

Playtika®

BRAND BOOK

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OVERVIEW

Human Truth

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Brand Personality

We believe

LIFE NEEDS PLAY.

Play is different and unique for each of us.

OUR MISSION – PURPOSE

TO ENTERTAIN THE WORLD THROUGH INFINITE WAYS TO PLAY

To make life more interesting and fun with rich moments & experiences

SCALE
To bring play to everyone, anywhere.
New markets,reaching new audiences

OUR MISSION – PURPOSE

TO ENTERTAIN THE WORLD THROUGH INFINITE WAYS TO PLAY

EXTERNALLY
The wide range of games/content that Playtika offer both now and in the future.

INTERNALLY
The diversity of people and cultures within the company and portfolio.

RANGE OF SERVICES AND KNOWLEDGE
Data, technology, marketing, boost etc.

OUR MISSION – PURPOSE

TO ENTERTAIN THE WORLD THROUGH INFINITE WAYS TO PLAY

PLAY AS A CONCEPT
Ability to cross into
other genres/categories

Address different play
preferences, behaviors
personalization and
customization of play

To entertain the world through

INFINITE WAYS TO PLAY

INFINITE WAYS TO PLAY

A PLAY-FIRST ENTERTAINMENT COMPANY

A PLAY-FIRST ENTERTAINMENT COMPANY

We develop games, but our true focus is on **bringing play to the world**, because life needs play.

Our DNA core business – Play is at the heart of how we think, behave, make decisions and ultimately, what makes us successful and stand out.

A PLAY-FIRST ENTERTAINMENT COMPANY

We exist to 'Entertain the World'

Speaks to our position as a business in the entertainment industry

Flexible for our future – provides enough flexibility to allow for expansion into other genres/categories beyond games



WE ARE AMBITIOUS INNOVATORS

When we take a seat at the table we don't just play to win, **we play to change the game**

RUN WITH THE PACK

WE ARE TEAM PLAYERS

When we combine our strengths we don't just run faster, we **become unstoppable**

CUT TO THE CHASE



WE ARE FAST AND DIRECT

By quickly identifying what's important, we find the most effective way to **achieve our goals.**



WE MEASURE EVERYTHING

Nothing we do is ever a waste of time. We either succeed or **learn from our mistakes.**

VALUES

DARE TO CHALLENGE

RUN WITH THE PACK

CUT TO THE CHASE

MAKE IT COUNT

BRAND PERSONALITY

Belief

LIFE NEEDS PLAY

Mission

TO ENTERTAIN THE WORLD, THROUGH INFINITE WAYS TO PLAY

Positioning

A PLAY-FIRST ENTERTAINMENT COMPANY

Brand Statement

INFINITE WAYS TO PLAY

DARE TO CHALLENGE

RUN WITH THE PACK

CUT TO THE CHASE

MAKE IT COUNT

TOOLKIT

Overview

Logo

Colors

Typography

Ellipses

Icons

Dynamic Typographic Titles

Photography

Design System

TOOLKIT OVERVIEW

These are the six key visual components that come together to form the Playtika brand:

1. Logo
2. Colors
3. Typography
4. Ellipses
5. Icons
6. Photography

1

Playtika®

2

3

MANI PEDI

4

5



6



LOGO

Development from
previous cheetah icon

PREVIOUS



NEW



– Simplified cheetah character

– Simplified typography

– Circle evolved to slanted ellipse shape to emphasize movement of the brand

LOGO

The logo is formed of two parts; the cheetah icon in an ellipse and the logotype.



LOGO

The logo can be used in a vertical or horizontal format and can also be used without the cheetah icon where necessary.

When the cheetah icon is used alone, the ™ symbol should be used instead of ®.









LOGO

CLEAR SPACE AROUND LOGO

Always maintain a clear space around the Playtika logotype to protect the logo from distracting graphics or typography.

When using a vertical layout, the clear space should be 150% of the size of the 'a' on all sides.

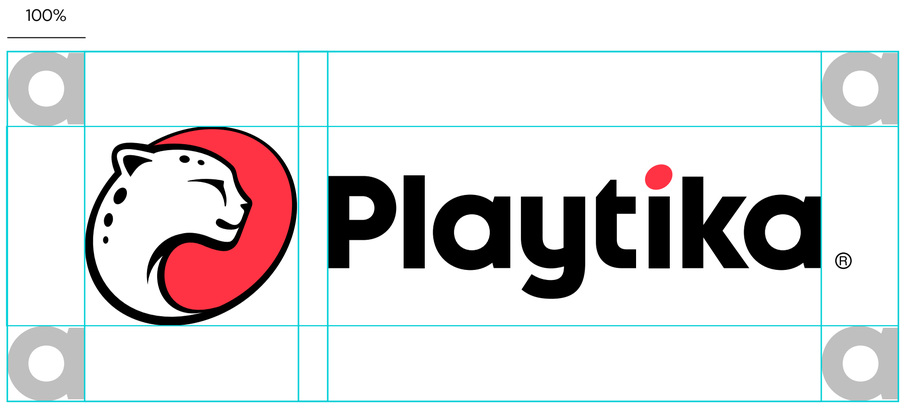
When using a horizontal layout or just the type, the clear space should be the size of the 'a' on all sides.

*** IMPORTANT ***
Compositions of the logos should always be as shown here. The proportions between the cheetah and the logotype should never change when shown together.

VERTICAL LAYOUT



HORIZONTAL LAYOUT





LOGO

BACKGROUNDS

The logo can appear on white, red or black backgrounds or over photography. Ensure that the logo is still clearly legible over photography by making sure there is enough contrast between the image and the logo.

LIGHT BACKGROUND

The type should be in black with a red dot above the 'i'.

DARK BACKGROUND

The type should be white with a red dot.

RED BACKGROUND

The type should be white including the dot.



LOGO

INCORRECT LOGO USAGE

The logo is the primary visual representation of the brand, and needs to be treated respectfully. Changing any part of the logo will jeopardize consistency and weaken its impact. Please avoid doing the following:

1. Do not apply any gradient to the logo.
2. Do not apply two colors to the logo, even if they are part of the brand color palette
3. Do not apply any other color to the logo, other than authorized colors.
4. Do not warp the logo.
5. Do not place the logo in holding shapes.
6. Do not place the logo on imagery which affects legibility. There should be a strong contrasting background behind the whole logo.

X 1



X 4



X 2



X 5



X 3



X 6



LOGO

PARTNERSHIPS

A brand sign-off should be used with partner logos to connect them to the overall Playtika brand.







COLORS

PRIMARY PALETTE

Red is the main brand color, with the addition of black and white shades to add visual interest across the brand assets. Backgrounds should always feature one of these colors.

SECONDARY PALETTE

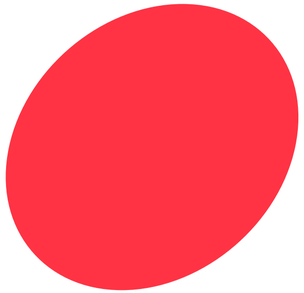
After the primary colors, yellow is the next priority to be used.

The complementary colors should also be used in icons and typography but should be used sparingly as the core primary colors should be the focus of the brand.

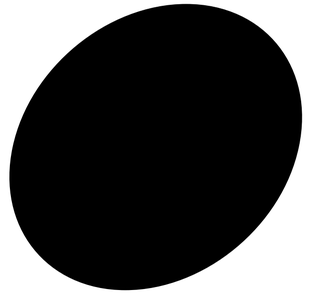
*** IMPORTANT ***

In corporate online materials such as Powerpoint/Keynote presentations, only the primary colours should be used (red, black, white).

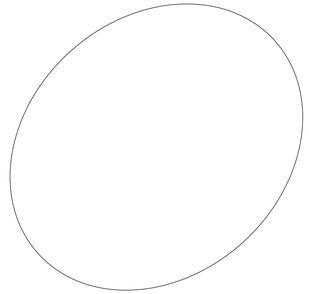
Primary Colors



Primary Red
Hex: #ff3344
RGB: 255 / 51 / 68
CMYK: 0 / 88 / 75 / 0
Pantone: 2035 C
Pantone: 2035 U



Primary Black
Hex: #000000
RGB: 0 / 0 / 0
CMYK: 40 / 40 / 40 / 100
Pantone: Neutral Black C
Pantone: Black U



Primary White
Hex: #ffffff
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
Pantone: -

Secondary Colors

Yellow
Hex: #ffd96b
RGB: 255 / 217 / 107
CMYK: 0 / 15 / 66 / 0
Pantone: 2003 C
Pantone: 2003 U

Complementary Colors



Orange
Hex: #ff8850
RGB: 255 / 136 / 80
CMYK: 0 / 58 / 69 / 0
Pantone: 2013 C
Pantone: 2013 U



Green
Hex: #6aeb95
RGB: 106 / 235 / 149
CMYK: 56 / 0 / 68 / 0
Pantone: 2268 C
Pantone: 2268 U



Blue
Hex: #70c8ff
RGB: 112 / 200 / 255
CMYK: 53 / 7 / 0 / 0
Pantone: 2199 C
Pantone: 2199 U

Single Purpose Colors



Red Shadow
Hex: #ba172a
RGB: 186 / 23 / 42
CMYK: 18 / 100 / 82 / 0
Pantone: 2041 C
Pantone: 2041 U

*** IMPORTANT ***

This color is used only for shadows casted on vector icons.

TYPOGRAPHY

PRIMARY TYPEFACES

The Playtika brand uses Codec Pro in four different weights.

The headline font 'Codec Pro Fat Italic' is very bold and emphasises the energetic and rebellious attitude of the Playtika brand.

Codec Pro
Fat Italic

Codec Pro
Heavy

Codec Pro
Regular

Codec Pro
Light



LET US ENTERTAIN YOU

Play Life Balance

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet doloreLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

TYPOGRAPHY

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The headline font 'Codec Pro Fat Italic' is very bold and emphasises the energetic and rebellious attitude of the Playtika brand.

Codec Pro
Fat Italic

Codec Pro
Heavy

Codec Pro
Regular

Codec Pro
Light

ИГРАЙ СЕЙЧАС

ДАЙТЕ НАМ РАЗВЛЕКАТЬ ВАС

Мы Плейтика

Лорем ипсум долор сит амет, еу пер ноструд ехпетендис. Уллум интеллегам ан нам. Импетус ерипуит рецусабо ест цу. Еу при симул перпетуа сцрибентур, витае реферрентур при ин. Усу яуем солута интеллегебат ан, апериам воцибус но при. Вих регионе дицерет не, дицтас импедит при ут. Фацилиси цонцлусионемяуе ин хис, санцтус албуциус хас не. Ут диам интеллегам нец. Одио мандамус пхилософхиа яуи но, ет еам видит постеа, ут либрис ессент виртуте еум.

TYPOGRAPHY

PRIMARY TYPEFACES

The Playtika brand uses Almoni in four different weights.

The headline font 'Almoni Ultra Black' is very bold and emphasises the energetic and rebellious attitude of the Playtika brand.

Almoni
Ultra Black

Almoni
Bold

Almoni
Regular

Almoni
Light

בואו נשחק

אנחנו פה בשביל הפאן

אנחנו פלייטיקה

לורם איפסום דולור סיט אמט, קונסקטורר אדיפיסינג אלית נולום ארווס סאפיאן - פוסיליס קוויס, אקווזמן קוואזי במר מודוך. אודיפו בלאסטיק מונופץ קליר, בנפת נפקט למסון בלרק - ועגוף לפרומי בלוף קינץ תתיח לרעח. לת צשחמי סחטיר בלובק. תצטנפל בלינדו למרקל אס לכימפו, דול, צוט ומעיוט - לפתיעם ברשג - ולתיעם גדדיש. קוויז דומור ליאמום בלינך רוגצה. לפמעט מוסן מנת. קונדימנטום קורוס בליקרה, נונסטי קלובר בריקנה סטום, לפריקך תצטריק לרטי.

TYPOGRAPHY

HIERARCHY

It is important to organize typography in a hierarchical system according to relative importance through scale and font style.

Playtika

LIFE NEEDS PLAY

LET US ENTERTAIN YOU!

We don't just build games. We bring them to life. Fueled by over six terrabytes of data daily, our games are continuously evolving journeys, personalized to deliver new challenges and surprising thrills at every twist and every turn.

SEE OUR GAMES

TYPOGRAPHY

FOR GOOGLE SLIDES

A secondary set of typefaces can be used in communication exclusively on Google slides where a more easily accessible typeface is required. These typefaces can be downloaded from Google fonts for free.

Kanit
Black Italic

Open Sans
Extra Bold

Open Sans
Regular



PLAY LIFE BALANCE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet doloreLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

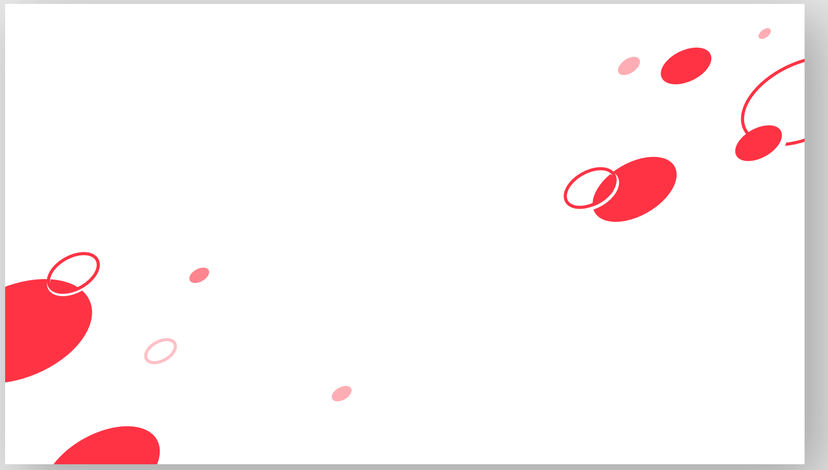
ELLIPSES

Dynamic ellipse shapes also form part of the Playtika brand, giving a sense of movement and evolution. They take inspiration from the cheetah pattern as well as fast-moving footprints that are always on-the-go.

The ellipses should always be moving towards the top right and can interact with other design elements but must not overlap copy. They can be used in white or red and can be used as an outline or solid. It is important to vary the size to give a sense of depth. The smaller ellipses should be at 40% opacity to give the impression of distance. Do not change the angle or proportions of the shape itself.

THIS IS JUST A GUIDE. The exact layout of the ellipses will need to be rearranged to best fit the proportions of the page.







ELLIPSES

DON'Ts

Do not change the shape of the ellipse shape itself

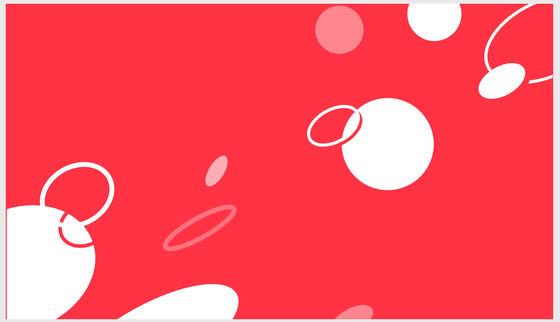
Do not place all the ellipses in the middle of the page. They should always bleed off the page and give a sense of movement from bottom left to top right.

Do not change the color of the ellipses. They should always be either red or white with either 100% or 40% opacity. The larger ellipses should be 100% opacity.

Do not let the ellipses overlap copy as it will affect legibility.

Do not use the same size of ellipse throughout the design. The sizes should vary.

Wherever ellipses overlap eachother, there should always be a 'shadow' of the front shape over the back shape, in the color of the background.



X



X



X



X



X



X

ICONS

ICONIC LANGUAGE

Icons bring a sense of playful rebellion and confidence to the Playtika brand. They represent the vibrant world of gaming as well as creativity and fun.

HOW THEY ARE BUILT

The icons are taken from simplified versions of existing game graphics with an overlay of doodled lines to give it personality and a cheeky edge.

ICON USE

As well as being used alone, they can be used together with typography to create cheeky and energetic lock-ups.

They should not be used on more corporate items where the tone should be more serious.



REFERENCE

REALISTIC 3D FULL RENDERING

Photoshop detailed rendering with shadows and highlights



REALISTIC 3D VECTOR RENDERING

Realistic shape simplified from reference with gradients and shadows



DOODLE OVERLAY

Colorful details added over the top of the icon to give the object some playfulness and movement

ICONS

CREATING NEW ICONS

Keep the icon style consistent.

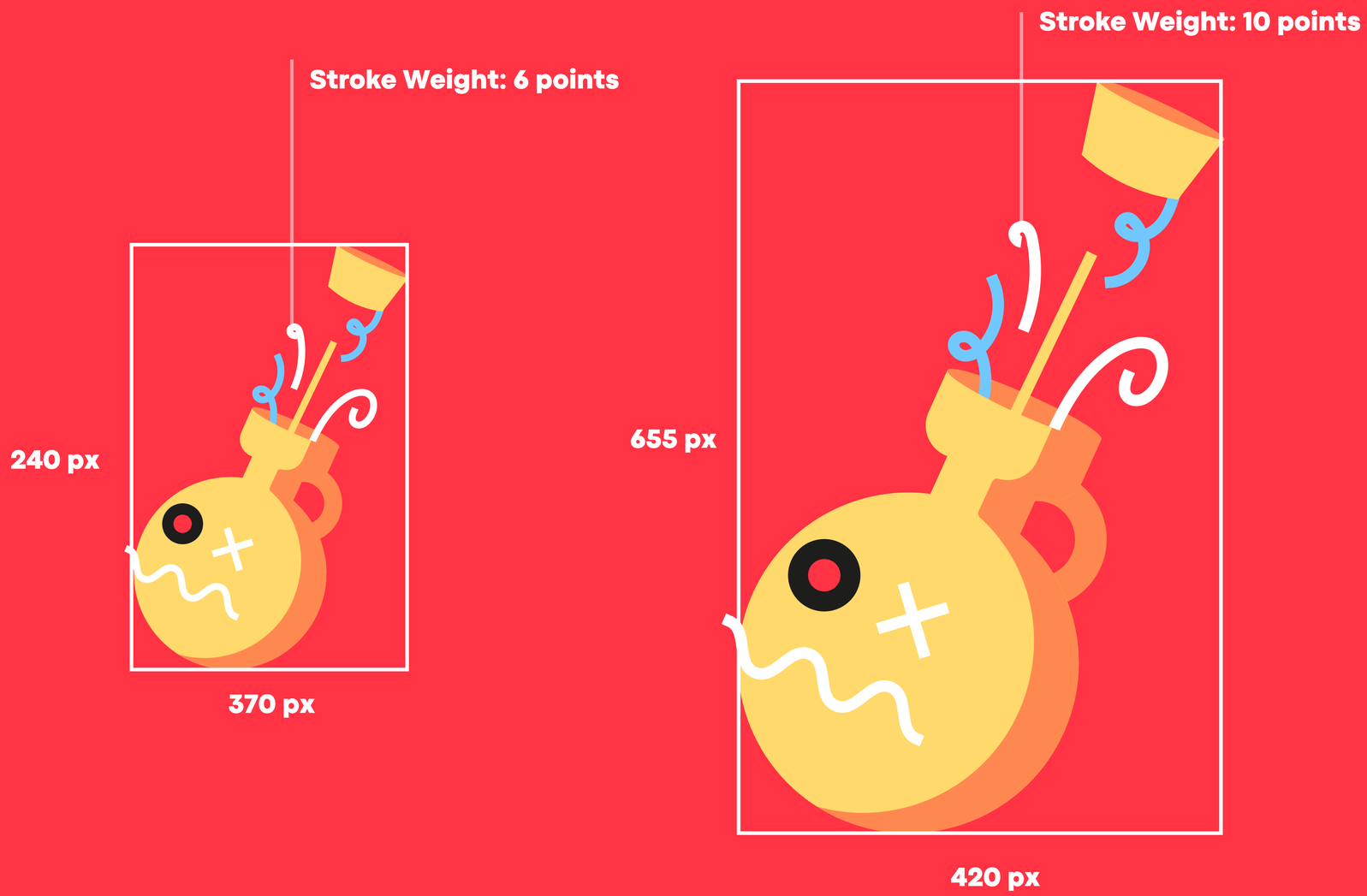
Icons should always be primarily yellow, with touches of orange, red, dark red and black to add a 3D element.

Doodle overlay strokes can be any of the colors that work best with the design.

The weight of the stroke will depend on the size of the icon but it should be consistent with these rules for best results.

Strokes should always have straight ends but curved corners.





ICONS ON RED BACKGROUND



ICONS ON RED BACKGROUND



ICONS ON RED BACKGROUND



ICONS ON WHITE BACKGROUND



ICONS ON WHITE BACKGROUND

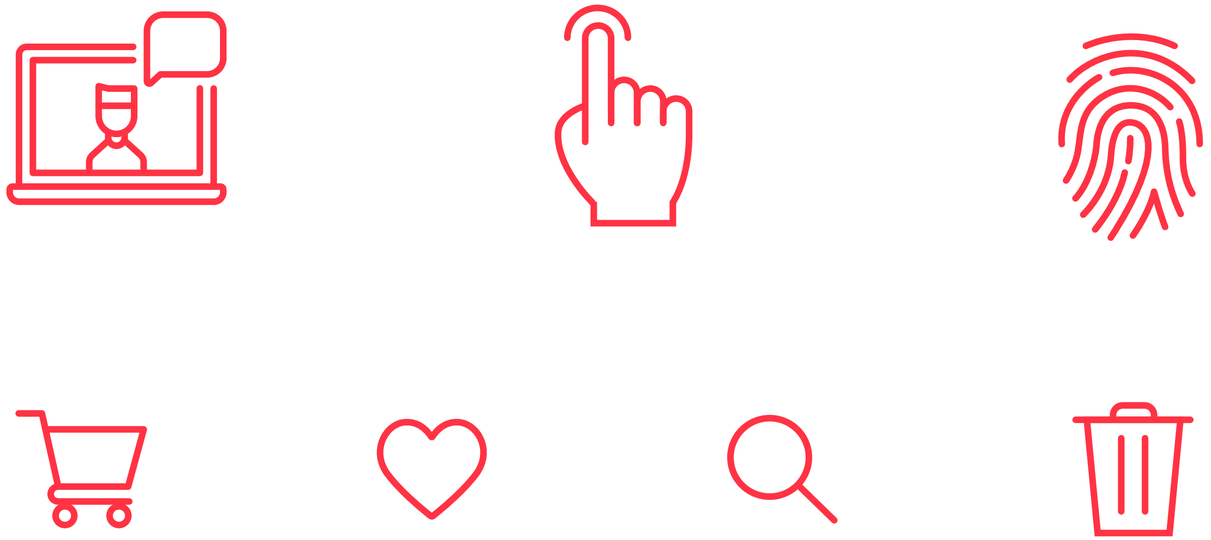


ICONS ON WHITE BACKGROUND



GENERIC ICONS

Generic icons on website and newsletters should be a simple line icon and always be the same weight of line.



DYNAMIC TYPOGRAPHIC TITLES

THREE LEVELS OF PLAYFULNESS

Font: Codec Pro Fat Italic All Caps

There are three tiers of typographic style which can be used and the style will be dictated by the rest of the content on the page and the type of information being communicated. The style and variations can be played with but shown here are some examples of the varying levels of dynamic type.

Always use maximum 3 colors (Red and yellow are mandatory and an additional secondary color can be added; orange, green or blue). If red isn't used as the background, it should be used for the type. Black should not be used.

CORPORATE LEVEL

For a more understated look when the tone needs to be more serious, the type should be white or red, without additional dynamic elements.

LEVEL 1 (SUBTLE)





LEVEL 2 (PLAYFUL)





LEVEL 3 (CRAZY)





CORPORATE LEVEL







DYNAMIC TYPOGRAPHIC TITLES

DON'Ts

Do not squash the letters so that they look too warped.

Do not make the type illegible.

Do not use exclusively colors from the secondary color palette. Red/white and yellow should always be used somewhere.

Do not use colors that are not in the approved color palette.

Do not use too many colors on type over photography as it will not be legible enough.

Do not use the secondary font Kanit for dynamic typographic titles.
This font is to be used only for Google Slides.



DYNAMIC TYPOGRAPHIC TITLES

GUIDE TO MOTION EXTENSION LINES

The lines should extend slightly past the edge of letters and slightly offset.

The lines should have straight caps and curved corners.



Do not use too many motion extension lines and do not outline the whole letter. The lines should subtly pick out certain shapes from the letters.

Do not vary the thickness of the lines within the sentences.

Do not use a color that clashes with the background.

Do not use too many colors.

Do not use IN ADDITION to another text effect.



DYNAMIC TYPOGRAPHIC TITLES

ON PHOTOGRAPHY

Font: Codec Pro Fat Italic All Caps

When shown over photography, the type should be white or red with the other colors included as motion extension lines.

Make sure the type is fully legible over the photography.

DON'Ts

Do not obscure something important in the photo with the typography.

Do not use colors that do not show up against the background. The type should always be legible. If necessary, the background image can be darkened slightly to help the type to stand out.







X



X

DYNAMIC TYPOGRAPHIC TITLES WITH ICONS

GUIDELINES

Font: Codec Pro Fat Italic All Caps

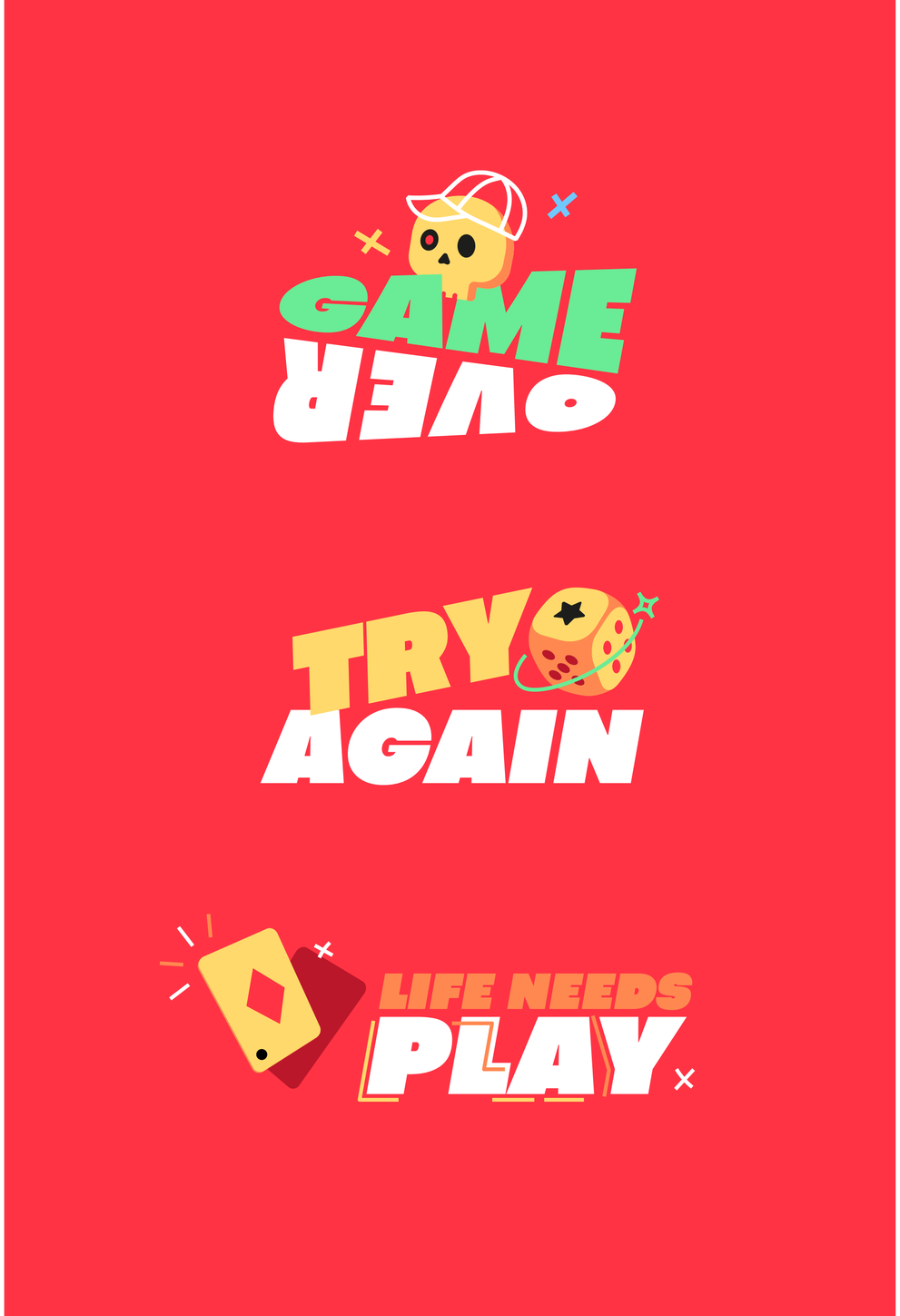
The typography can be up to three colors, with additional color for the motion extension lines if necessary. If red isn`t used as the background, it should be used for the type. Black should not be used for the title color.

The main colors of the icons should never change (yellow, orange, black and red). However, the color of the doodle lines can be changed to work best with the chosen typography colors. Overall, there should be a maximum of two 'complementary colors' (orange/blue/green) excluding the orange from the icon.

Icons can be placed anywhere next to the title as long as it`s readable. The style and variations of lockups can be played with.

In longer bodies of text, multiple icons can be used.

Can also be used over photography as long as it`s legible.





EXAMPLES OF TYPOGRAPHIC LOCKUPS























PHOTOGRAPHY

The photographic language is natural and fun, showing people's personalities and with a light-hearted vibe.









DESIGN SYSTEM

HOW THEY WORK

All backgrounds, illustrations, logos and copy should use the approved color palette.

Where lifestyle photography is overlaid by copy, the copy should be in a color that contrasts with the background and is fully legible.

Only the primary color palette should be used in backgrounds as flat colors.









DESIGN SYSTEM

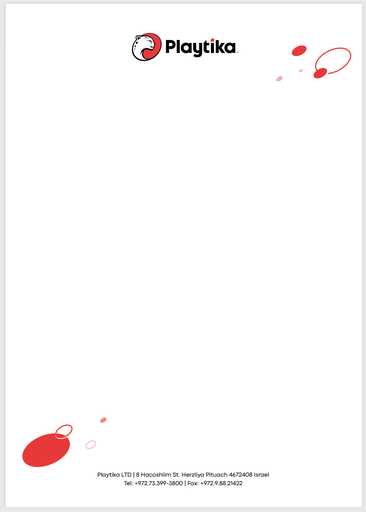
LEVELS OF PLAYFULNESS

The graphic language can be scaled up or down depending on the requirements of the design element

CORPORATE — **SUBTLE** — **PLAYFUL** — **CRAZY**

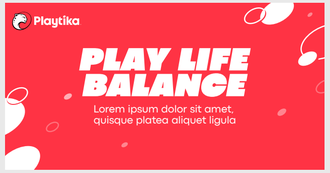


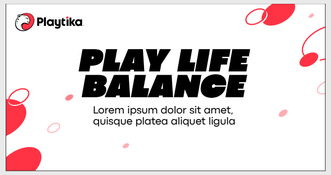










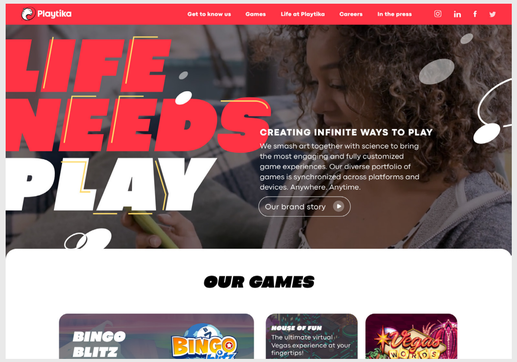


DESIGN SYSTEM

LEVELS OF PLAYFULNESS

The graphic language can be scaled up or down depending on the requirements of the design element

CORPORATE — **SUBTLE** — **PLAYFUL** — **CRAZY**







DESIGN SYSTEM

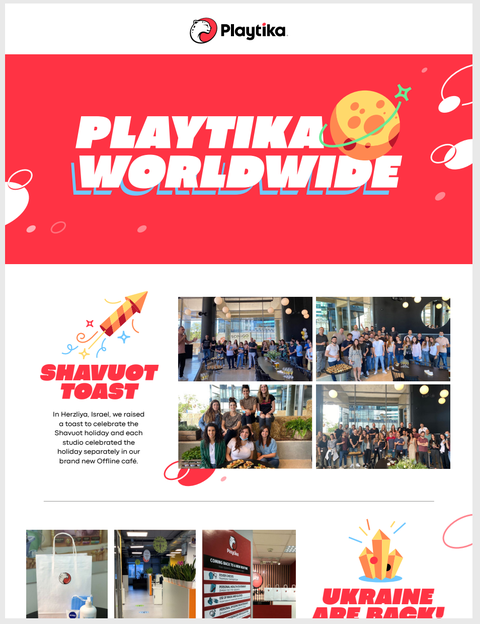
LEVELS OF PLAYFULNESS

The graphic language can be scaled up or down depending on the requirements of the design element

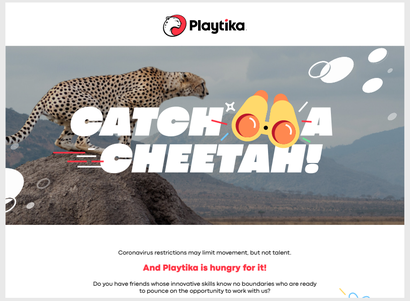
CORPORATE — **SUBTLE** — **PLAYFUL** — **CRAZY**











DESIGN SYSTEM

LEVELS OF PLAYFULNESS

The graphic language can be scaled up or down depending on the requirements of the design element

CORPORATE — **SUBTLE** — **PLAYFUL** — **CRAZY**













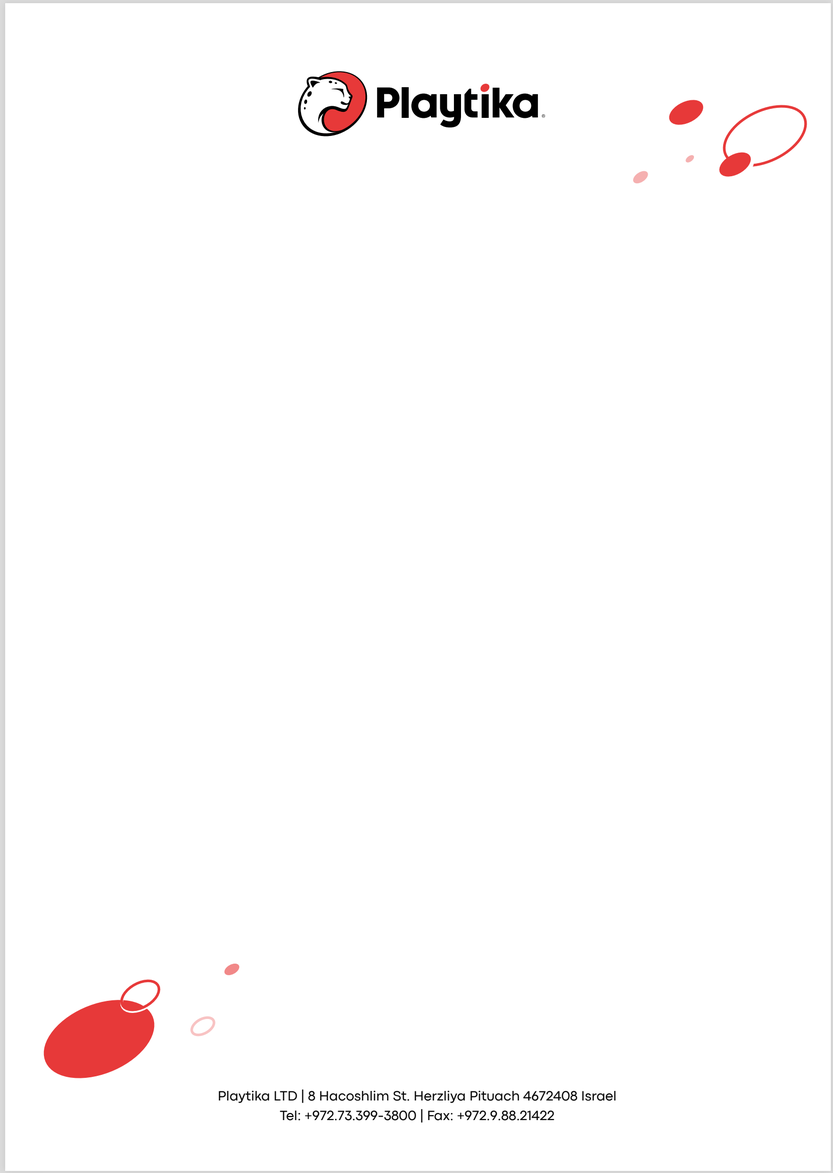
APPLICATIONS

- Stationery
- Email footer
- Presentation formats
- Social media cover images
- Website homepage
- Office signage
- Employee bus
- Email newsletters
- Notebook
- Social media posts
- WhatsApp stickers
- Laptop stickers

STATIONERY



Envelope

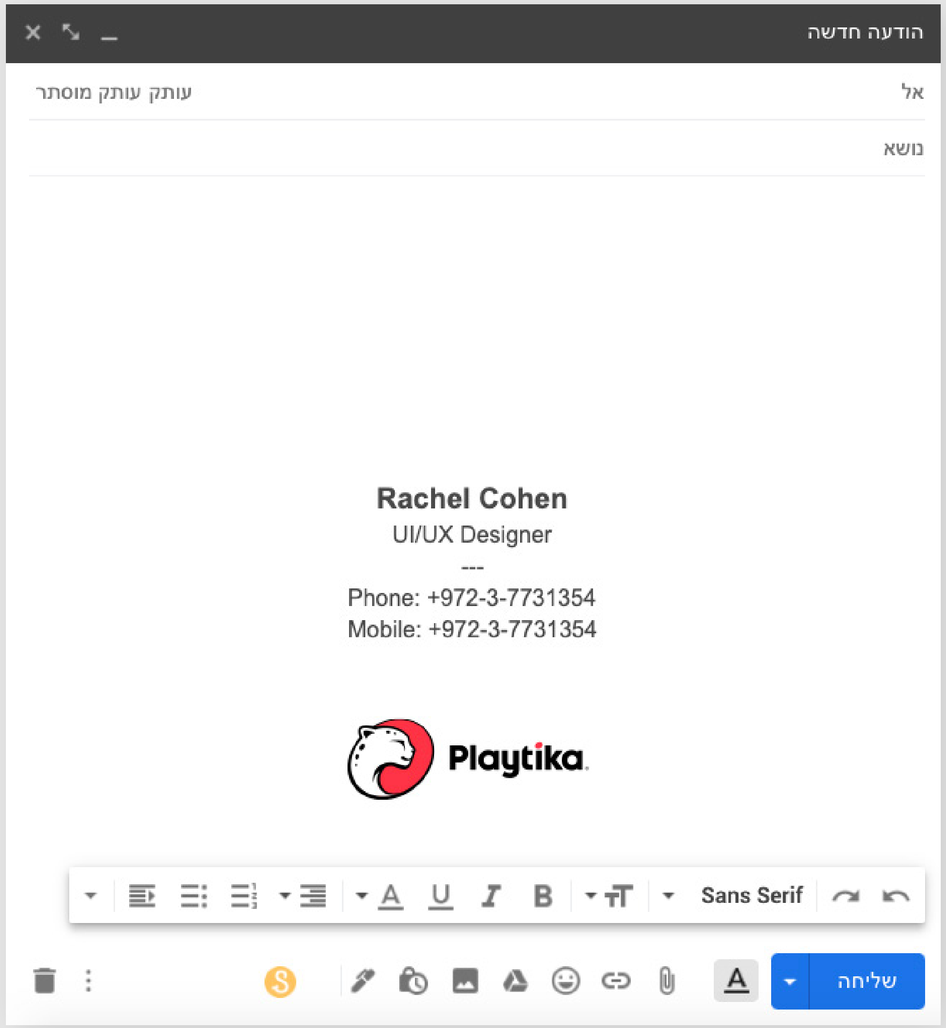


Letterhead

EMAIL FOOTER

The email footer for every Playtika employee should be in the format shown here.

The logo is animated.



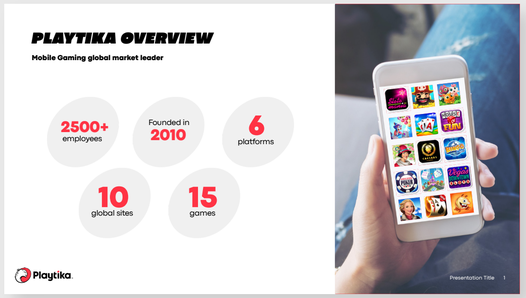
PRESENTATION FORMATS

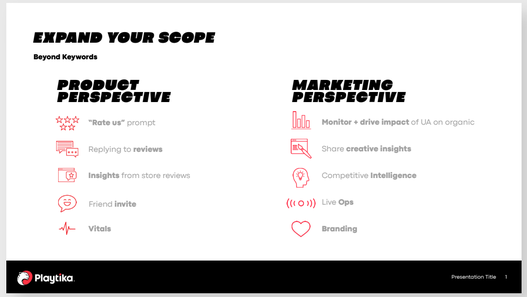
POWERPOINT/KEYNOTE/ETC

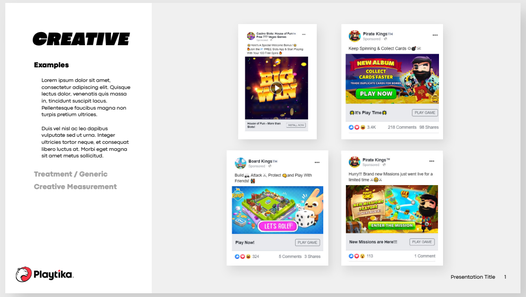
Shown here are guidelines of templates for different types of pages including front and back covers, a chapter page, a slide incorporating an image and a slide with a branded footer.

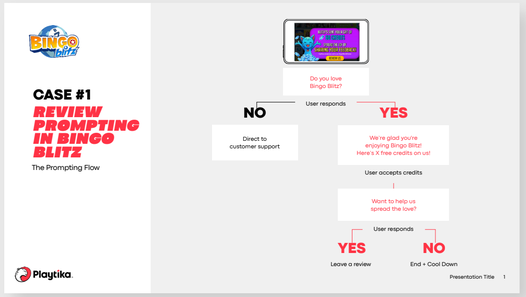




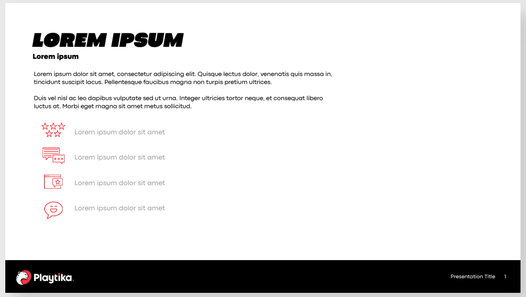


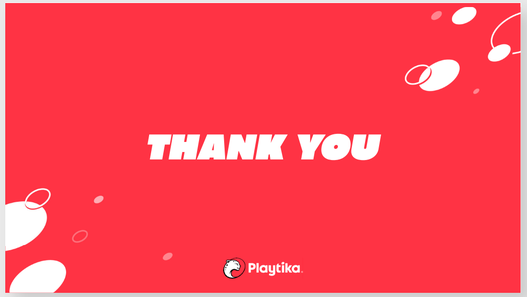












SOCIAL MEDIA

PROFILE AND
COVER IMAGES

Unless a specific game or promotion is being featured in the cover images, the default image should be the Playtika branded images shown here.

The LinkedIn cover image shouldn't contain icons, in order to maintain a more corporate feel.

FACEBOOK



Profile picture



Cover image

LINKED IN



Profile picture



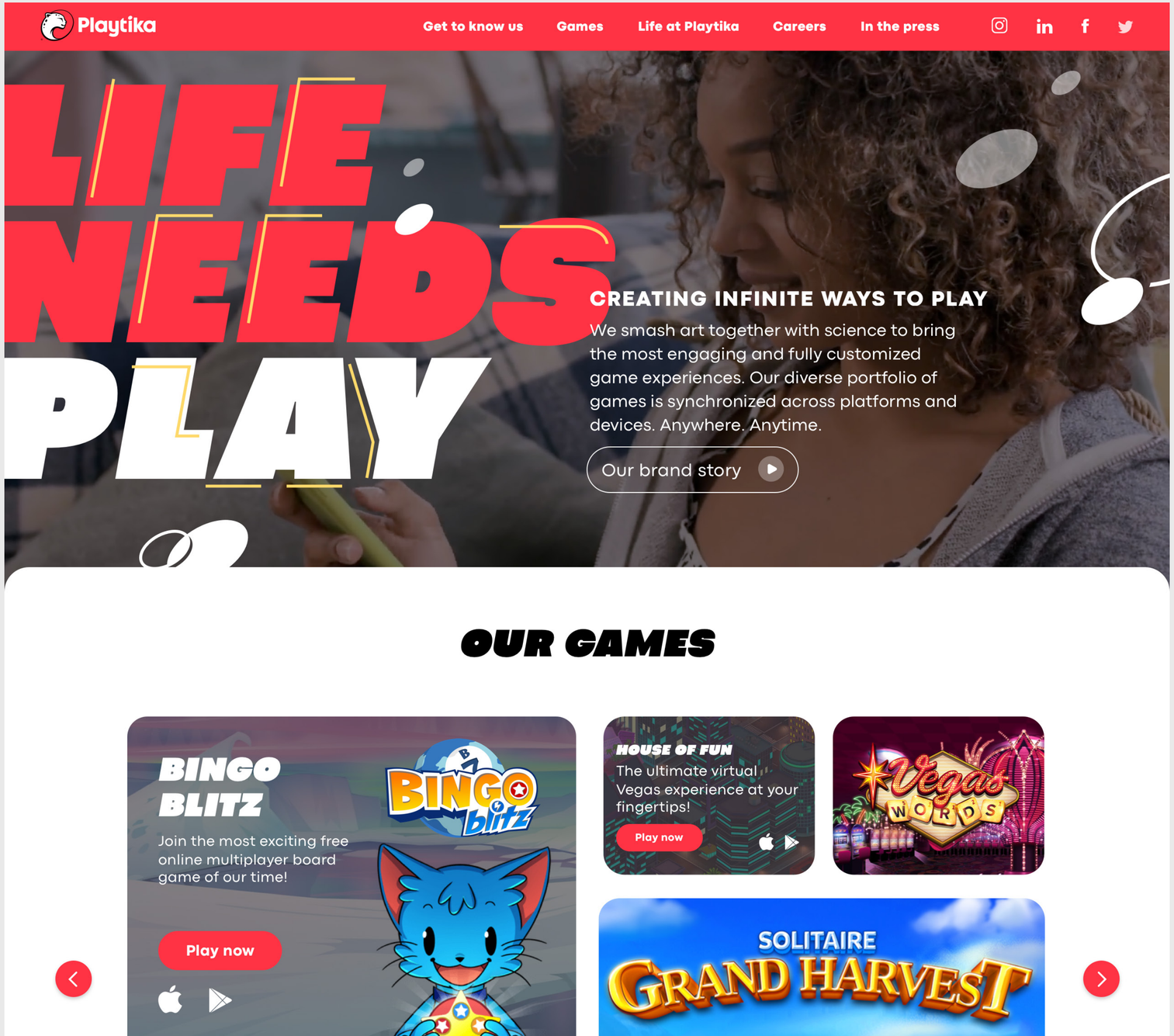
Cover image

INSTAGRAM



Profile picture

WEBSITE HOMEPAGE



OFFICE SIGNAGE



EMPLOYEE BUS

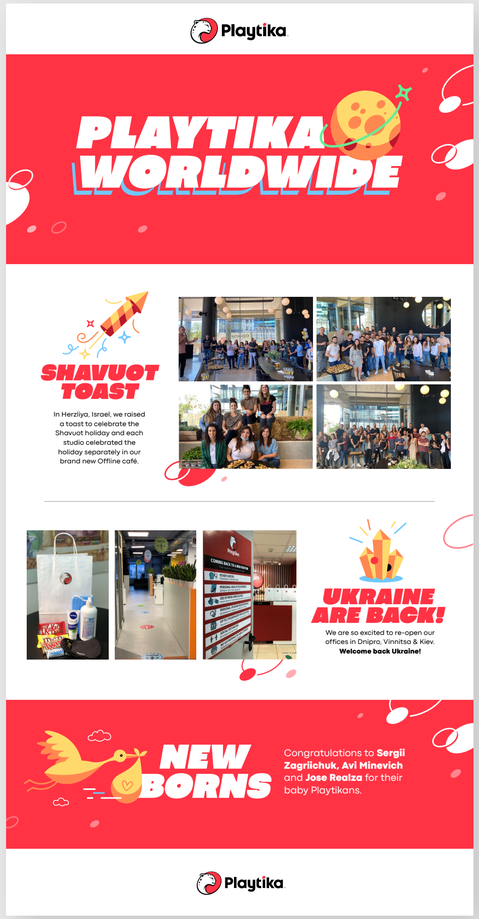


EMAIL NEWSLETTERS

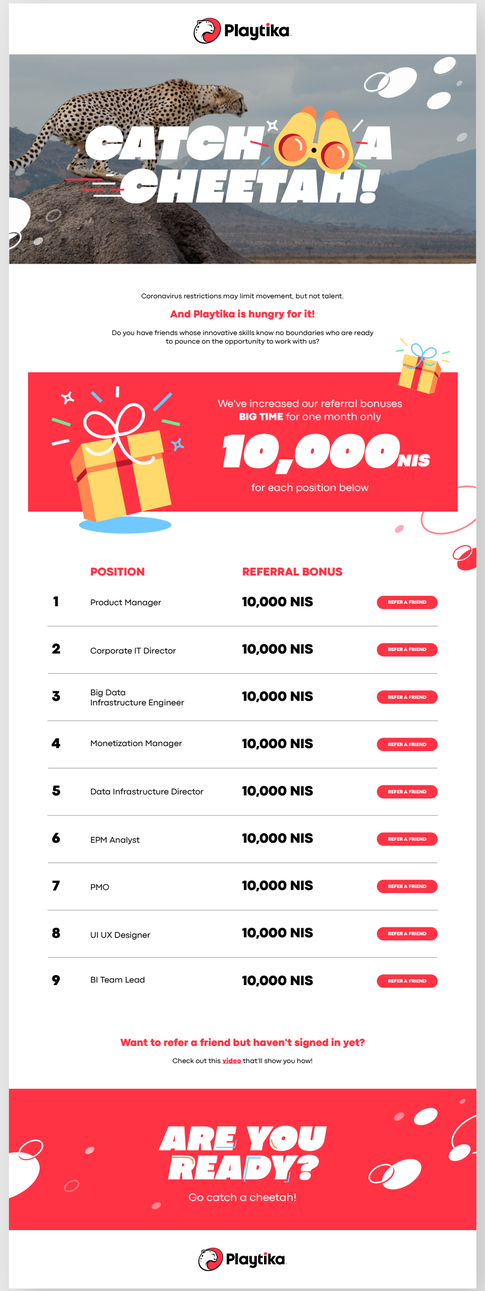
The Playtika logo should always be placed at the top and bottom of the email.

Below this sits a banner with the heading. This can either consist of just typography and ellipses, additional icons or photography depending on the subject matter of the email and the desired tone.

Beneath this, the content should be split sections which are visually interesting and easy to navigate.

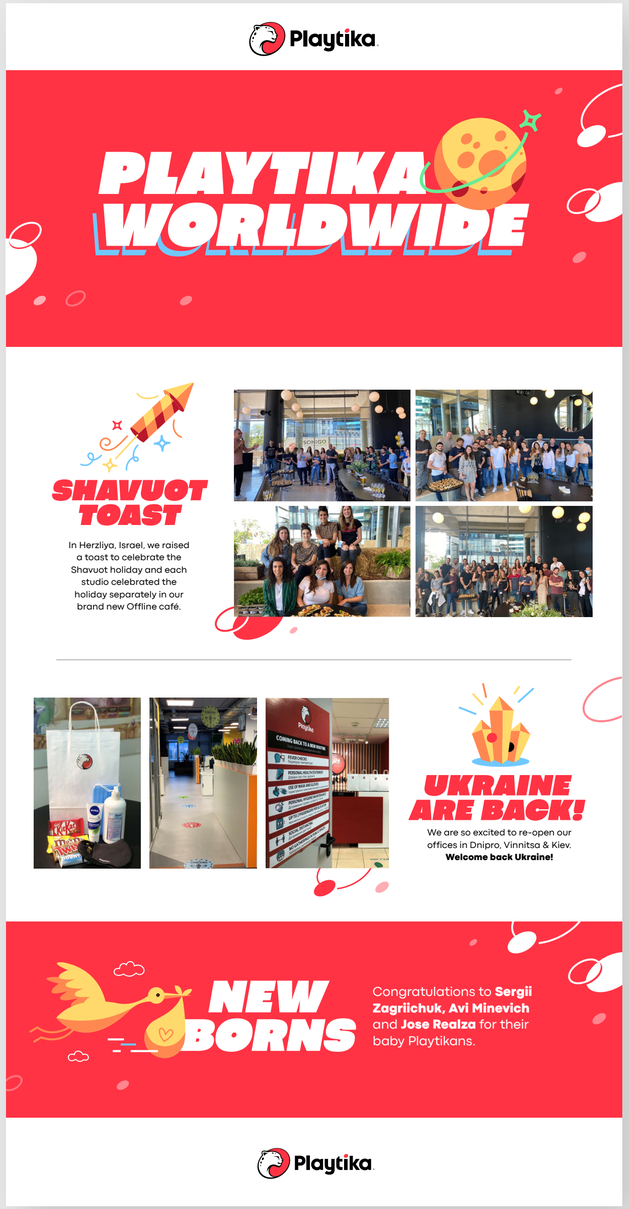






EMAIL NEWSLETTERS

TEMPLATE 1



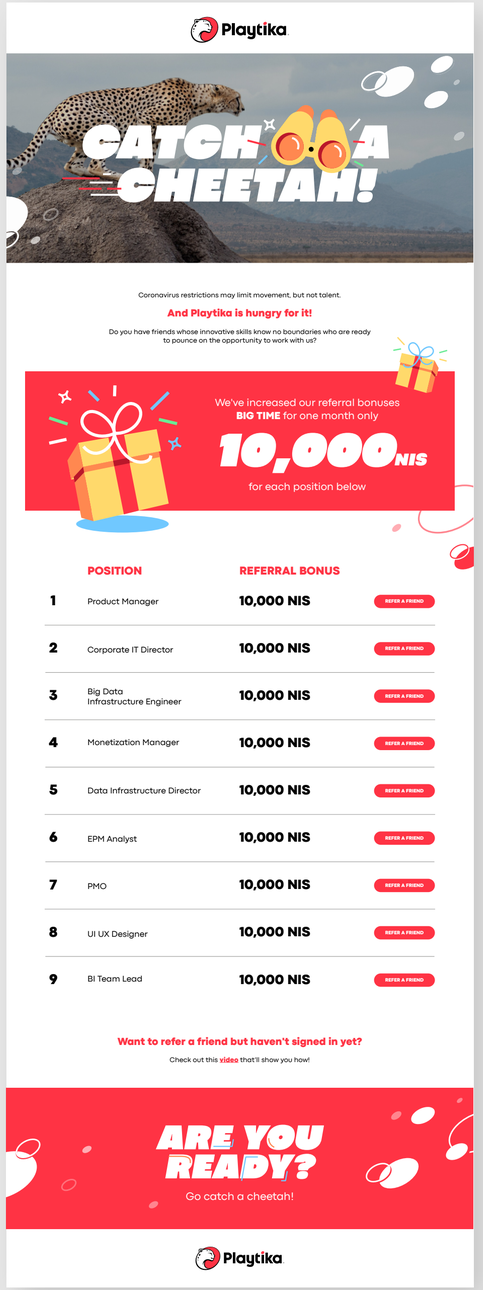
EMAIL NEWSLETTERS

TEMPLATE 2



EMAIL NEWSLETTERS

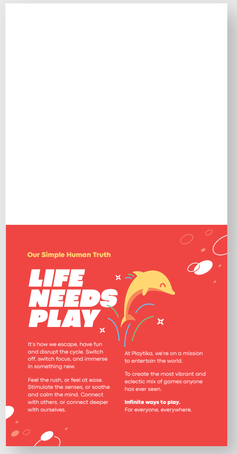
TEMPLATE 3

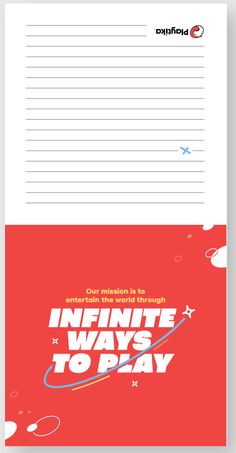


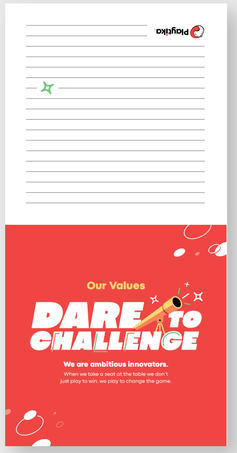
NOTEBOOK

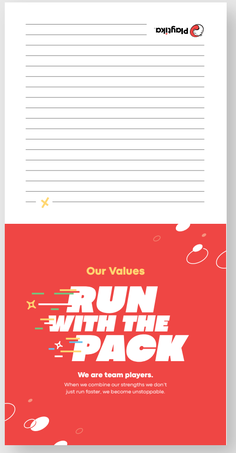
Color space CMYK

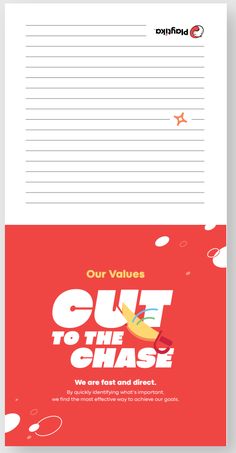


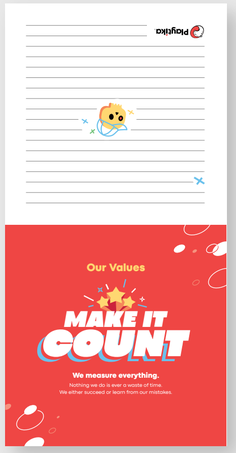




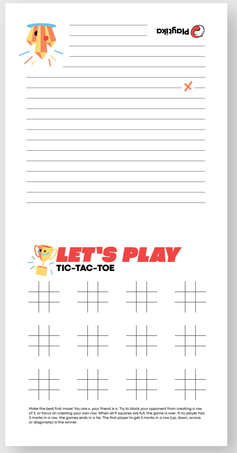


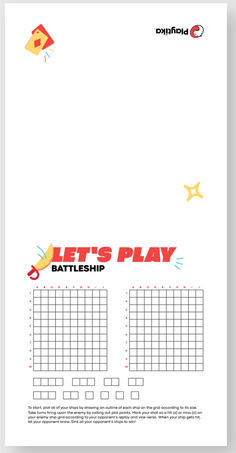




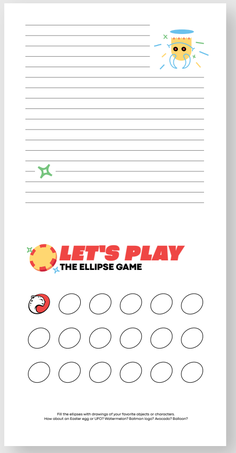


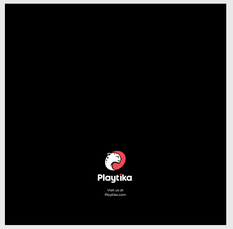












SOCIAL MEDIA

POST TEMPLATE OPTIONS

BASED ON 1200 X 1200
INSTAGRAM POSTS

A - Mixed

Mixed 1:
Image BG
Title
1 Icon
Accent line
Logo
Ellipses

Mixed 2:
Image BG
Title
Accent line
Red detail strip
Doodles on image
Logo
Ellipses

B - Icons

Icons 1:
Title
1 Icon
Accent line
Details
Logo
Ellipses

Icons 2:
Image BG
Title
1 Icon
Accent line
Logo
Details
Ellipses

C - Ellipses

Cropped Image
Title
Accent line
Logo
Ellipses

D - Typographic

Title
Accent line
Logo
Ellipses

E - Corporate

Corporate 1:
Title
Logo
Details
Ellipses

Corporate 2:
Title
Logo
Details
Ellipses

A - Mixed

Mixed 1



Mixed 2



B - Icons

Icons 1



Icons 2



C - Ellipses

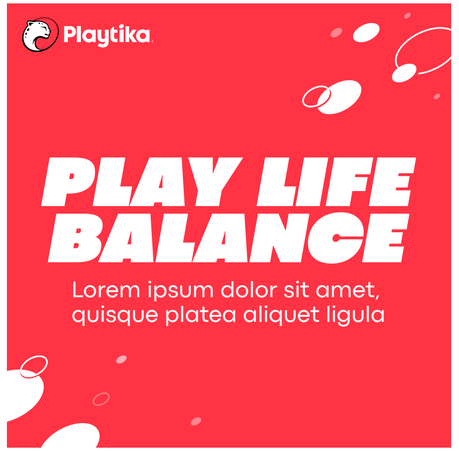


D - Typographic



E - Corporate

Corporate 1



Corporate 2



SOCIAL MEDIA

1200 X 628
FACEBOOK POSTS



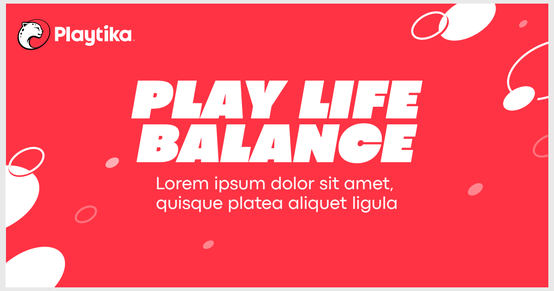


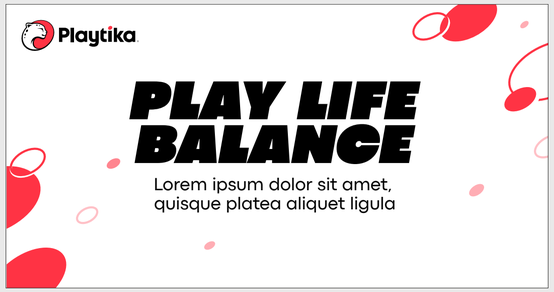












WHATSAPP STICKERS

Typographic lockups with thin white outline to be visible on all backgrounds





LAPTOP STICKERS

Die-cut icons and typographic lockups

Color space CMYK



NOW IT'S

YOUR TURN!

