



Brand Guidelines

The Story Behind QueenPlay

The story behind QueenPlay is less of a story about the makings of an online casino for women, but more of a story about effeminacy, power, and independence. QueenPlay aims to tap into the spirit of the modern-day woman. The everyday Queen that does what she wants, when she wants and justifies her actions to no one. You have to see it to believe it. Act like a Queen, play like a Queen.

The Day-to-Day Philosophy Of QueenPlay

The Queen of Queenplay is the ruler of her dominion. She is always in control because she likes it that way. It's her way or the highway, that's her philosophy. She does not need anyone else's opinion, just her own is enough.

Other people's thoughts just cloud her mind, and the Queen's mind is the strongest weapon in her arsenal.

Not all monarchs are leaders, but our Queen is an icon.



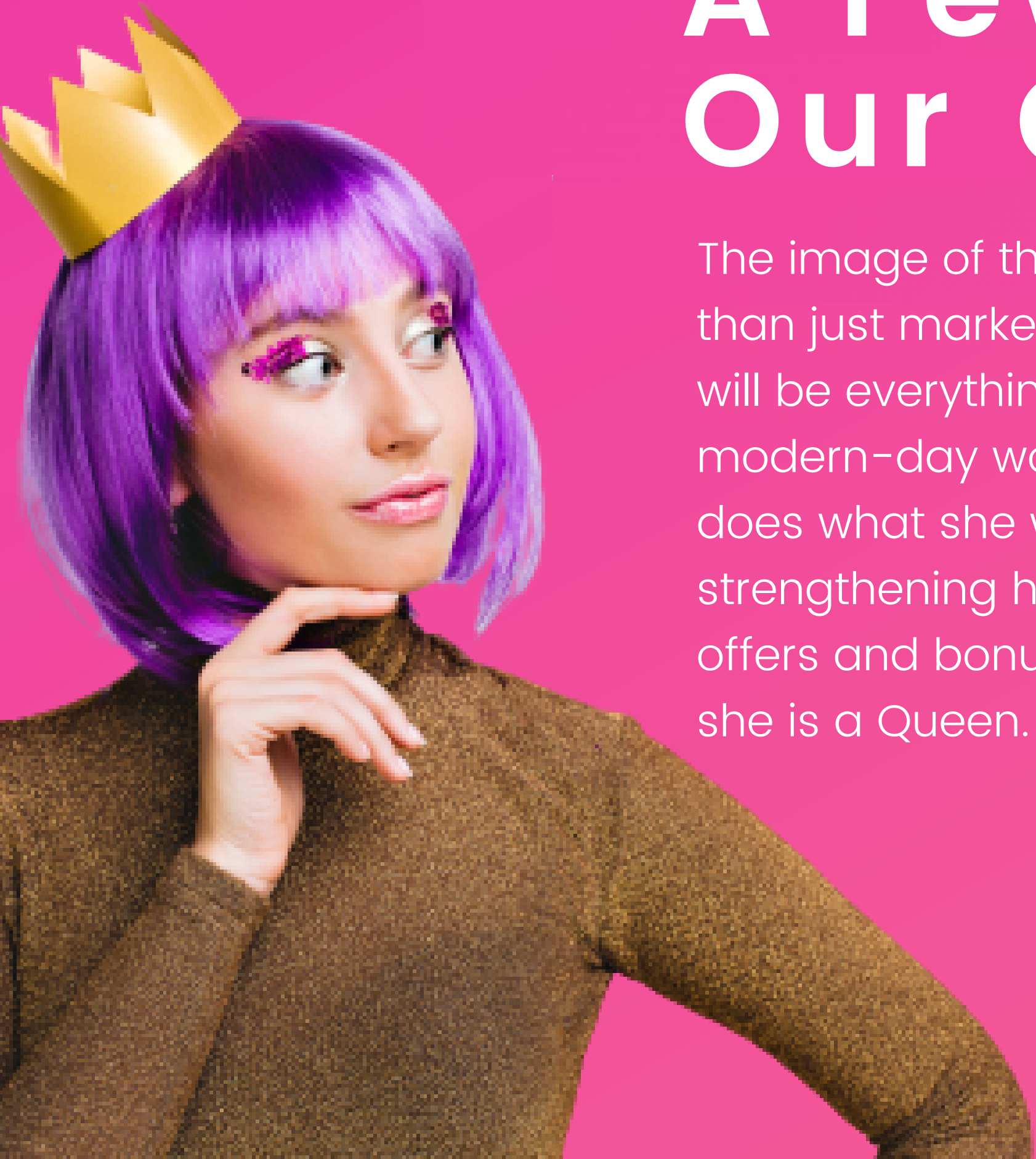
Let's Talk About The Crown



- A crown to a Queen is the ultimate symbol of sovereignty and nobility.
- That's why whenever you see the Queen's crown, you know that she is in control.
- The one who wears the crown is a domineering woman, but the symbol of the crown has no gender. Anyone is invited to join the fun at QueenPlay.
- The crown serves as a reminder that in all things that are serious, must come a moment of ease and relaxation.

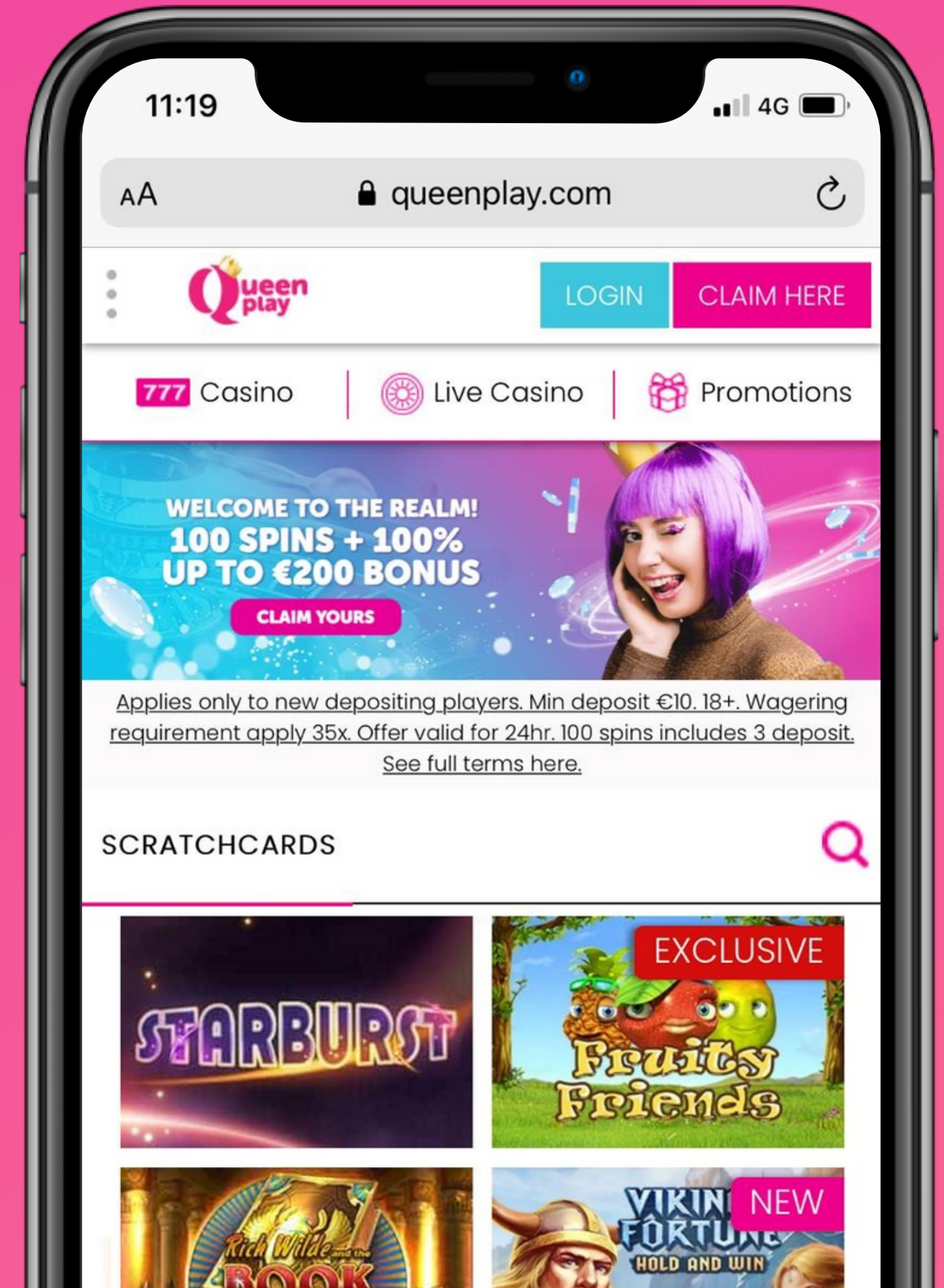
A Few Words About Our Queen

The image of the woman you see wearing the crown is more than just marketing, she is QueenPlay. She was, is, and forever will be everything that represents the strong and powerful, modern-day woman. No man can tell her what to do, she does what she wants when she wants. She also loves strengthening her fellow woman, by giving them lucrative offers and bonuses at her casino. She is not just any woman; she is a Queen. She is QueenPlay.



Our Promise

To offer our customers a safe, quality, and fun time in their day when they rule and have a pure experience of fun; feeling the thrill from the risk of the game.



Brand Values

To offer our customers an enjoyable time in their day where excitement rules and fun reigns supreme. In every review, email, blog post, banner ad, or additional piece of marketing material, we must communicate the following 3 messages:



Playfulness

QueenPlay promotes play with 1000+ interactive and graphically rich games. Our Live Casino offers an exciting live look at a virtual casino. We bring our players new games each month and consistently introduce new bonus offers and promotions.



Reliability

Our gaming experience is supported by reliable payment solutions, customer service, UK and Maltese gambling commissions, and other sensible policies that underscore our commitment to reliable and safe gambling.

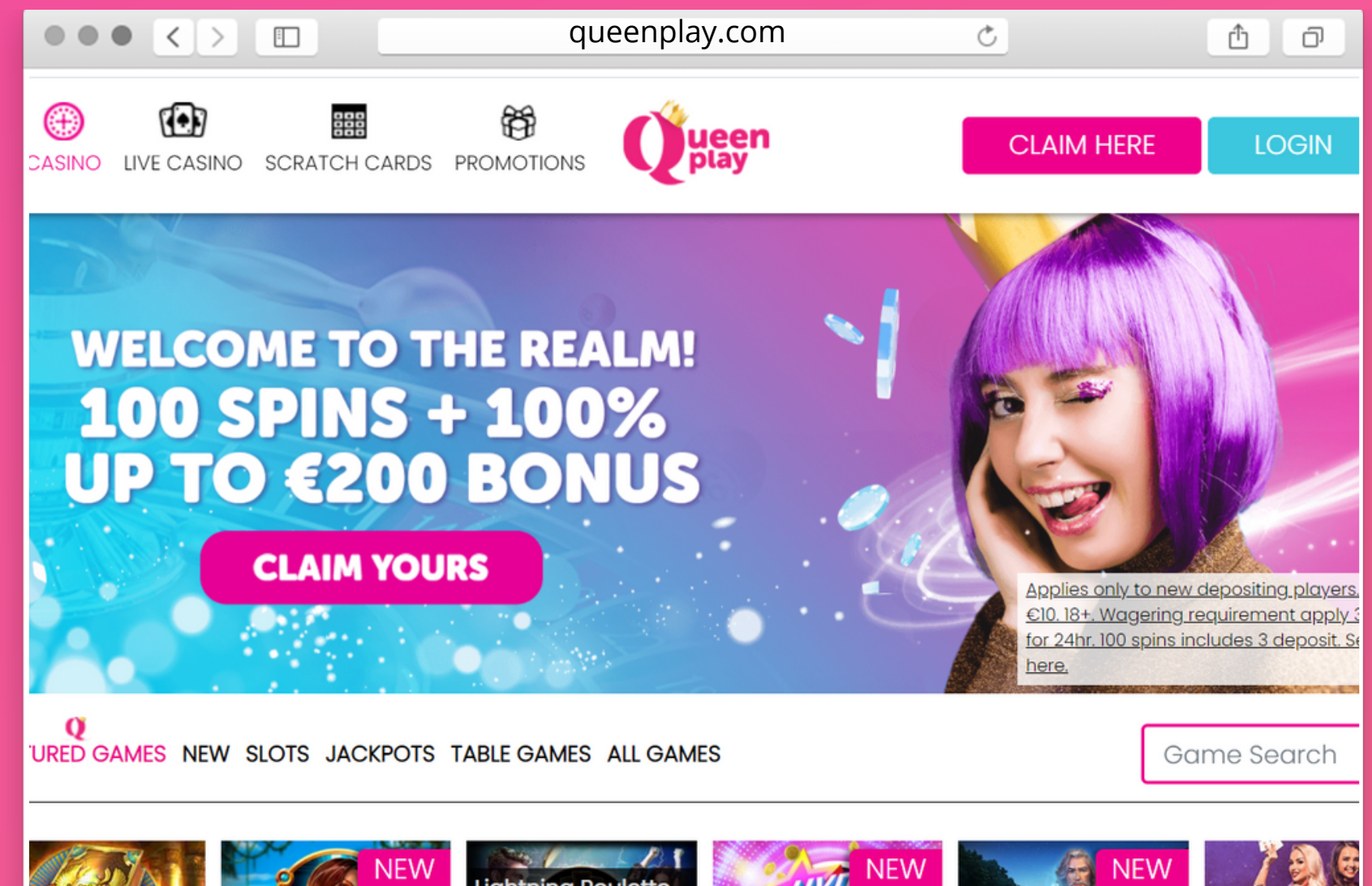


Respect

We respect any player who has ever come to experience QueenPlay. We seek to honour the privacy of our players and offer an anonymous signup, as well as a simple unsubscribe option to all of our players.

Tone Of Voice

In each and every communication QueenPlay sends out, it must always have a tone of voice that best represents the brand and its core values. QueenPlay's slogan "Act like a Queen, play like a Queen" along with the Crown serving as a constant reminder of our brand values of Playfulness, Reliability, and Respect and that the Queen will always be there for you. Whenever you need her.



Color Palette

QueenPlay
Casino



Color Codes

#3CC7DE

#FFFFFF

#EF008C

Fonts

Poppins Medium

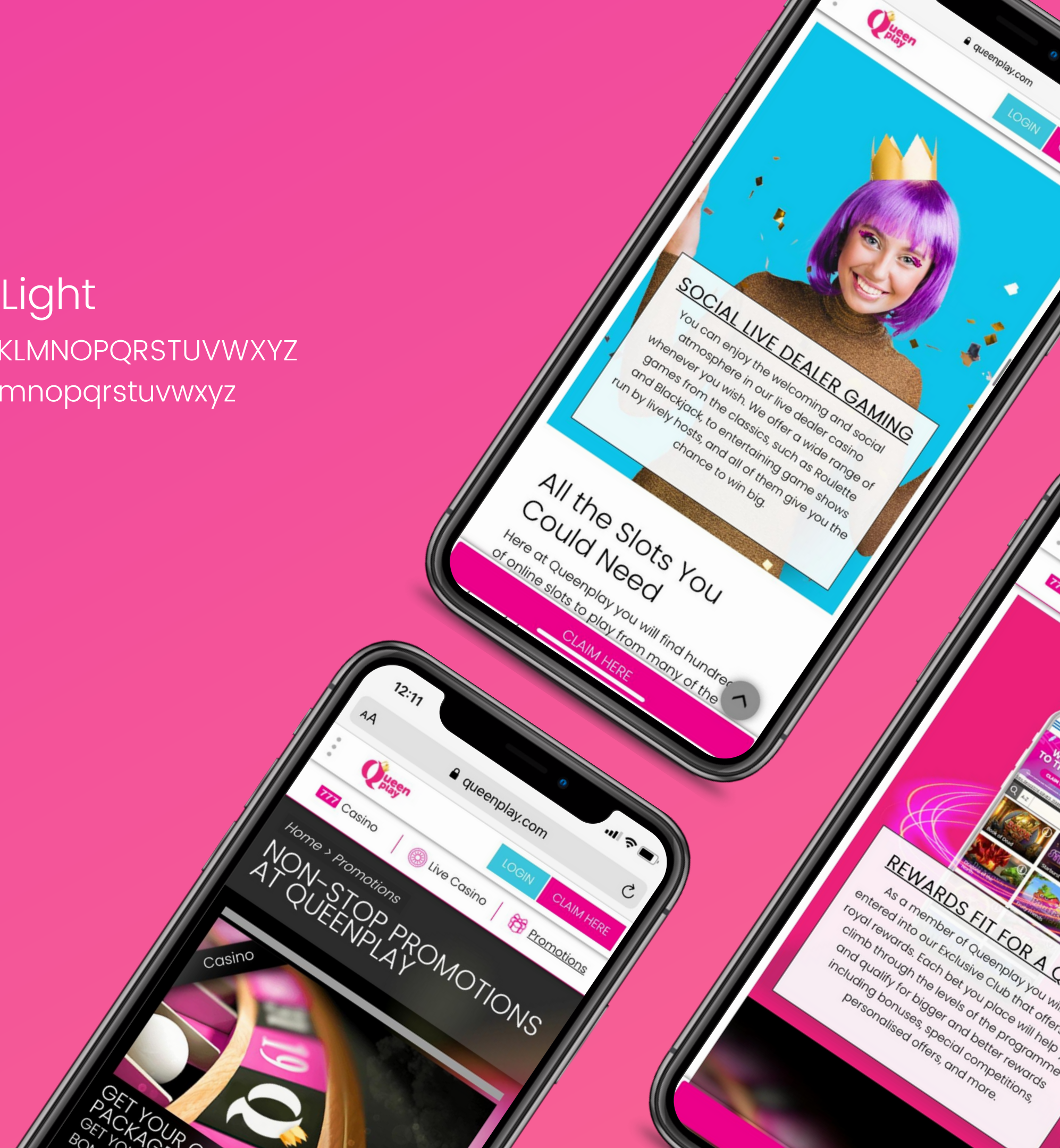
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Poppins Bold

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0123456789

Poppins Light

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Logos



Alternative logos

