

CANADIAN GAMING ASSOCIATION

BRAND TOOLKIT

Introduction

Introduction to the Canadian Gaming Association Brand Guide

The **Canadian Gaming Association (CGA)** is the national trade association representing the leading operators and suppliers in Canada's gaming, sports betting, eSports, and lottery industries. We are dedicated to advancing the evolution, innovation, and integrity of Canada's gaming ecosystem.

This **brand guide** serves as a comprehensive resource for CGA employees, partners, and stakeholders. Its purpose is to ensure a **consistent and cohesive representation** of the CGA brand across all communications, platforms, and materials.

By following the standards outlined in this guide, we aim to:

- **Maintain a strong and unified visual identity,**
- **Communicate with a clear, professional, and confident tone of voice, and**
- **Reinforce our mission, vision, and core values in every message.**

Together, these elements support our role as a leader and advocate in shaping the future of gaming in Canada.

Logo

The logo elements and their relationship must never be altered or modified in any way.

Depending on the application, the logo may be reproduced in full colour or in a single colour.

To ensure that the logo is consistent and unaltered, the logo must always be reproduced from master artwork. Master artwork is provided with these guidelines.

REPRODUCTION VERSIONS

The following supplied formats are the only acceptable signatures to be used in publications, advertisements and most promotional items. The balance between the text and elements as presented forms the logo and should not be altered. Choose the logo that best suits your particular need and enlarge or reduce the complete logo to the desired size. Never enlarge or reduce only one element of the logo, but rather size as a unit.

In most instances when the logo appears on a light-coloured background, the logo should appear in full colour. In instances where the logo is to appear on a black or a dark-coloured background, use the reverse version.

If printing is restricted to one colour, in situations such as inexpensive print runs or give-aways such as pens, consider using the black logo.

PLEASE NOTE:

There are no guidelines set out for incorporating this logo into a design using techniques such as varnish, die cuts, embossing etc. These attempts at reproduction should be left up to the design professionals, once they are familiar with the standards set out in this manual.

The background area used to illustrate the 'reversed out' logo does not exist on the digital artwork files (this is because the logo will not be visible until placed over a non-white background).



Colour version



Reverse version



Black version

EXCLUSION ZONE

It is important that clear space be maintained from all surrounding typographic elements in order to distinguish the logo within a composition. Clear space is always determined by the height of the stylized red “C” of the logo.



PLEASE NOTE: The rule lines never appear in print.

SIZE LIMITATIONS

For legibility, the CGA logo is never made smaller than 0.8 inches wide in print, or 58 pixels wide on screen.



0.8" minimum width



UNACCEPTABLE LOGO USAGE

The following examples indicate what **NOT** to do with the logo when designing any materials.

Do not change the colour.



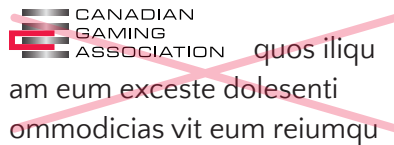
Do not tilt the logo, even at 90 degrees.



Do not recreate.



Do not embed between text.



Do not distort.



Do not adjust the proportions of the logo.



Do not use reverse logo on a light background.



Do not place colour logo on a dark colour background.



Do not place the logo on an image without sufficient contrast.



Colour Palette

Colour consistency is a vital part of an identification program. The logo will appear in diverse situations, from print to digital, the following colour specifications will help with colour consistency.

PRIMARY LOGO COLOURS



Pantone 199
C0 M100 Y72 K0
R233 G35 B72
HEX #e92348



Rich Black
C40 M40 Y40 K100
R5 G0 B0
HEX #050000

SECONDARY COLOURS



Rich Red
C6 M97 Y87 K1
R220 G47 B58
HEX #dc2f3a

Rich Red is used for solid blocks of colour in a layout.



Dark Blue
C96 M72 Y51 K54
R5 G44 B60
HEX #052c3c

Dark Blue is used for overlays on images and backgrounds.



Yellow
C0 M20 Y100 K0
R255 G201 B15
HEX #ffc90f

Yellow is used sparingly to add pops of colour to text, lines and some small devices.

Typography

There are 3 font families used for CGA layouts. Playfair Display is used for Titles and Headlines, Oswald for sub-headers and Quattrocento Sans for body text.

Titles and Headlines are in Title Case **Headline**

Sub-headers are in all Uppercase **SUB-HEADER**

The default format is left aligned
Etur sinumquam dolectur, quis
am ident, cus dolorum veliquas
magnam quide evendanis dollatu
sdaecae porenimusdam ipsam.

Aa

Playfair Display, regular, **bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Oswald, regular, **medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Quattrocento Sans, regular, **bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Graphic Devices

The next few pages provide layouts for business cards, letterhead, email signatures, and backgrounds for video calls, as well as concepts for signage and displays. These concepts can be adjusted as needed moving forward.

CANADIAN GAMING ASSOCIATION

Letterhead, standard size 8.5" x 11"

Business card, double-sided, standard size 3.5" x 2"

CANADIAN GAMING ASSOCIATION

Paul Burns PRESIDENT & CEO

Canadian Gaming Association
P.O. Box 43563 Leaside
Toronto, ON M4G 4G8
pburns@canadiangaming.ca

OFFICE
416.304.6870

MOBILE
416.579.3922

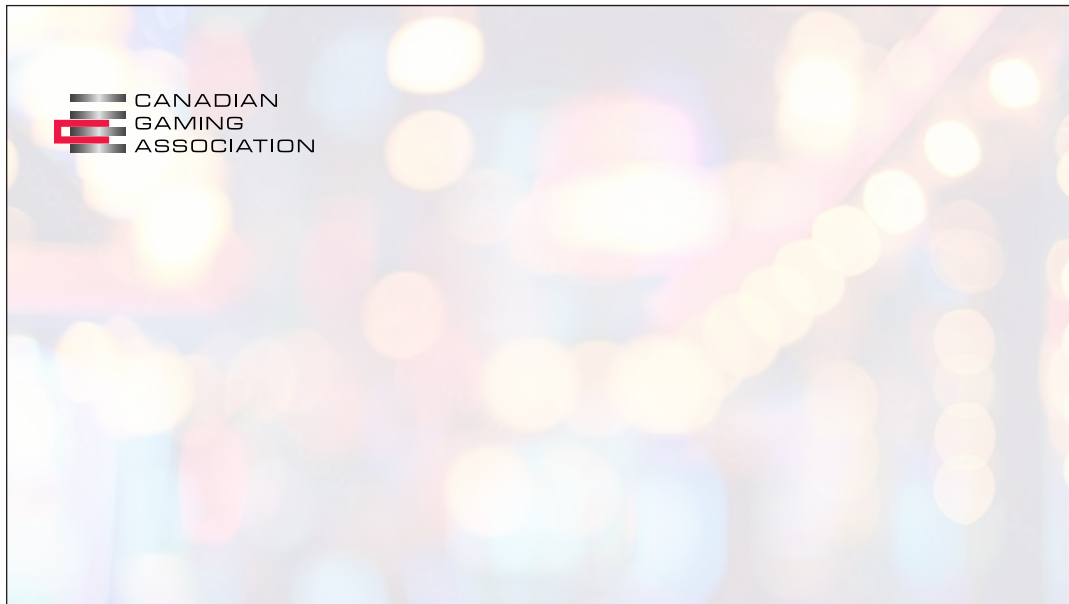
canadiangaming.ca

Canadian Gaming Association, P.O. Box 43563 Leaside, Toronto, ON M4G 4G8 | 416.304.6870 **canadiangaming.ca**

Paul Burns
President & CEO
Canadian Gaming Association
M. 416.579.3922
O. 416.304.6870
pburns@canadiangaming.ca



Email Signature



Video Call Background



Name tag, 3" x 1"

canadiangaming.ca


We advance the evolution of Canada's gaming industry

 CANADIAN
GAMING
ASSOCIATION



Become a Valued Member
Join the CGA

Canada's Only National Industry
Association Representing the World's Leading
Gaming Operators and Suppliers



*Sample bannerstand, sign and
large convention backdrop*

 CANADIAN
GAMING
ASSOCIATION

We advance the evolution of Canada's gaming industry

canadiangaming.ca

Photography

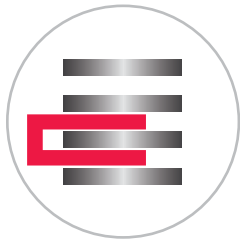
Imagery for CGA has two components; backgrounds that are stylized and layered, and gaming images that are naturalistic, diverse and positive, in warm, saturated colours.



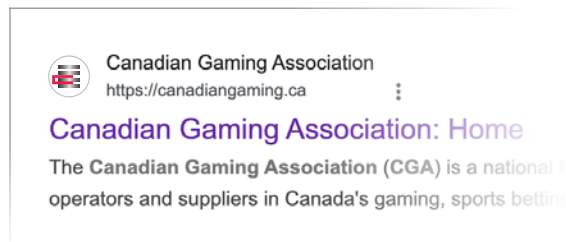
Social Media Practices

Social media is a tool for information and idea sharing, and community building on platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.

Each social media platform can have differing goals, target audiences, cultures and messaging approaches. They also have different written and unwritten codes of conduct.



Social media icon





Contact Information

Questions, concerns, thoughts or need more information?

CONTACT

Paul Burns

President & CEO

Canadian Gaming Association

M. 416.579.3922

O. 416.304.6870

E. pburns@canadiangaming.ca

Theo Margaritis

Brand + Information Design Strategist

Partner, TWG Communications

T. 416.357.8344

E. theo@twgcommunications.com

