

heart  Bingo

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The background of the entire page is a solid red color. It is decorated with numerous 3D-rendered red hearts and spheres of various sizes. Some hearts are hollow, while others are solid. The spheres have a glossy finish with highlights and shadows, giving them a three-dimensional appearance. These elements are scattered across the page, creating a playful and romantic aesthetic.

heart Bingo

Introduction

Our aim is to provide a happy place where online 'Hearties' can 'turn up the feel good', play bingo, chat and have fun together. Our brand book further encompasses that by delivering clear and concise guidelines on our purpose, positioning, values, personality, promise and TOV.



Brand Purpose

Heart Bingo is for people who want a fun, safe place to play and be entertained.



Brand Positioning

The home of feel good bingo.



Brand Values

Inclusive (always inviting)

Players always feel they are at home, or if they are new to the site, it's like chatting to an old friend.

When we chat with players, it's familiar, informal and feels natural.

Enjoyable (always fun)

Heart Bingo is a place where players go to relax, have fun and play.

Upbeat (always positive)

We're always smiling and happy to meet players, old and new. Our chat hosts always ask how you are and sign off wishing the best of luck. There's no negative tone or remarks, good vibes only.

Trusted (always responsible)

We encourage responsible play and ensure our processes and marketing are socially responsible.

Genuine (always relatable)

We know our BLNT to our HAGD. We use the familiar language of the Bingo player. Our flow of copy is upbeat, reassuring and dependable, thus developing understanding between ourselves and our players.



Brand Personality

Friendly (always welcoming)

"Join us, let's play, here's your chance, get involved, hope to see you soon!"

Playful (always entertaining)

Positive tempo and energy. Lively and fun. There's an easy flow.

Uplifting (always happy)

Cheerful and positive. Start in a good place. Look forward to what's coming. "Congrats, the perfect way to, amazing, this is going to be great!"

Reassuring (always caring)

Clear and straightforward. Chatting with a friend. Genuine. "Hey <name>, it's easy, you'll love, have you tried, that's what we're here for"

Charismatic (always engaging)

Paint a happy picture. Enjoy the moment. Good natured. "Explore paradise, have some spins on us, what's not to love?"



Brand Promise

Everything you love about Heart and everything you love about Bingo, all in one place.



Target Audience

25-44 year olds that seek light entertainment, and although they are hesitant when it comes to gambling, they see Bingo as an avenue of casual recreation.

They are pragmatic, so are attracted by well-known brands with a reassuring tone of voice.

Their lives are busy, so they don't have time to shop around, therefore, they are more likely to be loyal when they are offered a smooth experience with games that are of quality and easy to play.

Logotype

**The specific, customised way we present
our most important fixed asset,
the Heart Bingo brand logo.**

heart Bingo

Full Wordmark

By using the Heart icon as part of the full wordmark, the Heart brand is instantly recognisable.

The placement of the letter 'e' on its side mirrors the placement of the Heart icon and adds a light-hearted quality, tying in with the fun and joyful nature of the brand.

Main Logo

Main Logo - Horizontal

heart  Bingo

heart  Bingo

Secondary Logo - Vertical

heart
 Bingo

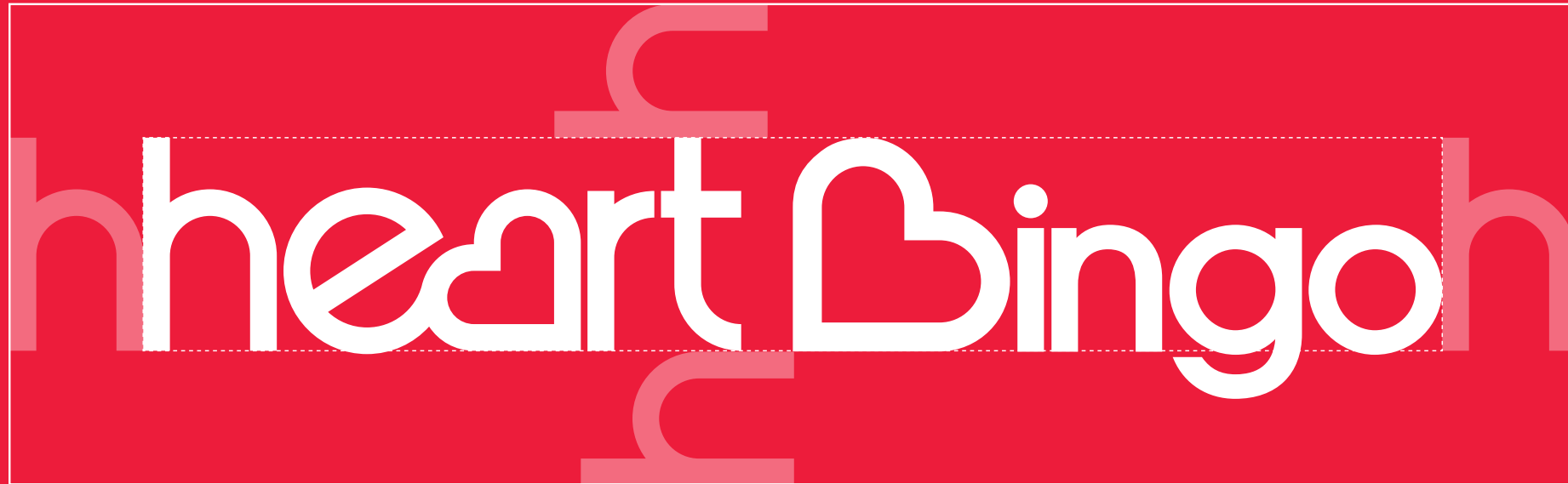
heart
 Bingo

Logo Variations

The rules around our fixed assets are non-negotiable but we do have enough variations to provide flexibility depending on where our brand is being displayed.

Exclusion Area

Main Logo - Horizontal

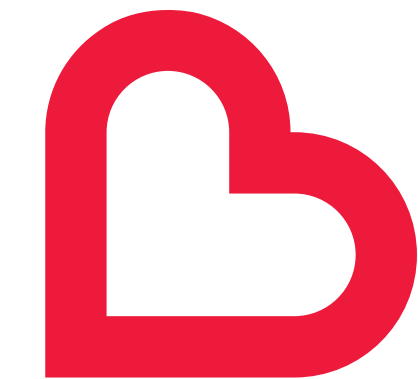


Secondary Logo - Vertical



Clear Space

Nothing should obscure our wordmark and there should always be enough clear space around it, as specified here.



Heart Bingo Symbol

Nothing should obscure our wordmark and there should always be enough clear space around it, as specified here.

The background of the slide is a solid red color. It features several abstract shapes: a large circle on the left side, a smaller circle in the top left corner, and a large, irregular wavy shape in the top right corner. The text is white, providing a high contrast against the red background.

Typography

The fonts we use in our communications, why we use them, and our information hierarchy.

Avant Garde

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789

Open Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Our Typeface

Our creative work uses Avant Garde in three font levels to ensure our messages are delivered as clearly as possible in the appropriate tone - Book, Medium and Bold.

Our titles use Avant Garde, giving a geometrical and decorative appearance that follow the shape of the logo font.

The Heart Bingo website interface and body copy uses Open Sans. This is a clean, light font which is clearly legible across all digital platforms. The consistent use of this typeface creates a familiar and coherent look for the brand.



Brand Colours

We're a red, black and white brand – strong, simple, contrasting colours. Our main colour is Heart Red and our supporting colours are white and black.

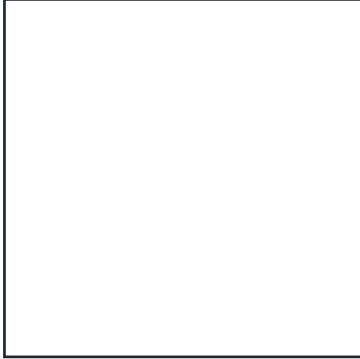


Heart Red

RGB	0 20 60
HEX/HTML	#EE1D3A

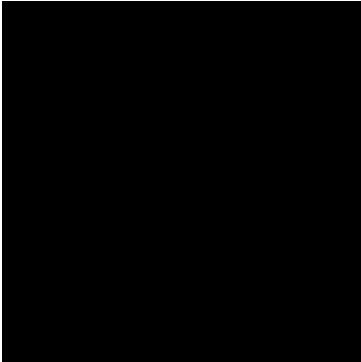


20%	#F4CDD3
40%	#EA9DA8
60%	#E36F80
80%	#DC4559




White

RGB	255 255 255
HEX/HTML	#FFFFFF
CMYK	0 0 0 0



Black

RGB	2 2 2
HEX/HTML	#020202



20%	#C6C6C6
40%	#C6C6C6
60%	#5D5D5D
80%	#2E2E2E

heart  Bingo

#FAA703
Heart Light Orange

90% - F4AE1A

80% - F5B733

70% - F7C04D

60% - F8C966

50% - F9D27F

#CCCCCC
Heart Grey

90% - D0D0D0

80% - D5D5D5

70% - DBDBDB

60% - E0E0E0

50% - E5E5E5

#722A2B
Heart Brown

90% - 7C4243

80% - 8A5758

70% - 996C6D

60% - A78182

50% - B69696

#F0591B
Heart Orange

90% - E96922

80% - EB793A

70% - EE8A53

60% - F09B6B

50% - F2AB84

#A5D427
Heart Light Green

90% - B0D71A

80% - B9DC33

70% - C2E04D

60% - CAE566

50% - D3E97F

#FF7F7F
Heart Pink

90% - F78A89

80% - F89796

70% - F9A4A4

60% - FAB1B0

50% - FABEBD

#543851
Heart Purple

90% - 654F64

80% - 756275

70% - 877686

60% - 988997

50% - A99DA8

#0F9324
Heart Green

90% - 489D35

80% - 5CA84B

70% - 71B362

60% - 85BE78

50% - 99C88E

#442F95
Heart Blue

90% - 5948A1

80% - 6B5CAB

70% - 7E71B6

60% - 9085C0

50% - A299CA

#FAA703

#FF7F7F

#CCCCCC

#543851

#722A2B

#0F9324

#F0591B

#442F95

#A5D427

Secondary Colours

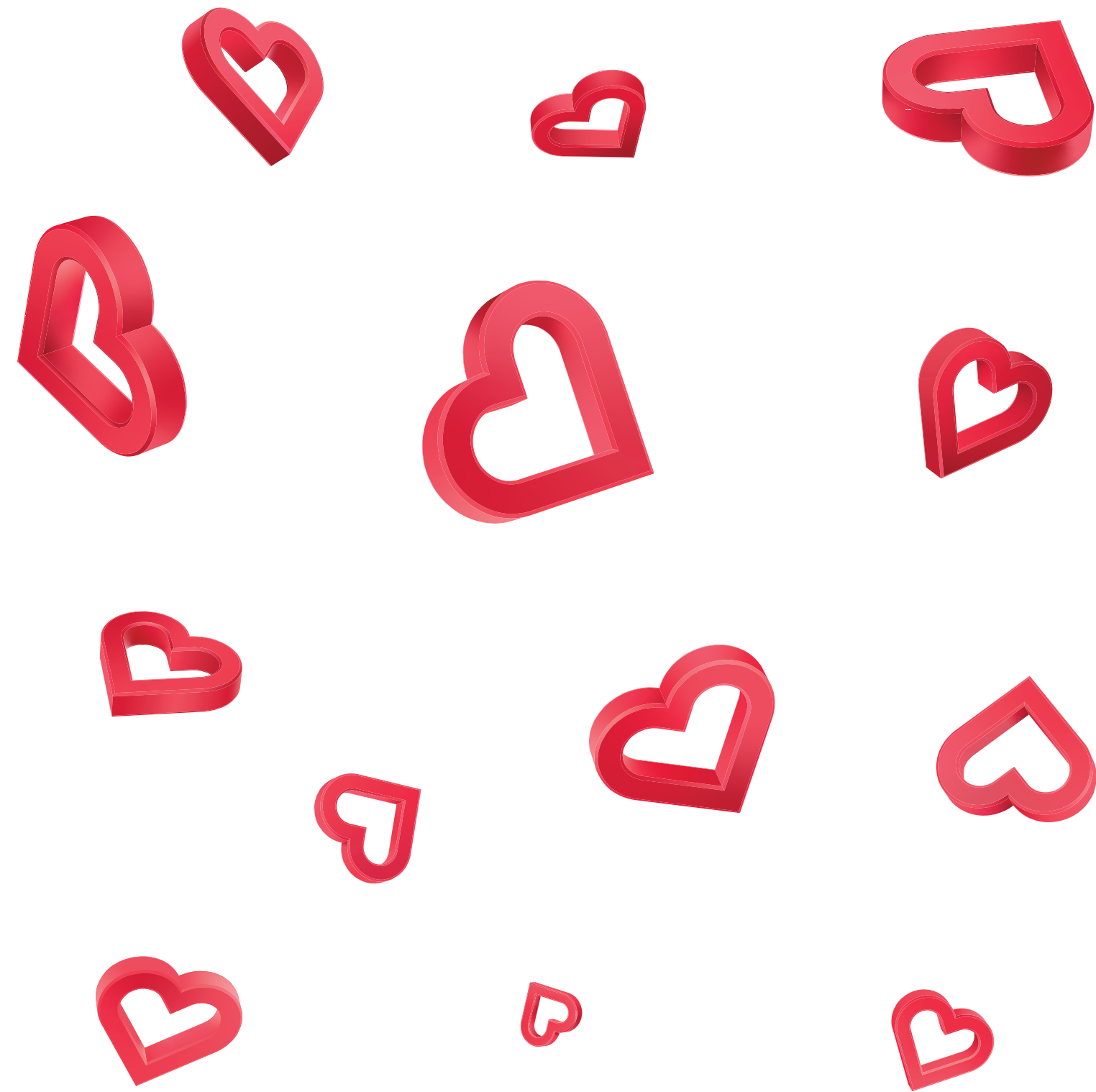
Our colour palette also contains various complementary secondary colours to help us enrich our brand.

We use different opacity levels, always of at least 50% opacity to not lose tonality.



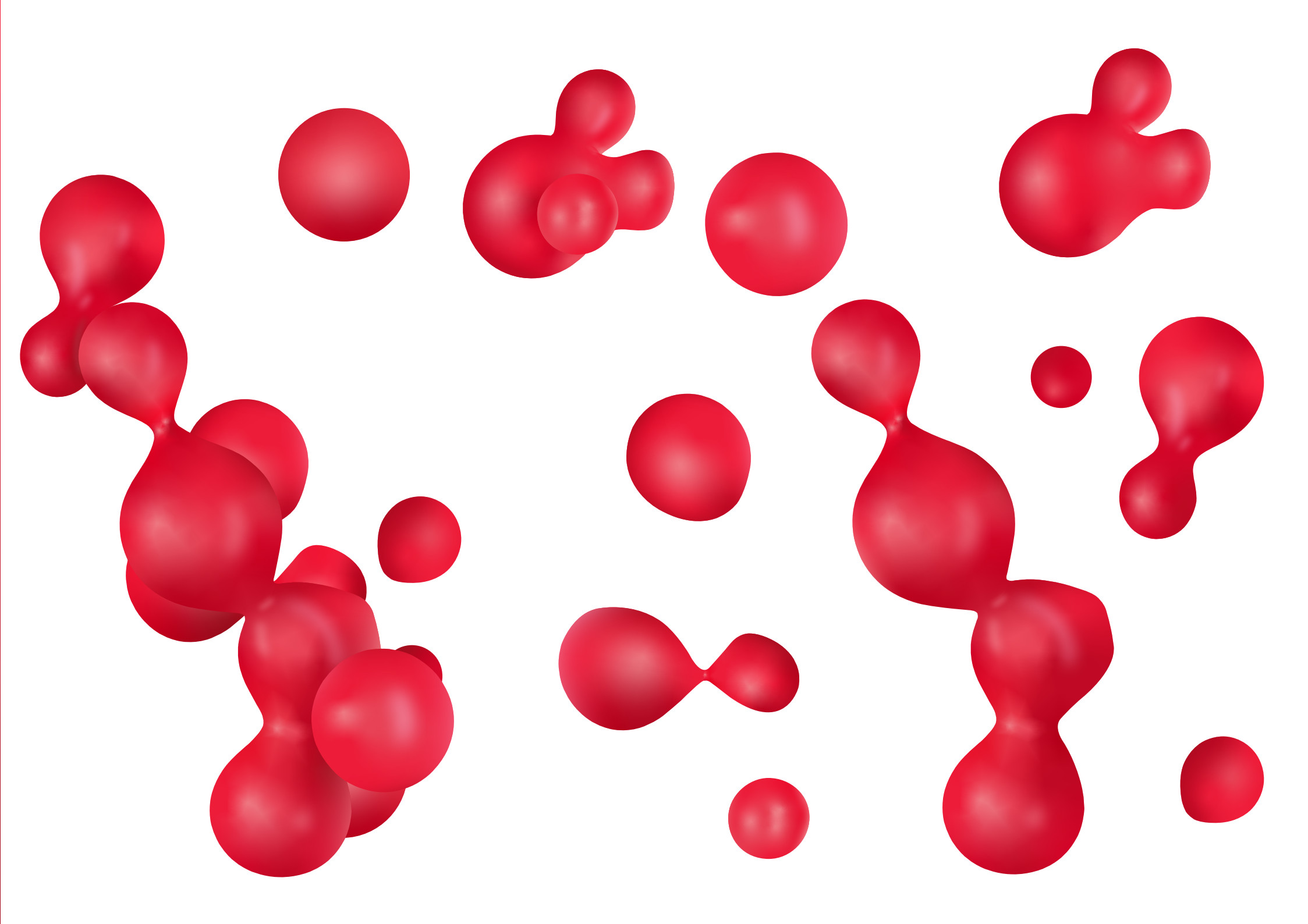
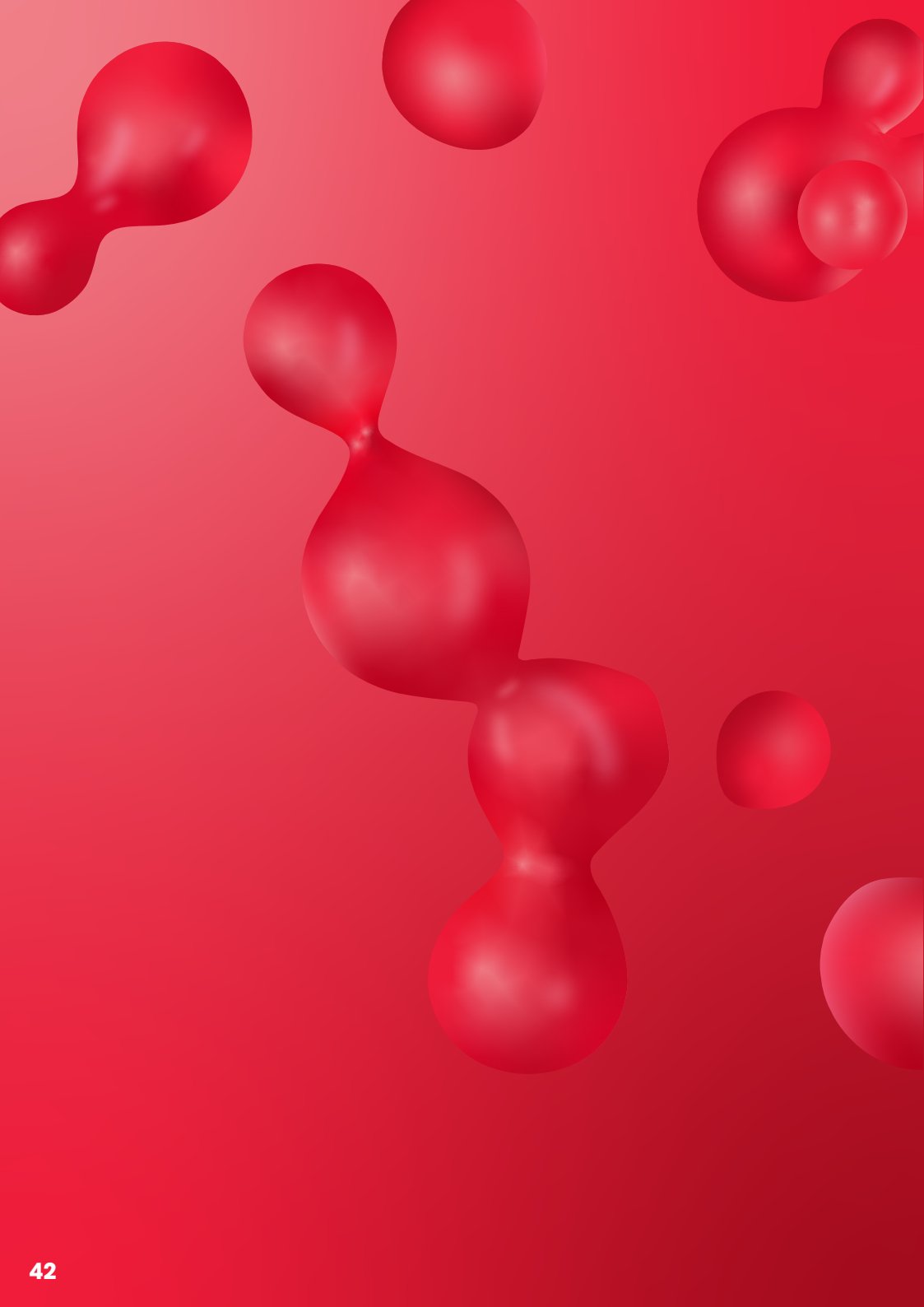
Brand Elements

**How our iconic sideways Heart logo helps to
achieve instant brand recognition.**



Heart Icon

Perfectly balanced and symmetrical, the Heart icon is instantly recognisable. The Heart icon is always used in acquisition, first-time communications with new customers.



Lava Bubbles

Simple and softly rounded, our floating lava bubbles give a light, airy feeling. These are used in communications with our existing customers who are already familiar with the brand.





Textured Disc

Reminiscent of a button to press, always ready to start the fun and action whether on a Bingo Game or a Slot Game. The textured disc is used in communications with our existing customers who are already familiar with the brand.

CTAs and Action Buttons

Effective CTA messages help customers navigate the website, creating interest and building anticipation, while clear action buttons help customers to select games and buy Bingo tickets easily.



Title Case
Font: Open Sans Bold
Font Colour: White
Background Colour: Heart Green
Full Round Corners



Title Case
Font: Open Sans Bold
Font Colour: White
Background Colour: None
Stroke Border 2px
Stroke Colour: Black
Full Round Corners



Title Case
Font: Open Sans Bold
Font Colour: Black
Background Colour: White
Stroke Border 2px
Stroke Colour: Heart Red
Full Round Corners



Title Case
Font: Open Sans Bold

Clickable Text Link

Title Case
Font: Open Sans Bold
Font Colour: WH Blue

Action Chips



Active
Bottom Line: 2 px height Left
and Right Bottom Radius: 5px



Inactive
Font: Black
Background: #dceff9
(20% WH Blue)

Calls to Action

We have three different CTAs depending on the action we wish our customers to take, using colours taken from our brand palette:

Primary CTAs

Let's Play, Sign Up, Top Up, Buy Tickets

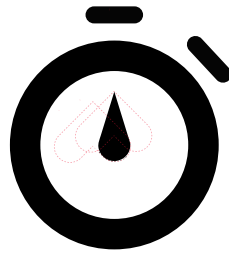
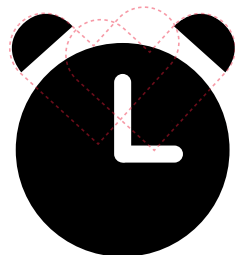
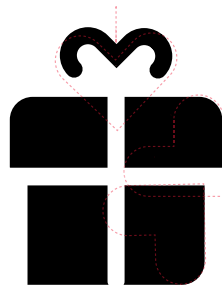
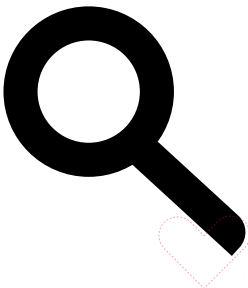
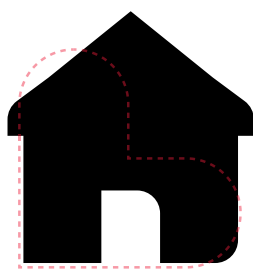
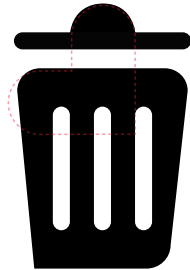
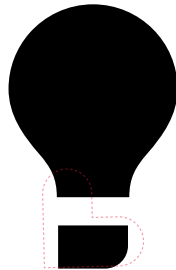
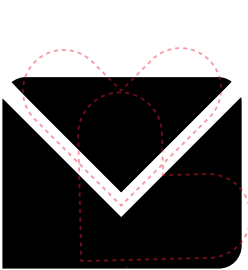
Alternative CTAs

Less forceful than primary CTAs. (E.g. Learn More, Log Out, My Account)

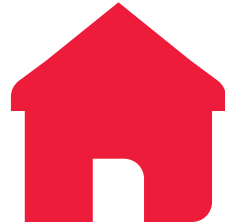
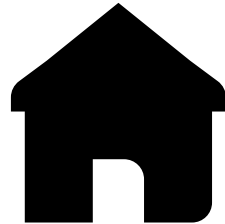
Buy Tickets Buttons

Being able to buy Bingo tickets quickly and easily is a key consideration for our customers, especially when time is of the essence and a game is about to start. Buttons are always clear and prominent for quick and easy purchase.

Icon examples



Color Variations



Site Navigation Icons

Our site navigation icons help our customers find their way around the site quickly and effortlessly. The icons are intuitive and easily recognisable, mixing straight and curved edges to reflect the Heart Bingo logo.



Image Strategy

Competing with hundreds of other Bingo sites for the same market share, how can we make sure we stand out from the crowd?

We ensure our brand imagery communicates the 3 Fs of Heart Bingo: Fantastic, Feel Good and Familiar.



Fantastic

We choose dynamic images that are full of power and energy and capture the drama and excitement of the moment.

Our photographic composition has a clear focus and protagonist. We use close-up shots and crop and rotate images judiciously so they are realistic and serve their purpose.

The protagonist always wears an expression that communicates the fantastic feeling that comes from playing at Heart Bingo.

We avoid using shots that are static, distanced from the action, compositionally weak or lacking drama.

Feel Good



We choose images that capture the relaxed happiness of a warm, memorable and feel-good moment.

The protagonist always has a warm, friendly expression that communicates the feel-good vibe of Heart Bingo.

Familiar

A woman with dark curly hair, wearing a red t-shirt and large red heart-shaped earrings, is smiling broadly and making a peace sign with her right hand. She is positioned in the foreground, slightly to the right of the center. The background is a solid red color. To the left of the woman, there are several potted plants and two large, 3D red heart shapes on the floor. The overall mood is warm and friendly.

We choose down-to-earth images the customer can relate to, using simple objects and expressions.

The protagonist always looks approachable and welcoming, like an old friend who is always happy to see you.

Our colours
are supported
by great images.



Photographic Principles

Our backgrounds are from our secondary colour palette, matching the colours of the objects in the imagery with no walls or floor visible. This creates a seamless appearance.

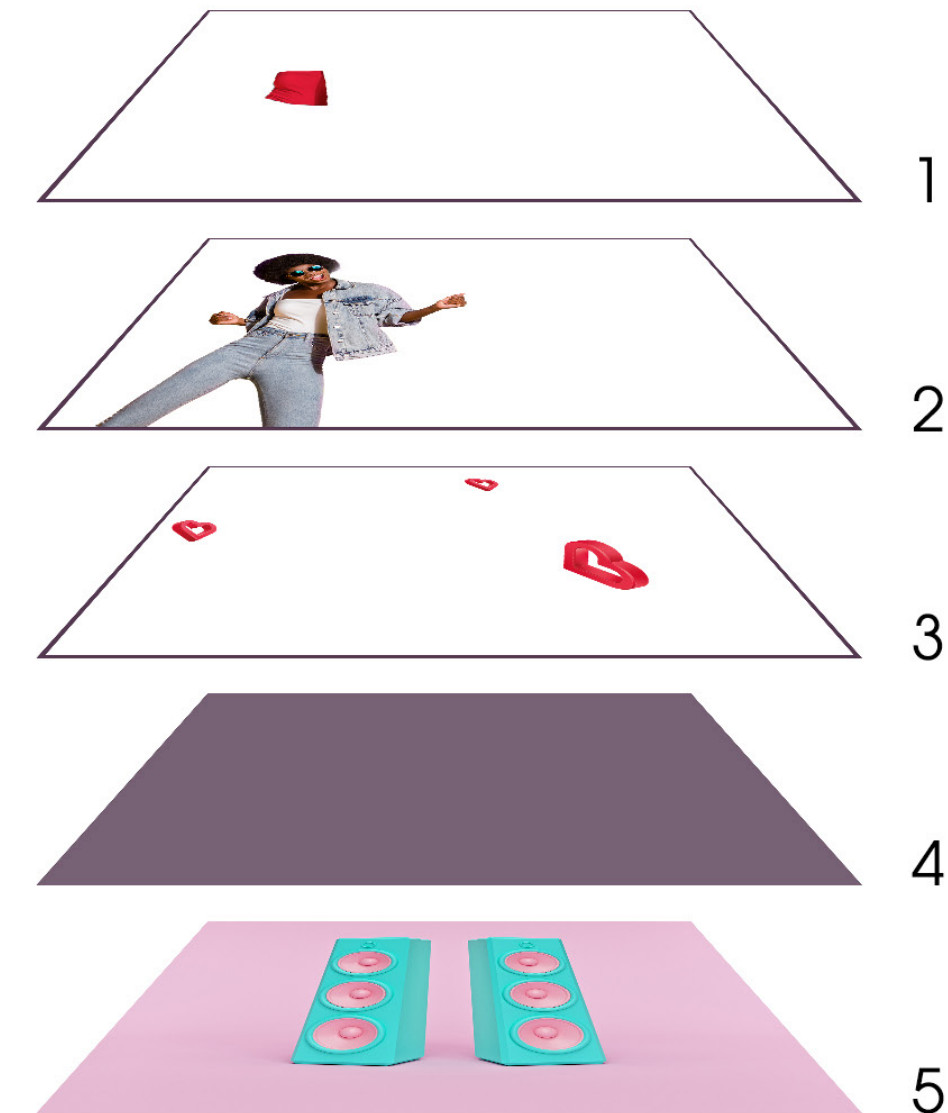
The clothes of the protagonists are always taken from our primary or secondary colour palette.

3D objects in a minimalist style.



Stylistic Principles

The 3D elements in the images are in a minimalist style, keeping a simple appearance to contrast with and support the copy. Combined with the seamless photography, this creates a studio effect.



Imagery Treatment

We have a variety of techniques at our disposal to guarantee our images are always distinctly Heart Bingo.

Heart Red

We tweak supporting areas to use Heart Red where it's realistic to do so, such as protagonist clothing.

Protagonists support the 3 Fs

The protagonist's expression and action always communicate the fantastic, feel good and familiar feeling that comes from playing at Heart Bingo.

Heart icon

The perfectly balanced and symmetrical Heart icon makes the Heart brand instantly recognisable.

Colour filter

Our backgrounds are taken from our primary or secondary colour palette, matching the colour of the objects for a seamless effect.

3D objects

The 3D inked elements support the room name and are minimalist and simple or abstract in style, working with our colour filter to create a studio feel.



Tone of Voice

**Defining the way we talk to our customers,
conveying our character and brand personality.**



Tone of Voice

Just like the Heart master brand, everything we say and do at Heart Bingo should feel fantastic. Our copy should always be written in a familiar tone, as if talking to a friend to make them feel good.

Whether we are communicating with customers through emails, promotions or in the chat rooms, the Heart Bingo tone of voice should be consistently upbeat and motivating, warm and conversational, always with a feel-good vibe.

The Heart Bingo tone should be consistent across all communications channels, differentiate us from the competition and tie in with the Heart master brand.



Tone of Voice

Tone of Voice is guided by these 5 principles:

Fantastic

Joyful, exciting and motivating - always anticipating the next jackpot!

Familiar

Like chatting with a friend – honest and open, fun and relaxed

Feel-good

Warm, positive, always happy, enjoying life to the full

Inclusive

Welcoming, supportive and encouraging – creating a community spirit

Clear

Concise, transparent communication, using simple and straight-forward language

Inspiring language

Customers are playing somewhere fantastic where anything is possible and there is always something to celebrate and look forward to – thrilling, unforgettable, exhilarating, sensational games, dreamy bingo jackpots, exciting chat games with amazing prizes

Sense of Community

The feeling of being part of something special, all customers are important, their opinions matter and everyone is included - customers can depend on the brand. Join in our community jackpot game, let's play, join fellow roomies, have fun with us, take part, invite your friends, get in touch, let us know, shared between all roomies.

Feel-good

Positive, enthusiastic language, uplifted mood, making the day brighter - you'll love it, it's fun in the sun all week long, imagine what you could win, get spinning and winning, scoop your share of the jackpot, enjoy free bingo all month, treat yourself to extra spins all week.

Friendly

Every communication feels like chatting with a friend, using the same language as the customer, including bingo lingo - join in, take part, get involved, have fun, play with friends, hey roomies! GL everyone! WTG!

Straight-forward

Simple words and user-friendly language that everyone understands. Using the active voice, clear CTAs, short sentences for clarity. Increasing the feeling of ease of engagement through language – simply, all you need to do, it's easy to collect your bonus spins, just opt in.



Tone of Voice

Dos

- Be positive in tone
- Invite action
- Emphasise the ease of taking part
- Be supportive and always on the customer's side
- Highlight the fun
- Be motivational
- Focus on the community aspect and feeling of togetherness
- Be inclusive and welcoming
- Be clear and straightforward
- Use the active voice
- Use 'and' or 'plus' instead of 'but'
- Capitalise words relating to gameplay (e.g. Bingo, Slot Game, Bonus, Free Spins)

Don'ts

- Negative language or associations
- Being too dry or sarcastic
- Pushy attitude / the hard sell
- Complicated language, long sentences
- The passive voice
- Overusing 'we', 'us' and 'our'
- Anything that could be seen as socially irresponsible



Brand Ambassadors

Fantastic brands align themselves with fantastic talents and we're immensely proud of our association with one of the UK's most loved entertainers, Olly Murs.



Olly Murs

Olly Murs' journey to the top of UK showbiz started when he finished runner-up in the 2009 rendition of the X-Factor. Since then, Olly's had several top 10 hits, including Number One records in both the singles and album charts.

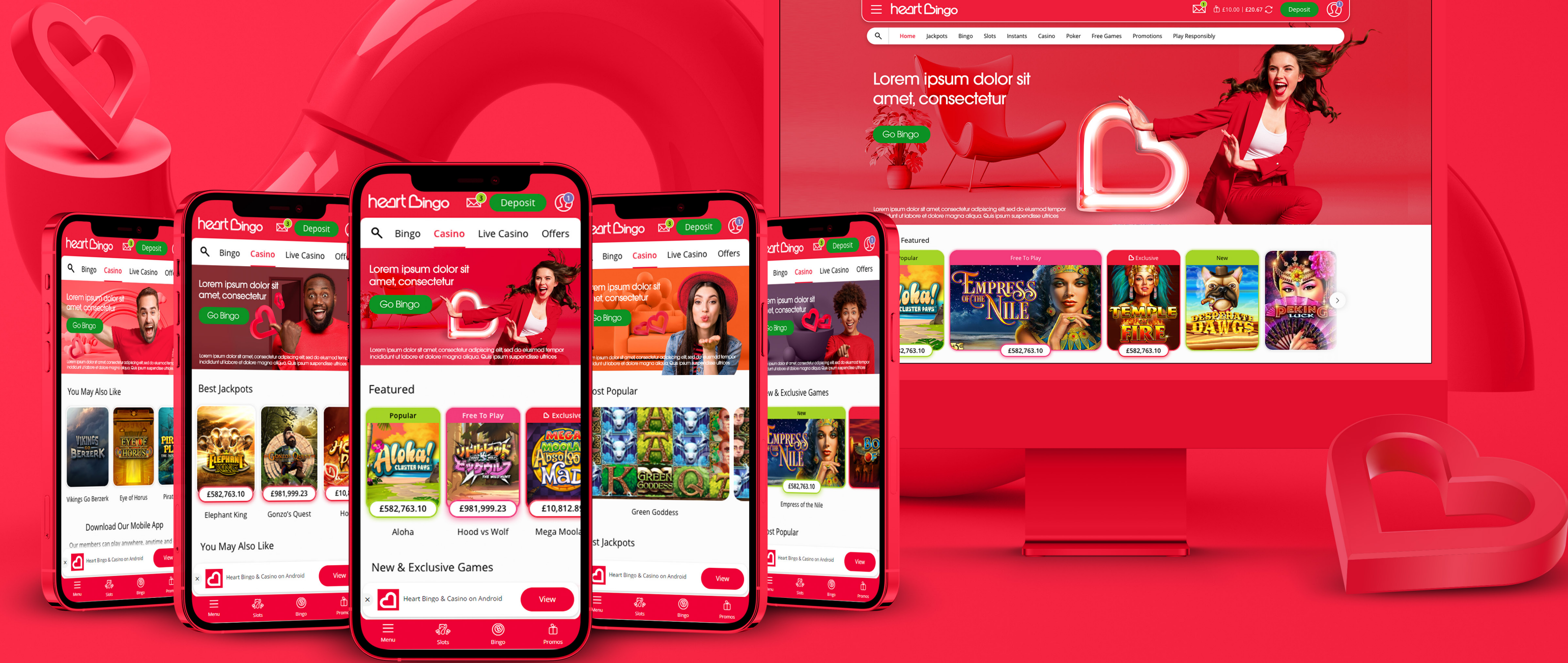
In recent years, Olly has become a regular on British television, appearing on several prime time shows such as the One Show, Graham Norton and The Voice.



Application

**How we apply our brand assets and
how they display across all channels.**

Campaign Samples



Consistent Campaigns

Campaigns, promotions and events display consistently on every device and every channel.

heart Bingo