



Luckster

Brand Guidelines



The Story Behind Luckster

The Luckster Brand is all about bringing entertainment and excitement with a touch of luck. It offers all members an authentic Irish experience while providing a prestigious service while playing the newest casino games. What keeps players coming back is Luckster's 'luck of the Irish' theme and its dedication to providing endless gaming enjoyment to its players. With a fortune of games to try your luck on and lucrative bonuses and promotions Luckster has something for every type of player.



The day-to-day philosophy of Plaza Royal:

The Luckster team believes that every player deserves the chance to experience the Luck of the Irish no matter where they are based. To this end, we offer a lucky experience combined with a great selection of games and attractive bonuses and promotions that cater to all types of players.



Our Promise

To offer all members a true authentic Irish experience at a premier online casino. When players register an account at Luckster, they will be able to immerse themselves in the the luck of the Irish, while experiencing the fun and excitement of thrill and reward at an online casino for all types of players.

Our Values

Luck:

Luckster promotes accessibility to all types of players. We offer more than just an online casino– we offer an experience. We Allow members from anywhere to take advantage and enjoy the Luck of the Irish atmosphere with an exciting array of features, games, bonuses, and promotions on offer.

Fun:

Luckster provides over 3000 interactive and graphically stimulating games, in an authentic Irish-themed atmosphere for members to enjoy. Members can immerse themselves in the Luck of the Irish with our live casino offers as well as some seriously lucrative bonuses and promotions that are updated consistently.

Respect & reliability:

Any player who joins Luckster is guaranteed respect. At Luckster, we honor the privacy of all our members while providing a secure service. With reliable payment solutions, customer service, UK and Maltese gambling commissions, and a host of other policies which emphasize our dedication to reliable and safe gambling.



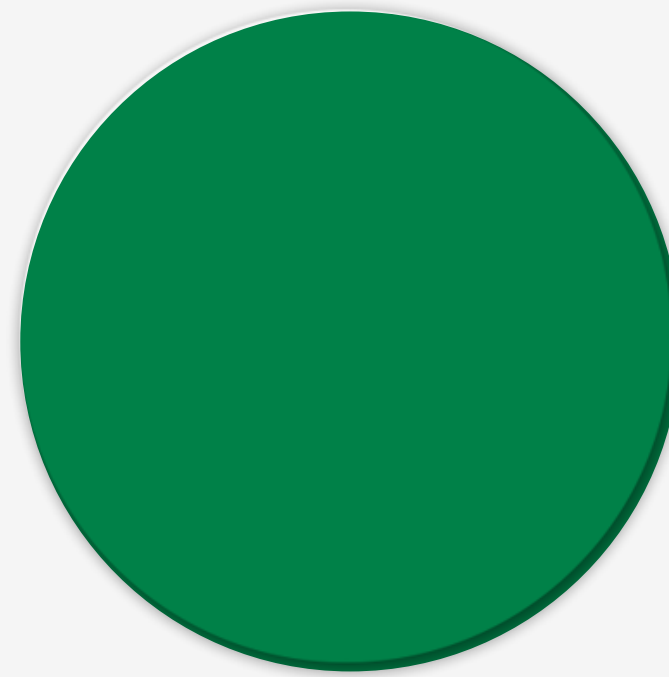
Tone Of Voice:

Each communication needs to hint that Luckster is an online casino that offers members the full 'Luck of the Irish' experience no matter where they are. Our tone of voice is our brand's personality and serves as a constant reminder that when you play at Luckster Casino, you can step out of reality and let the little leprechaun guide the way, while you enjoy fun and excitement on the go. Our tone is one that screams excitement and luck. We allow our members to experience the 'Luck of the Irish' from the palm of their hand with any device.



Colour Palette

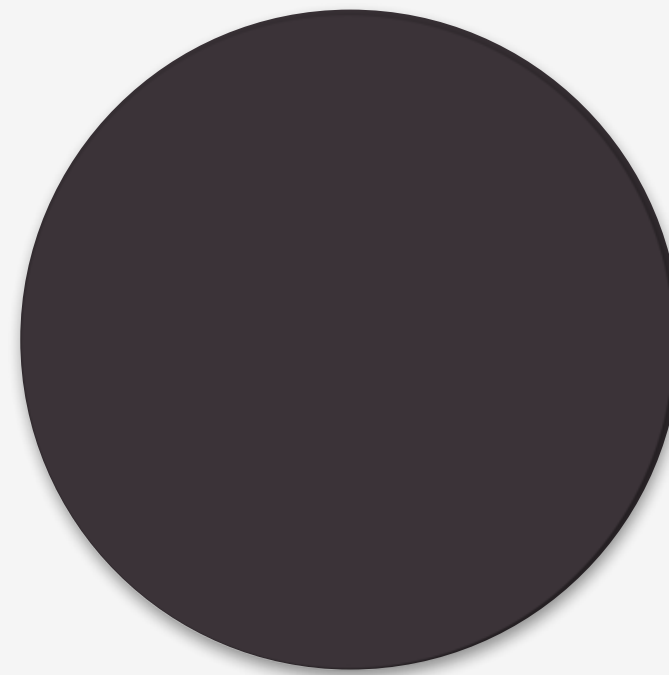
Luckster



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Fonts

Luckster

Poppins H1

Poppins H2

Poppins H3



Luckster



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LOGOS