



# Corporate Logo Guidelines

# Who we are

INTRALOT, established in 1992, is the leading player in a changing world of gaming. With significant experience in looking forward and anticipating emerging trends, we provide intelligent solutions to licensed operators around the world. Together with our partners, we realize the potential of the licensed gaming industry and try to influence, or even invent its future, offering compelling player experiences across diverse geographies and sales channels.

At INTRALOT we offer the ultimate customer journey, a holistic approach with products and services that drive player engagement and personalized entertaining experiences.

Besides being the most flexible and reliable partner of lotteries around the globe, we're also a licensed gaming provider and one of the world's top sports betting operators, leading the way in the digital era. To us, this leadership comes with responsibility: to deliver value to all stakeholders, including our employees and our communities, and offer players around the world the outstanding quality, convenience and innovative offerings they expect.

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# Overview

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The purpose of this manual is to provide guidelines for the correct use of the INTRALOT name and logo-emblem, in all its corporate and promotional activities.

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## **SPECIFICATIONS FOR THE USE OF THE INTRALOT NAME**

The name INTRALOT is a registered trademark of INTRALOT S.A. The INTRALOT logo and the names that include "INTRALOT" and other registered trademarks are property of INTRALOT S.A. The associates of INTRALOT have no right on or share of the logo and name, except when they have explicit, written authorization by INTRALOT S.A., and only in the manner indicated in this manual. When you use this mark, it is necessary to follow the guidelines set by INTRALOT S.A.

## **TYPES OF INTRALOT'S REGISTERED TRADEMARKS**

1. The INTRALOT logo can be used by associates in locations used for the demonstration of products, in advertisements, etc., in order to declare the fact that they use or trade INTRALOT's products, as long as the logo is used according to the indications contained in this manual.
2. The INTRALOT logo cannot be used by associates on their company's business cards, stationary or other corporate items, as this kind of use might be confusing to others and create the false impression that the associate's business belongs to INTRALOT.

## **USE OF THE "INTRALOT" NAME AND OTHER TERMS TO DECLARE THE CURRENT BUSINESS RELATION**

Associates can use the "INTRALOT" name when it is part of a declaration of a true fact (for example, the term "INTRALOT products or software"). However, please make sure that you follow the guidelines indicated in this manual carefully and that your relation with INTRALOT is clearly understood by clients.

## **USE OF THE INTRALOT NAME BY THIRD PARTIES**

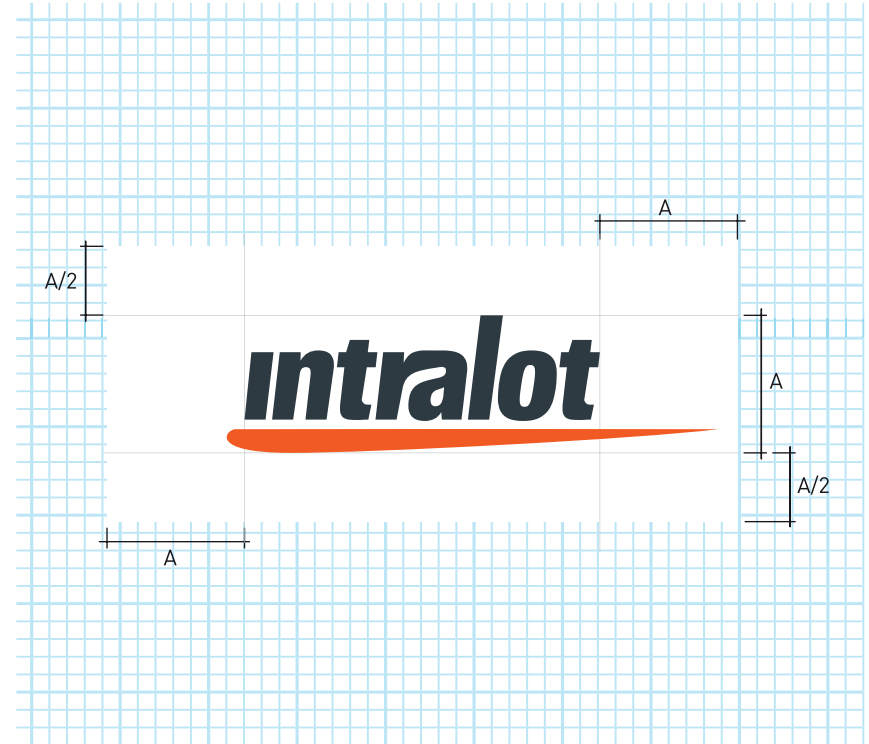
In case that third parties want to use INTRALOT's name, they must submit a written application to INTRALOT, which will decide, at its discretion, whether to allow the use of the name "INTRALOT" or not.

No third party is allowed to use the name "INTRALOT" as a commercial name or corporate logo or stores name for any use or in any advertisement or insertion in the press, except with the explicit written permission of INTRALOT S.A., according to the specifications.

# Logo Construction

The INTRALOT logo should keep a certain area of isolation around it and must not display any other design elements or characters in this area in order to be clearly distinct and readable. The isolation zone is the minimum that must be clear as shown at the grid.

## LOGO IN GRID



# Logo Color

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The INTRALOT logo has two official colors, the orange and grey as shown in the color palette.

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## COLOR PALETTE

### Orange



Pantone	<b>021C</b>
CMYK	<b>C000 M080 Y100 K000</b>
RGB	<b>R255 G080 B000</b>
HEX	<b>#ff5000</b>
RAL	<b>2004</b>

### Grey



Pantone	<b>433C</b>
CMYK	<b>C020 M000 Y000 K090</b>
RGB	<b>R046 G051 B053</b>
HEX	<b>#2e3335</b>
RAL	<b>9004</b>

# Logo Application

In principle, the INTRALOT logo should be applied in white background. In case of orange and black backgrounds the logo should be applied in the specific colors as shown at the master color templates.

## MASTER COLOR TEMPLATES

### WHITE BACKGROUND



### ORANGE BACKGROUND



### BLACK BACKGROUND



# Color Variations

When one color printing is required, the INTRALOT logo should be applied in total white or black color accordingly.

When placing the INTRALOT logo on colored or complex backgrounds, it should be applied in total white.

Additionally, when placing the INTRALOT logo on pastel, it must be ensured that the logo will be applied in its official colors.

## APPLICATION IN ONE COLOR PRINTING



## APPLICATION IN COLOR & COMPLEX BACKGROUNDS



## APPLICATION IN PASTEL BACKGROUNDS





# Prohibited Usages of the Logo

Adhering to these guidelines will ensure proper reproduction and application of the INTRALOT logo.

The following examples illustrate some of the most common application errors. They are not exhaustive but give a clear indication of the improper use of the logo that should be avoided at all times.

## EXAMPLES TO AVOID DOING

1. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.



2. Do not change the size relationship between the logo line and logo fonts.



3. Do not attach any text or tagline to the logo. Clear space must always be maintained around the logo.



4. Do not separate the logo text from the logo line.



5. Do not invert the logo symbol.



6. Do not change the typography of the logo.



# Logo Adaptation

at INTRALOT Group of Companies

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INTRALOT Group of companies should follow the guidelines of this logo manual in their company's logo. Specifically, each country name should be placed below the logo line in grey official color.

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## ADAPTATIONS



# Typography

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Segoe UI is INTRALOT's type family in all written documents and digital tools.

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## SEGOE UI Family

Main fontstyle: Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%&\*

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### Segoe UI Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%&\*

### Segoe UI Semilight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%&\*

### Segoe UI Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%&\*

### Segoe UI Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%&\*

### Segoe UI Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%&\*

The logo for Intralot, featuring the word "intralot" in a bold, lowercase, sans-serif font. The text is dark blue or black. Below the text is a thick, orange brushstroke that tapers to the right, underlining the word.

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The INTRALOT logo is a signature emblem of the corporate brand and should be applied in all corporate and product communication. To ensure a consistent visual identity across all communication material, we have developed the Corporate Logo Guidelines which provide the artwork and design rules for the use of the INTRALOT logo.

INTRALOT's Group Corporate Affairs holds the ownership of the intellectual property of Corporate Logo Guidelines and for any questions and assistance you may send your email to [contact@intralot.com](mailto:contact@intralot.com).

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### **Corporate Logo Guidelines**

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[www.intralot.com](http://www.intralot.com)

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