InterCasino Brand Guideline.

Brand Guidelines 2009





00.00.2009



I.O Our Brand

Inter Casino

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These guidelines outline the way we want our brand and our business to be seen by the world.

We have tried to articulate a clear, inspiring and shared vision of what we stand for – to engage with all our audiences and to inspire everyone internally to rally behind our new brand.

We want to be the best in the business. We've listened to our customers, we know what we are good at, and now we have a brand that can help us drive our performance forward to build growth for our business.

How we communicate our brand will be key to our success. These brand guidelines will help to ensure that the InterCasino family of brands is delivered in a style that is consistent and compelling.

We operate in a very competitive and crowded market, and we know that we have to be distinctive and different to consistently attract and retain customers. In a world of bland chains, the unique, unusual, and intriguing brands really capture people's imagination. This is why we are putting the idea of individuality at the heart of our brand.

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1.2 Our Brand Positioning

All great brands start with an idea and we have defined ours as:

One of a kind

On line gamblers have so much choice, with many sites offering very similar experiences. We are using our brand to stand out from the crowd, and create a unique entertainment destination that will appeal to the hearts and minds of more and more players.

We are determined to be the stylish alternative to the bland 'me too' look-alike mainstream casino brands. We need to be 'boutique' in the hotel sense of the word. Being 'one of a kind' will help our brand to communicate difference, aspiration, service, quality and fun.

Unsurprisingly, all customers want technical excellence, brilliant back up service, great promotions and a large selection of entertainment. Our brand has to deliver all this in an intriguing, unusual way that will make us memorable and attractive. One of a kind.

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The values that drive our business are:

Commitment to Excellence Integrity Clarity Passion Individuality Style Entertainment

In business, as in life, actions speak louder than words. Hence, we are what we do.

What we stand for is increasingly important to our consumers and our colleagues. It is important that we have a clear idea of what InterCasino stands for. These values have to be part of every aspect of the brand and should be reflected in all elements of our service, behaviour and communication, internally and externally. We believe that a business that is anchored by these values will be a good place for our employees to work, a great place for our customers to play and a profitable business venture for our investors.

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1.4 Brand Personality

The InterCasino brand is:

Experienced and Professional Approachable and Attentive Distinctive and Stylish Energetic and Fun

The Intercasino brand is not: Misleading, arrogant, bland, boring, stuffy, aloof, confusing, middle of the road.

Projecting a distinct personality in a market crowded with bland operators will give us a big competitive advantage.

Our brand personality defines the way our customers see us, our attitudes, beliefs and spirit. The way we project ourselves is hugely important. Our association with innovation has shaped our brand into what we are today but our success for the future depends on building a richer personality that will enhance our reputation with all our customers.

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1.5 Brand Summary

In our conduct	INTEGRITY We are honest and reliable
In our dealings	CLARITY We are accountable and responsible
In our attitude	PASSION We are driven and committed
In our approach	INDIVIDUALITY We are memorable, unusual and unique
In our touch	STYLE We are design-conscious in all our communications
Our overall aim	ENTERTAINMENT We are driven by client satisfaction
In all we do	COMMITMENT TO EXCELLENCE We must be the best

It's not just what we say - it's what we do... our positioning, our personality, our products and our customer service must fit together, and signal our intentions. Our values must inform everything we do. They are our bible.

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2.0 Brand Identity Core Elements

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Our brand identity is made up of many different elements that combine to give a visual representation of our brand.

Every element has its role to play in supporting our brand image. These guidelines show how the elements work together to create a distinctive brand look and feel.

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2.2 Logo

Our logo is bold contemporary and sharp. It harnesses the power of black and white for great standout, and is dynamic and sophisticated enough for use in any environment. Its design supports our values of clarity, style and individuality.

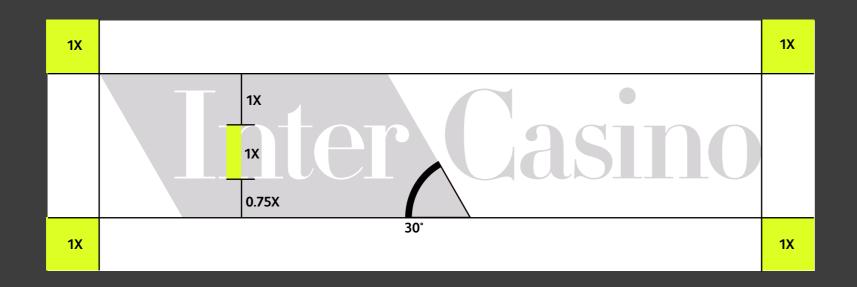
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2.3 InterCasino Logo – Construction

Sizes, proportions, and ratios for using our logo in any situation, including the white space exclusion zone around the logo. All measurements take their size reference from the height of the lowercase letter n and the diagonal black stripe is always used at a 30 degree angle.



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2.4 InterCasino Large-use Logo

Slightly different typographic detail in our logo makes it more legible at small or large size.



InterCasino Small-use Logo



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2.5 InterCasino Large-use Logo Reverse

When the logo is used in reverse the typographic detail changes to give better legibility



InterCasino Small-use Logo Reverse



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0 BE APPROVED 2.6 InterCasino Large-use Logo with Strapline



THE FIRST ONLINE CASINO SINCE 1996

InterCasino Small-use Logo with Strapline



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2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11	Logo Correct and	d Incorrect Usage
2.12.1	Graphic Device	The Stage
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4	Banners and Pro	motions (x 5 different sizes)
3.5	Banners Animat	ed
3.6	In-Game Brandi	ng
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2	C	Print
4.4	Gold	TBC
4.5	Platinum	ТВС
5.0	Contact	

2.7 InterCasino Large-use Logo with co.uk



InterCasino Small-use Logo with co.uk



Inter Casino

5.0	Contact		
4.5	Platinum	TBC	
4.4	Gold	TBC	
4.3.2		Print	
4.3.1	InterBingo	Logo/Colour	
4.2.2		Print and Website	
4.2.1	InterPoker	Logo/Colour	
4.1	Introduction		
4.0	Sub-Brands		
3.6	In-Game Brand	ing	
3.5	Banners Animat		
3.4		omotions (x 5 different sizes)	
3.3	Icons		
3.2.2	T	Second Level	
3.2.1	Website	Homepage	
3.1	Introduction	11 million and 1	
3.0	Brand Identity	Digital	
2.16.3		Promotional Items	
2.16.2		Printed Items	
2.16.1	Applications	Stationery	
2.15.2		Out of the 'Zing'	
2.15.1	Imagery	Out of the Black	
2.14.3		Websafe	
2.14.2	51 5 5 5 5	Secondary	
2.14.1	Typography	Primary	
2.12.1	Colour Palette	····• =-····9	
2.12.1		The Zing	
2.12.1	Graphic Device		
2.11		d Incorrect Usage	
2.10	Logo in Repeat		
2.9	Logo in Colour		
2.8	Logo Alignment		
2.7	Logo with .co.uk		
2.6	Logo with Strap	line	
2.5	Logo Reverse		
2.4	Logo Large / Sm		
2.3	Logo Constructi	on	
2.2	Logo		
2.1	Introduction		
2.0	Brand Identity	Core Elements	
1.5	Brand Summary	/	
1.4 1 c	Brand Personali		
1.3	Our Brand Value		
1.2	Our Brand Positioning		
1.1	Introduction		
1.0	Our brand		
4.0			

InterCasino Logo Free Standing



Our logo as a freestanding entity can be centred or ranged to one side.

InterCasino Logo Align Top

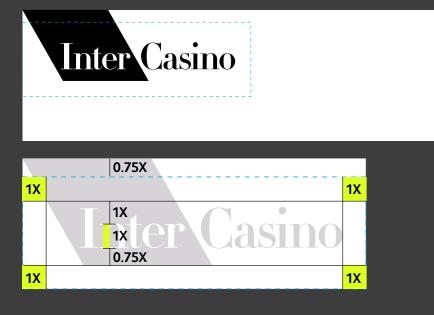
InterCasino Logo Align Below



The body-copy of any print document should always align with the letter 'I' in the Intercasino logo. Accordingly the black diagonal stripe element of the logo can extend to the corner of the page and beyond.

The logo is usually ranged left at the top of a page or ranged right at the bottom of a page for advertising and promotions but the identity is versatile enough to allow exceptions.

InterCasino Logo Align Top from Page Corner



The logo fits directly into the corner of the page for stationery applications (see proportions below).

Inter <mark>Casino</mark>

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	onina
1.3	Our Brand Value	
1.4	Brand Personali	
1.5	Brand Summary	-
	brana banna j	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Constructi	on
2.4	Logo Large / Sm	
2.5	Logo Reverse	<u> </u>
2.6	Logo with Strap	line
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11		d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4	Banners and Pro	omotions (x 5 different sizes)
3.5	Banners Animat	
3.6	In-Game Brandi	
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	ТВС
4.5	Platinum	ТВС
5.0	Contact	



InterCasino Logo On Black

InterCasino Logo On Lime











Inter Casino

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	
1.4	Brand Personalit	
1.5	Brand Summary	
	brana bannary	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Construction	on
2.4	Logo Large / Sm	
2.5	Logo Reverse	
2.6	Logo with Strapl	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11		d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2	Typography	Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2	inagery	Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2	Applications	Printed Items
2.16.3		Promotional Items
2.10.5		
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2	TT CD SILCE	Second Level
3.3	Icons	
3.4		motions (x 5 different sizes)
3.5	Banners Animat	
3.6	In-Game Brandi	
5.0	In-Oume Drana	
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	ТВС
4.5	Platinum	TBC
	. Identari	
5.0	Contact	
5.0	Contact	

Inter Casino ter Casino Inter Cas Inter Casino

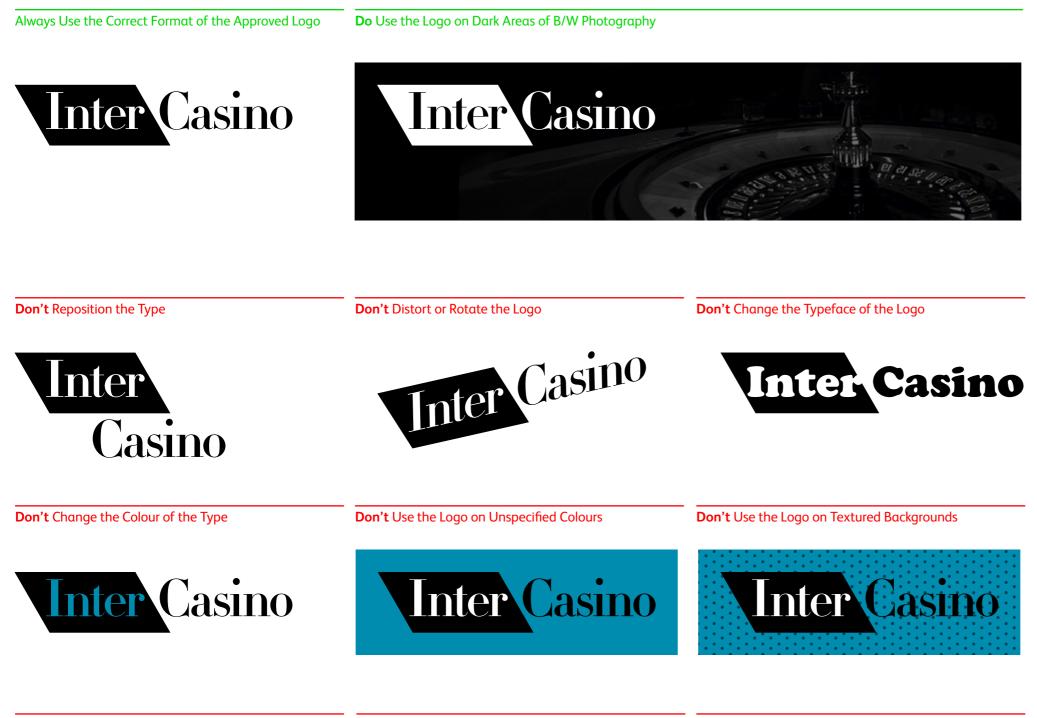
ter Casino Inter Casino Inter Casino In sino Inter Casino Inter Casino Inter Inter Casino Inter Casino Inter Casino Casino Inter Casino Inter Casino Inter sino Inter Casino Inter Casino Inter Cas nter Casino Inter Casino Inter Casino Casino Inter Casino Inter Casino Inter Inter Casino Inter Casino Inter Casin 0 Casino Inter Casino Inter Casino Ir iter) asino Inter Casino Inter Casino Inter Inter Casino Inter Casino Inter Casino Casino Inter Casino Inter Casino Inte sino Inter Casino Inter Casino Inter Inter Casino Inter Casino Inter Casino

This interlinked pattern can be used for high impact visibility in situations where stand-out is paramount. The pattern can be usd in black and white or black and lime only.

Inter Casino

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	S
1.4	Brand Personalit	y
1.5	Brand Summary	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Construction	
2.4	Logo Large / Sm	all Usage
2.5	Logo Reverse	
2.6	Logo with Strapl	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11		d Incorrect Usage
2.12.1	Graphic Device	The Stage
2.12.1		The Zing
2.13	Colour Palette	Devices and a
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3 2.15.1	Imagony	Websafe
2.15.1	Imagery	Out of the Black
2.15.2	Applications	Out of the 'Zing' Stationery
2.10.1	Applications	Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4		motions (x 5 different sizes)
3.5	Banners Animat	
3.6	In-Game Brandi	ng
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	ТВС
4.5	Platinum	ТВС
5.0	Contact	

2.11 Logo - Correct and Incorrect Usage.



 $\ensuremath{\textbf{Don't}}$ Adjust the Type Size Relationship



Don't Alter the Shape/ Angle of the Black Space

Don't Reverse Out Of Colour Photography





Inter <mark>Casino</mark>

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Posit	ionina
1.3	Our Brand Value	<u> </u>
1.4	Brand Personali	
1.5	Brand Summary	-
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Constructi	on
2.4	Logo Large / Sm	
2.5	Logo Reverse	, s
2.6	Logo with Strap	line
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11	<u> </u>	d Incorrect Usage
2.12.1	Graphic Device	The Stage
2.12.1		The Zing
2.13	Colour Palette	, and the second se
2.14.1	Typography	Primary
2.14.2	51 5 1 5	Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2	5,5	Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4	Banners and Pro	omotions (x 5 different sizes)
3.5	Banners Animat	ted
3.6	In-Game Brand	ing
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	ТВС
4.5	Platinum	ТВС
5.0	Contact	

2.12.1 Graphic Device – The Stage

This 50/50 split is a key holding device that is as important to our brand as the logo itself. We use the black and white 50/50 split as a background for our brand in all our promotions and we do not change the ratio. Any promotional images that appear on the black area always have a reflection in the white area.

Inter <mark>Casino</mark>

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	-
1.4	Brand Personalit	
1.4		-
1.5	Brand Summary	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Construction	on
2.4	Logo Large / Sm	all Usage
2.5	Logo Reverse	
2.6	Logo with Strapl	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11	· · ·	d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2	inagery	Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2	Applications	Printed Items
2.16.3		Promotional Items
2.10.5		
3.0	Brand Identity	Digital
3.1	Introduction	2
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4		motions (x 5 different sizes)
3.5	Banners Animat	ed
3.6	In-Game Brandi	
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	ТВС
4.5	Platinum	TBC
5.0	Contact	
5.0	Contact	

2.12.2 Graphic Device – The Zing

This zing of lime is a diagonal stripe device that adds energy and colour to our brand. On the 'brand stage' it acts as an opening for promotional imagery to burst through. It can be used as a static element or as a moving feature, and adds a dynamic flourish to any promotion.

Inter Casino

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	
1.4	Brand Personalit	
1.5	Brand Summary	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Constructio	on
2.4	Logo Large / Sm	all Usage
2.5	Logo Reverse	, s
2.6	Logo with Strapl	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.9	Logo in Repeat	
	· · ·	d Incorroct Lloggo
2.11		d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4	Banners and Pro	motions (x 5 different sizes)
3.5	Banners Animat	ed
3.6	In-Game Brandi	
		···9
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2	J	Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	Contact	

2.13 Colour Palette

Primary Colours

R000 G000 B000	
R255 G255 B255	
R221 G255 B34	
Accent Colours	
R221 G255 B34	
Supporting Colours R011 G255 B249	
R255 G146 B000	
R071 G007 B046	
R079 G214 B97	

Inter Casino

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	<u> </u>
1.4	Brand Personalit	
1.5	Brand Summary	
	,	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Construction	on
2.4	Logo Large / Sm	
2.5	Logo Reverse	
2.6	Logo with Strap	line
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11	Logo Correct an	d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4		motions (x 5 different sizes)
3.5	Banners Animat	ed
3.6	In-Game Brandi	ng
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	ТВС
4.5	Platinum	TBC
5.0	Contact	

2.14.1 Typography – Primary

Didot

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRS TUVWXYZ1234567890 !@£\$%^&*()

Our 3 corporate typefaces create a distinctive look for the brand and are used in a formal hierarchy

Didot is our main promotional copy typeface.

Didot is used in all titles, headlines and large use situations. It is always used in the 50% black space of the brand 'stage'.

Inter <mark>Casino</mark>

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	
1.4	Brand Personalit	v
1.5	Brand Summary	
	brand barring	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Construction	n
2.4	Logo Large / Sm	
2.5	Logo Reverse	
2.6	Logo with Strapl	ine
2.0	Logo with .co.uk	ine in the second se
2.7		
2.0	Logo Alignment	
	Logo in Colour	
2.10	Logo in Repeat	d Turana and the same
2.11		d Incorrect Usage
2.12.1	Graphic Device	-
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4	Banners and Pro	motions (x 5 different sizes)
3.5	Banners Animat	ed
3.6	In-Game Brandi	ng
		<u> </u>
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	Contact	

FS Albert Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ1234567890 !@£\$%^&*()

FS Albert Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ1234567890 !@£\$%^&*() FS Albert Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ1234567890 !@£\$%^&*()

FS Albert Black

abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNOPQRST UVWXYZ1234567890 !@₤\$%^&*()

FS Albert is our main body copy typeface

It is used as a supporting typeface for subtitles and all body-copy in print applications

Inter <mark>Casino</mark>

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	onina
1.3	Our Brand Value	
1.4	Brand Personalit	
1.5	Brand Summary	-
	,	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Construction	on
2.4	Logo Large / Sm	
2.5	Logo Reverse	J. J
2.6	Logo with Strapl	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11		d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4	Banners and Pro	motions (x 5 different sizes)
3.5	Banners Animat	ed
3.6	In-Game Brandi	ng
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	ТВС
4.5	Platinum	ТВС
5.0	Contact	
5.0	contact	

2.14.3 Typography – Websafe

Verdana Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ1234567890 !@£\$%^&*()

Vercana Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ1234567890 !@£\$%^&*()

Verdana is used as our alternative websafe typeface for regularly changing website copy, to support the Didot and FS Albert faces. Verdana is also used for body-copy in PC based business communications such as letters or invoices.

Inter <mark>Casino</mark>

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positio	onina
1.3	Our Brand Value	
1.4	Brand Personality	
1.5	Brand Summary	5
2.0	Brand Identity (Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Constructio	on
2.4	Logo Large / Sma	
2.5	Logo Reverse	<u> </u>
2.6	Logo with Strapli	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11	. .	l Incorrect Usage
2.12.1	Graphic Device	The Stage
2.12.1		The Zing
2.13	Colour Palette	-
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity [Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4		motions (x 5 different sizes)
3.5	Banners Animate	ed
3.6	In-Game Brandir	ng
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2	Interiorei	Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2	Interbingo	Print
4.4	Gold	ТВС
4.5	Platinum	TBC
	. Identari	
5.0	Contact	

2.15.1 Imagery – Black and White Photography











In the black area of 'the stage' we always use black and white imagery to give a glossy sophisticated feel to the brand. The style of photography should always be graphic, interestingly cropped, with images that capture a moment of excitement. On the black background these images are 'knocked back'.

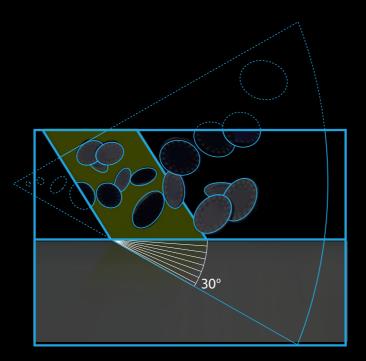
Inter Casino

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	<u> </u>
1.4	Brand Personalit	
1.5	Brand Summary	-
1.5	Diana Saminary	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Construction	on
2.4	Logo Large / Sm	
2.5	Logo Reverse	
2.6	Logo with Strapl	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.10	. .	d Incorrect Usage
2.12.1	Graphic Device	-
2.12.1	Graphic Device	The Zing
2.12.1	Colour Palette	
2.14.1	Typography	Primary
2.14.2	rypography	Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2	inagery	Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2	Applications	Printed Items
2.16.3		Promotional Items
2.10.5		
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4		motions (x 5 different sizes)
3.5	Banners Animat	
3.6	In-Game Brandi	
5.0	in Game Brand	
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2	- Add	Print
4.4	Gold	ТВС
	Platinum	TBC
4.5	PIQUIUU	
4.5	Plutinum	
4.5 5.0	Contact	

2.15.2 Imagery – Out of the 'Zing'



Colour imagery is used for promotional content. The 3D effect of images bursting through the zing is an important element of our house style. Images bursting out of the zing will often be used as cut outs and will be action based. Always try to ensure that the images have energy and direction so that their impact works well when bursting through the zing.



Inter Casino

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	-
1.4	Brand Personalit	
1.5	Brand Summary	
1.5	Brana Sammary	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Construction	n
2.4	Logo Large / Sm	
2.5	Logo Reverse	
2.6	Logo with Strapl	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.10		d Incorrect Usage
2.12.1	Graphic Device	
2.12.1	Graphic Device	The Zing
2.12	Colour Palette	
2.14.1	Typography	Primary
2.14.2	rypography	Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.1	Inagery	Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2	Applications	Printed Items
2.16.3		Promotional Items
2.10.5		
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2	Website	Second Level
3.3	Icons	
3.4		motions (x 5 different sizes)
3.5	Banners Animat	
3.6	In-Game Brandi	
5.0		ing
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2	incerioner	Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2	Interbiligo	Print
4.4	Gold	TBC
4.5	Platinum	TBC
4.5	natinum	
5.0	Contact	
5.0	contact	

2.16.1 Applications – Stationery

Letterhead, business card and compliment slip applications.





Inter Casino

Alexandra Gal

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Sentinel House | 16 Harcourt Street | London | W1H 4AD T: +44(0)2076161999 F: +44 (0)20 7616 1984

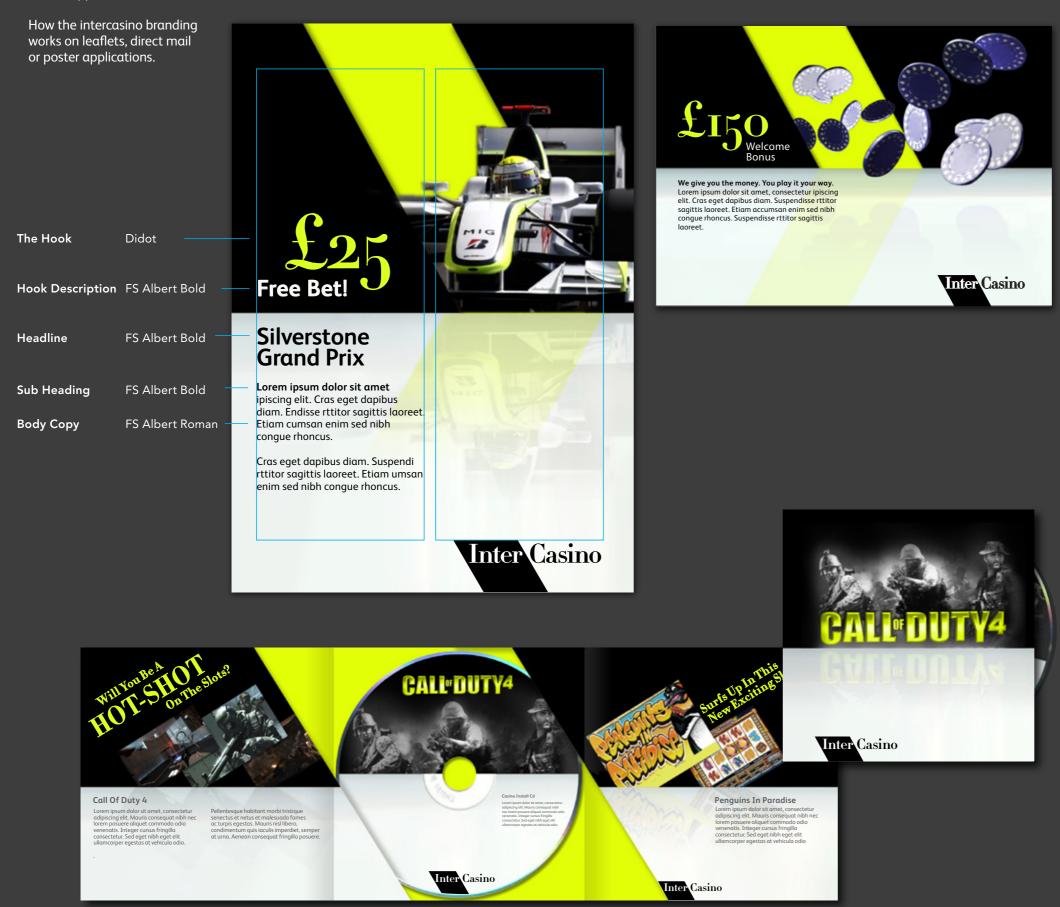
E: alexa@adsdotcom.co.uk W: intercasino.co.uk

D: +44 (0)20 7616 1926 M: +44 (0)77 80958 730 E: alexa@adsdotcom.co.uk W: intercasino.co.uk Sentinel House I 16 Harcourt Street I London I W1H 4AD T: +44(0)2076161999 F: +44 (0)20 7616 1984

Inter <mark>Casino</mark>

-		
1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	5
1.4	Brand Personalit	
1.5	Brand Summary	
1.5	Drana Saminary	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Constructi	on
2.4	Logo Large / Sm	
2.5	Logo Reverse	
2.6	Logo with Strap	line
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11		d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2	51-5-1-5	Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.1 2.15.2	Imagery	Out of the Black Out of the 'Zing'
		Out of the 'Zing'
2.15.2	Imagery Applications	
2.15.2 2.16.1		Out of the 'Zing' Stationery
2.15.2 2.16.1 2.16.2		Out of the 'Zing' Stationery Printed Items
2.15.2 2.16.1 2.16.2		Out of the 'Zing' Stationery Printed Items Promotional Items
2.15.2 2.16.1 2.16.2 2.16.3	Applications	Out of the 'Zing' Stationery Printed Items Promotional Items
2.15.2 2.16.1 2.16.2 2.16.3 3.0	Applications Brand Identity	Out of the 'Zing' Stationery Printed Items Promotional Items
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1	Applications Brand Identity Introduction	Out of the 'Zing' Stationery Printed Items Promotional Items Digital
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1	Applications Brand Identity Introduction	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2	Applications Brand Identity Introduction Website Icons	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3	Applications Brand Identity Introduction Website Icons	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level omotions (x 5 different sizes)
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4	Applications Brand Identity Introduction Website Icons Banners and Pro	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level pmotions (x 5 different sizes) ted
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level omotions (x 5 different sizes) ted
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level pmotions (x 5 different sizes) ted
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level pmotions (x 5 different sizes) red ng
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level pmotions (x 5 different sizes) red ng
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level protions (x 5 different sizes) red ng Logo/Colour Print and Website
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2 4.3.1	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level protions (x 5 different sizes) red ng Logo/Colour Print and Website Logo/Colour
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker InterBingo	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level protions (x 5 different sizes) red ng Logo/Colour Print and Website Logo/Colour Print
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.1 4.2.1 4.3.1 4.3.2 4.4	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker InterBingo Gold	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level pmotions (x 5 different sizes) ted ng Logo/Colour Print and Website Logo/Colour Print TBC
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker InterBingo	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level protions (x 5 different sizes) red ng Logo/Colour Print and Website Logo/Colour Print
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.1 4.2.1 4.3.1 4.3.2 4.4	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker InterBingo Gold	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level pmotions (x 5 different sizes) ted ng Logo/Colour Print and Website Logo/Colour Print TBC

2.16.2 Applications – Printed Items



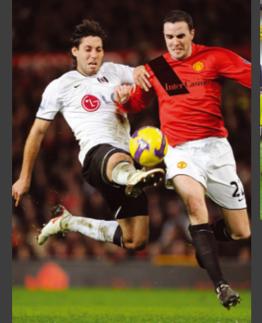
Inter <mark>Casino</mark>

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
		-
1.3	Our Brand Value	
1.4	Brand Personalit	У
1.5	Brand Summary	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2		
	Logo	
2.3	Logo Construction	
2.4	Logo Large / Sm	all Usage
2.5	Logo Reverse	
2.6	Logo with Strapl	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
		d Terrare et Llance
2.11		d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2	51 5 1 5	Secondary
2.14.3		Websafe
2.1 1.3		Trebbare
2151	Imagory	Out of the Black
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.15.2 2.16.1	Imagery Applications	Out of the 'Zing' Stationery
2.15.2 2.16.1 2.16.2		Out of the 'Zing' Stationery Printed Items
2.15.2 2.16.1		Out of the 'Zing' Stationery
2.15.2 2.16.1 2.16.2		Out of the 'Zing' Stationery Printed Items
2.15.2 2.16.1 2.16.2	Applications	Out of the 'Zing' Stationery Printed Items Promotional Items
2.15.2 2.16.1 2.16.2 2.16.3	Applications Brand Identity	Out of the 'Zing' Stationery Printed Items Promotional Items
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1	Applications Brand Identity Introduction	Out of the 'Zing' Stationery Printed Items Promotional Items Digital
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1	Applications Brand Identity	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2	Applications Brand Identity Introduction Website	Out of the 'Zing' Stationery Printed Items Promotional Items Digital
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3	Applications Brand Identity Introduction Website Icons	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4	Applications Brand Identity Introduction Website Icons Banners and Pro	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes)
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5	Applications Brand Identity Introduction Website Icons	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes)
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4	Applications Brand Identity Introduction Website Icons Banners and Pro	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed ng
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed ng
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed ng
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2 4.3.1	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed ng Logo/Colour Print and Website Logo/Colour
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker InterBingo	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed ng Logo/Colour Print and Website Logo/Colour Print
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2 4.4	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker InterBingo Gold	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed ng Logo/Colour Print and Website Logo/Colour Print TBC
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker InterBingo	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed ng Logo/Colour Print and Website Logo/Colour Print
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2 4.4	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker InterBingo Gold	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed ng Logo/Colour Print and Website Logo/Colour Print TBC
2.15.2 2.16.1 2.16.2 2.16.3 3.0 3.1 3.2.1 3.2.2 3.3 3.4 3.5 3.6 4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2 4.4	Applications Brand Identity Introduction Website Icons Banners and Pro Banners Animat In-Game Brandi Sub-Brands Introduction InterPoker InterBingo Gold	Out of the 'Zing' Stationery Printed Items Promotional Items Digital Homepage Second Level motions (x 5 different sizes) ed ng Logo/Colour Print and Website Logo/Colour Print TBC

2.16.3 Applications – Promotional Items

There is great flexibility to use the logo and the graphic elements in many different ways without compromising the brand.





Inter Casino

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	
1.4		
	Brand Personalit	
1.5	Brand Summary	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Construction	on
2.4	Logo Large / Sm	all Usage
2.5	Logo Reverse	<u> </u>
2.6	Logo with Strapl	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.9	Logo in Repeat	
		d Incorroct I logge
2.11		d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4	Banners and Pro	motions (x 5 different sizes)
3.5	Banners Animat	ed
3.6	In-Game Brandi	ng
		ng
4.0	Sub-Brands	ng
<mark>4.0</mark> 4.1	Sub-Brands Introduction	
4.0 4.1 4.2.1	Sub-Brands	Logo/Colour
4.0 4.1 4.2.1 4.2.2	Sub-Brands Introduction InterPoker	Logo/Colour Print and Website
4.0 4.1 4.2.1 4.2.2 4.3.1	Sub-Brands Introduction	Logo/Colour Print and Website Logo/Colour
4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2	Sub-Brands Introduction InterPoker InterBingo	Logo/Colour Print and Website Logo/Colour Print
4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2 4.4	Sub-Brands Introduction InterPoker InterBingo Gold	Logo/Colour Print and Website Logo/Colour
4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2	Sub-Brands Introduction InterPoker InterBingo	Logo/Colour Print and Website Logo/Colour Print
4.0 4.1 4.2.1 4.2.2 4.3.1 4.3.2 4.4	Sub-Brands Introduction InterPoker InterBingo Gold	Logo/Colour Print and Website Logo/Colour Print TBC

3.0 Brand Identity Digital

Inter Casino

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	
1.4	Brand Personalit	
1.5	Brand Summary	
1.5	brunu Summury	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Constructio	an an
2.4	Logo Large / Sm	
2.5		ull Osuge
2.5	Logo Reverse	inc
2.0	Logo with Strapl	ine
	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11		d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4	Banners and Pro	motions (x 5 different sizes)
3.5	Banners Animat	ed
3.6	In-Game Brandi	ng
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.1	Inten okei	Print and Website
4.2.2	IntorRingo	
	InterBingo	Logo/Colour Print
1.27		TBC
4.3.2	Gold	
4.4	Gold	
	Gold Platinum	TBC
4.4		

Our website is the home of our brand. Our brand lives here and is expressed in many different ways.

The layout, the grid measurements and distinctive style of our website is shown here in a way that allows us to have flexibility in design with consistency in our branding.

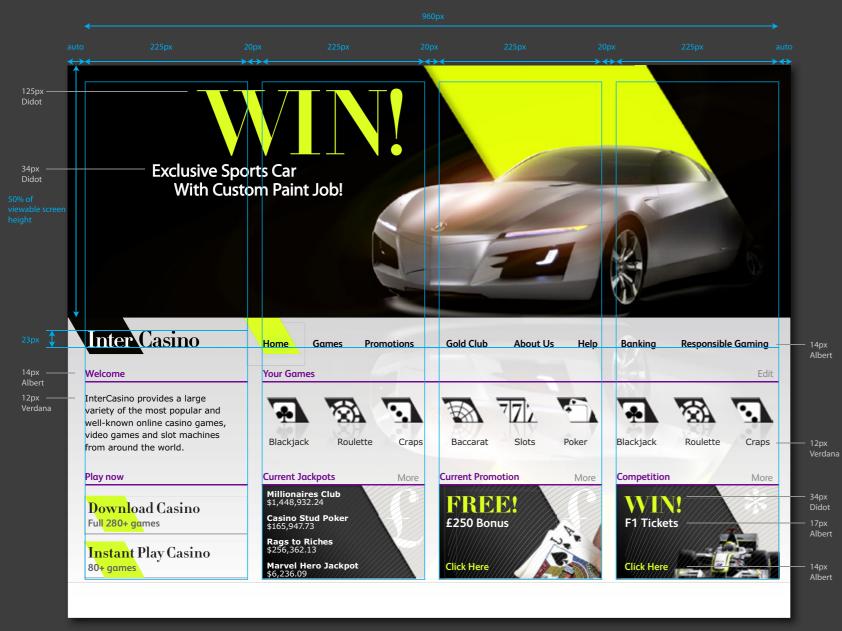
Inter <mark>Casino</mark>

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	S
1.4	Brand Personalit	y
1.5	Brand Summary	
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Construction	on
2.4	Logo Large / Sm	all Usage
2.5	Logo Reverse	
2.6	Logo with Strapl	ine
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11	Logo Correct and	d Incorrect Usage
2.12.1	Graphic Device	
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items

3.0	Brand Identity Digital	
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	
3.4	Banners and Pro	motions (x 5 different sizes)
3.5	Banners Animate	ed
3.6	In-Game Brandii	ng
4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	ТВС
4.5	Platinum	TBC
5.0	Contact	

3.2.1 Website – Homepage

TO BE APPROVED



Lorem Ipsum....

Inter <mark>Casino</mark>

Brand Guidelines

1.0	Our brand	
1.1	Introduction	
1.2	Our Brand Positi	oning
1.3	Our Brand Value	25
1.4	Brand Personali	ty
1.5	Brand Summary	,
2.0	Brand Identity	Core Elements
2.1	Introduction	
2.2	Logo	
2.3	Logo Constructi	on
2.4	Logo Large / Sm	
2.5	Logo Reverse	
2.6	Logo with Strap	line
2.7	Logo with .co.uk	
2.8	Logo Alignment	
2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11	Logo Correct an	d Incorrect Usage
2.12.1	Graphic Device	The Stage
2.12.1		The Zing
2.13	Colour Palette	
2.14.1	Typography	Primary
2.14.2		Secondary
2.14.3		Websafe
2.15.1	Imagery	Out of the Black
2.15.2		Out of the 'Zing'
2.16.1	Applications	Stationery
2.16.2		Printed Items
2.16.3		Promotional Items
3.0	Brand Identity	Digital
3.1	Introduction	
3.2.1	Website	Homepage
3.2.2		Second Level
3.3	Icons	

- 3.4 Banners and Promotions (x 5 different sizes)3.5 Banners Animated
- 3.6 In-Game Branding

4.0	Sub-Brands	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2	, j	Print
4.4	Gold	ТВС
4.5	Platinum	ТВС
<u> </u>	<u> </u>	

5.0 Contact

OBE APPROVED 3.2.2 Website – Second Level

:o 225px ▶◀	20px 22	25px 20px	225px	20px →	225px
Exclusive With	e Sports Car Custom Paint Job				
					-
				U.	
Inter Casino Games	Home Game	es Promotions Gold	Club About Us	Help Banking	Responsible
Games New Games Recent Games Game Rules New VIP Games Lobby		es Promotions Gold of InterCasino are proud to un Games, these specially sele the players who like to wag in the bigger wins!	ncover our first set of VIP ected games are designed	d for reel	load Casino ^{games} it Play Casin
Games New Games Recent Games Game Rules New VIP Games	New VIP Games	InterCasino are proud to un Games, these specially selv the players who like to wag	ncover our first set of VIP ected games are designed	d for reel	load Casino games at Play Casin

4 column grid, layout options and pixel measurements.

Inter Casino

1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Values		
1.4	Brand Personalit		
1.5	Brand Summary	-	
1.5	Brana Saminary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Construction	on	
2.4	Logo Large / Sm		
2.5	Logo Reverse		
2.6	Logo with Strap	ine	
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11		d Incorrect Usage	
2.12.1	Graphic Device		
2.12.1	oraphic Device	The Zing	
2.12.1	Colour Palette		
2.14.1	Typography	Primary	
2.14.2	rypography	Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.1	inugery	Out of the 'Zing'	
2.15.2	Applications	Stationery	
2.10.1	Applications	Printed Items	
2.10.2		Promotional Items	
2.10.5		Fiomotional Items	
3.0	Brand Identity	 Digital	
3.1	Introduction	Digital	
3.2.1	Website	Homepage	
3.2.2	WEDSILE	Second Level	
3.3	Icons		
3.4		motions (x 5 different sizes)	
3.5	Banners Animat		
3.6	In-Game Brandi		
5.0	In-Oume Diana	ng	
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2	Interroker	Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2	interbiligo	Print	
4.3.2 4.4	Gold	ТВС	
4.4 4.5	Platinum	TBC	
4.5	Flutinum	TDC .	
5.0	Contact		
5.0	contact		

3.3 Icons

Blackjack





Craps



Baccarat





Slots





Sharp black and white icon illustrations form a key part of our online identity. They are always animated and highlighted with colour when scrolled over, and have reflections beneath.

Inter Casino

1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Value		
1.4	Brand Personalit		
1.5	Brand Summary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Constructio	n	
2.4	Logo Large / Sm		
2.5	Logo Reverse	un obuge	
2.5	.	ine	
	Logo with Strapl	ine	
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11	Logo Correct and	d Incorrect Usage	
2.12.1	Graphic Device	The Stage	
2.12.1		The Zing	
2.13	Colour Palette	5	
2.14.1	Typography	Primary	
2.14.2	.)pogiapily	Secondary	
2.14.3		Websafe	
2.14.5	Imagon		
	Imagery	Out of the Black	
2.15.2	A 1	Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2		Printed Items	
2.16.3		Promotional Items	
3.0	Brand Identity	 Diaital	
3.1	Introduction	2	
3.2.1	Website	Homepage	
3.2.2	Website	Second Level	
3.3	Icons		
3.4		motions (x 5 different sizes)	
3.5	Banners Animat		
3.6	In-Game Brandi	ng	
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2		Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2	Interbiligo	Print	
4.4	Gold	TBC	
4.4 4.5	Platinum		
4.5		ТВС	
5.0	Contact		

3.4 Banners and Promotions

We have a flexible approach to branding our banners and promotions so the impact can be tailored to the message. These variations show the possibilities for different banner shapes sizes and colours at actual size.

300 x 250





Inter Casino



120 x 720





468 x 60

Inter Casino

Fight Now!

Join the

Battle!

Inter Casino

1.0	Our brand		
1.1	Introduction		
1.2			
	Our Brand Positioning		
1.3	Our Brand Value		
1.4	Brand Personalit	-	
1.5	Brand Summary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Construction	on	
2.4	Logo Large / Sm	all Usage	
2.5	Logo Reverse		
2.6	Logo with Strapl	ine	
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11		d Incorrect Usage	
2.12.1	Graphic Device		
2.12.1	oraphic Device	The Zing	
2.12.1	Colour Palette		
2.14.1	Typography	Primary	
2.14.2	rypography	Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.1	inugery	Out of the 'Zing'	
2.15.2	Applications	Stationery	
2.16.2	Applications	Printed Items	
2.10.2			
2.10.5		Promotional Items	
3.0	Brand Identity	Digital	
3.1	Introduction	-	
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4		motions (x 5 different sizes)	
3.5	Banners Animat		
3.6	In-Game Brandi		
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2		Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2		Print	
4.4	Gold	ТВС	
4.5	Platinum	TBC	
5.0	Contact		
5.0	contact		

3.5 Banners Animated

The zing is used as a moving device from which imagery explodes. The idea of 3D elements spilling out of the stripe device adds drama and energy to our online banners.



Inter Casino

1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Values		
1.4	Brand Personalit		
1.5		-	
1.5	Brand Summary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Construction		
2.4	Logo Large / Sm	all Usage	
2.5	Logo Reverse		
2.6	Logo with Strap	line	
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11		d Incorrect Usage	
2.12.1	Graphic Device		
2.12.1		The Zing	
2.13	Colour Palette	, , , , , , , , , , , , , , , , , , ,	
2.14.1	Typography	Primary	
2.14.2		Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2	inagery	Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2	Applications	Printed Items	
2.16.3		Promotional Items	
3.0	Brand Identity	Digital	
3.1	Introduction		
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4	Banners and Pro	motions (x 5 different sizes)	
3.5	Banners Animat	ed	
3.6	In-Game Brandi		
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2	Inter over	Print and Website	
4.2.2	IntorRingo		
	InterBingo	Logo/Colour	
4.3.2	Cold	Print	
4.4	Gold	TBC	
4.5	Platinum	ТВС	
5.0	Contact		

OBE APPROVED 3.6 In-Game Branding Application

	Inter C	asino					Sund	ay Afternoo \$999,999,99 More	9,99	
										▼ R
a.									ľ	Rankings
Game									ŀ	1
										Tournament
	Favourites		Player Info			Settings				
	Most Frequent	Millionaires Club III Sunday Afternoon Classic	X My Casino	1	Mike Sung \$999,999,999,999,99	Settings				
	Most Recent	Jenga Samba Nights	X Cashier			Help			ifatima	
	My Favorites	King Kong	Log Viewer			Exit		- L B	neume onus	

The branded Intercasino frame that surrounds our games, and the navigation style.

Inter Casino

1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Values		
1.4	Brand Personalit		
1.5	Brand Summary	-	
1.5	Diana Saminary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Construction	on	
2.4	Logo Large / Sm		
2.5	Logo Reverse		
2.6	Logo with Strapl	ine	
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11		d Incorrect Usage	
2.12.1	Graphic Device		
2.12.1		The Zing	
2.13	Colour Palette		
2.14.1	Typography	Primary	
2.14.2		Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2		Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2		Printed Items	
2.16.3		Promotional Items	
3.0	Brand Identity	Digital	
3.1	Introduction	-	
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4		motions (x 5 different sizes)	
3.5	Banners Animat		
3.6	In-Game Brandi	ng	
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2		Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2		Print	
4.4	Gold	ТВС	
4.5	Platinum	ТВС	
5.0	Contact		

4.0 Sub-Brands

Inter <mark>Casino</mark>

1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Values		
1.4	Brand Personalit		
1.5	Brand Summary		
1.5	Brana Saminary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Constructi	on	
2.4	Logo Large / Sm		
2.5	Logo Reverse	<u> </u>	
2.6	Logo with Strap	line	
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11		d Incorrect Usage	
2.12.1	Graphic Device		
2.12.1	orapine D'erree	The Zing	
2.12.1	Colour Palette		
2.14.1	Typography	Primary	
2.14.2	rypography	Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2	inagery	Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2	Applications	Printed Items	
2.16.3		Promotional Items	
2.10.5			
3.0	Brand Identity	 Digital	
3.1	Introduction		
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4		omotions (x 5 different sizes)	
3.5	Banners Animat		
3.6	In-Game Brandi		
5.0			
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2		Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2		Print	
4.4	Gold	ТВС	
4.5	Platinum	ТВС	
5.0	Contact		

The InterPoker and InterBingo brand identities are part of the wider 'Inter' family of brands and are treated in exactly the same way as the InterCasino identity.

This section of the guidelines shows how the different logos and different colour palettes can be used.

Inter <mark>Casino</mark>

1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Values		
1.4	Brand Personali		
1.5	Brand Summary		
1.5	Brana Sammary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Constructi	on	
2.4	Logo Large / Sm		
2.5	Logo Reverse		
2.6	Logo with Strap	line	
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11		d Incorrect Usage	
2.12.1	Graphic Device		
2.12.1	op	The Zing	
2.13	Colour Palette		
2.14.1	Typography	Primary	
2.14.2		Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2		Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2		Printed Items	
2.16.3		Promotional Items	
3.0	Brand Identity	Digital	
3.1	Introduction		
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4	Banners and Pro	omotions (x 5 different sizes)	
3.5	Banners Animat	ed	
3.6	In-Game Brandi	ing	
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2		Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2		Print	
4.4	Gold	ТВС	
4.5	Platinum	ТВС	
5.0	Contact		

4.2.1 InterPoker Large-use Logo





InterPoker Small-use Logo



InterPoker Large-use Logo



InterPoker Small-use Logo



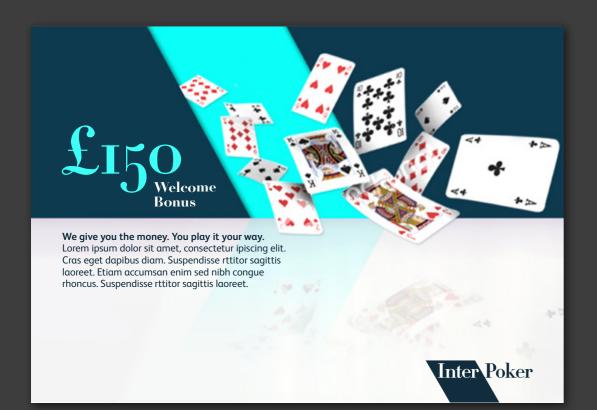
InterPoker Colour

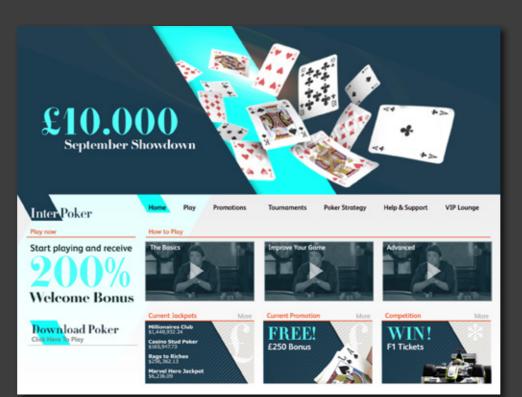


Inter <mark>Casino</mark>

1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Values		
1.4	Brand Personali		
1.5	Brand Summary	-	
1.5	brand barninary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Constructi	on	
2.4	Logo Large / Sm		
2.5	Logo Reverse		
2.6	Logo with Strap	line	
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11		d Incorrect Usage	
2.12.1	Graphic Device		
2.12.1	oraphic Device	The Zing	
2.13	Colour Palette		
2.14.1	Typography	Primary	
2.14.2	rypography	Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2	inagery	Out of the 'Zing'	
2.15.2	Applications	Stationery	
2.10.1	Applications	Printed Items	
2.10.2		Promotional Items	
2.10.5		FIOINOLIONALI LEINS	
3.0	Brand Identity	Digital	
3.1	Introduction		
3.2.1	Website	Homepage	
3.2.2	Website	Second Level	
3.3	Icons		
3.4		omotions (x 5 different sizes)	
3.5	Banners Animat		
3.6	In-Game Brandi		
5.0	In-Ourie Dialia		
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2		Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2		Print	
4.4	Gold	TBC	
4.5	Platinum	TBC	
5.0	Contact		

0 BE APPROVED 4.2.2 InterPoker – Print and Website





Inter Casino

1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Values		
1.4			
1.4	Brand Personalit	-	
1.5	Brand Summary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Construction	on	
2.4	Logo Large / Sm	all Usage	
2.5	Logo Reverse		
2.6	Logo with Strapl	ine	
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11		d Incorrect Usage	
2.12.1	Graphic Device		
2.12.1		The Zing	
2.13	Colour Palette		
2.14.1	Typography	Primary	
2.14.2	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2	inagery	Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2	Applications	Printed Items	
2.16.3		Promotional Items	
2.10.5			
3.0	Brand Identity	Digital	
3.1	Introduction	-	
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4	Banners and Pro	motions (x 5 different sizes)	
3.5	Banners Animat		
3.6	In-Game Brandi		
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2		Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2		Print	
4.4	Gold	TBC	
4.5	Platinum	ТВС	
5.0	Contact		
5.0	contact		

4.3.1 InterPoker Large-use Logo



InterPoker Small-use Logo



InterBingo Large-use Logo



InterBingo Small-use Logo



Examples of the InterBingo identity on print and on screen. For brand style and layout please follow the InterCasino guidelines.

InterBingo Colour



Inter <mark>Casino</mark>

1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Values		
1.4	Brand Personalit		
1.5	Brand Summary	-	
1.5	Brand Sammary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Construction	on	
2.4	Logo Large / Sm		
2.5	Logo Reverse		
2.6	Logo with Strap	ine	
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11		d Incorrect Usage	
2.12.1	Graphic Device	-	
2.12.1		The Zing	
2.13	Colour Palette		
2.14.1	Typography	Primary	
2.14.2	51 5 1 5	Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2	<u> </u>	Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2		Printed Items	
2.16.3		Promotional Items	
3.0	Brand Identity	Digital	
3.1	Introduction		
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4	Banners and Pro	motions (x 5 different sizes)	
3.5	Banners Animat	ed	
3.6	In-Game Brandi	ng	
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2		Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2		Print	
4.4	Gold	ТВС	
4.5	Platinum	ТВС	
5.0	Contact		

4.3.2 InterBingo – Print



Inter Casino

1.0	Our brand		
1.1	Introduction		
1.2		ioning	
1.3	Our Brand Positioning Our Brand Values		
1.4			
1.4	Brand Personali		
1.5	Brand Summary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Construction		
2.4	Logo Large / Small Usage		
2.5	Logo Reverse		
2.6	Logo with Strapline		
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11	Logo Correct and Incorrect Usage		
2.12.1	Graphic Device		
2.12.1	o	The Zing	
2.13	Colour Palette		
2.14.1	Typography	Primary	
2.14.2	iypography	Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2	inagery	Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2	Applications	Printed Items	
2.16.3		Promotional Items	
2.10.5			
3.0	Brand Identity	Digital	
3.1	Introduction		
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4	Banners and Promotions (x 5 different sizes)		
3.5	Banners Animated		
3.6	In-Game Branding		
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2		Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2	Interbingo	Print	
4.3.2	Gold	TBC	
4.5	Platinum	TBC	
4.5			
5.0	Contact		

10 BE APPROVED 4.4 Gold

Inter Casino

1.0	Our brand		
1.1	Introduction		
1.2		oning	
1.3	Our Brand Values		
1.4	Our Brand Values		
1.4	Brand Personalit	-	
1.5	Brand Summary		
2.0	Brand Identity Core Elements		
2.1	Introduction		
2.2	Logo		
2.3	Logo Construction		
2.4	Logo Large / Small Usage		
2.5	Logo Reverse		
2.6	Logo with Strapline		
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11	Logo Correct and Incorrect Usage		
2.12.1	Graphic Device		
2.12.1		The Zing	
2.13	Colour Palette		
2.14.1	Typography	Primary	
2.14.2		Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2	inagery	Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2	Applications	Printed Items	
2.16.3		Promotional Items	
2.10.5			
3.0	Brand Identity	Digital	
3.1	Introduction		
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4	Banners and Promotions (x 5 different sizes)		
3.5	Banners Animated		
3.6	In-Game Branding		
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.1	Interrokei	Print and Website	
	IntorPingo		
4.3.1	InterBingo	Logo/Colour	
4.3.2	Cold	Print	
4.4	Gold	TBC	
4.5	Platinum	ТВС	
5.0	Contact		

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Inter Casino

1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Values		
1.4	Brand Personality		
1.5	Brand Summary	-	
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2.0	Brand Identity Core Elements		
2.1	Introduction		
2.2	Logo		
2.3	Logo Construction		
2.4	Logo Large / Small Usage		
2.5	Logo Reverse		
2.6	Logo with Strapline		
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11	Logo Correct and Incorrect Usage		
2.12.1	Graphic Device		
2.12.1		The Zing	
2.13	Colour Palette		
2.14.1	Typography	Primary	
2.14.2	51 5 1 5	Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2		Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2		Printed Items	
2.16.3		Promotional Items	
3.0	Brand Identity	Digital	
3.1	Introduction		
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4	Banners and Promotions (x 5 different sizes)		
3.5	Banners Animated		
3.6	In-Game Branding		
4.0	Sub-Brands		
4.0 4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
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4.3.1	InterBingo	Logo/Colour	
4.3.1	Interbiligo	Print	
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4.5	Platinum	TBC	
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5.0	Contact		
	Sontact		

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1.0	Our brand		
1.1	Introduction		
1.2	Our Brand Positioning		
1.3	Our Brand Value		
1.4	Brand Personalit		
1.5	Brand Summary	-	
1.5	brana baninary		
2.0	Brand Identity	Core Elements	
2.1	Introduction		
2.2	Logo		
2.3	Logo Construction		
2.4	Logo Large / Small Usage		
2.5	Logo Reverse		
2.6	Logo with Strapline		
2.7	Logo with .co.uk		
2.8	Logo Alignment		
2.9	Logo in Colour		
2.10	Logo in Repeat		
2.11	Logo Correct and Incorrect Usage		
2.12.1	Graphic Device	-	
2.12.1		The Zing	
2.13	Colour Palette		
2.14.1	Typography	Primary	
2.14.2		Secondary	
2.14.3		Websafe	
2.15.1	Imagery	Out of the Black	
2.15.2		Out of the 'Zing'	
2.16.1	Applications	Stationery	
2.16.2	TT	Printed Items	
2.16.3		Promotional Items	
3.0	Brand Identity	Digital	
3.1	Introduction		
3.2.1	Website	Homepage	
3.2.2		Second Level	
3.3	Icons		
3.4	Banners and Pro	motions (x 5 different sizes)	
3.5	Banners Animated		
3.6	In-Game Branding		
4.0	Sub-Brands		
4.1	Introduction		
4.2.1	InterPoker	Logo/Colour	
4.2.2		Print and Website	
4.3.1	InterBingo	Logo/Colour	
4.3.2		Print	
4.4	Gold	ТВС	
4.5	Platinum	ТВС	
5.0	Contact		