



***ResponsiblePlay.org***

**STYLE GUIDE**

2021



**NCPG**  
National Council on Problem Gambling

**PRIMARY LOGO**

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RespPlay\_Stacked\_Color.eps



***ResponsiblePlay.org***



1.125  
Smallest Size

**SECONDARY LOGO**

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RespPlay\_Horz\_Color.eps



1.25  
Smallest Size

**DOUBLESTACK LOGO**

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RespPlay\_DoubleStack\_Color.eps



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**Responsible  
Play.org**



**Smallest Size**



***ResponsiblePlay.org***



***ResponsiblePlay.org***



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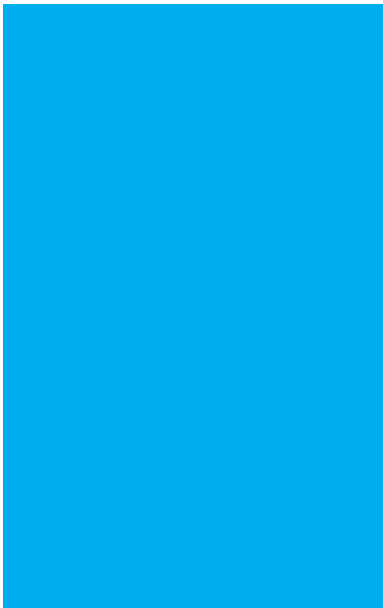


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# COLOR

## PRIMARY BRAND COLORS

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**CYAN**

C 100      R 0  
M 0        G 173  
Y 0        B 239  
K 0

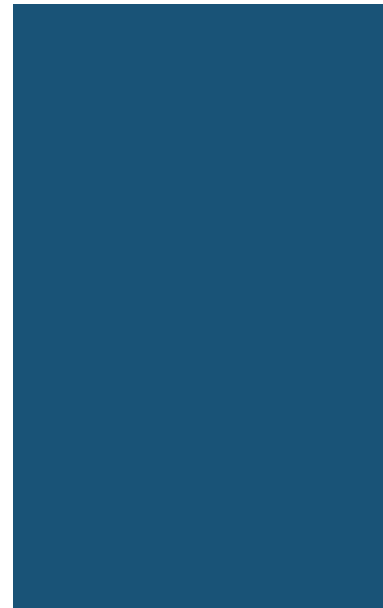
**Hex #00ADEF**



**ROYAL**

C 85        R 27  
M 50        G 117  
Y 0        B 187  
K 0

**Hex #1B75BB**



**NAVY**

C 94        R 0  
M 65        G 79  
Y 33        B 113  
K 15

**Hex # 155477**

# COLOR

## ACCENT COLORS

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**ORANGE**

C	0	R	241
M	80	G	90
Y	95	B	41
K	0		

**Hex # f15a29**



**NIGHT**

C	100	R	24
M	84	G	56
Y	35	B	99
K	24		

**Hex # 183863**

## GRADIENT

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# WHISTLE

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LOGO VARIATIONS

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## Headline

Roboto Bold

### Body Text

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Roboto Medium

# CONTACT

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