

STYLE GUIDE

MAY 2021





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BRAND RULES

This Style Guide is applicable to Thunderstruck® Wild Lightning ONLINE SLOT.

- Only assets provided within this pack may be used to advertise and promote the game.
- All images created for game marketing material and press releases (PR) must comply with the guidelines.
- Please note that these rules may be updated from time to time without advance notice.

GENERAL GRAPHIC USAGE

- Images may not be altered in any way.
- Ensure that the image quality, detail and integrity is maintained.
Please ensure images are crisp and no pixilation has occurred when resizing.
- High res assets have been supplied for print.
- Do not use images in isolation, they must be kept in context of the online slot game.
- Do not mix branded content games on the same piece of artwork.
- Do not create marketing materials that feature multiple brands (e.g. Jurassic World™ and Lara Croft Tomb Raider™).
Assets need to be kept completely separate and game availability noted.
- All copy and text must remain clear and legible.
- Incorporate a clear call to action such as “Click here to play” where suited.

LOGOS

The THUNDERSTRUCK® WILD LIGHTNING logo should always be used with the ® mark.

PRIMARY

The landscape THUNDERSTRUCK® WILD LIGHTNING logo is the primary logo and first preference for use.

ALTERNATE

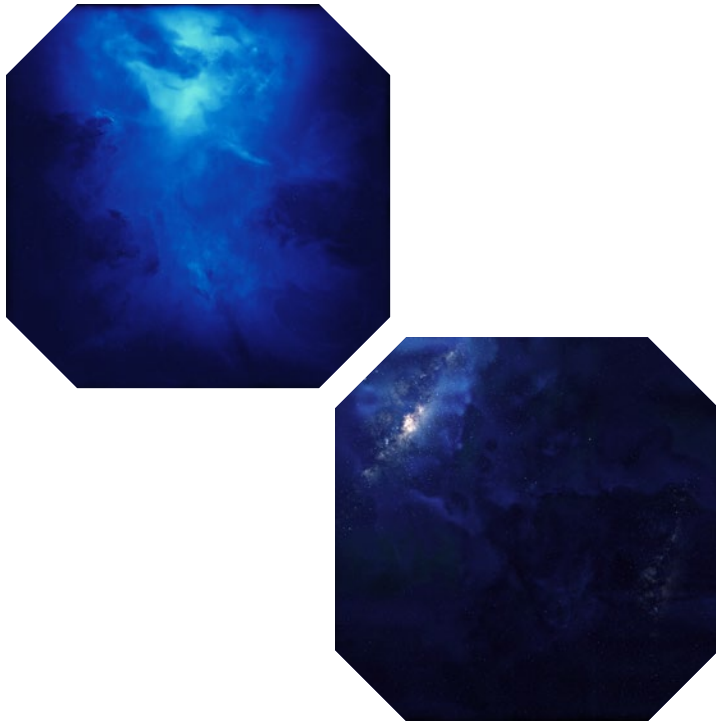
The stacked THUNDERSTRUCK® WILD LIGHTNING logo is the secondary logo and is preferred for use when limited space is available.



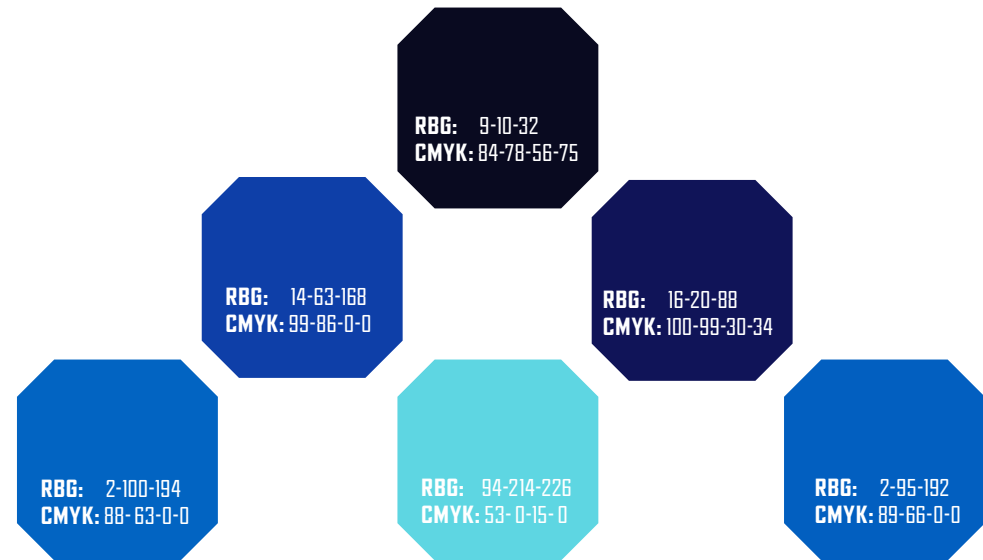
BACKGROUND COLOUR

The THUNDERSTRUCK® WILD LIGHTNING logo and the animated version of the logo is best suited for use on the below:

- Primary THUNDERSTRUCK® WILD LIGHTNING galaxy background.
- The THUNDERSTRUCK® WILD LIGHTNING dark galaxy background for designs that contain majority copy/text.



Background colour palette as specified below:



Whilst not preferred, should the use of the THUNDERSTRUCK® WILD LIGHTNING logo be required on a black or white background, please use the specific logos supplied.

PRIMARY FONT

All Headlines and Straplines

CC Ultimatum - Bold

A a

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
[.,:;?!\$&@*]0123456789**

**Font can be purchased from <https://en.m.fontke.com/font/25851576/html>

ALTERNATE FONTS

All Headlines and Straplines

Montserrat (OTF) - Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&@*)0123456789

Calibri (OTF)- Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&@*)0123456789

CHARACTER GRAPHICS

- These images may only be reproduced in their original format.
- Please DO NOT modify, retouch, or alter images in any way. (i.e. no hats, tattoos, sunglasses, logos)
- THOR's expressions and facial features may not be altered in any way.
- Images are preferred for use on the supplied backgrounds or as per the supplied background colour palette.
- Images that contain text cannot be flipped unless cropped so that the text is not visible.
- Scale the character appropriately.



EDITORIAL

ONLY USE THE FOLLOWING NAMES:

- Thunderstruck® Wild Lightning
- Link&Win™
- WildStorm (one word)

DO NOT USE:

- Thunderstruck 3
- Link & Win
- Wild Storm

