



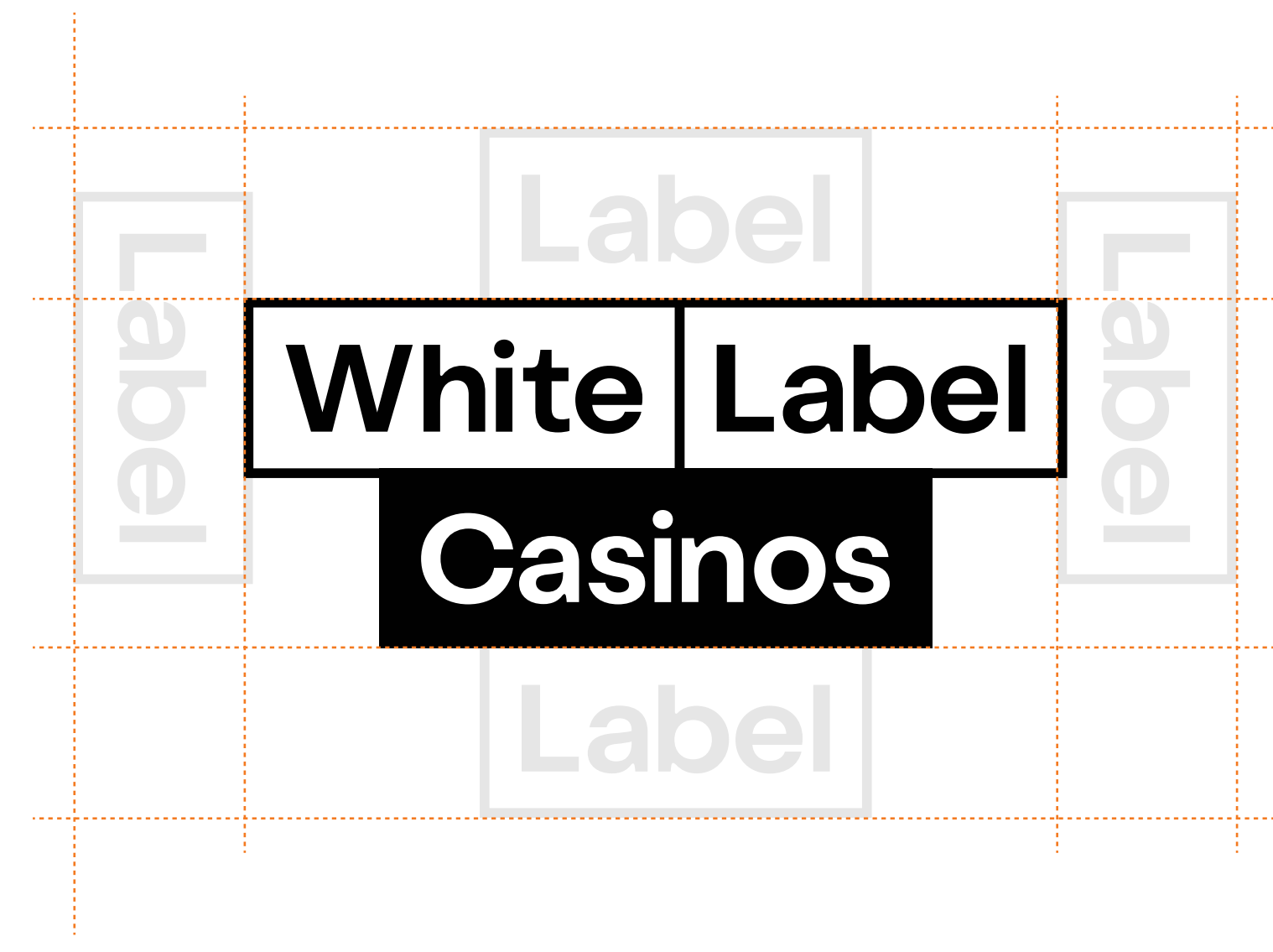
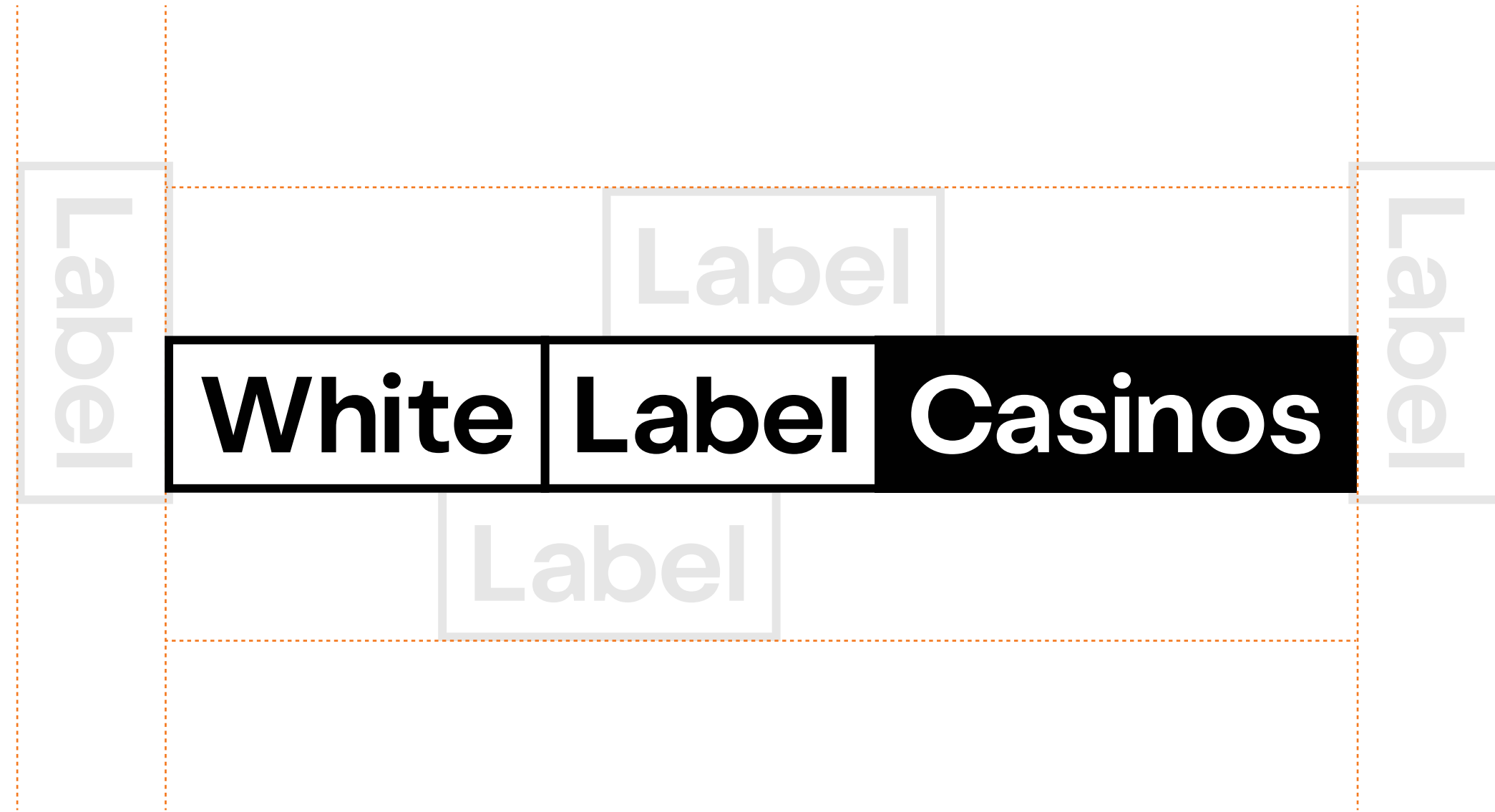
Main Logo

White Label
Casinos

White Label
Casinos



White Space





Dynamic use of the logo

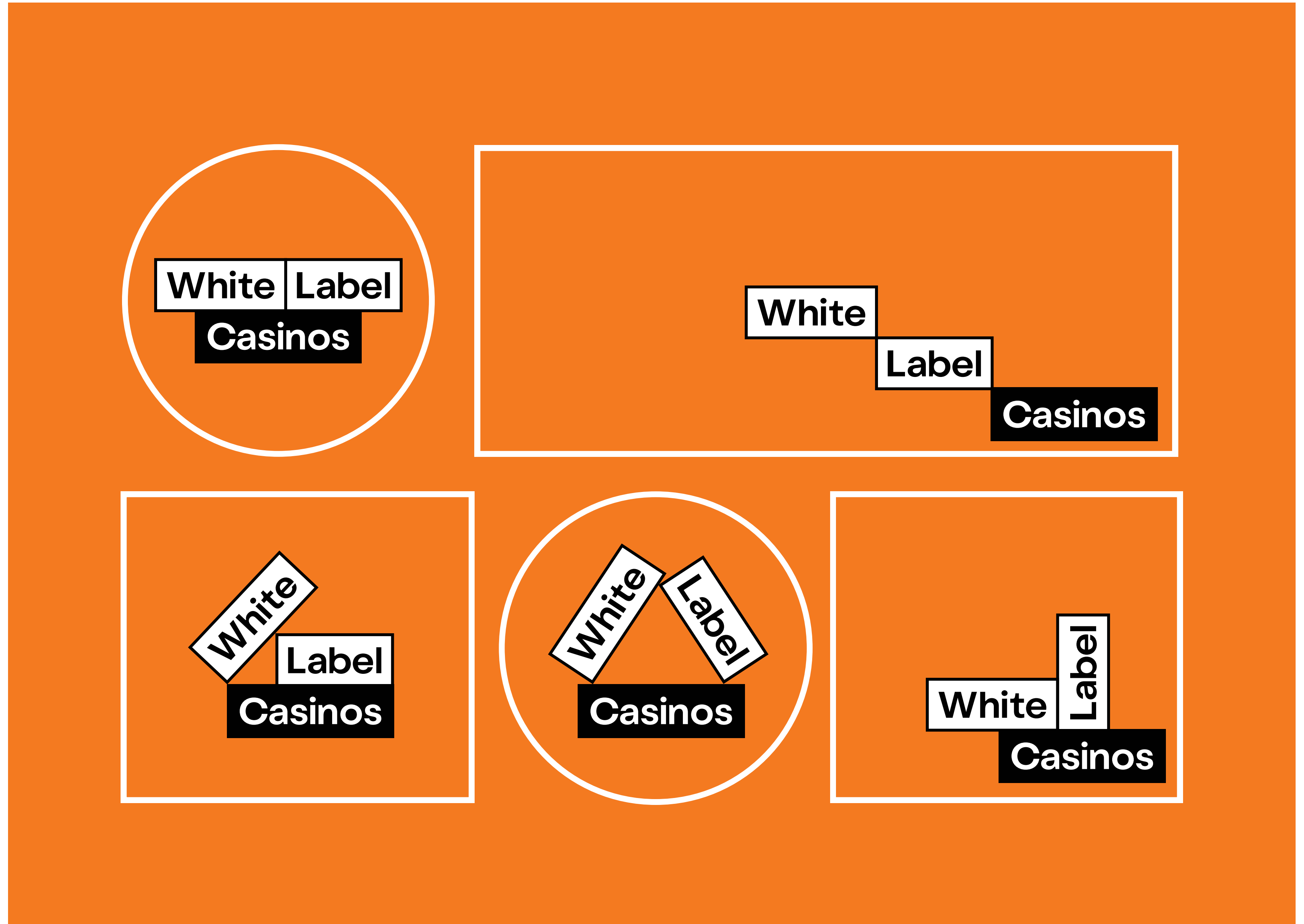
Modular

The concept of the logo is to have it reflect the modularity of the product itself and show that it is customisable according to the media used.

Responsive

Whether it's a billboard, ICE stand or 100x50 banner, the logo can be responsive and work well.

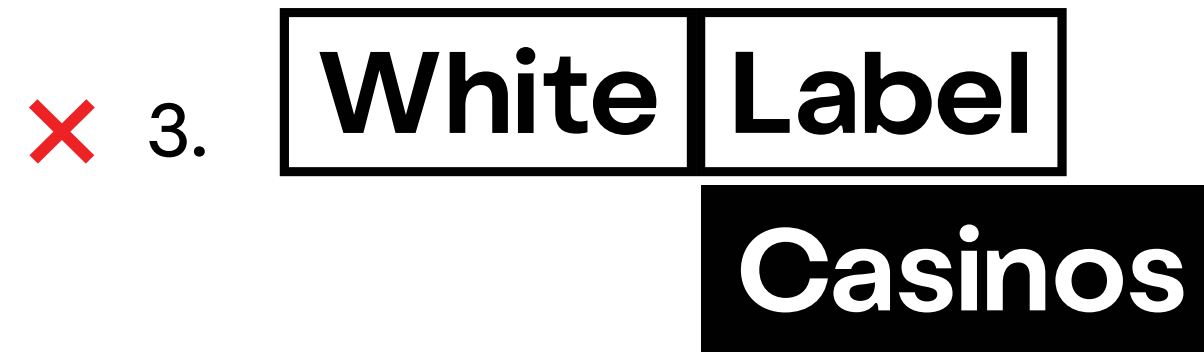
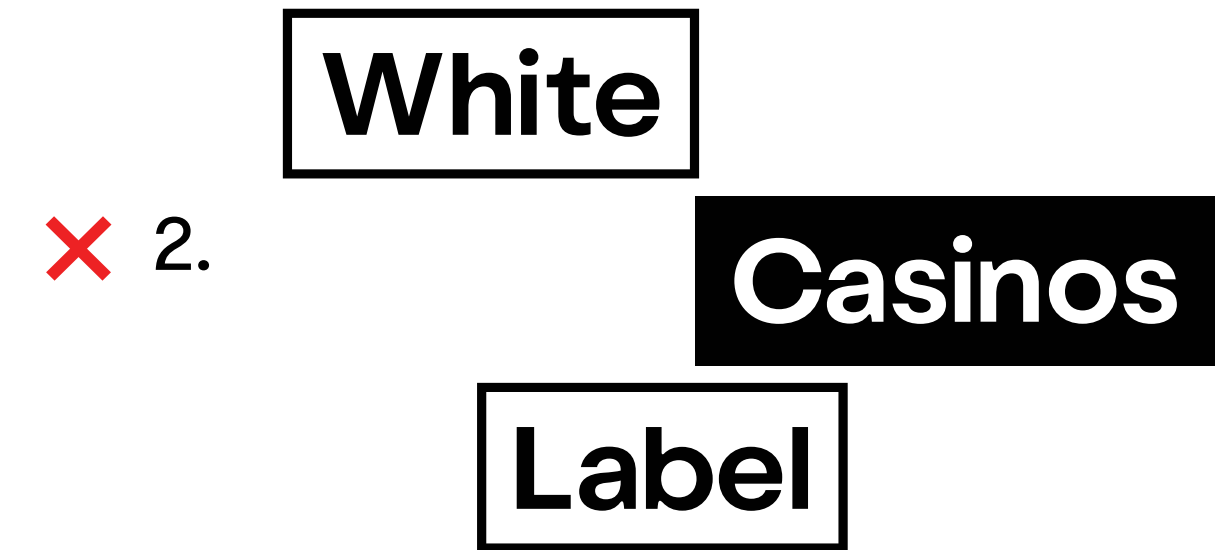
It can also be as formal or as informal as we want according to how we place the boxes.





Logo misuse

1. Don't leave white space (gaps) in between logo
2. Always make sure the logo reads White Label Casinos, not White Casinos Label, or Label Casinos White.
3. Make sure there are no double lines between the boxes and that they always align
4. Don't reverse the colours of the logo (white is black and casinos is white in this example)
5. Don't remove the white boxes.
6. Don't remove the outlines.



Colour



Primary Colours

Hot Orange
FF7A00

Black
000000

White
FFFFFF



Supporting Colours

Sky Blue

1884E8

Bush Green

01AD63

Fire Red

DF2121

Bright Violet

7046CA

Mellow Yellow

FFB902

Night Blue

013060

Typeface



We use Oldschool Grotesk as our main font. Titles are set in Medium and body copy is in Regular

Medium
Regular

Oldschool Grotesk

**Hey
there!**

We're White Label Casinos

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

1 2 3 4 5 6 7 8 9 0

DM Sans

If you need to create a Google slide and need Google fonts, we use DM Sans as an alternative to Oldschool Grotesk.

DM Sans

Google font for Internal use, when Oldschool Grotesk isn't available.

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

1 2 3 4 5 6 7 8 9 0



We're not scared to use bold type

**A company
that does
what it says
on the tin.**

We're White Label Casinos

Tone of Voice

We don't take ourselves too seriously.

**We make
Pizzas!**

Just kidding.

We're a White
Label Company,
for casinos.

Come check us out.

**A company that does
what it says on the tin.**

The one stop solution for your casino.

Boring name, we know.

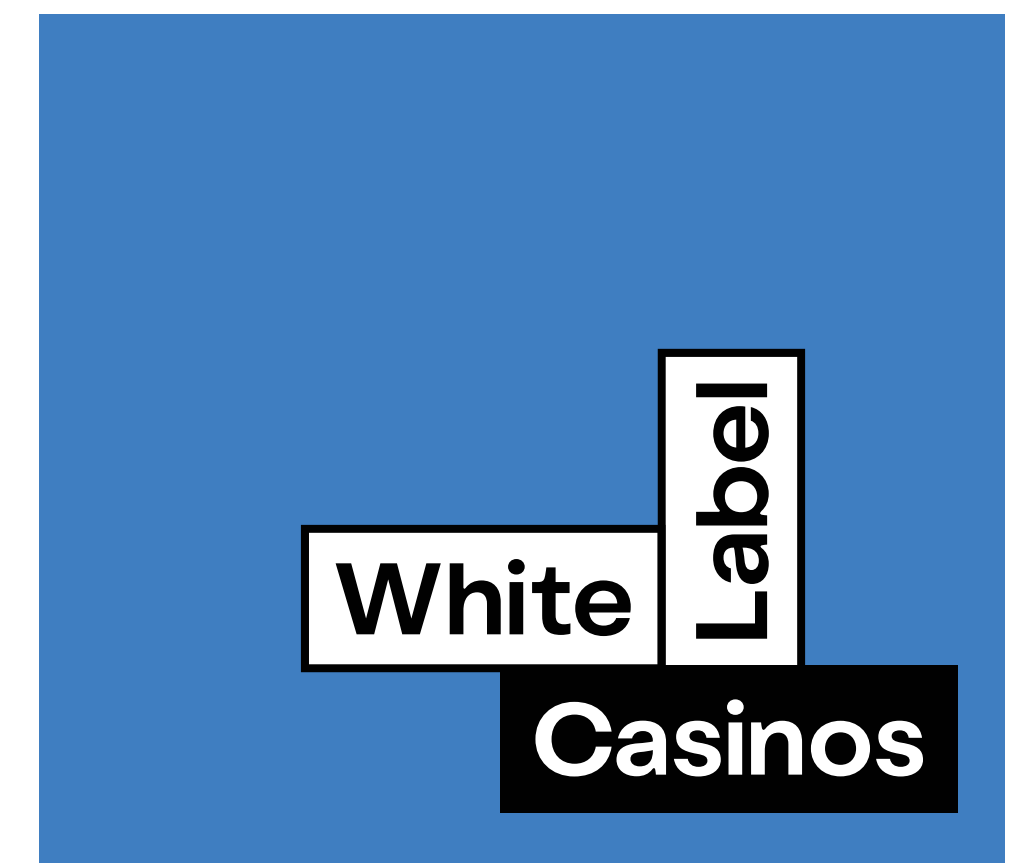
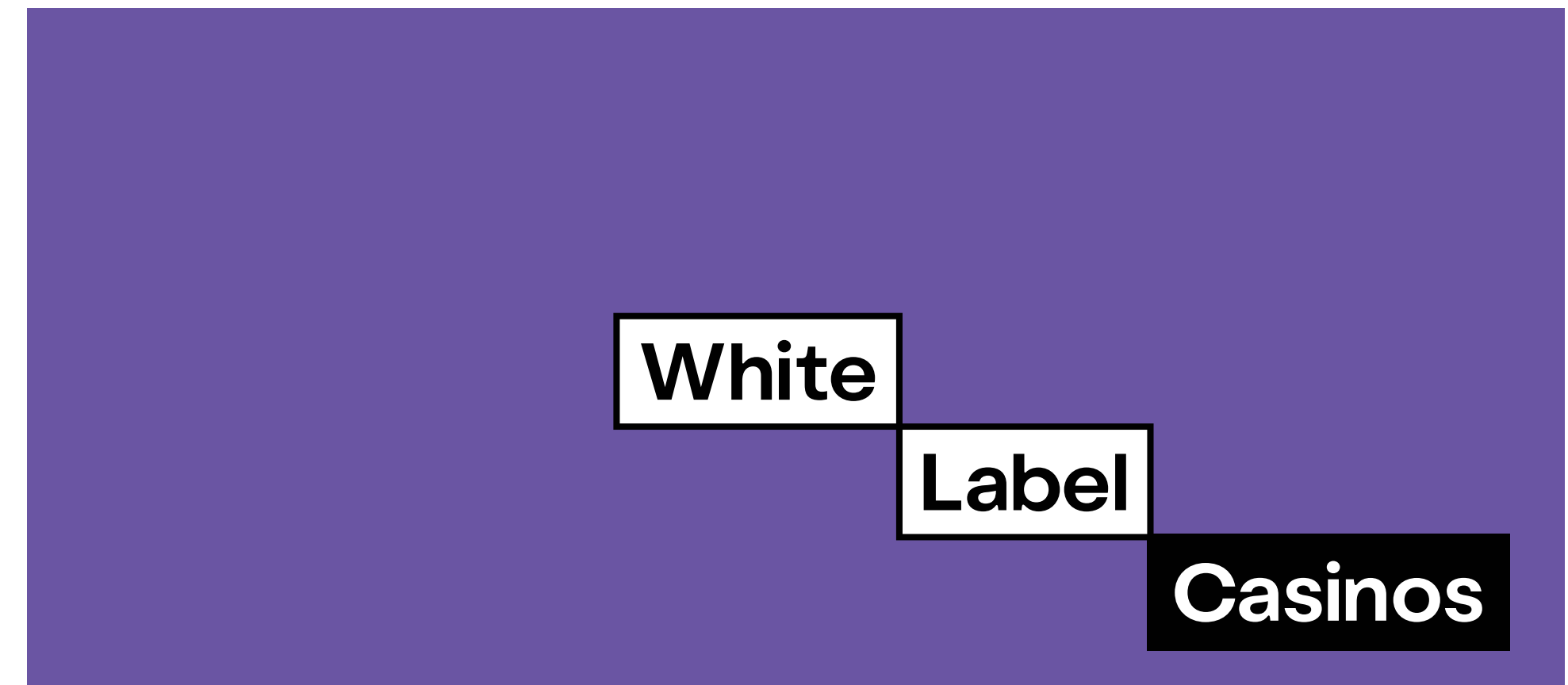
What's far from boring is the state of the
art platform we built. Come talk to us.



The deliberate choice of a black & white logo

Just with the name being literal, we are showing the logo being in a white box (label).

This allows us to put the logo on just about any color and photo we want, without compromising the legibility and name.



Mascot

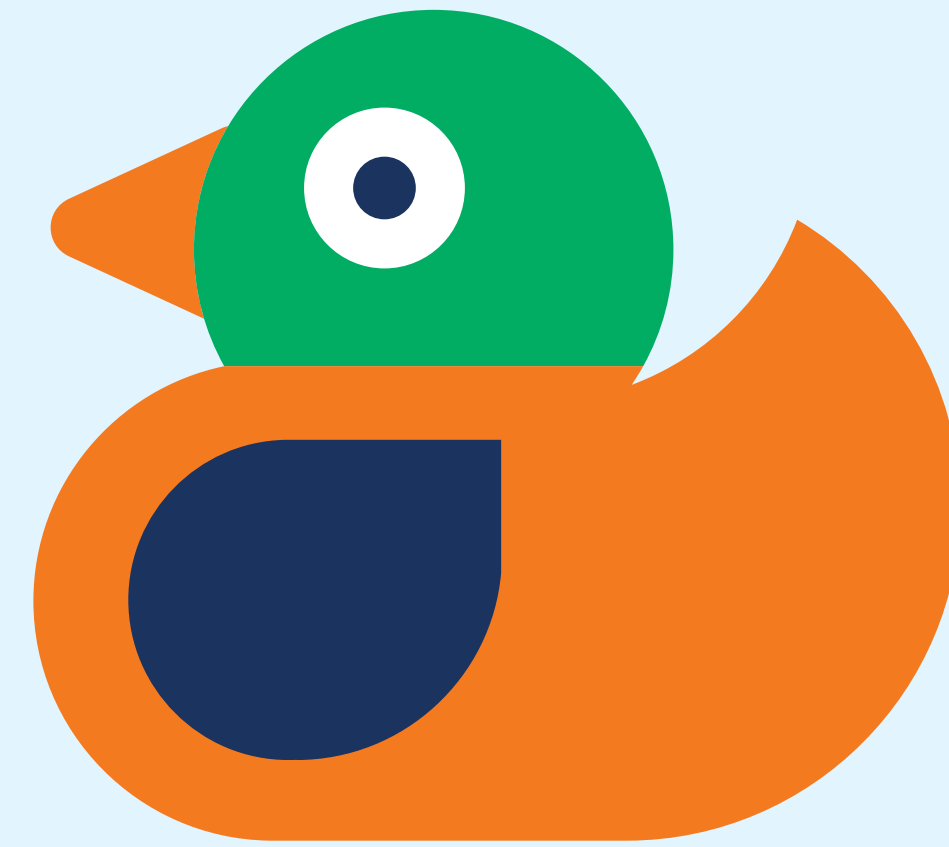


Geoff the duck

Please welcome Geoff the duck.
Geoff isn't any ordinary duck. He can change his colours pretty easily, just like the white label product.

If you're lucky, you can find Geoff in marketing material, swag, pins, early Easter "figolli" and even "Shoot Geoff" games in ICE :)

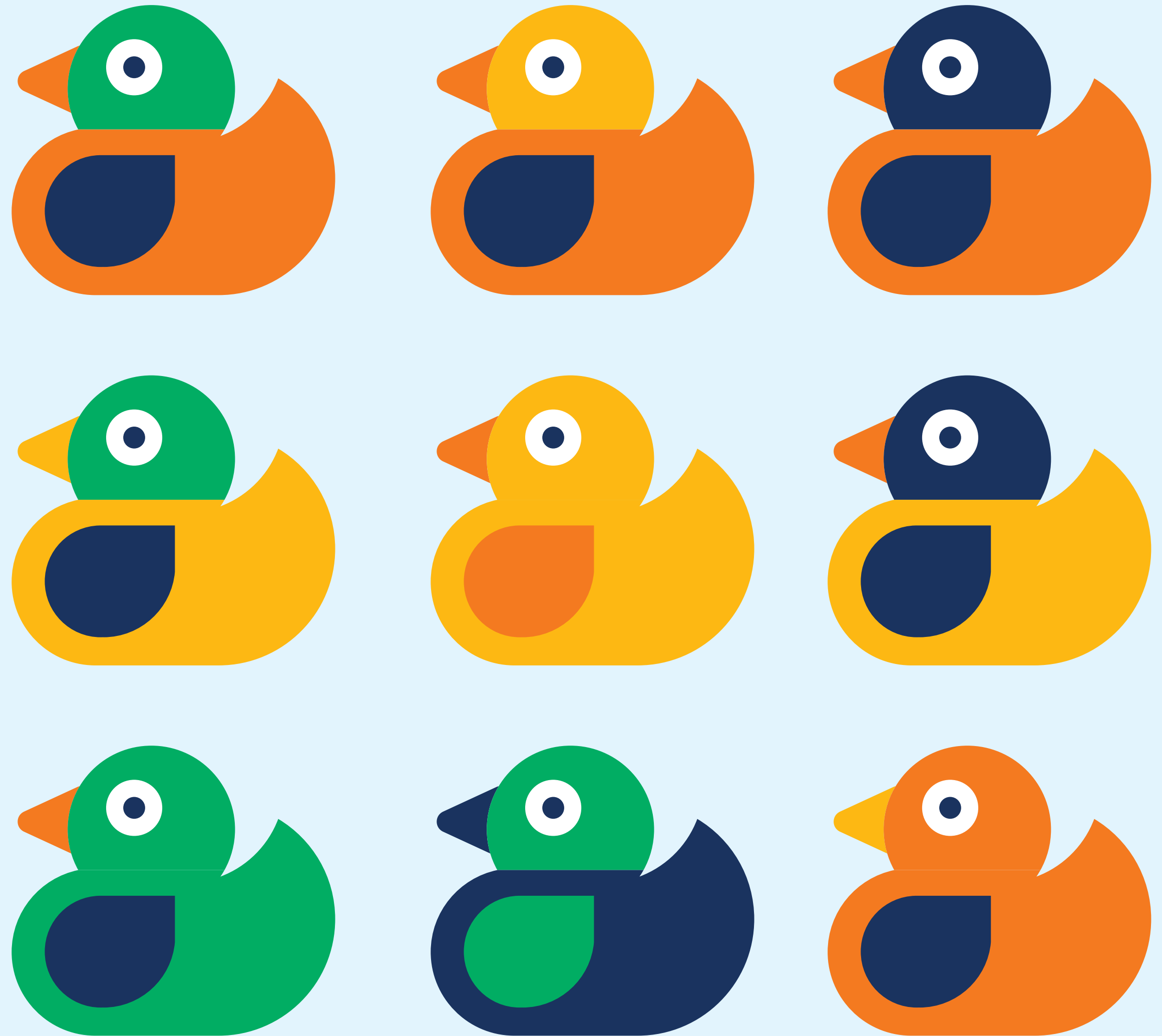
He's a quack-ing amazing mascot!
But we're quite biased.





Custom Colours

Geoff is a duck, but sometimes he does think that he's a chamaeleon in the way he changes colour.



MEDIA KIT

WHITE LABEL CASINOS

