InterCasino Brand Guideline.

Brand Guidelines 2009

00.00.2009

Inter Casino

1.0
Our Brand

Inter Casino

Brand Guidelines

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5.0	**Contact**	

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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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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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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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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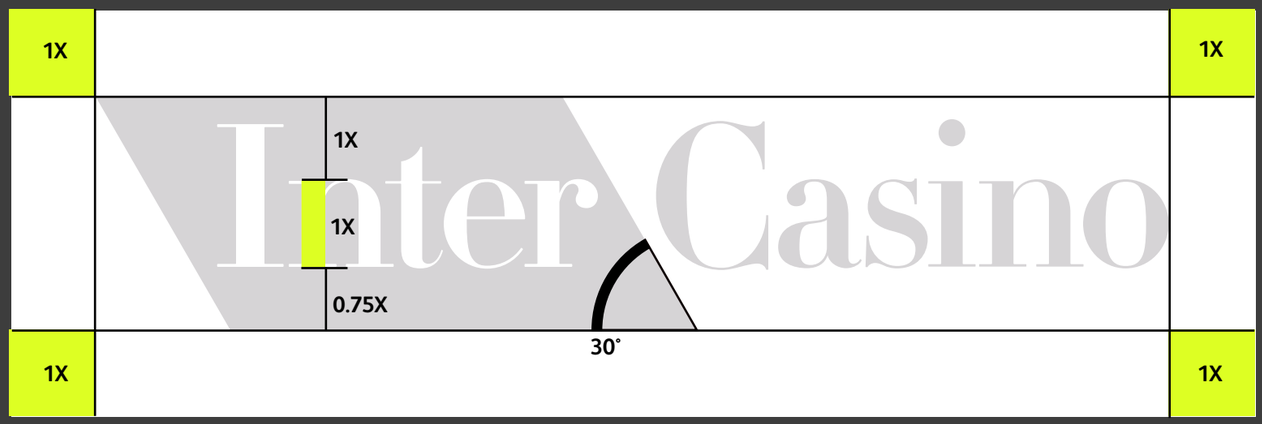
2.3 InterCasino Logo – Construction

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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4.3.2 Print
4.4 Gold TBC
4.5 Platinum TBC

5.0 Contact

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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TO BE APPROVED

2.6 InterCasino Large-use Logo with Strapline

InterCasino Small-use Logo with Strapline

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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**	

2.7 InterCasino Large-use Logo with co.uk

InterCasino Small-use Logo with co.uk

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2.7	Logo with .co.uk	
2.8	Logo Alignment	
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2.14.3		Websafe
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2.15.2		Out of the ‘Zing’
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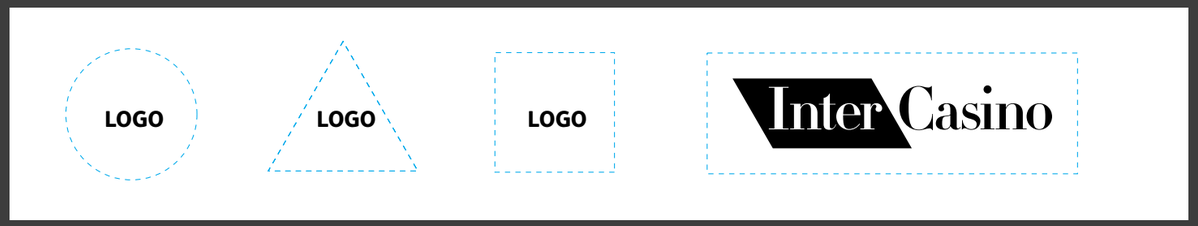
4.3.2		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

2.8 Logo alignment and positioning

InterCasino Logo Free Standing



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

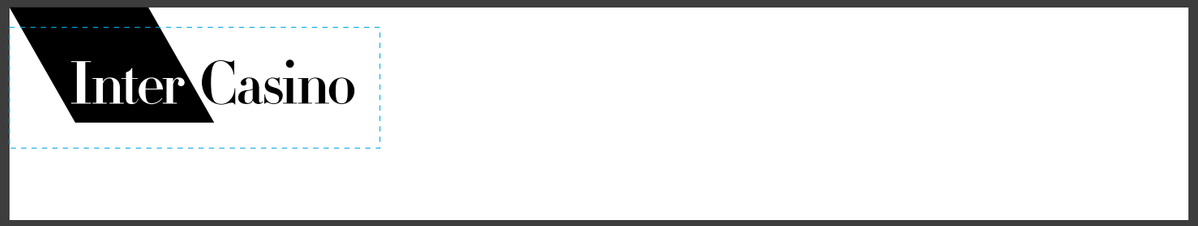
InterCasino Logo Align Top

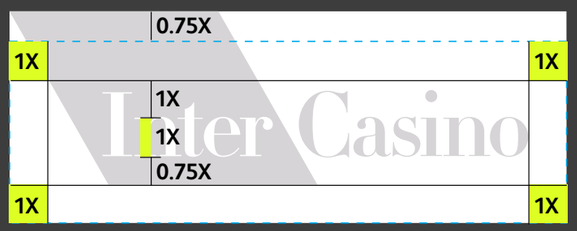
InterCasino Logo Align Below

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).

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4.3.1 InterBingo Logo/Colour
4.3.2 Print
4.4 Gold TBC
4.5 Platinum TBC

5.0 Contact

2.9 InterCasino Logo On White

InterCasino Logo On Black

InterCasino Logo On Lime

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5.0	**Contact**	

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.

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4.5	Platinum	TBC
5.0	**Contact**	

2.11 Logo - Correct and Incorrect Usage.

Always Use the Correct Format of the Approved Logo

Do Use the Logo on Dark Areas of B/W Photography

Don't Reposition the Type

Don't Distort or Rotate the Logo

Don't Change the Typeface of the Logo

Don't Change the Colour of the Type

Don't Use the Logo on Unspecified Colours

Don't Use the Logo on Textured Backgrounds

Don't Adjust the Type Size Relationship

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

Don't Reverse Out Of Colour Photography

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4.5 Platinum — TBC

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.

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4.5	Platinum	TBC
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.

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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

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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’.

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4.3.2		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

2.14.2 Typography – Secondary

FS Albert Light

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

FS Albert Bold

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

FS Albert Roman

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

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4.5	Platinum	TBC
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.

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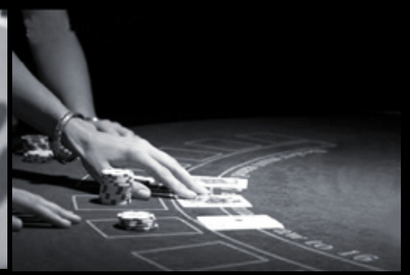
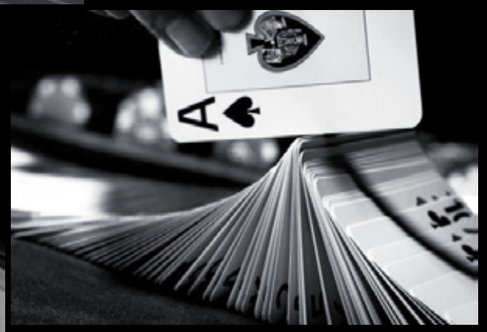
4.5	Platinum	TBC
5.0	**Contact**	

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'.

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2.7	Logo with .co.uk	
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2.9	Logo in Colour	
2.10	Logo in Repeat	
2.11	Logo Correct and 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'
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2.16.2		Printed Items
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3.5	Banners Animated	
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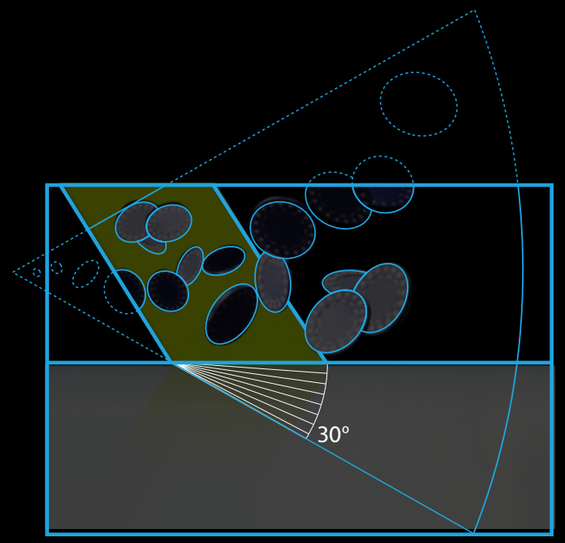
4.0	**Sub-Brands**	
4.1	Introduction	
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

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.



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1.3 Our Brand Values
1.4 Brand Personality
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
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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
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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 Print
4.4 Gold TBC
4.5 Platinum TBC

5.0 Contact

2.16.1 Applications – Stationery

Letterhead, business card and compliment slip applications.

Inter Casino

Recipient's Name Surname
000 Street
Town
County
Postcode

Date

Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent dolor tortor, faucibus mattis venenatis in, imperdiet quis neque. Pellentesque cursus accumsan condimentum. Fusce porta semper nisi quis convallis. Duis at magna elit, eget ornare risus. Ut feugiat interdum lorem, nec posuere augue ullamcorper eget. Donec ut sem velit, at pharetra sem. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin quis placerat orci. Ut nec turpis sem. Cras euismod nunc ut lacus pretium ultrices rhoncus ligula rutrum.

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Sed semper nulla quis nulla.

Signature

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

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D: +44 (0)20 7616 1926 M: +44 (0)77 80958 730
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Alexandra Gal

VP Global Marketing
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4.3.2		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

2.16.2 Applications – Printed Items

How the intercasino branding works on leaflets, direct mail or poster applications.

The Hook Didot

Hook Description FS Albert Bold

Headline FS Albert Bold

Sub Heading FS Albert Bold

Body Copy FS Albert Roman

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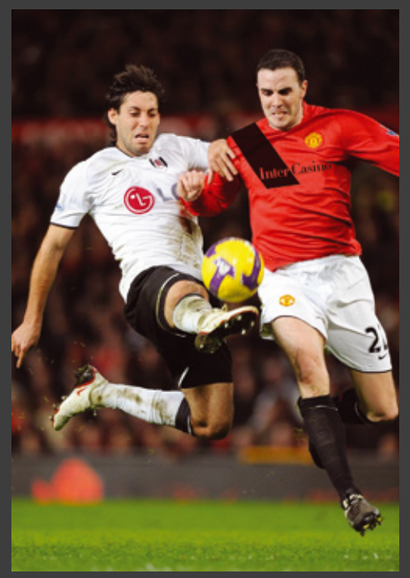
4.5	Platinum	TBC
5.0	**Contact**	

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.



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3.0 Brand Identity Digital

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4.5	Platinum	TBC
5.0	**Contact**	

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.

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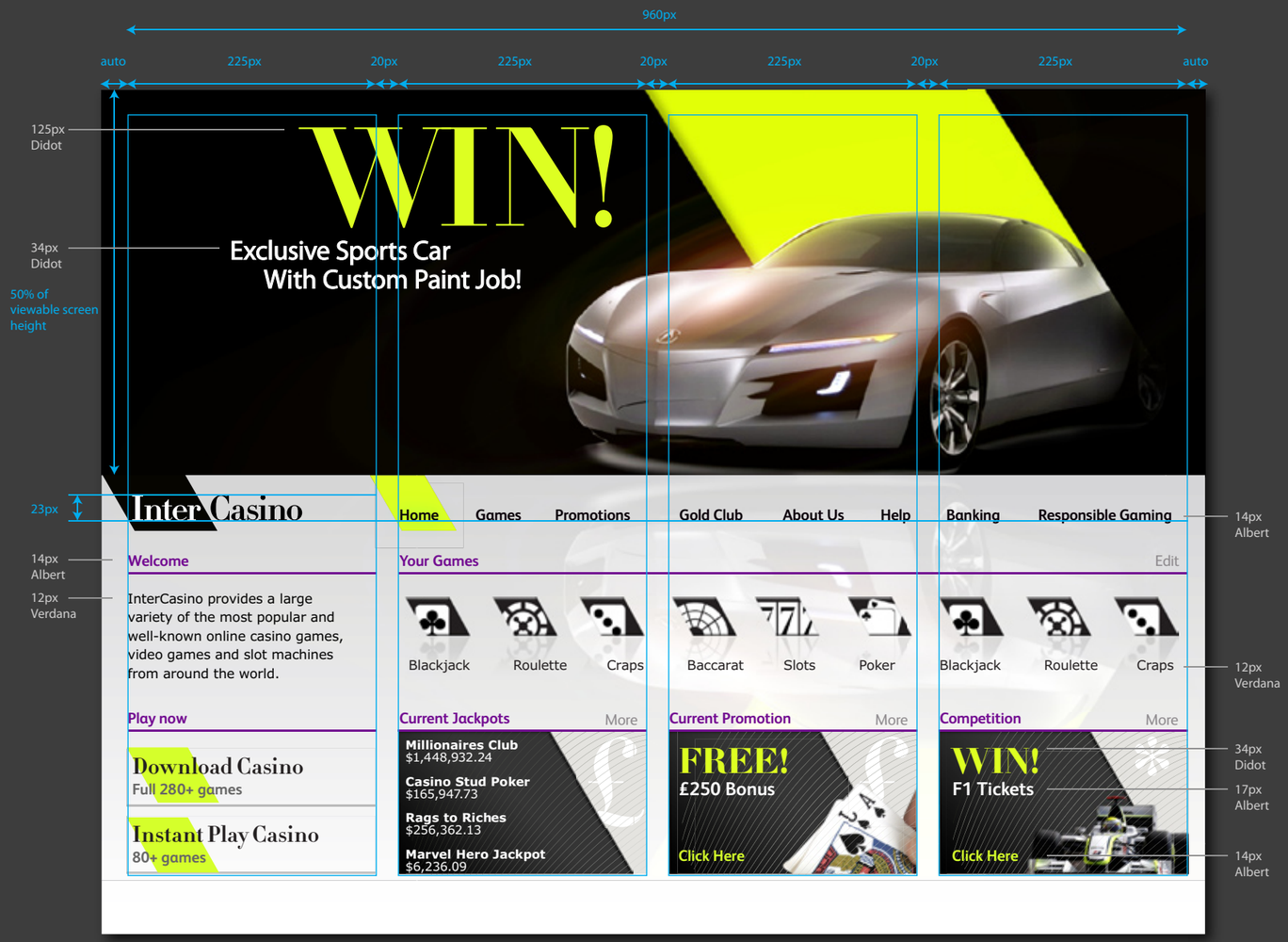
4.3.2		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

TO BE APPROVED

3.2.1 Website – Homepage



Lorem Ipsum....

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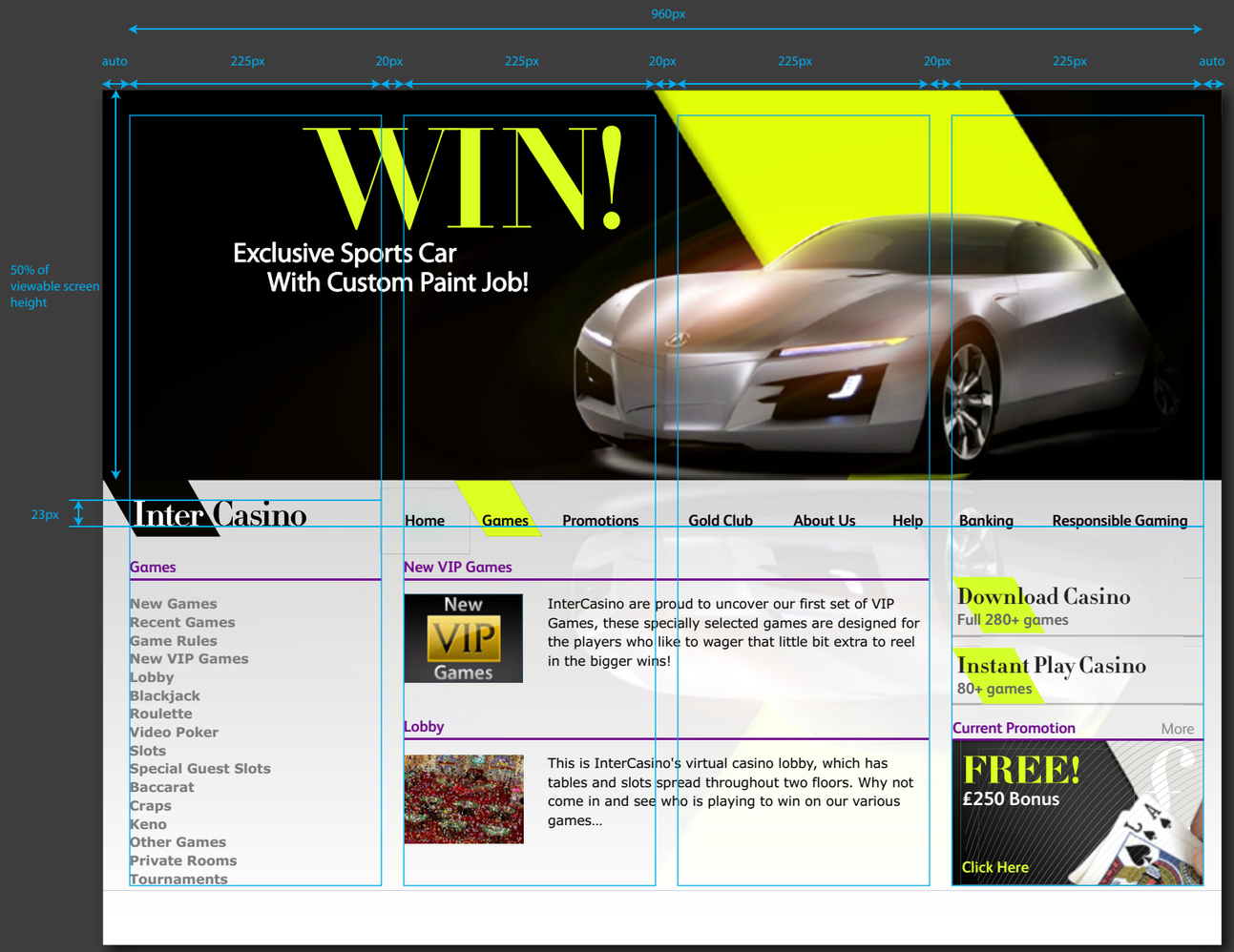
4.3.2		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

TO BE APPROVED

3.2.2 Website – Second Level



4 column grid, layout options and pixel measurements.

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5.0	**Contact**	

3.3 Icons

Blackjack

Roulette

Craps

Baccarat

Slots

Poker

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.

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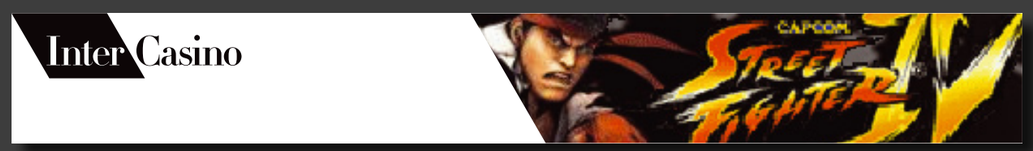
4.5	Platinum	TBC
5.0	**Contact**	

3.4 Banners and Promotions

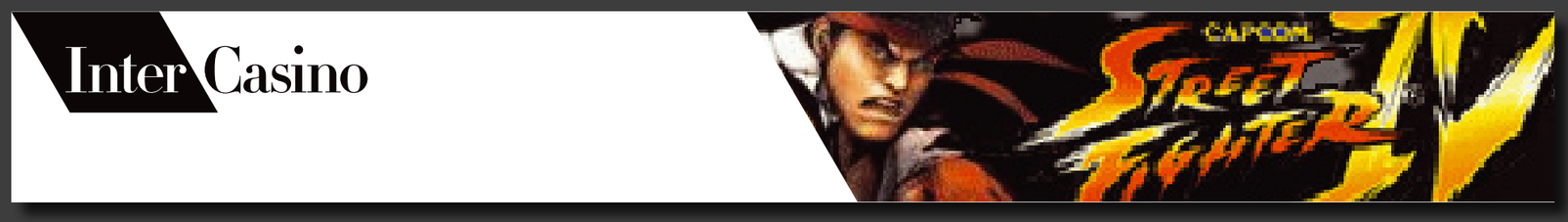
We have a flexible approach to branding our banners and promotions so the impact can be tailored to the message. These variations show the possibilities for different banner shapes sizes and colours at actual size.

300 x 250

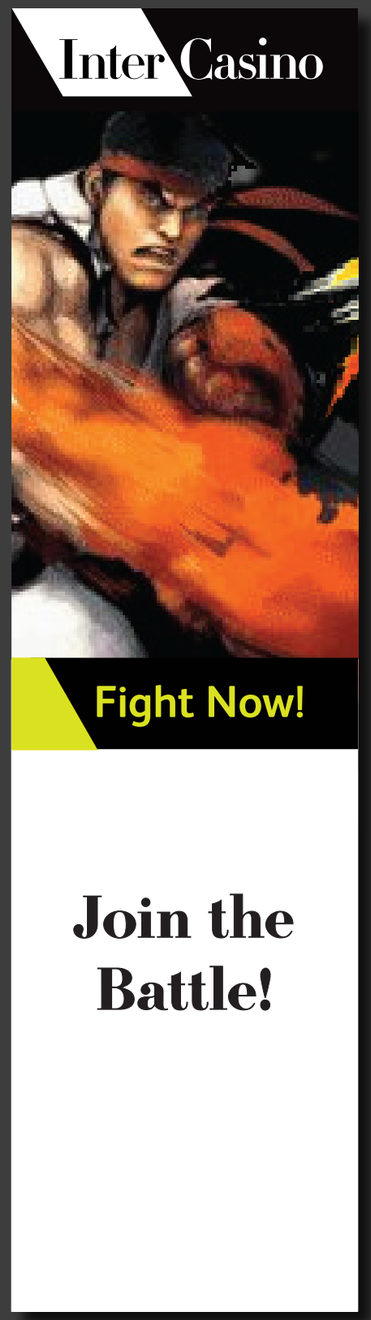
120 x 600



120 x 720



468 x 60



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4.3.2		Print
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4.5	Platinum	TBC
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.

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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	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**	
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3.2.1	Website	Homepage
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3.4	Banners and Promotions (x 5 different sizes)	
3.5	Banners Animated	
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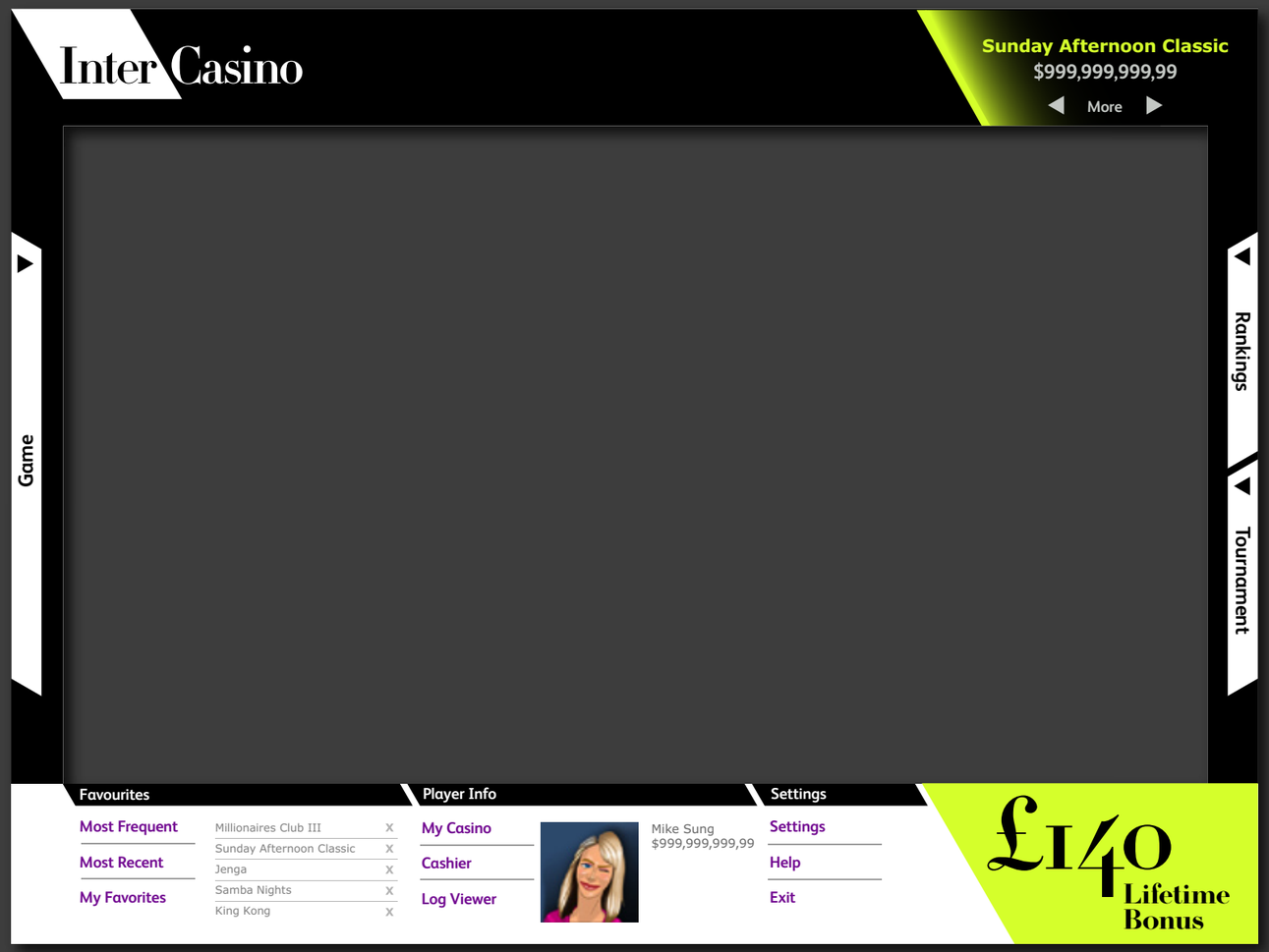
4.2.1	InterPoker	Logo/Colour
4.2.2		Print and Website
4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

TO BE APPROVED

3.6 In-Game Branding Application



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

Inter Casino

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2.0	**Brand Identity Core Elements**	
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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	The Stage
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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’
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2.16.3		Promotional Items
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4.3.1	InterBingo	Logo/Colour
4.3.2		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

4.0 Sub-Brands

Inter Casino

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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	The Stage
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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**	
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3.4	Banners and Promotions (x 5 different sizes)	
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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	TBC
4.5	Platinum	TBC
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 Casino

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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	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
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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	TBC
4.5	Platinum	TBC
5.0	**Contact**	

4.2.1 InterPoker Large-use Logo

Inter Poker

InterPoker Small-use Logo

Inter Poker

InterPoker Large-use Logo

Inter Poker

InterPoker Small-use Logo

Inter Poker

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

InterPoker Colour

R011 G255 B249

R014 G058 B079

R255 G146 B000

Inter Casino

Brand Guidelines

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1.1	Introduction	
1.2	Our Brand Positioning	
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1.4	Brand Personality	
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	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	
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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		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

TO BE APPROVED

4.2.2 InterPoker – Print and Website

Inter Casino

Brand Guidelines

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	
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	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**	
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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		Print
4.4	Gold	TBC
4.5	Platinum	TBC
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

R255 G000 B196

R071 G007 B046

R079 G214 B097

InterCasino

Brand Guidelines

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1.1	Introduction	
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1.3	Our Brand Values	
1.4	Brand Personality	
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	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**	
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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		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

4.3.2 InterBingo – Print

Inter Casino

Brand Guidelines

1.0	**Our brand**	
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1.3	Our Brand Values	
1.4	Brand Personality	
1.5	Brand Summary	
2.0	**Brand Identity Core Elements**	
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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	
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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**	
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3.4	Banners and Promotions (x 5 different sizes)	
3.5	Banners Animated	
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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**	

TO BE APPROVED

4.4 Gold

Inter Casino

Brand Guidelines

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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	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	
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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		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

TO BE APPROVED

4.4 Platinum

Inter Casino

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2.0	**Brand Identity Core Elements**	
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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	
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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**	
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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		Print
4.4	Gold	TBC
4.5	Platinum	TBC
5.0	**Contact**	

TO BE APPROVED

5.0 Contact

Inter Casino

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2.10	Logo in Repeat	
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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**	
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3.3	Icons	
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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	TBC
4.5	Platinum	TBC
5.0	**Contact**	