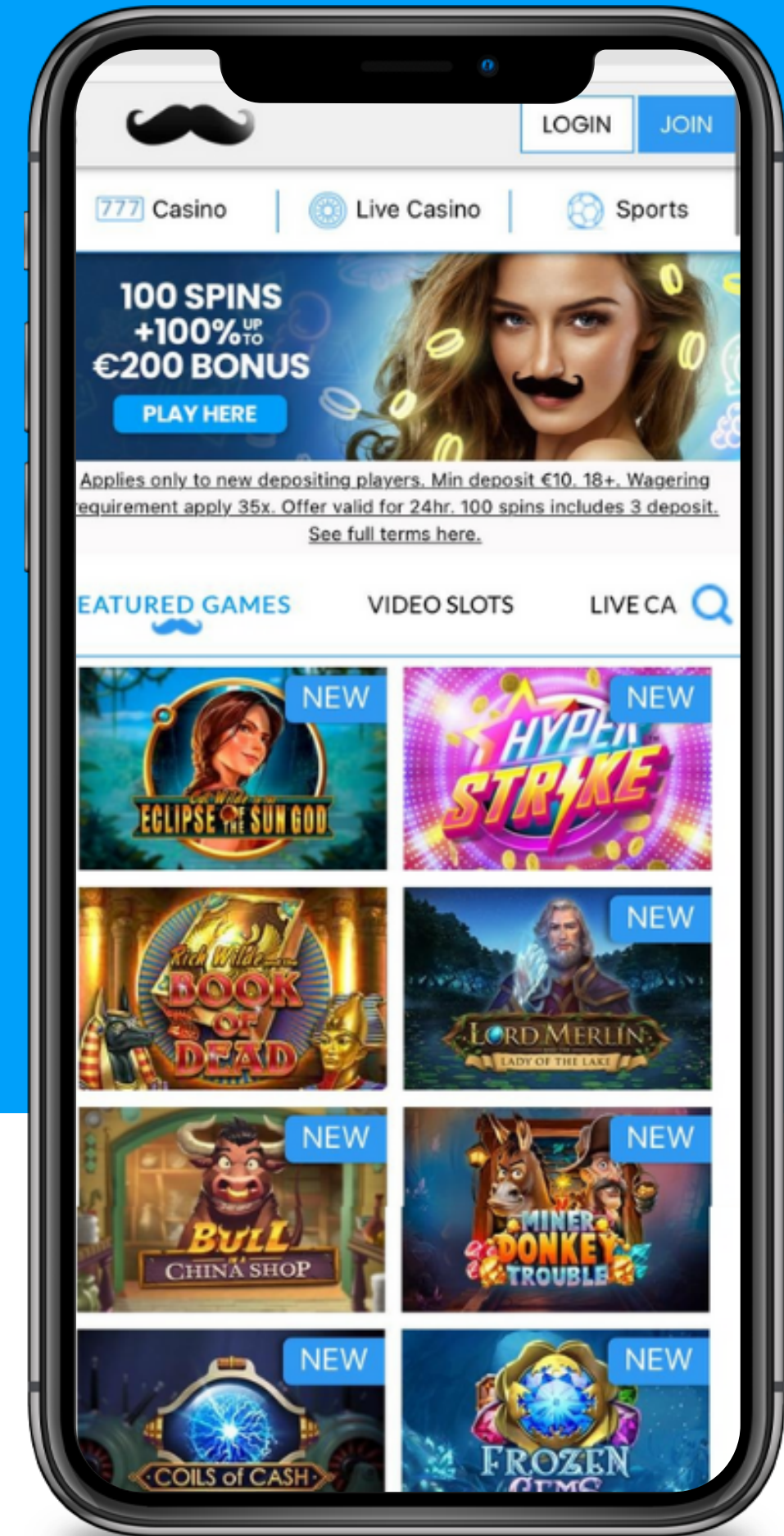


# mr.play Casino

## Brand Guidelines

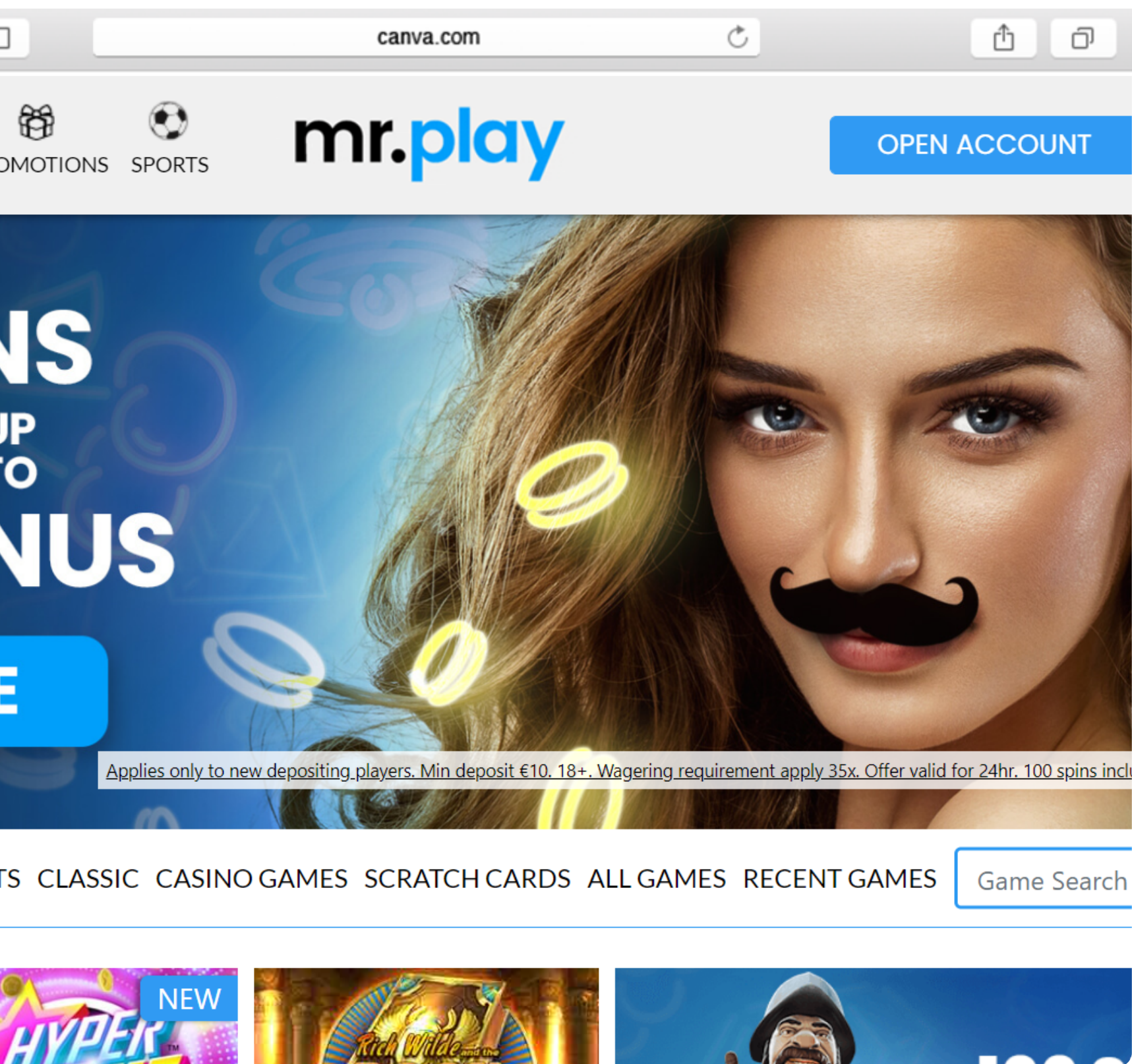


# The Story Behind **mr.play**



We all have that mr.play within us. The spirit of playfulness that first rush of excitement from our younger days. mr.play evokes a vibration of excitement deep within us. It is that feeling when we are on top of our game when we have that untouchable feeling. When mr.play gets to us, those same feelings return 10 X over. You have to try it to believe it. It's Time To Play!





# The Day-To-Day Philosophy Of **mr.play**

That quiet time in the day when you are not bothered by the daily routine and can zone out to our online playground to have fun. This is when your own mr.play comes out.

# Let's Talk About The Mustache

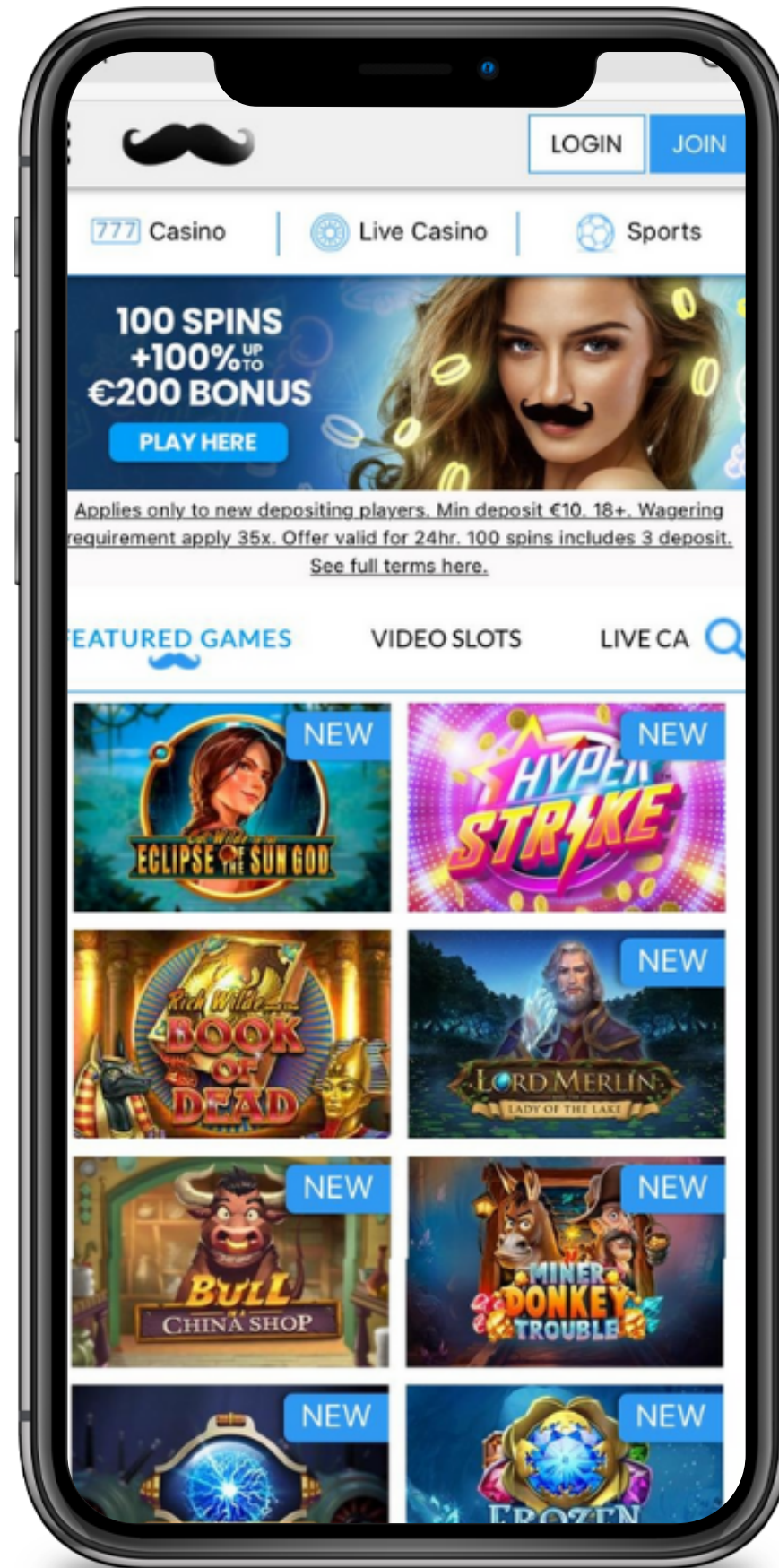
- The mustache is the ultimate symbol of the mr.play Spirit
- When you wear or see the mustache, you know that the feeling of freedom is right around the corner
- Our mustache is genderless – It's a symbol of playfulness for men and women
- Each player can wear it how they like, in their own style





# Brand Values

To offer our customers an enjoyable time in their day where excitement rules and fun reigns supreme. In every review, email, blog, and post, we must communicate the following 3 messages.



## Playful

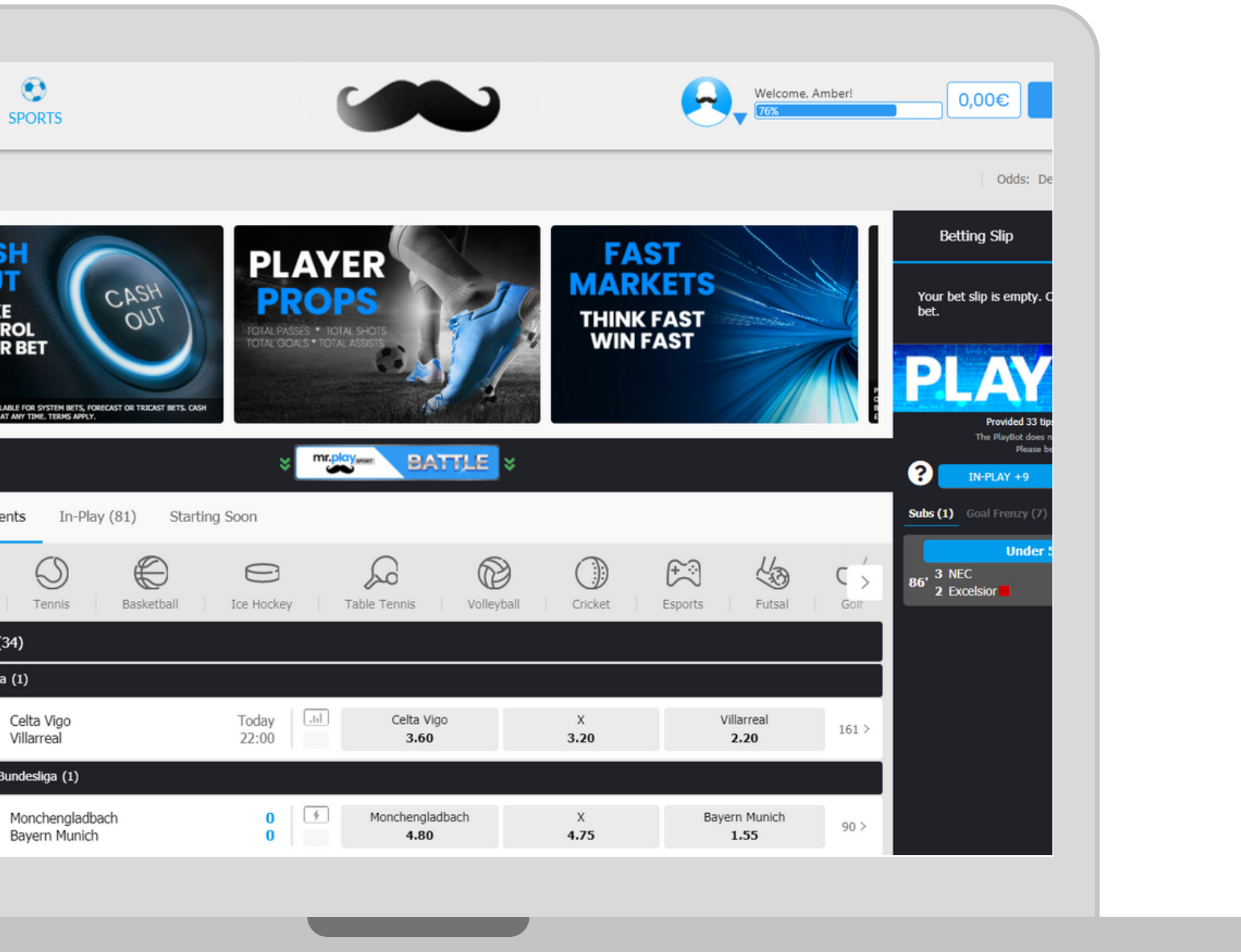
mr.play promotes 800+ interactive and graphically rich games.

## Reliable

Our gaming experience is supported by reliable payment solutions, customer service, U.K. and Maltese gambling commissions.

## Respectful

We respect any player who has ever come to experience mr.play.



# Tone Of Voice

Each communication needs to hint that "It's Time To Play". Our tone of voice is our brand's personality and serves as a constant reminder that it's time to let the workday go and put on the mr.play mustache.

# UK Advertising Guidelines

After the UKGC's official announcement to permanently ban the use of all types of misleading slot features. Operators around the world have had to make concessions in order to ensure that UK players are avoiding risky gambling behaviors. Some game features such as 'auto-play' and 'fast unlimited slot spins', are considered "misleading" and are said to reduce the control that players have over their gambling habits. Terms such as "Win", "Bet Now", "Earn" and "Free" are examples of terminology that can be used in order to paint a false reality for players and therefore increase gambling habits. Any form of exaggeration, over encouragement, and overselling from operators targeting players from the UK are banned.

These new laws were officially enforced on October 31st, 2020, and then further on February 2nd by the UK Gambling Commission (UKGC). Later this year these laws are said to be developed further.



# Typography





# PRIMARY FONT

## Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Poppins SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# SECONDARY FONT

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



# Master Logo

The master logotype is a key part of mr.play brand. It offers a fun, clever, and trustworthy look that is ever-present in our communications. The logotype has been specially created, it must never be redrawn or altered in any way.



# LOGO MINIMUM SIZES

The logo must always be legible.  
These are the minimum sizes for print and digital.  
Whenever the logo has to be smaller than the minimum  
size it must be replaced by text.

## DIGITAL



TEXT  
mr.play

## PRINT



TEXT  
mr.play



# Exclusion Zones

This zone is the minimum area that must always be kept free of any type, or graphic elements. The exclusion zone is measured by using twice the diameter size of the dot after 'mr' in mr.play. The clear space around the logo may be greater than, but not less than the minimum area stated.



# Alternative Logo

Alternative logos have been created for instances when it is not possible to use the Master logo. In order for the logo to remain consistent these option should be used





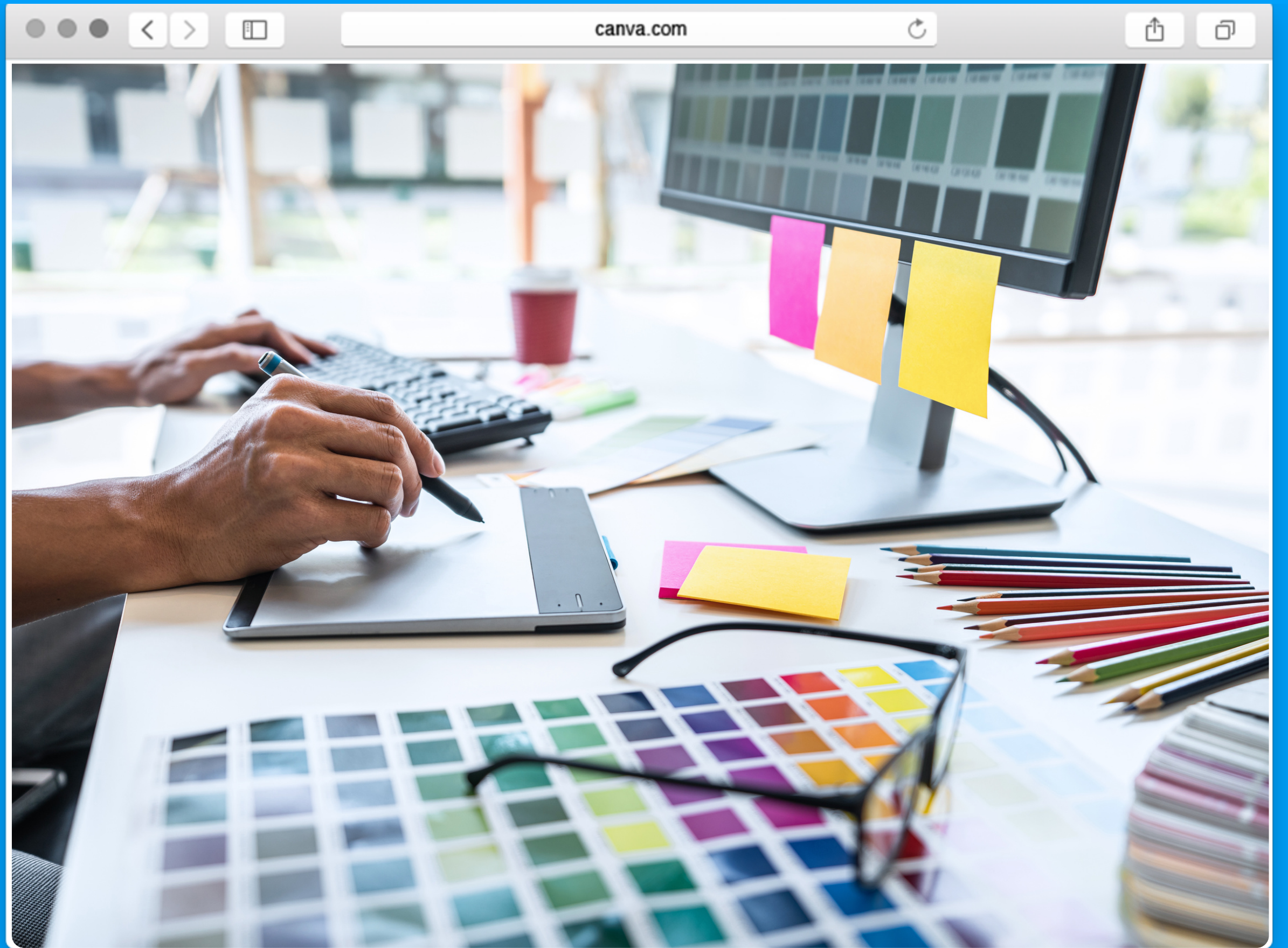
# Logo On Photograph

The logo must be legible over any photograph background. It is necessary to ensure legibility. The master logo must always be considered first, even if the background needs to be treated.





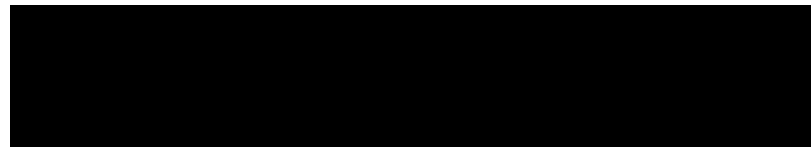
# Colors





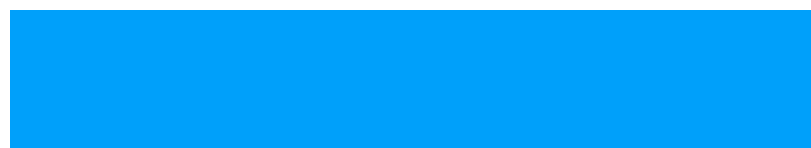
# Primary Color

These colors provide a respectful, clever, and trustworthy mix. The primary colors should be used at all times.



Black

Color Code: #0000

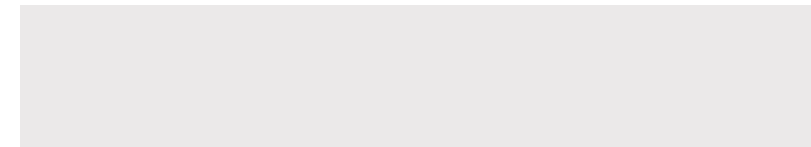


mr.play Blue

Color Code: #00a0fa

# Secondary color

These are the secondary brand's colors. They are designed to support the primary colors.



Light Grey

Color Code: #EBE9E9



Dark Grey

Color Code: #4d4d4d