



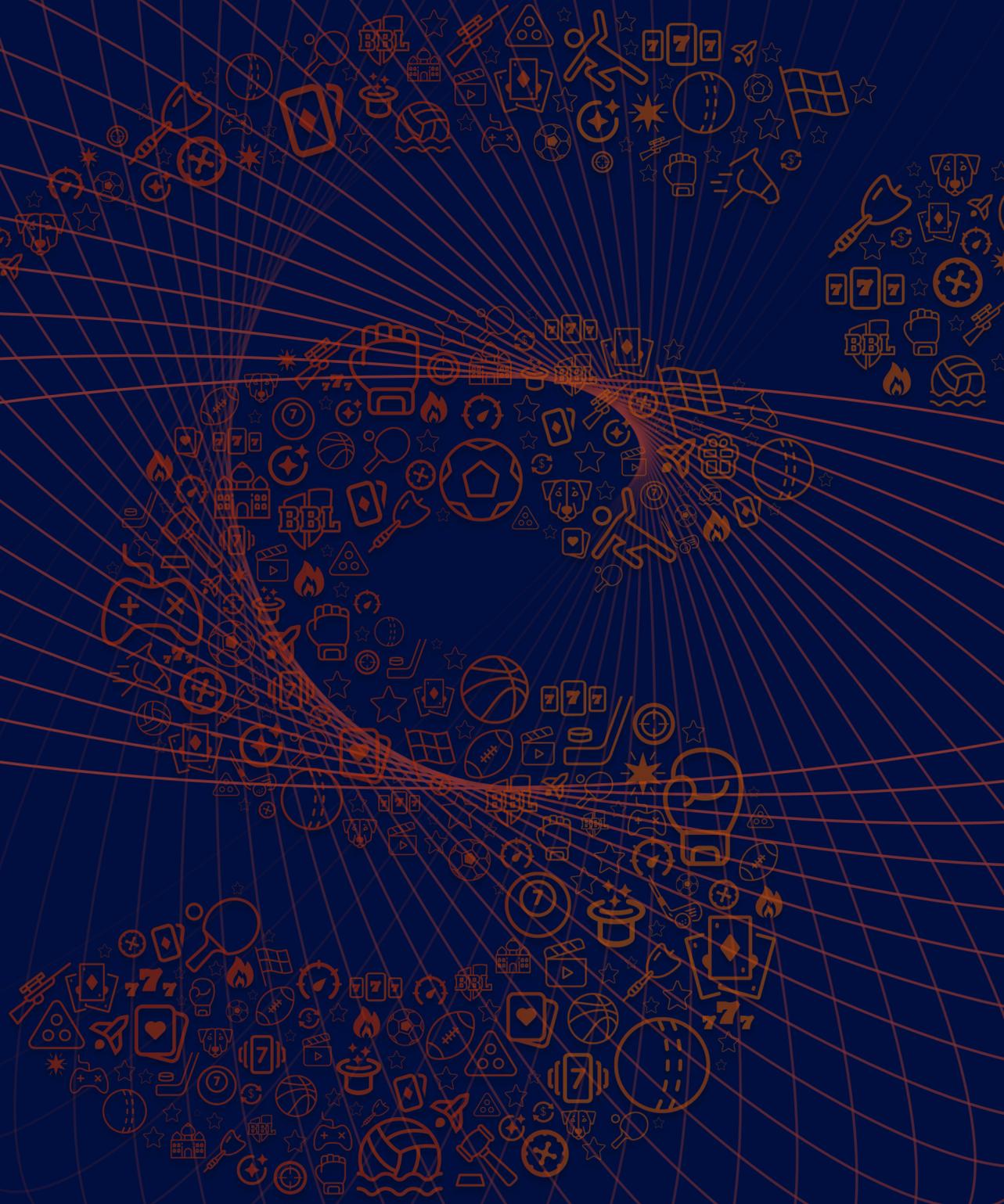
Brand Guidelines

Spin beyond limits. Play among the stars.
Welcome to the **Spinday** Universe.

MARCH 2025



01. OUR STORY



WHAT WE DO HERE

Cricket Runs Deep Here

Cricket isn't just part of what we do—it's the very foundation of Spinday. From the way we structure odds and design our interface, to the voice in our copy and the impact of our visuals, everything is shaped by the sport our audience lives and breathes.

HOW THE BRAND BEHAVES

Fast-Paced, Wild, and Full of Energy

Spinday is excitingly electric. Every moment is live, moving, spinning, escalating.

Odds shift. Balls fly. Bets lock in. Wins spark reactions. It's a constant flow of motion, momentum, and emotion.

Our design, UX, and marketing reflect that pulse. From swipe to spin, the energy should be felt in every interaction.



WHO WE'RE HERE FOR

A Game for Everyone

We believe the thrill of betting should feel exciting, not intimidating. Spinday is built to be intuitive, welcoming, and full of encouragement.

Whether you're placing your very first bet or chasing your tenth win of the week, the experience stays smooth, supportive, and fun. Everyone's welcome. Everyone's a Spinner.

WHAT WE BELIEVE

Bettors Are Spinners

At Spinday, you're not a user. You're a Spinner. Every tap, every call, every wager is a spin. Every action is a bold move backed by instinct and love for the game.

Spinners don't just bet on outcomes—they bet on moments, momentum, and magic. Whether it's the first ball or the last over, Spinners play with heart. Here, you're never on the sidelines.



THE SPINNER'S SPIRIT

There Is No 'I' in Team, But There Is in Spinday

Spinday was built for fans, but it runs on individual fire. Every Spinner is part of the squad—but every decision is yours.

Your instinct. Your play. Your shot.

While the spirit is collective, the courage is personal. When you trust your read and take the shot, you don't just play the odds—you lead the play.

CORE INSIGHT & CULTURAL CONNECTION

Jeet Ka Junoon – The Obsession to Win



Jeet (जीत) – Victory or Win

Ka (का) – Of (possessive particle)

Junoon (जुनून) – Obsession, Fervor, or Passion

This phrase captures the emotional fuel that drives every Spinner. It delivers the same high-voltage sentiment as “Josh Ka Tehelka! Jeet Ka Jazba!” –but in a shorter, more powerful form. It directly translates to “Spirit to Win”, distilling what Spinday truly champions.



02. LOGO & USAGE



The Spinday Logo

The Spinday logo is the pulse of our brand, capturing the energy, motion, and excitement of the game. Its swoosh and circular elements unite the spin of a cricket ball with the whirl of a slot reel, while also reflecting the orbits of planets and the infinite rhythm of the cosmos, adding mystery and momentum to our identity.

Logo Philosophy

- **Dynamic & Engaging:** Designed to reflect speed, strategy, and the thrill of the game—just like the ever-moving universe.
- **Bold & Modern:** Strong lines and sleek composition make the logo instantly recognizable, like a star shining bright in the gaming world.
- **Versatile & Scalable:** Whether on an app icon or a billboard, the logo maintains its clarity and impact—just like constellations visible at any scale.

Usage Guidelines

To maintain brand consistency and cosmic balance, the Spinday logo should always be used in its approved variations, ensuring:

- ✓ Proper spacing to let the logo breathe, like a planet in its orbit.
- ✓ Color integrity, ensuring vibrancy and impact across all backgrounds.
- ✓ Clear visibility, keeping the logo crisp and dynamic, no matter the format.



Logo Symbol Usage for App Icons & Favicon

The Spinday logo includes a distinct symbol that represents the brand's energy, movement, and gaming spirit. This element plays a crucial role in digital applications, ensuring strong brand recognition even at smaller sizes.

App Icon Usage

For mobile and desktop applications, the logo's symbol is optimized for clarity and impact.

- ✓ Use the standalone symbol without text for a clean, recognizable look.
- ✓ Ensure high contrast and proper spacing for visibility on various screen sizes.
- ✓ Maintain brand colors to reinforce consistency across platforms.

Favicon Usage

For website favicons, the logo symbol is used in a minimal yet impactful way.

- ✓ The design is simplified for legibility at 16x16px, 32x32px, and 48x48px sizes.
- ✓ It should maintain sharp edges and avoid excessive details that may blur at small resolutions.
- ✓ The favicon should be tested across browsers to ensure visibility and clarity.

App Icon



Favicon



The Spinday Energy Gradient

To amplify the brand's dynamic and high-energy feel, an orange gradient is incorporated into key visual elements. This gradient enhances depth, movement, and excitement, reinforcing the thrill of gaming and the fast-paced action of cricket.

Gradient Composition:

The Spinday gradient transitions smoothly from Portland Orange (#FF5429) to Pumpkin (#FF822D), creating a fiery, energetic effect. This can be adjusted slightly depending on the context, ensuring optimal contrast and visual impact.

Usage Guidelines:

- ✓ Call-to-Action Buttons & Accents – Used to draw attention and encourage engagement.
- ✓ Backgrounds & Overlays – Adds depth and energy without overpowering text.
- ✓ Banners & High-Impact Visuals – Reinforces excitement and brand personality.



Minimum Size Logo & Clear Space

The use of white space is very important so that the distance between objects is To preserve detail and readability, the Spinday logo should never be displayed smaller than:

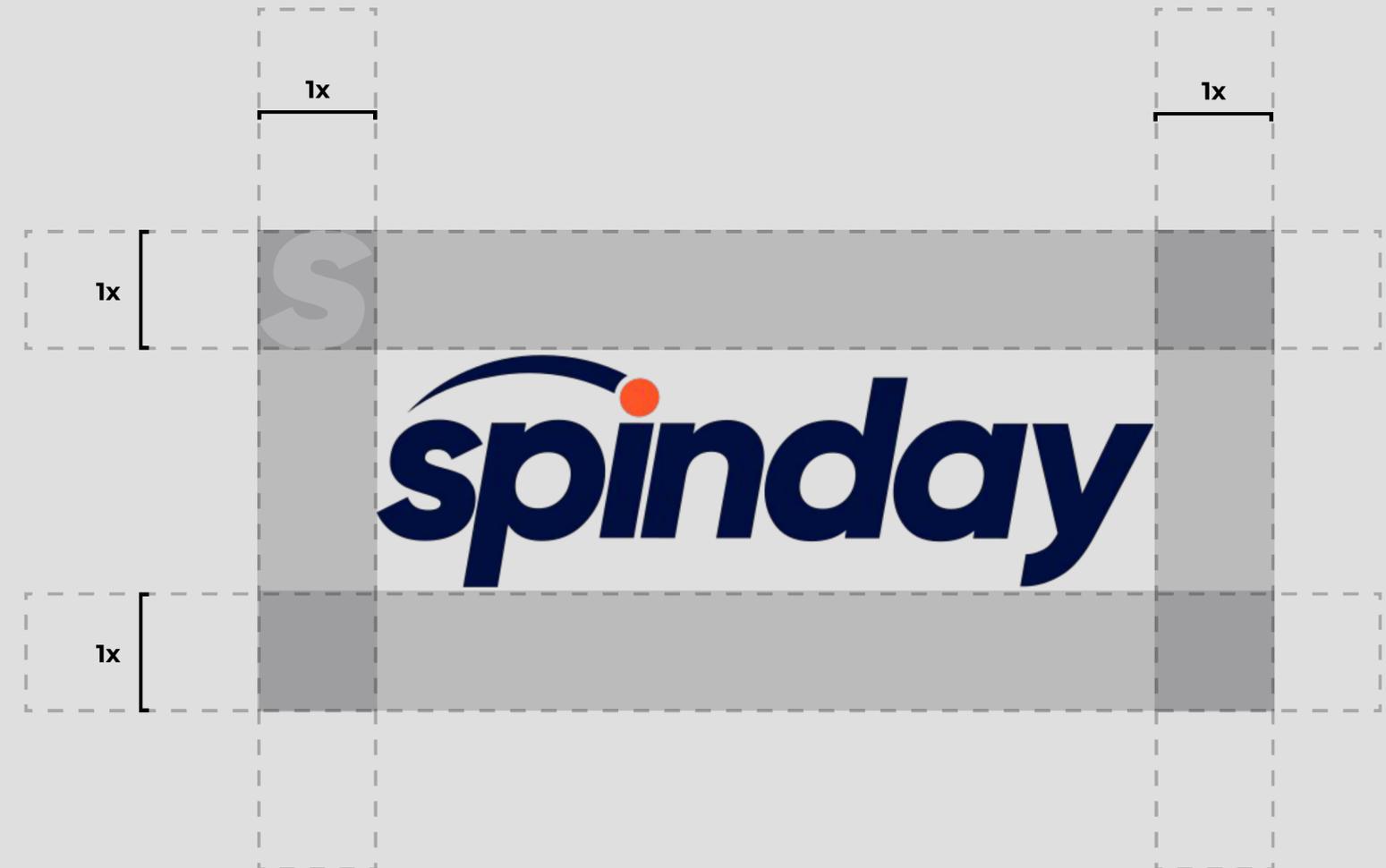
- **Digital:** 40px in height
- **Print:** 15mm in height

For smaller applications like favicons or app icons, an approved icon version of the logo should be used.

Clear Space (White Space)

The Spinday logo must always be surrounded by clear space, free from text, graphics, or other elements that could compromise its visibility. This ensures maximum impact and maintains a clean, professional look.

The minimum required clear space around the logo is equal to the height of the "S" in Spinday. This space should always be maintained, whether the logo is placed on digital assets, print materials, or merchandise.



Logo Donts

Things to Avoid:

- ✗ Distorting or stretching the logo in any way.
- ✗ Placing the logo on cluttered backgrounds that reduce visibility.
- ✗ Using unapproved color variations that don't align with brand guidelines.



03. TYPO- GRAPHY



Primary Font – Figtree

Figtree is Spinday’s primary typeface, used across the website for both headings and body text. This modern, sans-serif font ensures clear readability while maintaining a sleek and contemporary look. Its geometric yet neutral design allows it to adapt seamlessly to various digital and brand applications, much like the boundless possibilities of the universe that Spinday embraces in its gaming and sports themes.

Key Characteristics:

- **Clarity & Readability:** Optimized for digital screens, ensuring effortless reading across all devices.
- **Versatile & Balanced:** Works well for both headlines and longer text, keeping the visual identity clean and cohesive.
- **Subtle Energy:** While minimalistic, its structure carries a modern dynamism that aligns with Spinday’s fast-paced gaming and sports themes.

By using Figtree for primary text, Spinday ensures a consistent, engaging, and user-friendly experience throughout the platform.

Light

Regular

Medium

Bold

Extra Bold

Black

Typographic Scale

To maintain consistency and hierarchy across Spinday's digital and brand applications, a structured typographic scale is used for Figtree. This scale ensures readability, clarity, and visual harmony while reinforcing the brand's dynamic yet clean aesthetic.

Header 1

Regular / 152px - Line height 152px

Header 2

Regular / 96px - Line height 104px

Header 3

Regular / 64px - Line height 72px

H4

Medium / 36px - Line height 48px

H5

Bold / 24px - Line height 32px

H6

Regular / 16px - Line height 24px

Paragraph

Regular / 16px - Line height 24px

Footer

Regular / 12px - Line height 16px

Primary Font - **Gilroy**

Gilroy is Spinday's display typeface, used for banners, landing pages, and other high-impact visuals. This bold, modern sans-serif font enhances the brand's dynamic and energetic personality, making a strong visual statement.

CONTENT DESIGN

Spinday **Spinday** **Spinday** **Spinday**
Medium Bold ExtraBold Bold

EXTRAS (USE UNDER CREATIVE LICENCE)

Spinday **Spinday**
Light Regular

GO BIG WITH GILROY!

**NO ROOM
FOR SMALL
PLAYERS!**

We always use Gilroy for banners, landing pages, and all things bold and unmissable.

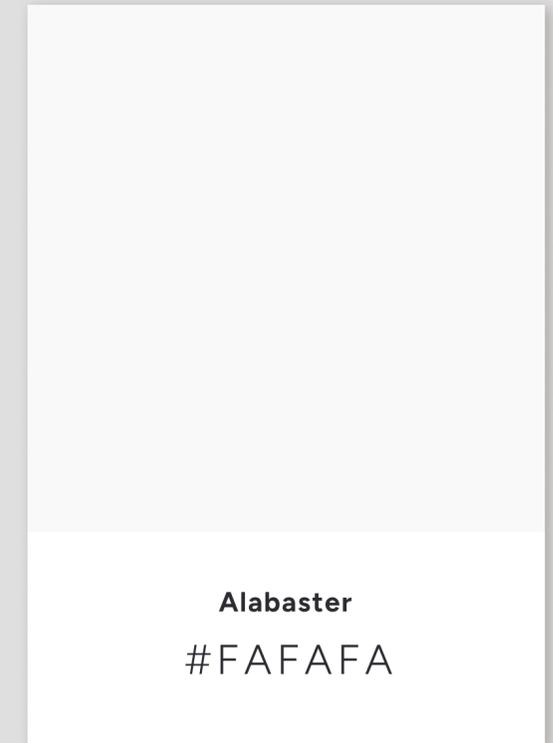
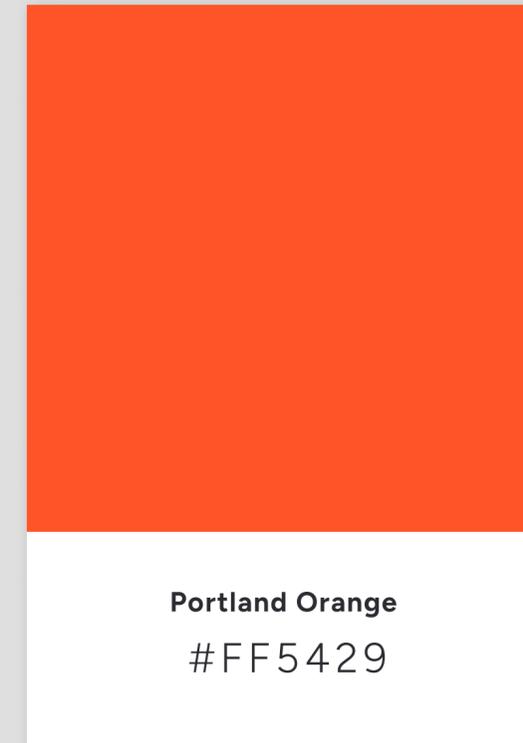
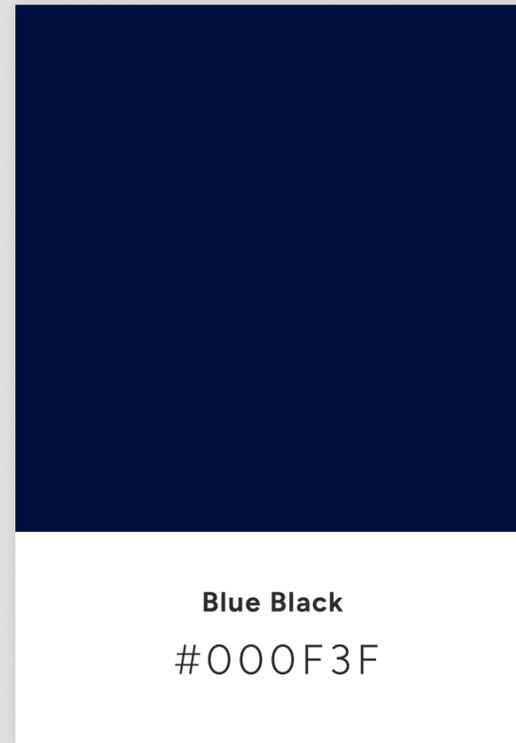
04. BRAND COLORS

Primary Colors

Spinday's color palette is designed to reflect the energy, excitement, and competitive spirit of the brand, while also capturing the infinite possibilities of the universe. The combination of navy blue, orange, and white creates a bold and dynamic visual identity that stands out across all brand touchpoints, evoking a sense of cosmic energy and endless potential.

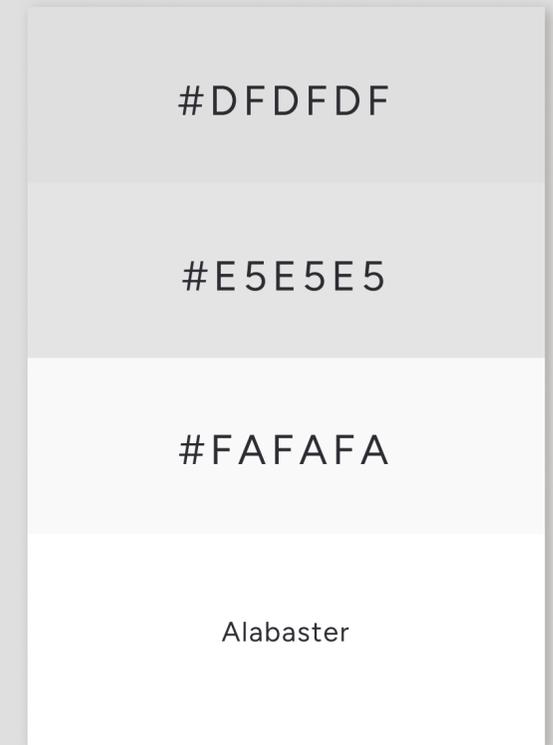
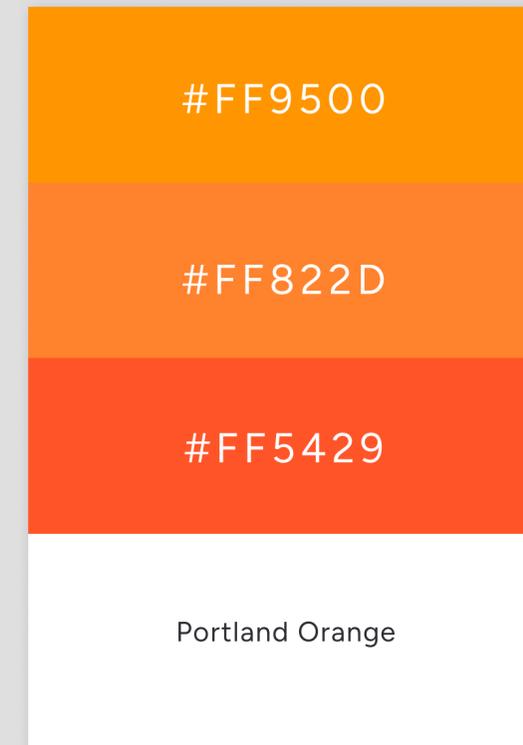
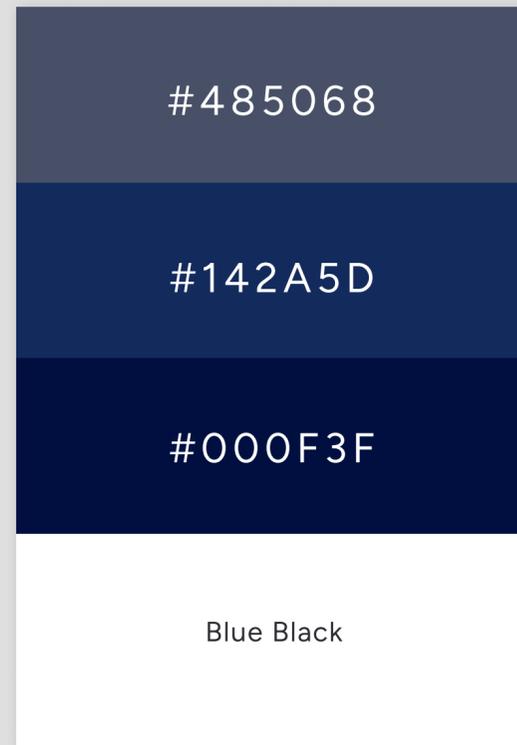
Primary Colors & Their Meaning

- Blue Black (#000F3F) – Represents trust, stability, and focus. This deep, strong hue grounds the brand, providing a sense of reliability while complementing the high-energy elements.
- Portland Orange (#FF5429) – A color of fire, passion, and action. This vibrant shade captures the thrill of gaming, the intensity of cricket, and the excitement of chasing big wins. It acts as an accent to create contrast and highlight key elements.
- Alabaster (#FAFAFA) – Symbolizes clarity, simplicity, and modernity. White provides balance within the palette, ensuring readability and creating a clean, professional look. It enhances contrast, allowing the other colors to shine.



Secondary Shades

Each primary color in Spinday's palette is complemented by two secondary shades, providing flexibility in design while maintaining a cohesive brand identity. These shades enhance contrast, depth, and adaptability across different applications, ensuring the brand remains bold, dynamic, and engaging.



05. BRAND ELEMENTS

Graphic Elements

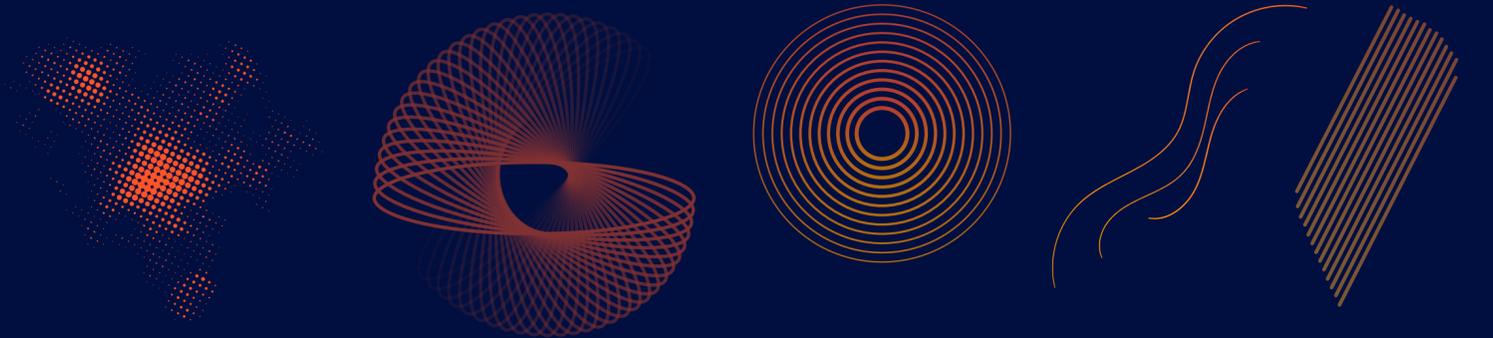
Spinday's visual identity is brought to life through a dynamic set of brand elements that capture the energy, speed, and cosmic excitement of our universe. These elements work together to create a seamless, high-impact experience across all brand touchpoints.

Our Brand Elements Include:

Textures and patterns – Inspired by motion, velocity, and the cosmos, our textures add depth and dimension, making every design feel alive.

Background Waves – The background waves, in addition to filling and giving movement to empty spaces, also offer support and balance to the content of banners and marketing pieces inside and outside the Spinday universe.

Graphic Elements



Background Waves



Icon Set

Spinday's visual identity is reinforced through a distinctive icon style that embodies the energy, precision, and futuristic feel of our brand universe. These icons serve as functional design elements while also conveying the spirit of speed, play, and cosmic excitement that defines Spinday.

Our Icon Style Features:

- **Clean lines and geometric** shapes that echo the precision of cricket and the structured rhythm of gameplay.
- **Modern and slightly futuristic** aesthetics to align with our forward-looking, digital-first identity.
- **Consistent visual** language across all touchpoints, ensuring clarity and cohesion in both UI and marketing materials.
- **Dynamic** motion cues subtly integrated into the icons, evoking velocity and energy without overwhelming simplicity.

Together, these icons contribute to a high-impact visual experience that feels both intuitive and distinctly Spinday.

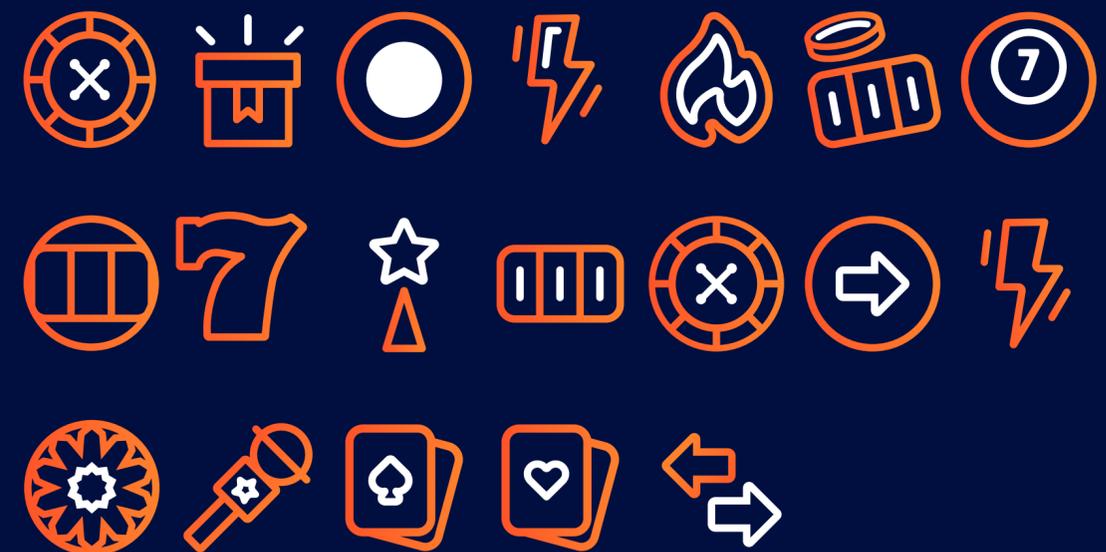
Nav



Sport



Casino



07. BRAND MASCOT



06. KEY VISUALS



Brand Mascot - Tejo the Fox

Name: Tejo (तेजी)

Species: Blue Fox

Meaning:

Derived from the Sanskrit word "Tejas", meaning brilliance, energy, and vitality, Tejo embodies the vibrant and agile spirit of Spinday - a brand that empowers action and celebrates everyday wins.

Brand Role:

Tejo is more than a mascot - he's a motivator, guide, and celebration buddy. Whether dressed for cricket, presenting in a boardroom, or showcasing Spinday on a smartphone, Tejo flexibly adapts his look to reflect users' diverse interests while staying true to his energetic and encouraging personality.

Core Personality:

- Smart: Always ready with a clever solution or tool.
- Energetic: Bursting with enthusiasm, ready to "spin" into action.
- Approachable: Friendly, non-intimidating, and user-first.
- Playful yet Professional: Can switch from game mode to guide mode—always with a spark.

Visual Identity:

Tejo's 3D design is clean, modern, and expressive. His adaptable wardrobe ranges from sportswear and suits to branded casuals, but his signature features remain consistent:

- A soft blue-grey coat with a warm, expressive face.
- Big, joyful eyes and an open, confident posture.
- Spinday branding integrated subtly into his outfit (shirts, gear, accessories).



Key Visuals - Casino

Spinday's casino adverts are powered by bold visuals that harness the thrill and energy of casino gaming, using a color palette of orange, black-blue, and white. Energetic gradients and dynamic effects bring the excitement to life.

Visual Elements Include:

- **Energetic Gradients** – Orange and black-blue gradients create motion, symbolizing the rush of high-stakes gameplay and the thrill of big wins.
- **Contrasting Light Effects** – White light accents add sharp contrast, highlighting key moments like jackpots and spins, adding intensity to the visuals.
- **Dynamic Shapes** – Fluid, bold shapes evoke the speed and excitement of casino action, with energy radiating from key elements like reels and chips.
- **Striking Iconography** – Icons in orange and white stand out against the dark backdrop, reinforcing the fast-paced, high-energy nature of the game.

These elements work together to deliver a high-impact, thrilling experience, immersing players in a universe of endless possibilities and excitement.



Tejo – Poses

Why Tejo Works Across Contexts:

Spinday is about momentum, and Tejo embodies that versatility. Whether he's:

- Boxing in a challenge,
- Serving in volleyball,
- Pitching a product,
- Or cheering on users from the app...

...Tejo is the same optimistic, resourceful guide throughout.

He makes the platform feel fun, familiar, and empowering, regardless of how he's styled.



Examples - Casino

For creatives that will be displayed **outside the Spinday website**, the visual language may be broader and some elements **may vary according to the need for communication with the audience** and better performance in the case of social media, Whatsapp or Telegram, for example.



Examples - Casino

For creatives **on the Spinday website**, it is important to follow some basic rules in order to give more consistency to the design, offering the user a good experience. **Keeping images, texts and buttons in the same positions, colors and graphic style** are the main goal here.

SLOTS

**YOUR BONUS,
YOUR WAY:
SELECT NOW**

Play now



LIVE CASINO

**IT'S MORE
THAN JUST
A GAME**

Play Now



INSTANT GAMES

**PLAY NOW
AND WIN BIG**

Play Now



LIVE CASINO OFFER

**GET UP TO
₹10.000
WEEKLY**

Play Now



Example - Casino Landing Page

spinday sport and casino [REGISTER](#)

NEW PLAYERS WELCOME OFFER

HOW TO CLAIM YOUR BONUS

- 1 SIGN UP**
CREATE A NEW ACCOUNT, IT'S QUICK AND EASY
- 2 DEPOSIT**
MAKE A FIRST DEPOSIT AND CLAIM YOUR WELCOME BONUS
- 3 PLAY**
FIND YOUR FAVOURITE GAMES, PLUS DAILY AND WEEKLY PROMOTIONS.

[CLAIM YOUR BONUS](#)

PLAY ONLINE SLOTS AT SPINDAY.COM

If you're an online slots player, Spinday.com is the casino for you. Play hundreds of slots, including progressive jackpots and bank on five-star customer service, fast and easy transactions and a slick app experience. Register an account today, make a deposit, claim your welcome bonus, find your favourite games to play and take advantage of daily and weekly promotions.

Payment Methods: UPI, Paytm, G Pay, VISA, Bitcoin, Ethereum, Tether

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spinday sport and casino [REGISTER](#)

BIG WIN!

YOU JUST WON ₹1.000

[CLAIM YOUR BONUS](#)

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Key Visuals - Sport

Spinday's sports adverts feature powerful visuals that capture the intensity and excitement of competitive sports, using a bold color palette of orange, black-blue, and white. Dynamic gradients and energetic effects amplify the action and adrenaline.

Visual Elements Include:

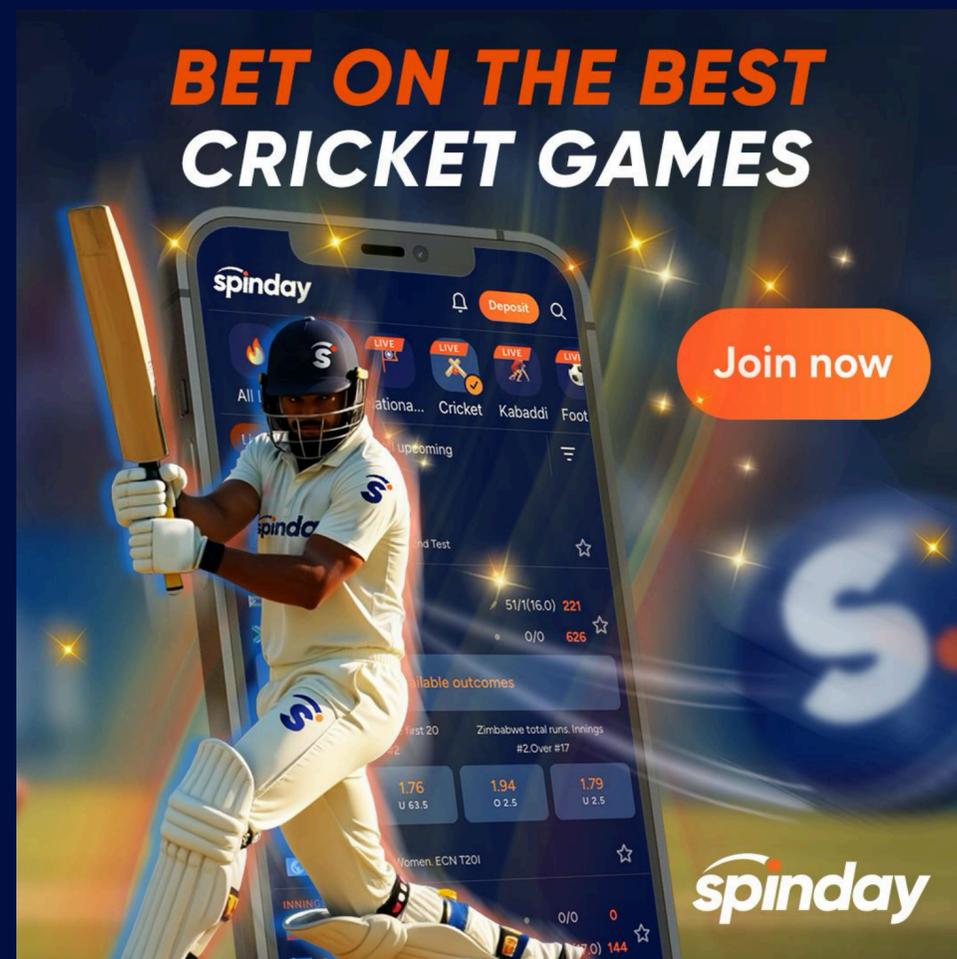
- **Energetic Gradients** – Orange and black-blue gradients create a sense of speed and motion, mirroring the fast-paced nature of sports.
- **Contrasting Light Effects** – White light accents highlight key moments, like goals, victories, and game-changing plays, intensifying the action.
- **Dynamic Shapes** – Bold, fluid shapes convey movement, reflecting the agility and momentum of athletes in action.
- **Sport Players in Key Moments** – Action shots of athletes in motion, celebrating key moments like scoring, diving, or sprinting, showcase the raw energy and passion of the game. These characters capture the drive and determination that define every game.
- **Striking Iconography** – Icons in orange and white stand out against the dark backdrop, emphasizing the energy and power of the sport.

These elements work together to create a visually dynamic and thrilling experience, immersing players in the fast-paced, competitive world of Spinday sports.



Examples - Sport

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Examples - Sport

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IPL 2025

**PREDICT
MATCH
WINNERS**

Bet now



SPORT

**DEPOSIT ₹600
GET A ₹300
FREE BET**

Bet now



IPL 2025

**ENJOY IPL
ENJOY
CASHBACK**

Bet now



SPORT

**PLACE 3 BETS
& GET A FREE
BET**

Bet now



Example - Sport Landing Page



SPORT WELCOME OFFER

GET 200% UP TO ₹20,000

JOIN NOW



1 SIGN UP
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REGISTER



SPORT WELCOME OFFER
**GET 200%
UP TO ₹20,000**



JOIN NOW



1 SIGN UP
CREATE YOUR ACCOUNT IN JUST A FEW EASY STEPS.

2 DEPOSIT
MAKE A FIRST DEPOSIT AND CLAIM YOUR WELCOME BONUS.

3 PLAY
FIND YOUR FAVOURITE GAMES, PLUS DAILY AND WEEKLY PROMOTIONS.

JOIN NOW

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Register an account today, make a deposit, claim your welcome bonus, find your favourite games to play and take advantage of daily and weekly promotions.



REGISTER TO GET UP TO 100% NOW

Phone number
+91 (XXXX) XXX XXX

Password

By signing up, I hereby confirm that I am over 18, I read and accepted the offer agreements for the chosen currency with the applicable terms and conditions

GET YOUR BONUS NOW

Mega Fire Blaze Roulette
Playtech

Andar Bahar
Ezugi

Cricket Live

Live events >

