



THE STOIC GAMBLER

BUILT FOR SLOTS. WRITTEN FOR YOUR ACCOUNTANT.

Brand identity and usage guide

Approved logo assets, color system, typography, social-sharing guidance, and practical rules for consistent public use.

VERSION 1.0 · SEPTEMBER 2026

Identity system



PRIMARY MARK

Clear space

Keep open space around the mark equal to at least one quarter of its displayed width. Minimum digital size: 32 px; 64 px or larger is preferred.

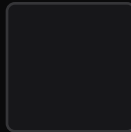
Approved use

Use the supplied brass-on-onyx artwork. Never stretch, rotate, redraw, outline, recolor, add a glow, or place it over busy photography.

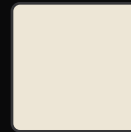
CORE PALETTE



Onyx
#0A0A0B



Surface
#17171A



Bone
#EDE6D6



Antique Brass
#B8963E



Profit Green
#3E7B4F



Muted Red
#A64F4A

TYPE SYSTEM

Libre Baskerville

Headings · editorial authority

IBM Plex Sans

Body · clarity and restraint

IBM Plex Mono 0123456789

Figures · labels · records

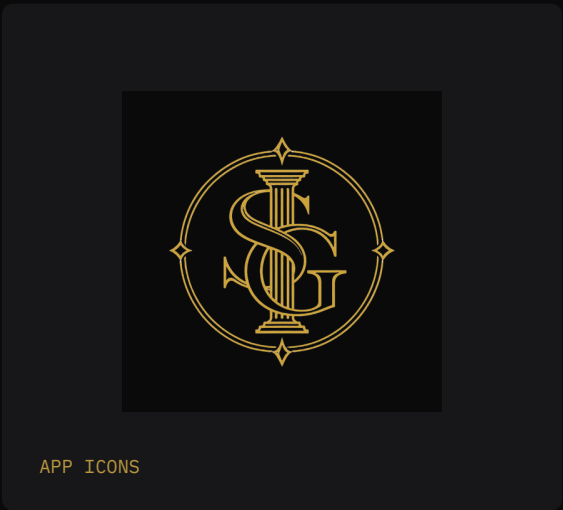
Digital and social use

SOCIAL-SHARE IMAGE



1200 × 640 · JPG

Keep the supplied artwork intact. Use it for Open Graph previews and large X cards. Avoid overlays, extra copy, or crops that remove the central wordmark or monogram.



Use 192 px for standard installed-app contexts and 512 px for high-resolution or maskable use. Do not add text inside the icon.



Do not crop, recolor, or distort the QR. Test after resizing and before print. Recommended minimum print width: 1.5 in / 38 mm.

Usage rules

DO

- Use onyx or bone as the dominant field.
- Reserve brass for rules and restrained emphasis.
- Use green only for profit or positive financial status.
- Write with precision, calm, and credibility.
- Lead with records, discipline, and clarity.

DON'T

- ✗ Use neon, flashing, casino-glam, or emoji styling.
- ✗ Suggest guaranteed wins or label a machine “good to play.”
- ✗ Recolor, distort, rotate, or decorate the mark.
- ✗ Place the logo or QR over busy photography.
- ✗ Use muted red except for tax warnings or destructive states.

SOCIAL COPY

Recommended title

The Stoic Gambler — Slot P&L and Tax Ledger

Recommended description

Session scanning, sealed records, and CPA-ready reporting for disciplined slot players.

FINAL CHECK

- ☐ Correct approved asset
- ☐ Clear space preserved
- ☐ Contrast remains legible
- ☐ Social crop checked
- ☐ QR tested after resizing

Canonical website

thestoicgambler.com

Official channel

@thestoicgambler