

Brand guidelines



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Abios facilitates the growth of esports by providing enterprise-scale esports solutions.



Data

Build better experiences



Widgets

Engage your audience



Odds

Entertain your players



Enterprise-scale esports solutions.

1. Short

As part of Kambi Group, Abios offers esports data and technology to partners all over the globe.

Our product suite includes data, odds, and widgets for popular esports titles, including CS:GO, League of Legends, VALORANT and Dota 2.

2. Long

Abios facilitates the growth of a sustainable esports ecosystem by fueling enterprises and ambitious startups with the tools and data needed to build esports projects at scale.

With more than 10 years of experience in esports, Abios provides enterprise-scale esports solutions to sportsbooks, search engines, esports teams, and others. We distribute historical and live data from popular esports titles, such as CS:GO, League of Legends, VALORANT and Dota 2.

As part of Kambi Group, Abios provides data-driven odds and widgets to the regulated betting industry. With the use of proprietary modelling and innovative product features, Abios is creating an industry-leading esports betting solution.



Reliable

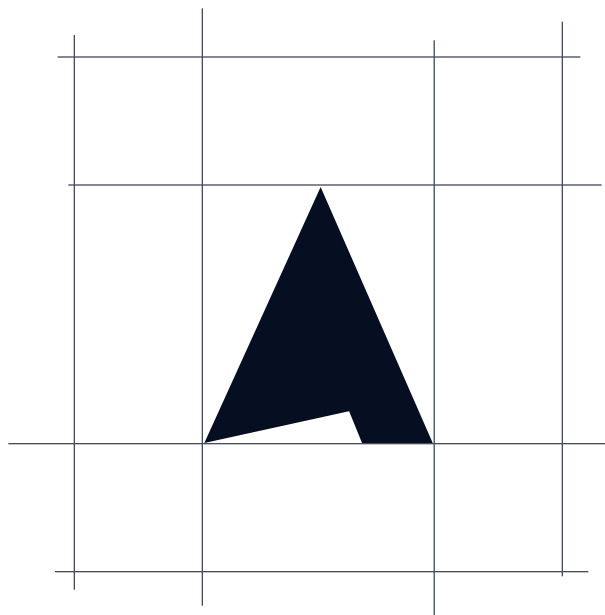
The trusted backbone of your business.

Innovative

We build innovative solutions, pushing the envelope of technology in the esports industry.

Easy

Making complex concepts and systems feel seamless and friction free.



Use on social media, sales collateral and marketing materials where the logo or Abios affiliation is not the main visual component



Our primary logo. Should be used on general communication, sales collateral, marketing materials, merch etc. Minimum spacing equals half of the logo height. Logo may not be altered or distorted. Max height 96px, min height 24px





Our secondary logo. Should be used when/if the size of “with Kambi” becomes unreadable or when the logo is used in connection with Kambi’s logo or if it is otherwise considered redundant.



H1

Type: Splash Header
Font: Gilroy
Weight: Bold
Size: 192px (12 rem)
Line-height: 200px

All headers use Gilroy font in Bold, and font size should be evenly devisable by 8 (or 0.5 rem).

Line-height for all headers is equal to the header size + 8px (or 0.5 rem).

H2

Type: Regular header
Font: Gilroy
Weight: Bold
Size: 96px (6 rem)
Line-height: 104px

H3

Type: Regular/small header
Font: Gilroy
Weight: Bold
Size: 48px (3 rem)
Line-height: 56px

H4

Type: Sub header
Font: Gilroy
Weight: Bold
Size: 24px (1.5 rem)
Line-height: 32px

P Type: Regular paragraph
Font: SF Pro Display
Fallback font (off website): Figtree
Weight: Regular
Size 20px (1.25 rem)
Line-height: 20px

All paragraphs use SF Pro Display font in Regular, and font size should always be 20px (or 1 rem).

Line-height for paragraphs is equal to the paragraph size + 4px (or 0.25 rem).

P Type: Description
Font: SF Pro Display
Fallback font (off website): Figtree
Weight: Light Italic
Size 20px (1 rem)
Line-height: 24px

P Type: Caveats paragraph
Font: SF Pro Display
Fallback font (off website): Figtree
Weight: Regular
Size 12px (0,75 rem)
Line-height: 16px



Complex products. Simply explained.

Tone of voice

Abios is a serious and mature business, yet leans to the casual side and is enthusiastic about the future.

We want to be perceived as reliable, innovative and easy to work with.

Our voice should mirror this using easy-to-understand language, employing an air of confidence lined with a streak of boldness and a positive attitude.

All esports data.

Unlock the potential of esports by obtaining all the data you need to fuel your projects. Our API provides extraordinary data which lets you cover all big tournaments and games, while giving your users an amazing experience.

From one API.

Enrich your projects with powerful data from all esports tournaments and games that are watched. When coming from one single source, all games data can flow seamlessly to your website. Easier for you, a great experience for your customers.



Colour palette

White

Type: Primary/Background/Text
Hex: #FFFFFF

Off-White

Type: Primary/Background
Hex: #EDF2FA

Deep Blue

Type: Primary/Background
Hex: #0C0E25

Blue

Type: Primary/Accent
Hex: #5E8CF0

Green

Type: Primary/Accent
Hex: #73C69C

Off-black

Type: Primary/Text
Hex: #050F21

Red

Type: Secondary/Accent
Hex: #FF8082

Yellow

Type: Secondary/Accent
Hex: #F1EC6F

Gray

Type: Secondary/Accent
Hex: #454D5E



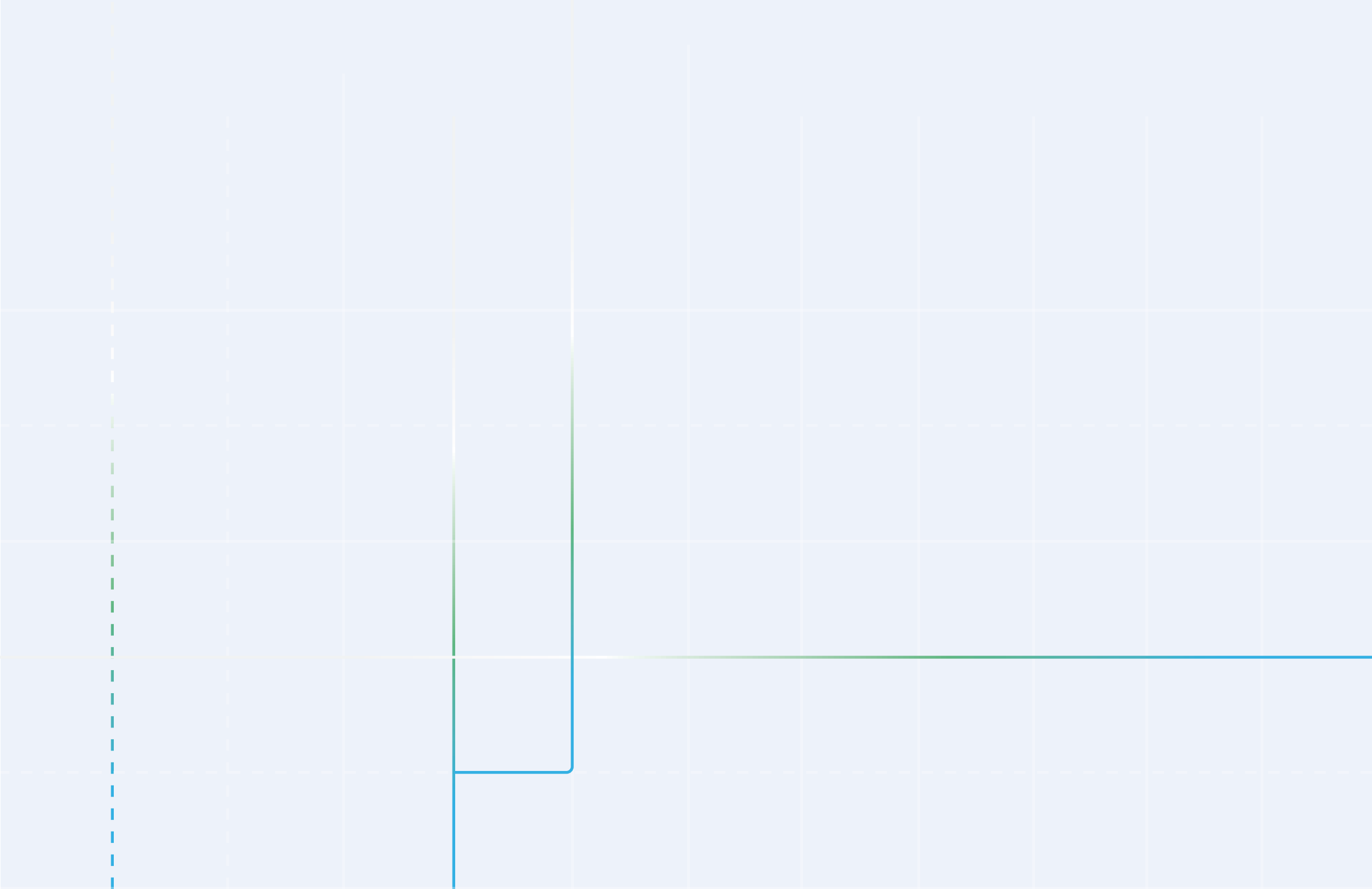
Graphical elements

1. Gradient

Primary accent colours with white

2. Background patterns

Background strokes should be a maximum of 2p width.





Icons

1. Industry events



2. Stats & trivia



3. New employee



4. Partnership



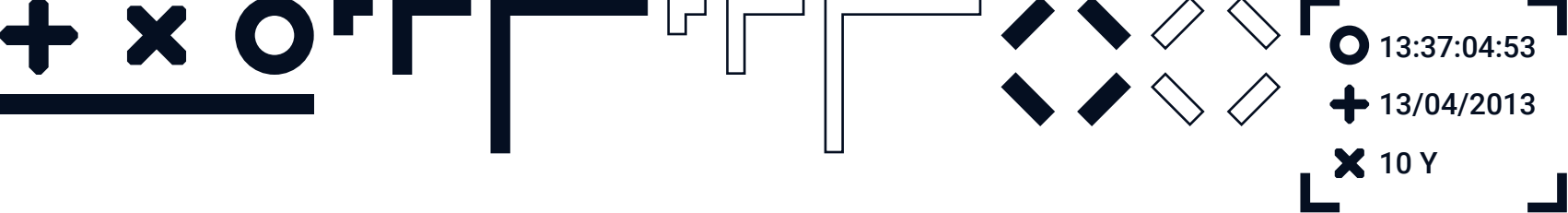
5. Products



6. General icons



7. Misc



8. Colours



Icons can be used alone or together to accentuate a fact. They should be used sparingly, and they should never bigger than the logotype in a graphical composition.

Corners & shadows

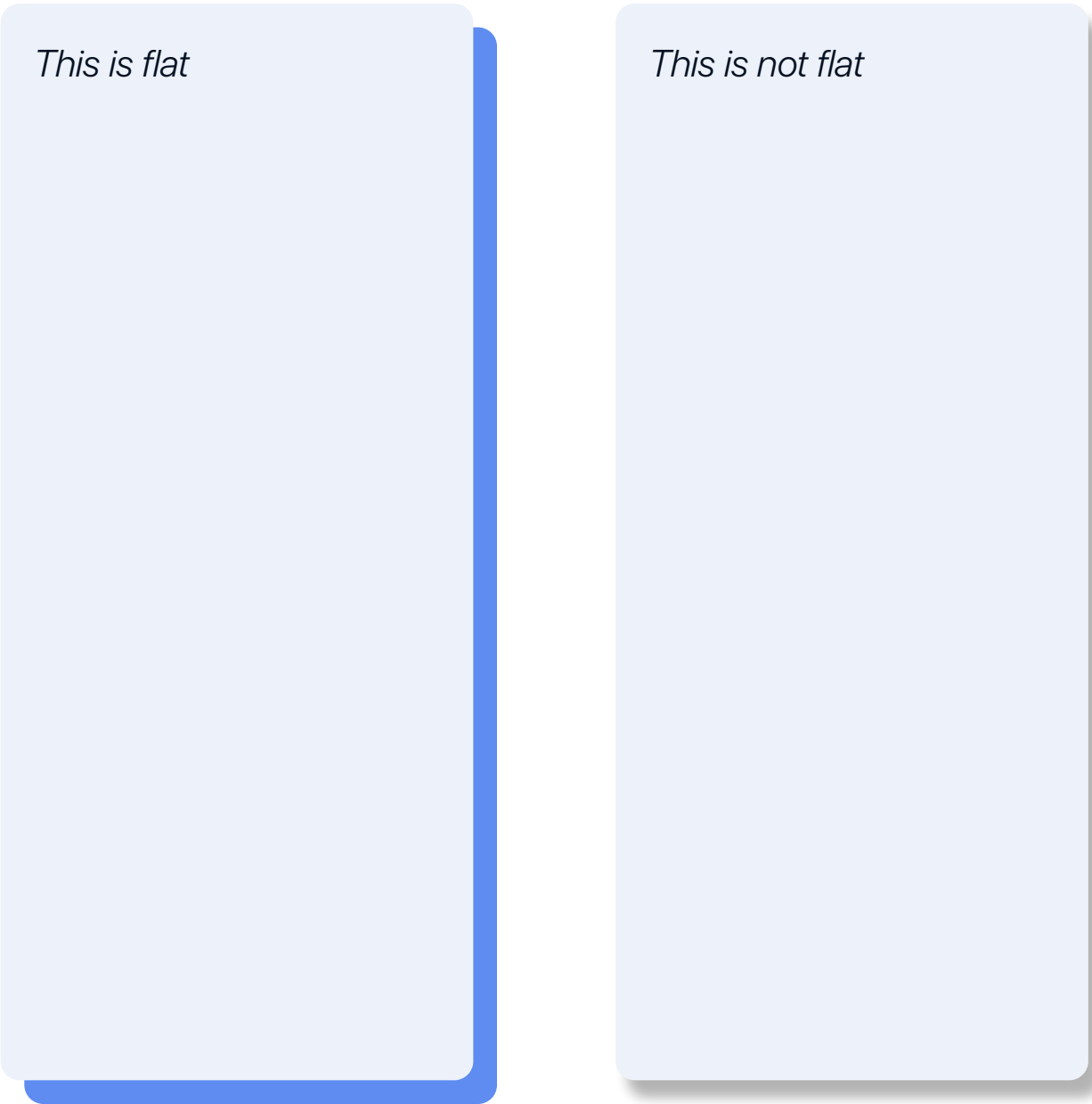
1. Corners

Rounded corners can be used, but should not be exaggerated. Use 8px or less depending on size.

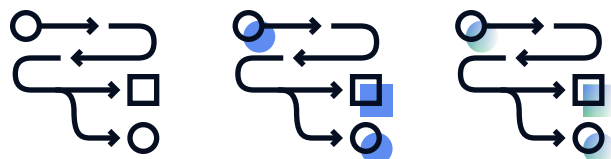


2. Shadows

We use simple, clean and flat figures. Drop shadows should be objects instead of blurry outlines.



i.e:

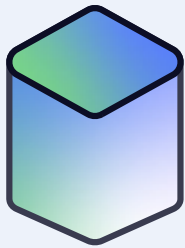




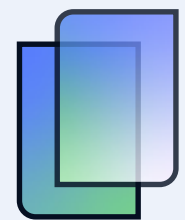
Hero visuals

Enterprise-scale esports solutions.

Data. Widgets. Odds.
Streams. Esoccer.



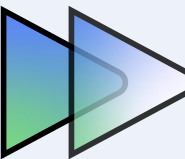
Data



Widgets



Odds



Streams



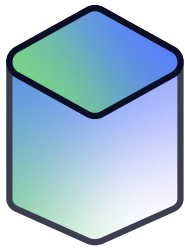
Esoccer



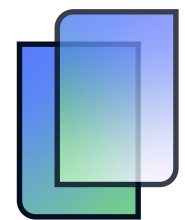
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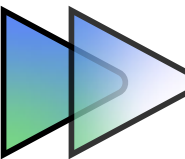
Data



Widgets



Odds



Streams



Esoccer



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Data



Widgets



Odds



Streams



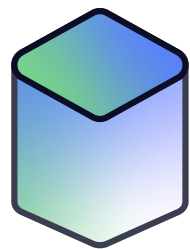
Esoccer



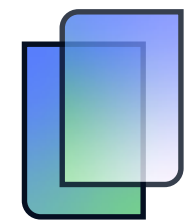
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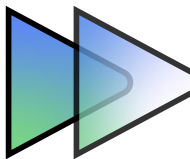
Data



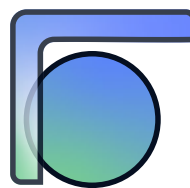
Widgets



Odds



Streams




Esoccer




Social Media

LinkedIn profile



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Data. Widgets. Odds.




John Janér
Graphic Designer at Abios
Stockholm, Stockholm, Sverige · [Kontaktinfo](#)
360 kontakter


Öppen för

Lägg till profilavsnitt


Mer




Abios




Kungliga Tekniska högskolan





Enterprise-scale esports solutions.
Data. Widgets. Odds.




John Janér
Graphic Designer at Abios
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360 kontakter


Öppen för

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Mer




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Kungliga Tekniska högskolan





Abios

We Provide Industry Leading Esports Data and Technology Across the Globe
Informationstjänster · Stockholm, Stockholm County · 1 384 följare · 52 anställda

 Christopher och 24 andra kontakter jobbar här

✓ Följer

Bjud in

Mer

Startsida

Ditt företag

Info

Inlägg

Jobb

Personer



Social Media

LinkedIn posts



Esports data for your business.



Highest Granularity



All the biggest titles



Badabing badabom








Player Props

In-play and pre-match markets
10-15 market types
5 games









New partnership

We're happy to announce our
new partnership with



DRAGONI

Welcome onboard!






Social Media

LinkedIn posts

'''
CS2 sets the new standard
in esports. Be there or be
square.



Niclas Sundell


Head of sales, Abios



Player
Props


In-play and pre-match markets
10-15 market types
5 games





New
partnership

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new partnership with

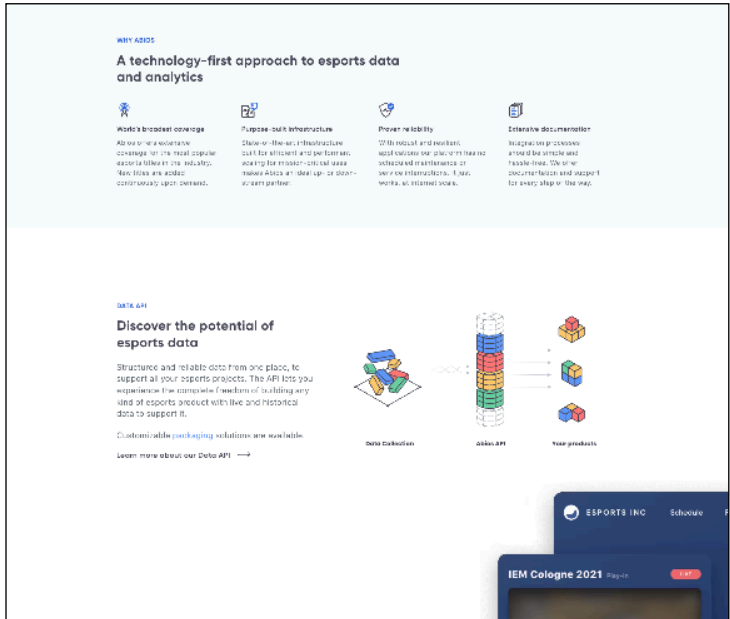
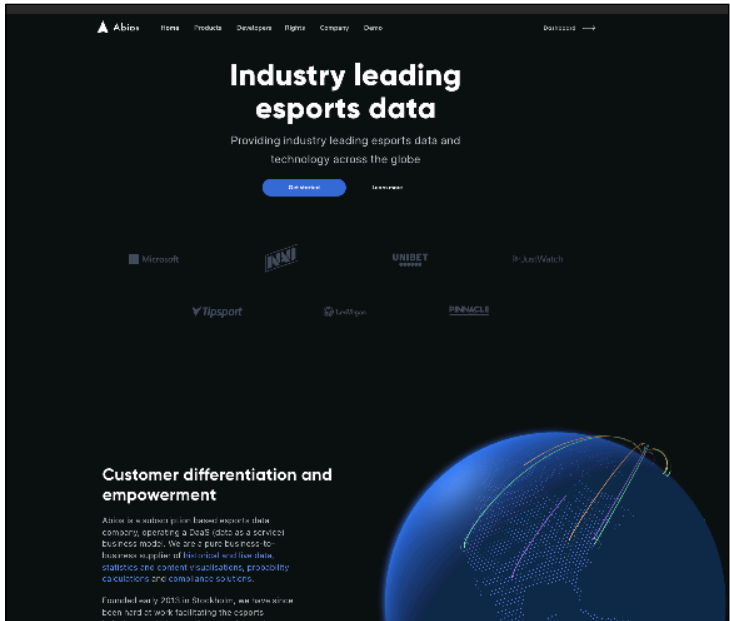
 **DRAGONI**

Welcome onboard!

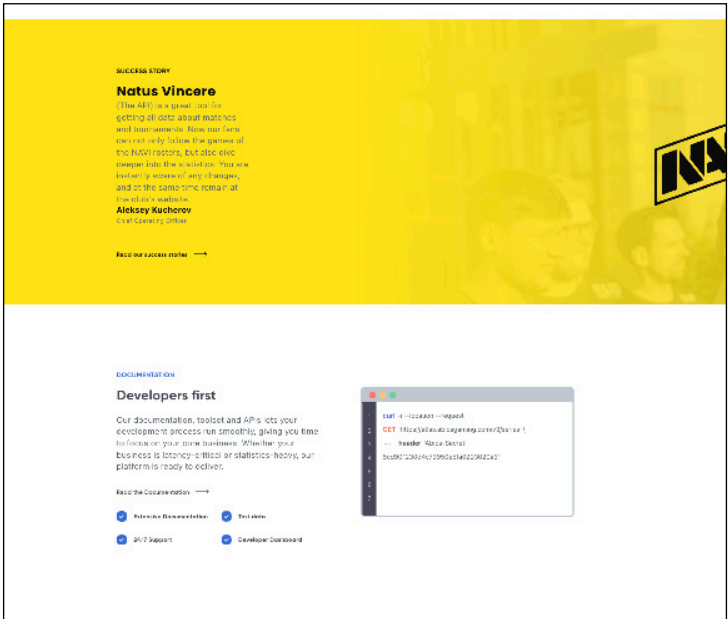
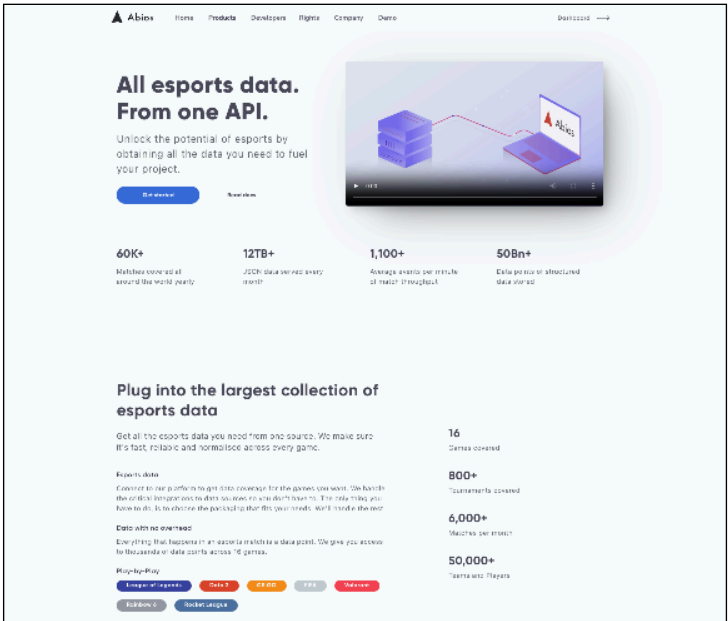


Website

Homepage



Product



Press

