iGP

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iGP

01

Intro To The Brand

iGP

Mission Statement

To empower operators to achieve their full potential through innovative technology solutions that simplify and enhance their day to day operations.

Positioning Statement

iGP, an iGaming tech creator, is redefining the digital gaming landscape with its cutting-edge technology and innovative solutions. Our platform, known for its exceptional performance and reliability, is tailored to the dynamic demands of today's digital world, emphasizing user experience and sustainability. Offering a versatile range of services including a platform, aggregator, white label, and managed solutions, iGP is recognised under its brands iGaming Platform, iGaming Deck, and iGaming Labels. We cater to a diverse gaming ecosystem encompassing casino, sportsbook, and crypto, complemented by a suite of managed services. At our core, iGP is driven by a vision to be a leading supplier in the iGaming industry, championing a more dynamic, engaging, and user-centric gaming experience.

iGP
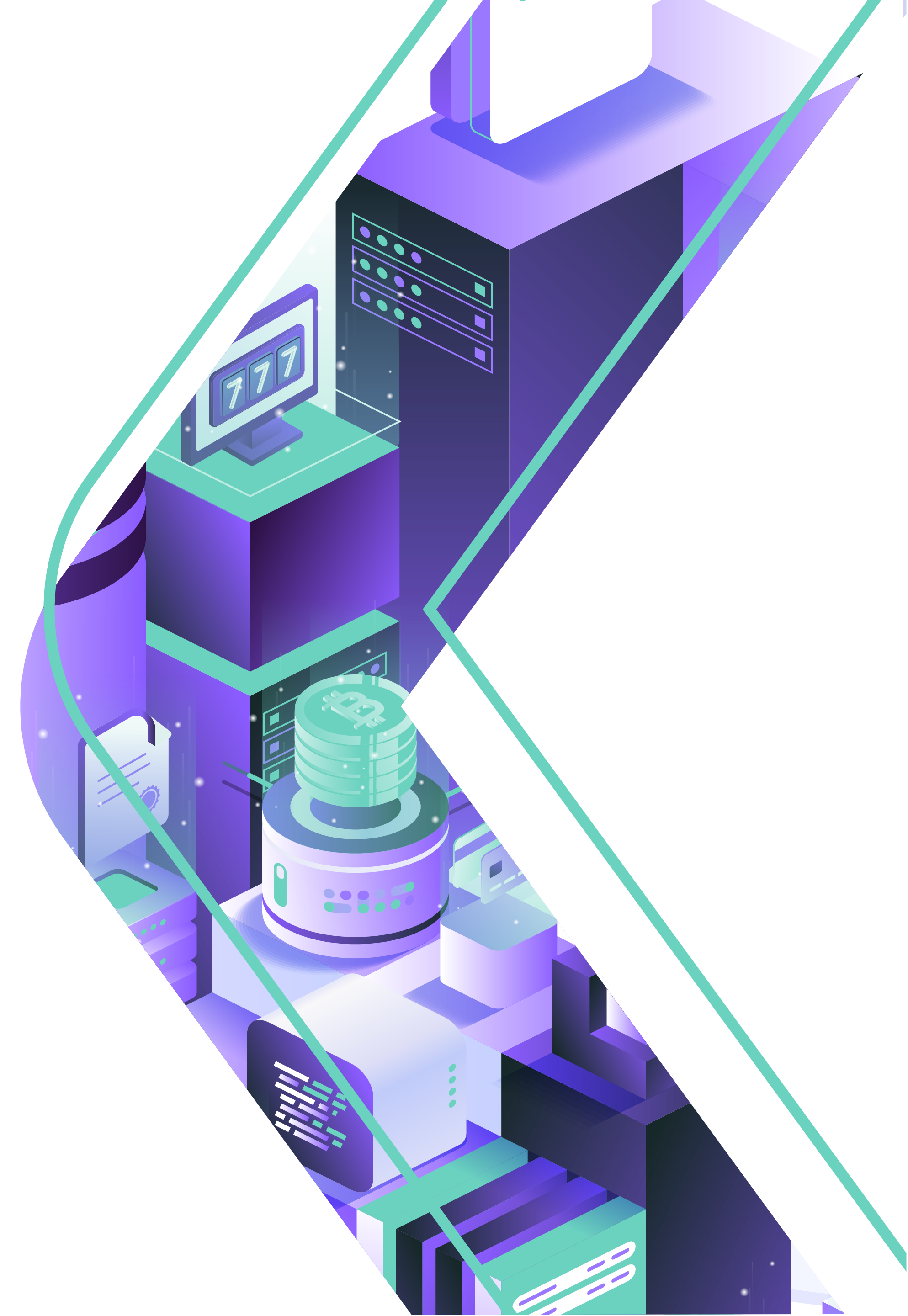
Tone of Voice

[CORE WRITING PRINCIPLES]

Conversational Engagement

Our narrative thrives on being accessible. We're here to converse, not lecture. Imagine sitting across from your audience, sharing insights over coffee. This approachable, friendly tone makes our complex industry more understandable and inviting.

Balanced Confidence with Humility:

We navigate our expertise with a blend of assuredness and openness to growth. We're experts, but we're also perpetual students of the iGaming world. This balance endears us to our audience, portraying us as reliable guides who are also on a journey of continuous improvement.

Evangelical Zeal for iGaming

We're not just in the business of distributing iGaming products; we're champions for the sector's potential. We envision and work towards a more inclusive, dynamic, and superior iGaming landscape. Our content is a manifesto for excellence, aiming to inspire operators and the industry at large towards greater heights

[CONTENT FLASHES]

Technical Sophistication with Accessibility

While our core language is designed to be welcoming, we do not shy away from employing technical, industry-specific terminology to showcase our expertise. This duality ensures that while our content remains approachable, it also reflects our deep understanding and capabilities within the iGaming niche.

Situational Formality

While our spirit is far from the impersonal corporate world, we recognize the need for formality in discussions with significant implications for iGP, our partners, and the broader industry. This shift in tone underlines our professional stance on critical issues, ensuring we communicate with the due seriousness and respect these topics warrant.

Flashes of Technical Brilliance

Our narratives are sprinkled with insights that highlight our technical prowess. This not only demonstrates our capability but also solidifies our position as thought leaders in the iGaming space. By integrating technical excellence into our conversational tone, we educate and impress our audience simultaneously.

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Tagline

Play Outside the Box

iGP

One Brand, Three Products

iGaming Deck   iGaming Platform   iGaming Labels

Logo Usage

Logo

Our logo is a striking representation of our brand identity. It features a distinctive monogram that intertwines the letters "iGP" with our brand brackets, creating a harmonious and instantly recognizable symbol.

LOGO FILES

Colour Application

The use of colour in the logo is based on the brand's specified colour pairings. The primary colour pairing consists of slate purple brackets paired with meteorite purple. An inverted version of the logo is also available, with white text placed over a meteorite purple background.

Primary

Primary (Inverted)

Black, white & Greyscale

The logo can be applied with different color combinations: black on a light background, white on black, slate purple on a light background, and white on slate purple.

Black on White Background

White on Black
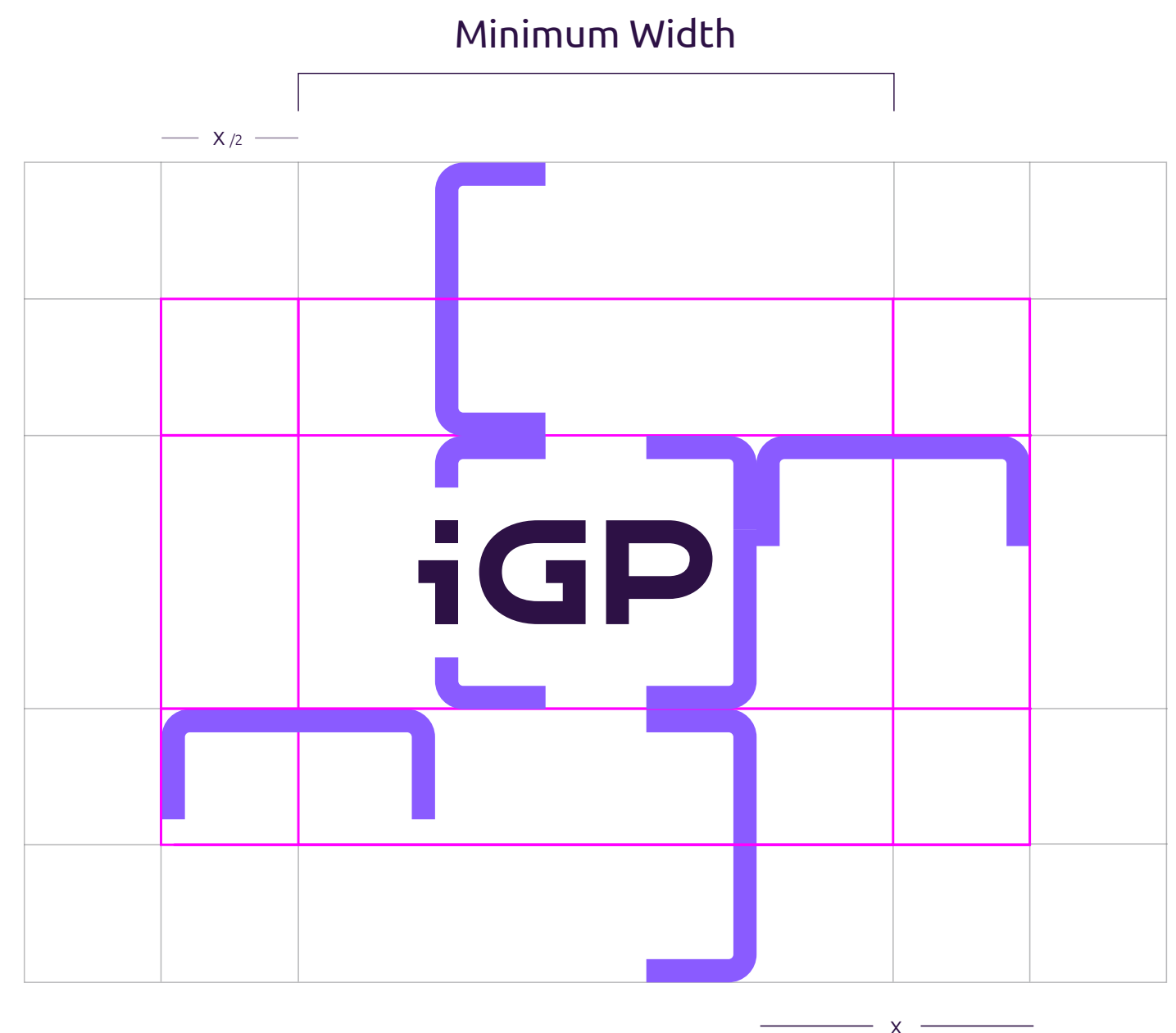
Meteorite Purple White Background

White on Meteorite Purple Background

Clear space & minimum sizes

The minimum width of the logo is 200px, and clear space around the logo should be maintained, which is equal to the height of the bracket in the logo.

Minimum Width

X /2

iGP

X

X

Optimal Clearspace

Absolute Minimum

iGP

Bracket radius

The outer radius of the square brackets should be 5.21px when the brand mark is 65.53px in width, which is the width of the brand mark when the horizontal logo is applied at its minimum scale of 200px wide. Additionally, the inner radius should be 0.88px.
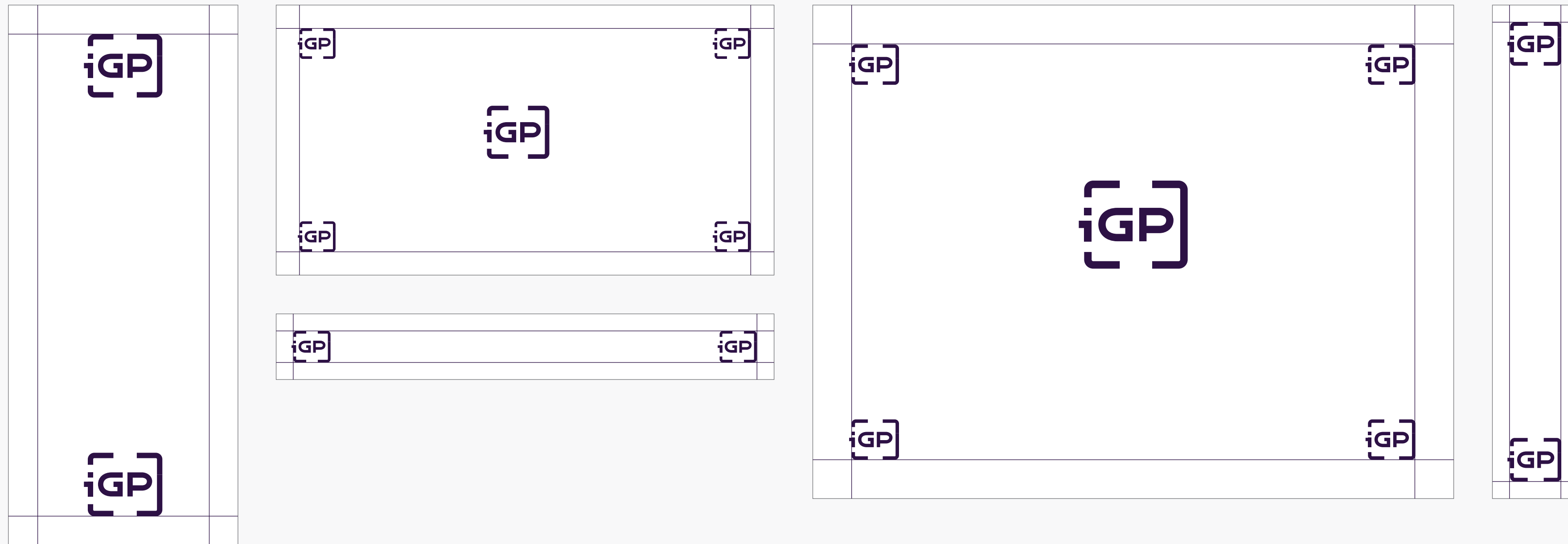
Outer Radius: 5.21px/1.76mm

Inner Radius: 0.88px/0.29mm

65.53px (Width)
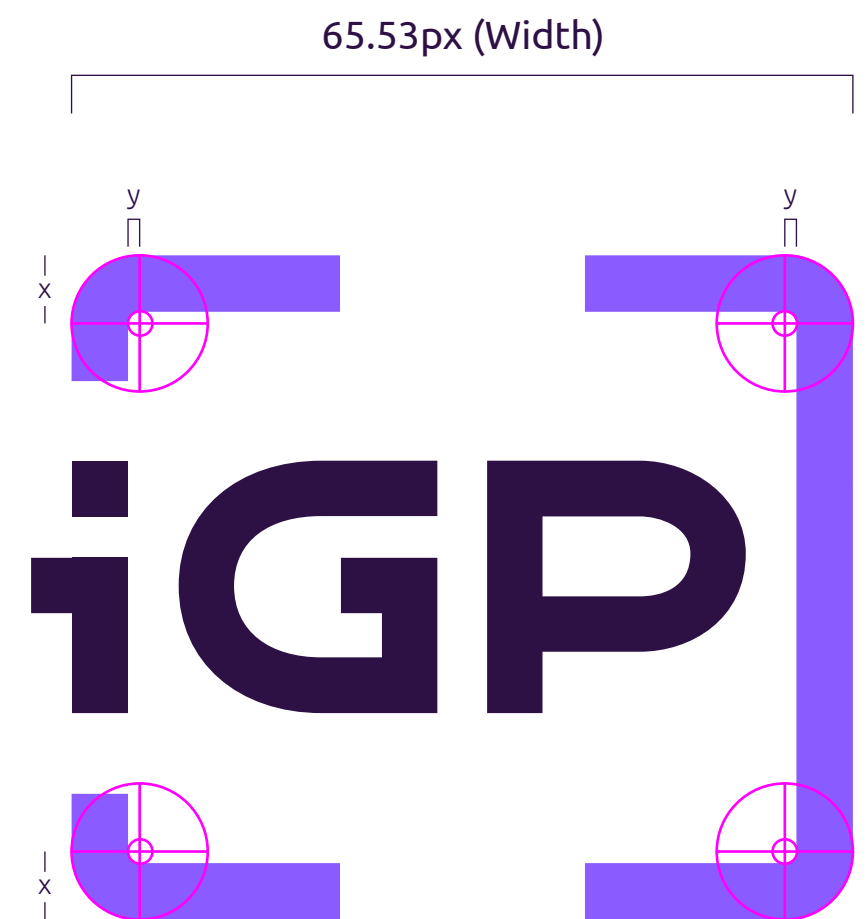
Postioning

For optimal results, the primary logo should be positioned on the left or right side of a composition, with the brand mark being versatile enough to be placed anywhere. Additionally, the primary logo should be centered within the composition to ensure proper alignment.

Dont's

These guidelines provide instructions on what not to do when applying the logo to maintain a strong brand presence.

01 Change & modify the logo's orientation or rotation.
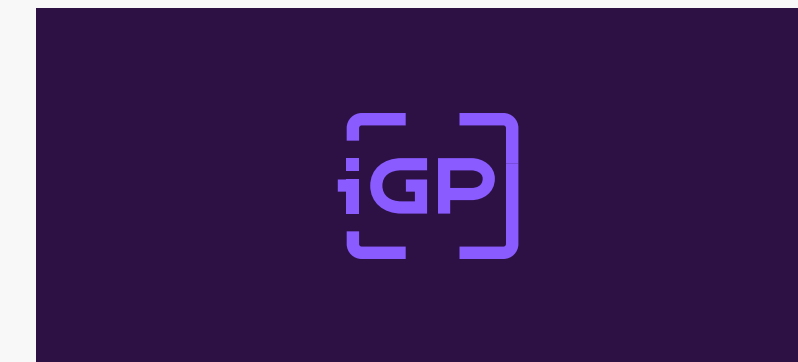

02 Disproportionately scale or resize the logo.

03 Change the logo's colour.

04 Display the logo with unspecified colour application.

05 Use the logo on top of busy, colourful photography.

07 Add an outline to the logo or display the logo as an outline

08 Add special effects to the logo.


09 Remove part of the logotype.

Brand Colours

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Colour Palette

PRIMARY COLOURS

These colors are carefully chosen to represent the brand identity and should be used consistently across all branding elements to maintain brand recognition and coherence. Slate Purple can be applied in headings. For the rest of the prominent text, Meteorite Purple should be used, particularly when used on a white background. For background, use White or Meteorite Purple.

White

Meteorite Purple

#ffffff

#291542

Slate Purple

#8c5bff
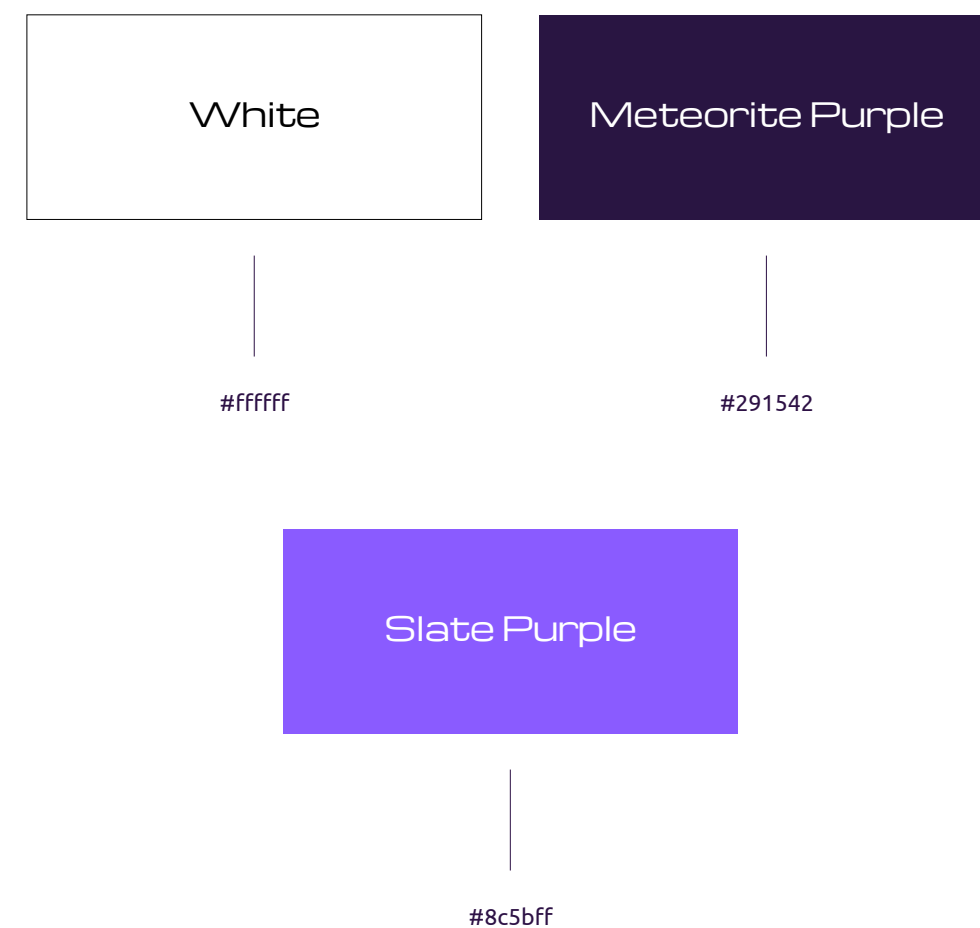
SECONDARY COLOURS

The secondary color used for buttons or important elements within a composition is Magenta. Additionally, Bermuda Blue and Slate Purple can also be applied as highlight colors.

Bermuda Blue

Magenta

#6bd4c2

#ff00ff

GREY SCALE

In addition to the existing colour palette, there are 3 additional shades of grey used in the brand. Porcelain grey is primarily used for backgrounds, providing a subtle and neutral backdrop for content. Silver grey and storm grey are used sparingly for elements.

Porcelain Grey
(Backgrounds)

Silver Grey
(Social Media Elements)

#f8f8f8

#b6b8ba

Storm Grey
(Social Media Elements)

#757679

iGP
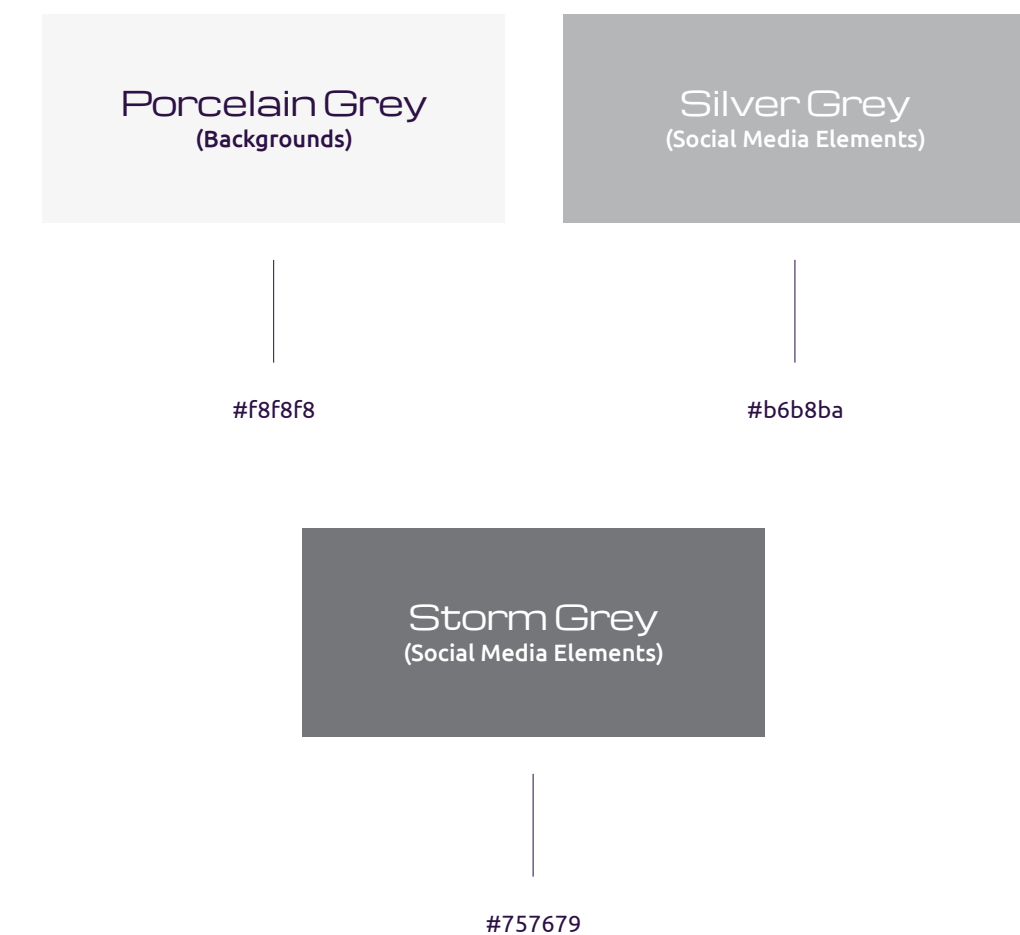
Print Colours

All primary and highlight colors are translated into Pantone equivalents for consistency and ease of use.

Bermuda Blue	Meteorite Purple	Slate Purple	Magenta
PANTONE 570 C	PANTONE P 98-8C	PANTONE P 96-5C	PANTONE P 80-8C

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Typography

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Fonts

FONT FILES

Aa

Headings

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll MmNn Oo Pp
Qq Rr Ss Tt Uu Vv WwXx
Yy Zz

aA

Ubuntu Light / Regular / Medium / Bold

Subheadings | Annotations | Body text

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

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Hierarchy

The brand utilizes two fonts: **Michroma** and **Ubuntu**.

H1

Michroma Regular (Sentence-Case)
Colour: Bermuda Blue, Slate Purple, Meteorite Purple, Greys, White
Tracking: -17 | **Leading**: 49.5pt | **Size** 45.5pt

This is a title

"Quotes & notable pieces of information"

H2 | Quotes | Annotations

Ubunto Medium Regular, Bold (Sentence-Case, Uppercase)
Colour: Meteorite Purple, Greys, White
Tracking: 0 | **Leading**: 26pt | **Size** 20pt

At iGaming Platform, we know that the world of technology is constantly changing. That's why we've made flexibility a core part of our approach. From the way we build our products to the way we work with our clients, we're committed to adapting to your needs and finding creative solutions to your most complex challenges. Our flexible approach means you'll always have access to the right tools and resources, **no matter how your business evolves**. Whether you're launching a new product or expanding into a new market, we're here to help you succeed.

Body

Ubunto Light, Regular, Bold (Sentence-Case)
Colour: Meteorite Purple, White
Tracking: 0 | **Leading**: 17pt | **Size** 16pt

Buttons

Ubunto Bold (Sentence-Case, Uppercase)
Colour: Meteorite Purple, Greys, White
Tracking: 0 | **Leading**: 26pt | **Size** 20pt

THIS IS A BUTTON

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Brand Elements

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Bracket Components

The IGP brand system is composed of four brackets that draw inspiration from the logo design. These brackets serve as key elements in creating a distinctive brand identity and a consistent brand presence.

BRACKET FILES
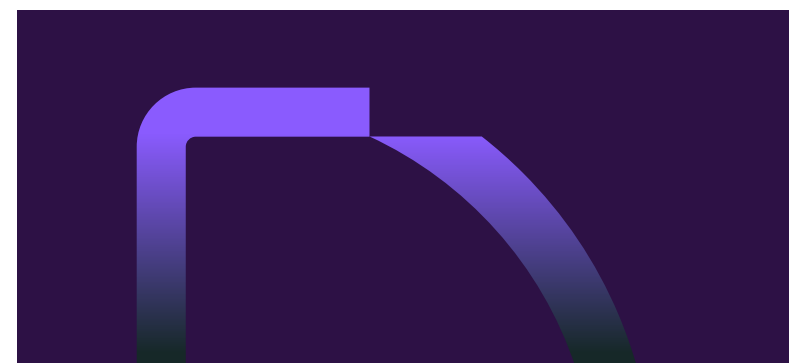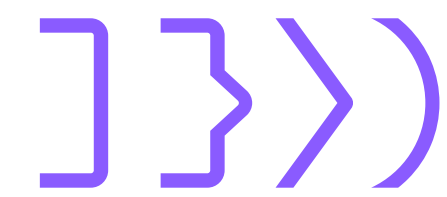
01 Watermark Composition

02 Repetition
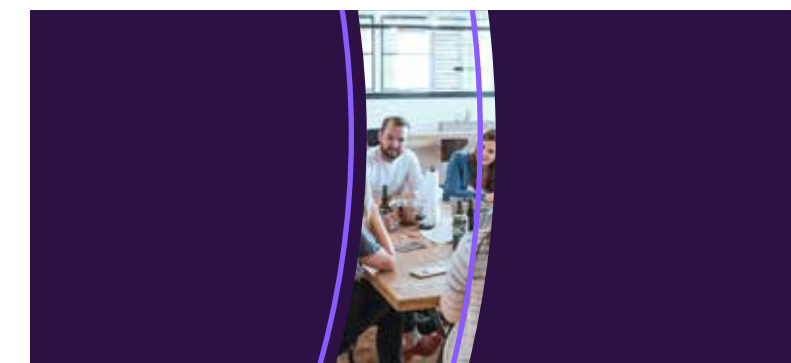
03 Image Mask
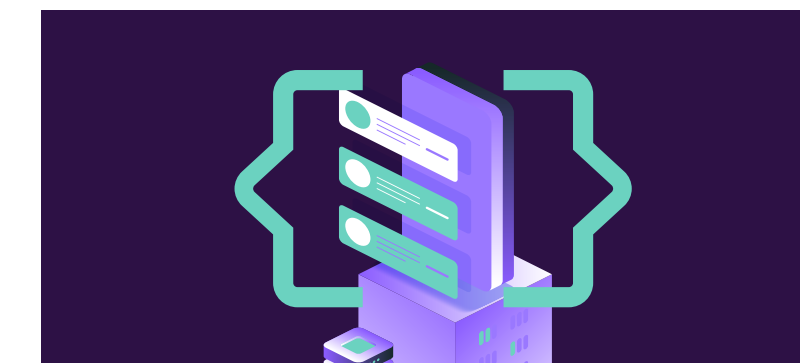
04 Frame

Bracket #1
construction

Bracket #1 is a square bracket constructed with three corners
that have both inner and outer radiuses.

24.98px

243.73px

4.49px

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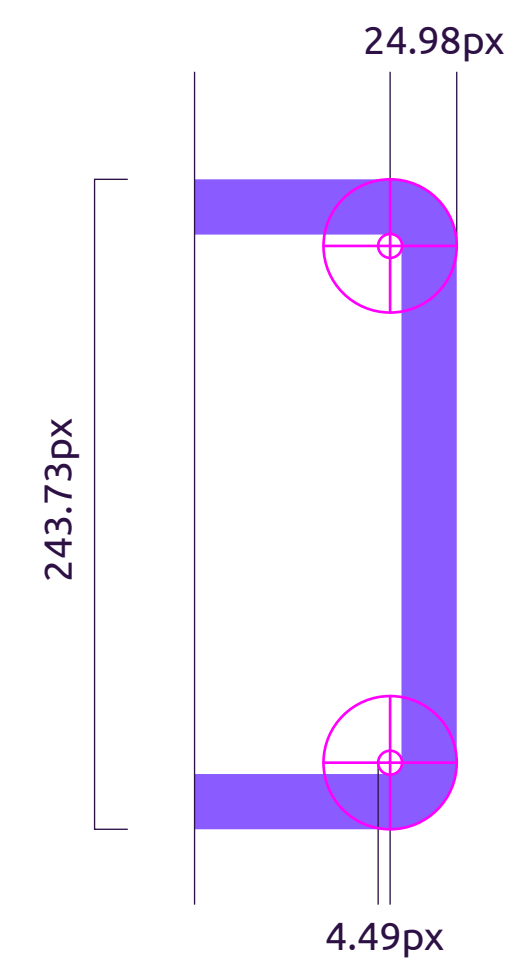
Bracket #2 construction

Bracket #2 is a curly bracket formed by three rounded corners, similar in radius to the square bracket, including a middle point intersecting with angled lines.
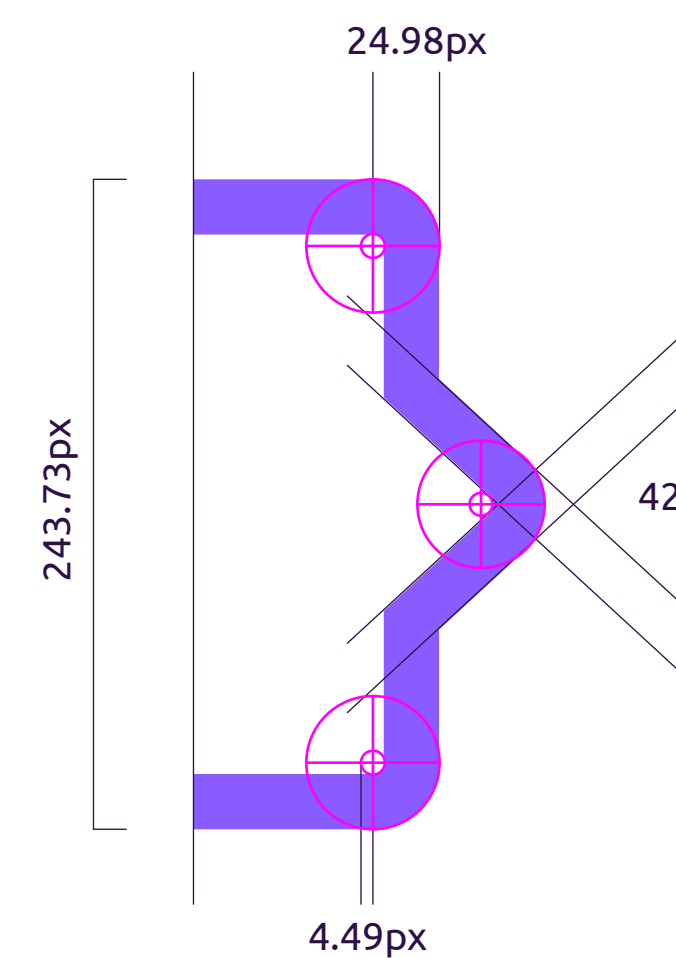
Bracket #3 construction

Bracket #3 is an angled bracket composed of two intersecting angled lines with slightly rounded corners.

17.56px

243.73px

54°

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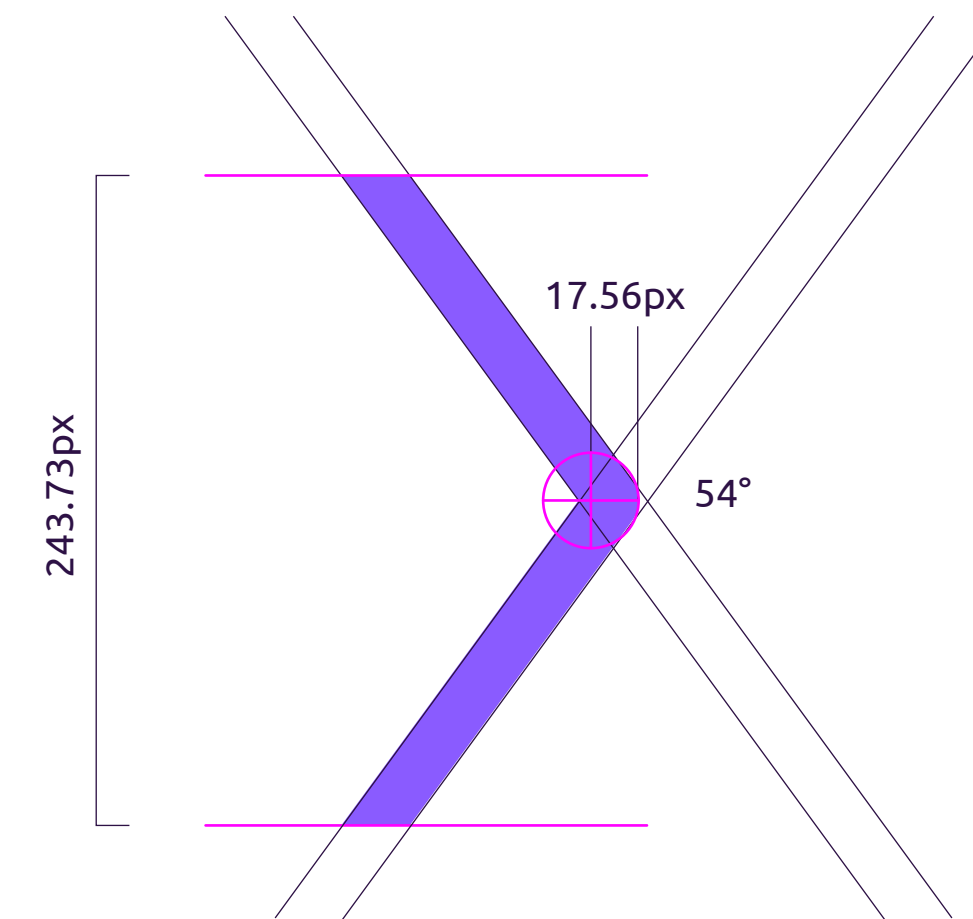
Bracket #4 construction

Bracket #4 is a rounded bracket created by horizontally sectioning off a portion of dual circular margins.

155.59px

243.73px

135.28px

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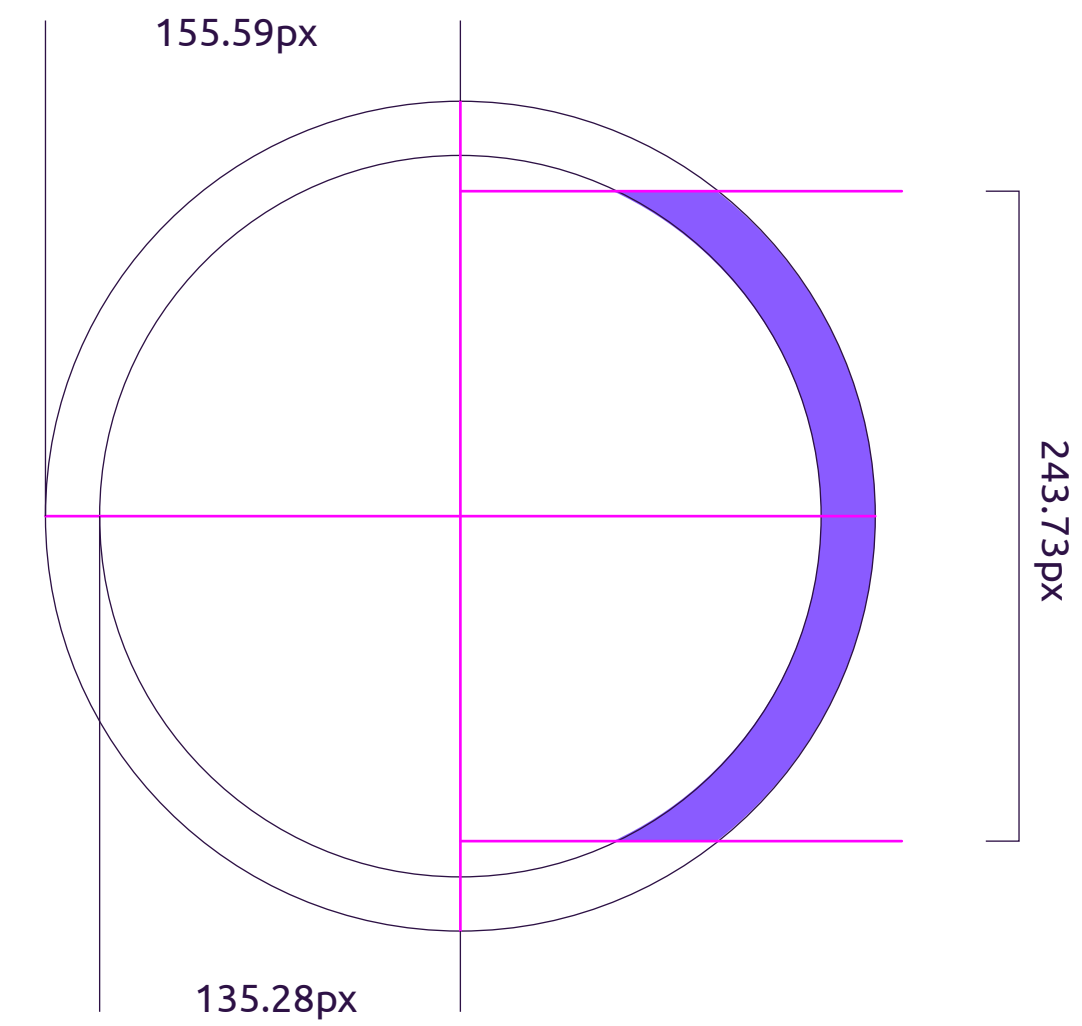
Watermark composition

The brand's bracket elements can be utilized individually or combined to form a watermark, which can be placed in the background of any gradient.

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Innovative Igaming Software

DISCOVER MORE

iGP

Creating & Developing The Latest Technology

DISCOVER MORE

iGP

Advanced & Progressive Web App Solutions

DISCOVER MORE

Examples

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Repetition

The brackets can be utilized in repetition to build a pattern or create a series of brackets.

Innovative
Igaming Software

PAYMENTS
Offering Hassle-free Transaction Options.

A full suite of the best payment system providers in the industry, with the promise of ensuring ultimate flexibility, choice and convenience. To provide your players with easy, ready-to-implement integrations that support both credit and debit cards, wire transfers, e-wallets which are all conveniently supplied and accessible through web, mobile and in-game cashiers

Examples

iGP
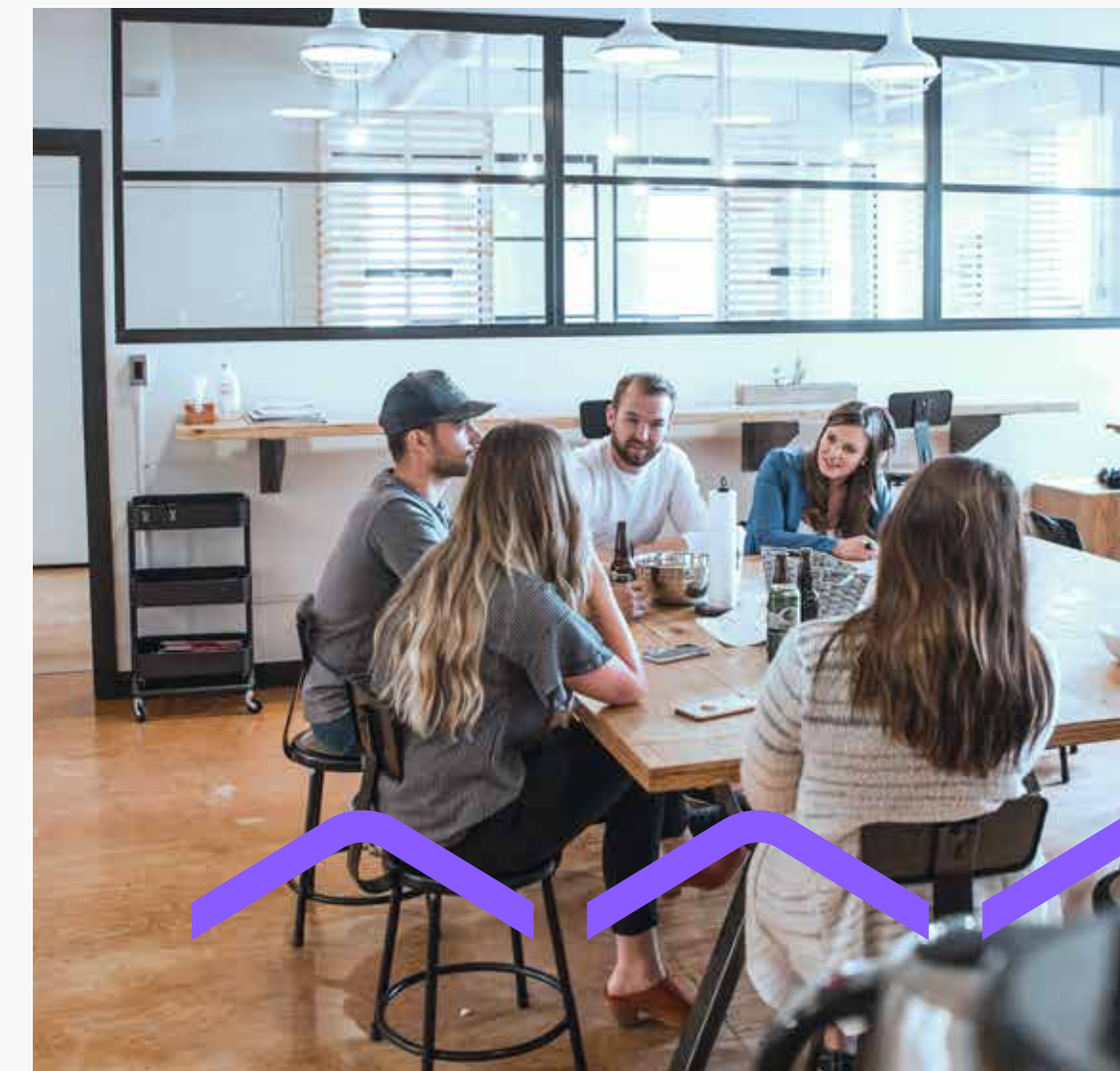
Image Mask

The brackets can be scaled up and used as image masks, accompanied by the same bracket in an outlined version.

Advanced & Progressive Web App Solutions

A full suite of the best payment system providers in the industry, with the promise of ensuring ultimate flexibility, choice and convenience.

To provide your players with easy, ready-to-implement integrations that support both credit and debit cards, wire transfers, e-wallets which are all conveniently supplied and accessible through web, mobile and in-game cashiers

Examples

Creating & Developing The Latest Technology

Frame

The brackets, like the logo, can serve as frames for images or text.

[Innovative iGaming Software]

Examples

Meet Gina.
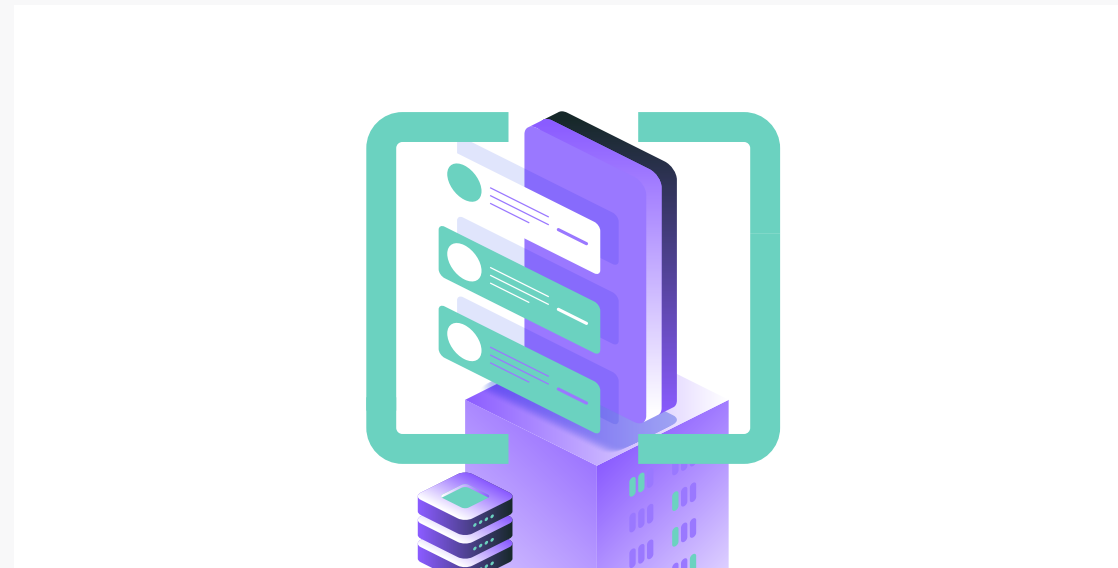
Icon Style

The style of the icons is minimal and constructed on a geometrical grid. It is important to pair each icon with an orientation of any bracket to maintain consistency within the brand.

Customer Experience Management

Cms

Casino Builder

Customer Support

iGP

Icon set

The icon set serves as a guideline for constructing new icons,
and new icons can be added to the set.

Flexibility	Fast Go To Market Time	Innovation	We Set The Rhythm	We Respect Well-being	We Collaborate	We Don't Settle	We Strive For Excellence	We Empower Our Team	We Love Learning	We Nurture Creativity	We Embrace Diversity
Multi-tenant & Multi-language Support	Bonus Engine	Multi Currencies Support	Power Shop & Promo Shop	Fraud & Risk Management	Gamifacation	Reports & Real-time Data	Segementation	Security & Protection	Certifications & Licenses	Vault Engine	Game Aggregator
Customer Experience Management	Cms	Casino Builder	Crm/marketing	Customer Support	Payment & Fraud	Sports & Casino Management	Design	Legal & Compliance	Hrs	We're Creative Problem Solvers	We Empower Each Other
We Value Work Life Balance	Quality Is Our Key Of Success	Training & Development	Health Insurance	Flexible Working Hours	Wellness Benefits	Proven Track Record	Affiliate	Global Reach	Comprehensive Solution	Comprehensive Solution	Push Notifications
Direct Game Providers Integration	Direct Payment Interactions	Payment Hub Integrations	Tournament	Sportsbook	Sportsbook						

IGP

Icon colours

The icon itself, excluding the bracket, is consistently in
Meteorite Purple when placed on a white background. When
applied on Meteorite Purple background, the icon is in White.
The bracket that compose the icon is always turquoise.

■ #85d3c4   ■ #291542   ■ #85d3c4   □ #ffffff

□ #ffffff   ■ #291542

iGP
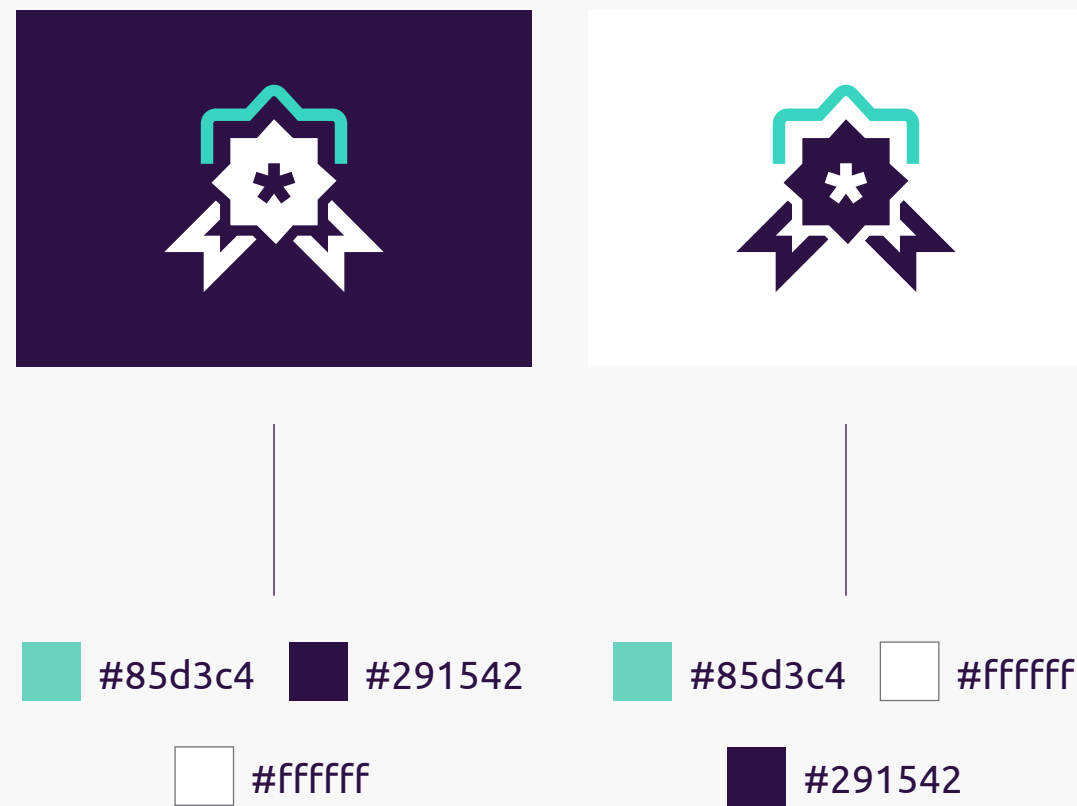
Button Style

Button shapes should have the same radius as the corners of the brackets found in the logo.

THIS IS A BUTTON

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Button States

The primary button state is when the button is not hovered over, and it features a highlight colour that capture the attention of customers or partners, encouraging interaction with the brand.

| THIS IS A BUTTON | THIS IS A BUTTON | THIS IS A BUTTON |

Active   Hover   Inactive

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Mockup

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iGP is an iGaming tech creator, reshaping the digital gaming landscape with cutting-edge solutions tailored to today's dynamic demands.

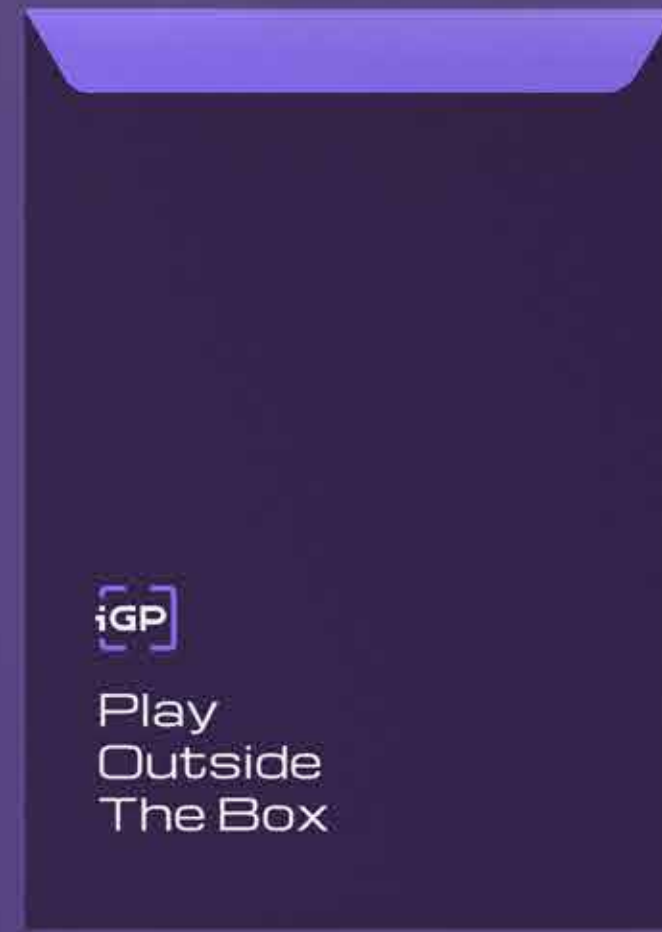Our core platform, game aggregator, and white label solutions, marketed under iGamingPlatform, iGamingDeck, and iGamingLabels, provide operators with turnkey options for casino, sportsbook, crypto, and white label, along with managed services.

Committed to being a leading iGaming industry supplier, iGP champions a dynamic, engaging, and user-centric gaming experience.

Play Outside The Box

iGamingDeck

GAME AGGREGATOR
- 10,000+ GAMES
- EVOLUTION
- PLAY'N GO
- RELAX
- BETSOFT
- MANY MORE

iGamingPlatform

CORE PLATFORM
- ADVANCED REPORTS
- VAULT ENGINE
- CONTENT MANAGEMENT SYSTEM
- BONUS ENGINE
- FRAUD & RISK
- CUSTOMER EXPERIENCE MANAGEMENT

iGamingLabels

WHITE LABEL SOLUTIONS
- FULL TURNKEY CASINO
- WHITE LABEL CASINO
- SPORTSBOOK
- CRYPTO SOLUTION
- MANAGED SERVICES
- MULTIPLE TEMPLATES

iGP

To achieve your iGaming ambitions: sales@igamingplatform.com

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iGP

iGamingPlatform CORE PLATFORM
iGamingDeck GAME AGGREGATOR
iGamingLabels WHITE LABEL SOLUTIONS

Key Numbers

- 40+ CASINOS LIVE
- 100+ GAME PROVIDERS
- 10,000+ GAMES
- 100+ ANNUAL PAYMENT INTEGRATIONS
- 600m+ MONTHLY BETS

- [WHITE LABEL CASINO
- [FULL TURNKEY CASINO
- [SPORTSBOOK
- [CRYPTO SOLUTIONS
- [MANAGED SERVICES

www.igamingplatform.com

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