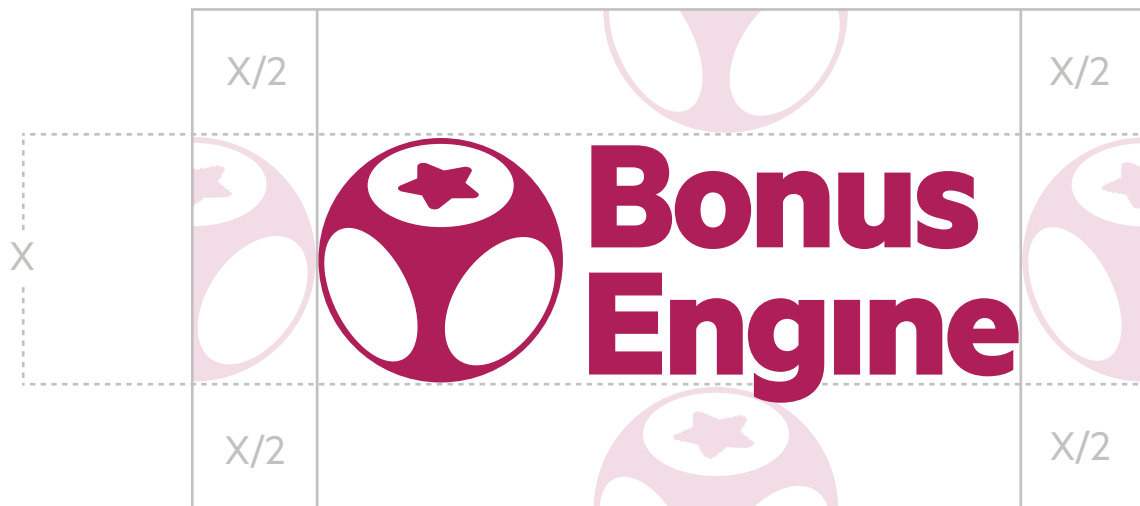CMYK   0, 43, 94, 0
Pantone   137 C

Download logo kit

22px

Logo minimum size.

X/2

X/2

X

X/2

X/2

Minimum Logo clear space.

BonusEngine Logo

The BonusEngine logo is comprised of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters B and E.

The Symbol - The symbol of the logo is a dice with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. The star was chosen for the upper surface as a representative icon of bonus, achievement, and stardom.

The Text - A modern geometric typeface – Metric, was chosen for the Bonus Engine text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and/or rectangles - showing that nothing about this product was left to chance.

The color - The BonusEngine logo color is a medium dark shade of magenta - PMS 215 C; which was designed to pull together all the elements into one coherent representation, and inspire creativity, youth, fun and excitement.
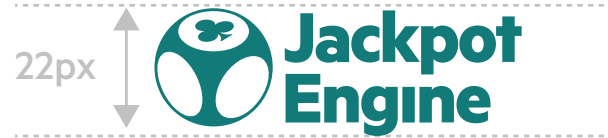
BonusEngine

HEX	#ad1457
RGB	173, 20, 87
CMYK	23, 99, 35, 15
Pantone	215 C

Download logo kit

22px

Logo minimum size.

X/2

X/2

X

X/2

X/2
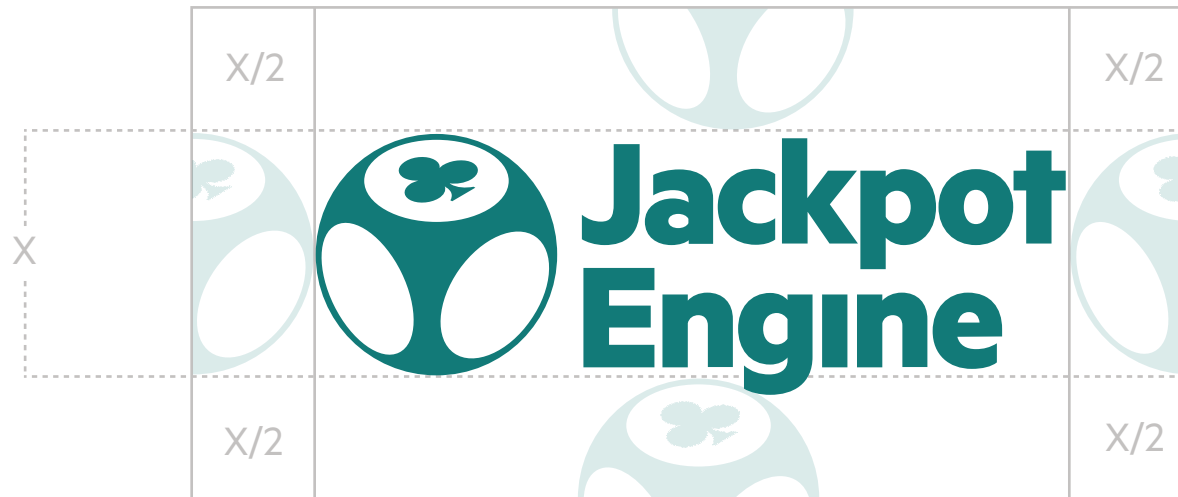
Minimum Logo clear space.

JackpotEngine Logo

The JackpotEngine logo is comprised of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters J and E.

The Symbol - The symbol of the logo is a dice with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. The clubs were chosen for the upper surface as a representative icon of luck, prize, and gambling.

The Text - A modern geometric typeface – Metric, was chosen for the JackpotEngine text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and/or rectangles - showing that nothing about this product was left to chance.

The color - The JackpotEngine logo color is a medium dark shade of cyan - PMS 7718 C, was designed to pull together all the elements into one coherent representation, inspiring relaxation and calmness.

JackpotEngine

HEX	#117977
RGB	17, 121, 119
CMYK	86, 34, 52, 12
Pantone	125-16 C

Download logo kit

SlotMatrix Logo

The SlotMatrix logo is comprised of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters S and M.

The Symbol - The symbol of the logo is a dice with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. The classic slot fruit icon was chosen for the upper surface to emphasize that we provide the necessary means to distribute and manage proprietary game product portfolios.

The Text - A modern geometric typeface – Metric, was chosen for the SlotMatrix text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and/or rectangles - showing that nothing about this product was left to chance.

The color - The SlotMatrix logo purple color - PMS 7662 C, was designed to pull together all the elements into one coherent representation, and inspire fun and creativity, a bridge between the classical slots and the digital era.

20px

Logo minimum size.

X/2   X/2

X

X/2   X/2

Minimum Logo clear space.

SlotMatrix

HEX	#7b3a8e
RGB	123, 58, 142
CMYK	63, 87, 0, 0
Pantone	7662 C

Download logo kit

MoneyMatrix Logo

The MoneyMatrix logo is comprised of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters M and M.

The Symbol - The symbol of the logo is a dice with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. The crown was chosen for the upper surface as a symbol of empowerment through flexible, simplified, and accessible online payments.

The Text - A modern geometric typeface – Metric, was chosen for the MoneyMatrix text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and rectangles - showing that nothing about this product was left to chance.

The color - The MoneyMatrix logo blue color - PMS Dark Blue C, was designed to pull together all the elements into one coherent representation, and inspire wealth, expertise, and stability, a bridge between the payment methods and the digital era.

20px

Logo minimum size.

X/2   X/2

X

X/2   X/2

Minimum Logo clear space.

MoneyMatrix

HEX   #00239c
RGB   0, 35, 156
CMYK   100, 87, 11, 1
Pantone 137 C

Download logo kit

DataMatrix Logo

The DataMatrix logo is composed of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters D and M.

The Symbol – The symbol of the logo is a dice with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. A cloud was chosen for the upper surface as a representative icon of a central hub that houses an influx of data which can be integrated with other systems.

The Text - A modern geometric typeface – Metric, was chosen for the MoneyMatrix text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and rectangles - showing that nothing about this product was left to chance.

The Color – The black color - PMS Process Black – was designed to pull together all the elements into one powerful representation of the flow of information.

20px

Logo minimum size.

X/2   X/2

X

X/2   X/2

Minimum Logo clear space.

DataMatrix

HEX	#404040
RGB	0,0,0
CMYK	0,0,0,100
Pantone	19-0303 TCX

Download logo kit

PlayMatrix Logo

Logo minimum size.

Minimum Logo clear space.

The PlayMatrix Logo is comprised of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters P and M.

The Symbol – A dice symbol with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. A roulette wheelhead was chosen for the upper part of the dice as a representative of live casino games.

The Text – A modern geometric typeface – Metric, was chosen for the PlayMatrix text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and rectangles – showing that nothing about this product was left to chance.

The Color - The PlayMatrix logo pink color - PMS P 80-8 C, was designed to pull together all the elements into one coherent representation and inspire the excitement, sophistication, and immersion that are synonymous with the live casino gaming experience.
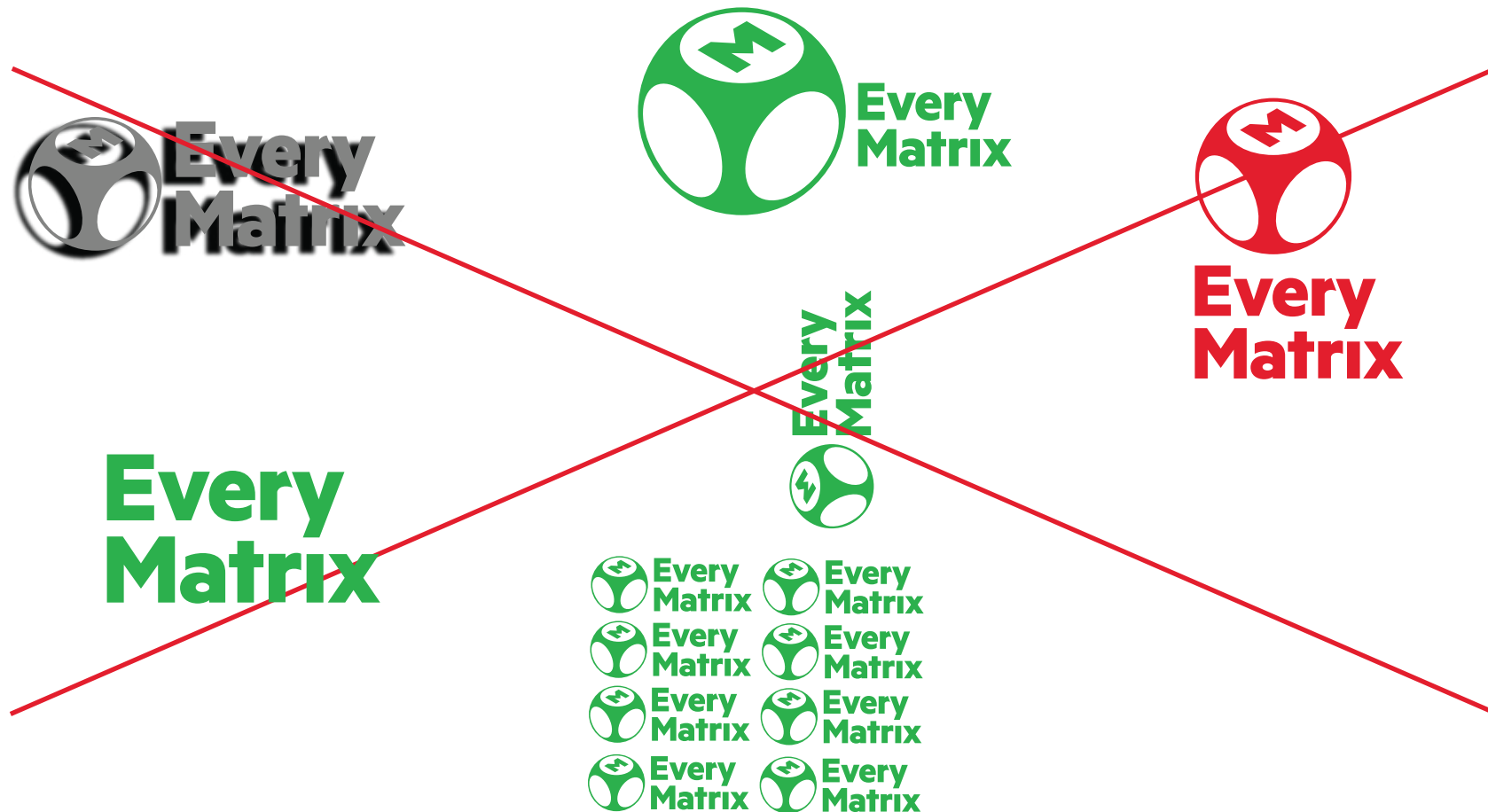
PlayMatrix

|	
HEX	#E82375
RGB	232,35,117
CMYK	2,97,25,0
Pantone	P80-8C

Download logo kit

Do Not:

- Create your own version of any part of the logo, including the type

- Create a sub-brand version without consulting the marketing team

- Utilize any other colour than the associated type - with the exception of the Layout Logo

- Rotate the logo in any layout

- Apply a background colour or tint to the logo

- Stretch or compress the logo artwork

- Place more than one Icon in a single layout or surface

- Insert any other asset, element, or image into the logo
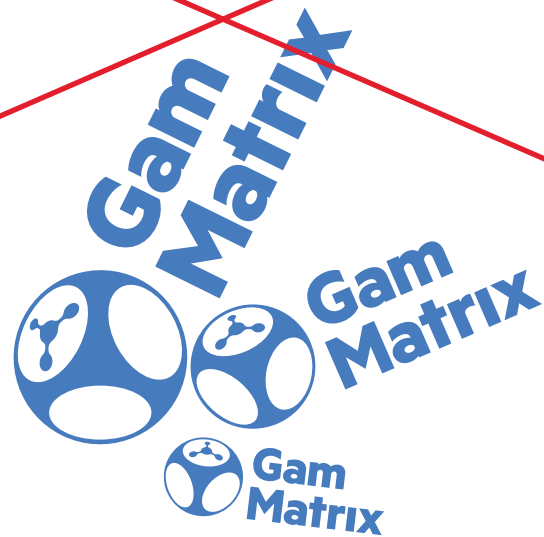
Do Not:

- Alter any of the Products logos in any way

- Animate, color, rotate, skew, or apply effects to the logo

- Separate the elements

- Create the logo yourself, change the font, or alter its size or proportions

- Move or remove the product symbol or name

- Apply any effects

- Rotate the logo

- Skew or attempt to make the logo 3-dimensional in any way

- Make a pattern or texture out of the logo

- Alter the transparency of the logo

- Recolor the logo

Gam Matrix

Slot Matrix

Money Matrix

Casino Engine

Gam Matrix

Gam Matrix

Gam Matrix

Brand Colors

EveryMatrix

HEX	#23b04e
RGB	35, 176, 78
CMYK	75, 0, 87, 0
Pantone	2270 C

OddsMatrix

HEX	#e4002b
RGB	228, 0, 40
CMYK	0, 100, 81, 0
Pantone	185 C

GamMatrix

HEX	#307fe2
RGB	48, 127, 226
CMYK	77, 48, 0, 0
Pantone	2727 C

CasinoEngine

HEX	#2dccd2
RGB	45, 204, 210
CMYK	65, 0, 24, 0
Pantone	319 C

BonusEngine

HEX	#ad1457
RGB	173, 20, 87
CMYK	23, 99, 35, 15
Pantone	215 C

JackpotEngine

HEX	#117977
RGB	17, 121, 119
CMYK	86, 34, 52, 12
Pantone	125-16 C

PartnerMatrix

HEX	#faa200
RGB	250, 162, 0
CMYK	0, 43, 94, 0
Pantone	137 C

MoneyMatrix

HEX	#00239c
RGB	0, 35, 156
CMYK	100, 87, 11, 1
Pantone	137 C

DataMatrix

HEX	#404040
RGB	0,0,0
CMYK	0,0,0,100
Pantone	19-0303 TCX

SlotMatrix

HEX	#7b3a8e
RGB	123, 58, 142
CMYK	63, 87, 0, 0
Pantone	7662 C

PlayMatrix

HEX	#E82375
RGB	232, 35, 117
CMYK	2, 97, 25, 0
Pantone	P80-8C

LotteryEngine

HEX	#96C83C
RGB	150,200,60
CMYK	50,0,87,0
Pantone	7488 C

There are three colour variants that can be applied to the EveryMatrix logo, depending on the background upon which the logo will be used.

Each EveryMatrix product has its own colour code that must be used in all instances. In the case of the product's logo matching the colour of the background, a white/black logo can be used instead.

Do not alter the colours of the EveryMatrix logo, or any of the product logos. Only use the specific color code. Do not mix and match or use different shades of colours.

Typography

Metric

Primary Font

Our primary font is Metric.
It is used for all graphic communication, from prints to banners on our website.

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlklmnopqrstuvwxyz
1234567890

Calibri

Secondary Font

Calibri is our secondary font used in official documents and presentations.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlklmnopqrstuvwxyz
1234567890

Iconography

05 / Icon Set for Visual Communication
EveryMatrix Brand Guidelines

An example of the icon style we use for our visual communication. These icons have subtle characteristic cues that appear on the outer edges of the shape. Because of this, an outline style makes those cues easier to notice.

If there is already an icon made signifying something, you must use that icon.

No new icons can be introduced when there is an existing one signifying the same thing.

You cannot just create an icon and use it. New icons must be vetted through our design team.

Successful icon design is subjective, so having an design team that is tasked with managing them is the most sure way of guaranteeing consistency.

Corporate templates

John Doe
Graphic Designer

✉ johndoe@everymatrix.com

Ⓢ john.doe

📞 456 8939 8077

in john.doe

📍 4 Tudor Arghezi Street, District 2, 020944, Bucharest, Romania

This message is for the designated recipient only and may contain privileged, proprietary, or otherwise private information. If you have received it in error, please notify the sender immediately and delete the original. Any other use of the email by you is prohibited. Also, please think twice before printing this out - you do want to preserve our resources, right?

Aside from filling in your contact information, do not alter the layout of the signature in any way, including adding/changing colours, changing the font, etc.

[Document Name]

[Document Summary]

[SELECT DATE]

Contents

Title...3
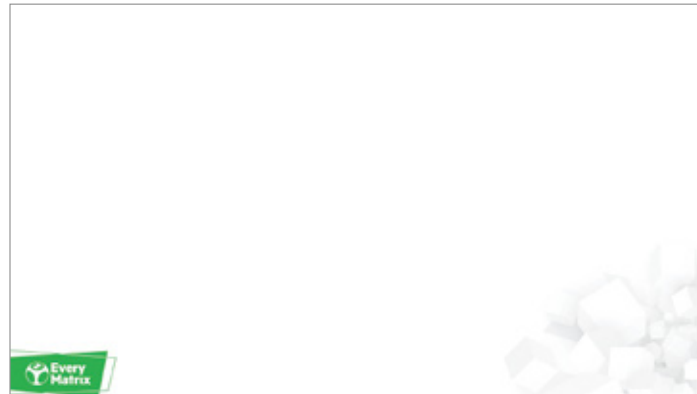
Title

Text
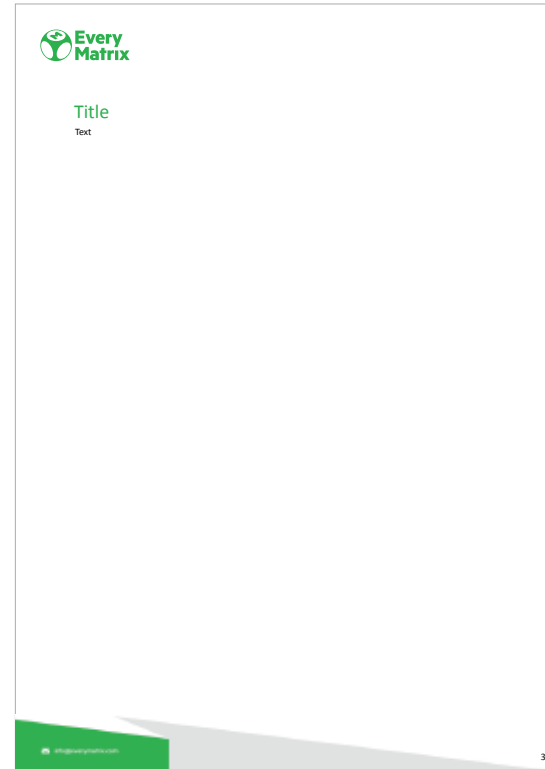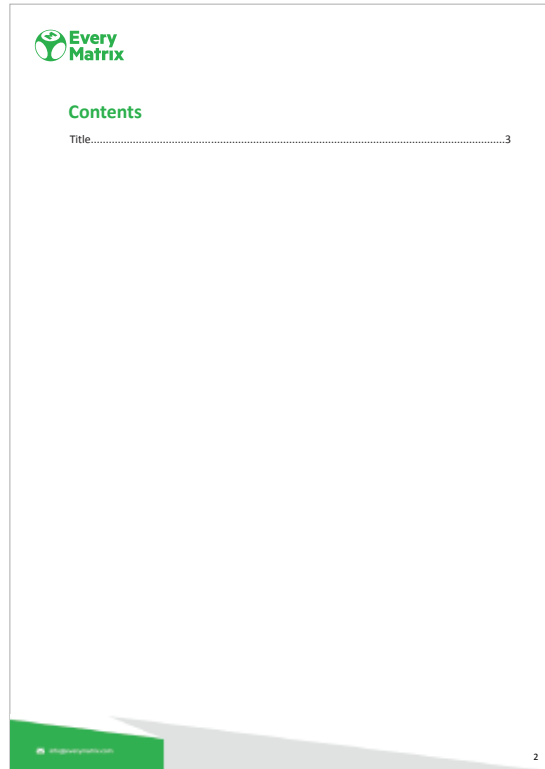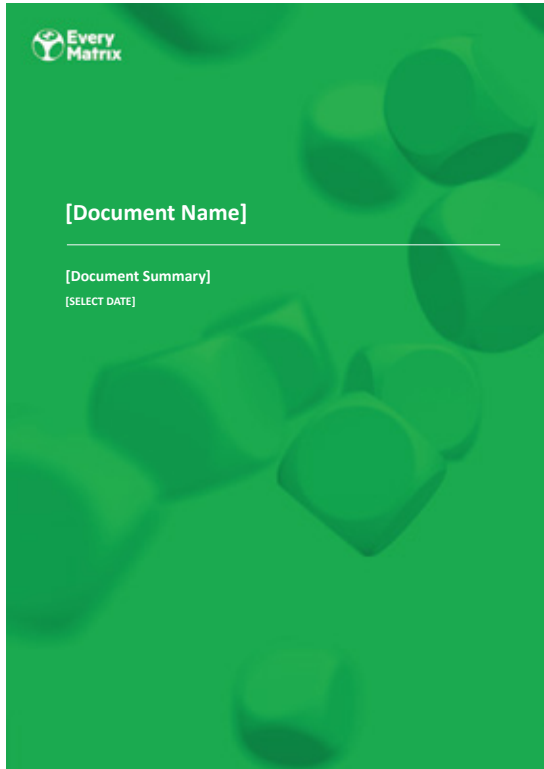
Aside from filling in with your information, do not alter the layout of the Word template in any way, including adding/changing colours, changing the font, etc.

Each product from our line-up will have it's own Word template similar with this one.
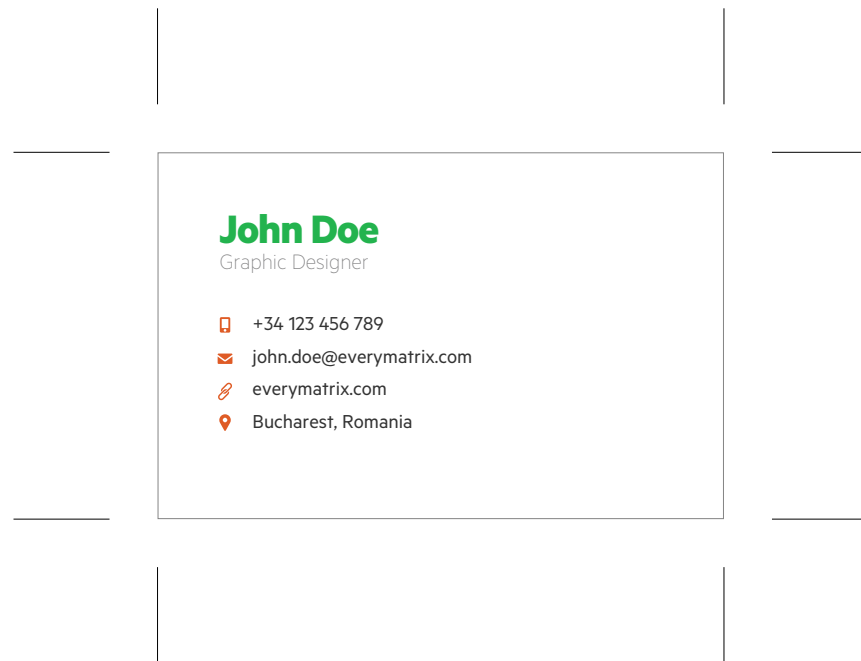
Aside from filling in with your information, do not alter the layout of the Powerpoint template in any way, including adding/changing colours, changing the font, etc.

Each product from our line-up will have it's own Powerpoint template similar with this one.

Never modify the information on the business cards. Always contact the design team for any change needed.

John Doe
Graphic Designer

+34 123 456 789
john.doe@everymatrix.com
everymatrix.com
Bucharest, Romania

Every Matrix

Branded merchandise

The correct use of the company logo an colors on branded merchandise.

The correct use of the company logo an colors on branded merchandise.

Here's an example of an incorrect use of our logo and colors on branded merchandise.

Always contact the design team for approval and new designs for future branded merchandise.
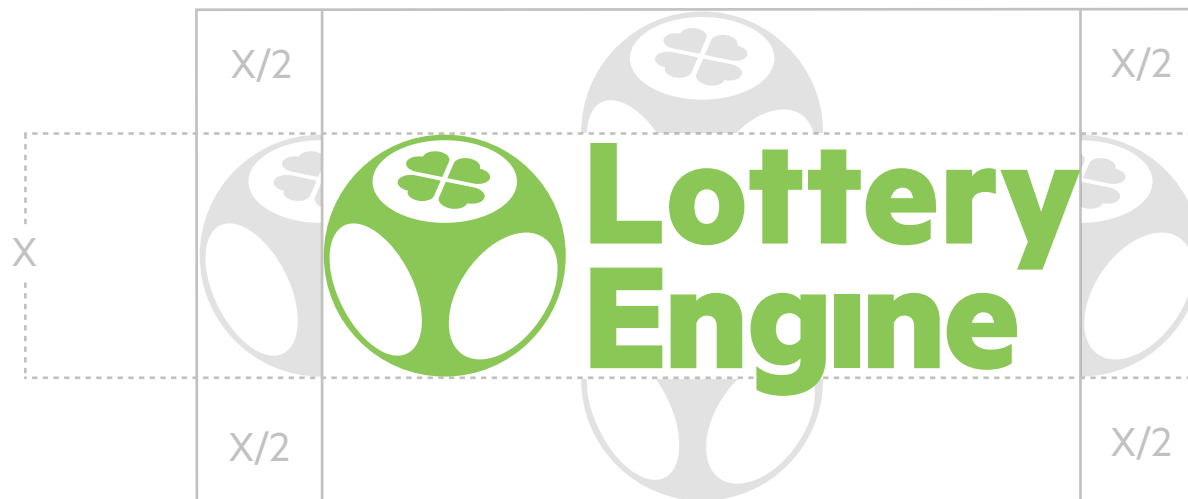
Every Matrix

22px

Logo minimum size.

X/2

X/2

X

X/2

X/2

Minimum Logo clear space.

LotteryEngine Logo

The LotteryEngine Logo is comprised of a representative symbol and the product name, which should always be written in a single word, capitalizing the letters L and E.

The Symbol – A dice symbol with empty faces, an antithesis with the randomness of the traditional cubic 6 faced dice. A four-leaved clover was chosen for the upper part of the dice as a representative of lottery.

The Text – A modern geometric typeface – Metric, was chosen for the LotteryEngine text. The logo text is characterized by an engineered geometry – letters constructed from simple geometric shapes, circles and rectangles – showing that nothing about this product was left to chance.

The Color - The LotteryEngine logo green color - 7488 C, was designed to pull together all the elements into one coherent representation and inspire freshness, optimism, and trust.

PlayMatrix

HEX	#96c83c
RGB	150, 200, 60
CMYK	50, 0, 87, 0
Pantone	7488 C

Download logo kit