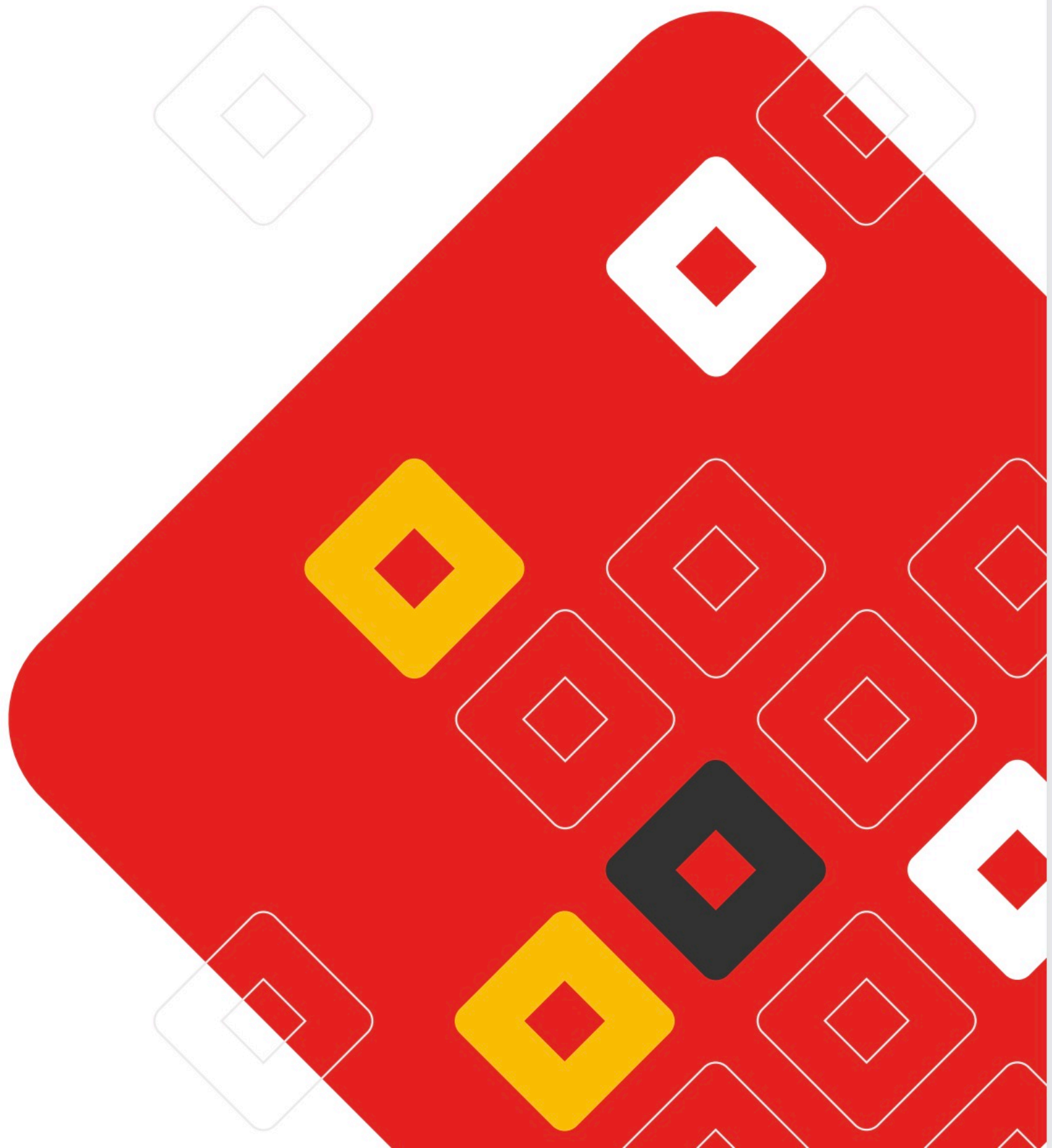


2021

CORPORATE IDENTITY GUIDEBOOK



SOFTSWISS
WINNING COMBINATION



2021

Corporate Identity Guidebook

The purpose of this guidebook is to explicate the SOFTSWISS brand nature and to describe acceptable uses of corporate identity elements.

An elaborate corporate identity is an indication of a respective company's professionalism, progressive attitude, and openness.

It is designed to capture the essence of the brand through visual means, improve the visibility of the organization, create its recognizable and memorable image. An integral brand image can only be built by following the recommendations below.



This guidebook includes all images and layouts. Please use the ready-made files and do not modify them.



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01

BRAND PLATFORM



SOFTSWISS
WINNING COMBINATION



1.1

Brand essence

SOFTSWISS is a recognized leader in the market for information technologies and services with a focus on iGaming.

Established in 2008 as a developer of software for online auctions, the company has evolved into a global player and has successfully implemented a number of projects for international customers.

The company is headquartered in Curacao.

The SOFTSWISS brand was created in 2009 and encompasses a pool of solutions for online gambling.

Mission

to improve the entertainment and gambling landscape through technical innovation.

Objective

to create a leading innovative product in the entertainment industry that attracts most players and empowers operators to succeed in their business endeavor.

1.2

Positioning

SOFTSWISS inspires confidence, security and reliability by periodically supplying innovative solutions that improve business efficiency, and offering top-notch level of service.

Has

iGaming expertise, reliability and security of developed products, alongside innovative solutions

Service based on reliability, security and integrity

Does

Creates reliable and secure business solutions, which win in the highly competitive market and deliver value to customers

Innovation

Feel

Confidence in the wise choice of a reliable partner, making you assured that collaboration will be effective, and the result will be a success

Expertise

1.3

Legend

The SOFTSWISS brand was created in 2009 by Ivan Montik. Its first strategic objective was to enter the then most developed European market, i.e. the Swiss market. It was there that the first project was implemented for a local customer, enabling the team to enhance its background with skills and expertise such as meticulous and detailed approach to the development process, and ensure the reliability and excellence of product solutions, as well as process precision and security.

SOFTSWISS is currently one of the leaders in the iGaming industry and we are genuinely proud of the scale of our business. We cherish our beginnings, which symbolize our commitment to success, as well as the inexhaustible potential of the SOFTSWISS team.

We have learned the best lessons from the past and included them in the recipe for our success, in which the main ingredient is our team.

The synergy of our team, expertise and experience makes SOFTSWISS a reliable partner in the iGaming business.



02

KEY ELEMENTS OF CORPORATE IDENTITY



SOFTSWISS
WINNING COMBINATION

2.1

Logo

The key visual identity element of the brand is its logo. It represents a unique lettering and graphic element blended into a single composition.

The infinity symbol that refers to the capital letter of the logo stands for the reliability, development and flexibility, infinite pursuit of success, as well as the inexhaustible potential of the SOFTSWISS team.

In some instances, the graphic element can be used separately from the lettering, for example in an avatar used in social media.



Horizontal arrangement



Vertical arrangement



SOFTSWISS/logo/CMYK
SOFTSWISS/logo/RGB

2.2

Logo block

The logo with the descriptor constitute the logo block.

There are two versions of the logo block – horizontal and vertical.

The choice of the version depends on the format of the carrier and rules for making a harmonious composition.

The descriptor is always separated from the logo by an indent equal in its height to the descriptor. There must be a distance of 1.5 times the height of the descriptor between the symbol and the logo.

The principles of building the logo block are shown in the diagram.



 **WINNING COMBINATION**

2.3

Types of logo blocks

Depending on communication purposes, one of the three descriptors can be used in the logo block.

The logo block with the positioning slogan **WINNING COMBINATION** is the basic one and can be used in all types of communication targeting general audiences.

The descriptor with the foundation date **EST. 2009** reflects the company's solid reputation, expertise and success. It is recommended to be used in communication with audiences that are already familiar with the company's profile, as well as in the design of merchandise.

The logo block with the slogan and the foundation date can be used in individual cases.

Logo block with slogan



Logo block with foundation date



Logo block with slogan and foundation date



SOFTSWISS/logo/CMYK
SOFTSWISS/logo/RGB

2.4

Logo blocks (product portfolio)

When building logo blocks in the product portfolio, the horizontal arrangement is used.

The rules for building logo blocks in the product portfolio are in line with the rules for building the main logo block.

Two-word names can be placed on one or two lines.



2.5

Logo and logo block protection area

To ensure the best visual perception of the logo and the logo block, there should always be free space around them – the protection area.

The minimum size of the protection area is equal to the height of the letter w. No objects, graphic elements, photos or texts should fall within this area.



2.6

Minimum size of the logo and logo block

The height of the lettering in the logo and logo block is taken as the minimum size.

In order for the logo and logo block to be readable, their details must remain distinct.

The minimum sizes of the logo and logo block are shown in the diagram.



2.7

Corporate colors of the logo

The color palette captures the company's friendly, dynamic image.

The corporate color palette consists of four colors – red, yellow, black and grey.

The corporate colors are presented in various color systems for the most accurate reproduction with the use of various technologies and on various carriers – from signboards to advertising materials.



Example

Pantone 485 C
CMYK (0/100/100/0)
RGB (227/6/19)
#E30613

Pantone 136 C
CMYK (0/30/95/0)
RGB (251/186/0)
#FBBAA0

Pantone Black 6 C
CMYK (0/0/0/100)
RGB (29/29/27)
#1D1D1B

Pantone Cool Gray 8 C
CMYK (0/0/0/60)
RGB (135/135/135)
#878787

2.8

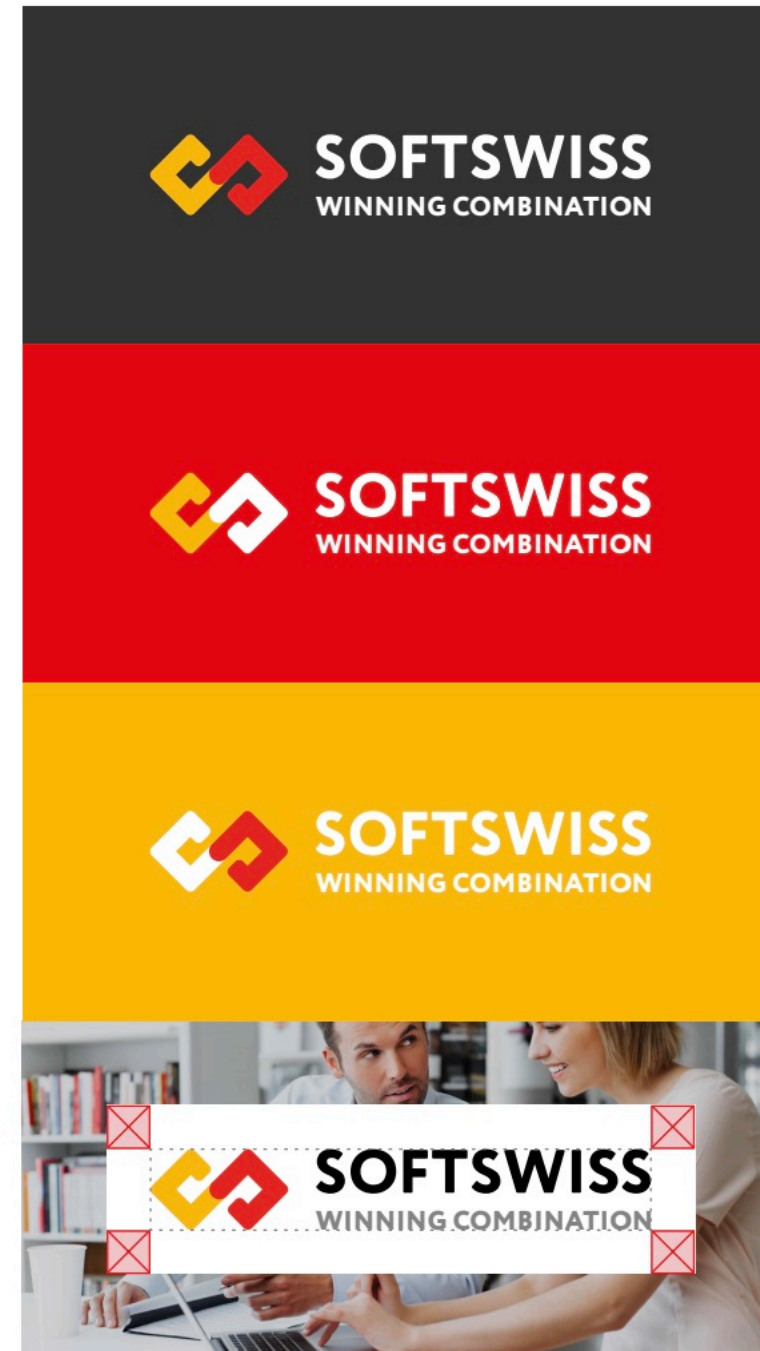
Logo uses on various backgrounds

Whenever the logo is placed on the background of the corporate color, the logo reversal option is used.

The logo is used on a white protection solid base with its dimensions equal to the size of the logo with the protection area on backgrounds that do not belong to the corporate colors, as well as on complex backgrounds.



SOFTSWISS/logo/CMYK
SOFTSWISS/logo/RGB



2.9

Monochrome logo versions

Single-color logo versions are used whenever multicolor printing is unfeasible.



SOFTSWISS/logo/CMYK
SOFTSWISS/logo/RGB

2.9.1

Footer logos and their usage on various backgrounds

The main uses for logos are the full colour version and the version in which the font adjusts to the footer colors. The single-colour version is used in extreme cases when for objective reasons it is impossible to use the colour version.

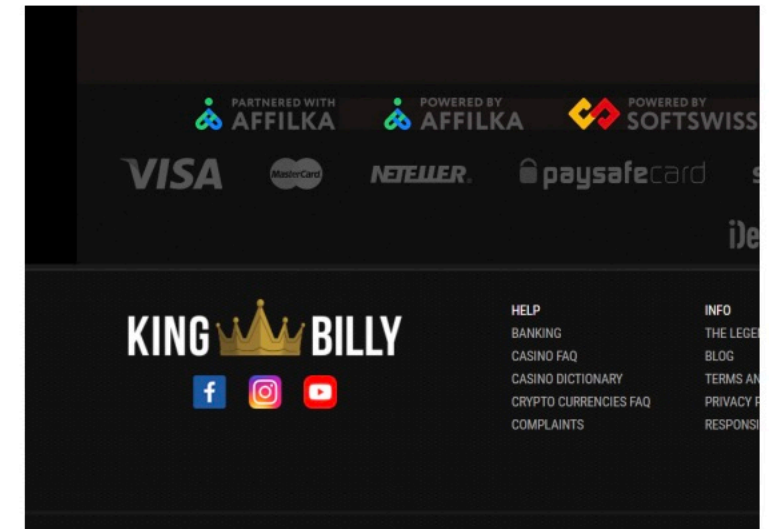
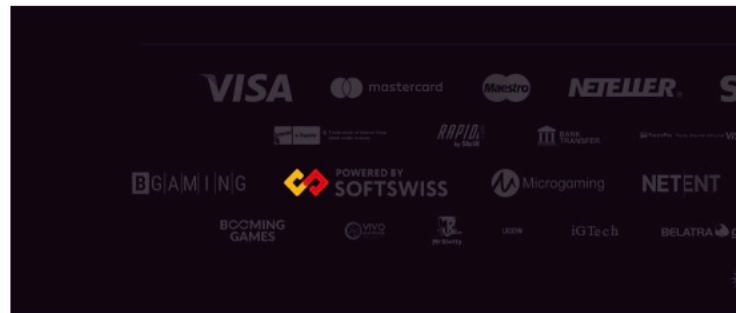
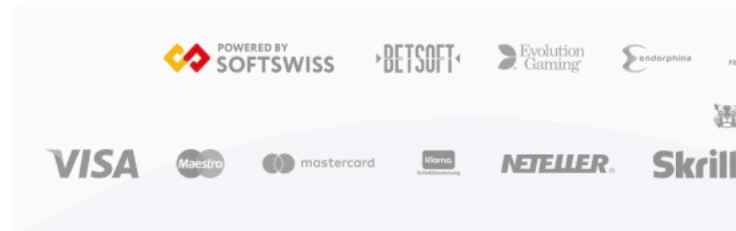
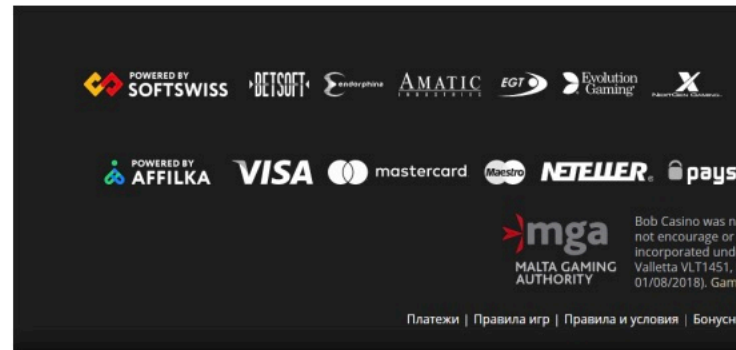


SOFTSWISS/logo/CMYK
SOFTSWISS/logo/RGB

2.9.2

Footer logo placement options

Logos embedded in the grid.

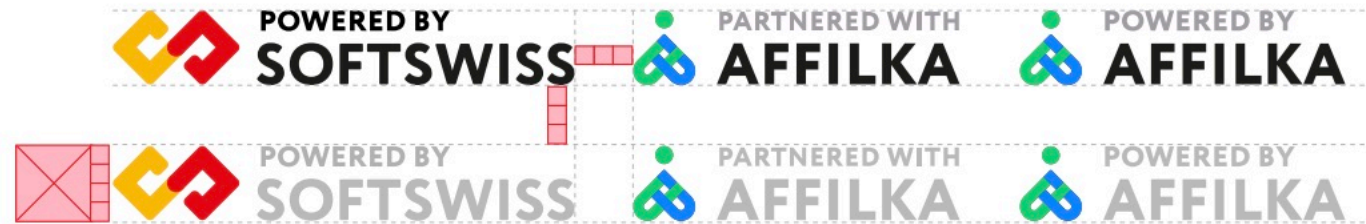


SOFTSWISS/logo/CMYK
SOFTSWISS/logo/RGB

2.9.3

Protective field of the logo and logo block

Using padding with logo.



SOFTSWISS/logo/CMYK
SOFTSWISS/logo/RGB

2.10

Unacceptable logo uses

Any distortion of the original shape of the logo, change of colors and proportions of the elements are prohibited. Please always use the ready-made logo and its versions attached to this guidebook.



Example



Do not change the font of the lettering and the descriptor



Do not use an outline in the graphic element



Do not swap the main colors of the logo



Do not use the logo on a complex background with no solid base



Improper use of the single-color version



Do not swap the main elements of the logo



Do not compress or distort the logo



Do not use alternative colors in the logo



Do not use lettering without the symbol



Improper use of the single-color version

2.11

Corporate typeface

Main typeface Circe.

Used to type any text, headings and slogans. It is recommended to use Light and Regular font weights for body text and the Bold and Extra-Bold font weights for making emphasis. The Thin and ExtraLight font weights are decorative and are suitable for short headings.

Additional typeface Tahoma.

Used whenever the use of the main typeface is technically limited: for typing texts in Microsoft Office applications, as a system font on the website.

Circe

AaBbVvГг123

Thin

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890!"^_{}/+ -=<.,«»@#N\$;%:?'*()

ExtraLight

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890!"^_{}/+ -=<.,«»@#N\$;%:?'*()

Light

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890!"^_{}/+ -=<.,«»@#N\$;%:?'*()

Regular

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890!"^_{}/+ -=<.,«»@#N\$;%:?'*()

Bold

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890!"^_{}/+ -=<.,«»@#N\$;%:?'*()

ExtraBold

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890!"^_{}/+ -=<.,«»@#N\$;%:?'*()

Tahoma

AaBbVvГг123

Regular

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890!"^_{}/+ -=<.,«»@#N\$;%:?'*()

Bold

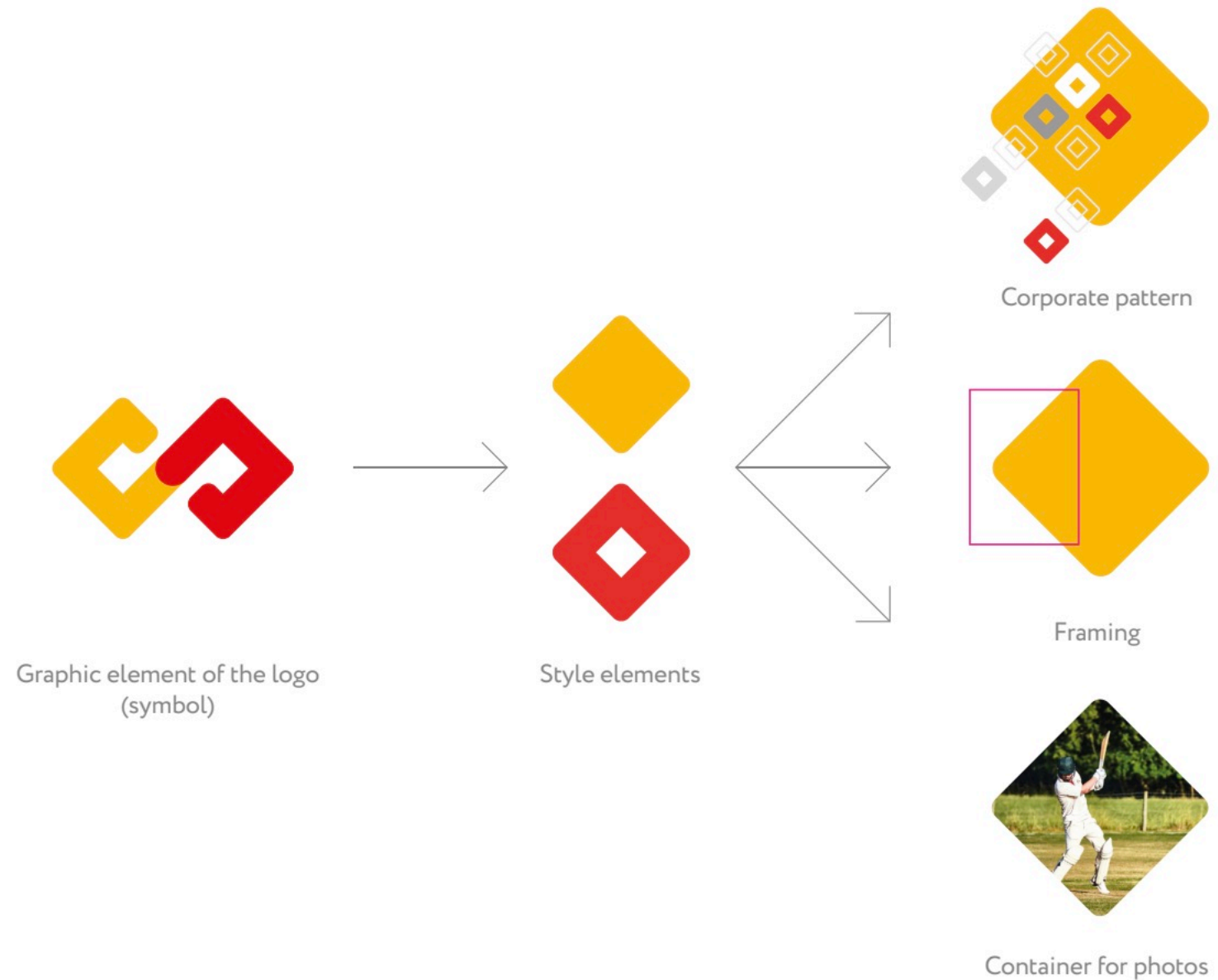
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890!"^_{}/+ -=<.,«»@#N\$;%:?'*()

2.12

Corporate pattern development scheme

The corporate style elements enhance brand awareness and unique visual representation of the brand. Style elements are derivatives of the logo.

Their original form is reflected in the visual techniques of the dynamic corporate identity – the corporate pattern, framing and container for photos.



2.13

Corporate pattern development scheme

The corporate pattern is built on two basic elements: the segment and the solid base.

Combinations of these elements create a varied corporate identity.

Examples of the corporate pattern applications for branding carriers are provided in the “Business documentation” and “Merchandise” sections.



Segment



Solid base



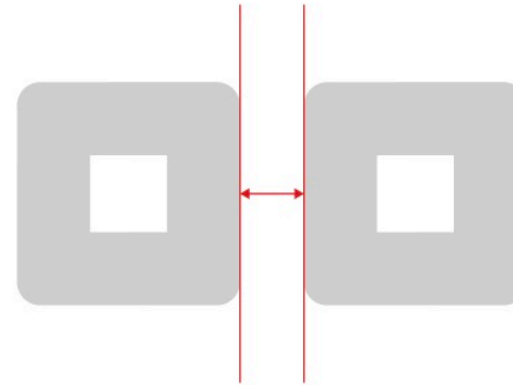
2.14

Corporate pattern development rules

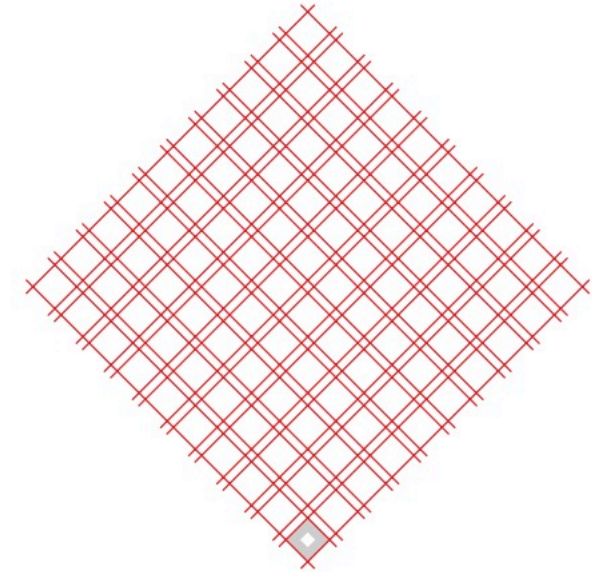
To create a corporate pattern, we use the following basic rules:

1. distance between segments;
2. grid building;
3. grid-solid base alignment;
4. corporate colors.

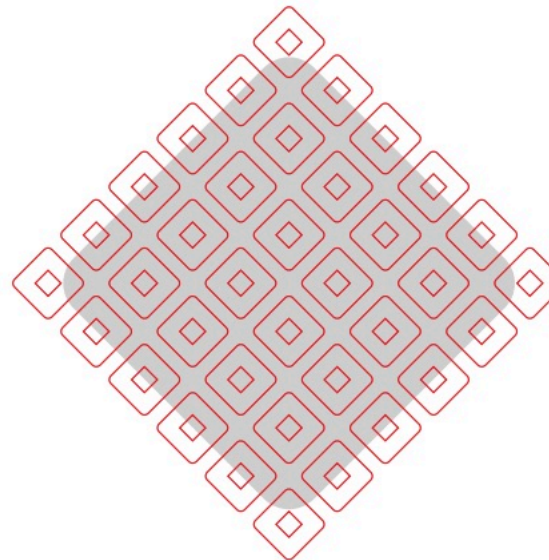
These rules are described in detail in the following sections.



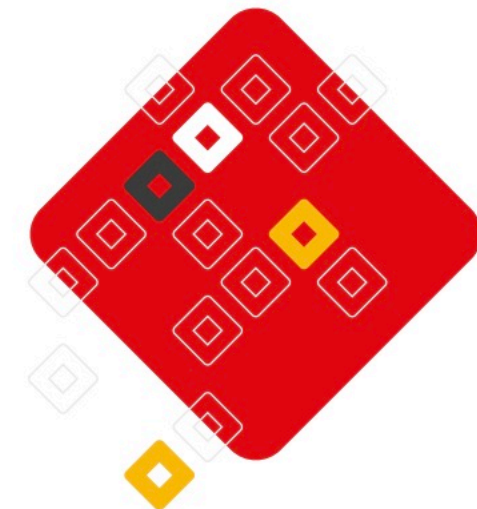
Distance between segments



Grid building



Grid-solid base alignment



Corporate color use

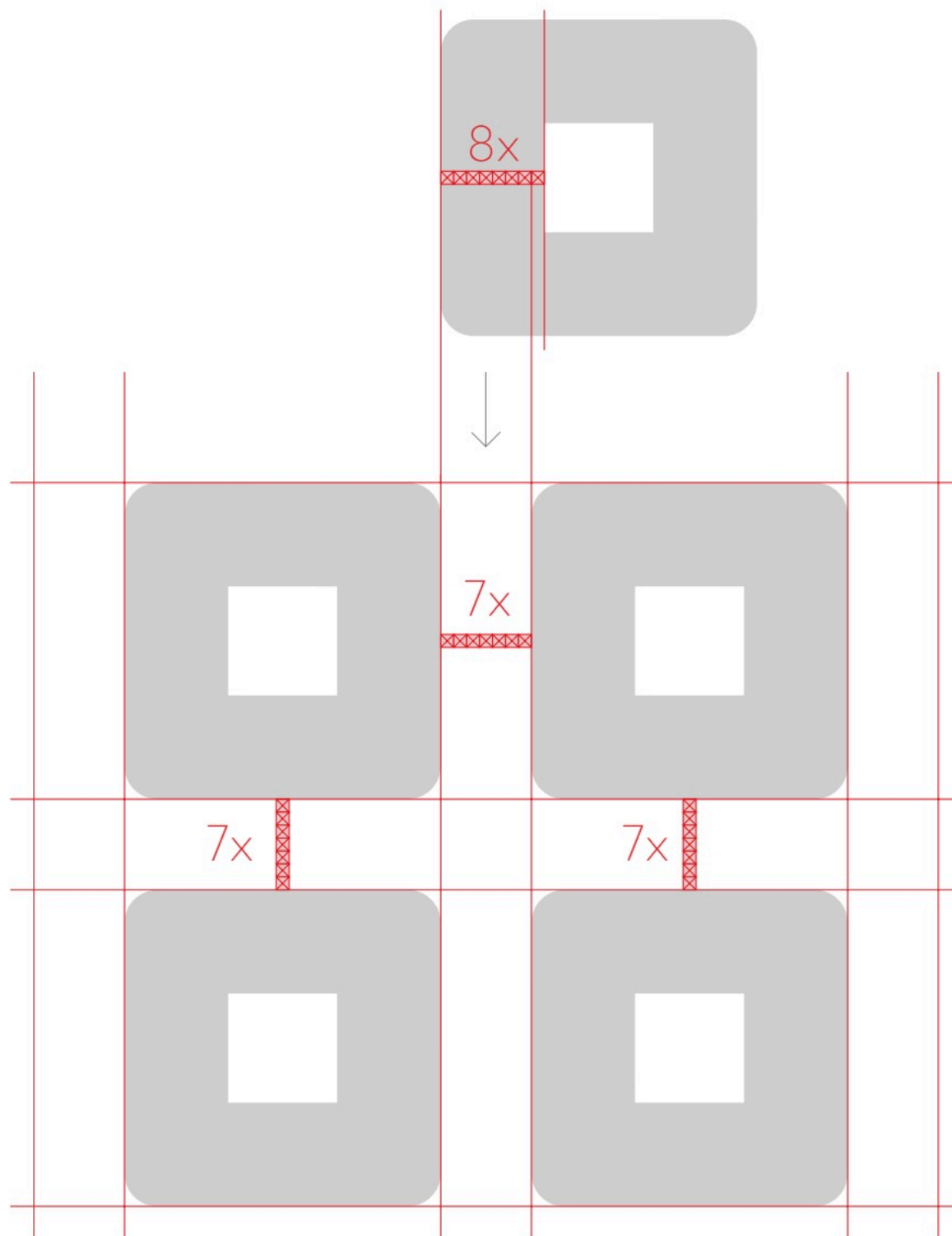
2.15

Distance between segments

To calculate the distance between segments, we take the thickness of one side of a segment and divide it by 8. The distance between segments is $\frac{7}{8}$ of the thickness of one side, as shown in the diagrams.



$\frac{1}{8}$ of the thickness of one side of a segment



2.16

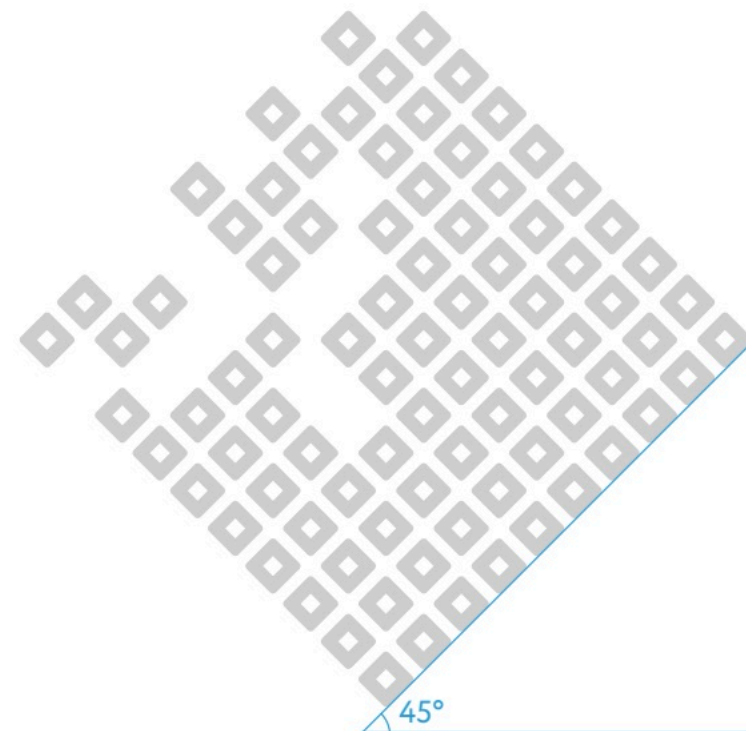
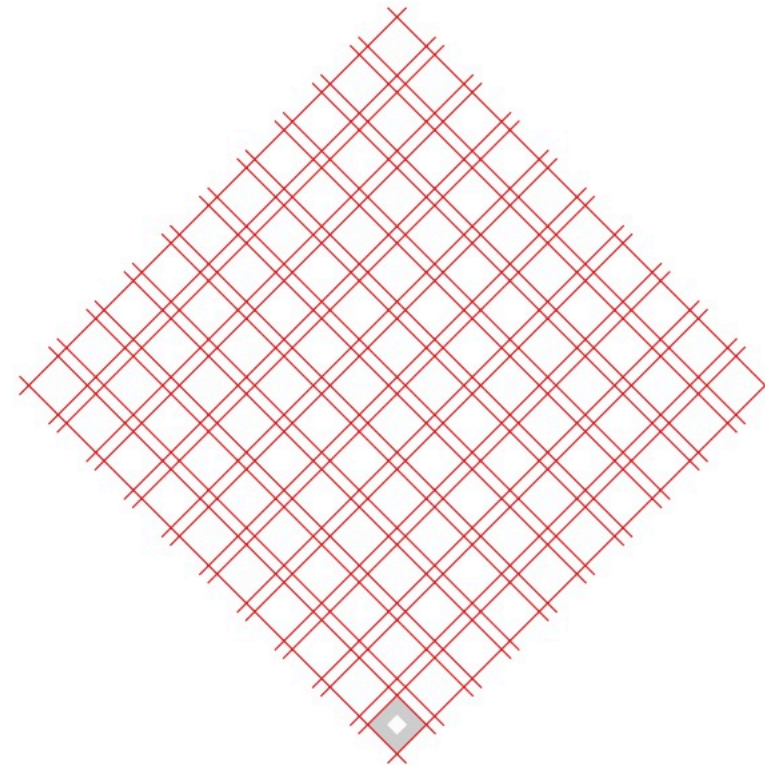
Grid building

The grid is built according to the supplied diagram. Segments of the same size are placed at the same distance from each other.

The grid inclination angle is 45 degrees.

To create a unique composition, some segments are removed.

Examples of the corporate pattern applications for branding carriers are provided in the “Business documentation” and “Merchandise” sections.



2.17

Grid-solid base alignment

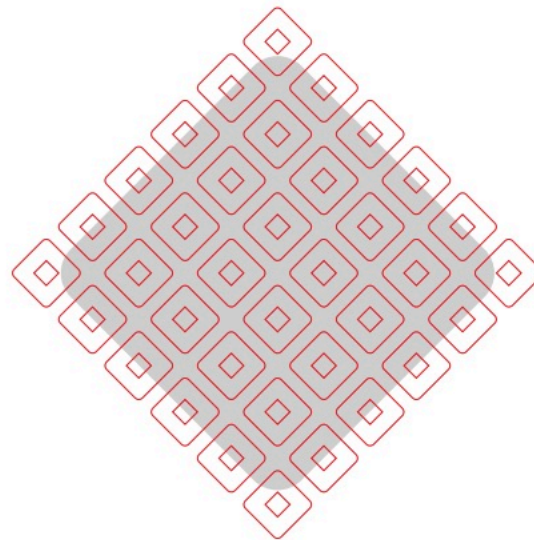
The size of segments in a block depends on their number.

There are three types of blocks:

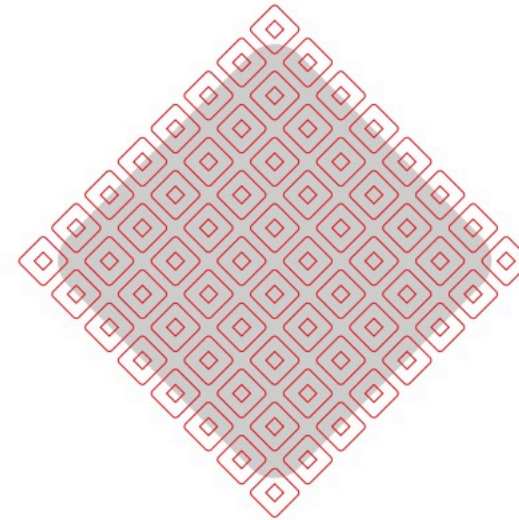
6x6 segments;
8x8 segments;
10x10 segments.

The size of blocks is selected depending on the carrier and its contents. The smaller the carrier, the fewer the segments (e.g. a business card). The larger the carrier, the more segments (e.g. a poster).

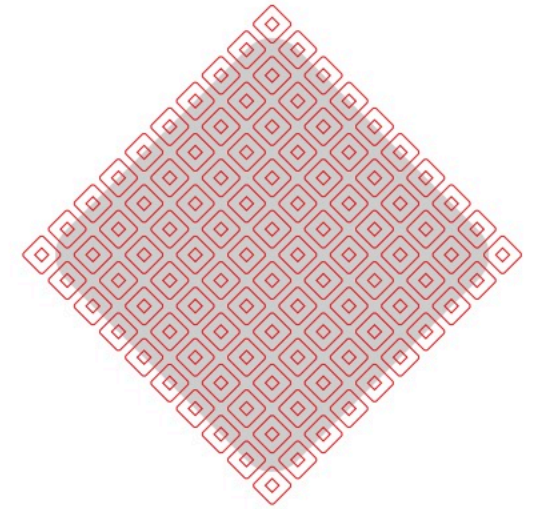
The alignment of segment and the solid base is as follows: the center of the outermost segments in a block should align with the edge of the solid base, as shown in the diagram.



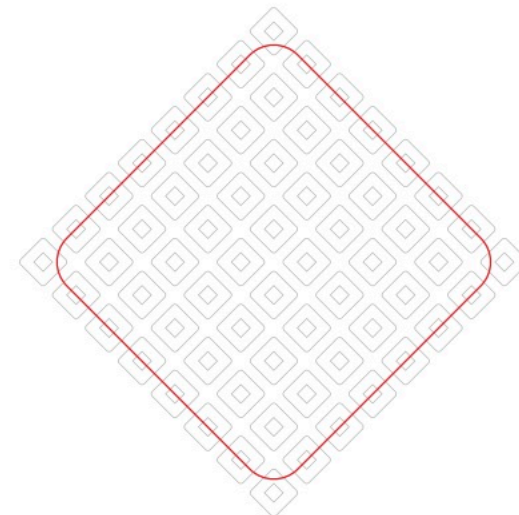
6x6 segments



8x8 segments



10x10 segments



2.18

Corporate pattern colors

A combination of colors shown in the diagram is used to create an individual pattern. Details of their use are given in the following sections.

Pantone 00
CMYK (0/0/0/0)
RGB (255/255/255)
#FFFFFF

Pantone 485 C
CMYK (0/100/100/0)
RGB (227/6/19)
#E30613

Pantone 136 C
CMYK (0/30/95/0)
RGB (251/186/0)
#FBB400

Pantone Black 7 C
CMYK (0/0/0/90)
RGB (60/60/59)
#3C3C3B

Pantone Gray 8 C
CMYK (0/0/0/60)
RGB (135/135/135)
#878787

Pantone Cool Gray 2 C
CMYK (0/0/0/10)
RGB (237/237/237)
#EDED

2.19

Color use in a pattern. Option 1

This color scheme is used for the design of such carriers as business documentation and advertising products.

It is based on combinations of the colors of segments and the solid base.

There are a few rules for the use of colors:

1. Only the red, graphite and yellow colors are used for the base.
2. All colors are used for segments.
3. Only the light gray CMYK (0/0/0/10) color is used for segments in outlines.
4. The ratio of the solid (color) segments to those in outlines should be as follows:
≈30% of solid, ≈70% of outline.
5. The minimum thickness of a segment is 0.5 pt.

The maximum thickness is 2 pt.



SOFTSWISS/pattern/color/1

2.20

Color use in a pattern. Option 2

This color scheme is used for merchandise. It is based on combinations of the colors of segments and the background.

There are a few rules for the use of colors:

1. Only the white, red, graphite and yellow colors are used for the background.
2. All colors are used for the main segment.
3. Only the light gray CMYK (0/0/0/10) color is used for segments in outlines.
4. The ratio of the solid (color) segments to those in outlines should be as follows:
≈30% of solid, ≈70% of outline.
5. The minimum thickness of a segment is 0.5 pt.

The maximum thickness is 2 pt.



SOFTSWISS/pattern/color/2

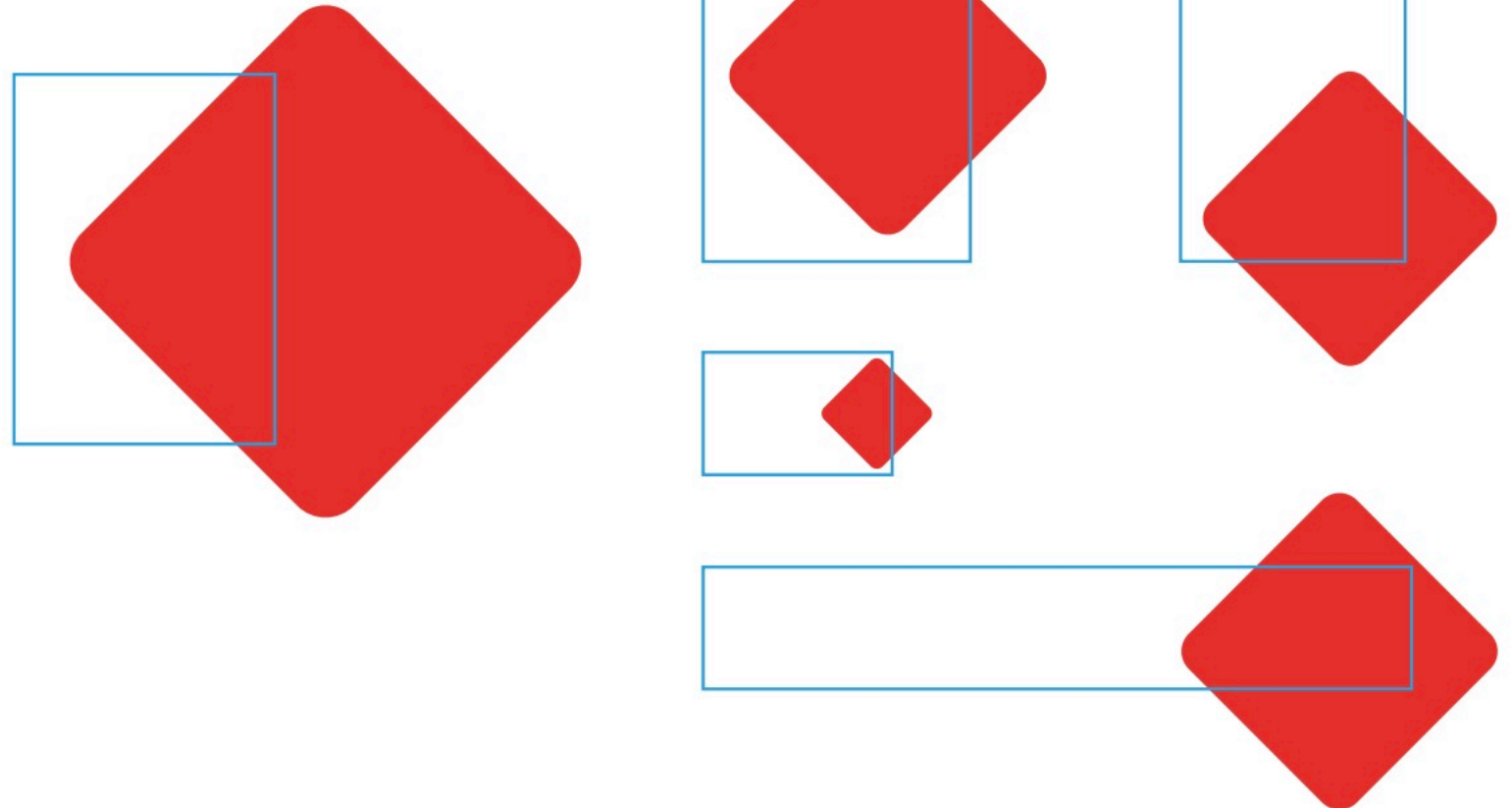
2.21

Corporate pattern framing

Pattern framing depends on the size, format, and amount of information on a carrier.

The main rule is that at least one corner of the solid base must remain within the format when framing.

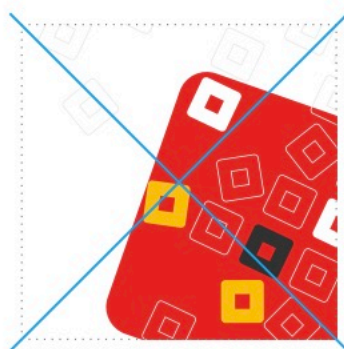
Examples of corporate pattern framing in the design of corporate identity carriers are provided in the "Business documentation" and "Merchandise" sections.



2.22

Unacceptable corporate pattern uses

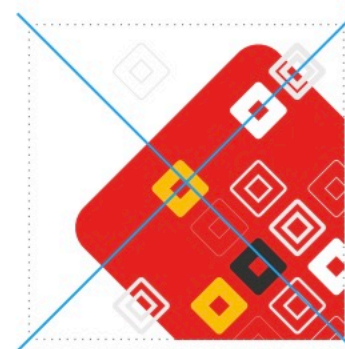
No changes in the basic rules for building a corporate pattern are allowed.



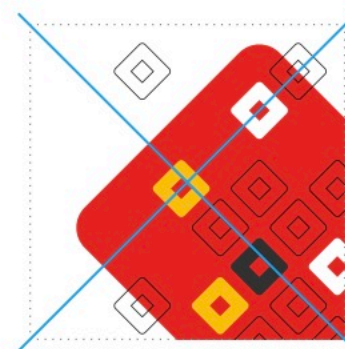
Do not change the inclination angle of the main elements



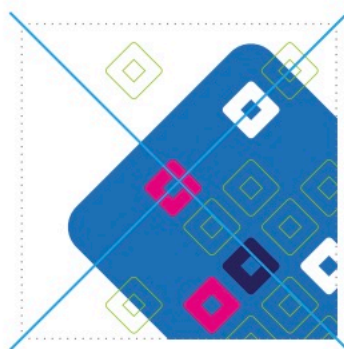
Do not change the size of segments



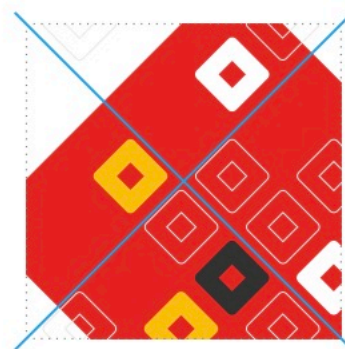
Do not change the thickness of segments in outlines



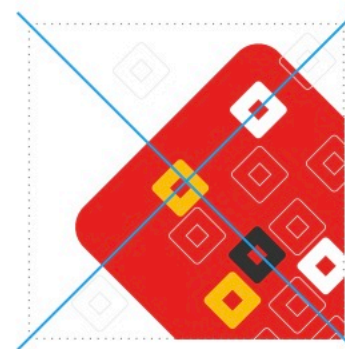
Incorrect color of segments in outlines



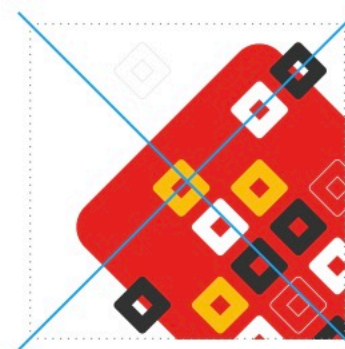
Do not use alternative colors



Incorrect framing



Do not change the distance between segments



Too many colored segments

2.23

Use of photographic material

The solid base serves as the container for photographic materials.

The size of the container depends on the grid of segments and should always be divisible by 2. The optimal container size: 2x2 segment or 4x4 segment.



2.23

Use of photographic material

Combinations of containers must be tied to a grid of segments.

Some examples of combining containers with photos are shown on the slide.



SOFTSWISS/pattern/photo

03

BUSINESS DOCUMENTATION



SOFTSWISS
WINNING COMBINATION

Business documentation

The uniform design of corporate business documentation ensures the integral visual perception of the brand.

SOFTSWISS staff are provided with electronic templates for business documentation.
Modifying electronic templates is not allowed.



3.1

Business card

Business card format: 85X55 mm

The brand is placed on both sides of a business card. The front side contains an employee's name, position and contact information. The back side is branded using the logo and corporate pattern.

The business card is designed according to the supplied scheme, complying with the rules for all indents, typeface and font size.



Front side



Back side



SOFTSWISS/layouts/card

3.4

Notepad

Notepad format: 148x210 mm.

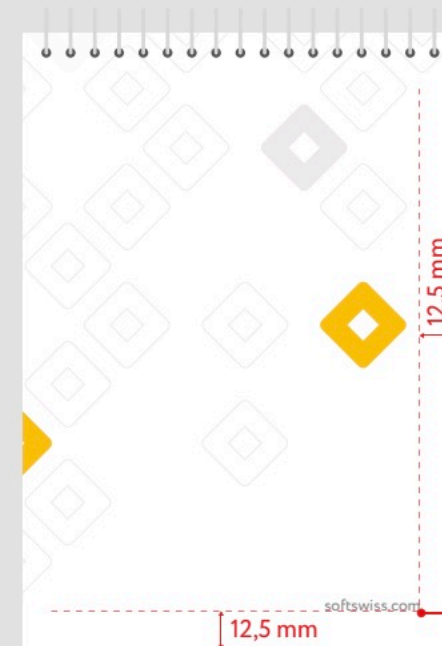
The front side of the notepad is branded using the logo and corporate pattern, and can be in corporate red, black or yellow.

The inside pages of the notepad are branded with the corporate pattern at the bottom of the page. For easy note-taking, standard blocks with lines or a grid can be used.

The notepad is designed according to the supplied scheme, complying with the rules for all indents, typeface and font size.



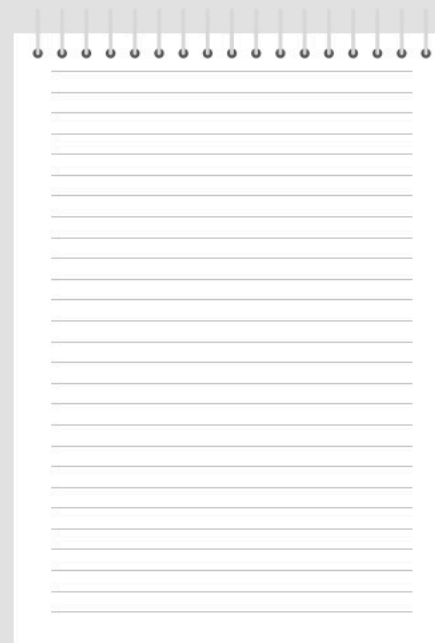
Front side



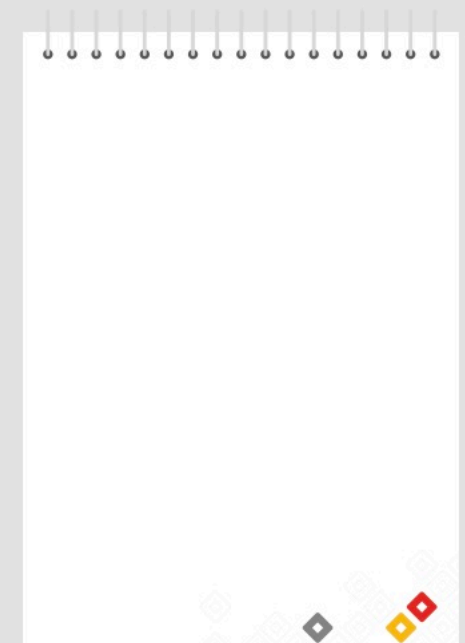
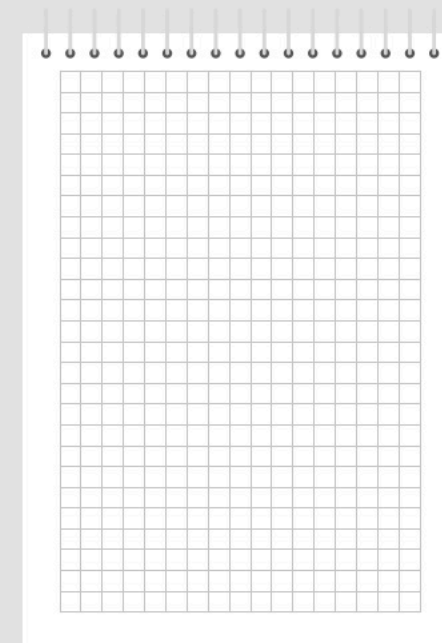
Back side



Cir c e Regular / 15 pt



Inner page



SOFTSWISS/layouts/notepad

3.5

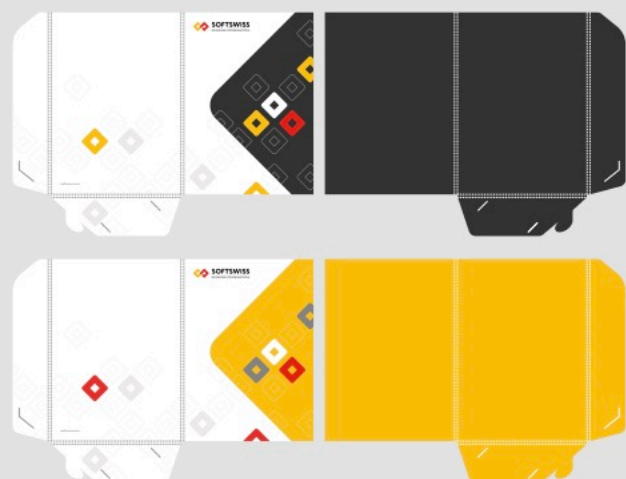
File folder

Folder format, folded: 218x306 mm, edge 5 mm.

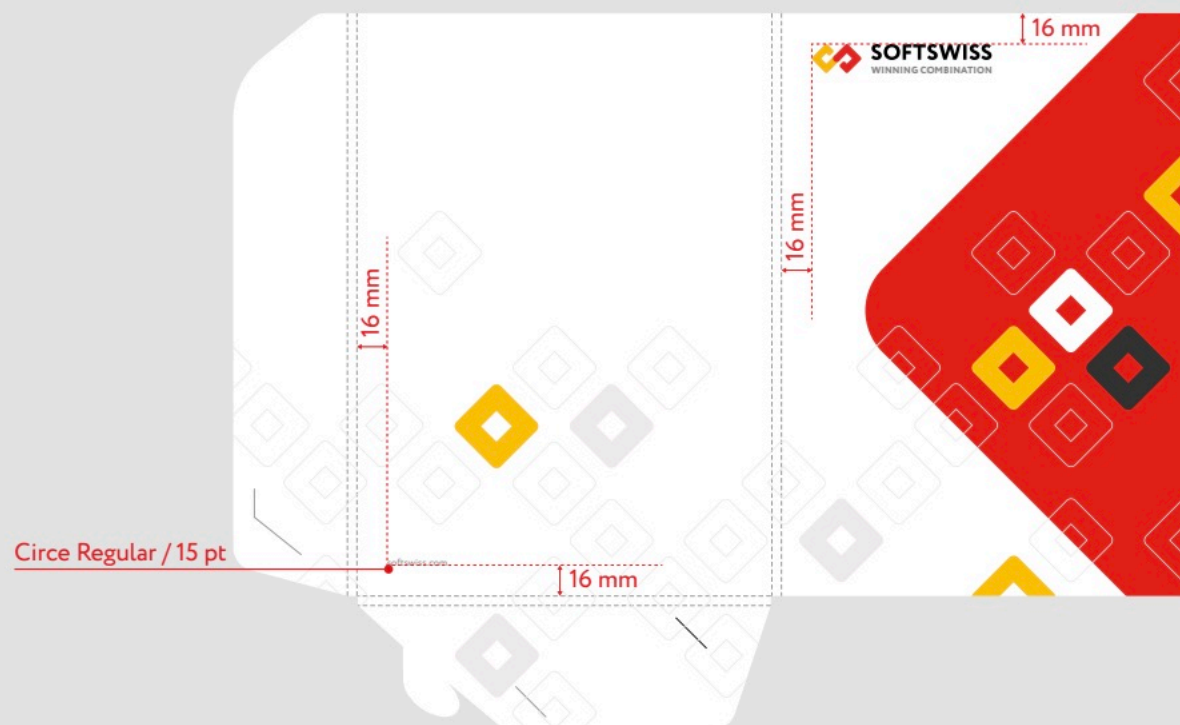
The face side of the folder is branded with the logo and corporate pattern. The inside of the folder is of the corporate red color.

The folder can also be made in corporate black or yellow.

The folder is designed according to the supplied scheme, complying with the rules for all indents, typeface and font size.



SOFTSWISS/layouts/folder



3.6

Lanyard

Lanyard format: 20x900 mm

The lanyard in the corporate colors is used to carry a pass and a badge, branded with the logo block.

The lanyard is designed according to the supplied scheme.

The minimum indent from the edge must be equal to the protection area of the logo.



SOFTSWISS/layouts/lanyard

3.7

Badge

Badge format: 90x148 mm.

The badge contains the name, position and photo of an employee. The photo is placed in the container on the background of the corporate pattern.

It is recommended to pick light-colored images. Photo should only evoke positive emotions. Models should look positive and natural.

The badge is designed according to the supplied scheme, complying with the rules for all indents, typeface and font size.



SOFTSWISS/layouts/badge



3.8

Presentation

Corporate identity should be visible in electronic presentations in order to enhance the integrity of perception by customers and partners.

Presentations are branded with the same starting slide with the corporate pattern and logo block. A presentation can also be made in the corporate black or yellow colors.

Slides for section names are branded with the logo block and corporate pattern.

The final slide of a presentation is designed following the design of the starting slide.



SOFTSWISS/layouts/PPT presentation

Starting slide

Tahoma / 36 pt

Dividing slide



Final slide



3.8

Presentation

Internal slides without images are designed following a uniform template with the use of the corporate pattern and logo block in the bottom-left corner.

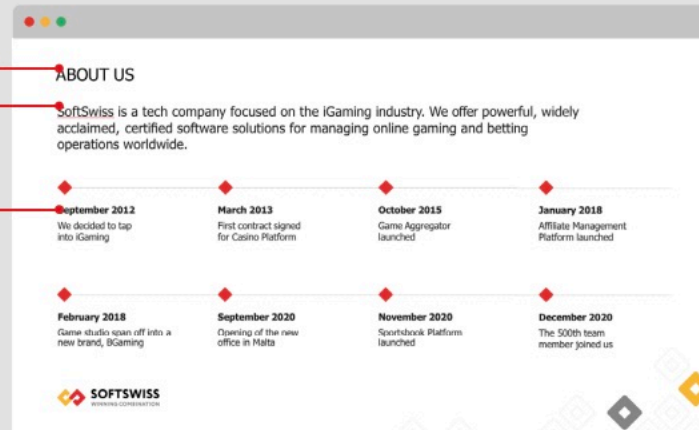
All of the corporate colors can be used in infographics.

A presentation is based on ready-made templates complying with the rules for all indents, typeface and font size.

Tahoma / 20 pt

Tahoma / 16 pt

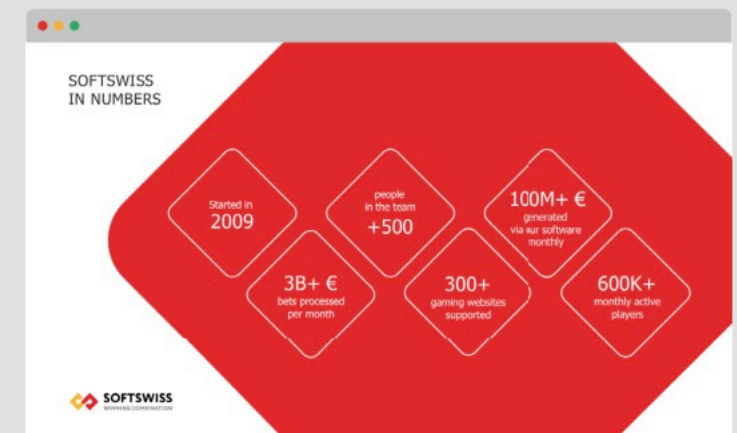
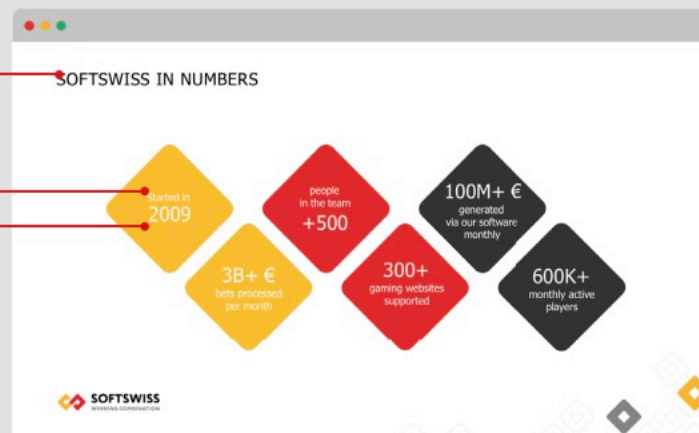
Tahoma / 11 pt



Tahoma / 20 pt

Tahoma / 11 pt

Tahoma / 23 pt



3.8

Presentation

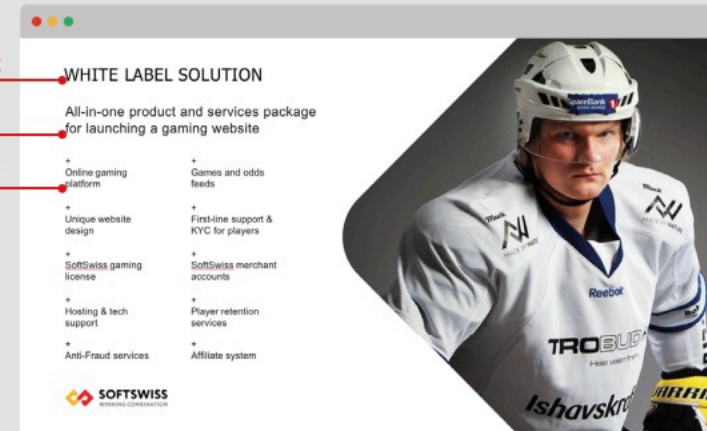
Whenever photo materials are added to internal slides, images are placed into containers in compliance with the rules for framing and combining containers with photos (see section 2).

A presentation is based on ready-made templates complying with the rules for all indents, typeface and font size.

Tahoma / 20 pt

Tahoma / 16 pt

Tahoma / 11 pt



SOFTSWISS/layouts/PPT presentation

3.8

Email signature

Employees must use a single signature template in their electronic business correspondence.

The electronic signature contains the following elements:

- logo block;
- sender's first and last names;
- sender's position;
- sender's cell phone number;
- corporate email address;

The email signature is designed according to the supplied scheme, complying with the rules for all indents, typeface and font size.



SOFTSWISS/layouts/mail

04

MERCHANDISE



SOFTSWISS
WINNING COMBINATION

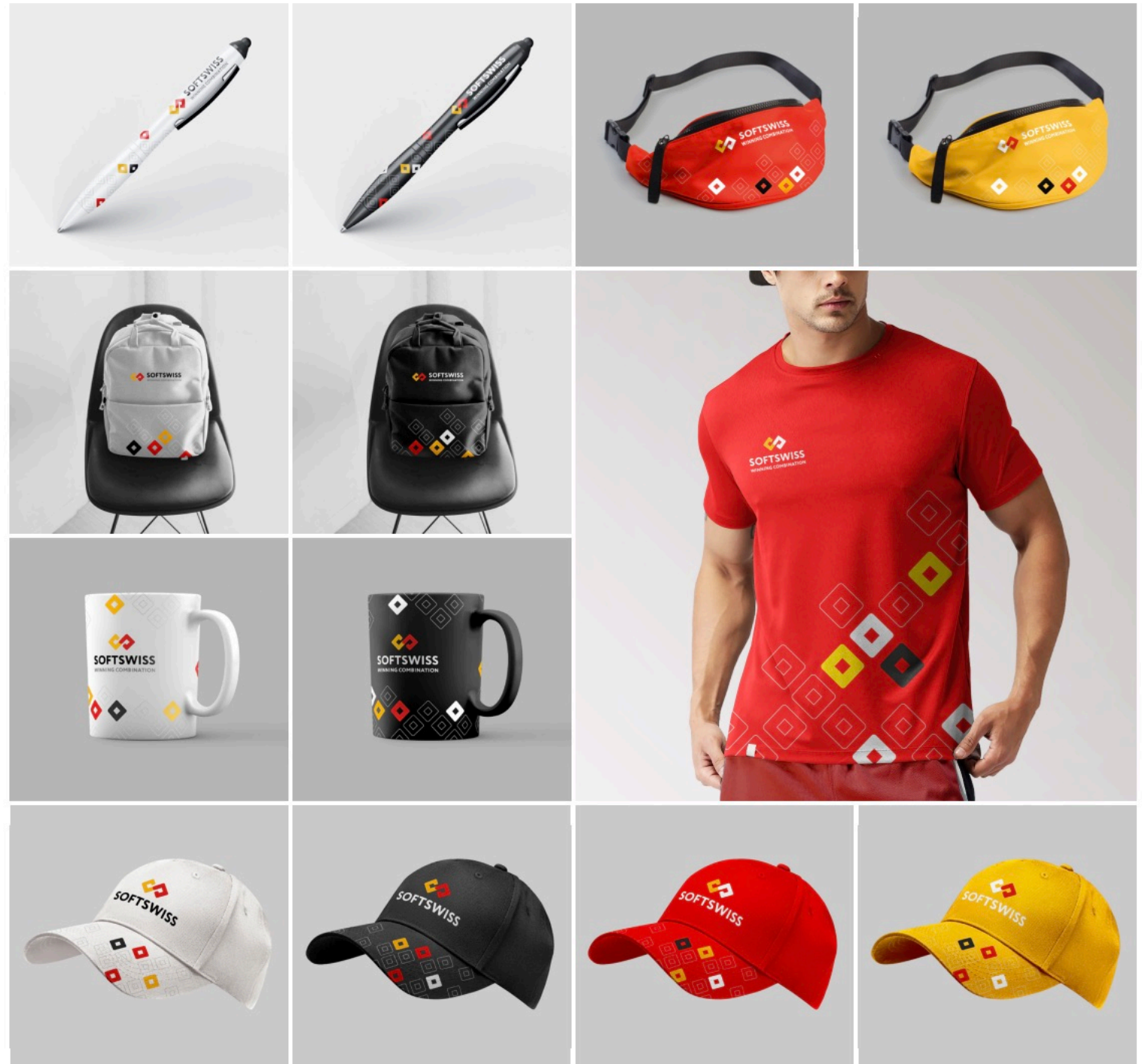
4.1

Underlying principles of merchandise branding

Brand style elements are used for the design of merchandise: the logo with or without the slogan, corporate pattern and corporate colors.

The size and options for branding elements are selected based on the size of carriers and rules for making a harmonious composition. It is important to comply with the protection area requirement and the minimum logo size.

To ensure a pleasant touch and increase the external appeal of a carrier, additional post-printing techniques may be used, such as hot stamping or embossing, specialized coatings such as soft touch, partial lacquer coating, silkscreening.



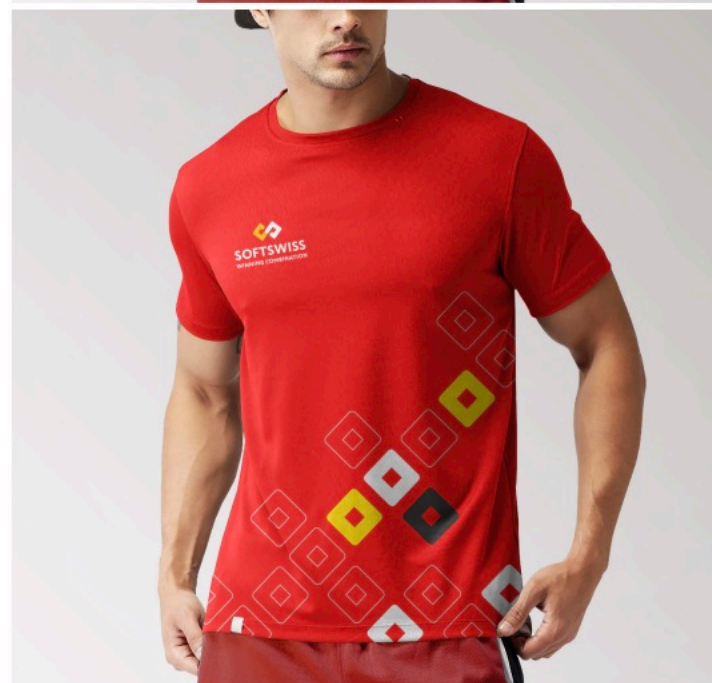
4.2

T-shirt

A T-shirt is designed according to the supplied sample with the use of brand style elements (see section 2).

Main rule: the size of the logo block must not be smaller than the recommended minimum size.

The color of a T-shirt must match the corporate colors.



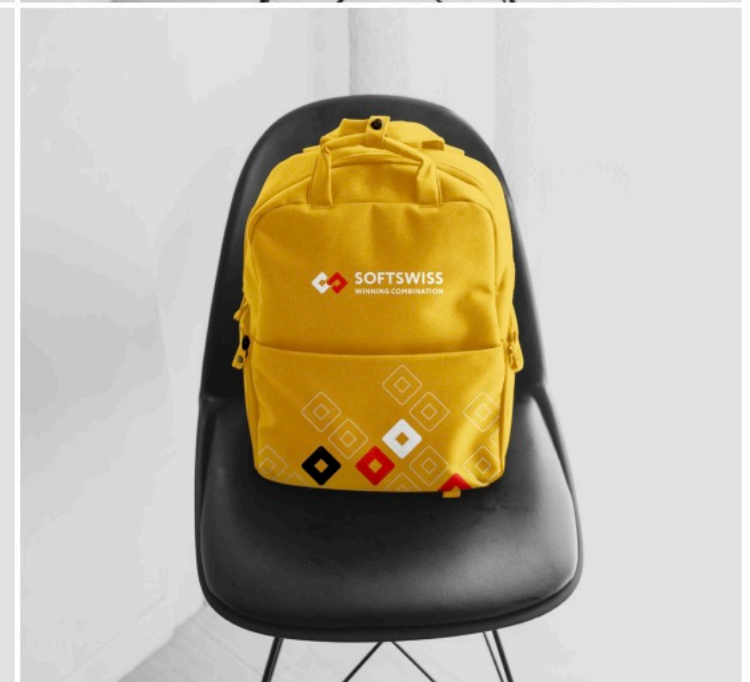
4.3

Backpack

A backpack is designed according to the supplied sample with the use of brand style elements (see section 2).

Main rule: the size of the logo block must not be smaller than the recommended minimum size.

The color of a backpack must match the corporate colors.



4.4

Waist pack

A waist pack is designed according to the supplied sample with the use of brand style elements (see section 2).

Main rule: the size of the logo block must not be smaller than the recommended minimum size.

The color of a waist pack must match the corporate colors.



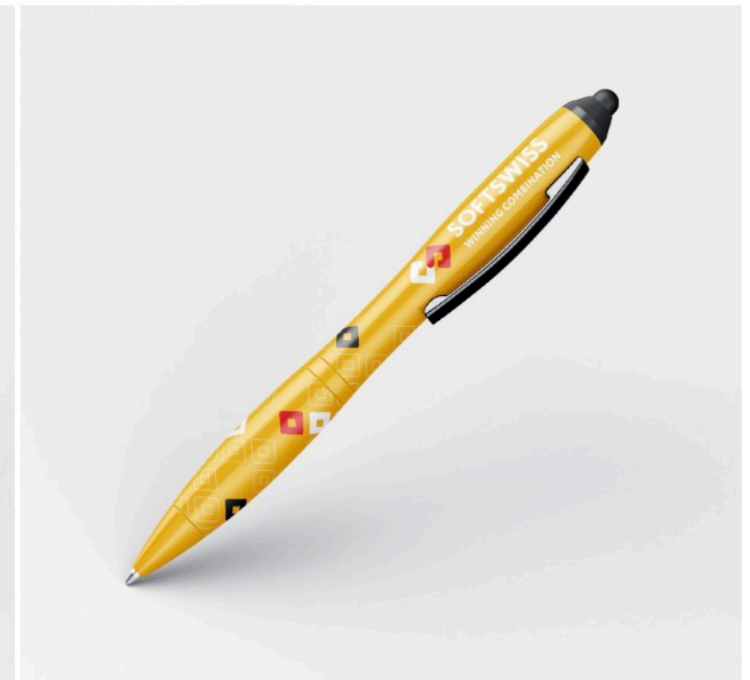
4.7

Pen

A pen is designed according to the supplied sample with the use of brand style elements (see section 2).

Main rule: the size of the logo block must not be smaller than the recommended minimum size.

The color of a pen must match the corporate colors.



4.4

Waist pack

A waist pack is designed according to the supplied sample with the use of brand style elements (see section 2).

Main rule: the size of the logo block must not be smaller than the recommended minimum size.

The color of a waist pack must match the corporate colors.





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