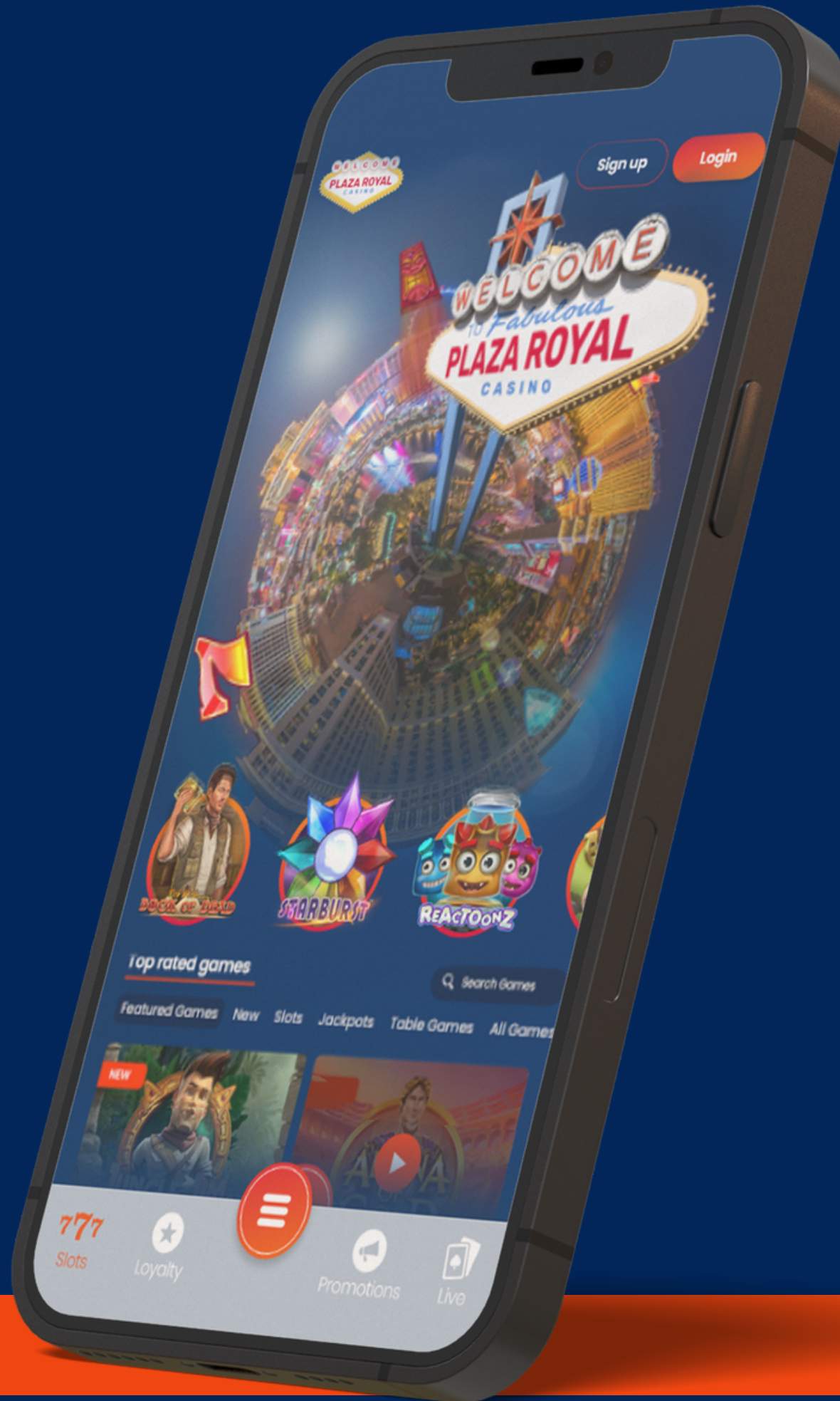




Brand Guidelines

The Story Behind Plaza Royal

Plaza Royal is an online casino offering an authentic Las Vegas experience topped with outstanding service to anyone who joins. The attraction for many players to Plaza Royal is its commitment and overall focus on providing players with the look and feel of being at a prime Las Vegas casino on the strip from your mobile device. All players have the common interest of experiencing Vegas in all its glory. While this may not be possible for everyone, Plaza Royal aims at being the equivalent to a trip to a top Las Vegas casino. Nothing is left out here. From the exciting collection of games to attractive bonuses and promotions, it's almost hard to believe you are not in Vegas. You have to see it to believe it. Play on your own terms.





The day-to-day philosophy of Plaza Royal:

The Plaza Royal team believes that every player deserves the chance to experience Las Vegas at least once no matter where they are based. To this end, we offer a Las Vegas experience with a rich collection of games and attractive bonuses and promotions tailored to all types of players.



Our Promise

To offer all members a true authentic Vegas experience at a stellar online casino. When players register an account at Plaza Royal, they will be able to immerse themselves in the equivalent of a trip to a prime Las Vegas casino, combined with the thrill and excitement of thrill and reward in an online casino designed for all types of players.

Our Values:

Accessibility:

Plaza Royal 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 Las Vegas lightning-show atmosphere with an exciting array of features, games, and bonuses, and promotions on offer.

Fun:

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

Respect & reliability:

Any player who joins Plaza Royal is guaranteed respect. At the Plaza, 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.

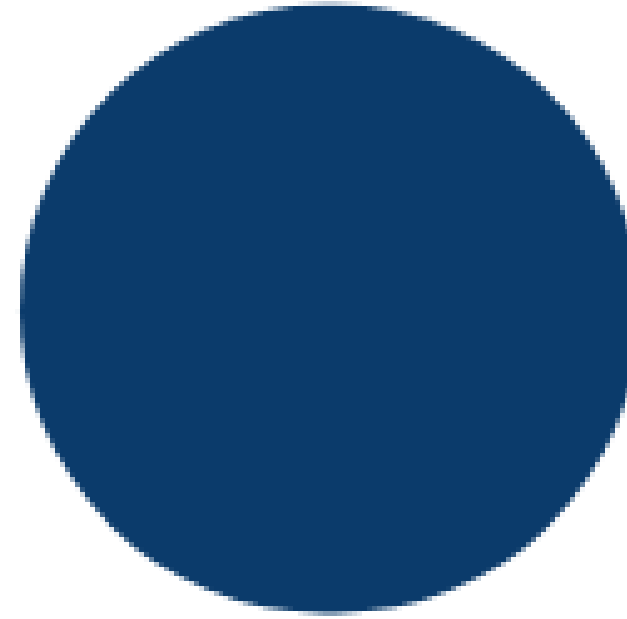
Tone Of Voice:

Each communication needs to hint that Plaza Royal is an online casino that offers members the full Las Vegas 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 Plaza Royal, you can step out of reality and join in on the Vegas fun no matter where you are based. Our tone is one that is enticing, and fun. We allow our members to experience the Las Vegas experience from the palm of their hand with any device.

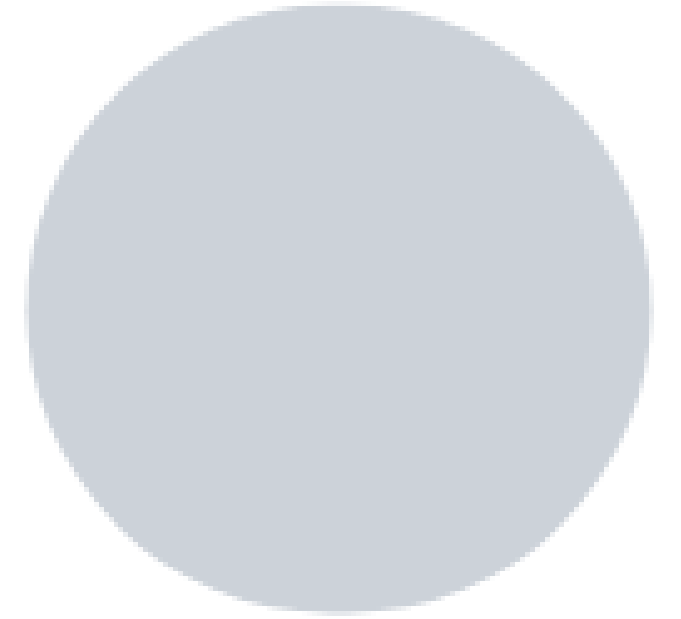


Colour Palette

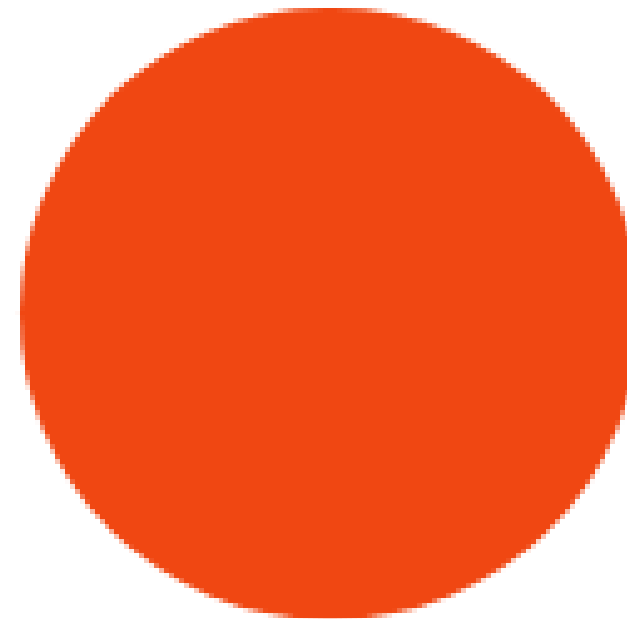
Plaza Royal



#0B3B6B



#CCD2D9



#F04712



#D9002D-#FF7800

Fonts

Plaza Royal

Poppins H1

Poppins H2

Poppins H3



LOGOS