



Brand Guidelines

2022



BRAND logotypes

These are the go-to logos for **ALL BRAND AND CORPORATE COMMUNICATIONS**.

It's a trademark to help viewers easily identify the Golden Palace brand.

It is essential that the logo is always applied with care and respect.

Do not mix or change colors, do not change the proportion, do not skew or rotate (the logo can still be exceptionnally used vertically), do not move or remove elements (clover, casino | sports baseline).



SPORTS logotypes

These are the go-to logos for **ALL BETTING COMMUNICATIONS**.

It's a trademark to help viewers easily identify the Golden Palace brand.

It is essential that the logo is always applied with care and respect.

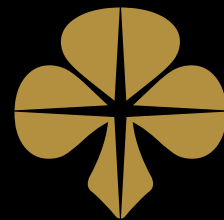
Do not mix or change colors, do not change the proportion, do not skew or rotate (the logo can still be exceptionnally used vertically), do not move or remove elements (clover, casino | sports baseline).



LANDBASED logotypes

These are the go-to logos for **LANDBASE, CASINO ONLINE AND DICE COMMUNICATIONS**. It's a trademark to help viewers easily identify the Golden Palace brand. It is essential that the logo is always applied with care and respect.

Do not mix or change colors, do not change the proportion, do not skew or rotate (the logo can still be exceptionnally used vertically), do not move or remove elements (clover, casino | sports baseline).



Goldenpalace
CASINO



Clear Space

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo. This area is measured using the height of the icon in the logo divides by 2, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.

square



online - main size



Correct logo usage

The logo can be placed on a background with one of the colors from the primary color palette, as well as white, black, or gray. Here are examples of the logo applied in these instances. The logo can not be placed on images.

square



online - main size



Logotypes to communicate on website

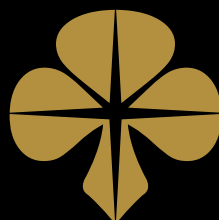
These are the go-to logos for **WEBSITE COMMUNICATIONS**.

Only use this logo if you are communicating about the website.

It's a trademark to help viewers easily identify the Golden Palace brand.

It is essential that the logo is always applied with care and respect.

Do not mix or change colors, do not change the proportion, do not skew or rotate (the logo can still be exceptionnally used vertically), do not move or remove elements (clover, casino | sports baseline).



Goldenpalace.be
CASINO | SPORT



Specific logo's | Blankenberge only use this logo for external communication. If it is used in house you should use the regular logo.



Specific logo's | Le Vincennes



Specific logo's | France



Legally we can call all gaminghalls of Golden Palace a casino except for:

- | Blankenberge: gaminghalls
- | Oostende: betshop
- | Saint-Ghislain: betshop



Corporate social responsibility

Golden Palace is a brand that cares about Corporate social responsibility. This is the go-to logo for **CSR**. Only use this logo if you are communicating about the CSR.

If communicated **EXTERNALLY** you need to place the **GOLDEN PALACE LOGO**, in this case it can not be used alone, it does not replace the Golden Palace branding.

It is essential that the logo is always applied with care and respect. You can use the logo without the tekst.

Do not mix or change colors, do not change the proportion, do not skew or rotate (the logo can still be exceptionnally used vertically), do not move or remove elements (clover, casino | sports baseline).

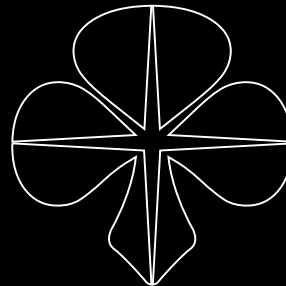


- | The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.
- | The mark/logotype should **NEVER** appear in colors other than shown here.
- | Black (or white over dark background) should be the main color for most texts and titling. Gold can be used in texts or titling as a secondary color, only if there is enough contrast / the size of the text is big enough to ensure legibility.
- | Titles or call-to-action can be placed on a gold or black tile to be highlighted, if not overused.
- | The tile should rather be wide than tall, unless the composition requires it. It must be skewed on one or both sides, by an angle of 20° and can overstep the layout margins.

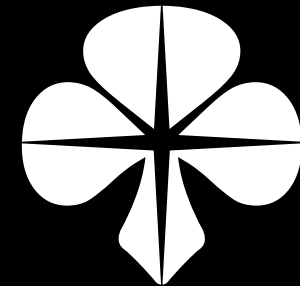
Primary



Gold
R186 | G147 | B59
C24 | M36 | Y85 | K13
HEX | BA933B
BA933B



Black
R0 | G0 | B0
C20 | M20 | Y20 | K100
HEX | 140F11
140F11

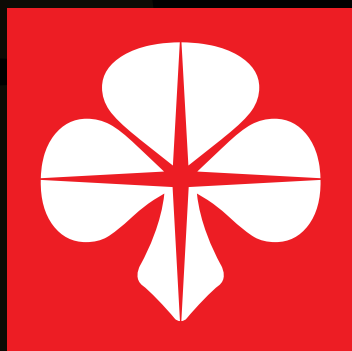


White
R235 | G235 | B235
C0 | M0 | Y0 | K0
HEX | EBEBEB



The colors in the mark should stay consistent at all times.

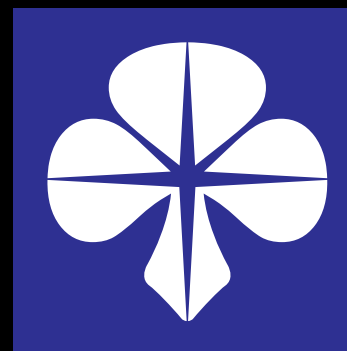
Casino communication



Red

R223 | G13 | B44
C0 | M100 | Y100 | K0
HEX | DF0D2C
DF0D2C

Sports communication



Blue

R41 | G61 | B151
C100 | M100 | Y0 | K0
HEX | 293D97
293D97



Legal

IT IS **MANDATORY** TO HAVE THESE LOGO'S ON EACH AND EVERY PIECE OF EXTERNAL COMMUNICATION. IT MUST BE VISIBLE AND LEGIBLE, AND CANNOT BE ALTERED IN ANY MANNER.

For external print campaigns the logo's must always be **AT LEAST 4%** of the height of the printed document.

Sports betting only



Casino only



Sports betting and Casino

