



V-1

Brand Guidelines

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Year

2026

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Introduction



Introduction

Welcome to our brand book! In these pages, we will guide you through the essential elements that make up our brand and help you understand how to use them to create consistent and compelling communications.

Our brand is more than just a logo or a colour palette - it is a reflection of our values, our mission and our unique identity. We believe that our brand has the power to inspire and connect people and we are excited to share it with you.



Brand Voice & Slogan

The brand communicates with confidence, expertise and ambition, reflecting its strong position within the iGaming industry. Its tone of voice is professional, bold and performance-driven, crafted to build trust, highlight strategic partnerships and emphasise sustainable growth.

The slogan strengthens this positioning by delivering a clear and impactful message that reflects the brand's focus on performance, profitability and long-term success.



INCREASE YOUR HOLD
MAXIMISE YOUR EARNINGS

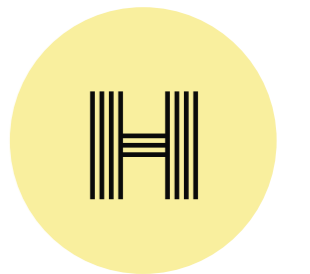


Brand Personality:

- Authentic and genuine
- Clear and concise
- Positive and optimistic
- Friendly and approachable
- Professional and authoritative



Logo Design



Logo Design

The logo combines a refined logotype with a distinctive symbol, creating a bold and recognisable visual identity. Its clean geometric construction reflects professionalism, confidence, and a premium modern aesthetic.

Logotype

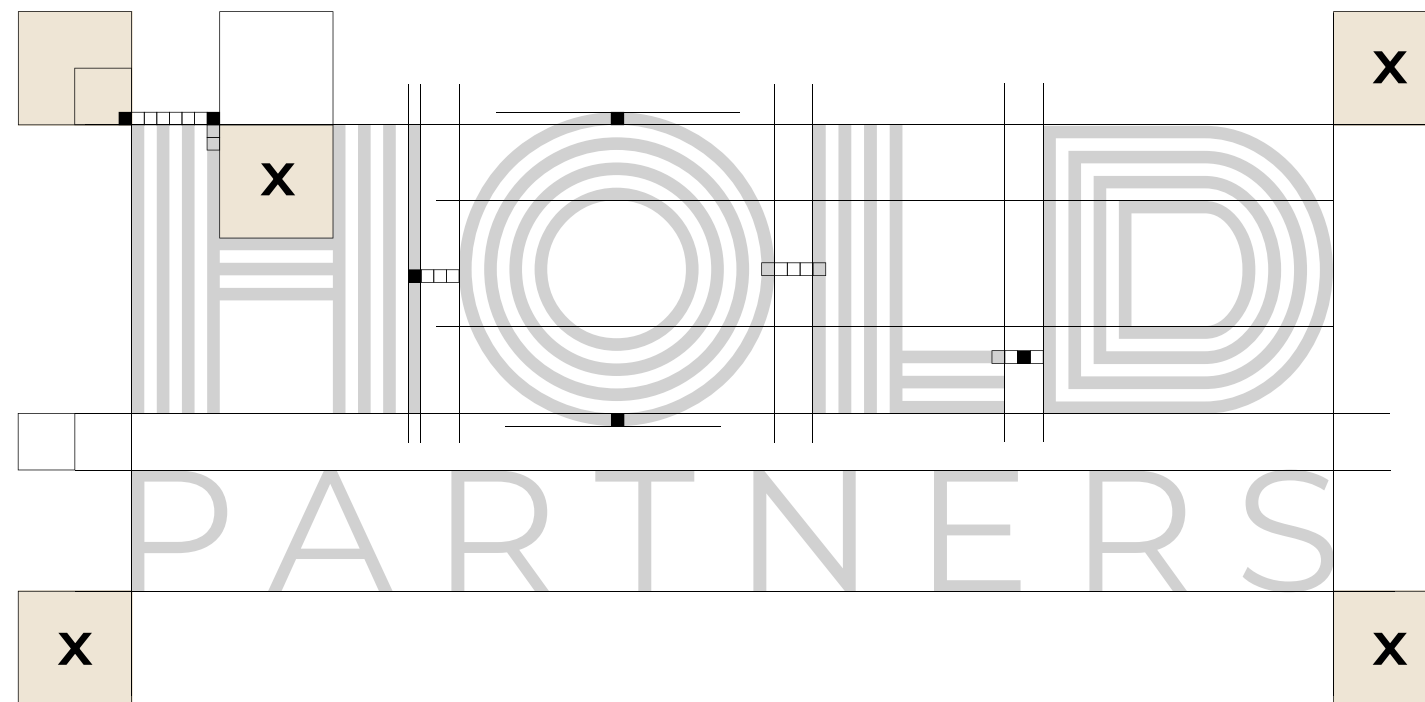


Logo mark



Logo Construction

The logo is constructed using a precise grid system that ensures balance, consistency and visual harmony across all elements. Its structured geometric composition preserves the integrity of the design and guarantees accurate reproduction across all applications.



Color Logo

The full-colour logo represents the primary expression of the brand identity and should be used across core brand communications. Its premium colour palette ensures strong recognition, clarity, and a consistent visual presence across both digital and print applications.



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Logo Mono Color

The mono colour logo is used in applications where the full-colour version is not suitable, ensuring clarity, versatility and consistent brand recognition across different backgrounds and formats.



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Background Color Usage



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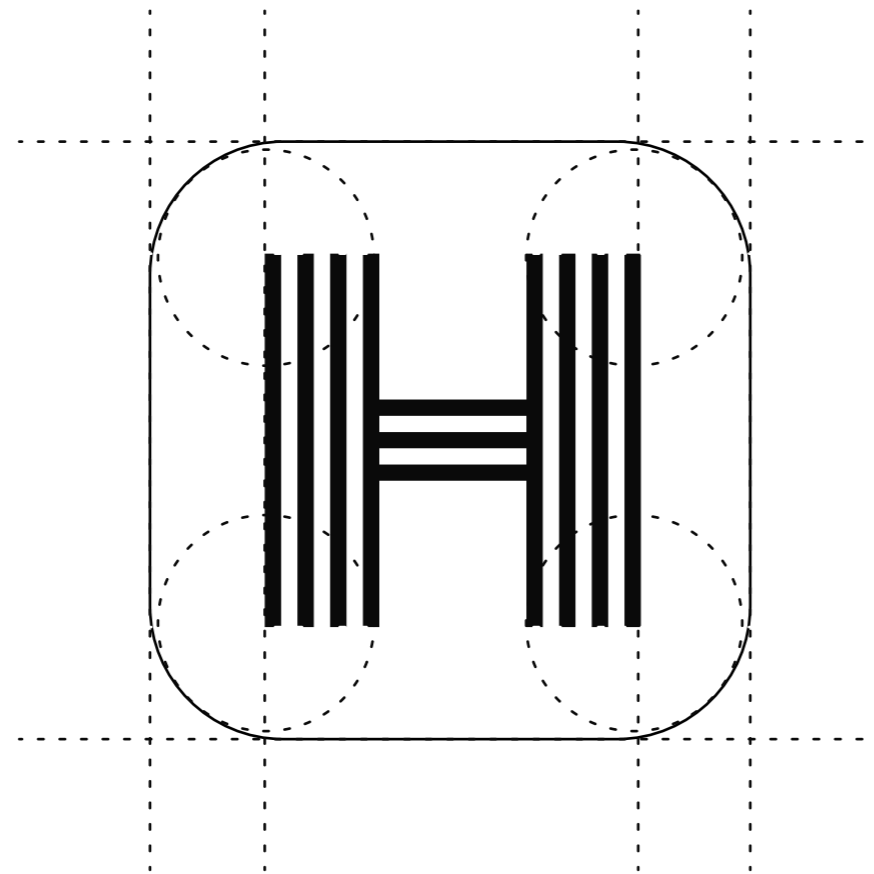
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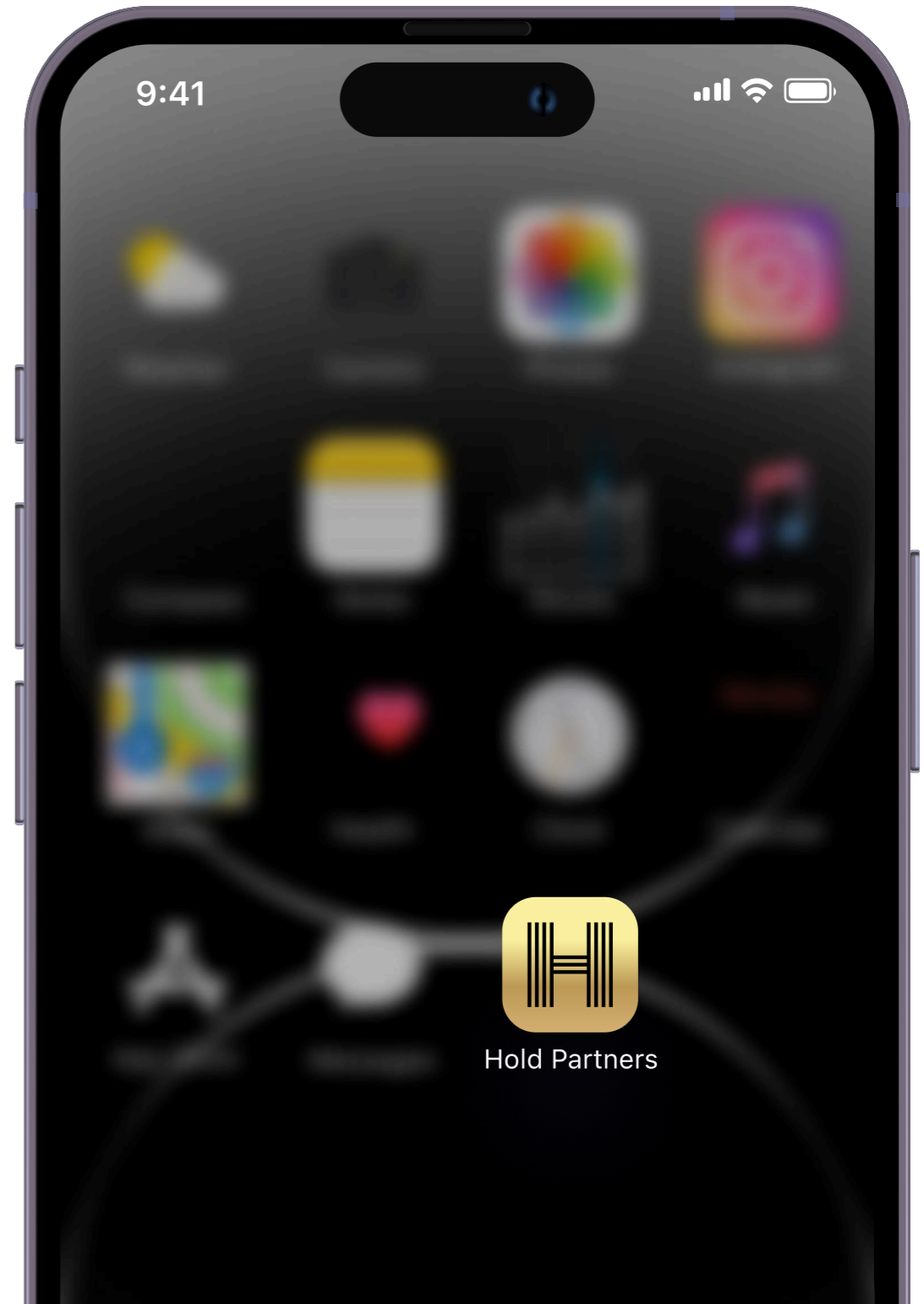
App Logo

The app logo is a simplified adaptation of the brand mark, designed specifically for mobile and digital interfaces. Its clean, recognisable form ensures strong visibility, consistency and instant brand recognition across app environments.



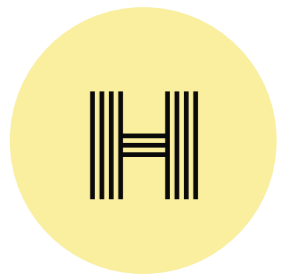
App Logo

The app logo is a simplified adaptation of the brand mark, designed specifically for mobile and digital interfaces. Its clean, recognisable form ensures strong visibility, consistency and instant brand recognition across app environments.





Safe zone & Usage



Safe Zone

The safe zone defines the minimum clear space that must be maintained around the logo to preserve its visibility, clarity, and visual impact. No other graphic elements, text, or imagery should enter this protected area.



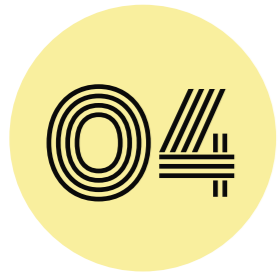
Logo Usage



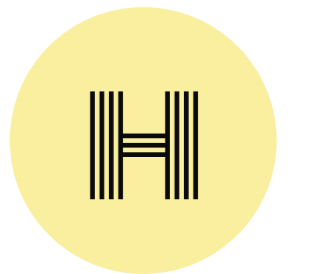
Logo Misuse

The logo misuse guidelines highlight incorrect applications that must be avoided to preserve brand consistency. The logo should never be altered, distorted, or used in ways that compromise its visual integrity.





Colors & Typography



Color Palette

The colour palette defines the core brand colours that create a consistent and recognisable visual identity. These colours should be used consistently across all brand communications to maintain a cohesive brand presence.

Primary Onyx

#0A0A0A

CMYK 0 / 0 / 0 / 96

Antique Gold

#BD9956

CMYK 0 / 19 / 54 / 26

Light Gold

#FAF09E

CMYK 0 / 4 / 37 / 2

Soft Fawn

#D4AF72

CMYK 0 / 17 / 46 / 17

Dim Grey

#746D5D

CMYK 0 / 6 / 20 / 55

Typography



Montserrat serves as the primary typeface across all brand communications, ensuring clarity, consistency, and a modern professional appearance. Monoton is used selectively for emphasis, such as slogans, highlights, or decorative brand elements, adding a distinctive visual accent to the identity.

Montserrat

Family

Light Semibold
Regular Bold

Characters

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

MONOTON

REGULAR

CHARACTERS

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

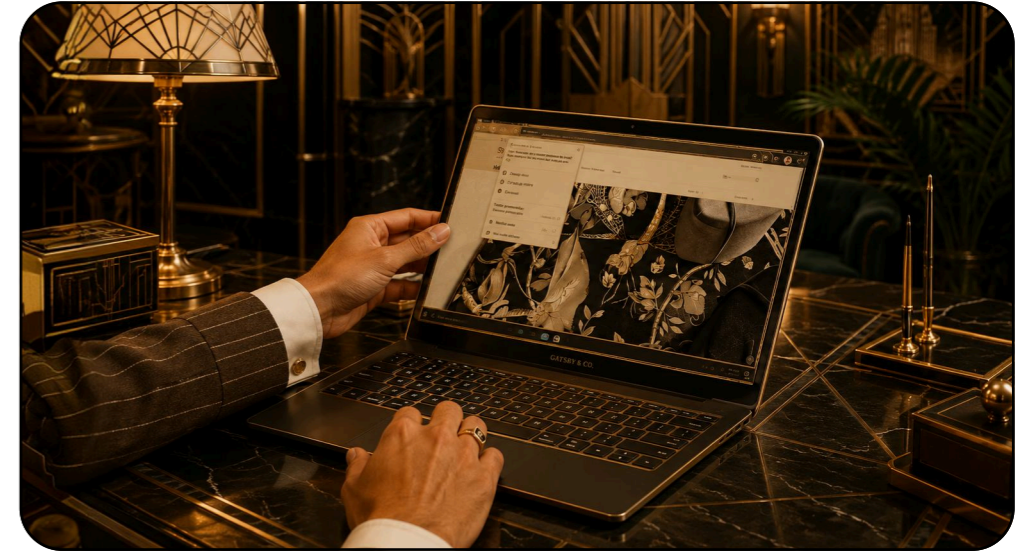


Photography



Photography

The photography style reflects a premium and sophisticated brand identity through elegant compositions, warm tones, and refined visual storytelling that communicates professionalism and ambition.



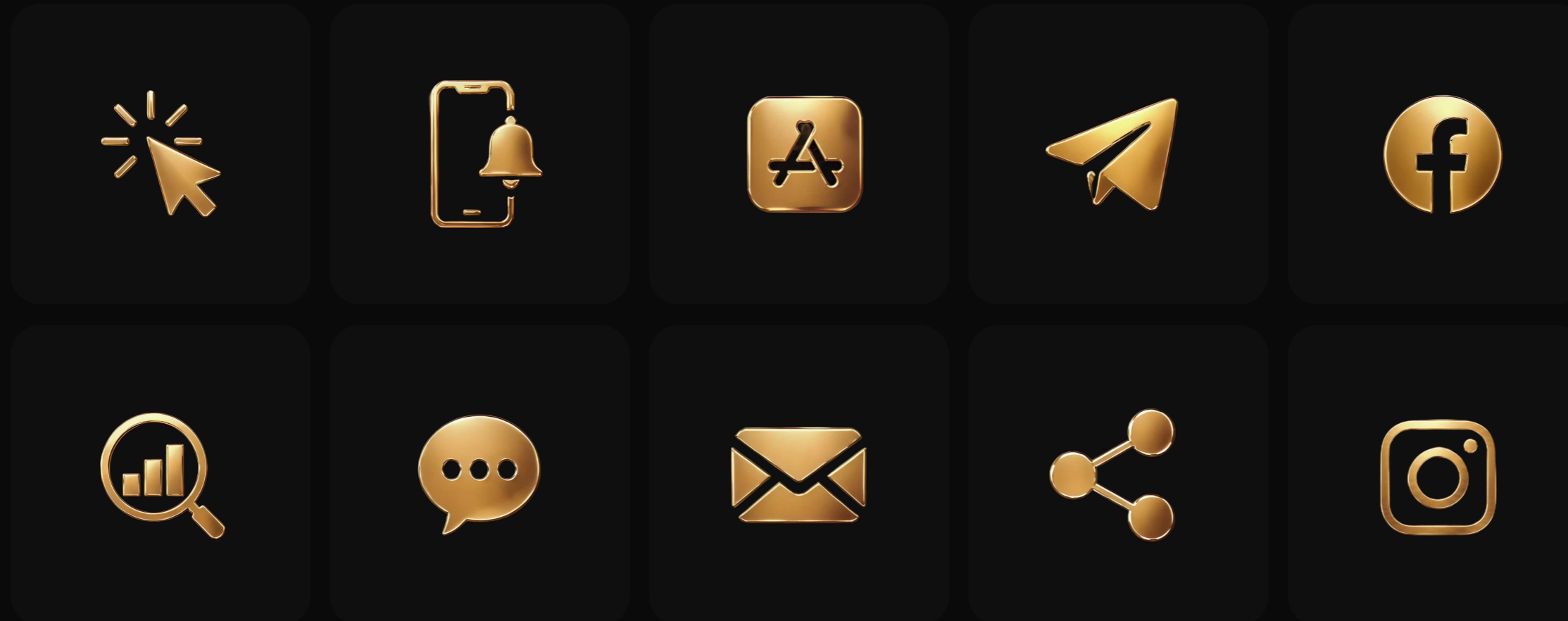


Assets & Patterns



Iconography

The iconography style uses clean and consistent visual symbols that complement the brand identity. Icons should remain clear, recognisable and aligned with the brand's modern premium aesthetic across all applications.



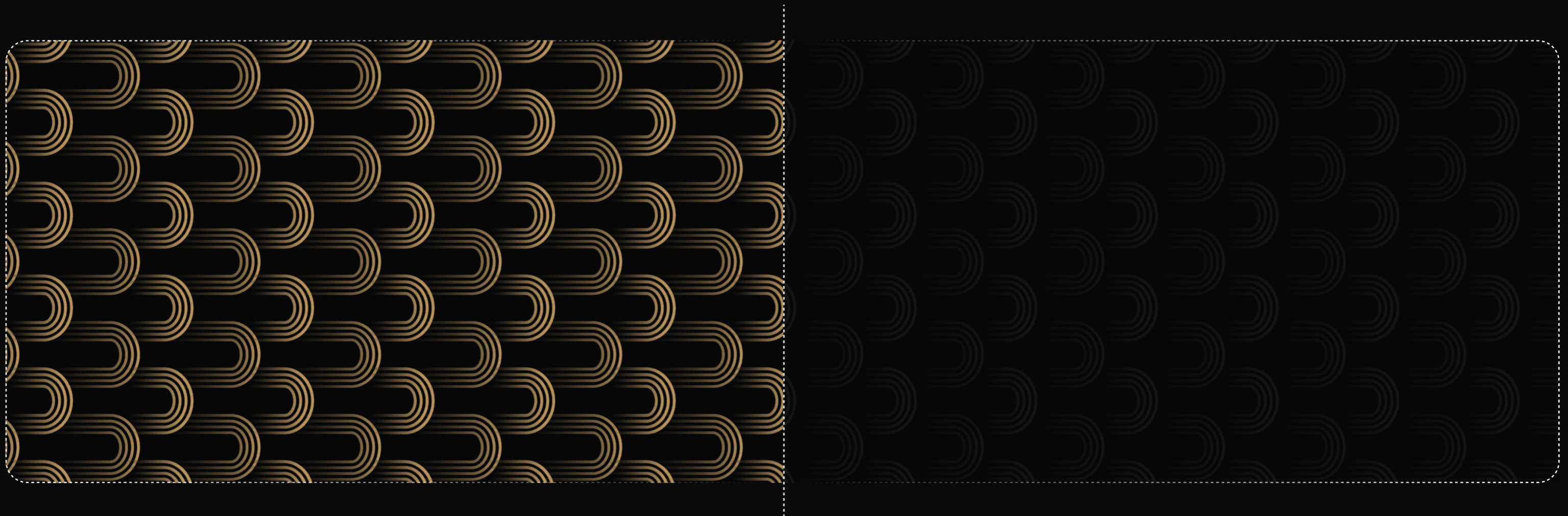
3D Assets

The 3D visual elements serve as supporting assets that can be used across future brand communications to enhance the overall visual identity. They should be applied consistently as secondary design elements to reinforce the brand's premium and sophisticated aesthetic.



Patterns

The pattern serves as a supporting design element that can be used across brand communications to add subtle visual depth and decoration. It may be applied in different brand colours and opacity levels to complement layouts without overwhelming the overall design.





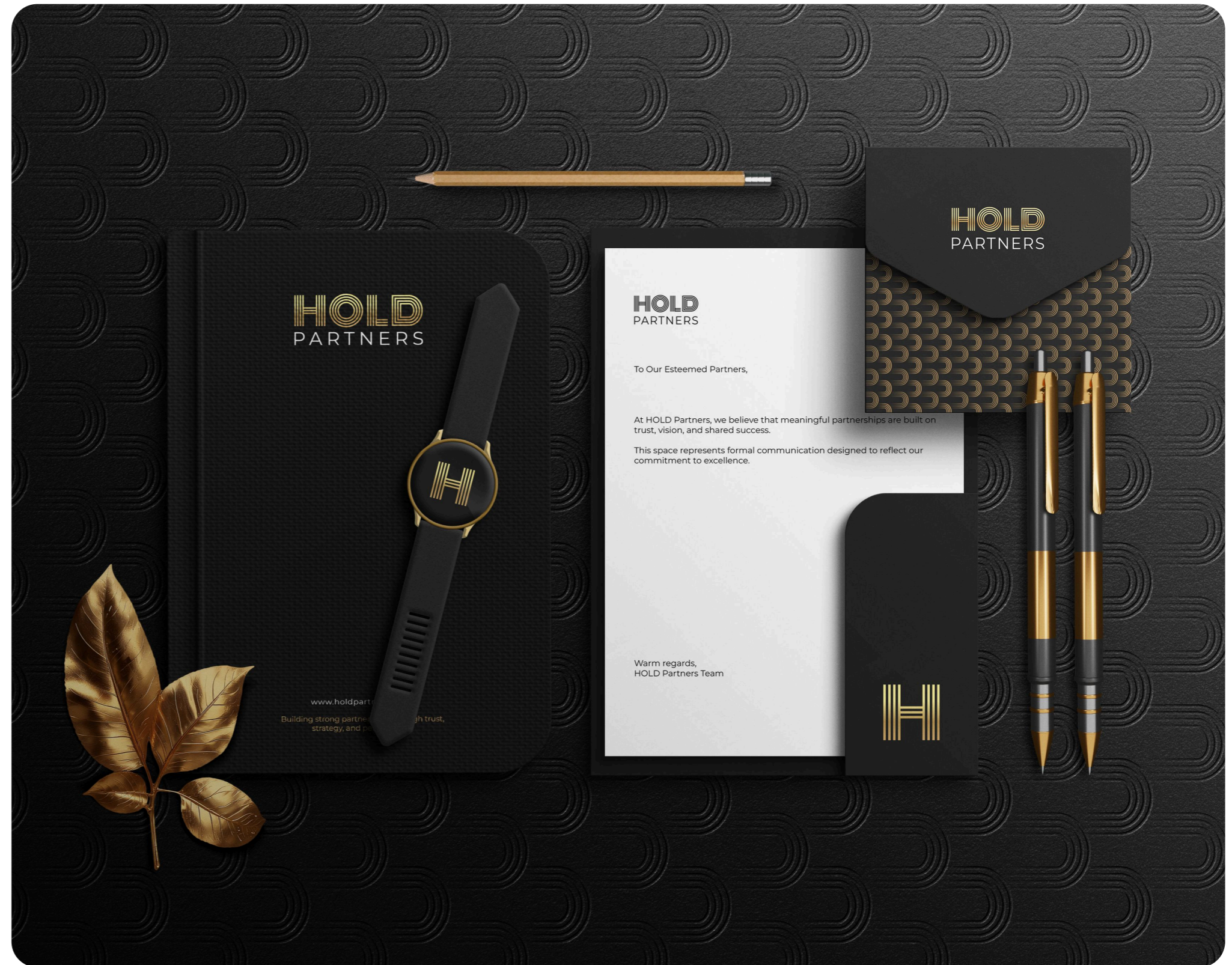
Brand Applications



Stationery Items

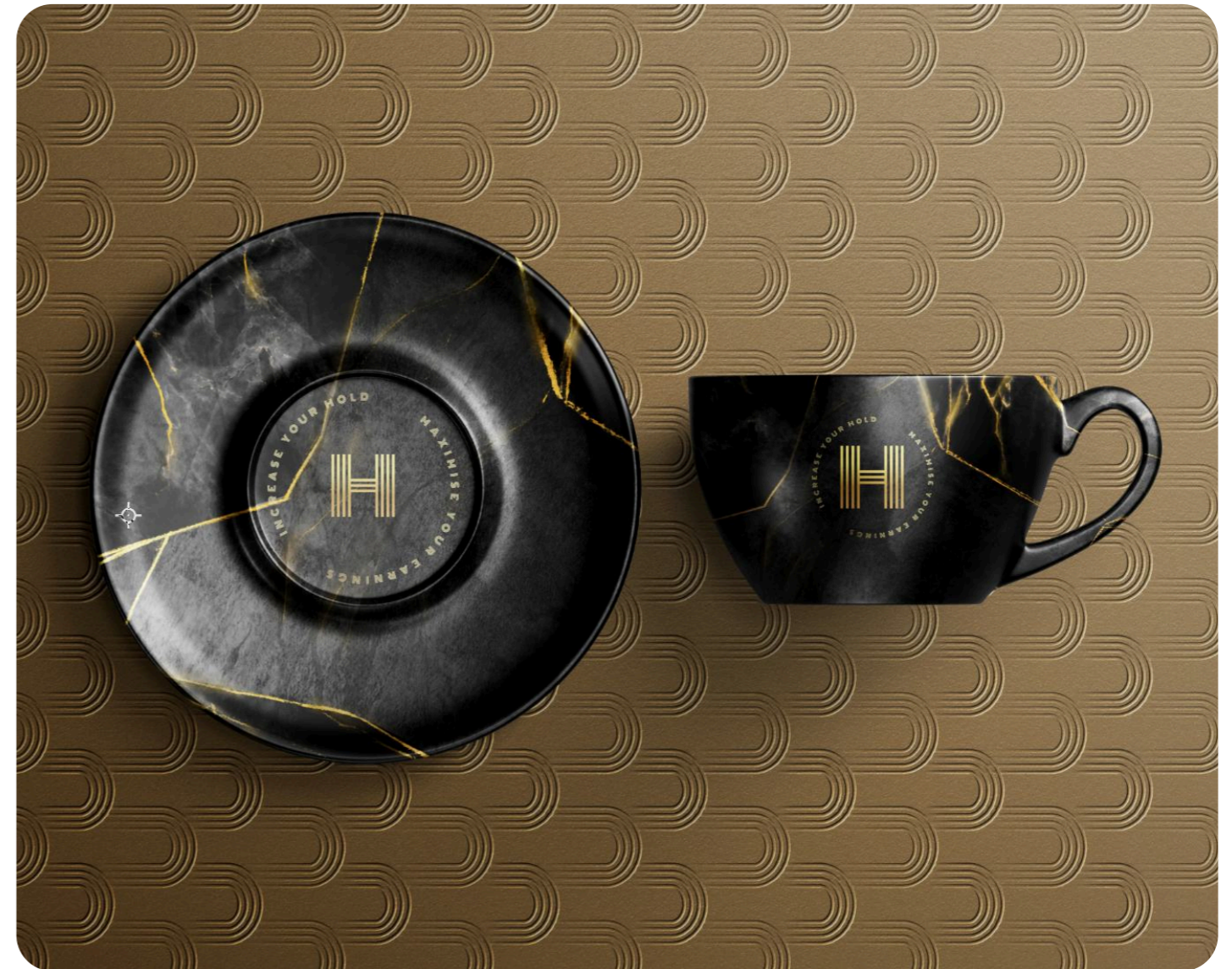
The stationery items showcase the practical application of the brand identity across corporate materials, ensuring a consistent and professional visual presence.

The use of logo, typography, colours, and supporting brand elements reinforces the brand's premium image across everyday touchpoints.



Merchandise

The merchandise applications showcase how the brand identity extends across promotional and lifestyle products. Each item should maintain visual consistency while reinforcing the brand's premium and cohesive presence.





If you have any questions about these guidelines, please
contact the HOLD Partners Team: affiliates@holdpartners.com

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