



The following identity and brand system for The BGAMING trademark was created to help you present the brand in a consistent, recognizable, and proprietary way.

Brand Manual Guideline Book

DEFINING THE BRAND

The BGAMING trademark incorporates an enhanced game library already known and loved by many, as well as new titles released at the ICE Totally Gaming 2018 Exhibition in London. Namely these include Platinum Lightning Deluxe and Aztec Magic Deluxe, already available to players at online casinos like Bitstarz, Playamo and King Billy Casino.

Currently featured in over 50 online casinos and known as the first RNG games to support cryptocurrencies, our slots, card games and roulettes boast a large audience worldwide.

The following pages provide an overview of the BGAMING visual identity system, applicable to both print and online uses. Use it as your tool to determine what to do and not to do as you present BGAMING material internally or externally. No logos or brand identities that carry the name of the BGAMING or its member institutions may be created without adhering to the system outlined in this guide.

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BGAMING

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01 | LOGOS, TYPOGRAPHY & COLOR

VISUAL IDENTITY

Master Logo



BG|A|M|I|N|G

BG|A|M|I|N|G

Position, size, and colors, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

Clear zone refers to a distance of "d" as a unit of measurement surrounding each side of the BGAMING logo. "d" equals the square width of the letter "B" found in the logotype.

Logo Variations



Inverted Colors



Color Schemes



Minimum Size

Integrity of the Mark



Location lockups are provided in reverse in the selected off white color.

The minimum reproduction size of the horizontal logo is 5mm in height and 24mm in width

Do not violate the signature clear zone. Do not skew or scale the width or height.

Do not alter size or proportions of the logo in relation to the logotype. Do not rotate the logo to any degree.

Primary Colors



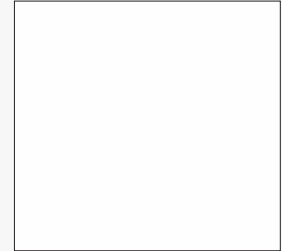
Deep Yellow
#FFCC29
R255 G204 B41
C0 M20 Y100 K0
ORACAL® 651 | 021 Yellow



Dark gray
#373435
R55 G52 B53
C65 M65 Y65 K50
ORACAL® 651 | 073 Dark gray



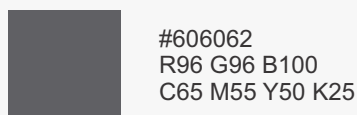
Light gray
#7F8082
R166 G166 B166
C38 M31 Y31 K0
ORACAL® 651 | 072 Light gray



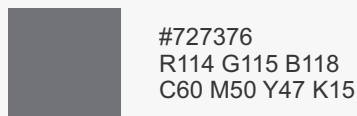
White
#FEFEFE
R254 G254 B254
C0 M0 Y0 K0
ORACAL® 651 | 010 White

Grayscale & Color

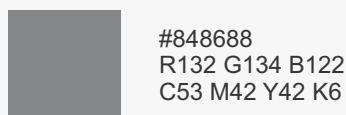
Staff members may create their own business card title with the concurrence of their manager. The business card title can be used on their official business cards and added to e-signatures (see page 18).



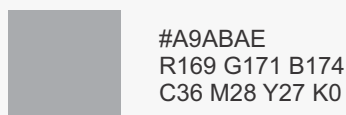
#606062
R96 G96 B100
C65 M55 Y50 K25



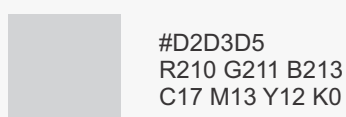
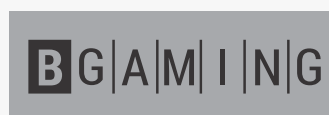
#727376
R114 G115 B118
C60 M50 Y47 K15



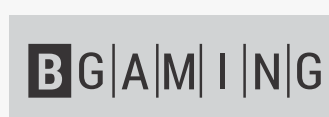
#848688
R132 G134 B122
C53 M42 Y42 K6



#A9ABAE
R169 G171 B174
C36 M28 Y27 K0



#D2D3D5
R210 G211 B213
C17 M13 Y12 K0



Primary Typeface

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Roboto

"The quick onyx goblin jumps over the lazydwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Roboto Bold

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Roboto Condensed

Secondary Typeface

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Arial Regular

Our primary logo font family is Roboto. This font is available in various weights. For our purposes, the most commonly used are Condensed, Regular and Bold.

Our secondary logo font family is Arial. This sans serif system font is used in many document formats such as Word, PowerPoint and other applications.

BRANDS & LOGO VARIATIONS

| Logo & Tagline |



Wherever possible, the Skype logo should appear with the strapline.

The logo has been set in a number of different backgrounds.

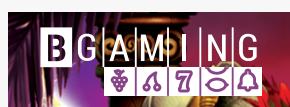
Pick the one that best suits the usage. "creating modern casino games for the mobile and blockchain age." is our English language strapline.

Icons



Logo Variations

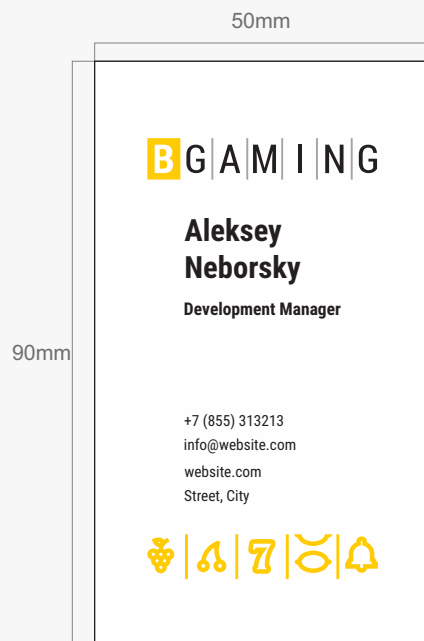
We have a graphic elements that create a unique look and make our communications recognizable. These elements can be emphasized or played down individually to add visual interest and enhance our storytelling. The elements can be used in casual communications.



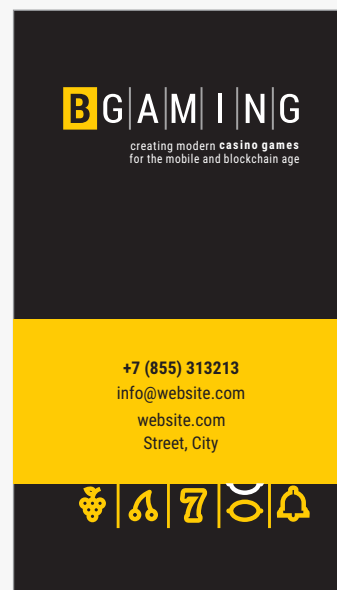
USAGE EXAMPLES

Business Cards

Staff members may create their own business card title with the concurrence of their manager. The business card title can be used on their official business cards and added to e-signatures (see page 18).



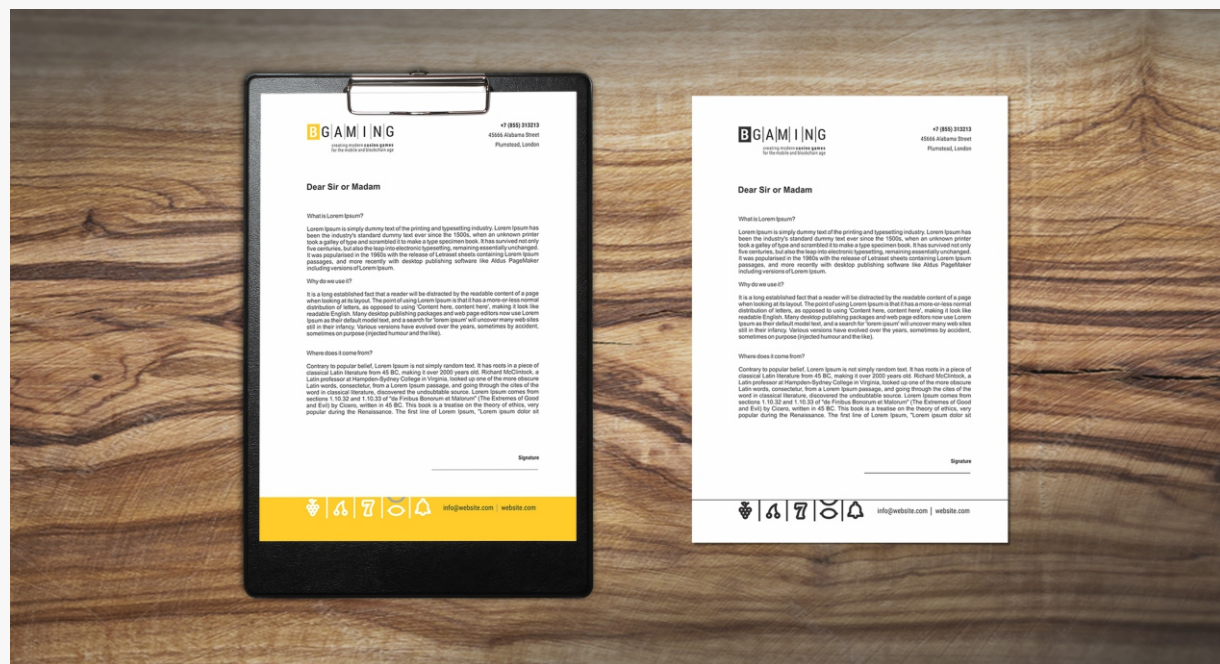
Personal Business Card



Corporate Business Card

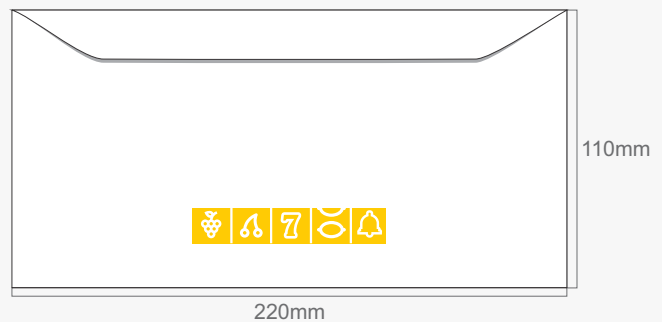
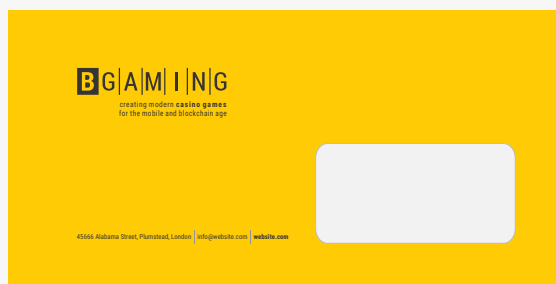


Letterheads should be used in formal communications, such as letters, notices and forums. The top of the address aligns with the top of the logo. Baselines of the address align with the baseline of the formal name. Color of the logo - use the corporate color palette. All other typography: Black. Paper: bright white, medium weight.



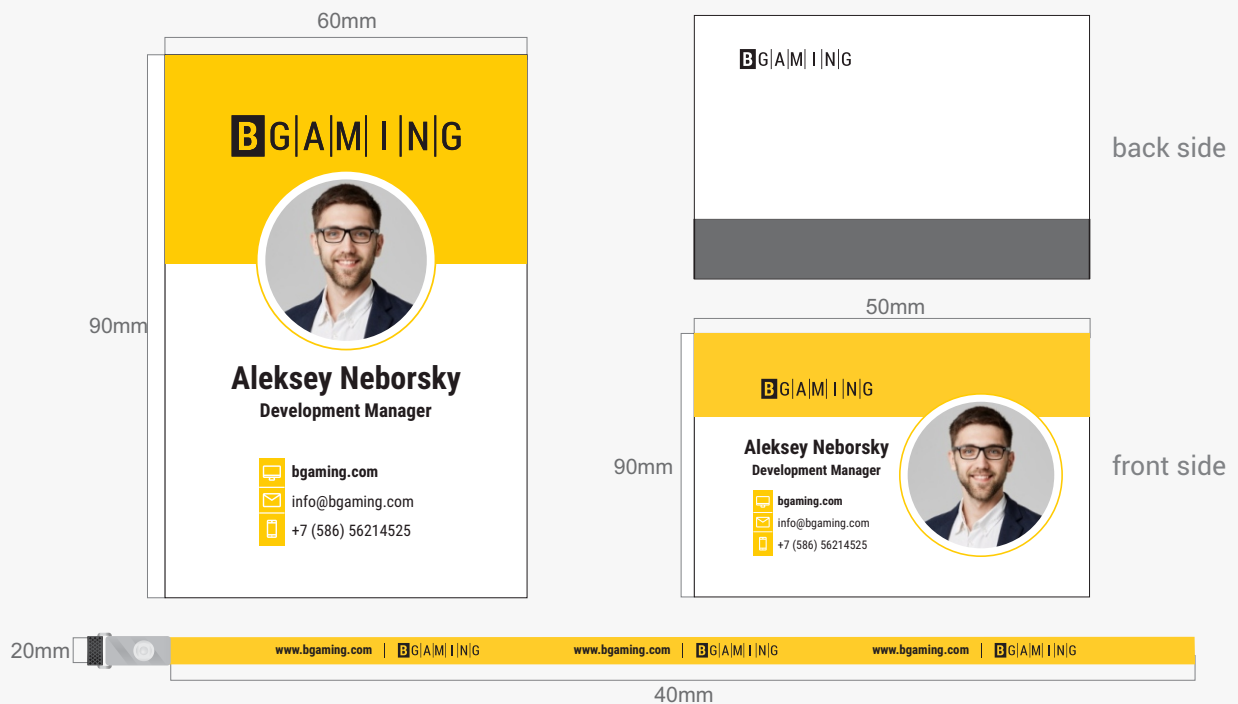
Envelope

When corresponding you will use tools such as a letterhead, cards and envelopes. Because these pieces sometimes are the main communication between you and a correspondent in our community, a consistent look and feel is critical to maintaining our brand equity. Envelopes that include the return address, the seal and the tagline are available for office and department use.



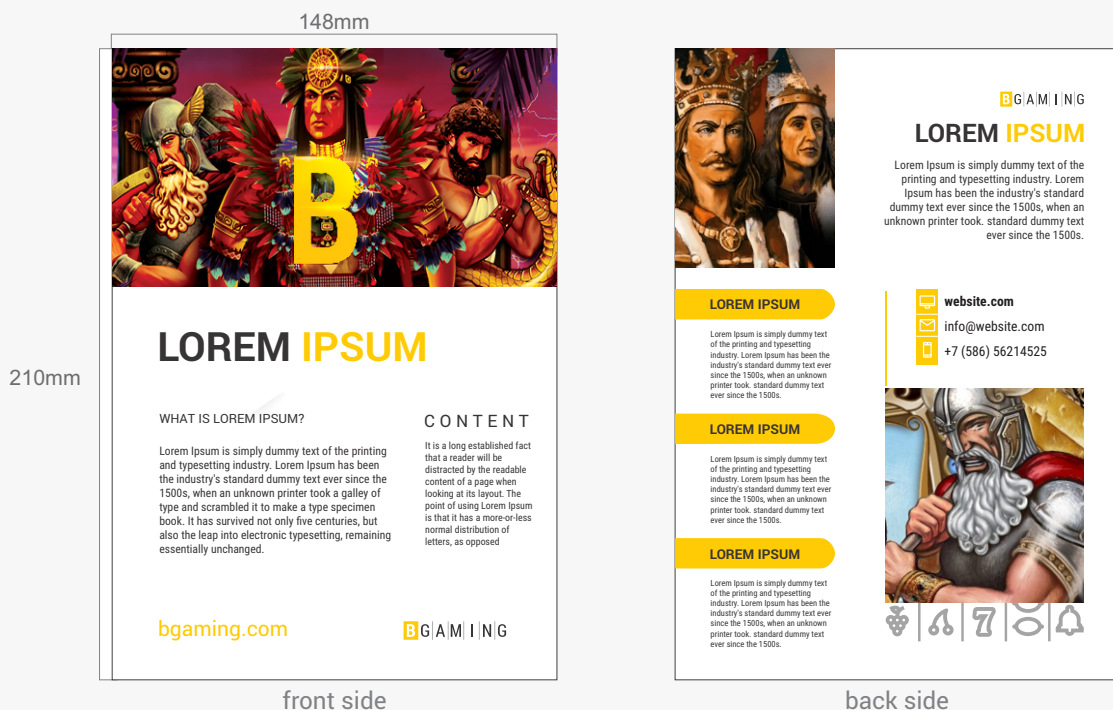
ID Card

When you design and produce items that will travel into the public space, you must be especially mindful to stay true to the BGAMING. ID-cards will be seen by a great many people, affecting attitudes. We want these promotional elements to look like they came from the same place. All promotional items are expected to include the BGAMING logo placed according to guidelines.



Flyer

Signage provides highly visible evidence of our commitment to a unified identity. Be sure to follow prescribed graphic standards for BGAMING, using official identities, including proper use of color and typography. All brochures, posters and flyers must include content and design elements as outlined below: The words BSGAMING must be clearly visible. Use of approved color palette. Use of approved typefaces. The information about using graphs/tables and photographs in manuals and reports in this guide applies to newsletters, brochures, posters, and




Customer Card

Positioning of elements on BGAMING customers cards (148x210 mm) is demonstrated below. The card back is recommended, but not required.

148mm

210mm



The front of the card features a yellow background. A central black horizontal band contains the BGAMING logo, where each letter is in a yellow box, and below it are five yellow icons: a diamond, a club, a 7, a spade, and a bell. At the bottom, the text 'Customer Card' is centered in a thin black box.

Customer card **B**G|A|M|I|N|G

Name _____

E-mail _____

Phone _____

Language _____

Interested in Auction ☐ Exchange ☐ Crypto processing ☐

Existing Casino Business Online ☐ Offline ☐ None ☐

How soon is ready to start _____

Marketing budget _____

Interested in _____

BG|A|M|I|N|G **www.bgaming.com**

Coffee Cup

Promotional items can come a wide variety of forms and sizes. No matter what the size, shape, or occasion for which the items are produced, they always reflect the organization that they represent. Care should be taken in selecting promotional items in terms of color, quality, and appropriateness. When choosing colors for premiums, the BGAMING color palette should be kept in mind. The color of the premium should not interfere with the BGAMING logo and allow for it to stand out.

Sample Coffee Cup



T-Shirt (Round Neck)

T-shirts can be printed on white or color fabrics. If printing on color fabric, make sure that the fabric matches the colors described in this guide and that our logos can be reproduced accurately.



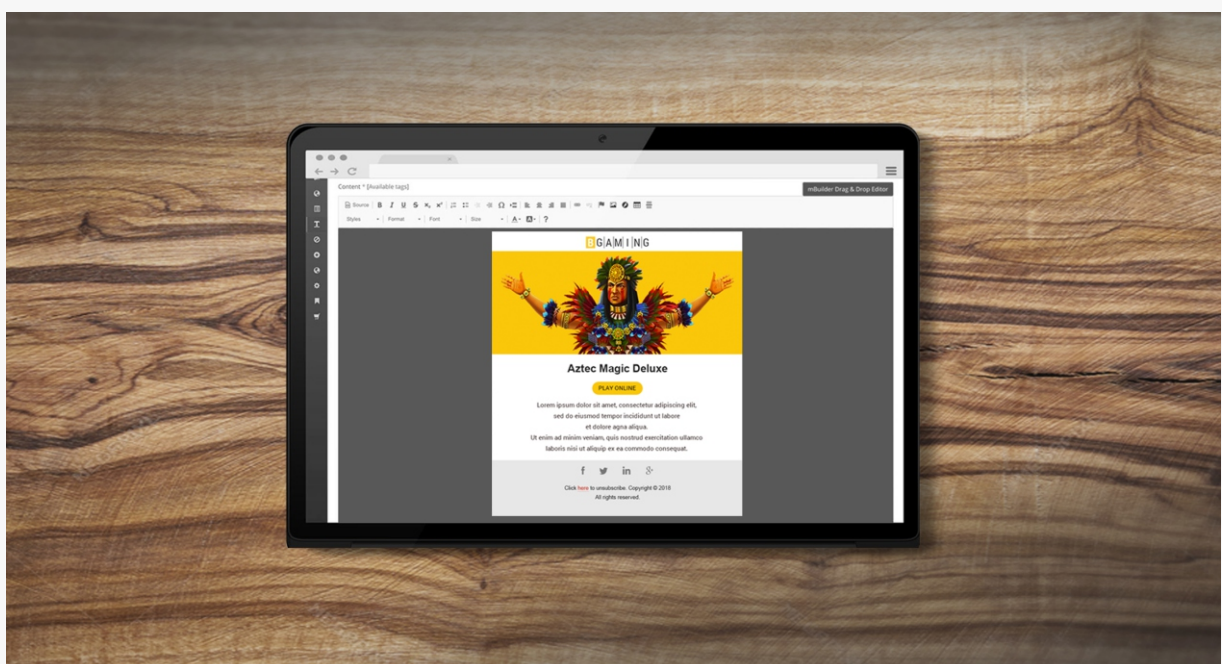
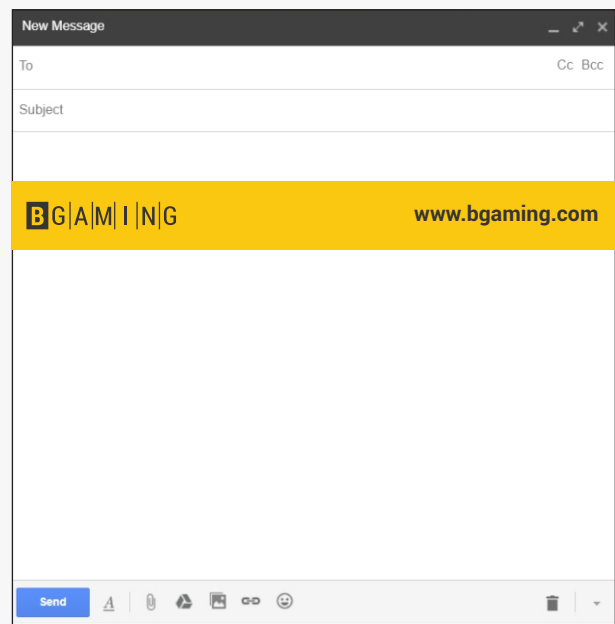
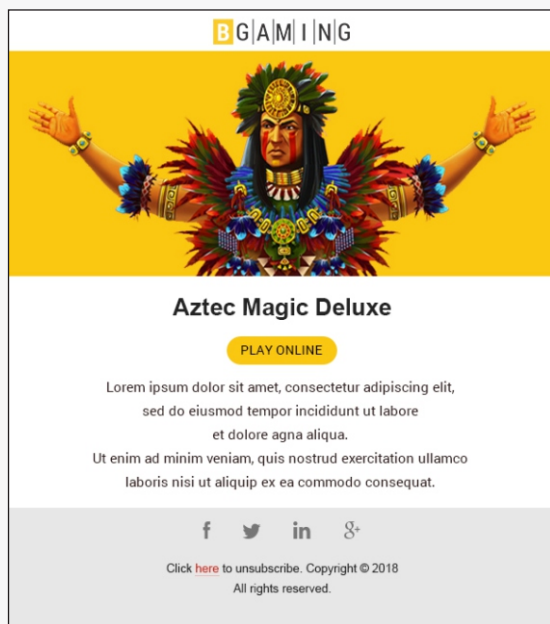
Button Badge

Even the smallest tools can have a little BGAMING personality and charm. Don't use other colors not included in this guide for any collateral.



E-Newsletters and E-Signature

Use this email signature for all brand email communications. The signature block is designed primarily for online viewing. A logo is included in the example below. Use these email signature guidelines to present a more unified, professional appearance for official BGAMING communications.



BG|A|M|I|N|G

| bgaming.com |