

Visual identity

Logo



Logo variations

26

Our logos and symbol exists in five variations. The following pages guide when and how each logo should be used.

01 Our primary logo

02 Our stacked logo

03 Our symbol (Guidance for our symbol is outlined in the symbol section of this Brand Book)

04 Our wordmark only logo. This logo is for special use. It should not be used on any new Allwyn communications, except for special case uses.

01 Primary logo

Our logo has been transformed — while keeping its familiar wordmark, we’ve added a bold new ‘a’ symbol, designed to stand out, feel unmistakably Allwyn, and shine across digital channels. All our new communications must use the new Allwyn logo – it’s brighter, bolder and much more us.

It is essential to our brand that the logo is used consistently across all communications.



While we are still building connection between the symbol and the wordmark, our primary logo should be used wherever possible instead of these three options to the right. Very few exceptions apply, see next pages for when to use logo variations.

02



03



04



Logo variations

When to use

This page indicates which logo should be used where.

Further guidance for our symbol is outlined in the symbol section of this Brand Book.

Our primary logo

Our primary logo should be used in all B2C and B2B communications. Exceptions that can be applied are listed below.



The following logos are all secondary use:

Our stacked logo



Our stacked logo should be used where space is limited, such as:

- Some digital advertisements
- Some shop signage

Our symbol



Our symbol is only used where we have very limited space and where the Allwyn wordmark or name exists such as:

- App icon
- Social media icon

Our wordmark only logo



Our wordmark only logo is for very limited use. An exceptional usage currently applies to F1 communications.

While we are still building connection between the symbol and the wordmark, our primary logo should be used wherever possible instead of these three options to the right. Current exceptions are listed here:

Colourways

Our logos come in the following colourways:

01 Turquoise symbol — Dark teal wordmark

02 White symbol — Dark teal wordmark

03 Turquoise symbol — White wordmark

Any of these logos may be used. The colour background we use will determine which colourway logo should be used. See the following page for primary and secondary background colourways.

01



02



03



Logo colourway combinations

We should ensure to use the right colour logo depending on the colour background we are using.

- 01 Primary use
- 02 Secondary use
- 03 Tertiary use

Primary



Secondary



Tertiary



There will be circumstances when our primary logo can only be printed in black and white.

This is for limited application.



To ensure our primary logo is used consistently and accurately, please use the artwork supplied and do not alter it.

We do not do the following:

- 01 Never adjust the Allwyn symbol within the logo
- 02 Never skew or distort the logo
- 03 Never recolour the logo
- 04 Never change the typeface in the logo
- 05 Never replace the 'a' in the Allwyn wordmark with the symbol
- 06 Please do not use any of the colourways shown for any of our logo variations. Only the official Allwyn logo artwork should be used.

01



02



03



04



05



06



06



06



06



Clear space

To ensure our logos are always legible, they must remain clear from other information and logos.

For our primary logo, clear space is equal to the 'Allwyn symbol' scaled-down to 50%. This distance runs around the outside of the logo.

For our stacked logo, clear space is equal to the 'Allwyn symbol' scaled-down to 25%.

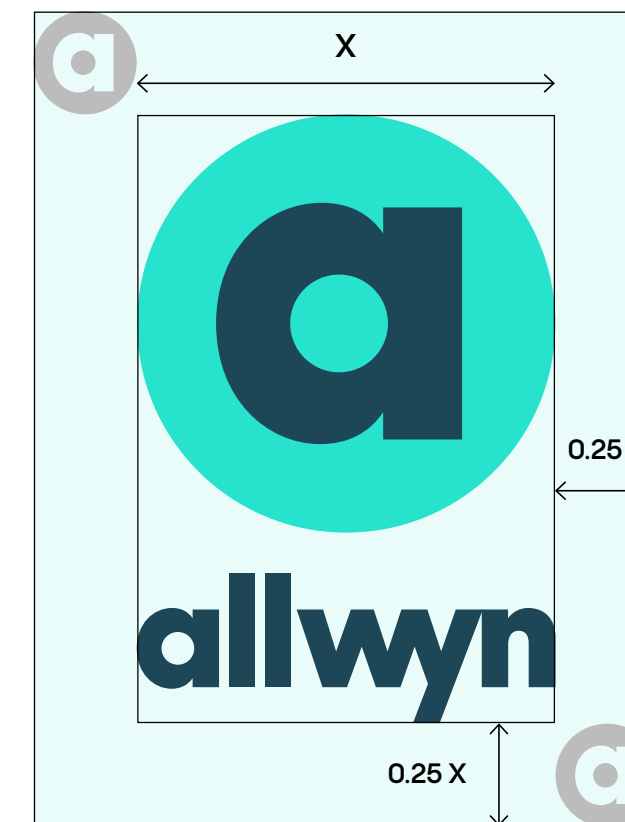
01 Our primary logo

02 Our stacked logo

01



02



Logo sizes for standard formats

We’re proud to be Allwyn – so our logo should never be hidden away. Each logo has a minimum size for use. This page gives some guides on minimum sizes for standard formats. These are minimum sizes, so logos can be used bigger if required.

To keep our logo versions legible on all communications, always follow the minimum size guidance.

- 01 Our primary logo
- 03 Our stacked logo

01



48-sheet	1220mm logo width
6-sheet	360mm logo width
A2	119mm logo width
A3	84mm logo width
A4	60mm logo width
Minimum size	
Print	18mm logo width
Digital	40px logo width

02



Please note the stacked logo should never be used unless there is limited space, therefore it must never be used on standard size print applications.

Minimum size	
Print	8mm logo width
Digital	25px logo width

Partnership Primary logo

A partnership logo is used primarily for partnerships and sponsorships.

For a horizontal format, the Allwyn primary logo should be placed on the left of the other brand's logo. The distance separating them is based on the Allwyn symbol scaled down to 75%.

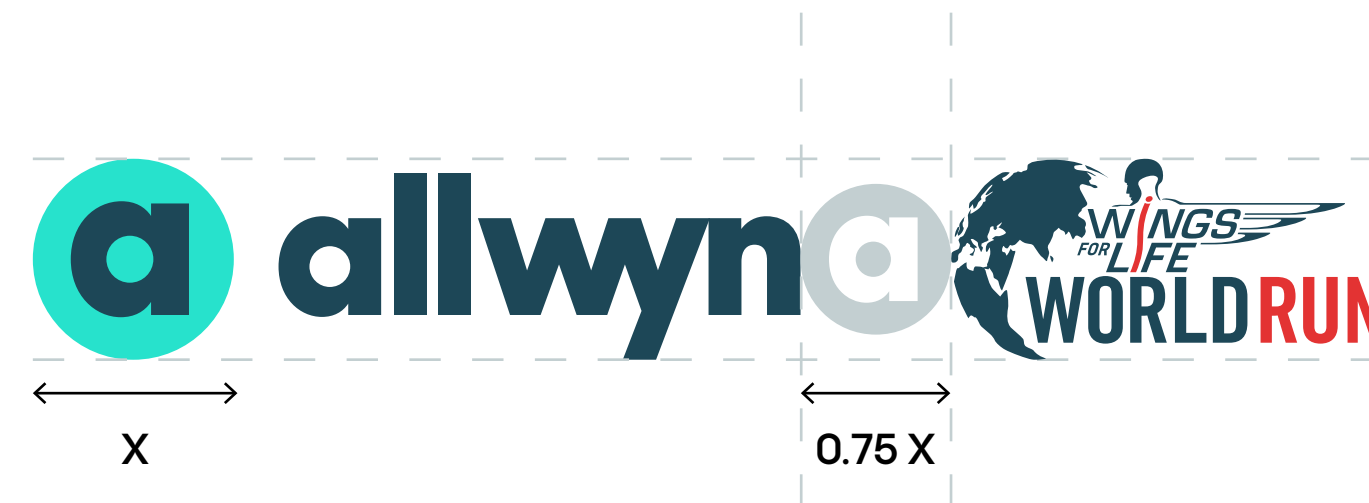
For a vertical format, the Allwyn logo should be placed above the other brand's logo. The distance separating them is based on the Allwyn symbol scaled down to 50%.

No other colour combinations are permitted than the ones shown here.

The visualised Wings for Life World Run partnership is for illustrative purposes only. This is an example of logo construction and can be used for other partnerships.

Please note the stacked logo should not be used for co-branding, it is only used where there is limited space.

Horizontal



Vertical



Horizontal



Vertical



Logo legibility

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To ensure our primary logo is legible, please use the correct colour versions within light, dark and turquoise led imagery.

Please avoid placing the logo onto complex and distracting photography.



To ensure our primary logo is legible, please use the correct colour versions on dark and light backgrounds.



Our symbol

The symbol from our logo can be used on its own. But this must only be done when it is deemed that there is enough brand awareness for the audience to link the ‘a’ back to the Allwyn brand.



Our primary logo must be used wherever possible. Our symbol must only be used where there is very limited space and must be seen in close proximity to the Allwyn wordmark.

The Allwyn logo symbol, consisting of a dark blue lowercase 'a' inside a white circle, followed by the word 'allwyn' in a dark blue, lowercase, sans-serif font.

Colourways

Our symbol can come in the following colourways:

Our primary colourway is:

01 Turquoise symbol — Dark teal ‘a’

Our secondary colourway is:

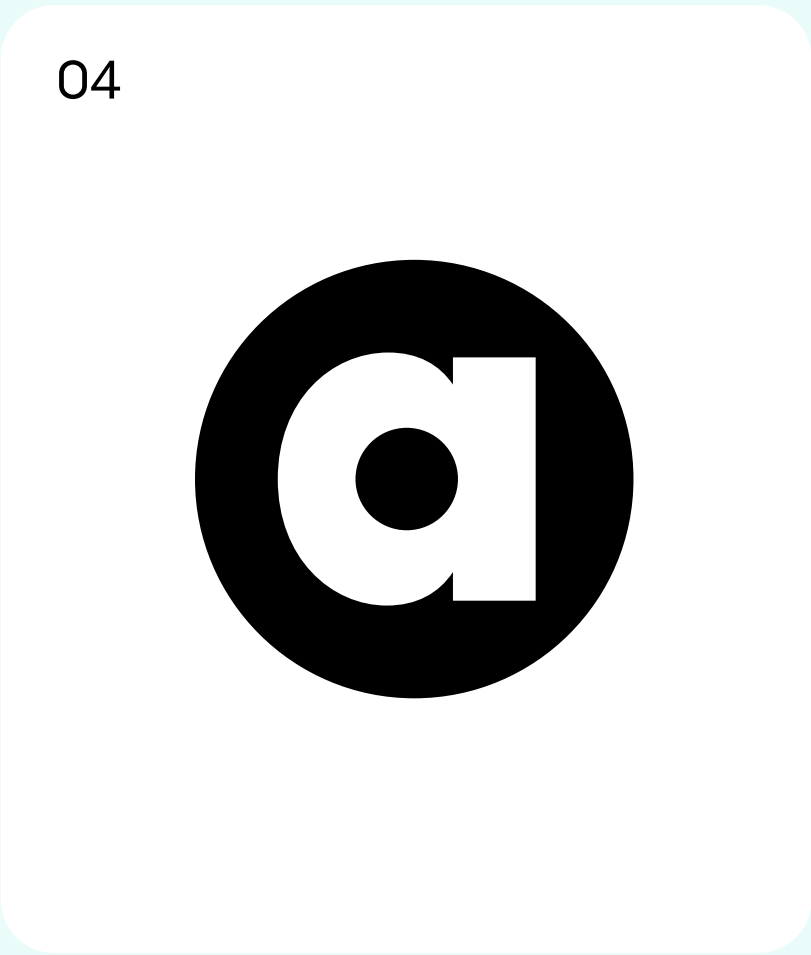
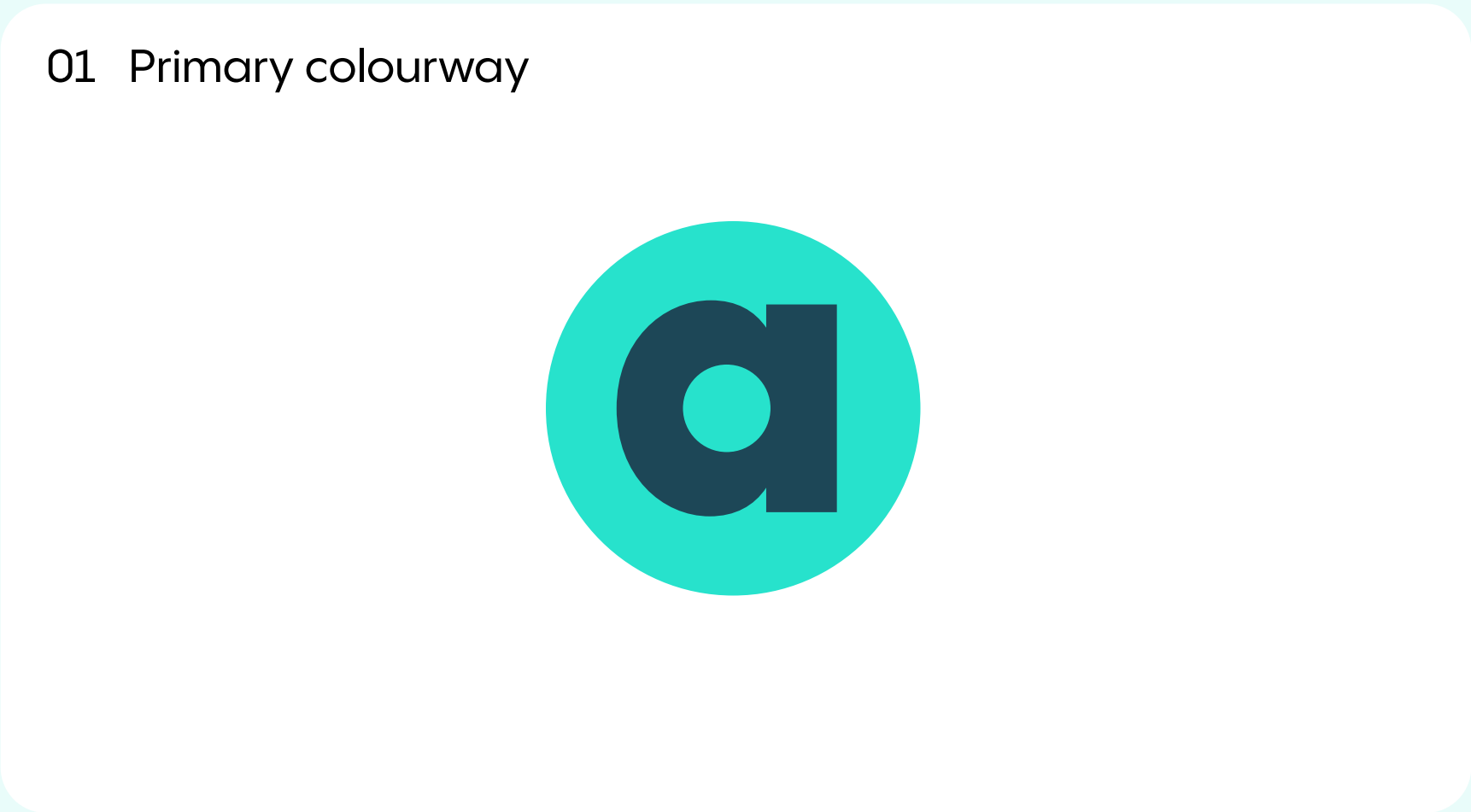
02 White symbol — Dark teal ‘a’

There will be circumstances when our symbol can only be printed in Black and White.

This is for limited application.

03 White symbol

04 Black symbol



Do not

To ensure our symbol is used consistently and accurately, please use the artwork supplied and do not alter it.

We do not do the following:

- 01 Never rotate the symbol
- 02 Never skew or distort the symbol
- 03 Never recolour the symbol
- 04 Never replace the typeface within the symbol
- 05 Never apply a stroke to the symbol
- 06 Never add effects to the symbol
- 07 Please do not use any of the colourways shown for any of our symbol variations. Only the official Allwyn symbol artwork should be used.

01



02



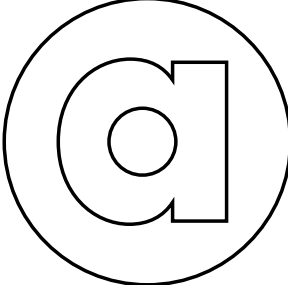
03



04



05



06



07



07

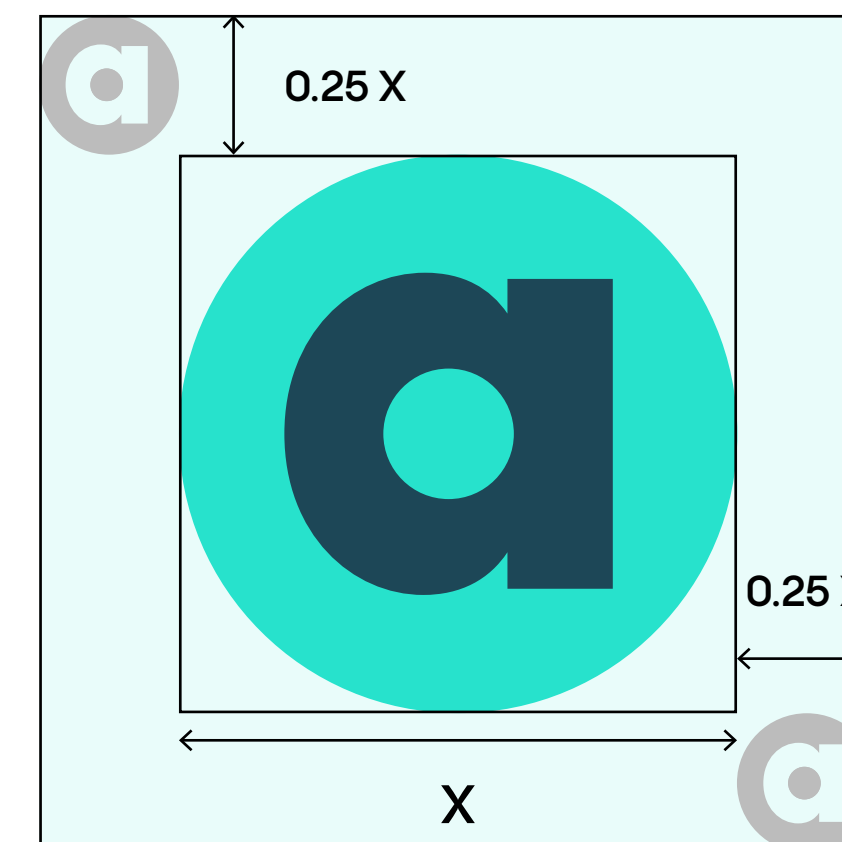


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Clear space

The clear space is equal to the Allwyn symbol scaled down 25% within the logo itself. Other logos and third-party graphics must observe the area of isolation.

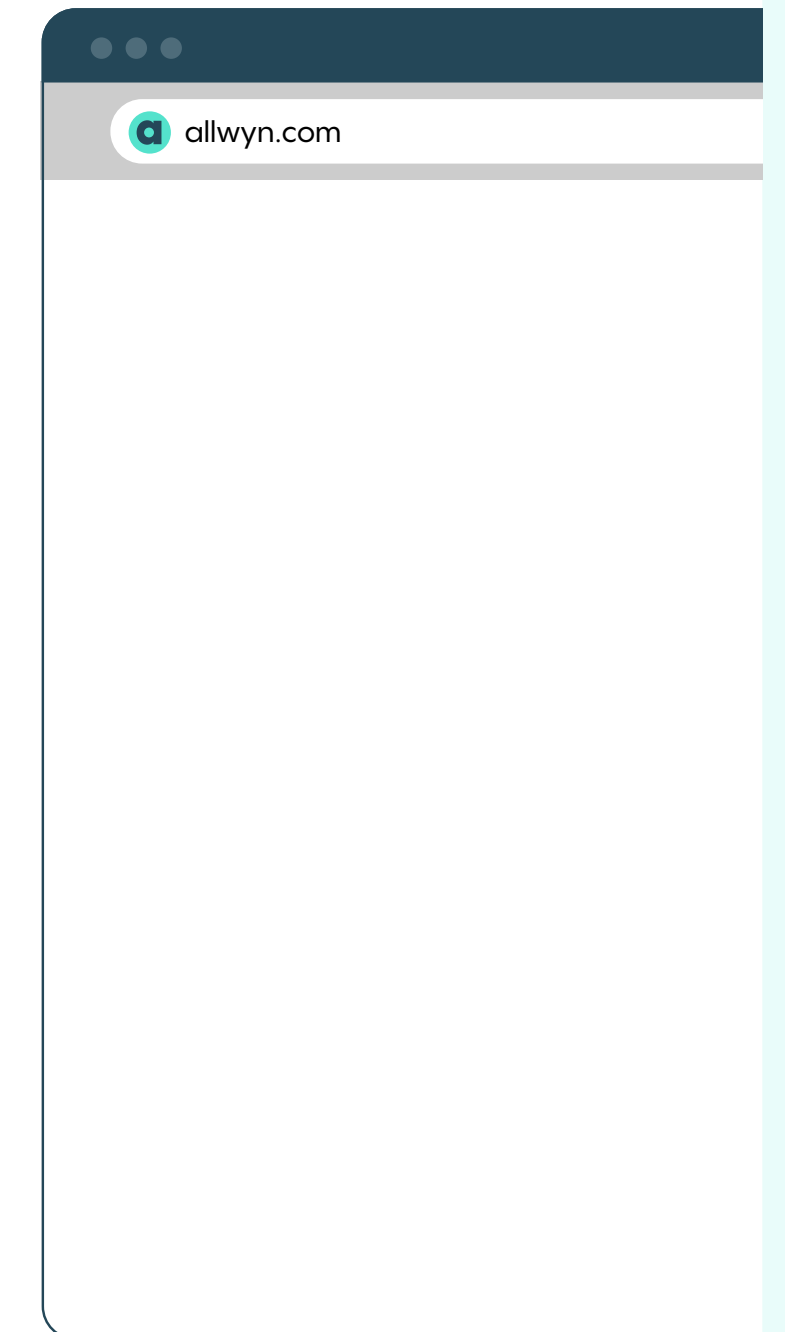
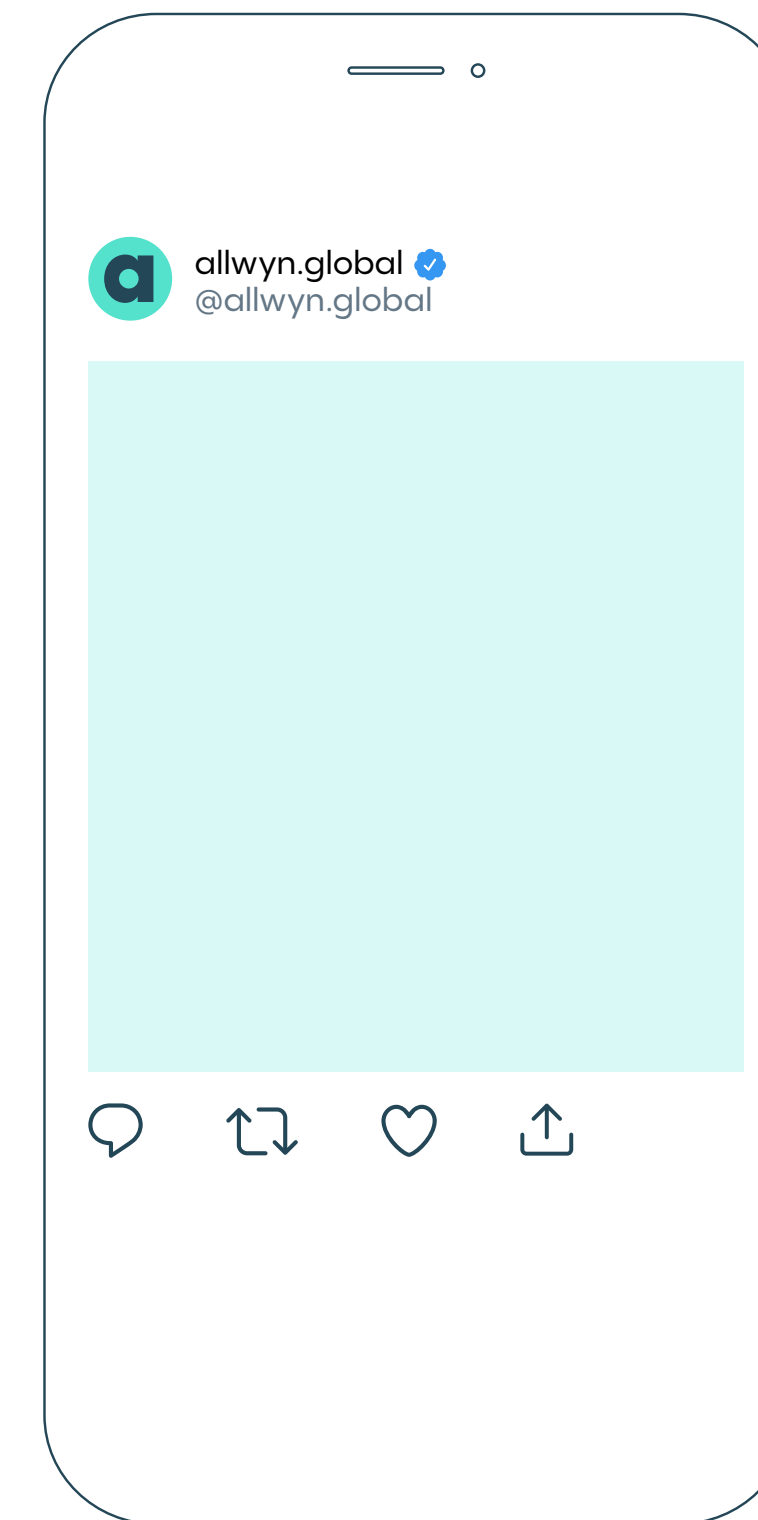
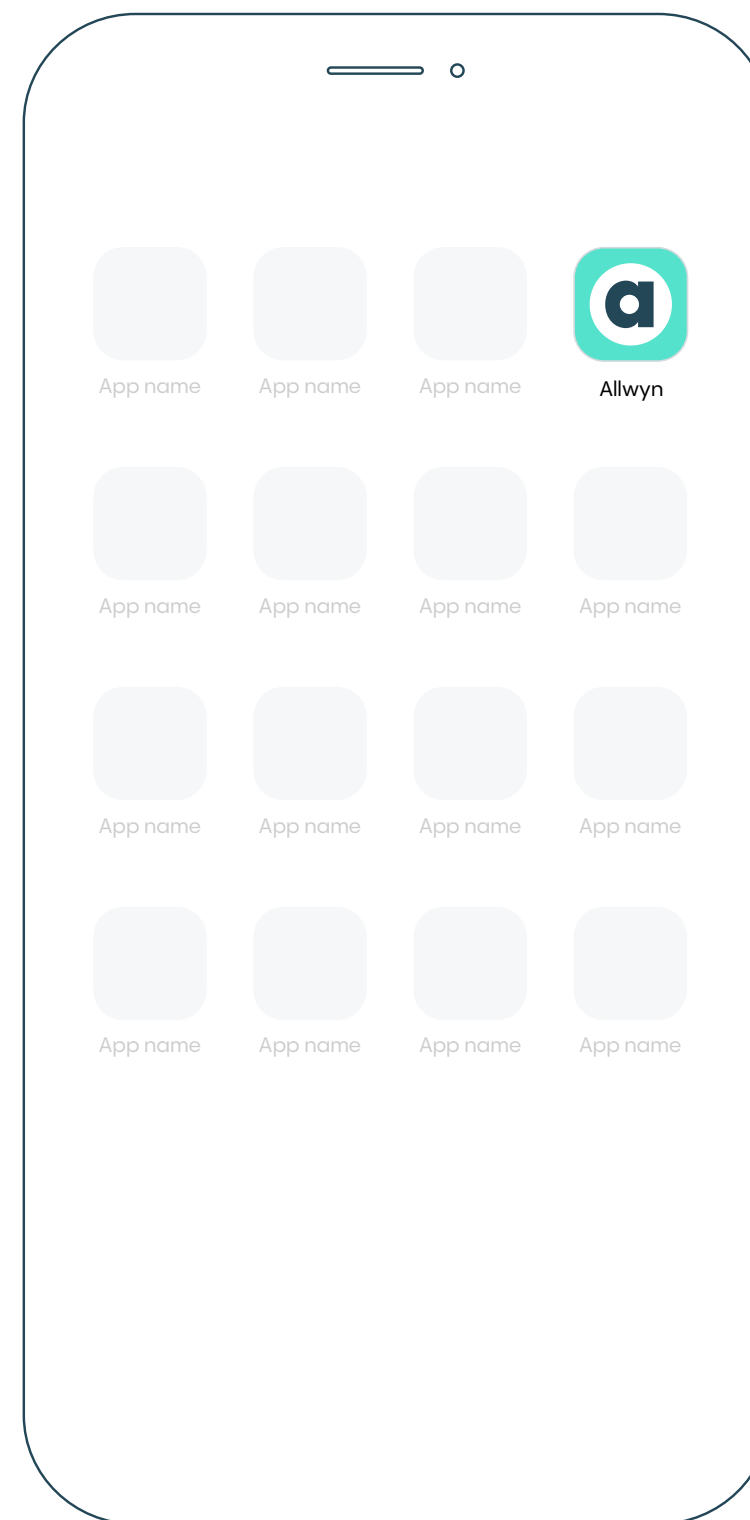


Where to use

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Our symbol is only used where we have very limited space and where the Allwyn wordmark or name exists such as:

- App icon
- App loading screen
- Social media icon
- Favicon



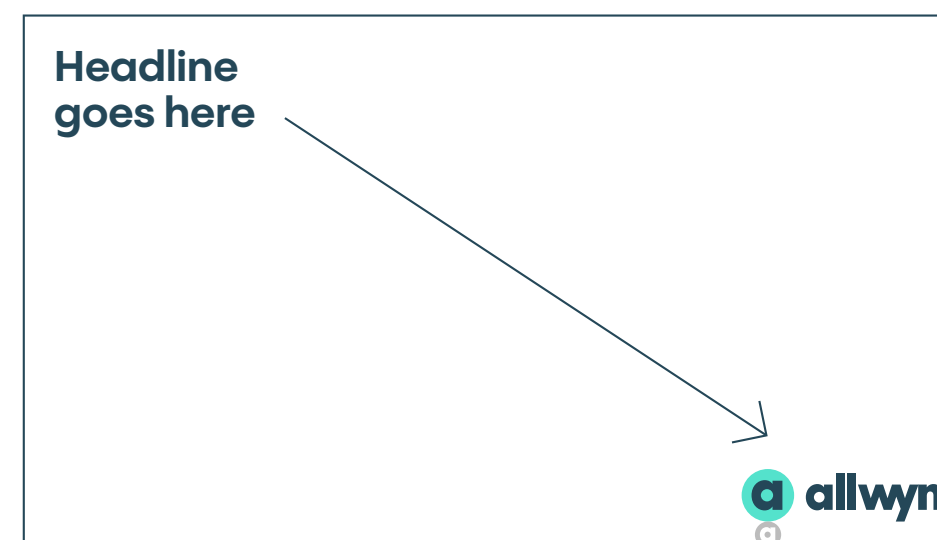
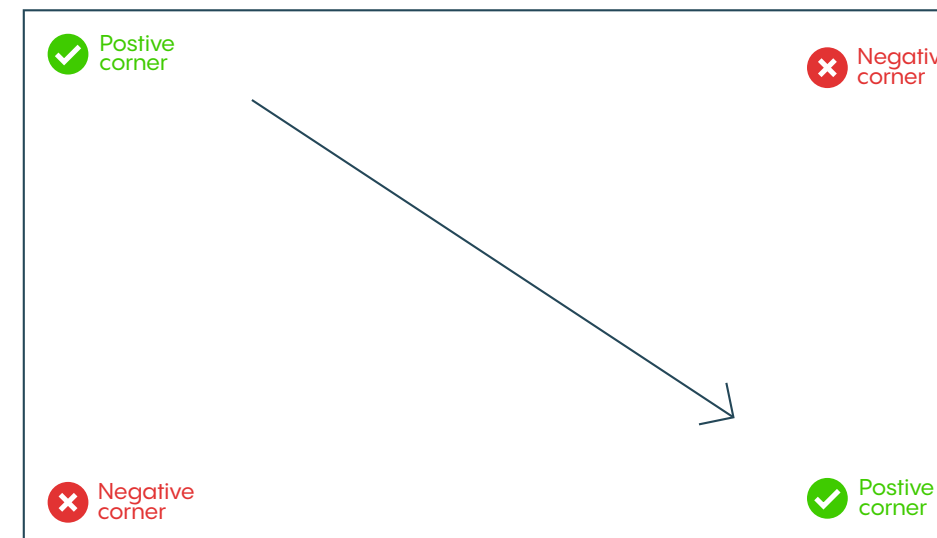
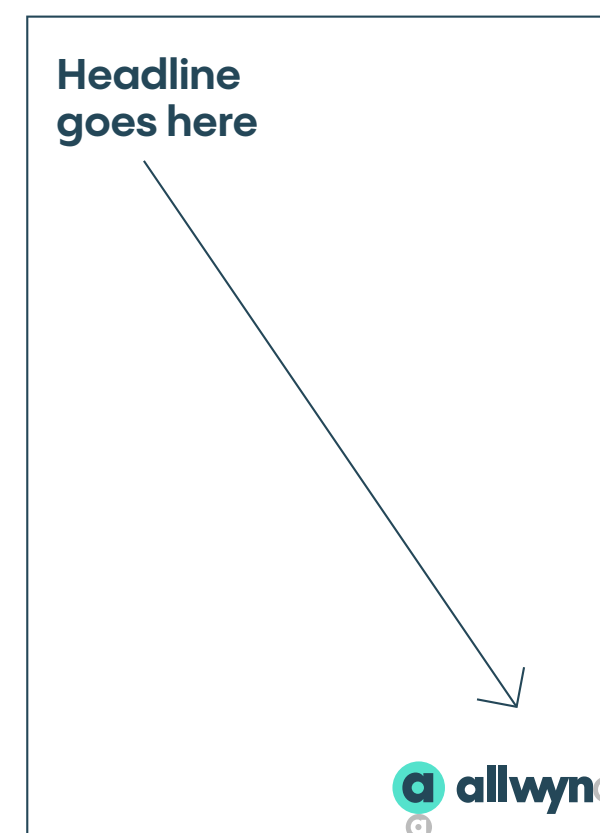
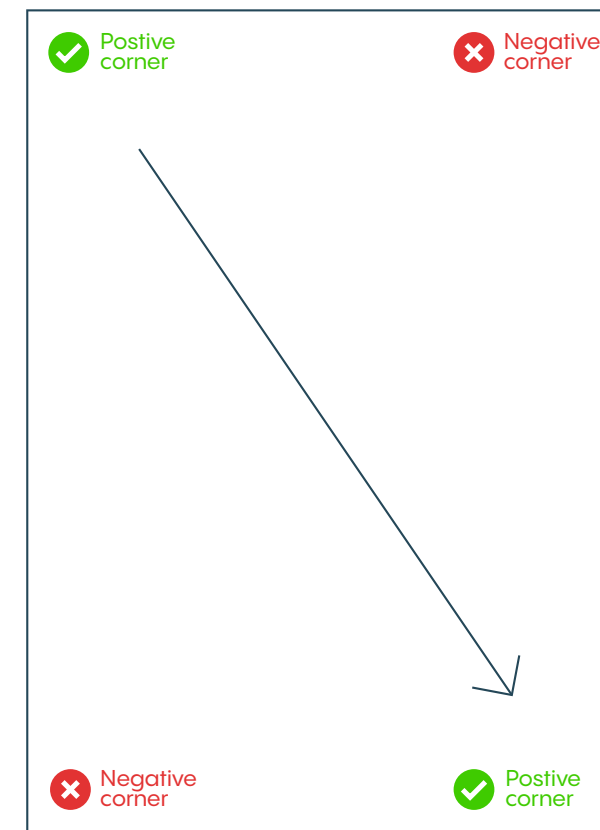
Logo positioning

In written communications, we read left to right, and top to bottom. Therefore our logos should replicate this. To do this we use 'positive corners' in our communications.

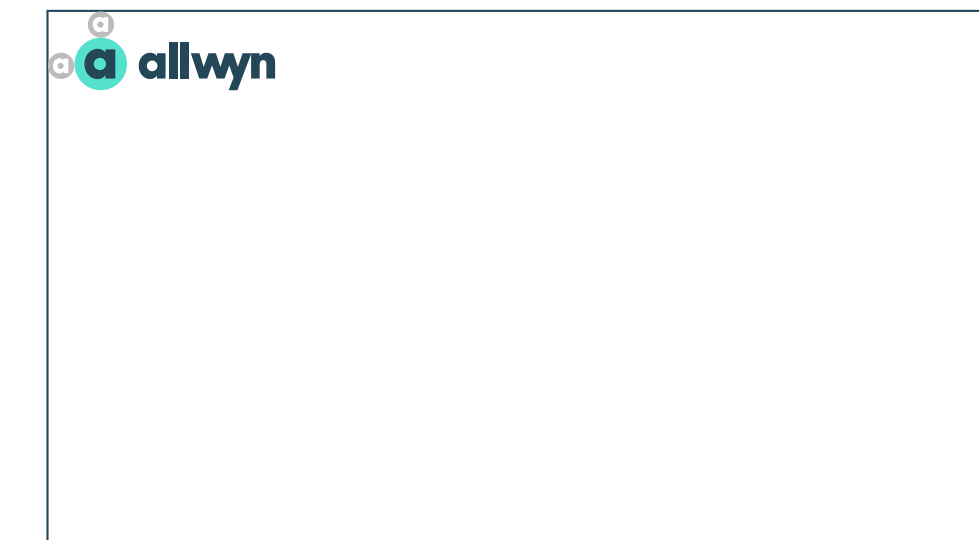
- 01 When it comes to campaigns and posters, we recommend setting the headline copy in the top left of most communications. This tends to be primary optical area, our logo then sits in the bottom right-hand corner. The logo therefore becomes the sign-off on all communications.
- 02 Some applications, such as our website, will require our logo to be in the top left-hand corner where it is a clear signifier and introduction to our brand.
- 03 We can also position our logo in the centre of applications, this will be relevant in TV advertising.
- 04 Some corporate stationery may use more traditional logo placement, such as top right-hand corner for letterheads.

The logo placement may vary for market product brands.

01



02



Exceptions to the 'positive corner' rule

03



04



Position and variations

Example communications

The position of our logos and which logo variation we use is flexible to accommodate various communications.

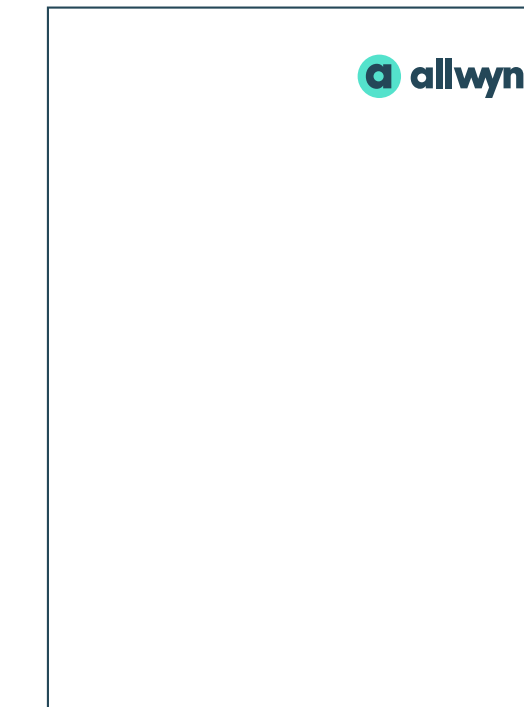
The helpful diagram to the right gives some examples of where we might use each logo variation.



On a projecting sign (or hanging sign) outside our stores, we may chose to use the stacked logo to ensure full legibility and brand presence.



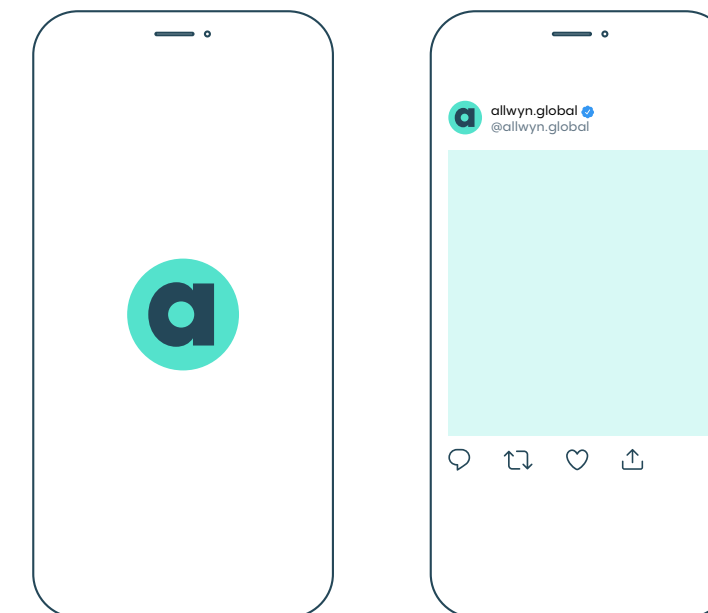
On a store front we can use the primary logo aligned left of the signage.



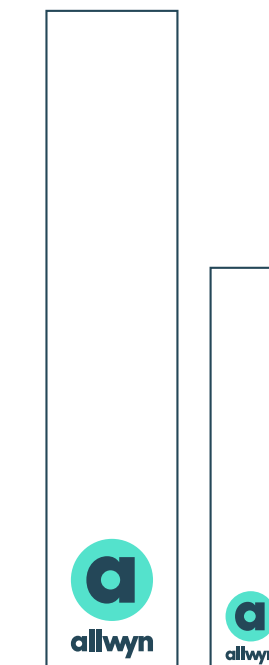
Some corporate stationery may use more traditional logo placement, such as top right-hand corner for letterheads.



Our website uses our primary logo in the top left-hand corner, as clear signifier and introduction to the brand.



Apps and social media can use the symbol alone due to limited space and the presence of the "Allwyn" name.



Slim and tall digital banners may use the stacked logo due to limited space.



TV advertising may use a centred logo.

Brand architecture

The following shows a map of the brand architecture across the company.

Please note some of these are illustrative visuals to demonstrate approach only, and not the final logo — these will be finalized in version 2.0.

