BRAND SHEET

MAD MATRIX SOLUTIONS LTD · MADMATRIX.GG · V1.0 · NOVEMBER 2026

About MadMatrix

The one-line studio boilerplate, in the site's own words. Use it as written.

> MadMatrix is an independent game studio for operators: original slots, live multiplayer tournaments and the tools behind the games. Independent minds. Original games.
>
> BOILERPLATE · TAGLINE: SERIOUS PLAY. MAD IDEAS.

If certification is mentioned at all, use only this exact form: **Core RNG certified by BMM Testlabs**. Do not paraphrase it and do not add other claims.

Logo

The primary logo is the yellow plate with the navy ninja mark and wordmark. Vector SVG and PDF files are provided for every variant below; never redraw or re-trace them.



PRIMARY – ON DARK



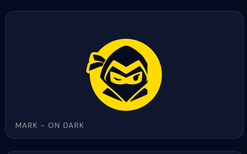
PRIMARY – ON LIGHT (NAVY KEYLINE)



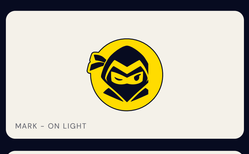
MONO WHITE



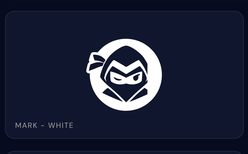
MONO BLACK



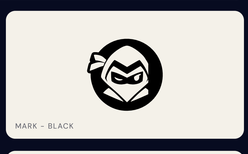
MARK – ON DARK



MARK – ON LIGHT



MARK – WHITE



MARK – BLACK



WORDMARK – YELLOW



WORDMARK – NAVY



WORDMARK – WHITE



WORDMARK – BLACK

Clear space

Keep a margin of **X** on every side, where X is the height of the letters in the wordmark. Nothing else enters this zone.



Minimum size

Below these sizes the wordmark stops reading. Use the mark alone instead.



Full logo
120 px / 32 mm



Wordmark
90 px / 25 mm



Mark
24 px / 8 mm

Where to use which

- **On dark or photo:** primary logo, or mono white.
- **On light:** primary on-light logo (navy keyline), or mono black.
- **Single colour print (one-colour, embossing, engraving):** mono black or mono white (the ink is knocked out, so they work as a single plate).
- **Avatars, app icons, favicons:** the mark.

Do and don't



DO Use the supplied files on the dark navy background.



DO Use the on-light version on cream or white.



DO Use mono white or black when only one colour is available.



DO Keep the clear space (X) free on every side.



DON'T Stretch, squash or distort the logo.



DON'T Recolour it or change the brand colours.



DON'T Rotate or tilt it.



DON'T Place the yellow logo on yellow or any low-contrast, busy background.



DON'T Add shadows, glows, bevels or other effects.



DON'T Re-arrange or re-space the mark and wordmark yourself.



DON'T Fade it or lower its opacity.



DON'T Box, outline or crop the logo.

Colour

Screen values are exact. CMYK and Pantone values are approximations only: no print profile is embedded in these files, so convert with your printer's ICC profile and proof against a physical swatch before a print run.

MadMatrix Yellow
HEX #FFDC00
RGB 255 / 220 / 0
CMYK C0 M14 Y100 K0
Pantone 109 C (nearest, confirm on a swatch book)
Plate, highlights, buttons, mark on dark

Night Navy
HEX #070820
RGB 7 / 11 / 32
CMYK C78 M66 Y0 K87 (press build ~ C95 M85 Y45 K80)
Pantone 5395 C (nearest, confirm on a swatch book)
Backgrounds, ink on yellow, text on light

Navy 2
HEX #10162D
RGB 16 / 22 / 45
CMYK C64 M51 Y0 K82
n/a (process)
Cards and panels on navy

Cream
HEX #F4F1E9
RGB 244 / 241 / 233
CMYK C0 M1 Y5 K4
n/a (process)
Light backgrounds, text on navy

Muted
HEX #A4A9BC
RGB 164 / 169 / 188
CMYK C13 M10 Y0 K26
n/a (process)
Secondary text

Typography

Both typefaces are SIL Open Font License and included in the kit (fonts/).

ANTON

Display and headlines. Always upper-case, tight leading.

DM Sans Bold · Medium · Regular

Body, UI and captions. 400 / 500 / 600 / 700.

The quick brown fox jumps over the lazy dog. 0123456789

App icons and avatars

All built from the mark. PNGs, ICO, SVG favicon and the 1200x630 share image are in icons/.



icon 192 / 512



maskable



apple-touch 180



avatar 400



OG 1200x630

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