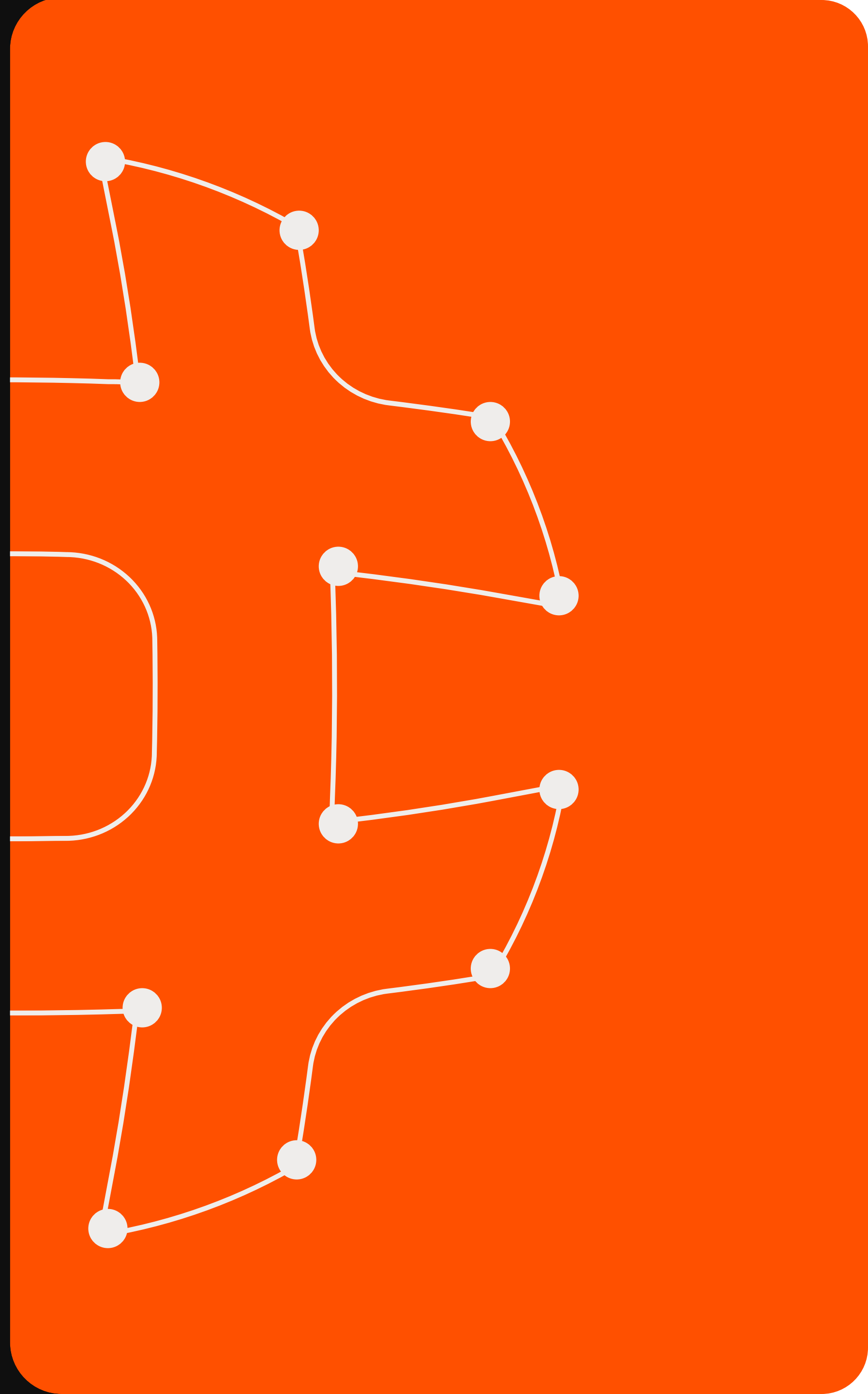


# Guidebook

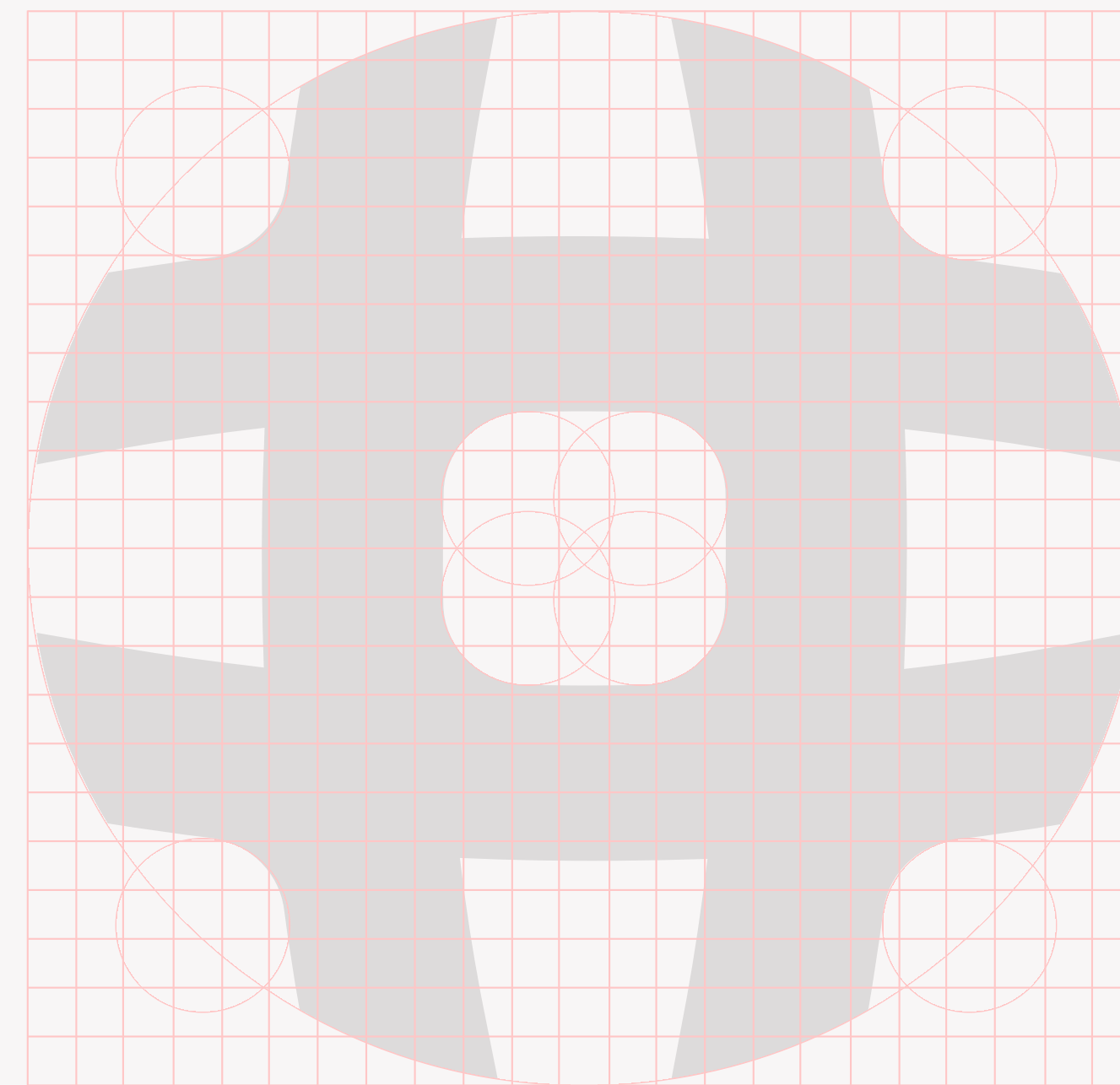
# 2025



Logo grid



Sign



Sign scaling



Large — X



Medium — x/2



Small — x/4

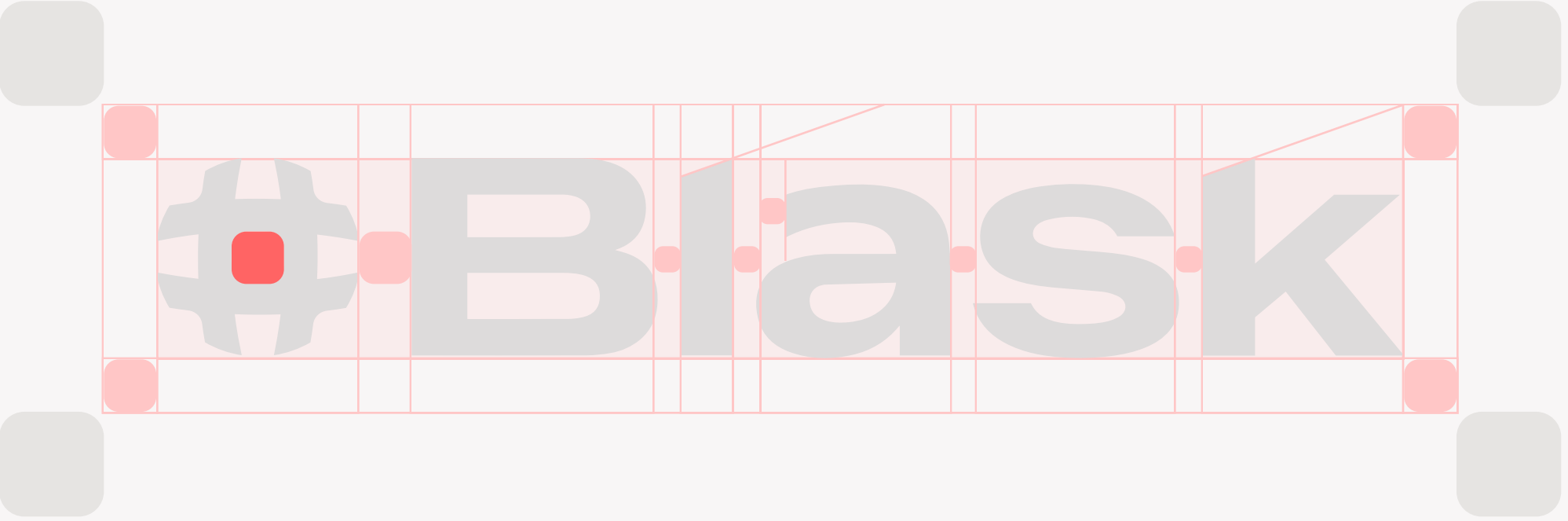





Extra Small — x/6

Basic version of the logo



Logo security field



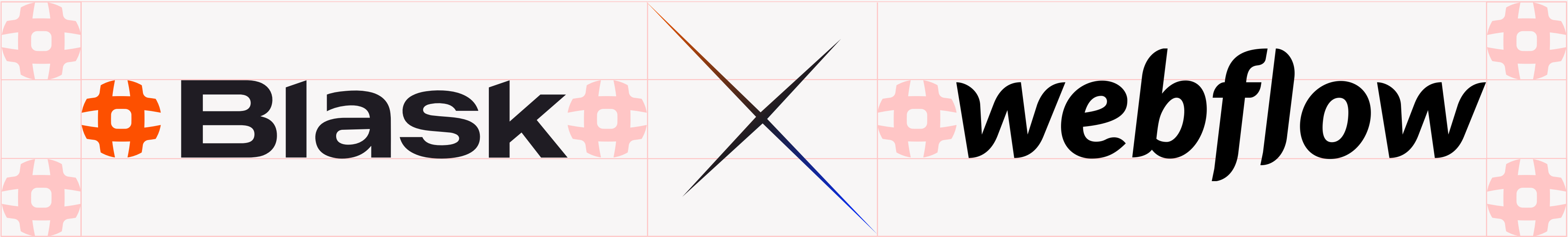
 x     2x     x/2

 **Blask**



***webflow***

Co-branding paddings

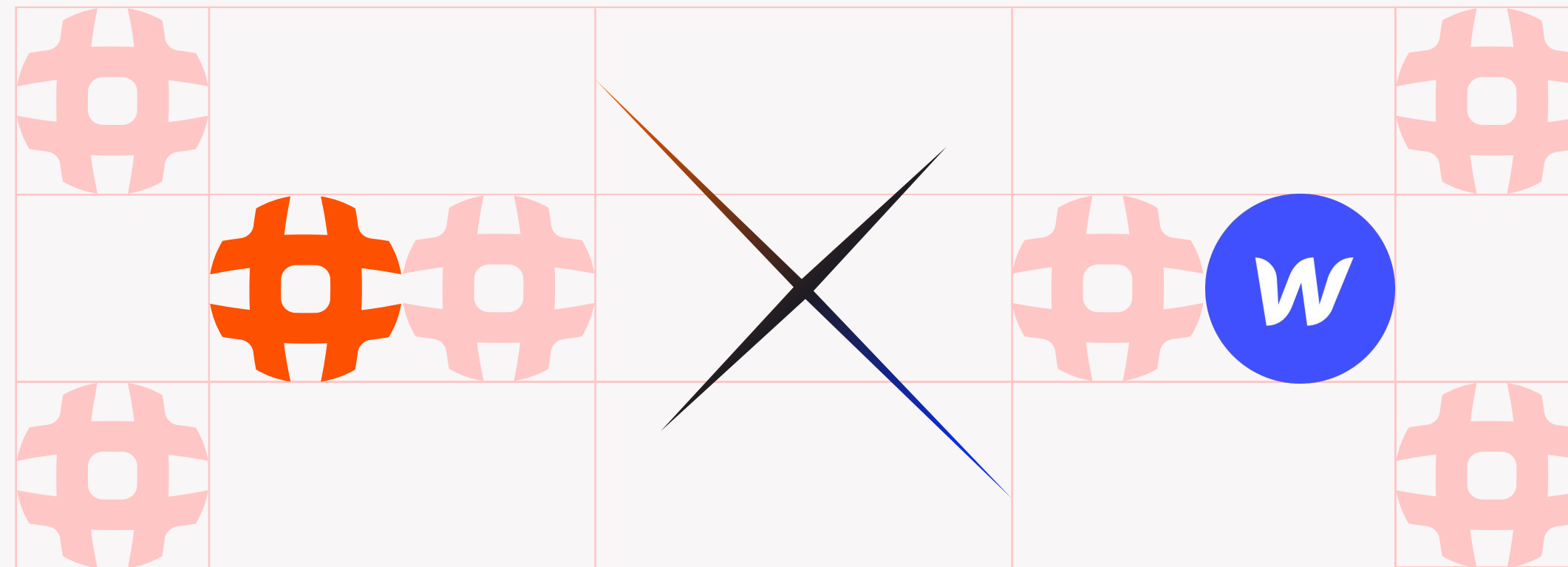




## Co-branding



## Co-branding paddings



Color version for light backgrounds



Inverse color version for dark backgrounds



Monochrome version

**#Blask**

**#Blask**

 **Blask**

 **Blask**

## Logo don'ts

**Blask#**


#  
**Blask**

 **Blask**

**#Blask**

 **Blask**

#**Blask**

**Blask**  


#  
**Blask**  
J U S T D O I T

 **Blask**

#  
**Blask**

 **Blask**

 **Blask**



# Colors



Brand colors RGB

Blask Orange

HEX

FF5000

RGB

255 80 0

Pantone

Orange 021 C

Primary White

HEX

F8F7F6

RGB

248 247 246

Blask black

HEX

101010

RGB

16 16 16

Blask Stroke

HEX

181818

RGB

24 24 24

Blask Gradient

FF9C67

FF5000

8D0700

Red Ac

HEX

FF2121

Purple

HEX

6D6DFF

Green Ac

HEX

79FF6E

RGB

121 255 110

Brand colors CMYK

Blask Orange

CMYK  
0 78 94 0

Primary White

CMYK  
3 3 4 0

Blask black

CMYK  
80 70 62 89

Blask Stroke

CMYK  
77 67 61 84

Blask Gradient

0 53 63 00 78 94 023 100 100 26

Red Ac

CMYK  
0 91 82 0

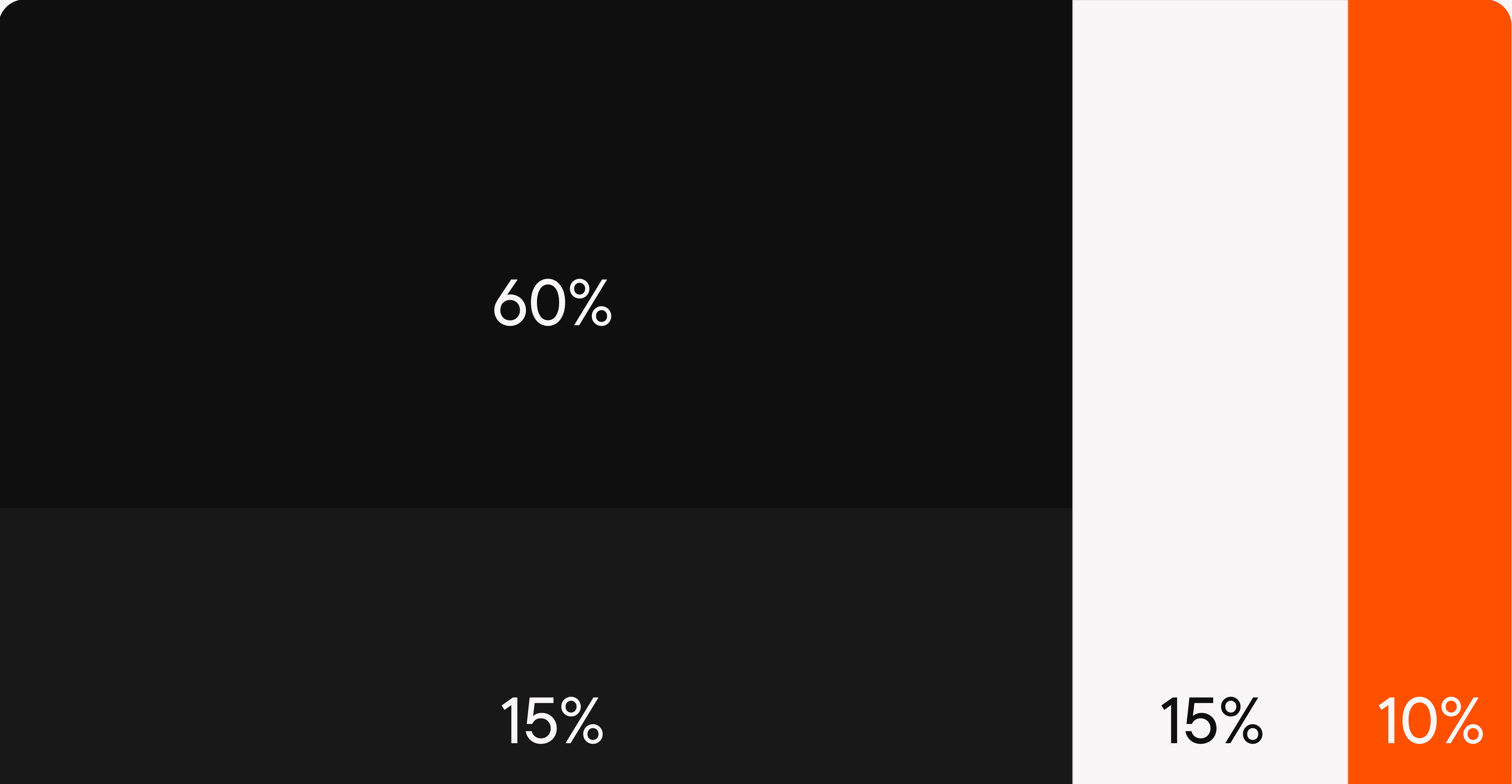
Purple

CMYK  
73 62 0 0

Green Ac

CMYK  
60 0 100 0

Brand colors ratio



# Typography and layouts

Commons

Aa



Aa

Commons

Body

# TT Common Pro

Regular

Meduim

Semi Bold

**Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Header

# TT Common Pro Expanded

**Demi Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Typography and layouts

Large, short titles for large formats



Leading 100% Letter  
spacing -2%

H1

TT Common Pro

For cases where the title needs to be more visible or readable in medium or small formats (banners, printed layouts, layouts with lots of elements and non-uniform backgrounds)



Leading 100% Letter  
spacing -2%

H2

TT Common Pro

Bullets



Leading 100% Letter  
spacing -2%

bullet

TT Common Pro

Numbers



Leading 100% Letter  
spacing 0%

N1

TT Common Pro Ex

Body text



Leading 150% Letter  
spacing 0%

body

TT Common Pro

Descriptions, explanations,  
comments, charts



Leading 150% Letter  
spacing 0%

desc

TT Common Pro

## Typography and layouts

TT Commons Pro Medium 80

# Business leverage and strategic knowledge

TT Commons Pro Medium 46

## iGaming & Betting insights in your hands

TT Commons Pro Meduim 32

Business leverage refers to using resources and capabilities efficiently and effectively to gain a competitive advantage in the market, by leveraging factors like technology, partnerships, and economies of scale to increase profitability and market share.

TT Commons Pro Normal 20

On the other hand, strategic knowledge refers to the understanding and application of strategic principles and concepts in the decision-making process. It involves the identification of market trends, competitive analysis, and the development of a long-term plan to achieve business goals. Strategic knowledge helps businesses make informed decisions and adapt to changing market conditions to stay ahead of the competition.

TT Commons Pro Medium 80

# Business leverage and strategic knowledge

TT Commons Pro Medium 46

## iGaming & Betting insights in your hands

TT Commons Pro Medium 32

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TT Commons Pro Normal 20

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## Typography do and don'ts

~~data-driven~~

~~data-driven~~

~~data - driven~~

~~DATA-DRIVEN~~

~~data-driven~~

~~data-driven~~

~~Data-Driven~~

~~data  
-driven~~

~~data-driven~~

Typography do and don'ts

1.2



1,2



33M



33m



Top 1



TOP-1



12 345



12,345



VS



VS.



\$100



100 \$



We are



We Are



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