COOLBET

COMPANY VISUAL IDENTITY

CONTENTS

INTRODUCTION

Coolbet was founded by Jan Svendsen. A Norwegian with almost 30 years of experience in the gaming industry. Jan started his gaming career in 1987, when he started working for a betting company named Kesak. In those days the customers sent in their bets with regular mail to the office in London. After Kesak, Jan worked with among others Norsk Tipping and Centrebet. At the turn of the century, he created Nordicbet and Triobet, gambling companies which ended up being one of the biggest in Scandinavia and in the Baltics. In 2015 he created Coolbet.

Coolbet's aim is not to have the largest product offering available, instead the direction is tilted towards offering the best and most popular products and services which interest the vast majority of customers. All this is done through user-friendly channels that are clean and colorful.

COOLBET'S VALUES

Open
At Coolbet we are open with information. We share information on coolbet.com that can be of interest for our customers, for example: insight on what other customers are betting on and info on payback percentages. We believe that the more transparent we are, the more trust and loyalty we build.

Fair
At Coolbet we always have fair deals. We have as good terms and conditions as possible and they are always easy to understand. Furthermore we always try keep customer's well-being in mind and if there is any doubt at all, the customer is correct.

Responsible
At Coolbet we are always straightforward and honest with the customers and show goodwill towards them. We always want our customers to see Coolbet as a place for entertainment rather than a place for mindless and irresponsible gambling.

Personal
At Coolbet we believe that a personal environment and communication deepens customer's engagement and loyalty. We always have a friendly, positive, human, open, proactive, professional, responsible and personal touch in all the contact points with the customer. And we always listen to our customers.

COOLBET'S GUIDING PRINCIPLES

We are committed to providing all our customers a deeply exciting, innovative and satisfying gaming experience.

We are committed to delivering extraordinary service to all our customers and seek to anticipate their needs.

We are committed to act ethically, and actively advise and assist our customers to bet responsibly.

BRAND VALUES

WHAT ARE BRAND VALUES?
Brand values define how the customers should perceive and remember the company.

WHERE DO THE BRAND VALUES APPLY?
All content created for Coolbet should follow the brand values.
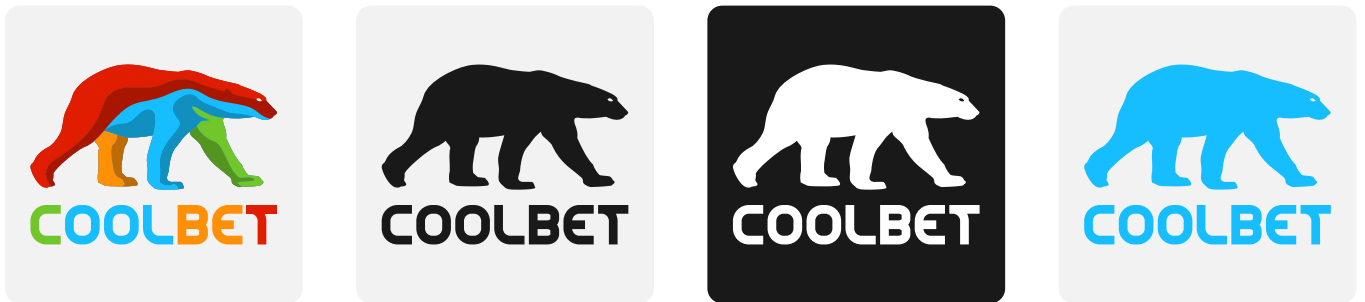
COOLBET'S BRAND VALUES:

- **COLORFUL**

- **DIFFERENT**

- **FAIR**

- **FRIENDLY**

- **OPEN/TRANSPARENT**

- **QUALITY RATHER THAN QUANTITY**

- **CLEAN**

- **LOCAL**

- **KEEP IT SIMPLE/EASY**

Cool | Warm

COOLBET

Mirrored

Compact Logo

COOLBET | COOLBET | COOLBET | COOLBET

Logo with tagline

COOLBET
STAY COOL. BET RESPONSIBLY.

COOLBET
STAY COOL. BET RESPONSIBLY.

NB! More in depth overview of the logo and it's use can be found in separate Coolbet logo book (coolbet_logo_guidelines.pdf).

Company logo

STAYCOOL

Responsible gaming logo

**STAY COOL.
BET RESPONSIBLY.**

COLORS

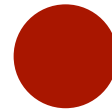|	Primary	Secondary
Green	HEX: #6FC529 RGB: rgb(111, 197, 41) CMYK: 63, 0, 100, 0	HEX: #549520 RGB: rgb(84, 149, 32) CMYK: 75, 19, 100, 4
Blue	HEX: #17BEFF RGB: rgb(23, 190, 255) CMYK: 70, 4, 0, 0	HEX: #118FBF RGB: rgb(17, 143, 191) CMYK: 86, 29, 11, 0
Orange	HEX: #FF8E03 RGB: rgb(255,142,3) CMYK: 0, 54, 100, 0	HEX: #BF6B03 RGB: rgb(191, 107, 3) CMYK: 18, 66, 100, 5
Red	HEX: #E11D00 RGB: rgb(225, 29, 0) CMYK: 1, 99, 100, 0	HEX: #A91600 RGB: rgb(169, 22, 0) CMYK: 20, 100, 100, 14
Light Gray	HEX: #5D5D5D RGB: rgb(93, 93, 93) CMYK: 62, 54, 53, 26	HEX: #ADADAD RGB: rgb(173, 173, 173) CMYK: 33, 27, 27, 0
Dark Gray	HEX: #191919 RGB: rgb(25, 25, 25) CMYK: 73, 67, 65, 79	HEX: #212121 RGB: rgb(33, 33, 33) CMYK: 72, 66, 65, 73

TYPEFACES

TYPEFACE NAME
Oswald & Oswald Regular

AUTHOR
Vernon Adams

LICENSE
SIL OPEN FONT LICENSE Version 1.1 - 26 February 2007

LANGUAGE SUPPORT
English, Swedish, Danish, Norwegian, Finnish, Estonian

EXTRA LIGHT - SECONDARY
1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å Õ Ä Ö Ü
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å õ ä ö ü

LIGHT - PRIMARY
1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å Õ Ä Ö Ü
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å õ ä ö ü

REGULAR - SECONDARY (NB! this typeface is called Oswald Regular not Oswald)
1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å Õ Ä Ö Ü
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å õ ä ö ü

MEDIUM - SECONDARY
1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å Õ Ä Ö Ü
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å õ ä ö ü

BOLD - PRIMARY
1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å Õ Ä Ö Ü
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å õ ä ö ü

HEAVY - SECONDARY
1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å Õ Ä Ö Ü
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å õ ä ö ü

TYPEFACES ITALIC

EXTRA LIGHT - TERTIARY
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅÕÄÖÜ
abcdefghijklmnopqrstuvwxyzæøåõäöü

REGULAR - TERTIARY
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅÕÄÖÜ
abcdefghijklmnopqrstuvwxyzæøåõäöü

DEMI-BOLD - TERTIARY
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅÕÄÖÜ
abcdefghijklmnopqrstuvwxyzæøåõäöü

VISUAL REPRESENTATION RULES

These rules apply to all Coolbet communications (banners, print ads, TV ads, business cards, flyers, handouts, coupons...)

COLOR
Only the colors brought out on page 4 should be used. Do not use pure black #000000, instead of black, use primary dark gray (#191919). White (#FFFFFF) is allowed. Secondary dark gray (#212121) should only be used in combination with primary dark gray (#191919), where the primary is background color and the secondary is used for faint silhouettes on the background. For text use only the color blue and white.

BACKGROUND
Darker backgrounds should be preferred wherever possible. Ideally all backgrounds should use the primary dark gray (#191919) and have the polar bear pattern colored with the secondary dark gray (#212121) overlay the background. See the sample below:
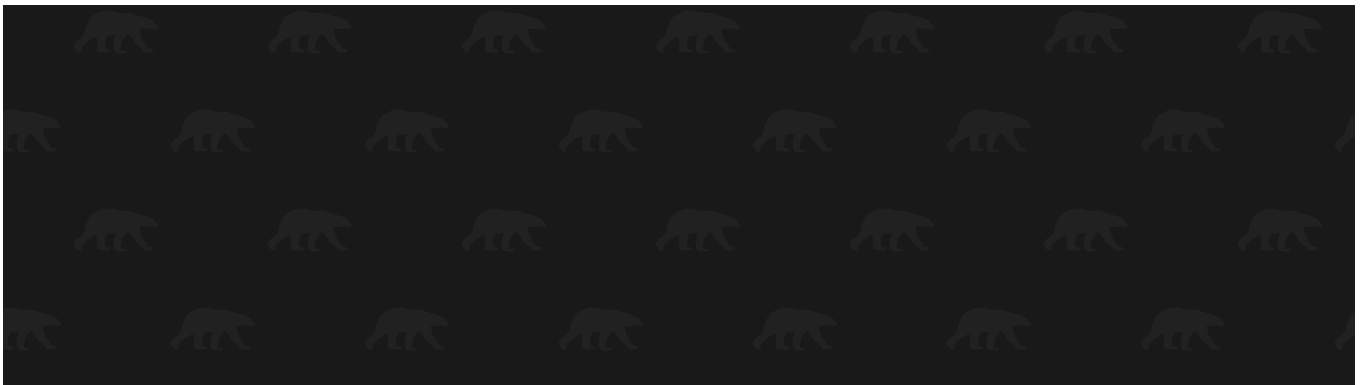
TYPEFACE
For all communications Oswald font must be used. Primary font weights "light" or "bold" should be preferred over secondary weights.

PHOTOS
Generally photos should not be used, instead digitally painted images with transparent background should be used. See the sample below:
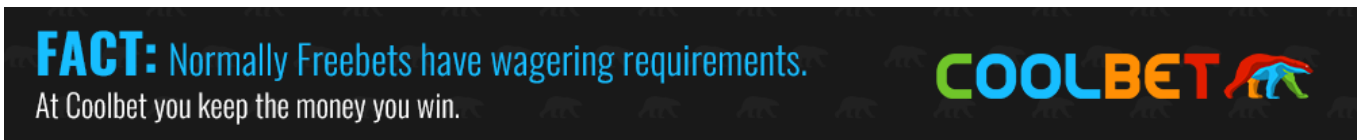
BANNER ADS DO'S

BANNER WITH ILLUSTRATION
Preferred design type. Should be used wherever possible.

BANNER ON TIGHT SPACE
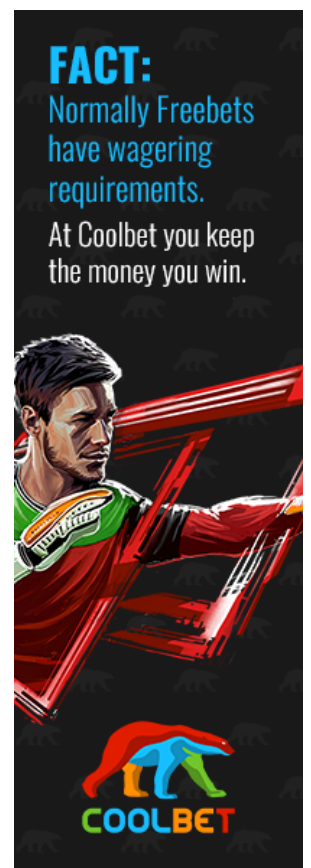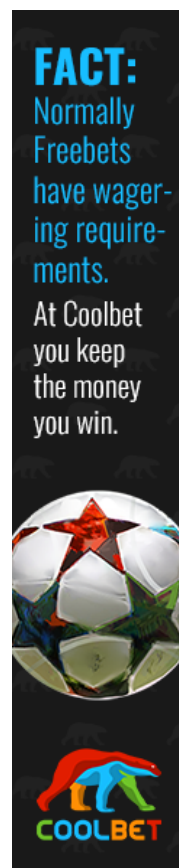Rather than clutter the banner, remove either text or illustration (the one less important).

USE COMPACT LOGO WHEN NEEDED
For most of the tower banners, compact logo suits better than the regular one.

USE TAGLINE IF POSSIBLE
If there is enough space, use the logo with tagline. However be careful not to clutter.

BANNER ADS DON'TS

ONLY ONE OFFER PER SCENE
Multiple offers can be shown on animated banners, on static banners multiple offers create too much noise. Remove everything that is not related to the offer.

DON'T

ONLY MOST IMPORTANT INFO ON SMALLER BANNERS
Text editing is needed for smaller banners.

DON'T

IMAGE QUALITY MUST BE TOP-NOTCH
When dealing with .gif banners, instead of bringing down the image quality to save space, cut down the number of frames.

DON'T

DON'T VEER OFF FROM THE ORIGINAL DESIGN FORMULA
Creating something fresh can be tempting, but it does nothing good for brand awareness. Ideally, people should recognize the company of the ad without seeing the logo.

DON'T