



BRAND GUIDELINES

The EveryMatrix brand guide

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01 BRAND STORY

We build innovative, scalable technology that empowers businesses to grow, adapt, and lead. We are guided by a commitment to excellence, collaboration, and continuous evolution.

- 1.1 About us
- 1.2 Our story
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About us

EveryMatrix is trusted by tier-1 global iGaming operators and WLA member lotteries to deliver multi-jurisdictional turnkey platform technology with proven results.

Our solutions include platform, casino, sportsbook, online, retail, content, infrastructure, operations, compliance, payments, affiliate management and growth services whether launching in new markets or scaling existing brands.

Launched in 2008, EveryMatrix has grown rapidly, building a strong international team of 1,500 employees across 16 offices in 16 countries.

EveryMatrix is a member of the World Lottery Association (WLA), European Lotteries Association (EL), Corporación Iberoamericana de Loterías y Apuestas de Estado (CIBELAE), and North American Association of State & Provincial Lotteries (NASPL).

We are WLA safer gambling certified and proud of our commitment to player protection.



Our story

Journey

In 2008, EveryMatrix was founded in London, inside a Shoreditch garage with a simple but ambitious belief: that iGaming technology could be better, bolder, and built to last.

From that first pitch at ICE Earl's Court to powering the world's leading operators and lotteries, the company has grown into a global technology partner trusted across regulated markets on every continent.

What started with a single sports betting product is now a full-stack platform used by the most demanding clients in the industry. The journey has been remarkable. But the belief that drives it hasn't changed.

Mission

We are dedicated to our customers' growth; using game-changing technology to create high-impact, high-value partnerships with the world's most ambitious operators and lotteries.

We remove barriers. We build for scale. We partner for the long term. And we remain as committed today as we were in that garage to the idea that - for you, our clients and partners and for ourselves - everything is possible.

Vision

To deliver world-class platform technology powering the iGaming leaders of today and tomorrow.



Brand personality & tone of voice

Our brand is built on clarity, structure, and innovation. We communicate with purpose, act with precision, and design with scalability in mind, creating a presence that is both authentic and inspiring.

We speak clearly, directly, with purpose and authority. We bring forward-thinking ideas to every conversation and have the confidence to back them up. We are trusted by the world's leading operators and lotteries, and we take that responsibility very seriously.

We are approachable, genuine, and invested in our clients' success. Because behind every platform and every integration, there are people who care about getting it right.

Who we are

Technology provider

EveryMatrix is a premium technology company delivering best-in-class turnkey products, solutions and services to tier-1 operators and lotteries.

We work with leading global brands, power market leaders and deliver proven turnkey technology and superior customer service.

Influential

We are leaders, innovators and experts within our industry.

Our voice reflects authority and influence while remaining respectful and collaborative.

We communicate with conviction. Our technology, expertise and results support our leading position.

Innovative & creative

Innovation is central to EveryMatrix.

We constantly evolve our technology, products and capabilities to help customers stay ahead of the market.

Our communication reflects curiosity, ambition and progress while remaining clear and credible.

Forward-thinking

We believe in possibility, progress and solving complex challenges.

Our communication demonstrates optimism, ambition and confidence in the future of technology and gaming innovation.

We focus on what is possible and how we help customers move forward.

Customer-centric

Everything we do revolves around helping our customers grow.

Our communication demonstrates partnership, responsiveness and a deep understanding of customer challenges, opportunities and ambitions.

We speak as strategic partners, not simply suppliers.

Conscientious

We operate responsibly and thoughtfully in every market and community we serve.

This includes safer gambling, compliance, sustainability, fairness and responsible innovation.

We communicate with professionalism, empathy and integrity.

What we do

EveryMatrix covers platform, online, retail, casino, sportsbook, affiliate, content, tech, infrastructure, operations, compliance, and growth strategy whether launching in new markets or scaling existing brands.

We operate a hybrid platform and product architecture, combining a unified platform with a portfolio of specialised products. All solutions integrate within the EveryMatrix ecosystem.

From best-of-breed to transformative turnkey platform technologies, we create and grow market leaders.



Platform PAM, wallets, payments, multiple front-end options

Casino integration and management tools

Sports online & retail, horse racing, odds feeds, risk management

World's Largest Casino Aggregation, in-house RNG and Live Dealer

EngageSuite for cross-product bonusing, jackpots, and gamification

Affiliate System and Intelligence

CRM & Managed Services

Brand tagline

At EveryMatrix we believe “**Everything is possible**” for us and our clients.

Our tag is aspirational and ambitious but grounded in reality. It means when you bring us a bold idea, however complex, we will find a way to make it happen.

“Everything is possible” is both ours and yours. The EveryMatrix name signals completeness, a full product suite built for every operator type, from bookmakers to lotteries, from established market leaders to ambitious newcomers. Whatever your scale, your market, or your vision, there is a place for you in everything we build.

EveryMatrix is built to scale. It speaks directly to operators who seek a partner that can match their ambition and vision; and reassures them that what once seemed impossible is already being done.

It's living proof. It reflects our own journey as a company and the shared journey with our clients. A belief we act on every day.

Everything is possible.

02 LOGO SYSTEM

The EveryMatrix logo creates a consistent visual identity across the entire Group. Our primary logo represents the core EveryMatrix brand and also serves as the starting point for icons and marks that support the capabilities, solutions, and services within our unified design system.

- 2.1 Logo construction
- 2.2 Logo colour
- 2.3 Logo do's & don'ts
- 2.4 Logo clear space & minimum size
- 2.5 Background usage
- 2.6 Logo placement
- 2.7 Beyond the logo

Logo construction

The EveryMatrix logo brings together a distinctive symbol and the company name. The wordmark must always appear as EveryMatrix, written as one word, with capital “E” and “M”.

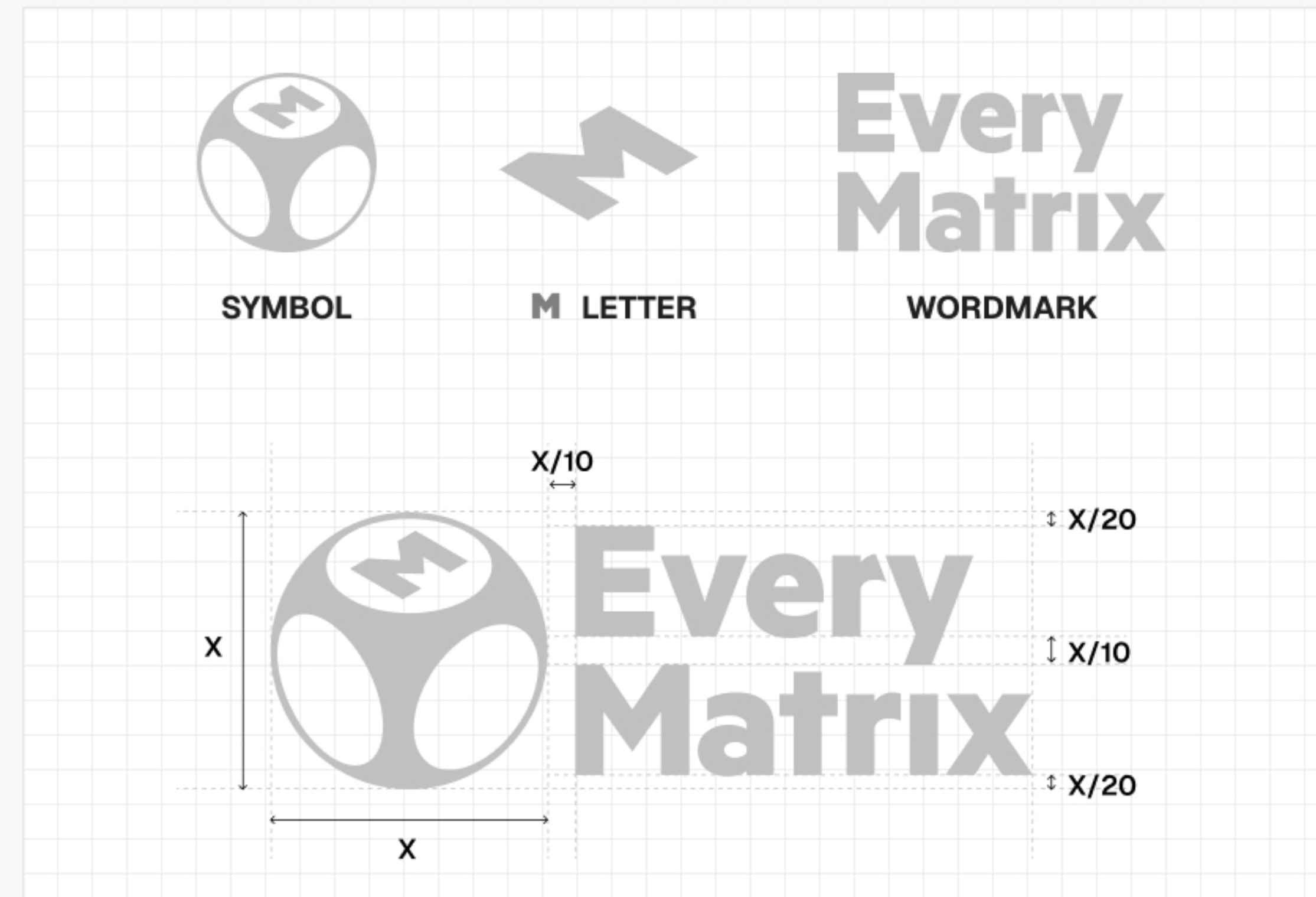
The symbol – The logo symbol is inspired by a six-sided dice, reimagined with open faces, combining the familiarity of a classic gaming object with a modern form.

The letter M – The upper face features the letter “M”, representing both a matrix and the modular structure of our platform. Like a matrix, our products are designed to work independently and connect seamlessly as one complete ecosystem.

The wordmark – Our wordmark uses Metric, a font characterised by an engineered geometry – letters constructed from simple geometric shapes, circles and/or rectangles – showing that nothing about this product was left to chance.

The official EveryMatrix logo is defined as the complete graphic composition formed by the symbol, wordmark, and letter “M”.

Any other arrangement, separation, or modification of these elements is not considered an official logo and must not be used without prior approval.



Logo colour

The EveryMatrix logo has only one colour: green (see colour codes). This version should be used whenever possible to maintain strong brand recognition.

White or black logo versions may be used when required by the background, material, or printing method. The selected version must always ensure clear contrast and legibility.

No other colours, shades, gradients, or colour combinations are allowed.

HEX	#23b04e	CMYK	75, 0, 87, 0
RGB	35, 176, 78	Pantone	2270 C



Logo do's & don'ts

The logo may only appear in approved brand colours, at full contrast and opacity, with no distortion or texture effects applied. Each rule below is grouped by the mistake it corrects.



Logo clear space

Defined by X, the height of the logo symbol. A minimum distance of X/2 is required on all sides as illustrated below. No text, images, graphic elements, or page edges may enter this area.



Logo minimum size

To protect legibility and visual impact, the EveryMatrix logo must always maintain adequate clear space and never be scaled below minimum size.

Minimum size

Digital: 83px wide × 30px high

Print: 25mm wide × 9mm high

Digital use



Print use



Background usage

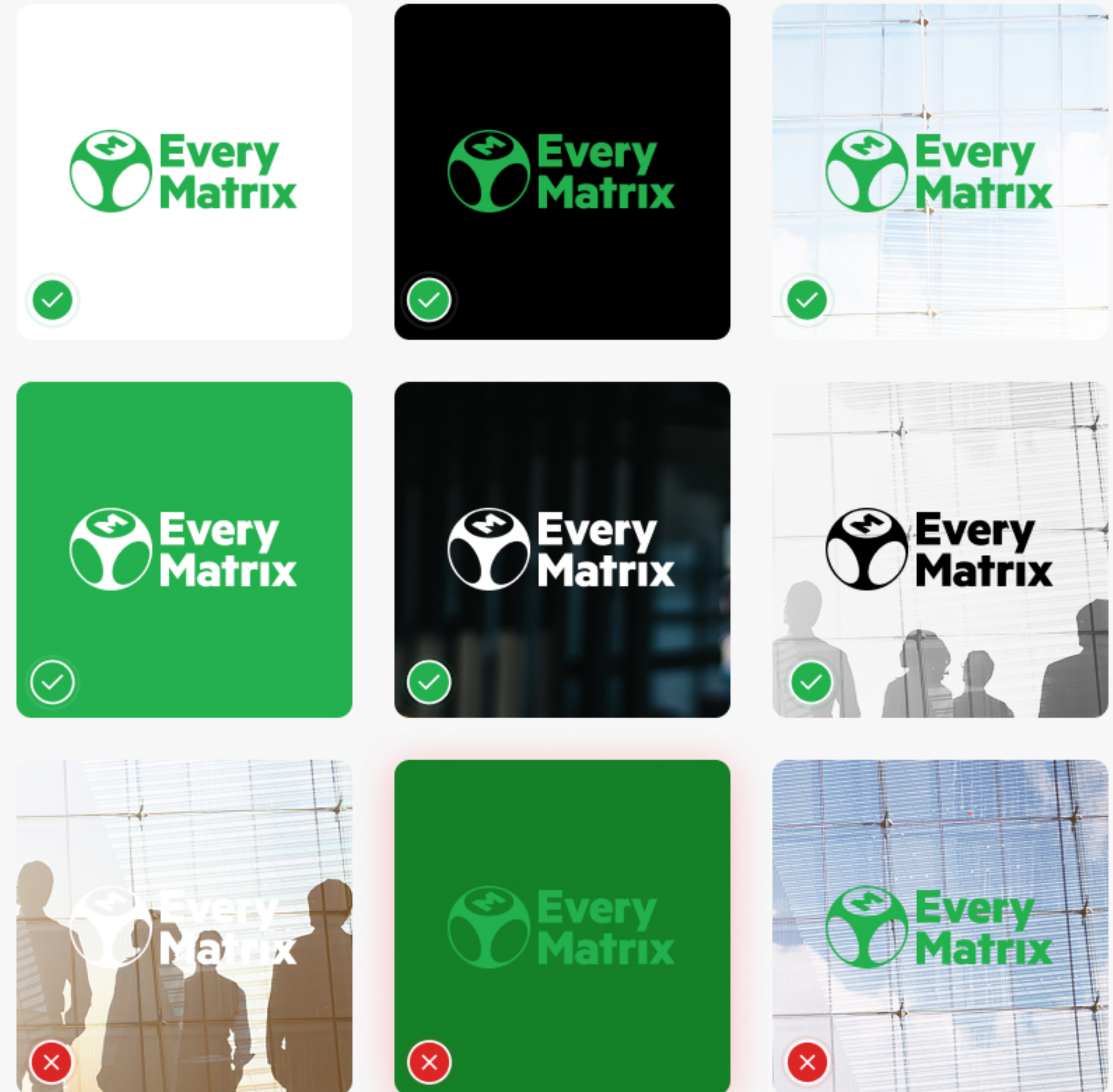
The green logo is the primary version and should be used first whenever contrast allows, on both light and dark backgrounds.

Use the white or black logo only when the green version does not stand out clearly.

On green backgrounds, the logo must be placed only on white.

In the case of green backgrounds, only the white version of the logo should be used.

On colourful, textured, or photographic backgrounds, choose the logo version that provides the best visibility and contrast. The logo should never blend into the background or lose legibility.



Beyond the logo

The EveryMatrix symbol is the foundation of our identity, but its influence extends further. Two logo categories are derived from it, each with a different purpose and different rules.

Capability marks

Several EveryMatrix products once operated as distinct sub-brands, each with its own name, logo, and colour identity. As these products were unified into a single EveryMatrix platform, their brand identities were retired.

What remains are their original symbols, extracted and repurposed as capability marks - decorative graphic elements used to visually flag a specific product capability within our unified brand.

These are not brand logos.

Capability marks do not represent standalone brands, products, or companies. They carry no legal or commercial identity of their own. They exist purely as visual shorthand inside the EveryMatrix ecosystem.



*these marks are examples only and do not represent a complete list of capability marks.

Logo placement

Our brand logo should stand out in a layout, but not be the main focal point. Let the content and the visuals do the talking. Keep the logo clear and legible. Don't scrunch it into a space or scale it up to be the primary focus of a visual.

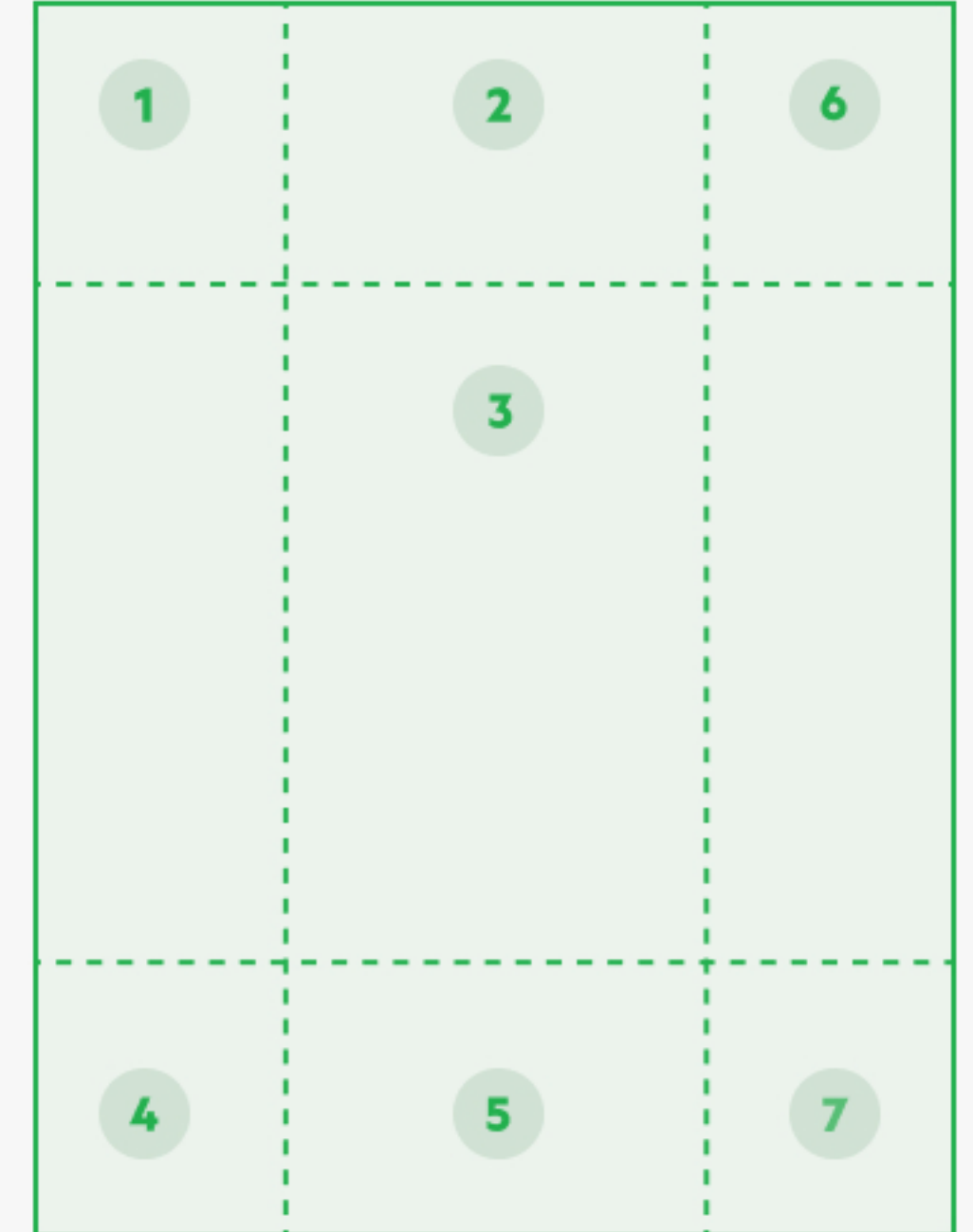
The numbered positions in the adjacent illustration indicate the preferred order of logo placement according to the graphic composition.

For example, in a square format, the logo should first be placed in the top-left corner. If this is not possible due to the layout, the next preferred position is the left-centred, followed by the remaining positions in numerical order.

The numbered positions are examples only. The exact logo placement can vary, provided that the minimum clear space and minimum size requirements are maintained.



Square format



Vertical format



Horizontal format

Beyond the logo

Lifestyle marks

Our core logo can also inspire lighthearted, internal-only lifestyle marks for team culture, traditions, and initiatives. EveryMorning appears on office coffee cups; EverySplash marks our summer team event. Both are built using the dice symbol as a creative starting point, adapted playfully for the occasion.

These marks let teams have fun with the brand without diluting it.

These marks are strictly internal. They must never appear in external marketing, client-facing materials, product photography, or any commercial context, including photography that could be mistaken for a campaign asset.



03 COLOUR SYSTEM

Our colour system is built on clarity and hierarchy. Green leads, white supports, and a defined set of accent colours provide controlled highlights for specific product areas. Every application stays consistent, deliberate, and unmistakably EveryMatrix.

- 3.1 Brand colour
- 3.2 Product vertical
accent colours

Brand colour

HEX	#23b04e	CMYK	75, 0, 87, 0
RGB	35, 176, 78	Pantone	2270 C

Green (see codes) is the primary EveryMatrix brand colour and should always have priority across both digital and print applications.

White is used as the main supporting colour, helping create clarity, contrast, and a clean visual system.

The recommended brand colour combination is green and white, with green remaining the dominant colour whenever possible.

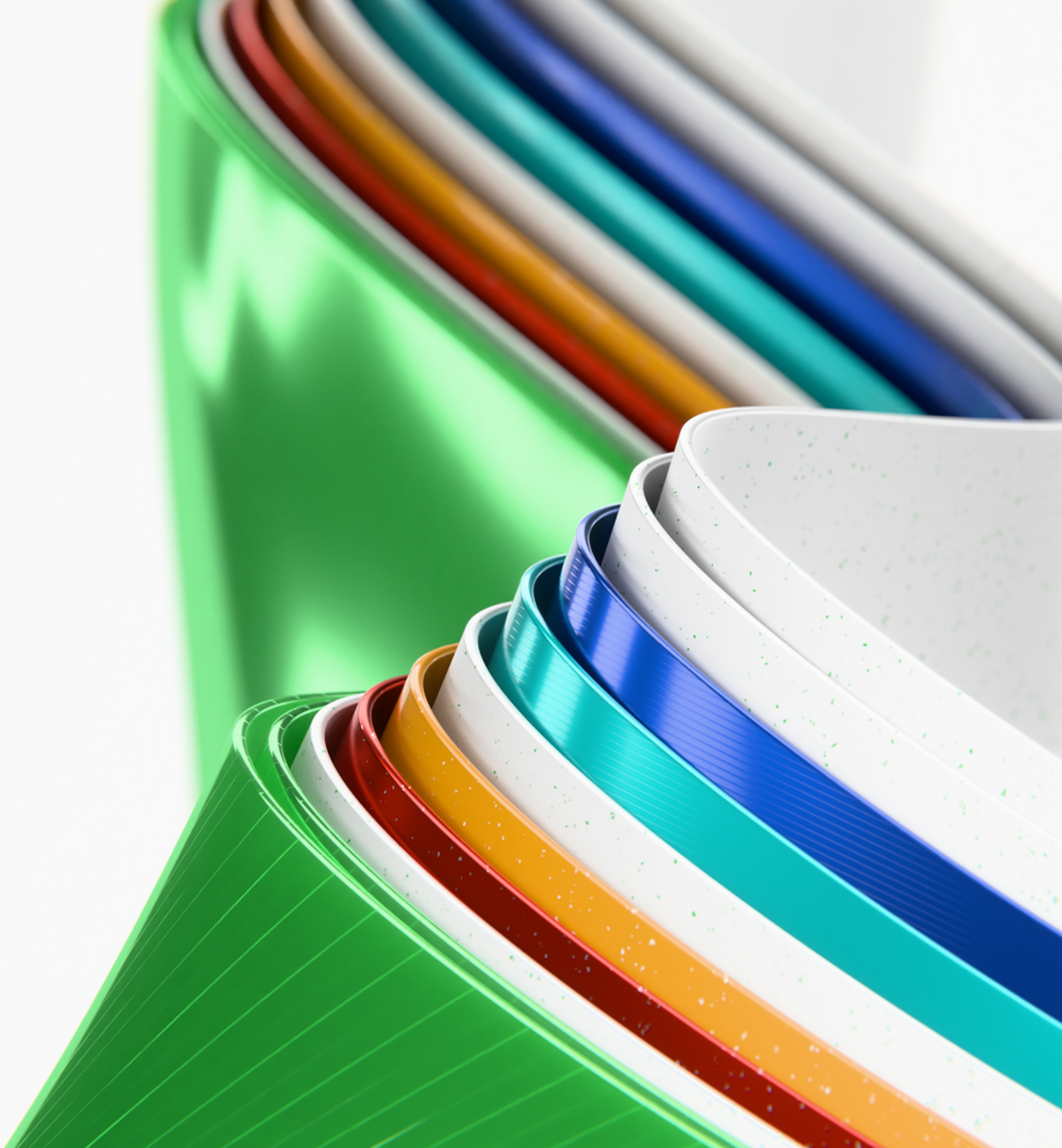
Product vertical accent colours

Product accent colours are controlled highlight shades used within the commercial visual system. Each colour is connected to a specific capability, solution, or service, and appears mainly as a supporting colour.

These are not brand colours.

These colours do not represent separate identities and must never be used to create individual brands. These colours only signal product focus within the single, unified brand system.

			
PLATFORM	SPORTS	CASINO	AFFILIATE
HEX #307FE2	HEX #E4002B	HEX #2DCCD2	HEX #FAA200
RGB 48, 127, 226	RGB 228, 0, 43	RGB 45, 204, 210	RGB 250, 162, 0



04 KEY VISUAL SYSTEM

The EveryMatrix key visual system creates a consistent, recognisable visual language across brand communications, built around two directions: commercial communication and employer branding.

- 4.1 Key visual concept
- 4.2 Visual construction
- 4.3 Key visual expansions
- 4.4 Key visual variations for employer branding

Key visual concept

The key visual is a graphic representation of the EveryMatrix logo cube.

The 3D cube reflects EveryMatrix as a turnkey solution: flexible, complete, and able to support a wide range of client needs and business situations.

Built as an adaptable visual element, the cube can change and evolve according to the capabilities of the EveryMatrix platform. It represents a system that is modular, dynamic, and ready to respond to different communication contexts.



1

Mark

Our icon and
starting point

2

Shape

The icon
takes shape

3

Form

The complete
EveryMatrix form





Visual construction

The key visual is built as a modular 3D cube that can adapt to different communication needs.

Its structure may open, shift, expand, or transform depending on the message, layout, or platform. However, the cube must always preserve its approved textures, colours, and material treatment.

The flexibility of the key visual comes from its shape and composition, not from changing its visual identity. No alternative textures, colour variations, or unapproved material styles should be used.



Key visual expansions

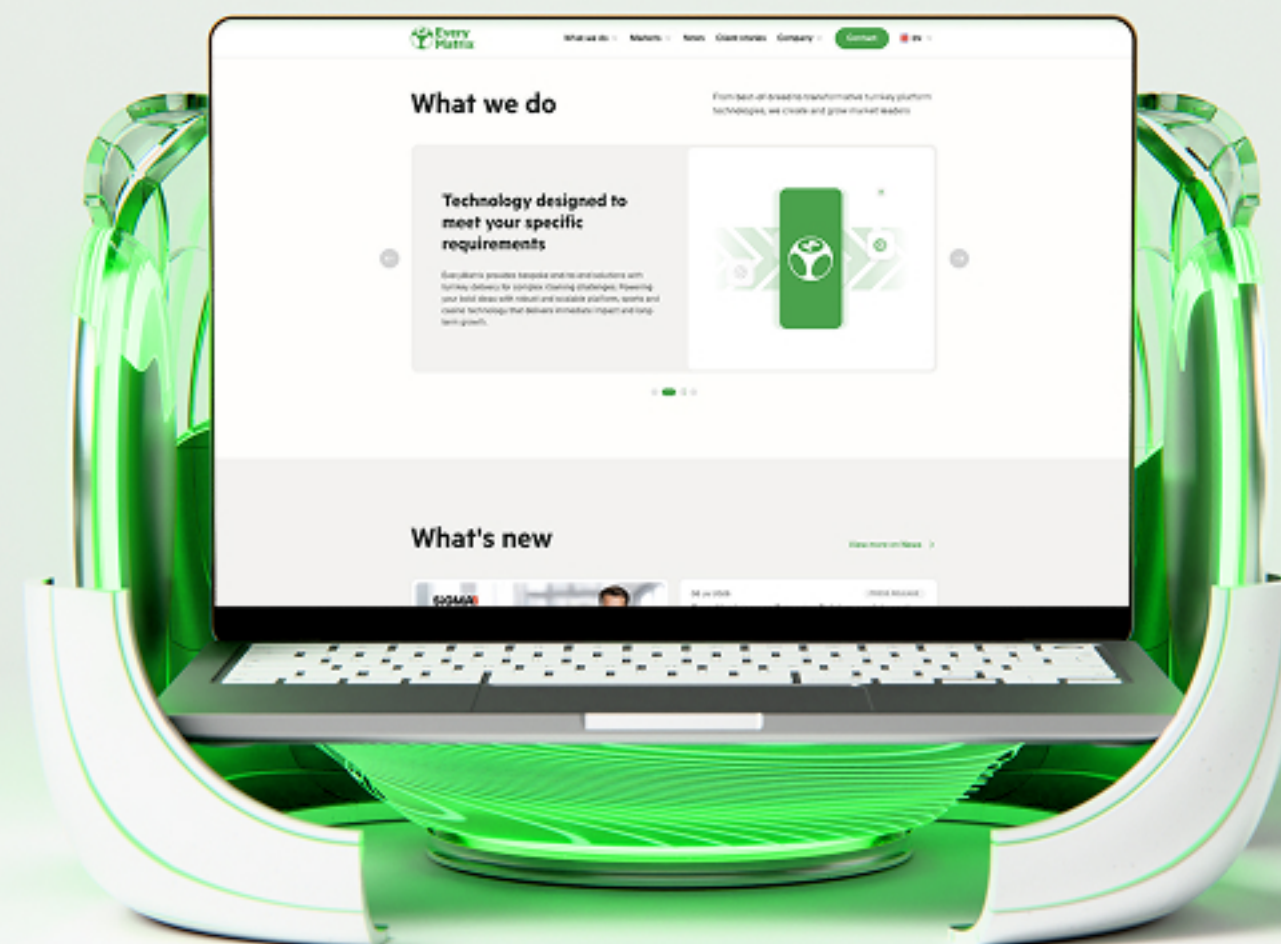
The key visual can adapt to represent different EveryMatrix capabilities. Each variation keeps the approved cube structure, textures, and materials, while using specific lighting highlights to signal the product focus.

When the cube uses only green highlights, it represents the full turnkey solution. For specific product areas, the highlight colour changes to match the relevant capability, while the cube's structure, texture, and material stay identical.

Beyond colour, the cube can shift its shape and configuration to support different layouts and applications. It can open, extend, or reconfigure into supporting elements - such as screen or device holders - while preserving the same visual identity and material treatment.

Structural variations always use the cube's original brand colours (green and white), regardless of any product-capability colour applied elsewhere in the same communication.





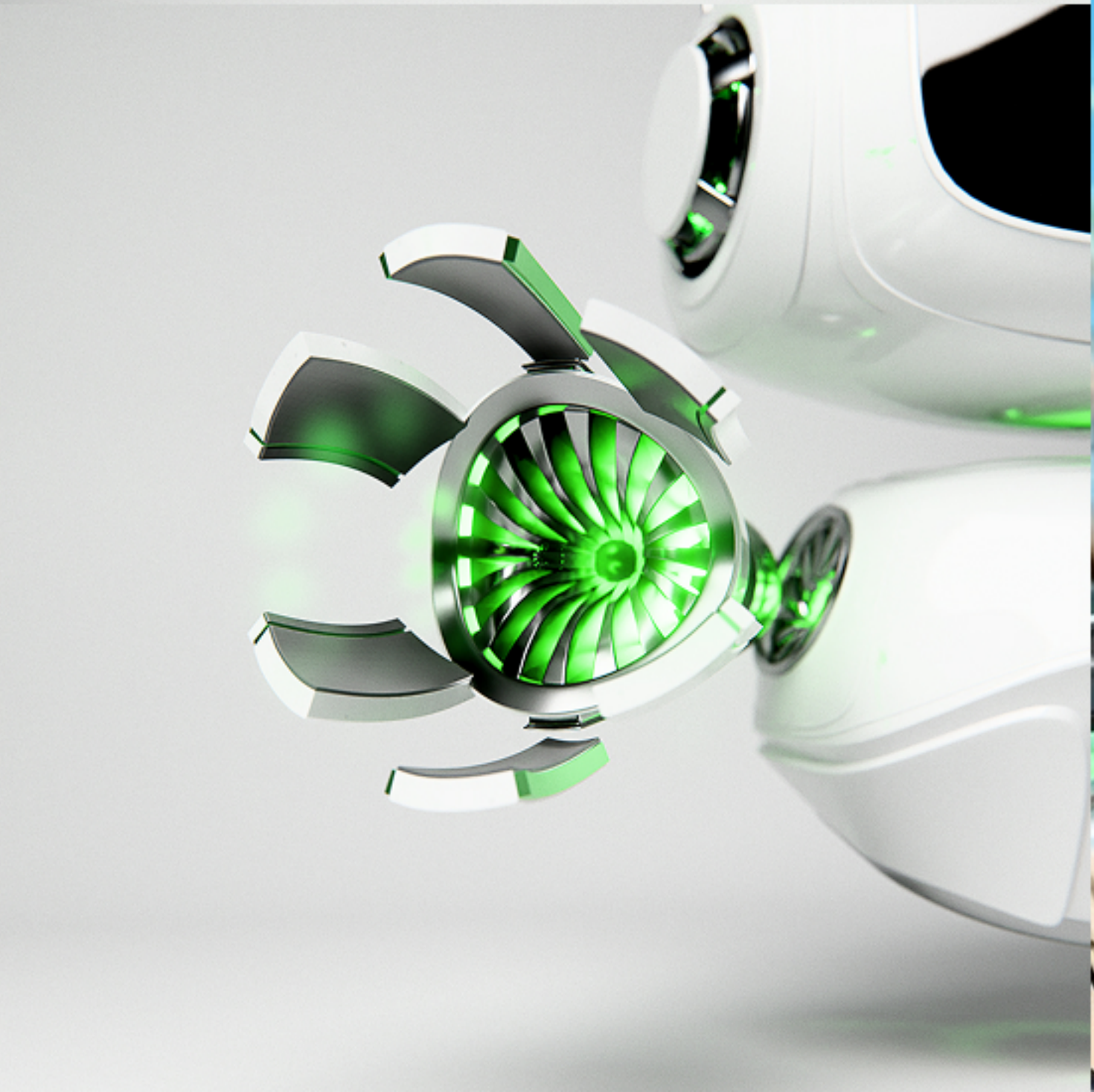
Key visual variations for employer branding

Meet **T0-B1**, a more playful adaptation of the EveryMatrix key visual system, built for people, culture, and recruitment communication.

Unlike the commercial key visual, its shape isn't tied to the logo cube, but it uses the same textures, materials, and details.

The main character is a small robot with a screen instead of a face. The screen adapts to the message, context, or situation, giving the visual an expressive, flexible way to communicate.





05 TYPOGRAPHY SYSTEM

EveryMatrix's typography system is built on clarity and versatility. Metric leads as our primary typeface, supported by Geist for digital and communication contexts, with Aptos ensuring consistency across everyday documents and presentations.

- 5.1 Primary typeface
- 5.2 Secondary typeface
- 5.3 Corporate typeface
- 5.4 Typography hierarchy

Primary typeface

Metric is EveryMatrix's primary typeface, used for headlines.

It should be the first choice whenever a communication asset includes a main title or key message.

Letter spacing is always set to 0%. Exceptions can be made on smaller assets where visual issues occur. In such cases, spacing may be adjusted manually to maintain readability and balance.

Metric

Aa.

Aa Regular
Font weight: 400

Aa Bold
Font weight: 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Aa Bb

Secondary typeface

Geist is used mainly for paragraph text, especially across digital and website applications, where readability and clarity are essential.

The combination of Metric and Geist is approved, as long as headlines are always set in Metric.

Geist

Aa.

Aa Regular
Font weight: 400

Aa Bold
Font weight: 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

AaBb

Corporate typeface

Aptos is used only for corporate presentations, official documents, and editable internal materials.

All corporate documents should use Aptos exclusively, without combining it with other typefaces. This ensures compatibility across computers and prevents font errors when files are opened on devices where Metric or Geist are not installed.

Aptos

Aa.



Aa Regular
Font weight: 400

Aa Bold
Font weight: 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Aa Bb

Typographic hierarchy

Every text element in EveryMatrix communications follows a consistent hierarchy, ensuring clarity and visual balance across headlines, subheadlines, and body copy.

Headlines are always set in Metric. Geist supports as body copy. This pairing is the only approved combination. Aptos can never be mixed with Metric or Geist.

The scale is anchored around a base body size, expanding into headings above and supporting text below - each step tuned individually rather than fixed to one ratio.

Larger sizes tighten line-height for impact, smaller sizes open up for legibility. **Headlines stay dominant over subheadlines at roughly a 3:1 ratio**, a relationship that holds across contexts even as exact sizes shift.



Designing with
clarity creates
memorable
experiences.

Headline
Metric semibold

A strong visual hierarchy helps readers
understand information quickly while
reinforcing the personality of the brand.

Subheading
Geist semibold

Designing with clarity creates memorable experiences. A strong
visual hierarchy helps readers understand information quickly while
reinforcing the personality of the brand.

Body
Geist regular

06 GRAPHIC SYSTEM

The EveryMatrix graphic system defines how shapes, patterns, icons, and imagery come together across every touchpoint. Every element should feel clear, modern, and unmistakably EveryMatrix, reinforcing the message and strengthening recognition wherever it appears.

- 6.1 Grid system
- 6.2 Backgrounds
- 6.3 Backgrounds based on logo symbol
- 6.4 Communication patterns
- 6.5 Iconography
- 6.6 Illustrations

Grid system

The grid system helps organise content in a clear, balanced, and consistent way across all brand applications.

Layouts should use defined margins, columns, gutters, and spacing to create structure and alignment between text, images, logos, and graphics elements.

The grid can adapt to different formats and platforms, but it should always support clarity, hierarchy, and a clean visual composition.

A layout only feels truly on-brand when the grid, logo placement, typography hierarchy, and colour usage all work together - each rule in this book plays a part in the final composition.

Desktop — 1,152px

12 columns
20px gutters
36px margins

Tablet — 768px

6 columns
20px gutters
24px margins

Mobile — 375px

4 columns
20px gutters
24px margins



Backgrounds

EveryMatrix backgrounds extend the brand's visual language across layouts. There are three background types, each offering a different visual mood and level of texture.

Backgrounds based on logo symbol takes the core of the EveryMatrix icon and stretches it into a minimal, single-tone visual (see Icon centre examples). This type of background works best for covers and section dividers.

Backgrounds based on dice uses the logo's dice shape to create a dense, dimensional composition. Best suited to layouts that need stronger visual impact and depth.

Others uses gradients and graphic shapes, with green as the dominant tone, offering a more flexible option for banners, presentations, and social content.

All three types are available in white and green versions, and can be adapted in scale, density, and composition, while always remaining rooted in the EveryMatrix visual identity.



Backgrounds based on logo symbol

These backgrounds are based on the central shape of the EveryMatrix symbol, without the letter “M”, as seen in the example on the right.

Soft highlights add depth and movement while keeping the background simple and focused.

The element can shift position and scale across a layout. It can appear more clearly in some compositions, or more subtly in others. Both green and white versions are available, for use on light and dark backgrounds.

Usage note:

This is used as a full-background graphic for covers, section dividers, and other layouts that need a bold but refined backdrop.

The shapes need to stay smooth, rounded, and connected to the geometry of the original symbol. Sharp angles or distortions that make the original shape difficult to recognise need to be avoided.



Backgrounds based on dice

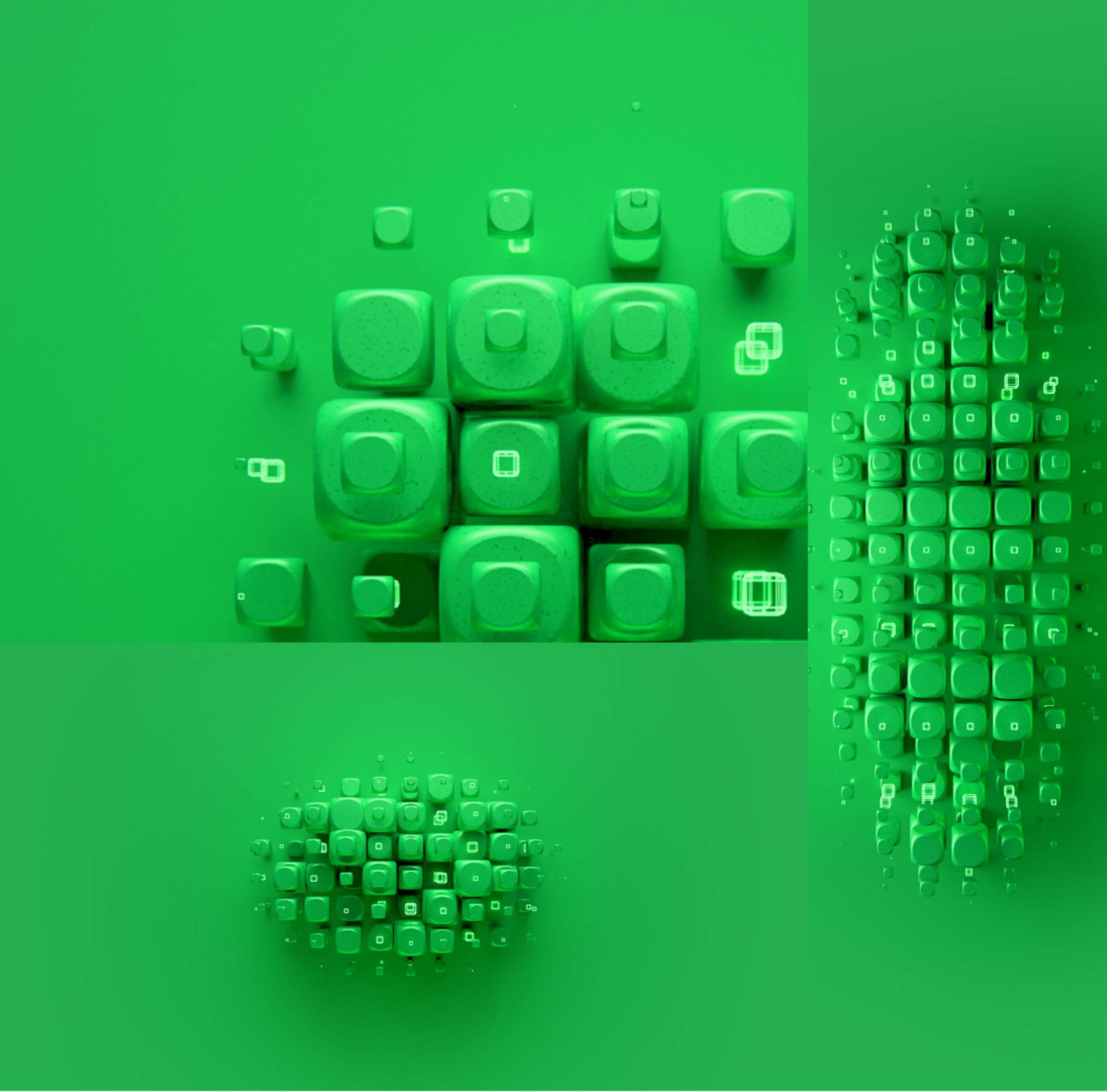
Dice backgrounds are inspired by the EveryMatrix symbol and use small dice as the main visual element. The dice are arranged in clusters: larger and denser forms in the centre, and smaller elements spreading towards the edges.

The size, position and density of the dice can change to suit the layout, but the overall clustered composition should remain. Green and white versions are available for use (see next slide).

Usage note:

This style should be used when a layout needs more texture, depth, and visual impact than the smoother Icon centre backgrounds can offer.

Density and framing can adapt to the layout, but the scattering effect at the edges should always be preserved.

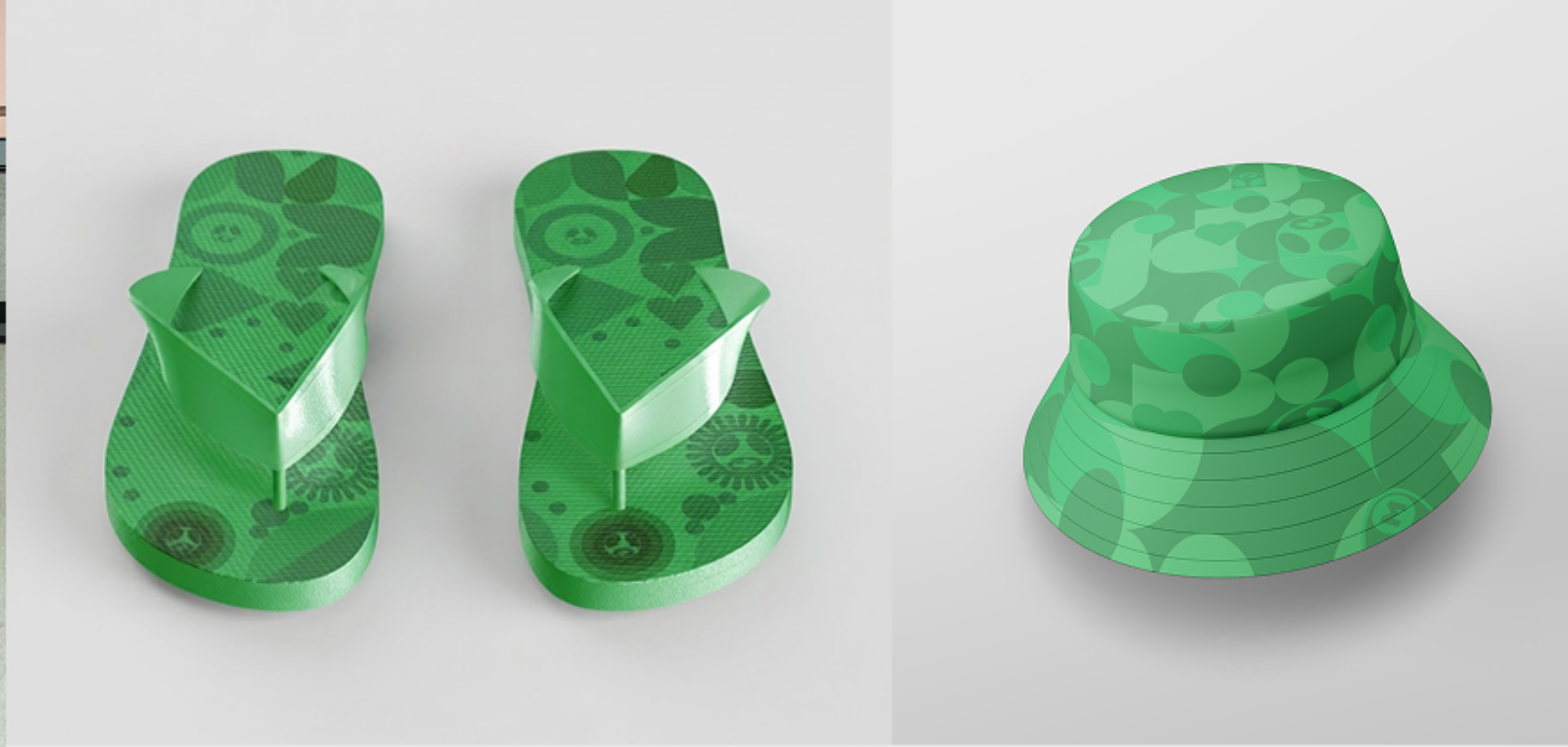


Communication patterns

Communication patterns are used across merchandise, office graphics, lanyards, pins, postcards, and other internal prints. Most shapes are simple, organic forms (leaves, hearts, petals, grass blades) kept mainly in green to stay rooted in the core brand identity. A few tiles nest the EveryMatrix icon directly within the pattern, tying the system back to the logo without requiring every individual shape to derive from it.

Usage note: Like internal culture marks, these patterns are intended for team-facing use. If merchandise carrying this pattern is ever distributed or photographed for external or client-facing purposes, treat it the same as any other branded asset and confirm it meets external brand standards first.





Iconography

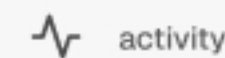
EveryMatrix uses a minimal and consistent iconography system designed to support clarity and quick recognition across digital and print applications.

Icons should be simple, geometric, and functional, with clean shapes and balanced proportions. They should never feel decorative, overly detailed, or disconnected from the brand's visual language.

Icons are built on a 16x16, 24x24, or 32x32px grid, with a consistent 2px stroke weight and centre-aligned stroke on the path. A 2px safe zone padding on each side ensures icons never feel cramped or crowded within their bounding box.

All icons should be exported as SVG to preserve crispness and scalability across every application.

The approved icon set should be used consistently across, website pages, presentations, marketing materials, and internal communication. Icons may be used with labels or supporting text when needed, but they should always remain clear, legible, and aligned with the overall layout system.



activity



activity-heart



anchor



archive



asterisk-01



asterisk-02



at-sign



bookmark



bookmark-add



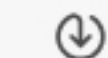
bookmark-check



bookmark-minus



bookmark-x



download-04



download-cloud-01



download-cloud-02



edit-01



edit-02



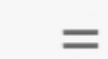
edit-03



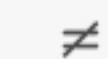
edit-04



edit-05



equal



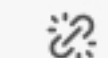
equal-not



eye



eye-off



link-broken-02



link-external-01



link-external-02



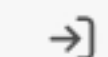
loading-01



loading-02



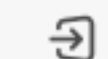
loading-03



log-in-01



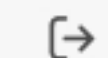
log-in-02



log-in-03



log-in-04



log-out-01



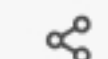
log-out-02



share-05



share-06



share-07



slash-circle-01



slash-circle-02



slash-divider



slash-octagon



speedometer-01



speedometer-02



speedometer-03



speedometer-04



target-01

Illustrations

EveryMatrix illustrations are mainly used across the website to support product communication and explain key features in a clear, visual way.

The illustration style is clean, modern, and minimal, using simple shapes and soft depth. Elements should feel light, structured, and easy to understand, without unnecessary detail or visual complexity.

Illustrations can be used as static visuals or animated elements, depending on the context and platform, as shown in the examples on the right. When animated, movement should be subtle, smooth, and purposeful, helping the message without distracting from the content.

All illustrations should remain consistent with the brand's graphic language and support clarity, recognition, and a unified digital experience.

