

A large, stylized letter 'G' in a light teal color is positioned in the background, partially overlapping the dark teal background. The 'G' has a thick, rounded stroke and a small tail at the bottom right.

# GAMING REALMS

BRAND GUIDELINES

2023

## INTRODUCTION

Gaming Realms is a B2B developer, licensor, and distributor of mobile - focused real money and social gaming content. We are proud to be the owner of the unique Slingo IP, one of the world's most well-known real money and social gaming formats.

Our innovative, mobile focused content encompasses in-game player defined choice and strategy to augment a fun & engaging player experience.

Transcending beyond our flagship Slingo genre, our strategy is to produce compelling original slots and table games to expand the Gaming Realms' content portfolio, delivering our fanbase exciting experiences time after time.

The key to Gaming Realms continuing to deliver this content in an impactful way is a consistent, drive for entertainment and innovation.

These Brand Identity Guidelines intends to provide users with equity-building tools and inspiration to show the Gaming Realms Brand and the Slingo Brand in ever more entertaining and innovative ways.

It constitutes a comprehensive guide to the consistent, contemporary and impactful look of both the Gaming Realms and Slingo brand.

### LEGAL DISCLAIMER

Ideas and suggestions herein outlined may not be implemented, either entirely or partially, in your concerned market because of legal restrictions. Please seek advice from your local legal or regional contact to ensure compliance with local laws and regulations.

# GAMING REALMS BRAND IDENTITY - CONTENTS

Introduction 2

## GAMING REALMS BRAND IDENTITY

Design Overview 4

Gaming Realms Logo 5

Brand Icon 6

Branding Rules 7

Colours 11

Fonts 13

Typography 14

Graphic Curve 15

Contacts 26

## SLINGO BRAND IDENTITY

Slingo History 18

Design Overview 20

Slingo Logo 21

Slingo logo usage 22

Fonts 25

# GAMING REALMS BRAND IDENTITY - OVERVIEW



Logo

## Overview of design elements - Logo

Our brand visual identity, created to maximize the visual impact in mass-market communications, also conveys the character of the brand. The main elements of the identity are the logo, brand icon and the two combined. An explanation of how to utilize the logo follows on the next few pages.

Colours

## Overview of design elements - Colours

Another main element of the identity are the brand colours. They fall into three main colours each with a highlight colour and a shade colour.

The colours, are each dedicated to an area of the business. Midnight Blue is the main colour focused on everything corporate. Maximum Blue is used for the Gaming Realms brand colour, whilst Amararth Red is the main colour used for the Slingo brand.

### Gaming Realms Corporate Colours

Oxford Blue

Hex #000A2D - Oxford Blue R:19 G:21 B:41 - C:100 M:92 Y:47 K:69

Maximum Blue

Hex #00B4B9 - Maximum Blue - R:7 G:179 B:184 - C:74 M:0 Y:32 K:0

Firebrick Red

Hex #AF191E - Firebrick Red - R:175 G:25 B:32 - C:21 M:100 Y:92 K:14

### Slingo Brand Colour

Candy Red

Hex #FF2F4B - Candy Red - R:232 G:56 B:79 - C:0 M:88 Y:58 K:0

## Overview of design elements - Typography

Gaming Realms branding uses two main Typeface families, this gives a consistent, legible look.

## Overview of design elements - Curve

The final element of the brand visual identity is the graphic curve. Seen below, the curve originates from the Slingo logo and is used as a dynamic way to create sections for the brand website, social media and presentations.

**CATAMARAN EXTRA BOLD**

**ABCDEF abcdef 123**

Fonts

Montserrat Regular

ABCDEF abcdef 123



## GAMING REALMS BRAND IDENTITY - LOGO



GAMING  
REALMS

The logo stacked



GAMING  
REALMS

The logo stacked reversed  
out of colour



GAMING REALMS

The logo horizontal



G  
GAMING  
REALMS

The logo stacked  
with the Brand  
Icon Verticle



G GAMING  
REALMS

The logo stacked with the  
Brand Icon Horizontal

### Gaming Realms Logo

The logo, reflecting the style of a neon sign, can be used on its own or with the brand icon which is an enlarged initial 'G'. Using the brand colour palette along with black, as well as the ability to reverse the logo out of the brand colours in white, covers all applications.

### The Logo Horizontal and Stacked

The logo, can be used in both stacked and horizontal formats.

### The Logo and Brand Icon

The logo, can also be used with the brand icon. The proportions and how to utilize this version of the logo are explained in later pages.

## GAMING REALMS BRAND IDENTITY - BRAND ICON



The Brand Icon

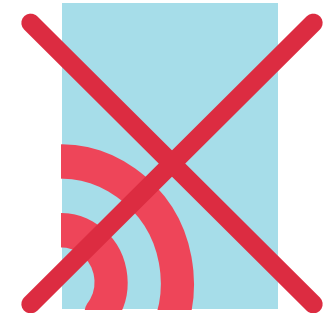
### Gaming Realms Brand Icon

The Gaming Realms brand icon is an enlarged initial 'G' taken from the logo. It can be used with a border to create an icon for social media accounts and websites. Please utilize the brand palette of colours.



### Using the Brand Icon as a background Element

The Gaming Realms brand icon can be used as a way to add a dynamic graphic element to a background. Please use the brand palette colours in their palette groups to create these backgrounds.



# GAMING REALMS BRAND IDENTITY - LOGOTYPE SAFE AREA



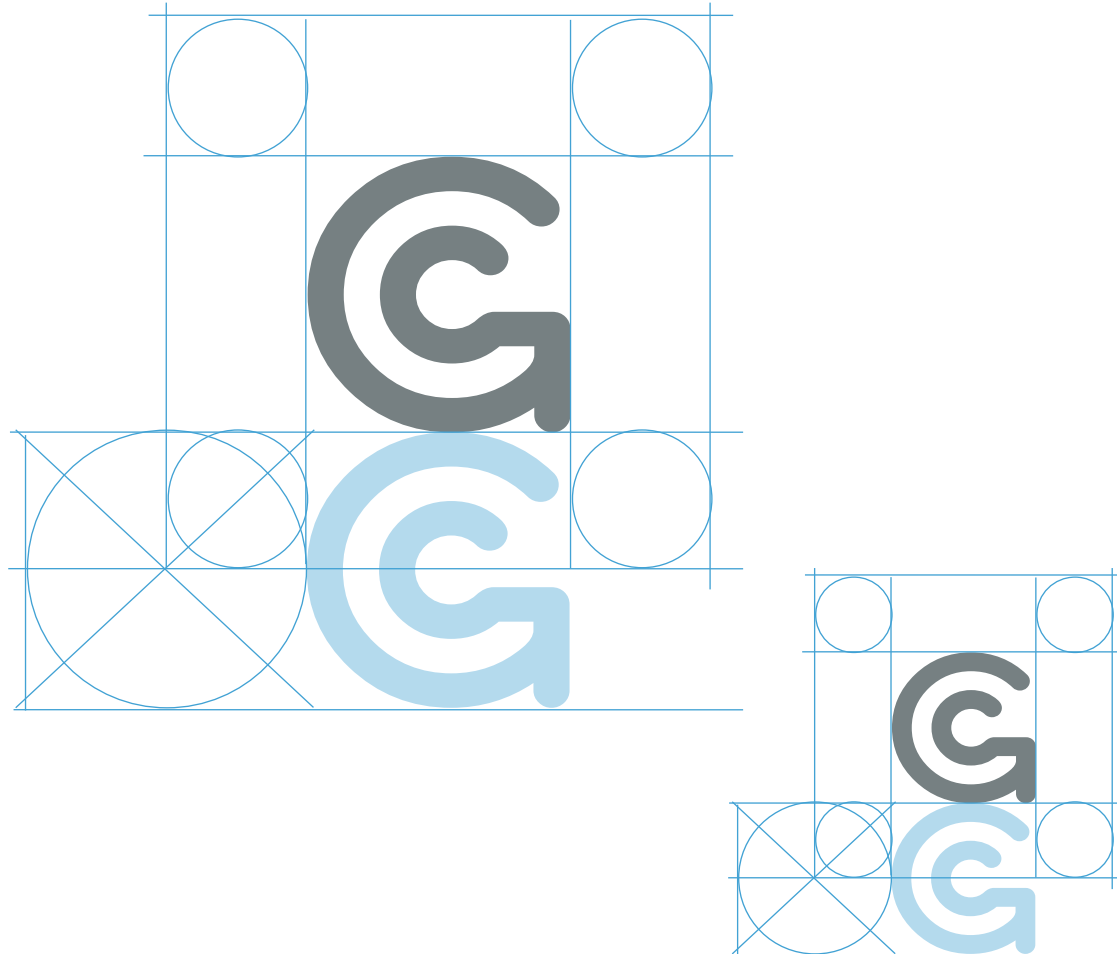
## Safe area using the Brand Logotype

To ensure prominence and legibility, the logo is always surrounded by a minimum area of free space in which no other elements may be placed, including type and images.

Half the initial letter G's height from the logo to define the space around the logo. It is always measured from the bottom of the G to the center point.

The straight blue lines show the safe area.

# GAMING REALMS BRAND IDENTITY - BRAND ICON SAFE AREA



## Safe area using the Brand Icon

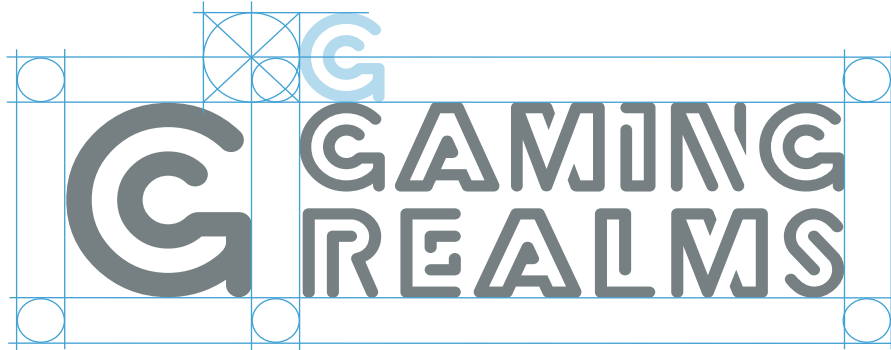
The brand icon is taken from the logotype and is the initial 'G'.

To ensure prominence and legibility, the icon is always surrounded by a minimum area of free space in which no other elements may be placed, including type and images.

Half the initial letter G's height from the logo to define the space around the logo. It is always measured from the bottom of the G to the center point.

The straight blue lines show the safe area.

# GAMING REALMS BRAND IDENTITY - SAFE AREA

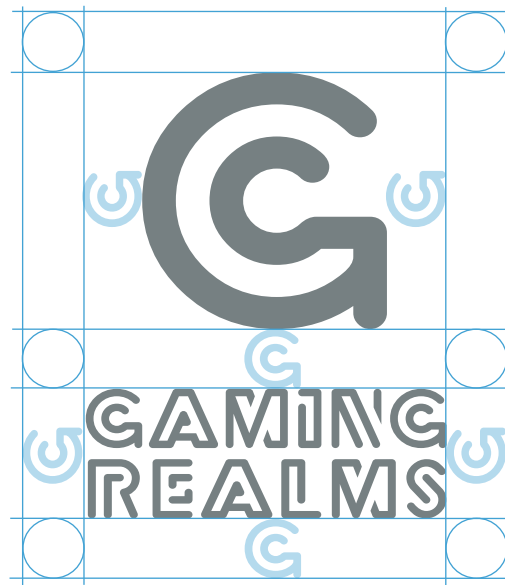


## Safe area using the Logo and Brand Icon horizontally

To ensure prominence and legibility, the logo is always surrounded by a minimum area of free space in which no other elements may be placed, including type and images.

Half the initial letter G's height from the logo to define the space around the logo. It is always measured from the bottom of the G to the center point.

The straight blue lines show the safe area.



## Safe area using the Logo and Brand Icon stacked

To ensure prominence and legibility, the logo is always surrounded by a minimum area of free space in which no other elements may be placed, including type and images.

AN EXCEPTION to the half G rule only occurs when using the Logo and brand icon stacked. This is because of the change in relative sizes between the elements. To achieve the same look as the half G rule, when stacked this way we use a full G instead.

The full initial letter G's height from the logo to define the space around the logo and icon. It is always measured from the bottom of the G to the highest point.

The straight blue lines show the safe area.

# GAMING REALMS BRAND IDENTITY - USING THE LOGO



## Using the Gaming Realms Logo

For printed and digital material, visual communication and activation support.

The logo can be used on all types of backgrounds or visuals. Please use an appropriate colour in line with the brand palette of colours.

For printed material the logo in CMYK is preferred because it gives better printing results, but if your printing means are limited, it is acceptable to use the PMS logo.



# GAMING REALMS BRAND IDENTITY - COLOURS

## Gaming Realms Corporate Colours

Oxford Blue

Hex #000A2D - Oxford Blue R:19 G:21 B:41 - C:100 M:92 Y:47 K:69

Maximum Blue

Hex #00B4B9 - Maximum Blue - R:7 G:179 B:184 - C:74 M:0 Y:32 K:0

Firebrick Red

Hex #AF191E - Firebrick Red - R:175 G:25 B:32 - C:21 M:100 Y:92 K:14

## Slingo Brand Colour

Candy Red

Hex #FF2F4B - Candy Red - R:232 G:56 B:79 - C:0 M:88 Y:58 K:0

## Gaming Realms Contrast Colours

Midnight Blue

Hex #001252 - Midnight Blue - R:31 G:36 B:73 - C:100 M:92 Y:38 K:41

Indigo Blue

Hex #00437A - Indigo Blue - R:14 G:67 B:121 - C:100 M:76 Y:25 K:10

Blue Sapphire

Hex #006386 - Blue Sapphire - R:1 G:99 B:135 - C:90 M:49 Y:29 K:13

## Slingo Contrast Colour

Amararth Red

Hex #D72435 - Amaranth Red - R:215 G:37 B:53 - C:8 M:95 Y:77 K:1

## Brand Colour Palettes

To maintain consistency across communications, we have created three brand colour palettes.

Use the brand colour palette that best suits the communications.

The colour values defined for each colour system are guideline values. They must be adjusted according to the printing technique, printed material or display screen.

Please use the printed colour references to ensure a perfect colour match.

# GAMING REALMS BRAND IDENTITY - GRADIENTS



## Gradient Colours

Gradients of the primary brand colours may be used in combinations of dark blue to either cyan or grey, or cyan or grey to white.

### Gaming Realms Corporate Colours

Oxford Blue

Hex #000A2D - Oxford Blue R:19 G:21 B:41 - C:100 M:92 Y:47 K:69

Maximum Blue

Hex #00B4B9 - Maximum Blue - R:7 G:179 B:184 - C:74 M:0 Y:32 K:0



# GAMING REALMS BRAND IDENTITY - FONTS

## CATAMARAN EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Catamaran Font

Gaming Realms main headline font is Catamaran Extra Bold. It is only used for headlines and VIP text, and can be used with both upper and lowercase.

## Montserrat Font Bold

Montserrat Bold is used for subheadings and body copy headlines set in mixed type.

## Montserrat Font Regular

Montserrat Regular is used for body copy and always set in mixed type. Montserrat Regular allows the setting of most languages that use the Latin alphabet as well as Greek and Cyrillic characters, and has a full set of Glyph characters.

## DM Sans Font Regular

DM Sans Regular is used for digital copy and always set in mixed type. DM Sans is a Google Font and can be downloaded for free.

# GAMING REALMS BRAND IDENTITY - TYPOGRAPHY



## Headline

'Contact Us' as the main heading is set in Catamaran Extra Bold.

## Sub headline

The following sub head copy is set in Monserrat Bold.

## VIP Text

The address and the email address are classified as VIP text, and therefore are set in Catamaran Extra Bold.

## Bodycopy

The following copy is set in Monserrat Regular.

## Sub headline

The following sub head copy is set in Monserrat Bold.

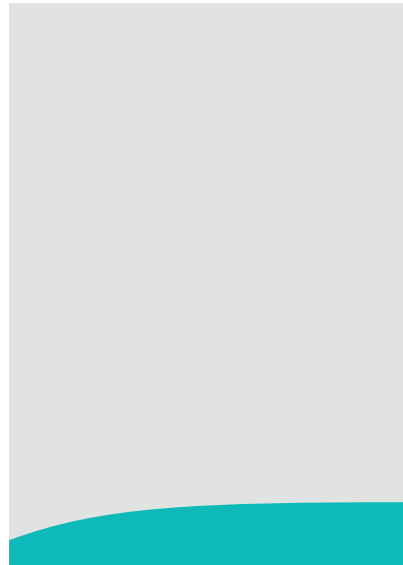
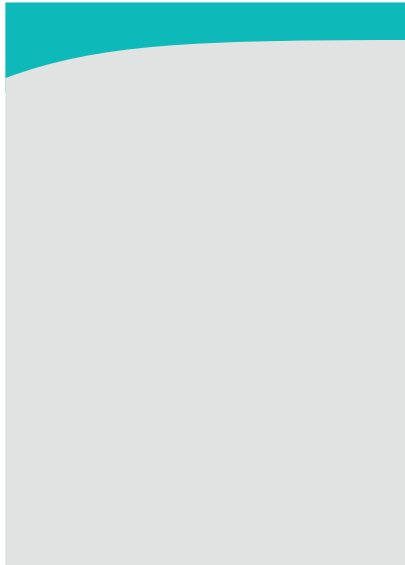
# GAMING REALMS BRAND IDENTITY - GRAPHIC CURVE



1. The Graphic Curve originates from the Slingo logo



2. The point is removed and then the depth is adjusted to create the graphic curve



## Portrait or Landscape

In Portrait format the graphic curve can be used either at the top or the base of the image or page. The curve can be used to create a space for the logo or a heading or a Chapter Title. It can also be used to create a Gaming Realms ownership section when the main content of the image or page is communicating a Slingo game.

A large, stylized letter 'S' logo is positioned on the left side of the page. It is composed of three concentric, rounded shapes in shades of red, creating a sense of depth and movement. The background is a solid, vibrant red color.

**SLINGO<sup>®</sup>**

**BRAND GUIDELINES**

**2023**

## SLINGO INTRODUCTION

Slingo is a Gaming Realms game format, which is a popular gaming brand on its own. Gaming Realms' aim is to keep Slingo at the forefront of the gaming world.

The Slingo Brand Guidelines intend to provide users with equity-building tools and inspiration to show the Slingo brand in ever more entertaining and innovative ways.

It constitutes a comprehensive guide to the consistent, contemporary and impactful look of the Slingo brand.

## LEGAL DISCLAIMER

Ideas and suggestions herein outlined may not be implemented, either entirely or partially, in your concerned market because of legal restrictions. Please seek advice from your local legal or regional contact to ensure compliance with local laws and regulations.

# HISTORY

## History Of Slingo

In 1996, a game called Slingo quietly launched on AOL.

The play area resembled a Bingo card filled with numbers. Click the 'SPIN' button and an additional row of numbers and symbols would tumble, like a slot machine's reel. When the reel stopped, you matched the numbers to the card above. Three graphical icons also tumbled through the reel: a Joker worked as a wild card; 'that darn Devil' would cut your score in half, and the Cherub cancelled the Devil's punishment. Each line filled earned you a "Slingo!" and a bucket of points. You had 20 spins to fill your card and get as many points as possible. Within days, it was the #1 game on the largest online provider in the world.

Twenty years later, Slingo has been on nearly every entertainment platform out there: slot machines, Facebook, handheld devices, scratch lotto tickets, and smartphones. Odds are you've played some version of Slingo, or at least seen a Slingo ticket hanging behind your local convenience store counter.

But where did this near-ubiquitous property come from? And what does it hope to become in the future?

Slingo, a unique game experience blending the excitement of Bingo and the thrill of slot machines. Created in 1993 by Sal Falciglia, Sr., a casino industry expert with a love for Bingo and slots, Slingo was born from an inspired flight with his brother. Sal's vision came to life after fine-tuning the game using a 1950 five-reel slot machine from Mexico and later with the help of a programmer to create the first prototype. It quickly became the #1 game on AOL, attracting millions of players and even creating a wedding between two fans.

Slingo's success led to partnerships with International Gaming Technology (IGT) and Caesar Entertainment, resulting in the launch of the first Slingo slot machine in 1999. The game continued to thrive with the launch of Slingo.com in 2002 and popularity among the military. Despite a failed TV game show attempt in 2008, RealNetworks acquired the Slingo brand in 2013 and released Slingo Adventure. Gaming Realms later acquired Slingo and launched Slingo Riches in 2015, with the goal of making Slingo a leading gaming brand across multiple platforms.

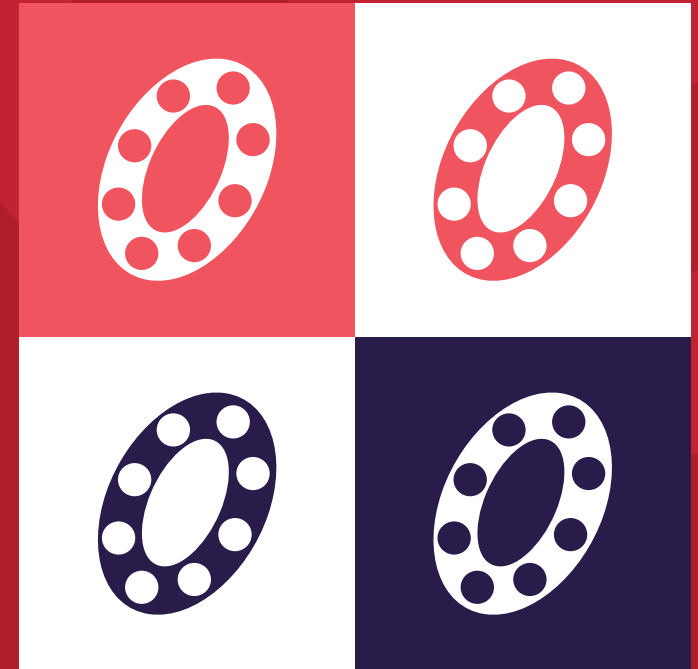
Today, Slingo remains a family-run business with Sal's grandson, Craig Falciglia, actively involved in creative decisions. Sal's legacy as a creative, entrepreneurial, and caring person lives on through the game, which his family has a deep connection to. Gaming Realms is modernizing and expanding the reach of Slingo, popular for its balance of mental effort and relaxation, with aspirations to become a household name like Monopoly. New Slingo experiences across platforms are in the works to attract new fans. The focus is now on bringing the beloved game to the international market.



# GAMING REALMS

## HISTORY

One of the defining features of Slingo's legacy is its iconic logo. This page is dedicated to exploring the evolution of the Slingo logo and how it has represented the game.





# SLINGO BRAND IDENTITY - OVERVIEW



Logo

Slingo Brand Colour

Candy Red

Hex #FF2F4B - Candy Red - R:232 G:56 B:79 - C:0 M:88 Y:58 K:0

Slingo Contrast Colour

Amararth Red

Hex #D72435 - Amaranth Red - R:215 G:37 B:53 - C:8 M:95 Y:77 K:1

Colours

CATAMARAN EXTRA BOLD

ABCDEF abcdef 123

Montserrat Bold

ABCDEF abcdef 123

Montserrat Regular

ABCDEF abcdef 123

Fonts

## Overview of design elements - Logo

The Slingo logo, is a key element to Gaming Realms' brand family. Its basic design is used for all communications.

The logo is also used and adapted when used as a game logo, and is designed by the game teams to suit the style and genre of the game.

## Overview of design elements - Colours

The Slingo colours are based around Candy Red. This is the main colour for the brand. But there are both a highlight colour and a shade colour for contrast.

## Overview of design elements - Typography

The Slingo brand uses the same two main Typeface families that the Gaming Realms' brand uses when communicating about the brand.

When Slingo is used to market a specific game genre, extra fonts might be added to maintain the style of that genre. These fonts are decided by the game teams.



## SLINGO BRAND IDENTITY - THE SLINGO LOGO



SLINGO®

The Slingo logo



The Slingo logo reversed out of red

### The Slingo Logo

The Slingo logo has been designed to be very versatile. When communicating about the brand, the main logo may only use the main colour of Candy Red or be reversed out of Candy Red.

The Slingo logo is also seen in game logos, and can be adapted to use in many different game genres in which Slingo is the main game mechanic. In these cases the logo use is determined by the game teams.



## SLINGO BRAND IDENTITY - THE SLINGO LOGO



The Slingo logo

### ® The SLINGO Registered Trademark

It is important to always use the registered trademark symbol (®) when using the Slingo logo. This symbol serves as a reminder that our trademark has been officially registered and that we have exclusive rights to use the mark in connection with our products and services. Adding the registered trademark symbol to our logo provides public notice of our trademark registration and helps to prevent others from using a similar mark that may cause confusion among consumers. Failing to use the registered trademark symbol could weaken our trademark rights and potentially harm the strength of our brand. So, always remember to include the ® symbol when using the Slingo logo.

## SLINGO BRAND IDENTITY - SLINGO LOGO SAFE AREA



### Safe area using the Slingo logo

To ensure prominence and legibility, the logo is always surrounded by a minimum area of free space in which no other elements may be placed, including type and images.

Use the initial letter S's height from the logo to define the space around the logo. It is always measured from the outer edge of the logo lined up on the center line, both vertical and horizontal.

The straight blue lines show the safe area.

## SLINGO BRAND IDENTITY - SLINGO LOGO IN GAME LOGOS



### Exceptions to the Brand Guidelines

As Slingo is a gaming format that lends itself to be reinvented in many different genres, there is a need to design game logos that included the Slingo logotype in the style of these genres. In these cases, the design and usage is determined by the game teams and therefore does not fall within the rules of these Guidelines.

The only two requirements are that - although the colours may change - the logotype format and shape should always be maintained and the Registered Trademark must be included.

SLINGO®

# SLINGO BRAND IDENTITY - FONTS

**CATAMARAN EXTRA BOLD**    **ABCDEF abcdef 123**

**Montserrat Bold**                    **ABCDEF abcdef 123**

Montserrat Regular            ABCDEF abcdef 123

**EATER REGULAR**                    **ABCDEFGHI 123**

Morris Roman Black            **HBCDEf abcdef 123**

**SAMDAN REGULAR**                    **ABCDEF ABCDEF 123**

## Catamaran Font

In all communications internal and external when Gaming Realms is communicating about Slingo please use the Gaming Realms brand fonts shown on this page. The main Headline Font is Catamaran Extra Bold, which is only used for headlines and VIP text and can be used with both upper and lower-

## Montserrat Font Bold

Montserrat Bold is used for subheadings and body copy headlines set in mixed type.

## Montserrat Font Regular

Montserrat Regular is used for body copy and always set in mixed type.

## Game Dedicated Fonts

Slingo is a game format or game mechanic, and therefore games can be created and styled to fall within certain genres. Matching the style of the game with the correct font means on occasion using extra fonts than the brand fonts above. Please make sure if a separate font is used for a game that it is used consistently across media for that game.

## GAMING REALMS CONTACT DETAILS

If you have any questions do let us know here:  
[contact@gamingrealms.com](mailto:contact@gamingrealms.com)



Gaming Realms creates and licenses innovative games for mobile, with operations in the UK, U.S. and Canada. Gaming Realms is the creator of a variety of Slingo®, bingo, slots and other casual games. The company uses a proprietary data platform to build and engage global audiences that are expanded even further via strategic lottery, media and platform partnerships. Through combinations with the unique Slingo IP, Gaming Realms brings together entertainment and gaming brands in new game formats. The Gaming Realms management team includes accomplished entrepreneurs and experienced executives from a wide range of leading gaming and media companies. For the latest information about Gaming Realms and Gaming Realms' products, please visit: [www.gamingrealms.com](http://www.gamingrealms.com)

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The background is a solid teal color. On the right side, there are several overlapping, semi-transparent circular shapes in various shades of teal, creating a layered, abstract effect. The text is positioned in the lower-left quadrant of the image.

**GAMING  
REALMS**

**2023**