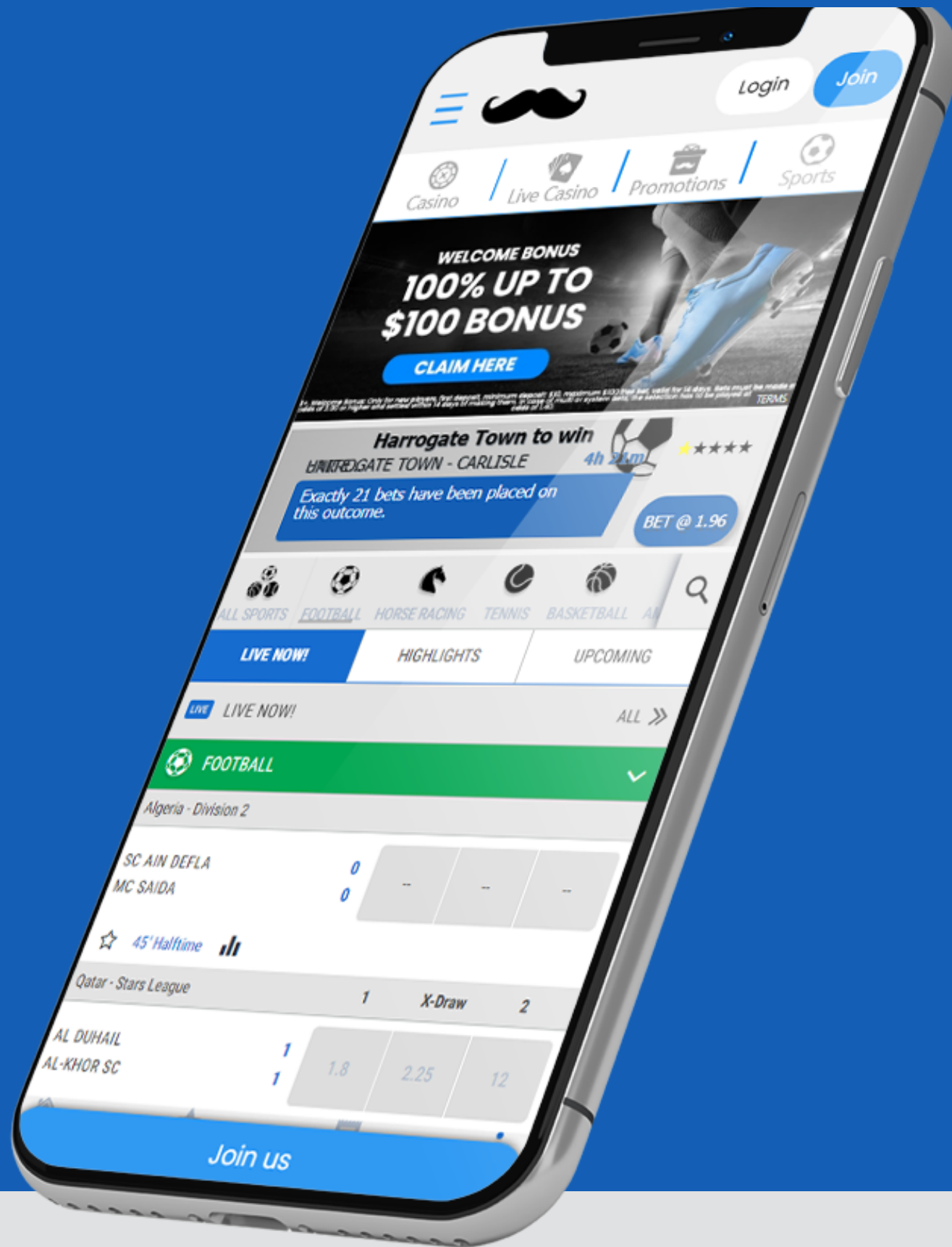




Brand Guidelines

# The Story Behind mr.play Sports

Sport enthusiasts are at the core of the mr.play sport story. A sportsbook where the possibilities are infinite when it comes to betting markets and odds. At mr.play sport it's all about those moments when human determination and passion overcome all odds. These are the moments we remember. mr.play sport allows members to dive head first into all things sports with our enormous range of betting markets and competitive prices. Get your game on , for the love of sport!



# **The day-to-day philosophy of mr.play sport.**

That peaceful time in the day where life's daily tasks are not in the way and you can zone out and enjoy our online, fields, tracks, arenas, stadiums and courts to your sport-loving heart's content.

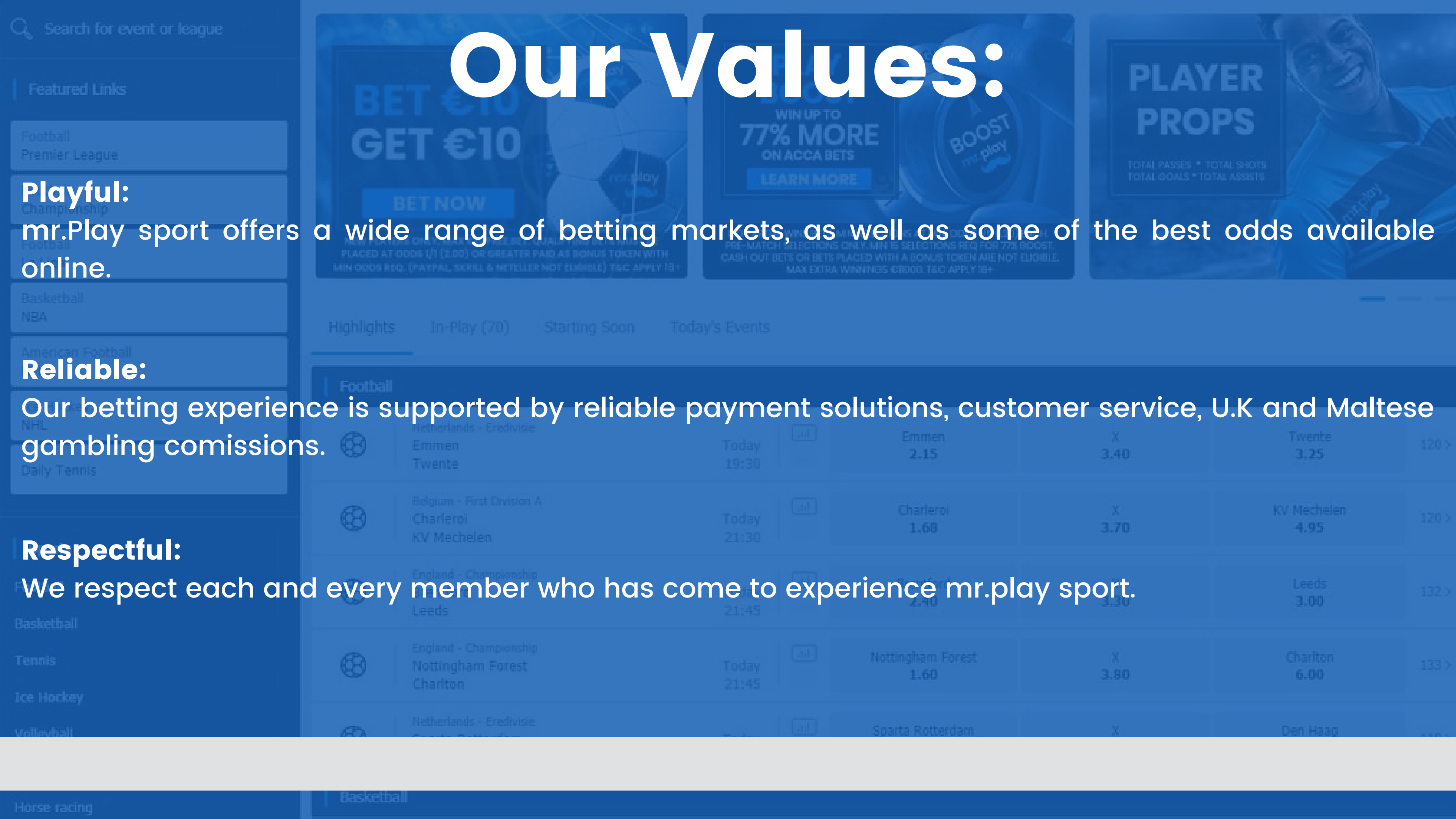




# Our Promise

To offer our customers a true sports experience at a top-tier sportsbook. By joining mr.play sport, members experience the thrill of risk and reward in a sportsbook exclusively for sport fanatics. To cater to every sports lover- no matter what sports they love!





# Our Values:

**Playful:**  
mr.Play sport offers a wide range of betting markets, as well as some of the best odds available online.

**Reliable:**  
Our betting experience is supported by reliable payment solutions, customer service, U.K and Maltese gambling comissions.

**Respectful:**  
We respect each and every member who has come to experience mr.play sport.

# Tone Of Voice

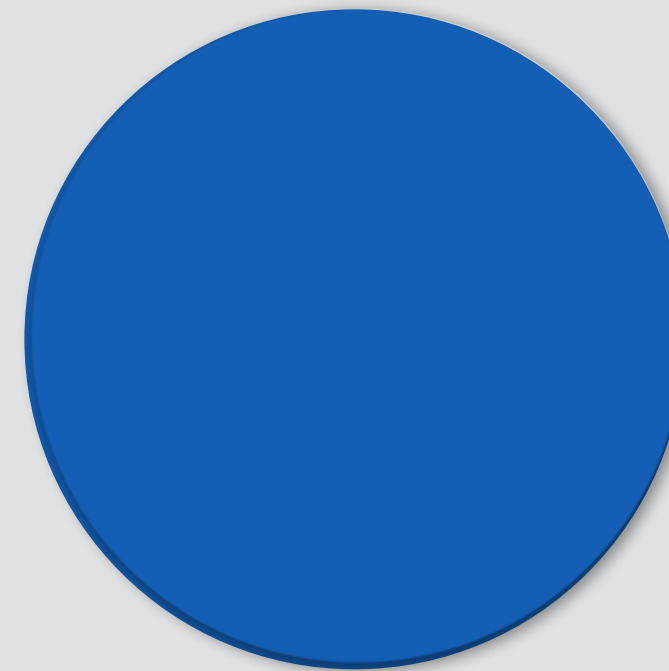
Each communication needs to hint "Get your game on , for the love of sport!". Our tone of voice is our brand's personality and serves as a constant reminder that sports reign supreme while sporting the Mr.Play mustache.



# Colour Palette

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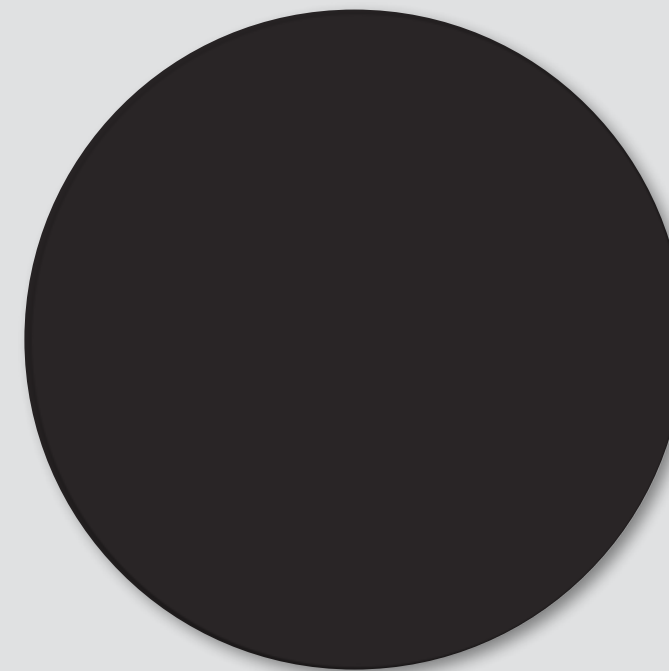
## mr.play Sport



#145FB5



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#292526



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**Fonts**

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**mr.play Sports**

**Poppins H1**

**Poppins H2**

Poppins H3





# LOGOS