



Brand Guide Policy

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1. Introduction

This policy (the “Policy”) pertains to Article 15 of the current Operating Agreement (the “OA”) between iGaming Ontario (“iGO”) and Operators. It should be read in conjunction with that document as well as iGO’s Marketing and Advertising Conditions Policy.

This Policy shows how iGO’s name and a set of logos, which may include other prescribed trademarks (each an “iGO logo” and collectively, the “Logo Suite”) should be utilized in all use cases for Marketing and Advertising produced by Operators to promote their registered and authorized status in Ontario.

It is in an Operator’s and iGO’s mutual best interest that Players look for an iGO Logo to know they are playing on a legal, authorized and regulated site that offers Player protections and meets Ontario’s high standards for game integrity and responsible gambling.

The Policy does not change or diminish the obligations of the Operator under the OA, unless expressly provided.

Capitalized terms used in this Policy have the meanings provided within. Where no such definition is provided, the capitalized term will have the meaning given in the current OA.

2. Applicability

This Policy is applicable to iGO and Operators (and other Operator Group Members). It is the responsibility of Operators to ensure that employees read, understand, and adhere to this Policy.

3. Operator’s Responsibilities

In performing the Operator Obligations, the Operator will exercise at least that degree of care, diligence, skill, prudence, and foresight that would reasonably and ordinarily be expected from time to time from a person who is experienced in operating regulated commercial online gaming websites. Upon request, the Operator shall provide accurate and complete reports of Marketing and Advertising material, including creative executions and media plans, and any additional information to iGO.



4. iGO's Responsibilities

iGO's senior management and all employees are responsible for working cooperatively with Operators as required on all issues to resolve them in a timely manner. iGO is also responsible for acting in accordance with the OA.

5. iGO Brand Guiding Principles

The guiding principles upon which the iGO brand was developed are as follows:

- Be relevant & recognizable – Not to be confused with another industry or other existing marks
- Resonate with both Operators and Players – For Operators, the implied meaning is that of support and encouragement of player safety; for Players; the implied meaning is safety and confidence in their online gaming experience
- Works in both English and French as needed

iGO's brand positioning is "Play with Confidence":

- Play = Fun
- Confidence = Safety/Protection

6. General Brand Application

In accordance with this Policy, iGO's Marketing and Advertising Conditions Policy and the OA, Operators are required to follow the iGO Logo guidelines herein. Operators may only utilize the Logo Suite. If any iGO Logo is revised in the future, iGO will provide the new revision to Operators.

All placements of an iGO Logo must appear sufficiently visible in size so that it is clearly readable.

An iGO Logo may not be used by Operators in a manner implying that iGO is in a joint venture, is sponsoring, co-organizing, or a collaborator of any Operator-related entity.

Any Operator using iGO's name or any iGO Logo, regardless of the intention behind the use, is responsible for using the name or iGO Logo correctly.

In addition to this, where the Operator Offerings are offered via a platform that is not owned by the Operator (i.e., gaming related supplier), an iGO Logo must be displayed alongside the Operator's logo on the third-party platform.



In the event iGO determines that an Operator has failed to comply with the Marketing and Advertising guidelines as provided within its Policies and the OA, iGO may, after consultation with the Operator, require the Operator to submit all proposed Marketing and Advertising materials for Ontario (including the proposed placement, dissemination or distribution plans for such Marketing and Advertising materials) to iGO on an ongoing basis, for review and approval. Such materials will be provided by the Operator not less than 15 Business Days prior to the expected use or distribution of such materials.

7. Operator Guidelines for using iGO Name and Logo

7.1. Compulsory Display Elements Within Operator Website

At a minimum, Operators shall indicate their association with iGO by displaying an iGO Logo on all Operator Websites in the footer that appears on every page.

Additionally, for the first six (6) months following the effective date of the OA, Operators shall place an iGO Logo in a location above the fold (defined as visible without having to scroll down the page). Operators may utilize a static image of an iGO Logo or include it in video, animation and/or rotating static images above the fold. Operators may clarify with their assigned account manager if they have questions about this iGO Logo placement. After this six (6) month period, at a minimum, displaying an iGO Logo in the footer is sufficient.

Operators shall ensure that the iGO Logo within the footer on their Operator Websites includes a link to the iGO website by clicking on the iGO Logo.

Examples of the English iGO Logo and iGO Logo with tagline (see provided Logo Suite for the complete set):



7.2. Compulsory Display Elements Within Owned Social Media Channels

Operators shall indicate their association with iGO on all owned social media accounts in the masthead of their landing page on the social media platform. If there is sufficient space, Operators shall make such indication by displaying an iGO Logo.

If space is not sufficient to display an iGO Logo, the minimum acceptable indication shall be the copy line “(Operator Group Member name) operates pursuant to an Operating Agreement with iGaming Ontario”.

7.3. Compulsory Display Elements Within Paid Advertising:

Operators shall display an iGO Logo in a prominent location in any paid visual media advertising materials produced for the Ontario market, including, but not limited to:

- Television (including Over-The-Top and on-demand)
- Digital & Social
- Print
- Out-of-Home

For clarity, in media that utilizes video, animation and/or rotating static images, an iGO Logo may be inserted within a section of one of these display elements. The iGO Logo must appear such that it is clearly integrated into a minimum of 5% of the creative execution. For example:

- A 1.5-second tag at the end of a 30-second TV spot
- A 3-second tag at the end of a 60-second TV spot
- In rotating digital display ads, one continuous appearance for 5% of the full rotation time

8. iGO Brand Standards

When using an iGO Logo, Operators must adhere to the following brand standards:

- a) Always use artwork in the Logo Suite and never recreate or redraw an iGO Logo
- b) An iGO Logo design and/or proportions may under no circumstances be changed
- c) An iGO Logo may only be depicted in the designated colours and must not be used in black and white



English | Full colour



French | Full colour



Full colour reverse



One colour reverse



Full colour reverse



One colour reverse



One colour positive



One colour positive

- d) Operators who manage social media accounts and/or advertise in French within the Ontario market must follow the same brand guidelines herein by utilizing a French iGO Logo. An English and a French iGO Logo may be used together in bilingual environments where both English and French languages are being used by the Operator. They should always appear side by side, never stacked. Each iGO Logo must be separated with a pipe as shown:



- e) Standing out clearly is key to the iGO brand presence. Follow these requirements for minimum sizes for print and digital applications to ensure that images, text and trim edges don't compromise an adequate clear space surrounding each iGO Logo.

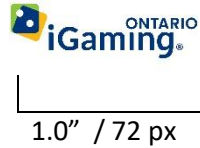
English | Clear space



French | Clear space



Minimum size



- f) Apply similar considerations for an iGO Logo with the tagline.
 - i) Lowest clear space measured from tagline base
 - ii) Minimum sizes based on iGO symbol and wordmark width (excluding tagline)

What to Avoid – Though not an exhaustive list, a number of examples below demonstrate improper use and/or application of the iGO Logo. Always use artwork in the Logo Suite and never recreate or redraw an iGO Logo.



Do not use the iGO wordmark components in isolation



Do not place the iGO Logo into an additional shape



Do not distort the iGO Logo



Do not independently resize iGO Logo components





Do not apply the one-colour iGO Logo when it could be reproduced in full colour



Do not apply different colours to the iGO Logo



Do not place the iGO Logo over a solid colour, busy pattern or image that does not provide sufficient contrast



Do not add to, or remove, elements from the iGO Logo

iGO will provide a Logo Suite to Operators.

9. Other Compulsory Display Element: 19+ Age Limit

Operators must state the age limit for Operator Offerings within all owned, earned and paid Marketing and Advertising channels. Operators may satisfy the requirement by having a “19+” graphic of their own design or with a copy line that indicates individuals must be 19 years of age or older to participate in igaming in Ontario.

10. Disclaimer

iGaming Ontario (iGO) reserves the right to amend from time to time this policy during the Operating Period as iGO considers necessary or appropriate, acting in its sole discretion. However, iGO shall consult with Operators that have executed an Operating Agreement with

iGO, in a manner and at times as may be determined by iGO in its sole discretion, in advance of any amendments. Notwithstanding the foregoing, no such consultation, or lack thereof, shall limit iGO's discretion with respect to the implementation of any amendments. From and after the effective date specified by iGO, any amendments implemented will be deemed to constitute an iGaming Ontario Policy.

iGO may also use or disclose information to the Alcohol and Gaming Commission of Ontario (AGCO) in accordance with the AGCO's statutory mandate.

Collection, use and disclosure of the information is subject to the Freedom of Information and Protection of Privacy Act.

