Brand Guidelines

Version 2.0
July 2023
Prepared by MrQ Design

Quirky, Quick-witted, Quintessential, Quality...

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Introduction

1.1 Vision
1.2 Mission

To shift the world's perception of what gambling should be - FUN

Offer progressive value entertainment – with delight & transparency

Logo

2.1 Introduction
2.2 Logotype
2.3 Safespace
2.4 Logo with url
2.5 Logo usage
2.6 Examples of use

Introduction

The MrQ logo is an expression of the ethos of the brand. It’s quirky, unconventional, unapologetic and doesn’t take itself too seriously

Logotype

Two versions of the wordmark have been created, one for use over dark backgrounds and one for use over light backgrounds.

The logo should be used as is on the product marketing, internal communications and merch. Always use the provided logo files in the colours shown below and never attempt to recreate the main logo.

MrQ

Safe Space

The area around the logo should always provide ample space so that the logo is not crowded or constrained by external elements.

The x-height and width is equivalent to the height of the letter ‘r’ in the logotype.

The diagrams show the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.

Logo with url

A secondary version of the logotype has the .com incorporated into it. This version requires the same amount of safe space as the primary logotype, and is used in cases when players need to be directed to the site, or in rare cases when we can only display the logo and nothing else.

Where possible, the logo is displayed in either blue, or white and on a clear background. The use of the logo on other colours is allowed, however the preferred route would be to use the brand's primary colour - blue.

Logo with url

In cases where the background is busy, we use a version of the logotype with an outer stroke applied.

When possible, the blue and white version is used, however, if the colour scheme or background does not contrast well with the brand's colour scheme, then a black and white version is the best solution - as seen in the example to the right. The most important thing is that the logotype itself always remains in white.

Logo usage

Place the dark blue MrQ logo over white or very light backgrounds only. Place the white MrQ logo over the dark Blue background in addition to the other colour palette backgrounds, or black if needed, always ensuring a good contrast.

Do not place the white MrQ logo over the light shades from the colour palette. Contrast is key.

Allow appropriate space from other brand elements such as imagery, other logos and illustrations to ensure legibility and maximum clarity of the brand.

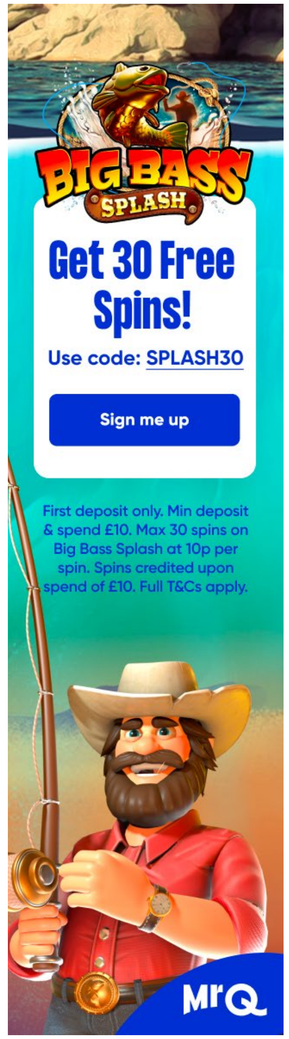
Do not place the MrQ logo over busy backgrounds, patterns or imagery.

Do not distort the logo in any way and always maintain the balance of dimensions and correct spacing between the letters. Do not redraw or alter the MrQ wordmark and only use the approved and provided logo artwork. Do not use a tint of the dark blue for the logo.

BIG BASS
AMAZON
XTREME
SCATTER
FREE SPINS
MrQ
BeGambleAware.org

JOIN THE
FAMILY
Swipe right to check out our vacancies or visit lindar.com
MrQ

YOU WIN SOME
YOU LOSE SOME
MrQ
mrq.com


BIG BASS
SPLASH
Get 30 Free Spins!
Use code: SPLASH30
Sign me up
First deposit only. Min deposit & spend £10. Max 30 spins on Big Bass Splash at 10p per spin. Spins credited upon spend of £10. Full T&Cs apply.
MrQ

MrQ

Colour

3.1 Introduction
3.2 Colour Palette
3.3 Examples of use
3.4 Extended Palette
3.5 Colour contrast
3.6 Themes

Colour plays a huge part in establishing the right look & feel for the brand. It strengthens visual consistency across all applications, becoming a visual signifier for the brand

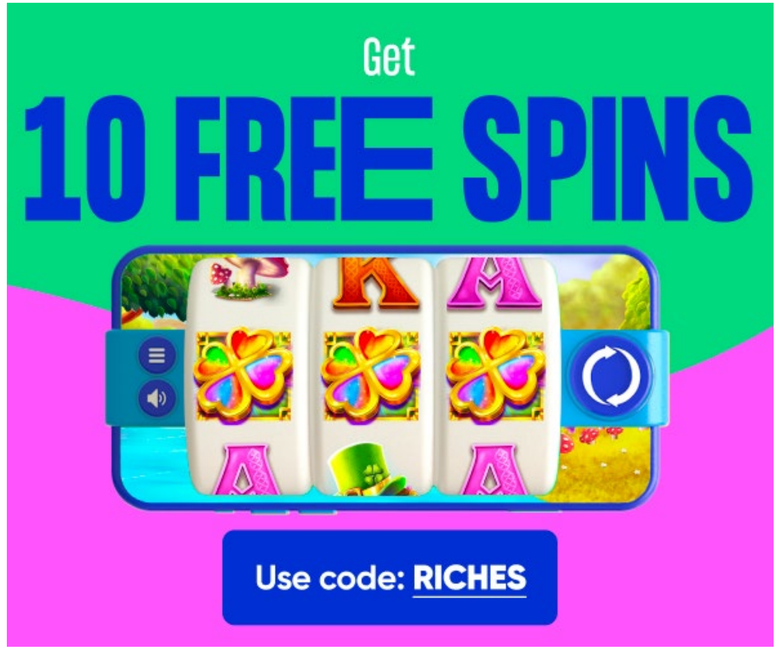
Colour Palette

MrQ has a primary colour palette, that is used throughout all marketing communication, such as CRM, Affiliation and Social. The extended colour palette is is used solely for illustration purposes in order to have a wider range of shades to choose from.

Dark Blue is the main colour which is also used in the logo. Please follow the approved values and codes when designing and never deviate or alter the values in any way.

Main Colour
#0A2ECB CMYK: 94, 77, 0, 0 Pantone: 2728 C

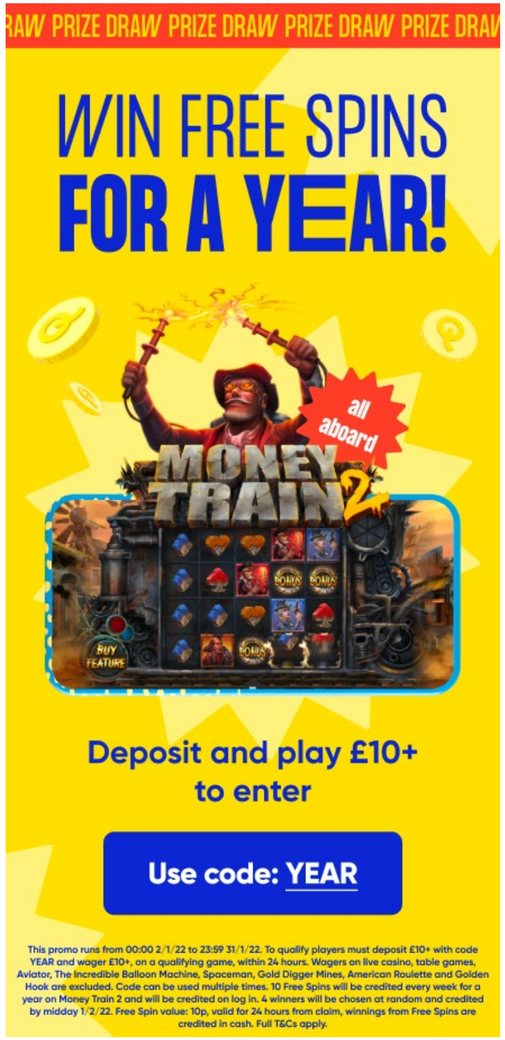
#FFF18C CMYK: 3, 1, 56, 0 Pantone: 0131 C	#FFDF00 CMYK: 2, 9, 91, 0 Pantone: 108 C	#FFBCFB CMYK: 9, 33, 0, 0 Pantone: 217 C	#FF63F6 CMYK: 27, 64, 0, 0 Pantone: 239 C	#FF523A CMYK: 0, 79, 73, 0 Pantone: 032 C	#42D486 CMYK: 64, 0, 62, 0 Pantone: 3395 C	#00B2FF CMYK: 68, 16, 0, 0 Pantone: 299 C


Get
10 FREE SPINS
Use code: RICHES

MrQ
mrq.com

TAKE A SPIN
juicy
GRANNY vs ZOMBIES
LOCK N WIN
AND SEE WHO WINS!
Spin

MrQ
CUPID'S DAILY DELIGHTS
Love is in the air


PRIZE DRAW PRIZE DRAW PRIZE DRAW PRIZE DRAW
WIN FREE SPINS FOR A YEAR!
all aboard
MONEY TRAIN 2
Deposit and play £10+ to enter
Use code: YEAR
This promo runs from 00:00 2/1/22 to 23:59 31/1/22. To qualify players must deposit £10+ with code YEAR and wager £10+, on a qualifying game, within 24 hours. Wagers on live casino, table games, Aviator, The Incredible Balloon Machine, Spaceman, Gold Digger Mines, American Roulette and Golden Hook are excluded. Code can be used multiple times. 10 Free Spins will be credited every week for a year on Money Train 2 and will be credited on log in. 4 winners will be chosen at random and credited by midday 1/2/22. Free Spin value: 10p, valid for 24 hours from claim, winnings from Free Spins are credited in cash. Full T&Cs apply.

MrQ

Typography

4.1 Introduction
4.2 Primary Typeface
4.3 Primary Typeface Variables
4.4 The Zero Conundrum
4.5 Secondary Typeface
4.6 Examples of use
4.7 Weights

MrQ's typographic style
is bold & expressive,
capturing the brand essence.

There are two main brand
fonts; **Formula & Gilroy**

Formula Condensed

Bold & Light

Primary Typeface

Formula is the primary font, that is used mainly for header text. It can be used in both uppercase and lowercase. However, use with caution. For short, punchy headlines, we can use **Bold**, **UPPERCASE** and font **Variables**.

There must always be a balance between imagery and the typeface. Both used in abundance at the same time will come off as ‘too much’.

We use Formula Bold and Light with a 2% kerning in Figma or 30pt kerning in Abobe Illustrator for increased legibility. Tracking should be tight and legibility is key.

Formula Condensed 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**
1234567890!

Main information

Formula Condensed Light

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm NnOo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890!

Secondary information

SHOCKINGLY
GOOD CASINO

Primary Typeface Variables

The formula font contains variable widths of all characters. They are to be used sparingly in order to enhance what we are trying to say in a way that's almost animated.

Expressive headlines are used mostly for communicative pieces, such as campaigns, social posts, merchandise and banners.
We use variable characters as display type - in large artboards with no use of image or illustration and when the user has time to read.

Uppercase or sentence case?

- Short, sweet and expressive - uppercase and variables.
- Headline of 3+ or more words - Sentence case

Formula Condensed Bold

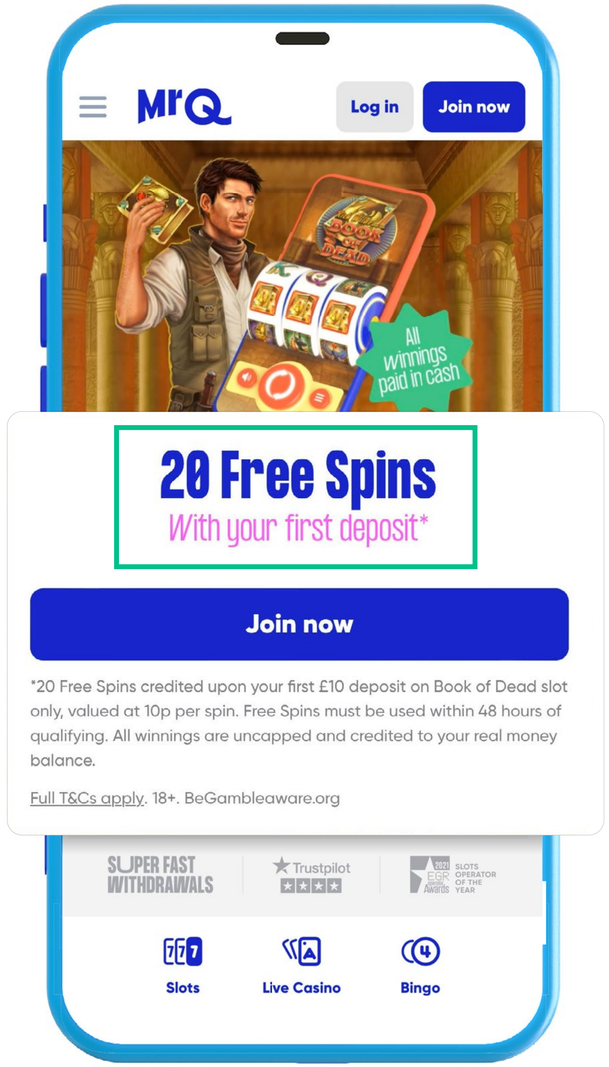
Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj
Kk Ll Mm Nn
Oo Pp Qq Rr
Ss Tt Uu Vv
Ww Xx Yy Zz

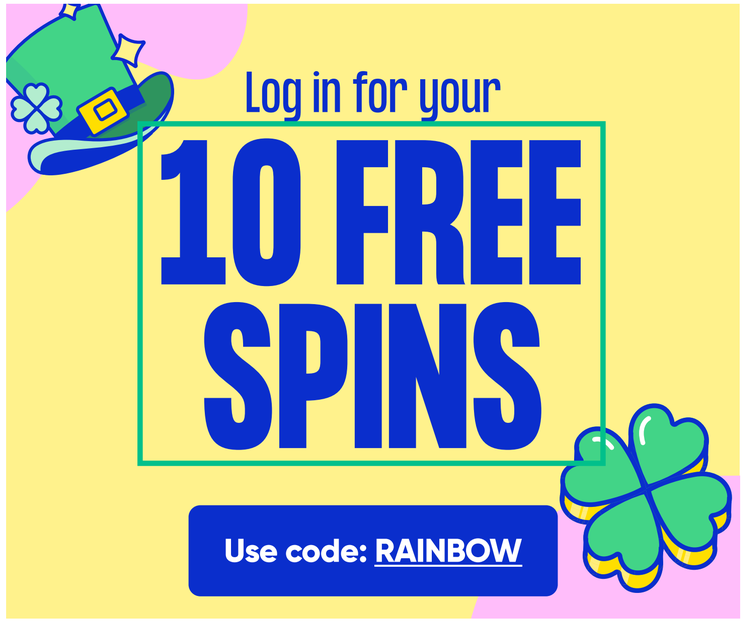
Variables

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

ZER0 or ZERO?

The formula font 0 is quite peculiar and can at times look like an 8. We do love a bit of quirk. To avoid confusion - in cases when the creative is an image (eg: CRM or social) we use uppercase O, and in cases when the font is typed or part of the CMS (eg: on mrq.com) we use 0.





Gilroy

Bold, Semi Bold & **Extra Bold**

Secondary Typeface

For body copy or secondary headers we use Gilroy. In instances where copy exceeds one single sentence, we refrain from using Formula in order to avoid visual fatugue.

For CTAs and T&Cs Gilroy is also used.

Gilroy 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
1234567890
=!@#£€%&*+

Gilroy Semi Bold

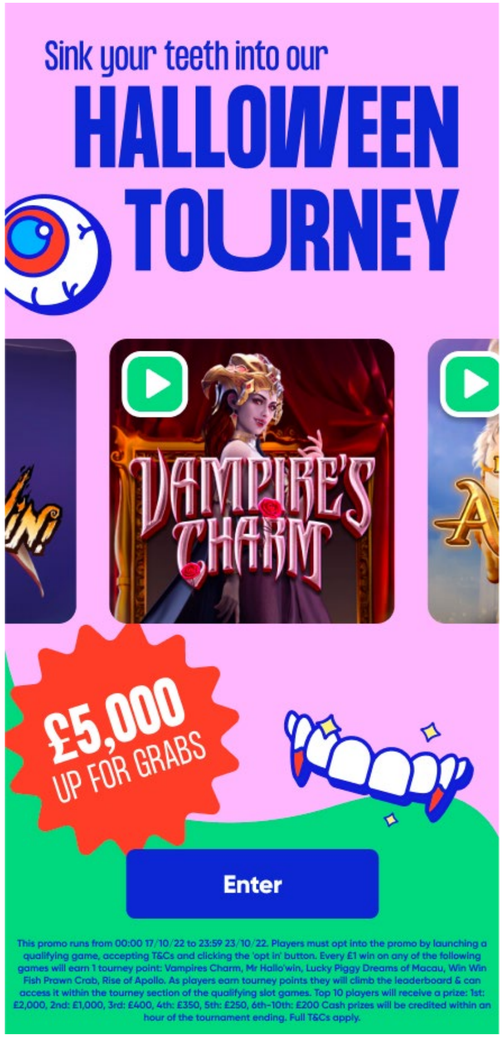
Aa Bb Cc
Dd Ee Ff Gg
Hh Ii Jj Kk Ll
Mm Nn Oo
Pp Qq Rr
Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890
=!@#£€%&*+

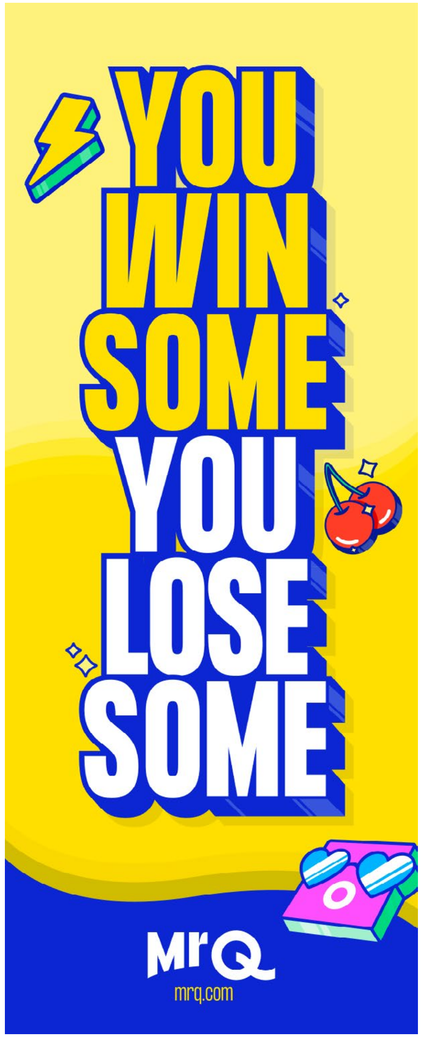
Gilroy Extra Bold

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
1234567890
=!@#£€%&*+

GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWA
FREE SPINS
have been credited
PILGRIM OF DEAD
MrQ
18+ BeGambleAware

GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWA
Head to the MrQ Rewards tab to see if you've won!
PILGRIM OF DEAD
MrQ
18+ BeGambleAware


Sink your teeth into our
HALLOWEEN TOURNEY
VAMPIRE'S CHARM
£5,000
UP FOR GRABS
Enter
This promo runs from 00:00 17/10/22 to 23:59 23/10/22. Players must opt into the promo by launching a qualifying game, accepting T&Cs and clicking the 'opt in' button. Every £1 win on any of the following games will earn 1 tourney point: Vampires Charm, Mr Hallo'win, Lucky Piggy Dreams of Macau, Win Win Fish Prawn Crab, Rise of Apollo. As players earn tourney points they will climb the leaderboard & can access it within the tourney section of the qualifying slot games. Top 10 players will receive a prize: 1st: £2,000, 2nd: £1,000, 3rd: £400, 4th: £350, 5th: £250, 6th-10th: £200 Cash prizes will be credited within an hour of the tournament ending. Full T&Cs apply.


YOU WIN SOME YOU LOSE SOME
MrQ
mrq.com

GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEA
We're sponsoring
the Darts UK Open Finals!
MrQ
18+ BeGambleAware

GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEA
Comment your MrQ username for your chance to win
MrQ
18+ BeGambleAware

MrQ

Design Style

5.1 Introduction
5.2 2D Vector Assets
5.3 3D Assets
5.4 Badges
5.5 Image Treatment
5.6 Composition
5.7 Examples of use

A style that’s bold, cheeky, fun & designed with care.

It’s a balanced combination of 3D assets, vector graphics, game assets, treated photography & typography

2D Vector Assets

The brand style, in line with the typographic style, is very expressive, playful and bold. There is a cheeky element to assets created and each one is done with intention - we care by design.

Our 2D assets are never meant to take centre stage. They are merely there to support the copy/ offer we are communicating. In cases when we are promoting a specifc slot and using game assets, 2D vector assets are placed as a way to represent the brand.

2D assets are designed with a shadow in order to create depth and have a blue stroke. The assets can also be skewed at an angle in order to create a more realistic composition.

3D Assets

Our 3D assets have more of a utilitarian function. We use mobile containers mostly as a way of promoting specific slot games and a series of various assets that compliment the content.

The 3D style makes of a plastic material with angled lighting in order to create a more realistic composition. Playfulness comes in especially when working with colour.

Mixing 2D and 3D assets is rarely done, but there are a few occassions when this is allowed. For example, a 3D mobile placed with a few 2D assets in a composition is allowed. Please avoid using multiple assets of the same object; for example, 2D cherries and 3D cherries in the same composition.

Badges

Badges are also used as way of reinforcing the message conveyed. They are also used as a way of highlighting something important that needs to be communicated.

One badge per composition is used, and the copy is always short and sweet. Badges are our colourful way of engaging with the user whilst expressing our brand tone of voice.

As a rule of thumb, badges should always have a rounded radius and only our primary font Formula should be used.

Image Treatment

Sometimes stock imagery is used as part of our design style in order to add a human element.

Images are treated as per below:

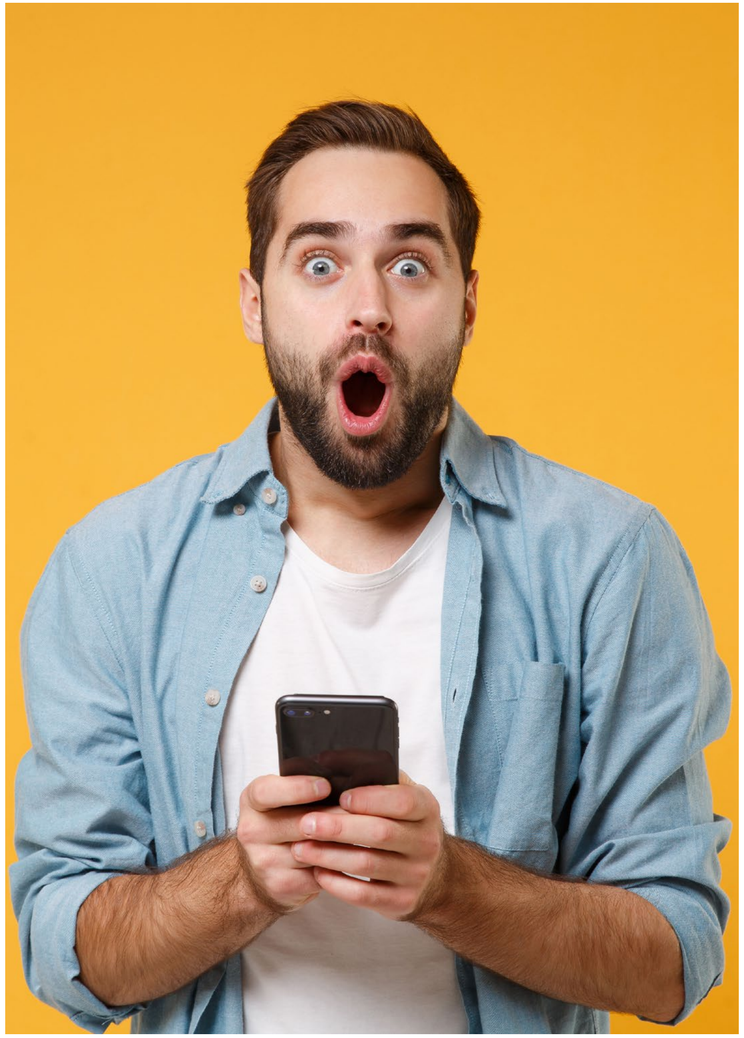
1. In photoshop route the subject

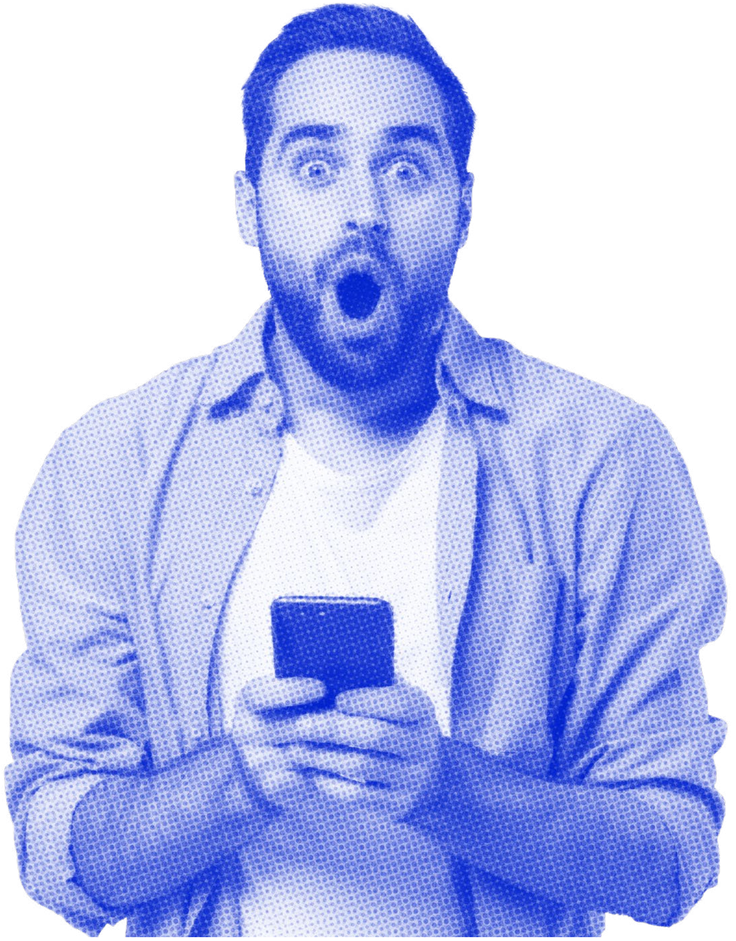
2. Duplicate layer and add a filter > pixelate > colour > halftone at 4 pixels. Leave channels as is.

3. Set layer to 10% opacity

4. Add a gradient map layer with one of the brand colours in the foreground and white as a background (make sure contrast is high - blue is suggested).

5. Depending on the image quality you might have to increase the contrast by adding a brightness and contrast layer and adjusting the image manually until it becomes sharper.



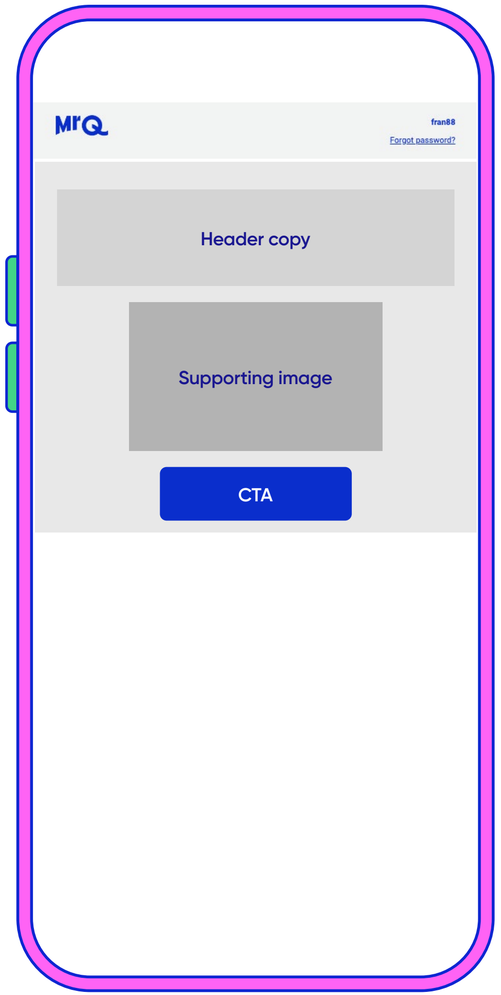


Composition

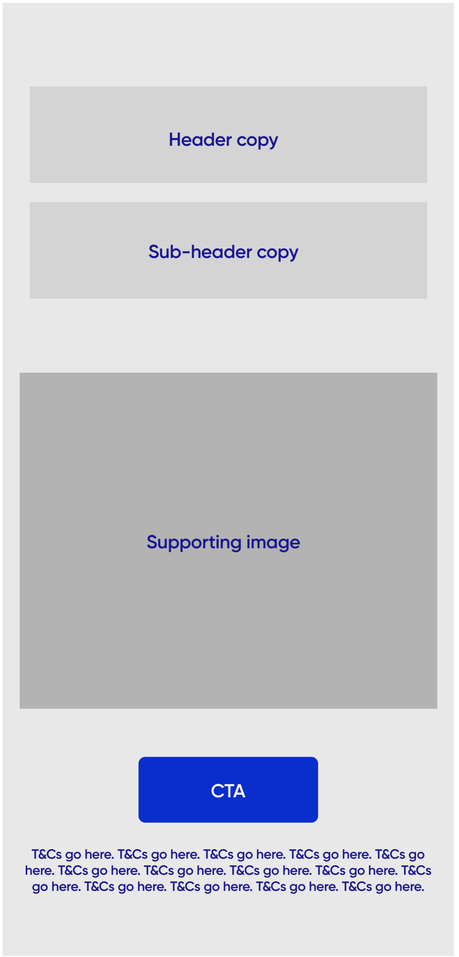
When putting together a composition; either for a CRM email, or a lobby banner, social post etc, the most important thing to keep in mind is the heirarchy of information.

One question to ask is:
Is this clear enough for the player?

80% of the time, the copy and CTA will be the heros of the communication piece, therefore it is important that they are clear, legible and within brand guidelines. Any other assets or images are there to support whatever we are trying to communicate.



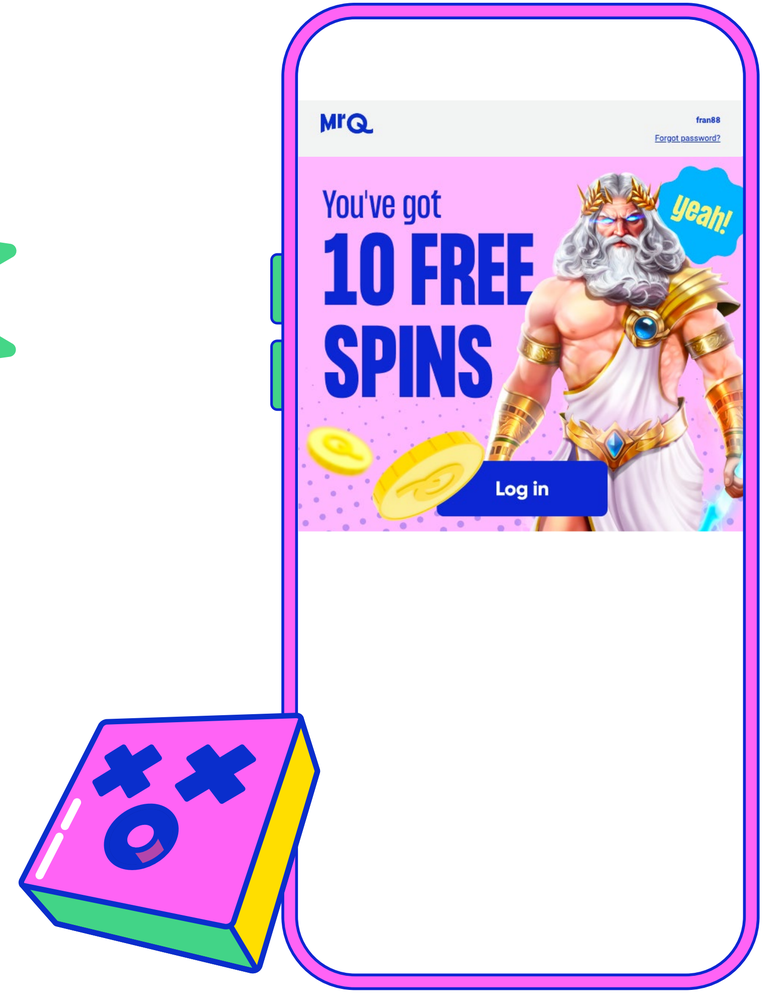
CRM email header example



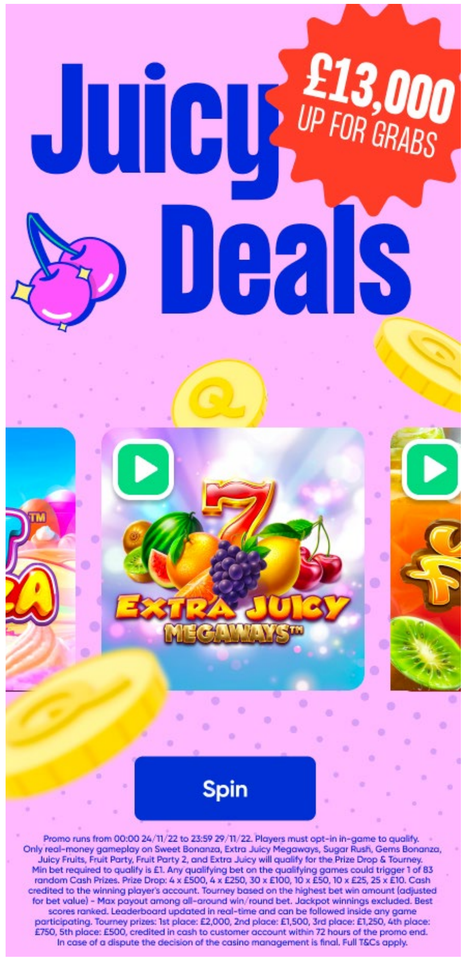
Lobby Banner example

Social posts

juicy



CRM email header example



Lobby Banner example

Social posts

Peace

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