

# VLKNA CASINO

## BRAND GUIDELINES

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**VLKNA** is more than a gaming brand. It's a volcanic identity forged through intensity, elegance, and magnetic energy.

These guidelines ensure our visual universe remains consistent, powerful, and immersive — across all platforms and partnerships.

# LOGOS

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## HERO LOGO



This is the official VLKNA Casino logo. Use this version for all main brand placements.

## CLEAR SPACE



Always leave a minimum clear space around the logo to preserve clarity and impact.

# LOGOS

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## ALTERNATE VERSION



These logo variations should be used when color, contrast, or placement conditions require an alternative version—always in accordance with the brand's visual standards.

# LOGOS

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## GENERAL LOGO USAGE RULES



### **RESPECT THE MINIMUM SIZE.**

To ensure clarity and legibility,  
never display the logo smaller  
than the defined minimum  
width: – 80 px on screen  
– 25 mm in print



### **DO NOT CHANGE THE LOGO'S OFFICIAL COLORS.**

Use only the approved color  
versions provided in the brand  
kit. Never apply shadows,  
gradients, or alternative tones.



### **DO NOT ALTER LOGO PROPORTIONS.**

The logo must always retain  
its original proportions. Do not  
stretch, squash, or distort the  
logo in any direction.

# COLORS

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## OFFICIAL BRAND COLORS

#F9931C



**Eruption  
Orange**

Used for visual contrast, CTA buttons, and icons. It brings intensity and magnetic energy to key brand elements.

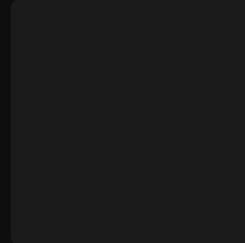
#0E0E0E



**Vulcan  
Black**

Used as a main background color across all brand visuals and interfaces. Creates a deep, premium atmosphere.

#1B1B1B



**Smoke  
Black**

Used as a secondary background for sections, content blocks, or hover states to create visual depth while maintaining harmony.

#FFFFFF



**Pure  
White**

Used for visual contrast, CTA buttons, and icons. It brings intensity and magnetic energy to key brand elements.

# TYPOGRAPHY

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- **PRIMARY TYPEFACE – INTER**

We use the Inter font family for all brand communications. Its clean geometry and versatile weights offer clarity and control across all formats.

STYLE	FONT WEIGHT	SIZE	USAGE
TITLE	Inter Bold	40px	Main headings
SUBTITLE	Inter SemiBold	20px	Section labels
BODY TEXT	Inter Regular	8-15px	Paragraphs, UI

- Titles and subtitles should always be uppercase to reinforce structure and impact.
- Body text uses sentence case and ample line height for legibility.
- All text should maintain consistent spacing and alignment with brand grid rules.

# BRAND VOICE

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**VLKNA** speaks with controlled energy, sharp confidence, and magnetic clarity.  
Every word is intentional — bold, immersive, and emotionally grounded.  
Our voice reflects volcanic force: precise, elegant, and undeniable.

## DO



- Emotive but direct messaging
- Powerful metaphors (volcano, eruption, energy)
- Short sentences. Punchy tone.
- Language that reflects prestige, control, intensity

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## DON'T



- Casino clichés (“Spin & Win!”, “Huge Jackpots!”, “Best odds!”)
- Flat, soulless tone
- Exclamation mark abuse!!!

# USAGE & CONTACT

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## USAGE RULES

All use of the VLKNA brand elements — including logos, icons, colors, and messaging — must comply with these guidelines.

Do not alter, distort, or repurpose any visual asset without written approval from our team.

Unauthorized use may result in legal restrictions or termination of affiliate/partner relationships.

## GENERAL USAGE & PERMISSIONS

[brand@vlkna.com](mailto:brand@vlkna.com)

## AFFILIATES & CREATIVE

[affiliates@vlkna.com](mailto:affiliates@vlkna.com)

## MEDIA & PR REQUESTS

[press@vlkna.com](mailto:press@vlkna.com)