

Bally's
Intralot

A thick red underline is positioned beneath the word 'Intralot', extending from the left edge of the word to the right edge of the page.

Brand Guidelines

Design and applications

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1. INTRODUCTION

1. INTRODUCTION

This section includes the specifications for shaping the corporate identity of **Bally's Intralot**, and provides an overview of how this corporate identity should be applied.

1.1 The corporate identity of Bally's Intralot

This page summarizes the fundamental applications of our corporate identity.

It also illustrates how the consistent use of the core visual elements of this corporate identity can contribute to Bally's Intralot communicating a coherent and identifiable corporate image.

The elements of our corporate identity are characterised by their clarity and directness. These elements have to be applied in such a way that they accurately reproduce the company's distinguishing marks, and thereby help form a fixed perception of us, our identity in the minds of our partners, our customers, and the public at large.

These guidelines aim to shed light on both the philosophy that underlies our corporate identity and the manner in which the core elements of this identity should be applied to strengthen our corporate values and place our stamp on the unique way in which we work.

We count upon each and every one of Bally's Intralot employees and partners in order to ensure that the visual elements of our corporate identity are always used with care and consistency.

The logo for Bally's Intralot features the word "Bally's" in a red, cursive script font, positioned above the word "Intralot" in a black, cursive script font. A thick red horizontal line is drawn beneath the "Intralot" text, extending slightly beyond its left and right boundaries.

2. CORPORATE IDENTITY

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2.1 The Bally's Intralot logo

The Bally's Intralot logo is unique and consists of two main elements, the logotype and the swoosh.

Our logo is a graphic artefact of great value, since through this we are recognized. This is why it must always be reproduced and used consistently.

The correct and authorised version of the Bally's Intralot logo is illustrated on this page in the form that should be used in every corporate communication application.

Please note that it is of vital importance that the logo be used exactly as it appears in the prototype. None of its constituent elements should be modified or distorted in any way.



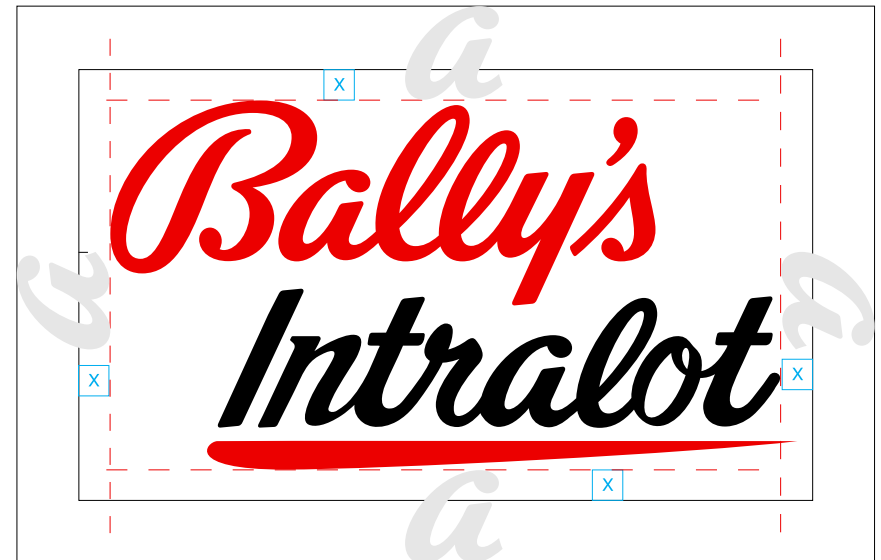
2. CORPORATE IDENTITY

2.2 The architecture of the Bally's Intralot logo

The logo's white outline is equal to a distance of "x" around each of its sides. The ratio of the logo size to the white outline width must be retained precisely and without deviation.

The red line is for illustrative purposes only, to mark the end of the white outline and should not be included.

The "a" indicates the minimum required clear space (equal to the landscape emblem perimeter) around the logo to make it more prominent and easier to read.



2. CORPORATE IDENTITY

2.3 Logo variants

The primary logo should be used across all printed materials, digital screens, web, advertising, and merchandise.

One-color

For one-color applications, the logo may be reproduced in the primary red on a white background. This version is intended for single-color printing where full-color reproduction is not available.

Black-and-white

A black-and-white logo may be used when production limitations require a strictly non-color solution. This version should appear only in solid black on white background where color reproduction is not possible.

Negative logo

When the logo is placed on primary brand color backgrounds or dark backgrounds, a negative (reversed) version of the logo must be used. The negative logo should be applied consistently in the same contexts as the primary logo.

No other color variations, effects, or treatments are permitted outside of those specified in this guide.



3. CORPORATE COLORS

3. CORPORATE COLORS

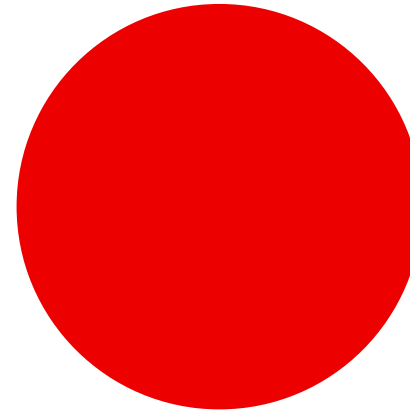
3.1 Primary colors

Color is a powerful tool of visual communication, which can help promote and differentiate our corporate identity, while making it easily and instantly identifiable.

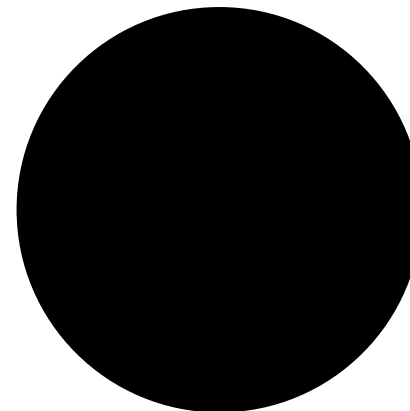
Our primary colors are red and black at 100% saturation.

Depending on the various uses, Bally's Intralot color types are defined as:

- **Pantone** coated
- **CMYK** for four-color prints
- **RGB** for on-screen applications
- **HEX** for on-screen applications
- **RAL** for wall paint applications



Pantone 2035C
CMYK 0/100/100/0
RGB 236/0/0
HEX EC0000
RAL 3028



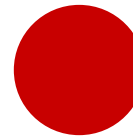
Pantone Black C
CMYK 20/0/0/100
RGB 18/27/33
HEX 121b21
RAL 9005

3. CORPORATE COLORS

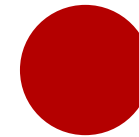
3.2 Primary gradient colors

The primary gradient enhances the corporate color palette by adding depth and visual interest, creating a more dynamic and engaging design. It is designed to flow diagonally across layouts, giving a sense of movement and energy while complementing the core brand colors.

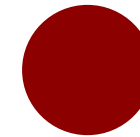
The gradient can also be applied in reverse, offering flexibility in composition without compromising brand consistency. It works best on key visual elements such as headers, banners, or buttons, with attention to contrast to ensure readability and accessibility.



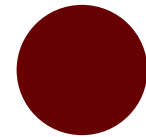
CMYK 0/100/100/20
RGB 200/0/0
HEX c80000



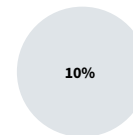
CMYK 0/100/100/40
RGB 180/0/0
HEX b40000



CMYK 0/100/100/60
RGB 140/0/0
HEX 8c0000

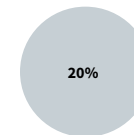


CMYK 0/100/100/70
RGB 100/0/0
HEX 670000



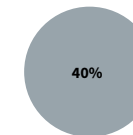
10%

CMYK 20/0/0/100
RGB 18/27/33
HEX 121b21



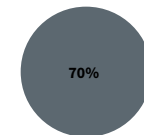
20%

CMYK 20/0/0/100
RGB 18/27/33
HEX 121b21



40%

CMYK 20/0/0/100
RGB 18/27/33
HEX 121b21



70%

CMYK 20/0/0/100
RGB 18/27/33
HEX 121b21



3. CORPORATE COLORS

3.2 Secondary colors

Secondary color **Blue**



CMYK 85/72/0/0
RGB 39/85/184
HEX 2755b8



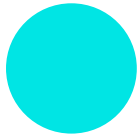
CMYK 100/95/15/2
RGB 21/50/135
HEX 153287



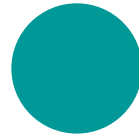
CMYK 100/98/20/28
RGB 8/25/86
HEX 081956



Secondary color **Tilt**



CMYK 60/0/25/0
RGB 0/229/228
HEX 00e5e4



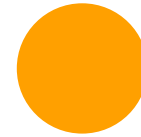
CMYK 75/20/40/0
RGB 0/153/152
HEX 009998



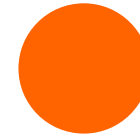
CMYK 85/50/50/35
RGB 8/76/77
HEX 004c4d



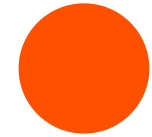
Secondary color **Orange**



CMYK 0/40/100/0
RGB 255/160/0
HEX ffa000



CMYK 0/70/100/0
RGB 255/100/0
HEX ff6400



CMYK 0/83/100/0
RGB 255/80/0
HEX ff5000



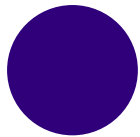
Secondary color **Purple**



CMYK 68/68/0/0
RGB 118/0/255
HEX 7600ff



CMYK 78/81/0/0
RGB 77/0/186
HEX 4d00ba



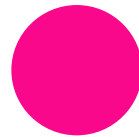
CMYK 93/100/2/1
RGB 47/0/122
HEX 2f007a



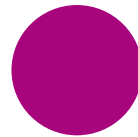
Secondary color **Magenta**



CMYK 0/50/0/0
RGB 255/154/203
HEX ff9acb



CMYK 0/100/0/0
RGB 250/8/139
HEX fa088b



CMYK 35/100/15/0
RGB 168/5/125
HEX a8057d



4. LOGO USAGE & TYPOGRAPHY

4. LOGO USAGE AND TYPOGRAPHY

4.1 Using the Bally's Intralot logo on colored backgrounds

When applying the corporate logo on colored backgrounds, the primary corporate colors must be followed precisely to ensure consistency and brand integrity.

For photographic or highly textured backgrounds—particularly those featuring complex patterns or colors similar to the corporate palette—the negative (reversed) logo should be used to maintain clear contrast, legibility, and visual impact.



4. LOGO USAGE & TYPOGRAPHY

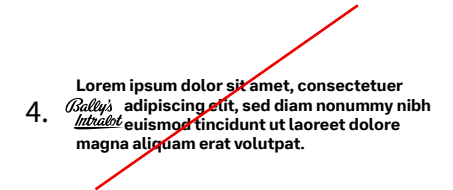
4.2 Incorrect use of the corporate logo

With the Bally's Intralot logo, we communicate our corporate identity and distinguish ourselves from other companies.

Therefore, any modification of its core elements is strictly prohibited.

The examples below illustrate situations that must be avoided:

1. Distorting or deforming the logo
2. Altering its color scheme
3. Using incorrect fonts
4. Replacing text with the logo
5. Using the logo without the symbol or descriptor
6. Rotating the logo in any way



4. LOGO USAGE & TYPOGRAPHY

4.3 Corporate fonts

Typography plays a key role in expressing Bally's Intralot brand personality and ensuring consistency across all touchpoints.

Bally Thrill | Bally Thrill (full font family) is our primary typeface for advertising campaigns and design-led marketing materials. Its expressive and distinctive character supports bold storytelling and high-impact visuals. It is intended mainly for headlines, key messages, and promotional content in both digital and print campaign assets.

Source Sans | Source Sans (full font family) is our primary typeface for Greek-language for advertising campaigns and design-led marketing materials. Selected for its excellent readability and strong Greek character support, it ensures clarity and typographic consistency across digital interfaces, printed materials, and communications in Greek. Source Sans should be used for body copy, UI elements, and supporting text.

Aptos | Aptos (full font family) is our standard typeface for Microsoft applications and our business communications. Its clean design supports clear communication across internal documents, presentations, emails, and spreadsheets, ensuring system compatibility and ease of use.

Usage Principle

Our typography system balances expression, readability, and functionality. Bally Thrill delivers strong brand impact in campaign-driven content, Source Sans ensures optimal legibility for Greek-language applications, and Aptos provides consistency and efficiency across Microsoft-based environments.

Bally Thrill Family Font (typeface weights examples)

Bally Thrill Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bally Thrill Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bally Thrill Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bally Thrill Cd Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bally Thrill Cd XBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bally Thrill Cd XBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Family Font (typeface weights examples)

Source Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aptos Family Font (typeface weights examples)

Aptos Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aptos Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aptos Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aptos Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

5. DIGITAL & PHYSICAL DESIGN APPROACH

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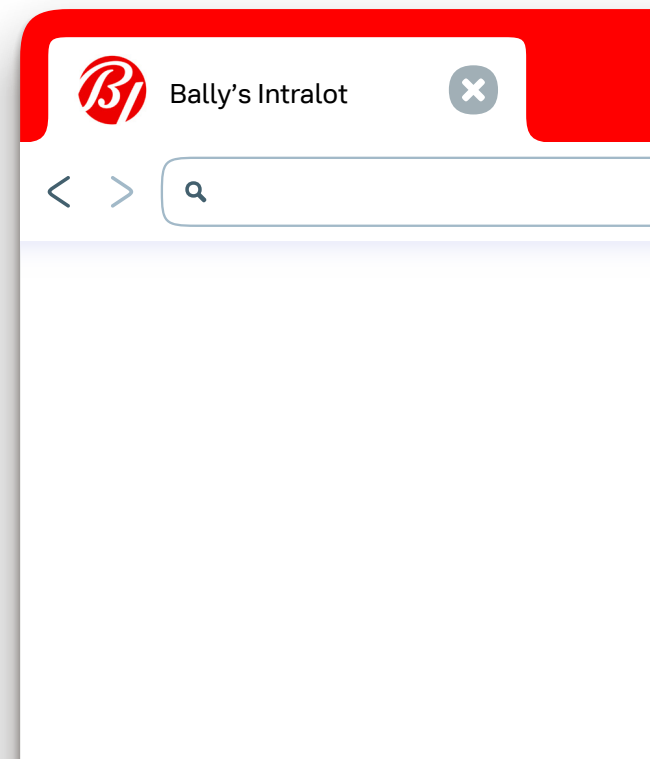
5.1 Bally's Intralot favicon

Bally' Intralot favicon is designed for use across extremely small or space-constrained applications, including app icons, social avatars, and watermarks.

Favicon ensures clarity and consistency in restricted layouts such as narrow headers, badges, merchandise tags, bottle caps, and other limited-space formats.

They also support brand shorthand applications—such as patterns, embossing and debossing, stitching, foils, and seals.

Bally' Intralot favicon can be applied in our primary colors backgrounds.



5. DIGITAL & PHYSICAL DESIGN APPROACH

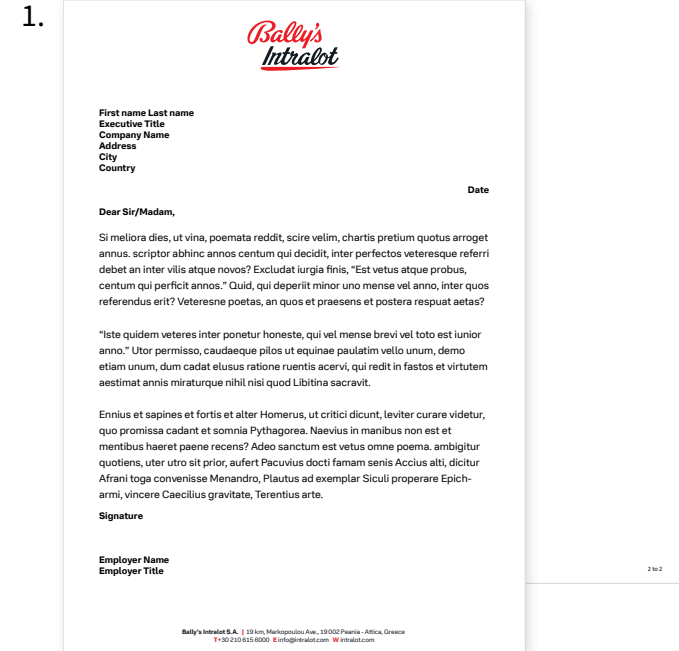
5.2 Stationery

This section outlines the design approach for Bally's Intralot stationery, ensuring a consistent and professional brand presentation. All stationery intended for external use is printed using the two primary brand colors to maintain visual identity.

Body text should always be in primary colors, preferably set at 11pt with 15pt line spacing for clarity and readability.

Examples of stationery:

- Corporate letterhead
- Business card
- Compliments card
- Envelope
- Bag



5.

Bally's
Intralot