



HABANERO™
SHEER GAMING



We are excited to introduce Habanero's visual identity – designed to reflect the tone of the brand. The aim of this guidelines document is to make working with our brand and visual identity simple and effective, to ensure that Habanero is presented accurately and consistently across all markets.

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Introduction.

The elements of our new style are designed to embody the personality of the brand – professional, but not corporate.

A big part of the Habanero brand is creating quality human experiences for customers, and therefore their customers too, and the identity will reflect that. It will be accessible, personable and entertaining, while maintaining the professional integrity of the brand.

These guidelines need to be followed as closely as possible and if they are used correctly, working with our brand will not only be simple and effective, but the personality of Habanero will come across in all marketing communication.

Our Reason to Believe.

A little bit about Habanero:

Our passion for gaming drives us to develop high-quality games crafted for entertainment and performance that exceed the expectations of our clients. We know what operators need and what players want and this has sculpted us into a brand that centres around value. This value lies in our approach to our customers and, by extension, their customers.

Creating only RNG games, our focus is clear and we keep things simple. We provide pure entertainment through our games, which boast graphically-rich content and amazing sound in an easy to understand and user-friendly way.

As a smaller company, we are able to work quicker, respond faster and make decisions instantly. Accordingly, our clients benefit from our better royalty rates and generate revenue immediately.

We take pride in developing solid relationships with our clients and provide hands-on technical and business support which, when coupled with products of a world-class standard, enables us to earn our success.

You are smart to choose us.

The Logo Symbol and Logotype.

The logo is made up of two components – the symbol and the type. The combination of the Eurostile typeface and the symbol that utilises multiple vertical lines, symbolise Habanero's vibrance and passion.



Logo Use Restrictions.

There are certain restrictions that need to be minded and respected when working with the logo, to ensure it is used correctly.

1. Do not stretch the logo.
2. Do not compress the logo.
3. Do not change the space between the logotype and symbol.
4. Do not change the size relationship of the symbol to the logotype.
5. Do not change the position of the symbol.
6. Do not alter the colour specifications within the symbol or the logotype.
7. Do not change the logotype into a different typeface.
8. Do not put a stroke on the logotype.
9. Do not use the logotype without the symbol.
10. Do not alter the brand strapline.
11. Do not put the logo on non-brand specified colours.
12. Do not place logo on busy photographic backgrounds.



The Logo Size and Clear Space.

Clear Space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of the capital H of Habanero.

Minimum Size

The minimum logo size differs for different mediums. In print, the logo should never appear smaller than 2" (50mm). On-screen, it must be a minimum of 198 pixels wide.



Minimum size



On-screen: 290px
Print: 25mm

Creating the Symbol.

Our symbol was created to embody some of the key words that epitomise the brand and its values – human touch, experiences, relationships, engagement, ignite, passion, energy and vibrancy.



Logo Colour Applications.

Please ensure you use the correct colour logo version for different backgrounds.

When used on white or light coloured backgrounds, the logo should appear in its regular form with the coloured symbol and black type.

When using the logo on dark or black backgrounds, the symbol is to remain standard, but the logotype is to be inverted to white.

For use on coloured backgrounds, both the symbol and the type is to be made white.



Logo Image Applications.

When using the logo over an image, both the symbol and the type are to be full white.



Alternate Logo for Smaller Sizes.

Logo Use

When using the logo at sizes less than the minimum logo size specified for the primary logo, both on screen and in print, make use of the adapted alternate logo.

Clear Space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of the capital H of Habanero.

Minimum Size

The minimum logo size differs for different mediums. In print, the logo should never appear smaller than 0.6" (15mm). On-screen, it must be a minimum of 120 pixels wide.



Minimum size

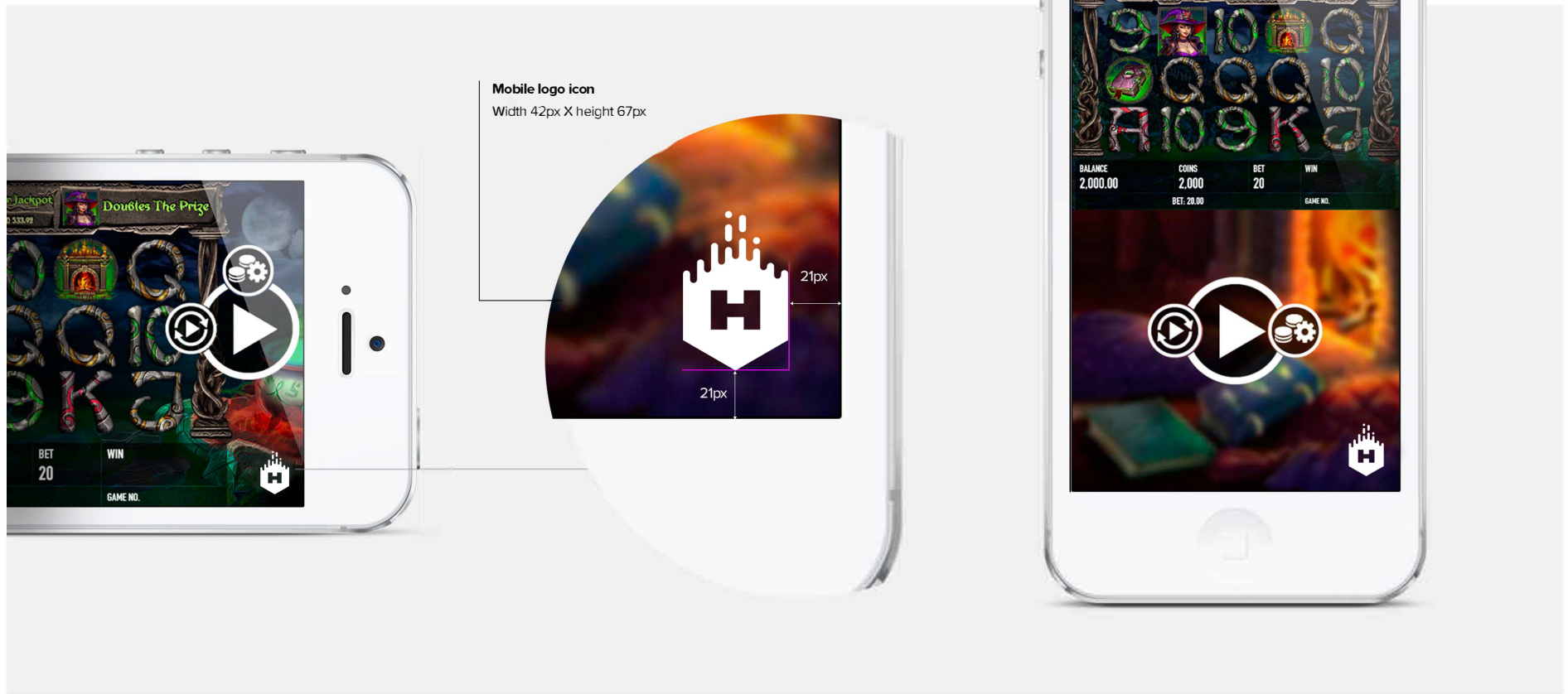


On-screen: 120px X 24px
Print: 15mm

Logo in Game.

When the logo is used on game screens, the logo is displayed without the type in the bottom right corner. If it is used on a dark screen it should be displayed as white, while if it appears on a white screen it should be displayed as black.

There should always be a 21px padding around the logo.



Logo Font.

The Eurostile font family is the typeface used for the logotype. Both Habanero and Sheer Gaming are always treated in this font. Habanero is written in Eurostile Black DTC, while Sheer Gaming is written in Eurostile Roman DMC.

Eurostile Black DTC
Eurostile Roman DMC

Primary Font.

Proxima Nova is the primary font used to compliment the logo.

When using the Proxima Nova font family we use black. Grey can be used to create contrast. The font is used in varying weightings – using the size, colour and boldness of the type to communicate the correct message hierarchy. Ensure to maintain a -30 kerning.

This is a heading.

This is a subsidiary heading and larger body copy.

The font colour used is black. Grey can be used to create contrast.



—

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Standard System Font.

In cases where the custom font Proxima Nova is not available, the standard system font Tahoma should be used. This applies to Word, PowerPoint and Excel documents.

When designing for web, Tahoma is to be used if the primary fonts cannot be embedded.

This is a heading.

This is a subsidiary heading and larger body copy.

The font colour used is black. Grey can be used to create contrast.



—

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Standard Chinese System Font.

In cases where a Chinese font is needed, use SimHei for PC and Hiragino Sans GB for Mac. They come pre-installed on both operating systems.

For PC: SimHei

比 西 迪 伊 艾 弗吉 艾尺 艾 杰 开
艾 勒 艾 艾娜 哦 屁 吉吾 艾儿 艾
提 伊吾 豆 尔 艾克斯 吾艾 德

For Mac: Hiragino Sans GB

比 西 迪 伊 艾 弗吉 艾尺 艾 杰 开
艾 勒 艾 艾娜 哦 屁 吉吾 艾儿 艾
提 伊吾 豆 尔 艾克斯 吾艾 德

Primary Colours.

These are the three primary colours that have been chosen to reflect the personality and tone of the brand. These primary colours should be used wherever possible.

Pantone 143 U
C0 M48 Y88 K0
R255 G153 B33
HEX #FF9921

Pantone 1788 U
C0 M90 Y59 K0
R254 G41 B73
HEX #FE2949

Pantone 440 U
C68 M76 Y59 K77
R34 G18 B28
HEX #22121C

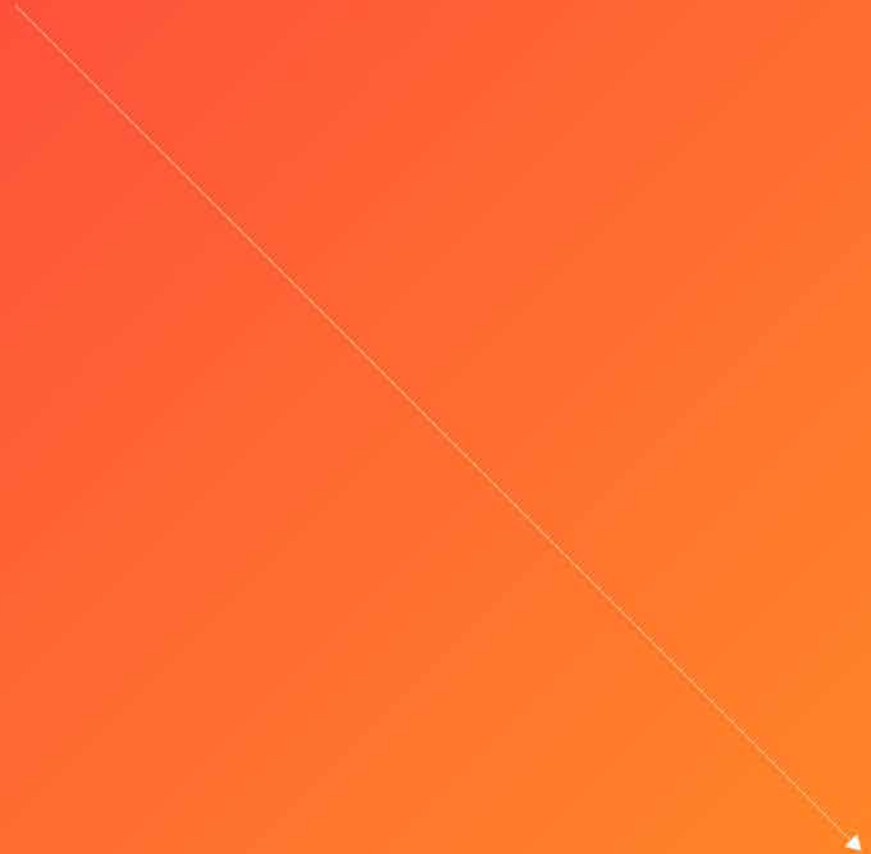
Secondary Colours.

These two colours have been chosen to compliment the primary colours and contrast the professionalism and passion of the brand. These two colours should be used wherever secondary colours are needed.



Gradient Treatment.

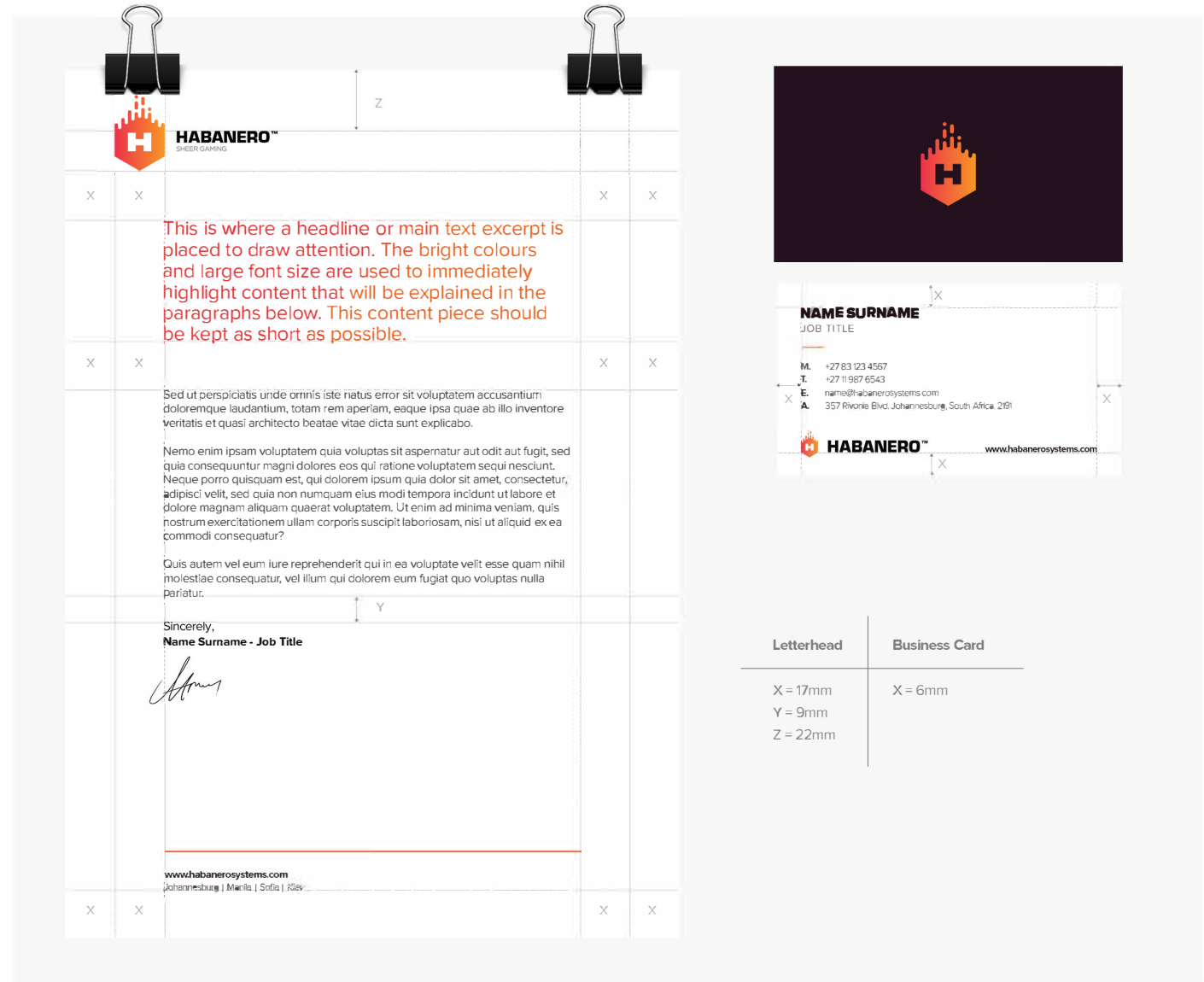
The gradient should always be treated diagonally at a 45 degree angle from left to right, with the red in the top left, fading to the light orange in the bottom right.



Grid System Print.

As with the use of the logo, we want to always ensure that there is a healthy amount of white space around the copy.

When creating a letterhead, there should always be sufficient space around the copy to allow it to breathe comfortably and copy can span the four columns. We use the same X width between headlines, logo and copy.



Business Cards.

Business cards are double sided and are designed in a landscape format, printed on card with a 350gsm thickness.



Letterhead.

The letterhead should have the colour gradient printed on the underside. These should be professionally printed to keep the colour and quality consistent as this may vary with different printers.



Email Signatures.

When creating an email signature, the logotype is replaced with the employee's name and job title, but using the Proxima Nova font. The employee information is then stacked and left aligned below the name. If additional fields are required they should be stacked.

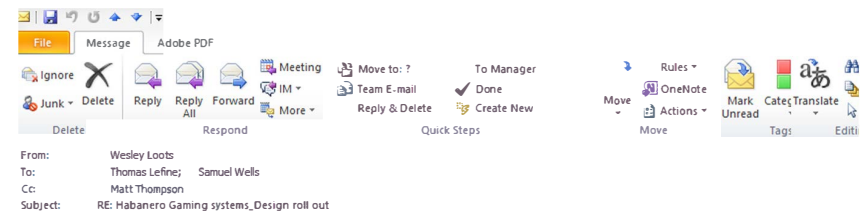


NAME SURNAME
JOB TITLE

Mobile: +27 83 123 4567

Skype: skypeaname

www.habanerosystems.com



To whom it may concern,

Please see below the use of the Habanero email signature:



NAME SURNAME
JOB TITLE

Mobile: +27 83 123 4567
Skype: skypeaname

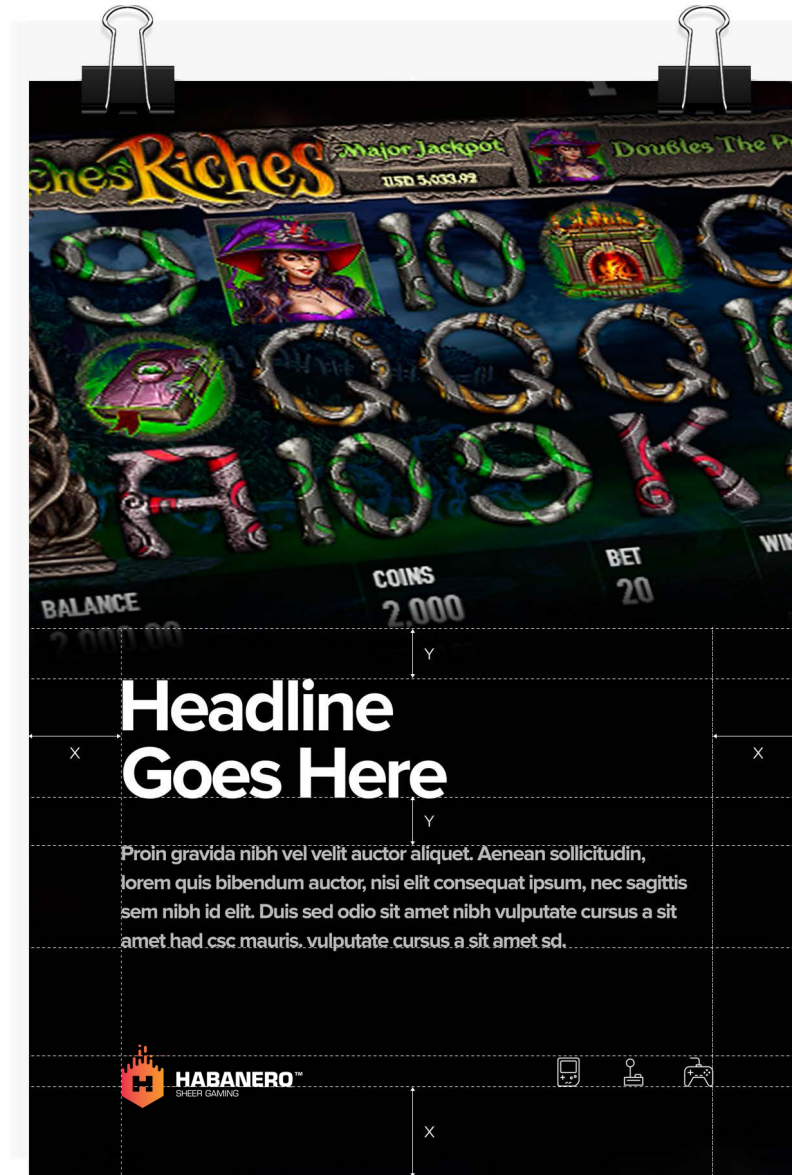
www.habanerosystems.com

Poster.

When creating a poster we need to follow the four column grid system, and adopt the same principles used for the letterhead.

The text content of the poster should rest within the bottom half of the page, while the imagery should sit at the top.

Remember to always allow sufficient space around the headline.



The image should be treated with a sheer in Photoshop to create a more dynamic visual with depth.

Poster

X = 50mm

Y = 30mm

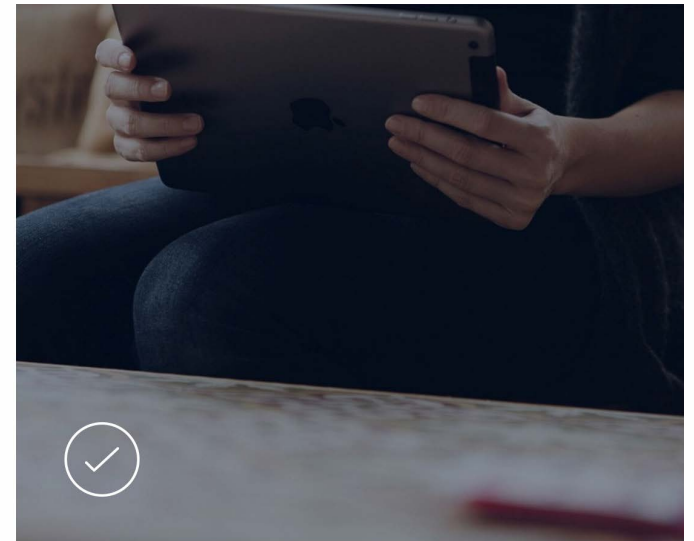
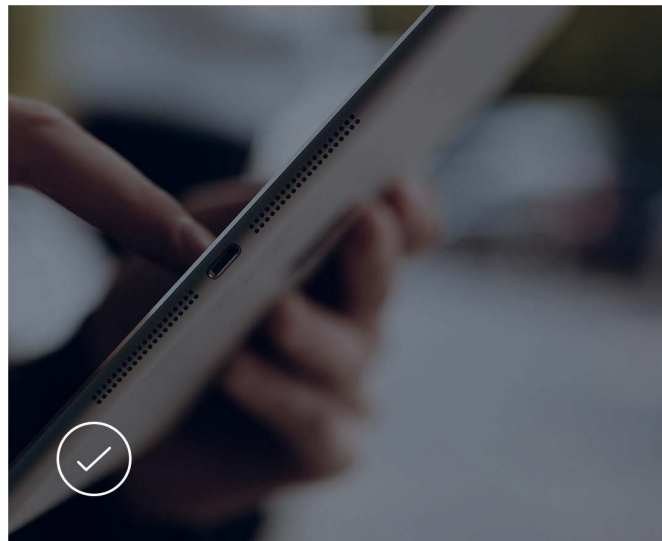
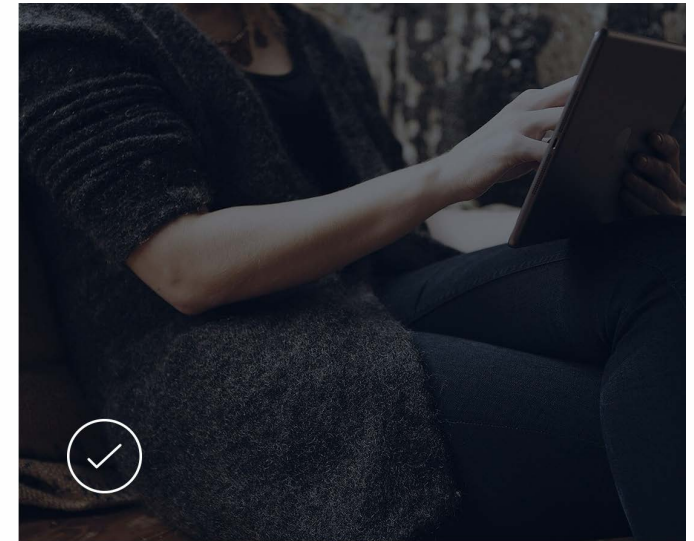
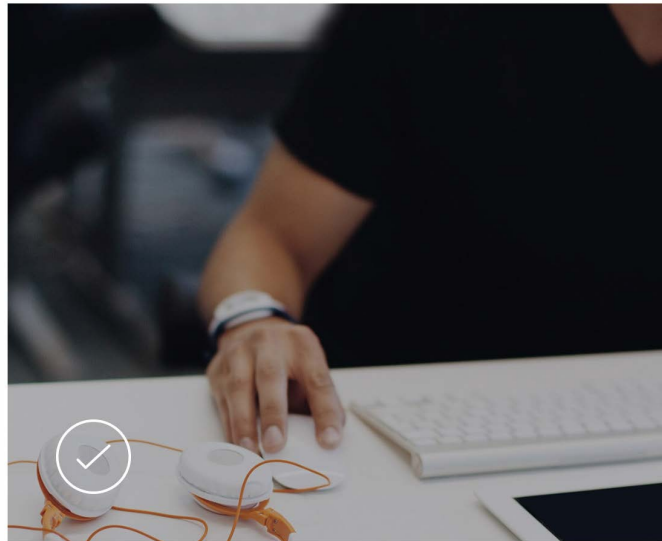
Photography Style and Treatment.

Photography Style

The image style used in the Habanero identity can be described as technology meets lifestyle. Images should be authentic, with a relaxed and trendy feel. If people are used in the imagery, they should be shown engaging with the product wherever possible. People used in images should be wearing neutral and muted tones.

Image Treatment

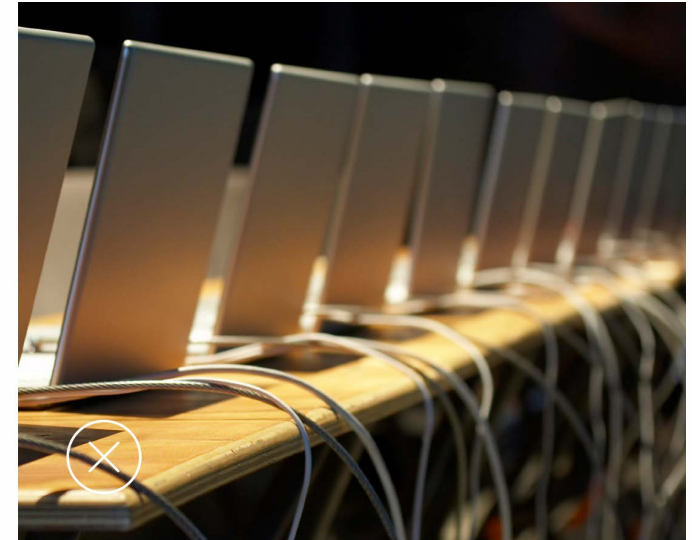
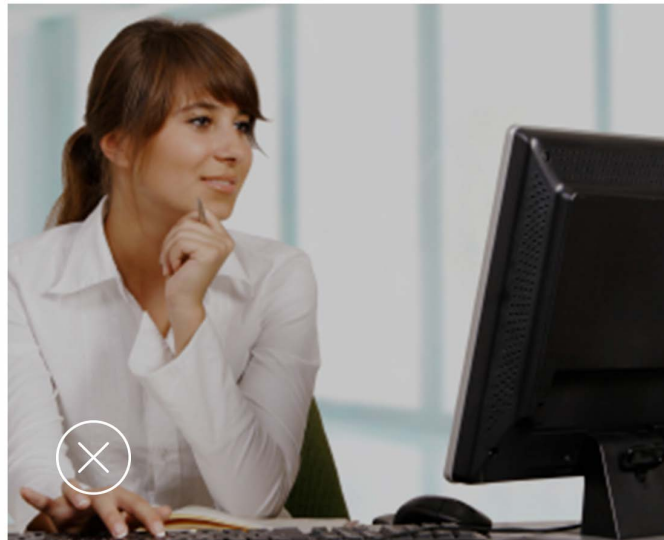
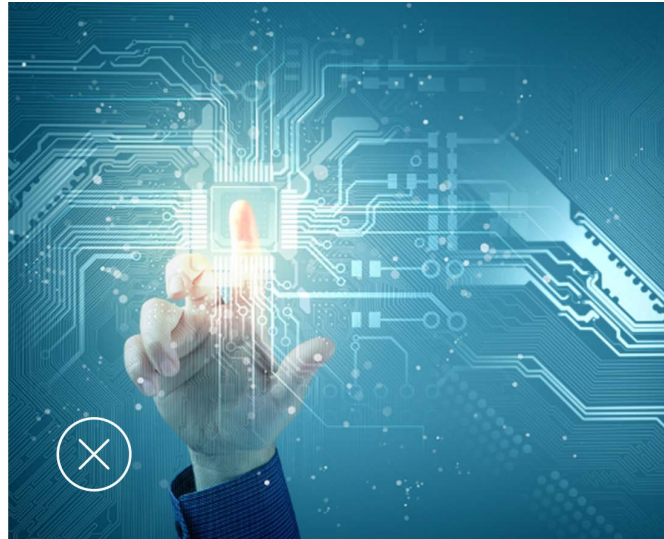
Images are treated with a soft, black, multiplied layer with a 15% opacity. The edges or background elements should be blurred to centre focus on the foreground.



Photography Style.

Things to consider when choosing or shooting imagery for Habanero.

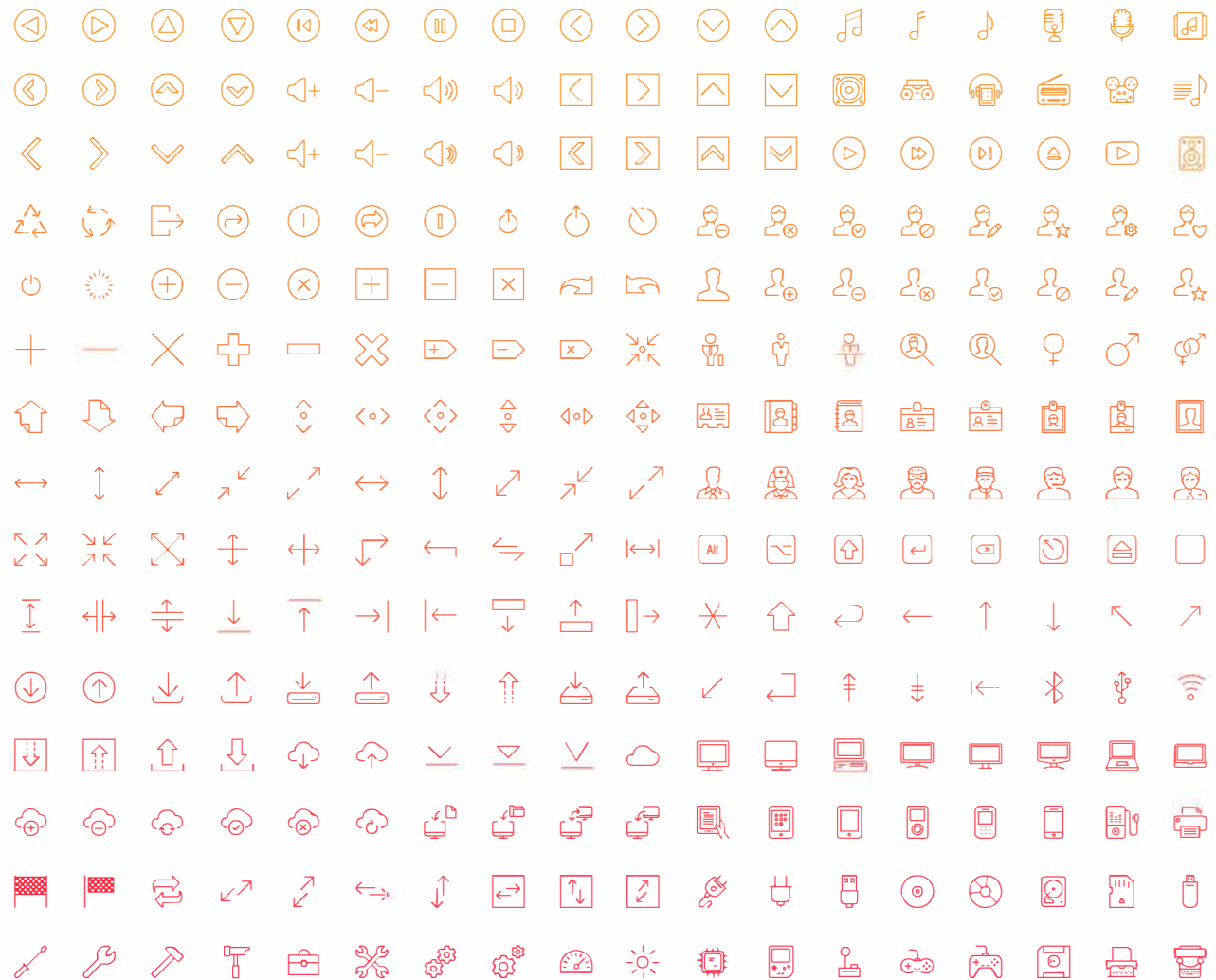
1. Avoid using any generic or cheesy stock photography.
2. Ensure the lighting is not too harsh or bright.
3. The photography needs to look modern and trendy, so avoid images that look old or dated.
4. Unless showcasing the games themselves, avoid using illustrations.



Iconography.

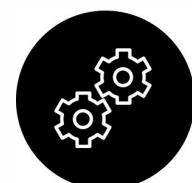
This is the icon set for Habanero, which follows an outline style. These icons have been designed with simplicity in mind, to compliment the CI without overpowering it.

This set should include all relevant icons, but if there are additional icons required, ensure that they are designed to suit this icon pack.



Iconography Colour.

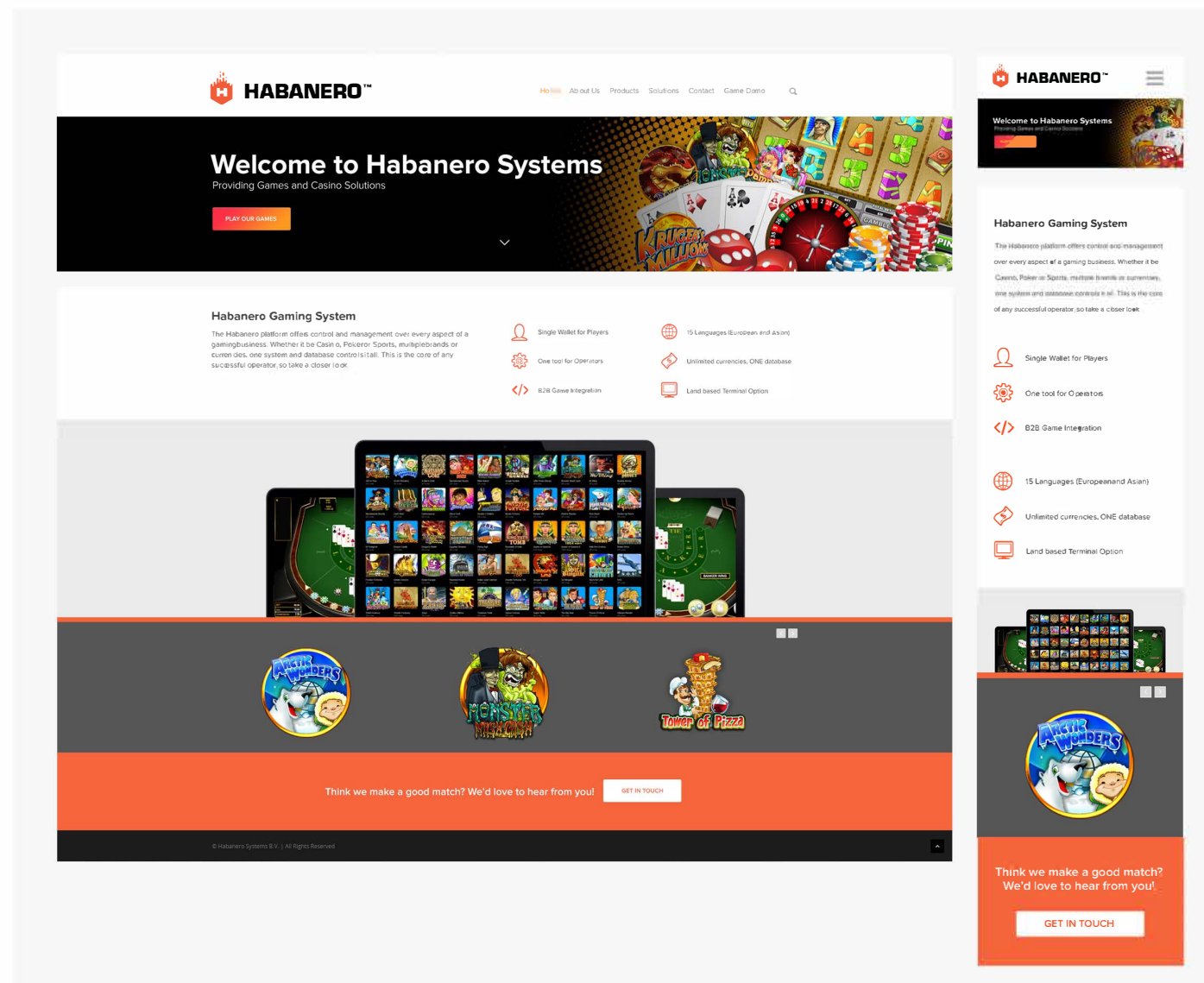
The icon set when used on white or light backgrounds can adopt any of the primary or the secondary colours, with the inclusion of black. When the icons are used on a solid background colour they should be treated as white.



Website and Mobisite.

The treatment and spacing of the logo must be in accordance with the general logo guidelines.

Proxima Nova font family should be used for all copy on the website and mobisite. The site copy should have ample breathing room around it.



Social.

The Proxima Nova font family should be used for all copy on social posts and skins. The posts should have minimal copy, with comfortable breathing space around it.

When the logo is used on social posts, it is displayed without the type in the bottom right corner. If it is used on a dark screen it should be displayed as white, while if it appears on a white screen it should be displayed as black.

There should always be a 21px padding around the logo.

Social elements should adhere to the relevant platform rules.

