



**Every
Matrix**

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.

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About Us

01 / About EveryMatrix

EveryMatrix Brand Guidelines

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

01 / About EveryMatrix

EveryMatrix Brand Guidelines

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

02 / Company Logo

EveryMatrix Brand Guidelines

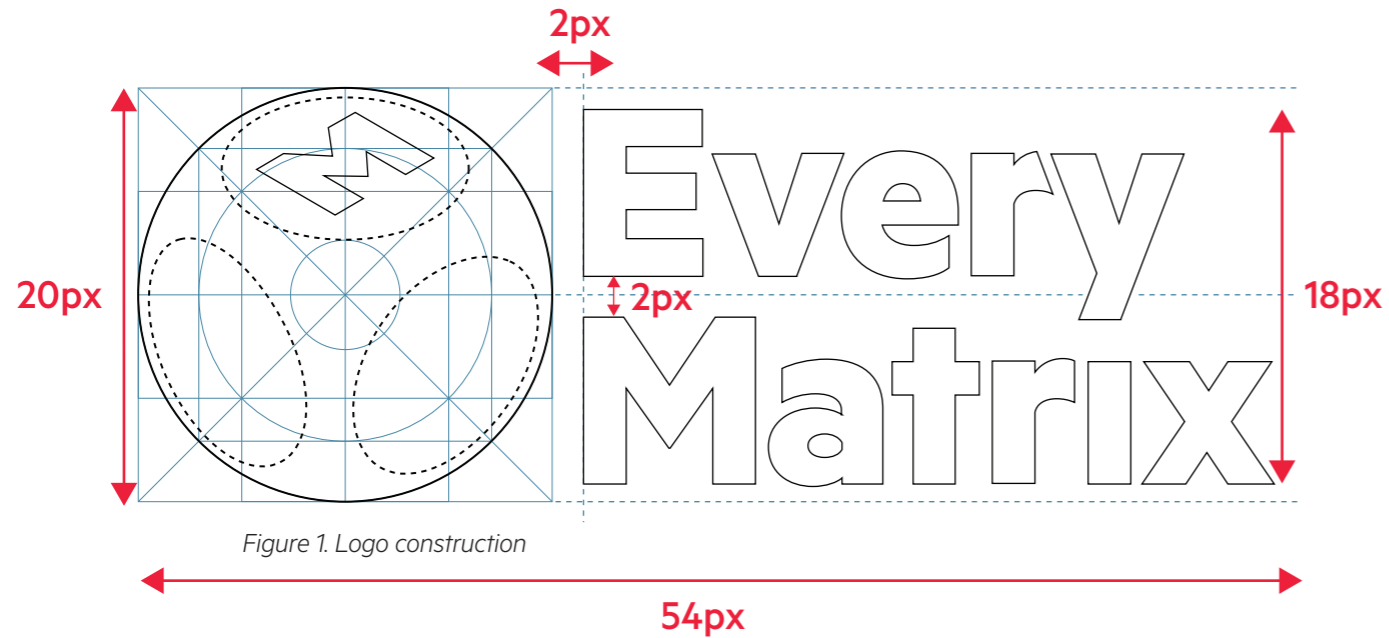


Figure 1. Logo construction



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](#)

02 / Clear Space and Minimum size

EveryMatrix Brand Guidelines



Logo minimum size.



Minimum Logo clear space.

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

02 / Company Tagline

EveryMatrix Brand Guidelines

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.

02 / Logo Usage

EveryMatrix Brand Guidelines



Logo lockups not according to the specification shouldn't be used.

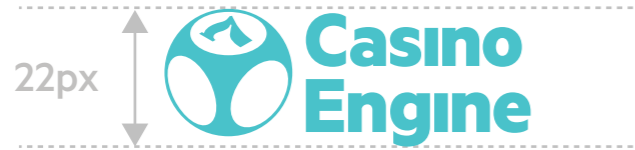
02 / Products line-up

EveryMatrix Brand Guidelines



02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



Minimum Logo clear space.

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.

CasinoEngine

HEX #2dcd2
RGB 45, 204, 210
CMYK 65, 0, 24, 0
Pantone 319 C

[Download logo kit](#)

02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



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](#)

02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



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](#)

02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



Minimum Logo clear space.

PartnerMatrix Logo

The PartnerMatrix 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 successful B2B collaboration.

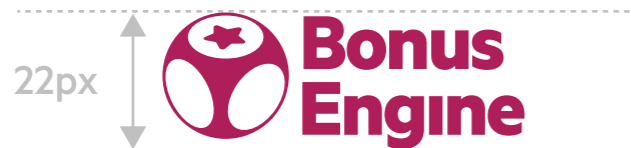
PartnerMatrix

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

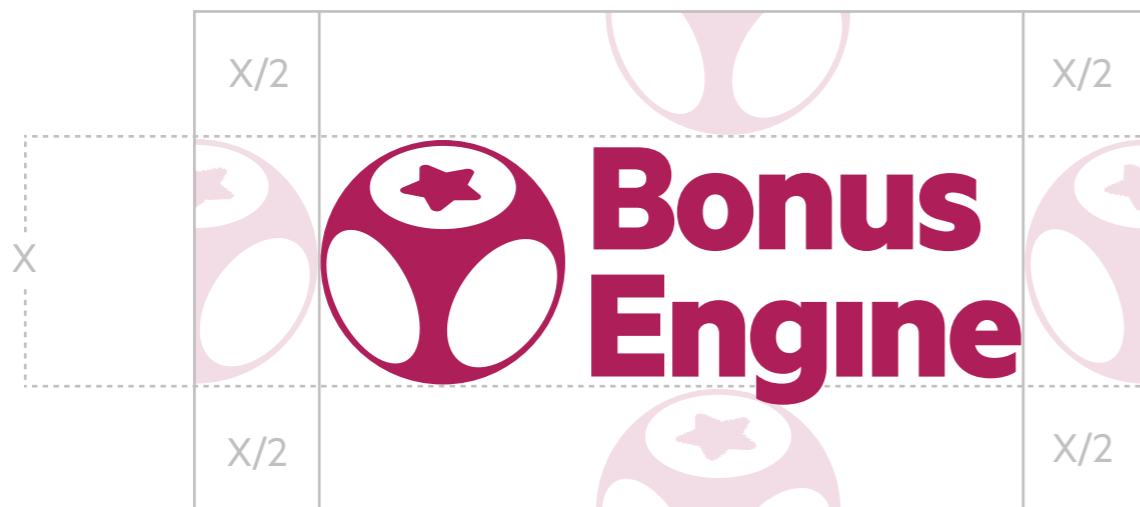
[Download logo kit](#)

02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



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.

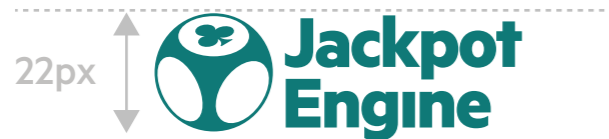
BonusEngine

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

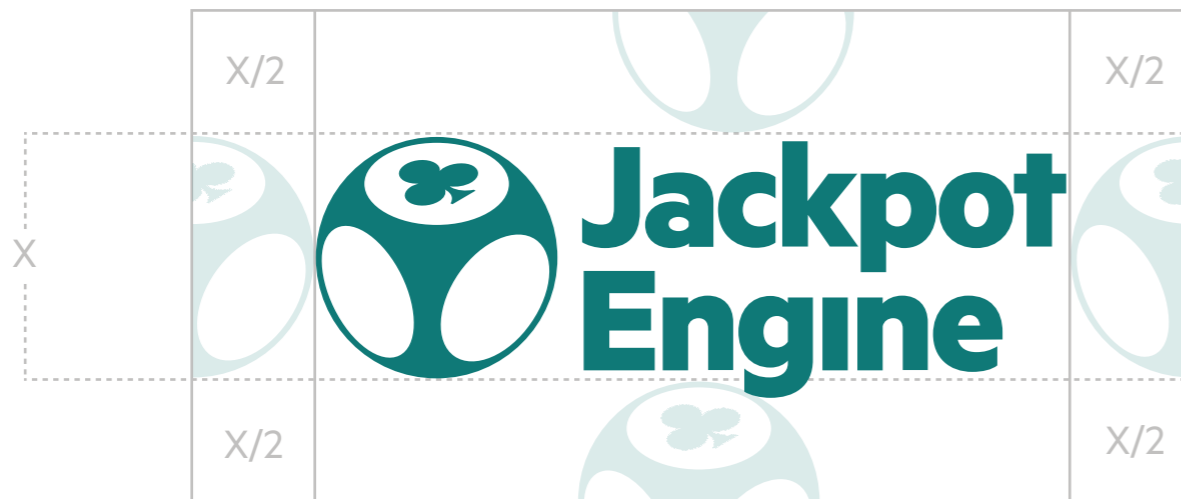
[Download logo kit](#)

02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



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](#)

02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



Minimum Logo clear space.

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.

SlotMatrix

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

[Download logo kit](#)

02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



Minimum Logo clear space.

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.

MoneyMatrix

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

[Download logo kit](#)

02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



Minimum Logo clear space.

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.

DataMatrix

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

[Download logo kit](#)

02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



Minimum Logo clear space.

PlayMatrix Logo

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

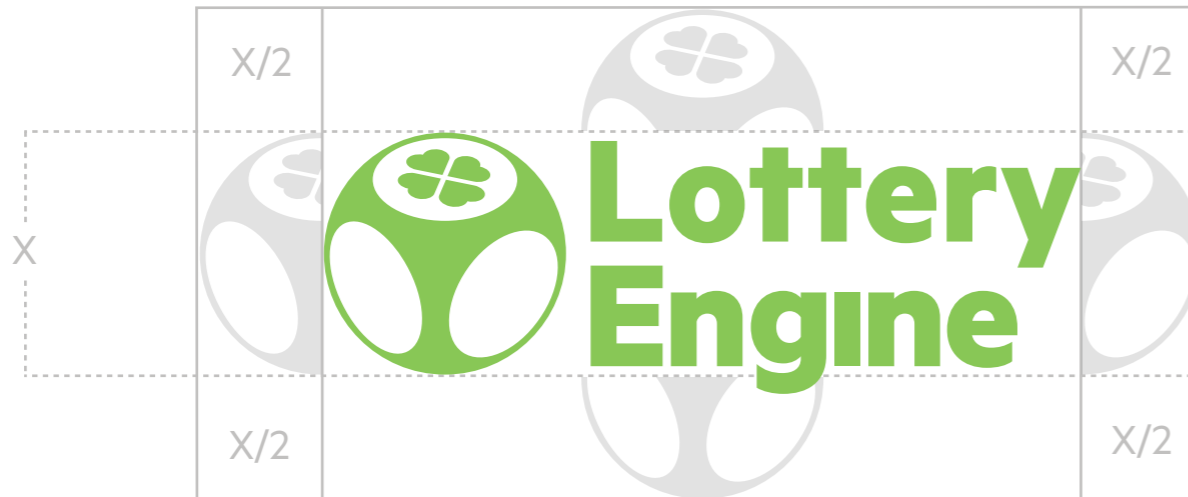
[Download logo kit](#)

02 / Products logo

EveryMatrix Brand Guidelines



Logo minimum size.



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.

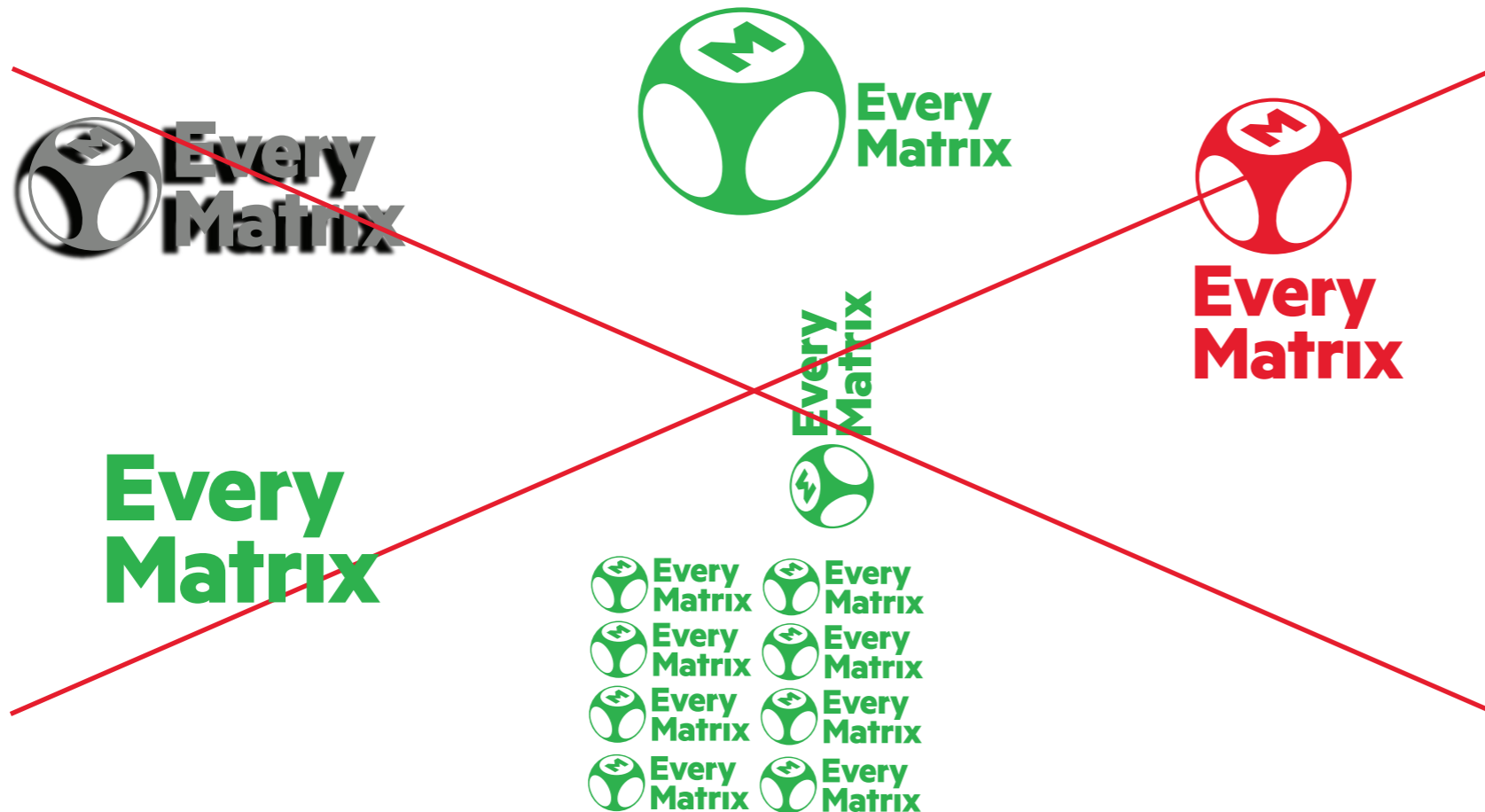
LotteryEngine

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

[Download logo kit](#)

02 / Incorrect Logo use

EveryMatrix Brand Guidelines

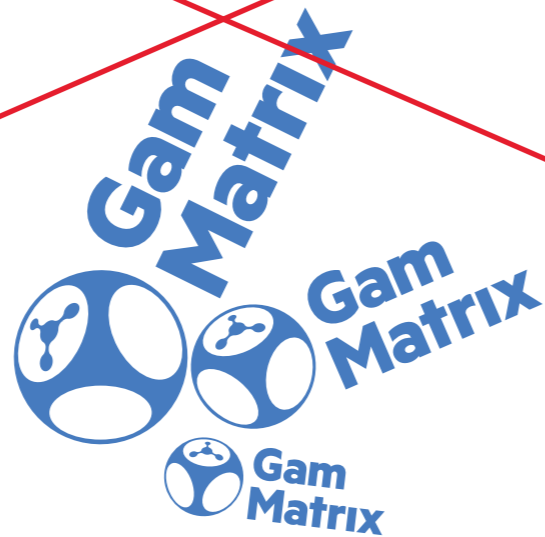


Do Not:

- 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

02 / Incorrect Logo use

EveryMatrix Brand Guidelines



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

Brand Colors



03 / Company and Products Colors

EveryMatrix Brand Guidelines



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 #2dccb2
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.

03 / Incorrect Color Use

EveryMatrix Brand Guidelines

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

04 / Primary Typeface

EveryMatrix Brand Guidelines

Metric

Primary Font

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Metric

Our primary font is Metric.

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

Calibri

Secondary Font

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri

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

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

06 / Email Signature

EveryMatrix Brand Guidelines

John Doe
Graphic Designer



✉ johndoe@everymatrix.com

📧 [john.doe](#)

☎ 456 8939 8077

🌐 [john.doe](#)

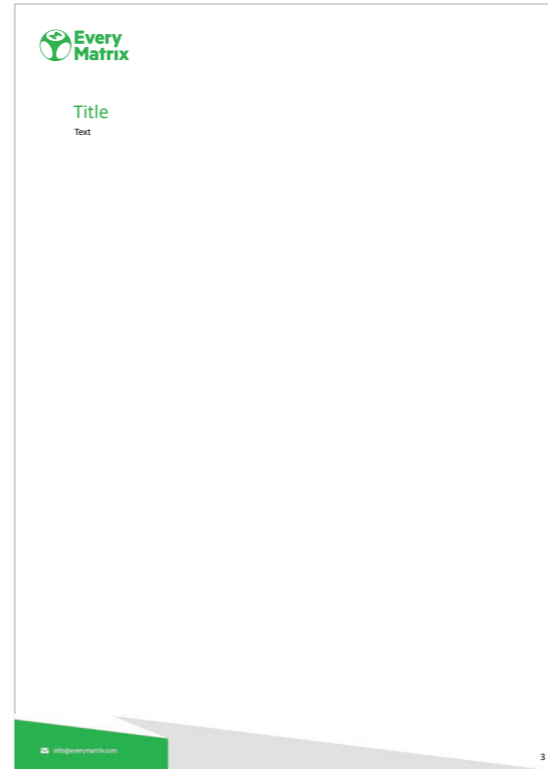
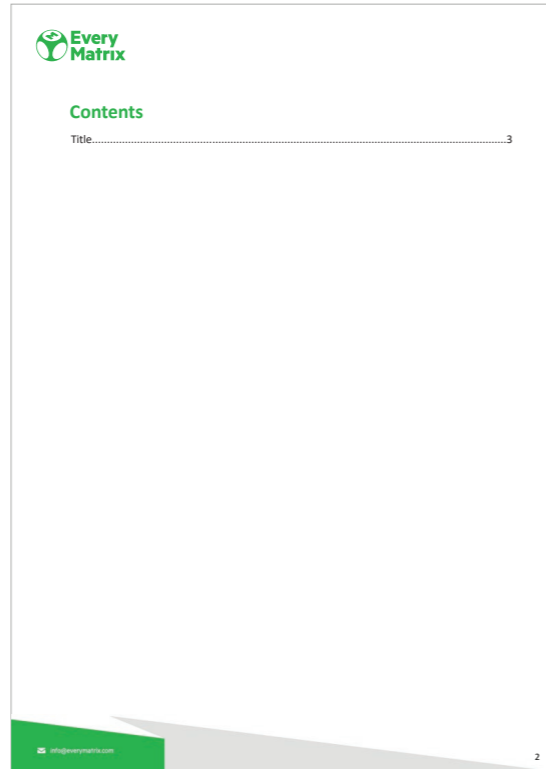
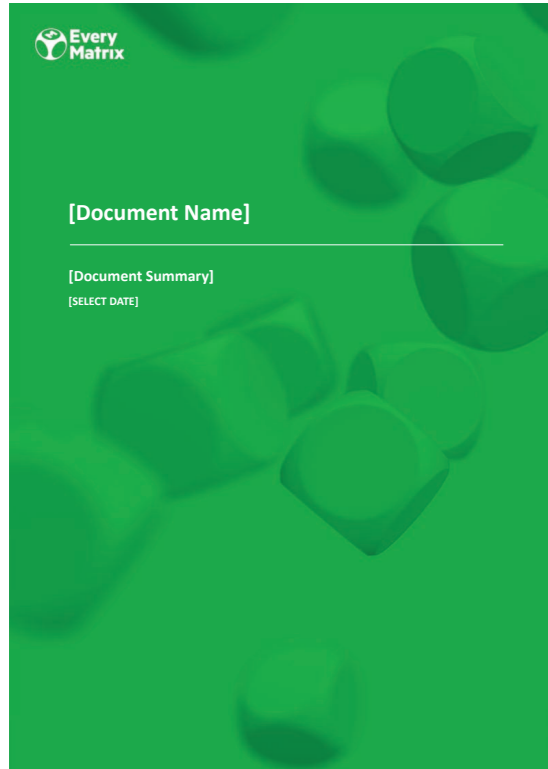
📍 4 Tudor Arghezi Street, District 2, 020944, Bucharest, Romania

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.

06 / Presentation templates

EveryMatrix Brand Guidelines

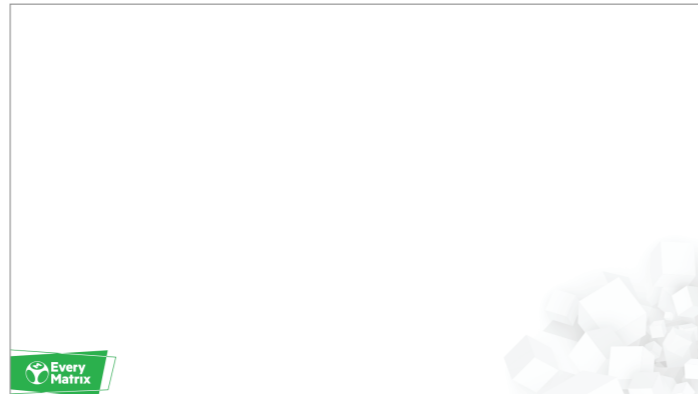


Aside from filling in with your information, do not alter the layout of the Word template in any way, including adding/changing colours, changing the font, etc.

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

06 / Presentation templates

EveryMatrix Brand Guidelines

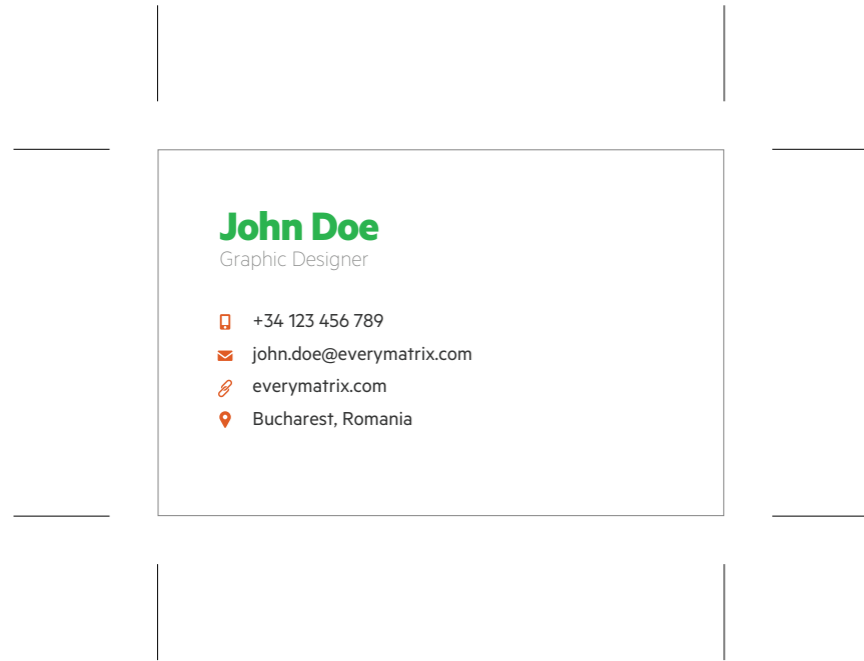


Aside from filling in with your information, do not alter the layout of the Powerpoint template in any way, including adding/changing colours, changing the font, etc.

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

06 / Business Cards

EveryMatrix Brand Guidelines



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

Branded merchandise

07 / Merchandise Examples

EveryMatrix Brand Guidelines



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

07 / Merchandise Examples

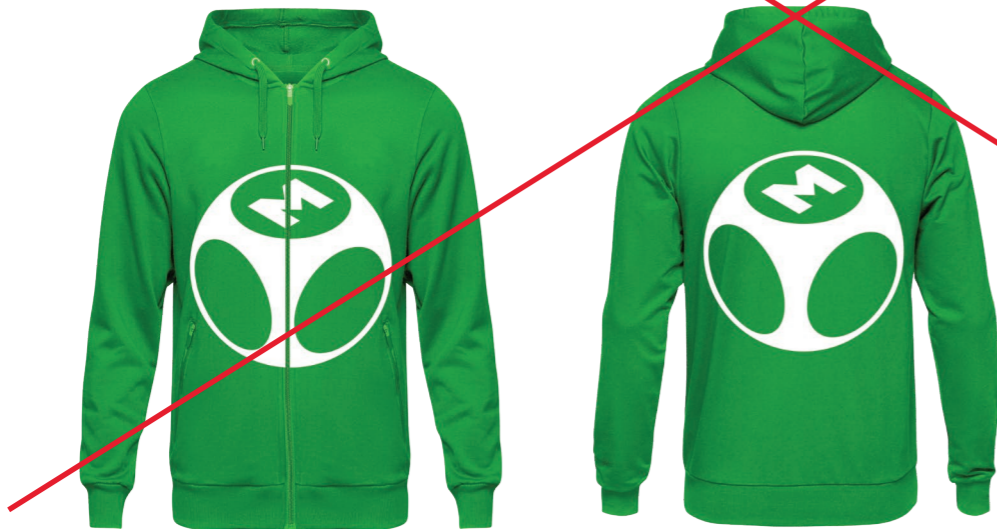
EveryMatrix Brand Guidelines



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

07 / Incorrect Merchandise Use

EveryMatrix Brand Guidelines



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

SPRING 2024

This document will be updated as further applications of the brand are created.