



# **BRAND IDENTITY GUIDELINES**

## ➔ For players all over the world

Easy and Fun.

That's our goal here for each game in our ever-growing line-up of world class slots.

Thrilling new features and awesome graphics come together seamlessly  
to create truly unique gaming experiences for players all over the world.

So whether seasoned player or new to the scene, there's something here for everyone.

Give our games a shot, and you'll see we've got what it takes.



## LOGO VARIATIONS

### THE MONO LOGO

Use our secondary mono logo when limitations prevent you from using our original logo.



### THE HORIZONTAL MINIMUM LOGO

If the aspect does not match and the logo is too small, use this logo.



### THE SMALL LOGO

The following small version of the logo is to be used only in cases where the full size logo is deemed to be too big and the details can't be seen. The same guidelines for the main logo apply to the small version.



## → CLEAR SPACE

To emphasize the mark it needs a clear space surrounding it.  
All sides of the mark needs to be 1/5 of the logos width and height in clear space.



$X = 1/5$  Logo

## DO'S

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When possible, the logo should be placed on either white or coloured backgrounds.

