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BRIAN GREEN POKER

BRAND BOOK

2025





BRAND EXPERIENCE

The Brian Green Poker brand, like the player's style, is confident, determined, and fun.

It uses both light and dark colors. It blends cartoons with real-life shapes.

While we'll see a style that will shape all graphic and text materials, this brand is like poker itself—flexible, adaptable, and always aiming to showcase the resilience of Brian Green Poker.

VISUAL IDENTITY



THE LOGO AND ITS VARIATIONS

The logo integrates the player's initials through a diamond form, representing strength, resilience, and prosperity.

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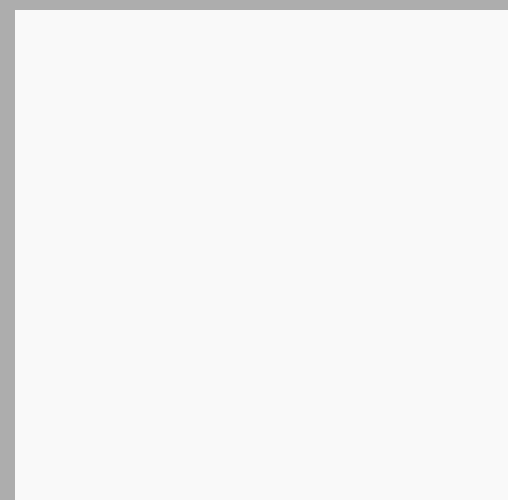
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COLORS AND TYPOGRAPHY

Green is the primary brand color, complemented by white and black. The Geoform Sans Serif typeface offers a versatile personality—capable of feeling bold and unconventional, yet refined and sophisticated.



THIS BRAND, AS THIS TYPOGRAPHY,

WILL BE BRAVE

***IRREVERANT* FLEXIBLE**

ILLUSTRATIVE ELEMENTS & USAGE EXAMPLES

These elements are designed to enhance a wide range of layouts and compositions. The following examples demonstrate how the brand functions visually in real-world contexts.

