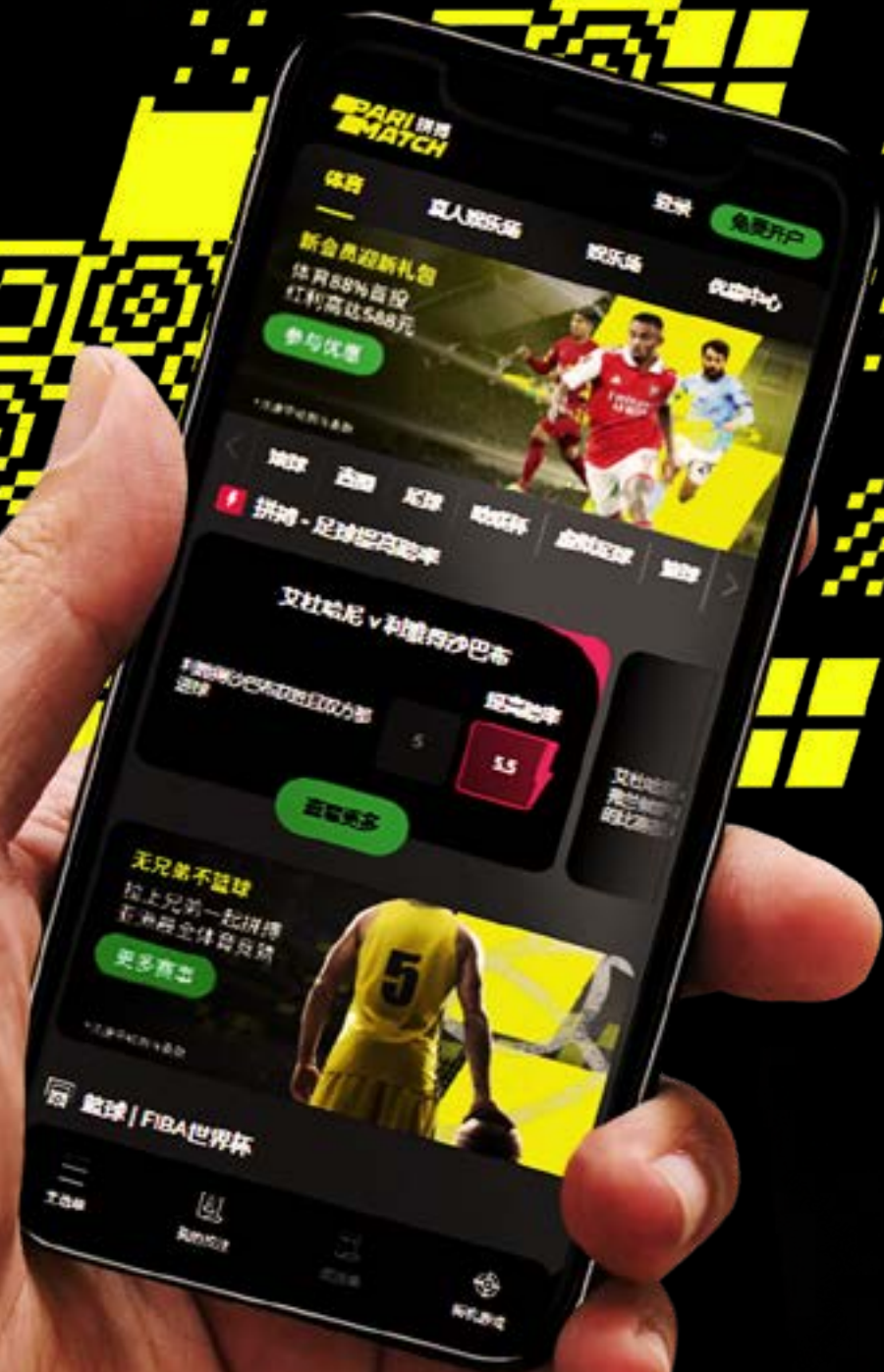


# **PARI** 拼搏 **MATCH**

BRANDBOOK 2023





## 1. WHO WE ARE

Launched in Ukraine in 1994, Parimatch have been trailblazers in the region ever since and made their UK Debut in 2020.

Renowned for a bold, energetic 'fighting' style, Parimatch are heavily involved in combat sports and e-sports, with a value proposition and brand personality designed specifically to appeal to aspirational, ambitious young men.

Tech-innovation, reliability and collaboration are fundamental to our business objective of offering the best betting experience to our rapidly growing community of customers.



## ***2. BRAND VALUES***

### **Candid**

We're direct and to the point. That means expressing our opinions with confidence and being very clear on the importance of safer gambling.

### **Dedicated**

Dedication is non-negotiable and hard work is a way of life. Committed to the cause, all day, every day.

### **Optimistic**

Our positive mindset means we're hungry for success and we regard obstacles as challenges to be embraced and overcome.





### ***3. BRAND PERSONALITY***

#### **Confident**

Here to make an impact, in it to win it, not afraid to say it.

#### **Fearless**

We relish the fight and we're not afraid to fail. If something doesn't work, we learn the lesson and come back harder.

#### **Audacious**

Up front and prepared to say things the others won't. We love what we do and have fun while we're doing it.



### 3.1. BRAND PERSONALITY SUMMARY

#### Alpha

We have a ‘top-dog’ attitude that takes control, commands respect and puts players in the driving seat.

We are	We are not
Confident	Arrogant
Leaders	Bullies
Empathetic	Push-overs
Straightforward	Rude
Rebellious	Feared
Daring	Reckless

#### Electric

We’re a live-wire that channels energy in the right places to bring the hype that really gets pulses racing.

We are	We are not
Energetic	Uncontrolled
Thrilling	Scary
Charismatic	Overwhelming
Magnetic	Rude

#### Entertainers

Whatever we do and whenever we do it – we never forget to have fun and entertain people around.

We are	We are not
Performers	Jesters
Jokers	Clowns
Fun	Silly
Sarcastic	Offensive



## ***4. TONE OF VOICE***

We speak to our audience in a way which reflects our brand values and personality.

That means confident, clear and direct. We can be bold and audacious, we can express our opinions and we can 'go there'.

Our passion for what we do needs to jump off the screen every time we engage with our customers.

We connect with our players in a way which leaves them in no doubt that Parimatch is the brand for them.



## 5. SPONSORSHIPS



**PARI  
MATCH**

OFFICIAL PARTNER



Based in West London, Chelsea FC are one of the capital's most popular clubs. Honours include 6 league titles and 2 Champions Leagues. The Blues are the only club to have won three major European competitions twice; Champions League, Europa League and Cup Winners' Cup.



**PARI  
MATCH**

OFFICIAL PARTNER



Leicester won the hearts of sports fans around the world back in 2016, when they won the Premier League. The odds were stacked against them at 5000/1, but incredibly, the Foxes proved the doubters wrong and lifted the trophy. The underdog spirit lives on.



**PARI  
MATCH**

OFFICIAL BETTING PARTNER



One of the biggest clubs in North East England, Newcastle United are well-known for their die-hard fan base, 'The Toon Army'. In 2021, the Public Investment Fund of Saudi Arabia purchased an 80% stake in the club and the future looks bright.

**PARI  
MATCH**



ТИТУЛЬНИЙ ПАРТНЕР



A legendary club, one of the most popular in Ukraine. FC Shaktar won the UEFA Cup in 2009 and have won the Ukrainian Premier League 13 times. The Miners are known for their creative and dynamic play, which has been likened to a Brazilian dance.

**PARI  
MATCH**

**USYK**

RESPONSIBLE GAMBLING AMBASSADOR



One of the greatest Ukrainian boxers of all time. Current IBF, WBO, WBA and The Ring Heavyweight world champion, as well as Olympic and World Championship gold medal winner. Parimatch is proud to have Oleksandr Usyk as our Honorary Ambassador for Responsible Gaming.



**PARI  
MATCH**

OFFICIAL BETTING PARTNER



Aston Villa is one of the oldest and most successful clubs in England. The Birmingham side won the European Cup in 1982, and hold 7 First Division titles, along with 7 FA Cups, 5 League Cups and a UEFA Super Cup. A proud history.

## 6. LOGO

### Main Logo and Colour Variations

**PARI 拼搏**  
**MATCH**

LOGOS 

### Black and white versions

Black and white versions of the logo should be used only when the main version can't be used.

**PARI 拼搏**  
**MATCH**

**PARI 拼搏**  
**MATCH**

### Dynmaic Plate

Use this version of the logo only in exceptional cases, when the logo is illegible against the background.

**PARI 拼搏**  
**MATCH**



## 6.1. HORIZONTAL LOGO

Main Logo Horizontal Version

**PARI MATCH 拼搏**

### Black and white versions

Black and white versions of the logo should be used only when the main version can't be used.

**PARI MATCH 拼搏**

**PARI MATCH 拼搏**

### Dynmaic Plate

Use this version of the logo only in exceptional cases, when the logo is illegible against the background.

**PARI MATCH 拼搏**

## 6.2. VISUAL IDENTITY

The specific, customised way we present our most important fixed asset, the Parimatch Asia brand logo.

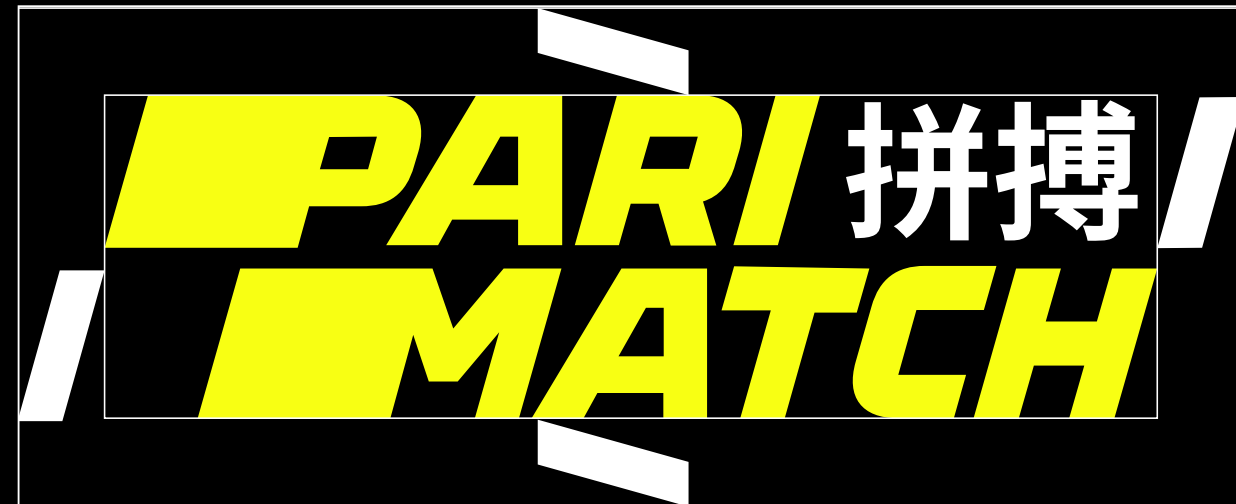
### MINIMUM SIZE

The minimum allowable height of the main logo at the extreme points is 10 mm.



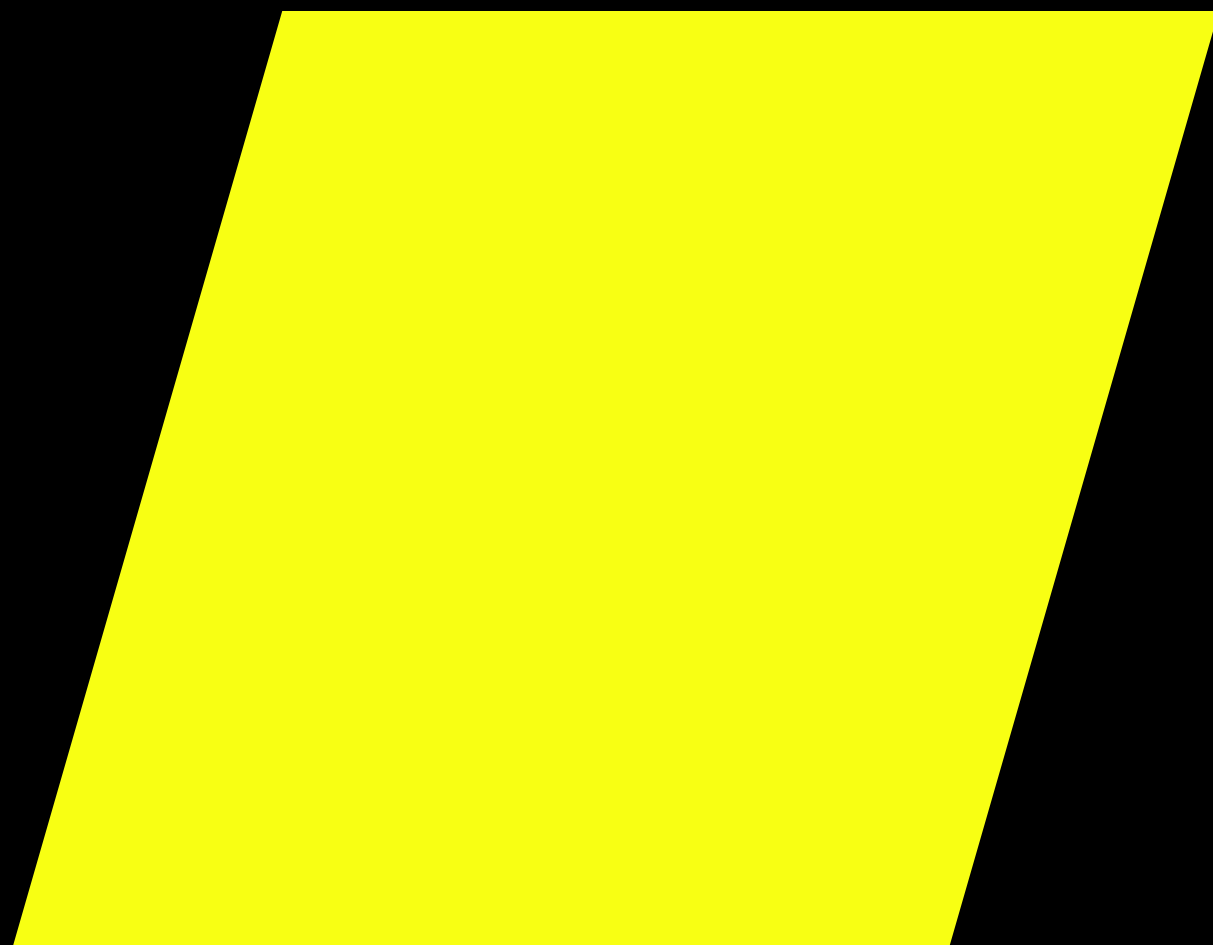
### CLEAR SPACE

The logo`s minimum clear space is the width of the letter T from the text block. The clear space can be larger, but not smaller than the specified one.



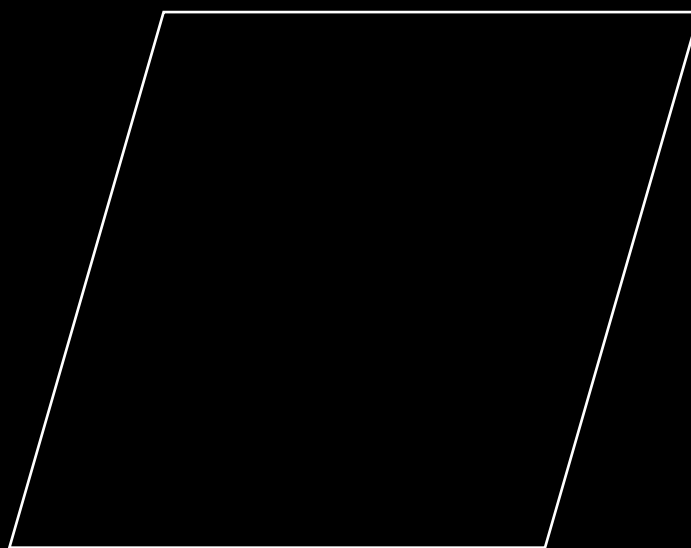
# ***7. OUR COLOURS***

Electric Yellow remains the primary color of the Parimatch brand. There are also additional colors that are selection identifiers.



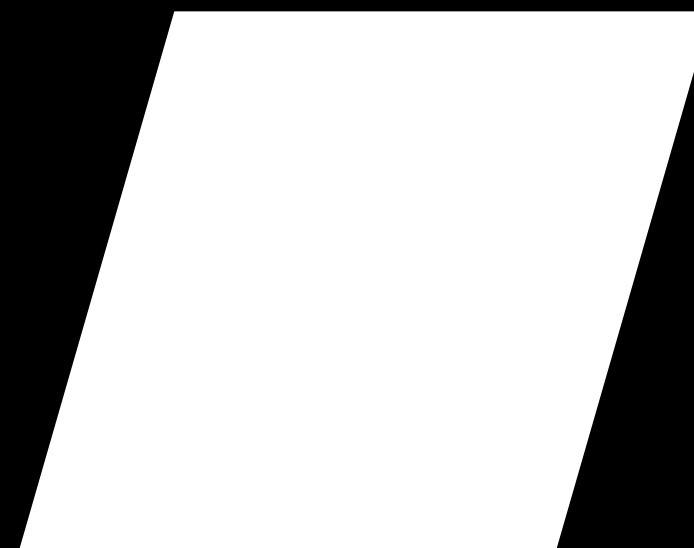
RGB 248/255/19  
CMYK 10/0/100/0

**#F8FF13**



RGB 0/0/0  
CMYK 80/70/70/90

**#000000**



RGB 255/255/255  
CMYK 80/70/70/90

**#FFFFFF**



## 7.1. SECONDARY BRAND COLORS

Color is one of the most important details of corporate identity. Color defines and enhances awareness. It is imperative to use only the colors and shades shown on this page. Other colors will not work for the brand, blurring its image.



RGB 244/126/0      #F47E00  
CMYK 0/65/100/0



RGB 193/15/31      #C10F1F  
CMYK 20/100/100/5



RGB 63/224/143      #3FE08F  
CMYK 65/0/65/0

## 7.2. SPORTS SEGMENT COLORS

Highlighted 6 differentiating colors. They allow different sports to be separated from each other. It is allowed to paint from one to four units of battle order within compositions.



RGB 0/178/59      #00B23B  
CMYK 80/0/100/0



RGB 60/87/226      #3C57E2  
CMYK 90/80/0/0



RGB 1/65/208      #01A5D0  
CMYK 80/15/5/0



RGB 244/126/0      #F47E00  
CMYK 0/65/100/0



RGB 193/15/31      #C10F1F  
CMYK 20/100/100/5



RGB 63/224/143      #3FE08F  
CMYK 65/0/65/0

# 8. Typography

We use the Noto Sans CJK SC font for our banners and communications.

Headline Font

Noto Sans CJK SC Bold

Bold 700

鉴于对人类家庭所有成员的固有尊严及其

Brand Text Font

Noto Sans CJK SC

Noto Sans Simplified Chinese

人生而自由，  
人人享有平等权利和自由。  
人人有权享有生命、自由和人身安全，  
人人有权享有尊严和受人尊重。

人生而自由

任何人不得使为奴隶或奴

人人生而自由

人人有权享有生命、自由和人身安

Styles

鉴于对人类家庭所有成员的固有尊严及其

鉴于对人类家庭所有成员的固有尊严及其

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## 8.1. BRAND FONT

We have a Parimatch typeface for latin character. In asia is only for display.

Pari-Match

Bold

THEY PLAY YOU WIN

Medium

THEY PLAY YOU WIN

Regular

THEY PLAY YOU WIN

Thin

THEY PLAY YOU WIN

Light

THEY PLAY YOU WIN

FONTS



Regular 400 at 18px

鉴于对人类家庭所有成员的固有尊严及其平等的和不移的权利的承认,乃是世界自由、正义与和平的基础, 鉴于对人权的无视和侮蔑已发展为野蛮暴行,这些暴行玷污了人类的良心,而一个人人享有言论和信仰自由并免于恐惧和匮乏的世界的来临,已被宣布为普通人民的最高愿望,

Regular 400 at 18px

鉴于对人类家庭所有成员的固有尊严及其平等的和不移的权利的承认,乃是世界自由、正义与和平的基础, 鉴于对人权的无视和侮蔑已发展为野蛮暴行,这些暴行玷污了人类的良心,而一个人人享有言论和信仰自由并免于恐惧和匮乏的世界的来临,已被宣布为普通人民的最高愿望, 鉴于为使人类不致迫不得已铤而走险对暴政和压迫进行反叛,有必要使人权受法治的保护,

Regular 400 at 18px

鉴于对人类家庭所有成员的固有尊严及其平等的和不移的权利的承认,乃是世界自由、正义与和平的基础, 鉴于对人权的无视和侮蔑已发展为野蛮暴行,这些暴行玷污了人类的良心,而一个人人享有言论和信仰自由并免于恐惧和匮乏的世界的来临,已被宣布为普通人民的最高愿望, 鉴于为使人类不致迫不得已铤而走险对暴政和压迫进行反叛,有必要使人权受法治的保护,

FONTS



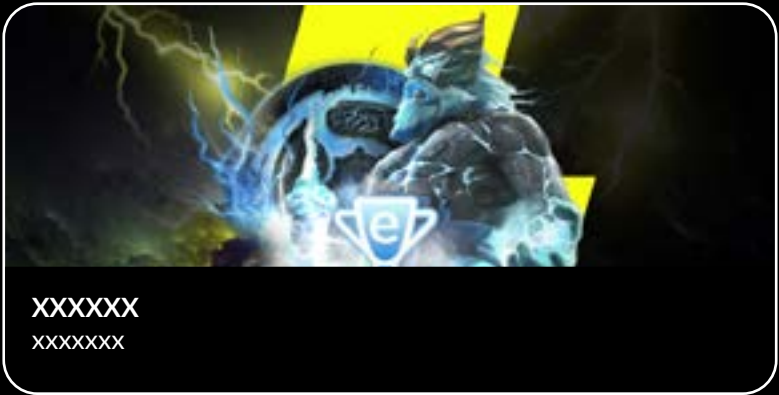
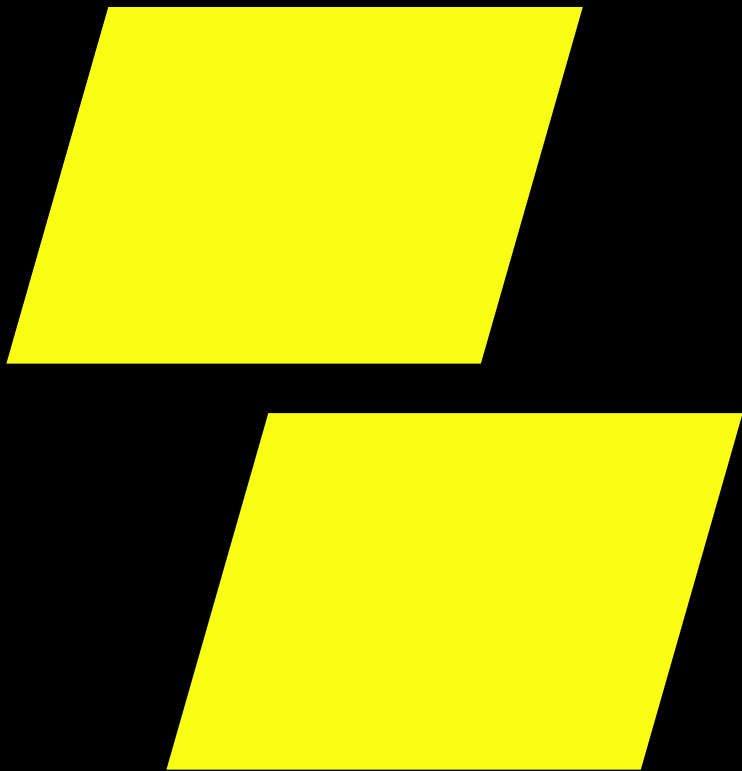
## ***9. Image Strategy***





9.1. Shape

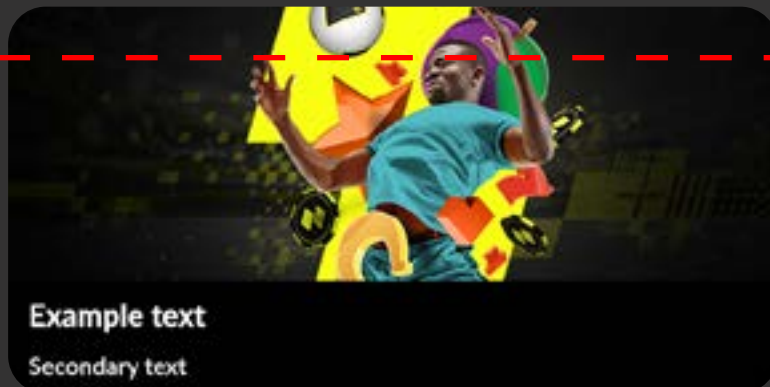
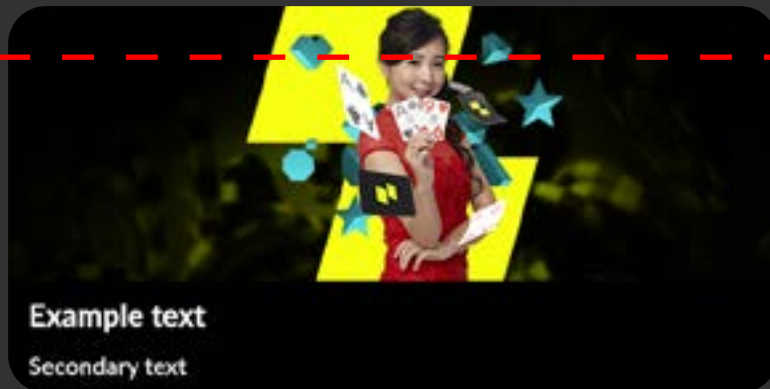
The Parimatch Rhombus should be present as a holding element behind the foreground in all imagery.



## 9.2. EYE LINE

Ensure that the position of the eyeline is consistent across all Parimatch imagery .

EYE LINE



### 9.3. BACKGROUNDS

## BACKGROUND



*Background gradient Level 1*

## BACKGROUND



*Background gradient Level 2*

## BACKGROUND



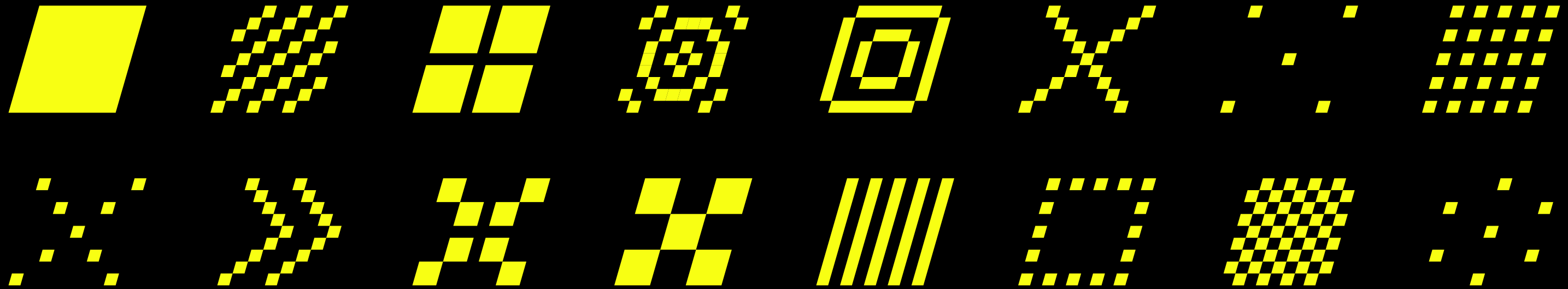
*Background gradient Level 3*

For Parimatch Asia, we should always use a dark background which will ensure the text is as legible as possible. To do so, we use three levels of gradient in front of the background image. Normally, we use the second level but there are scenarios when the third gradient level will be required.

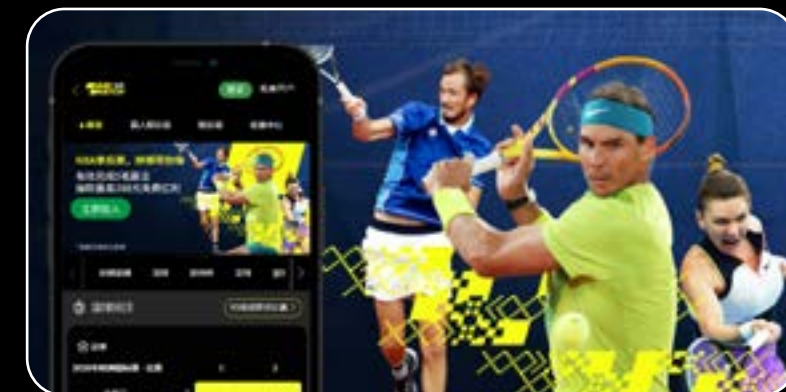
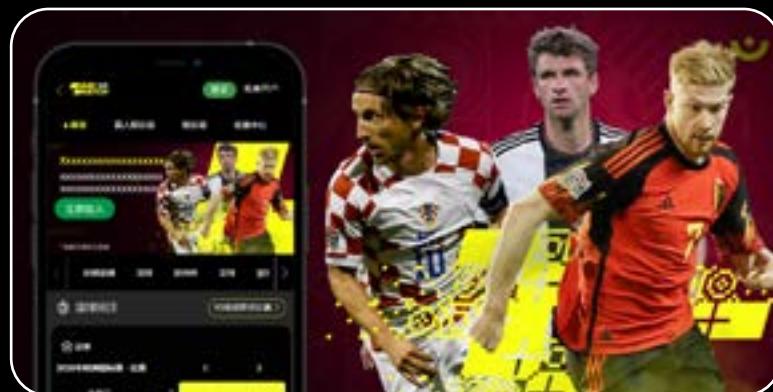


## 9.4. GRAPHIC ELEMENTS/BUILDING BLOCKS

By combining units in different proportions, you can create complex graphic textures and patterns.

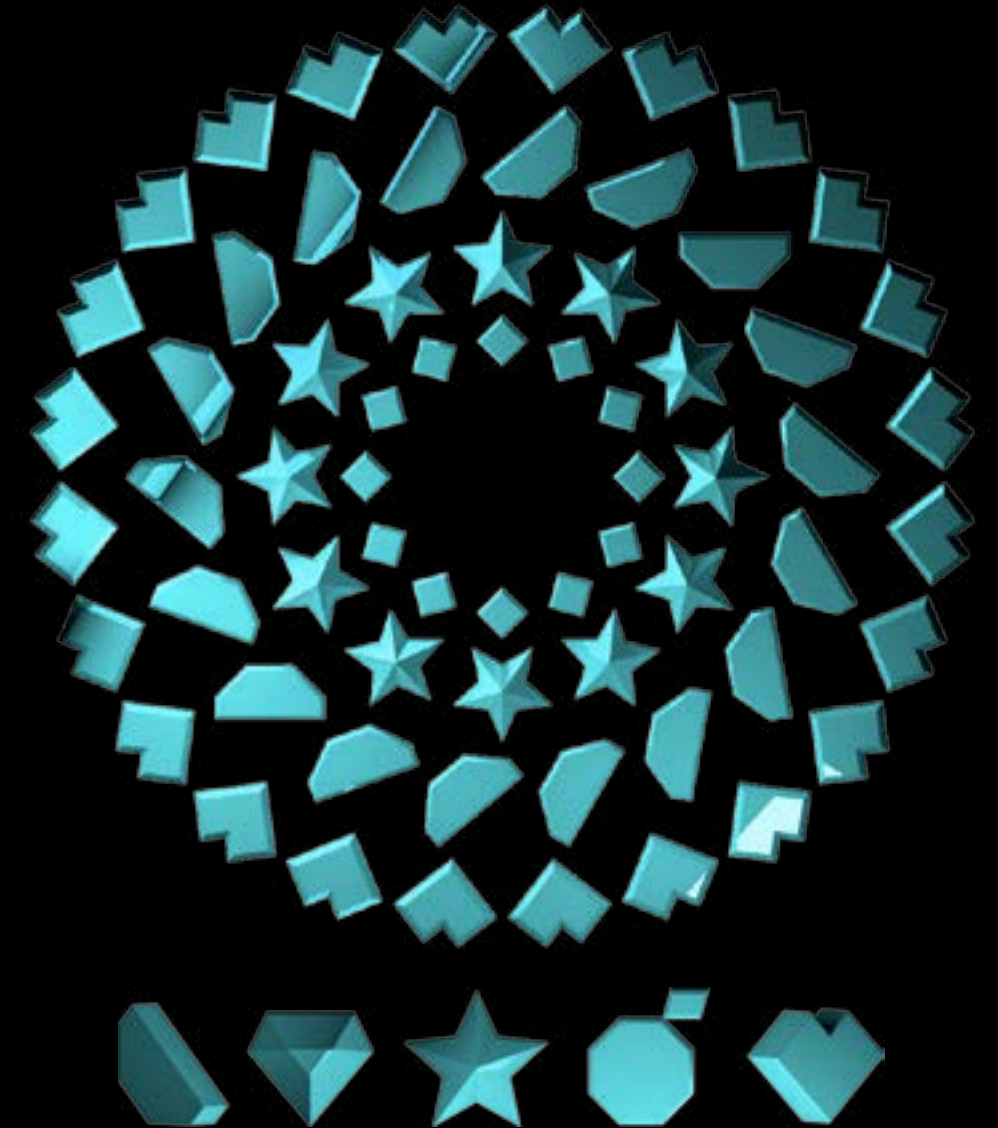
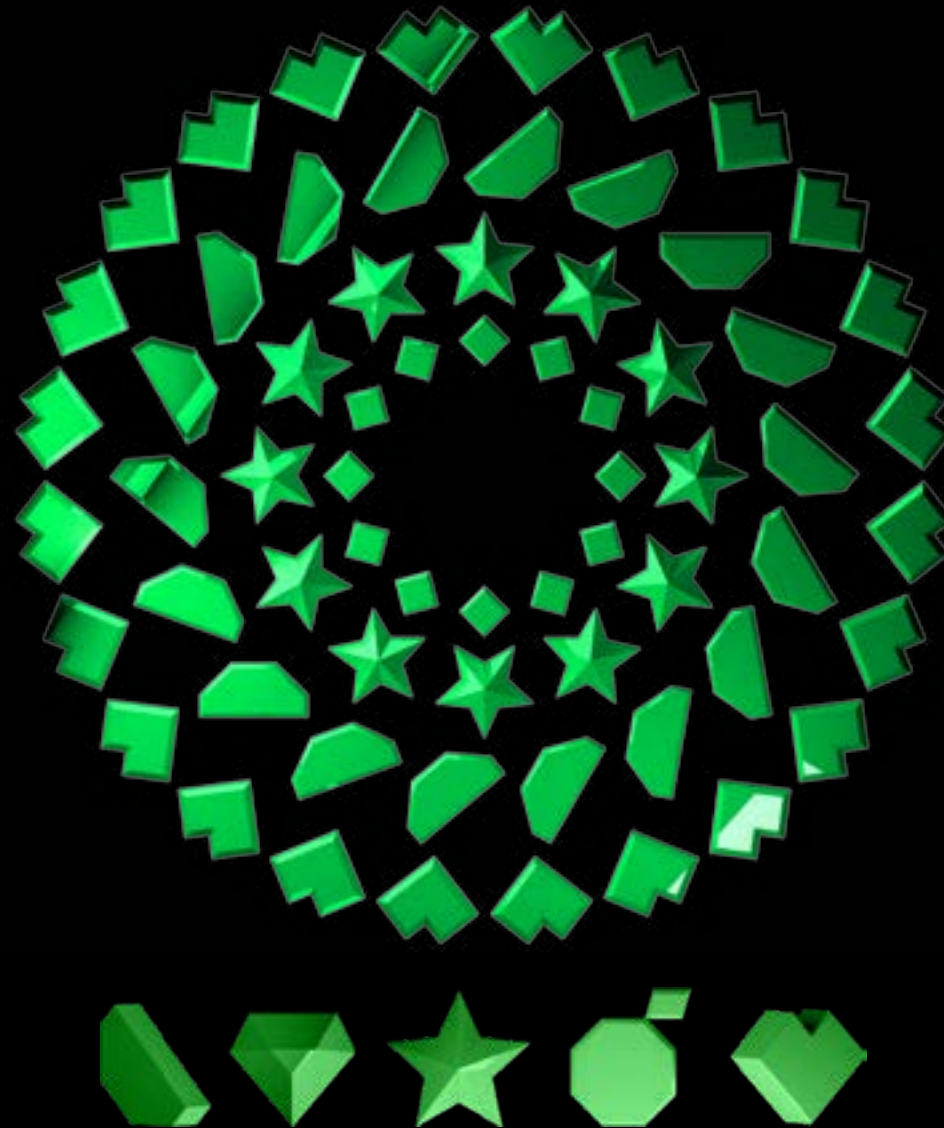


Examples:



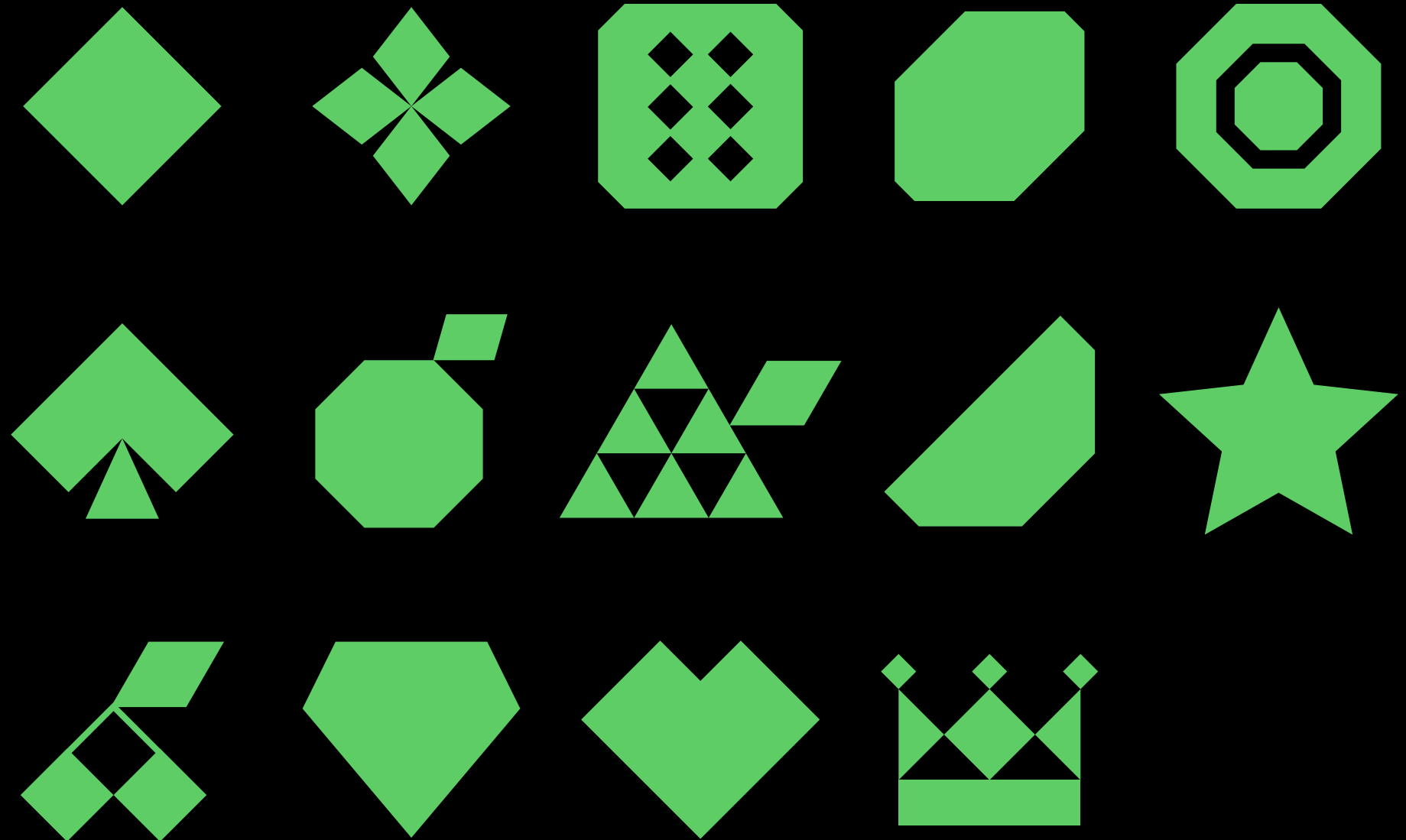
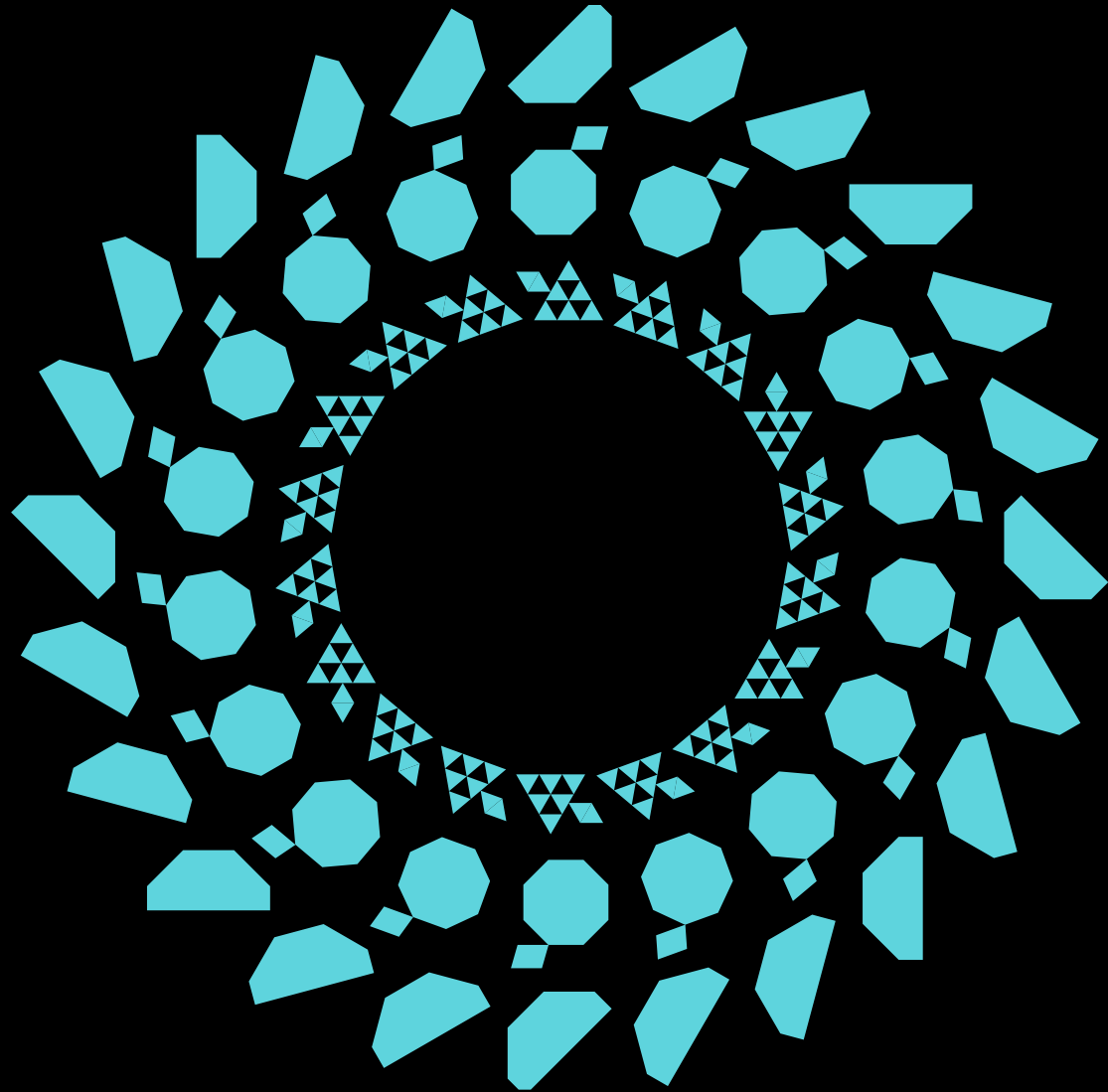
## 9.5. CASINO 3D ASSETS

Using different representations of style-forming elements, you can achieve a variety of corporate identity. Such representations work for both 2D and 3D style-forming elements



## 9.6. CASINO 2D ASSETS

We use two PM rhombus as a holding element behind imagery.





***THANK YOU***