

# Smooth SPINS

Brand Guidelines  
2025

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# The Overview

# What is Smooth Spins?

Smooth Spins is  
**‘Simply the Best Casino!’**

The online casino from Smooth Radio – bringing you the same trusted brand, now with the most iconic games, top bonuses, and 24/7 entertainment.



# The Brand

# USP

We house all the most iconic games under one roof, pulling on the Smooth brand for a clear and unique personality.

We stand out from the crowd by communicating the three Cs...

**Credible**  
**Confident**  
**Charming**

# Vision

To be the fastest growing casino in the UK.

# Values

## Effortless

We're natural, familiar and always authentic.

## Credible

We're confident and experts at what we do, earning trust through our proven knowledge and expertise.

## Uplifting

We bring energy and expressiveness, always aiming to elevate your mood.

## Confident

We excel at what we do and don't rely on noise to make an impact.

# Brand Personality

## **Upbeat & Entertaining**

We're larger than life and leave a lasting impression.

## **Knowledgeable**

We're experts at what we do.

## **Authentic**

We're true to who we are and what we stand for.

## **Passionate**

We live and breathe what we do, channelling our enthusiasm into every interaction.

# Target Audience

Utilising the Smooth Radio audience but leaning more towards the male demographic.

Appealing to a more mature market, from 35+.



## Tone of Voice

Confident  
Trusted  
Passionate  
Authentic  
Iconic

# Tone of Voice – Pillars

Smooth Spins talks like someone who knows the game inside out. We keep it clear, confident, and welcoming. We've got experience, know what we're doing, and we make people feel like they're in the right place – whether they're a seasoned player or new to the reels.

## **Trusted**

Clear. No fluff. We don't overpromise. We guide, reassure and simplify.

## **Confident**

Polished, relaxed and in control. We know our stuff, and we don't need to overstate it.

## **Iconic**

Bold but never brash. There's a presence in how we speak – like a headline act taking the stage.

## **Passionate**

There's energy in every line. We care about games, players, and creating a safe and fun place to play.

## **Authentic**

Real, not robotic. Warm, human and unmistakably us. No clichés.

# Tone of Voice – (In Situ)

Although we are an online casino brand, when referring to Smooth Spins we never say 'Smooth Spins Casino'.

Avoid using the term casino where possible but if necessary, we are 'Smooth Spins the online casino site from Smooth

## **Trusted**

“Smooth Spins is the new online casino from Smooth Radio – bringing you the same trusted brand, now with the most iconic games, top bonuses, and 24/7 entertainment.”

## **Confident**

“From pressing play on some all-time classics to spinning the latest releases, there’s something for every player to enjoy”

## **Iconic**

“Simply the Best Casino”

## **Passionate**

“We’re thrilled to unveil our brand-new online casino”

## **Authentic**

“That's why we've got our time alert feature, so you can relax and stay in control”

# Tone of Voice – Language

This style keeps our voice clear, confident, and human. We use everyday language, short sentences, and direct verbs to sound like real people. It's how we stay relatable, energised, and unmistakably Smooth Spins.

## **Use contractions**

We say isn't, you're, we've, let's – because we speak like real people.

## **Short, punchy sentences**

Get to the point. If we can say it in 5 words, don't use 12.

## **First-person plural ("we", "our") and second person ("you")**

Keep it direct. Make it a conversation.

## **Simple, visual verbs**

We talk in action. Spin, play, win, dive in, roll, land, hit.

Brand  
Tagline

Simply the  
**Best Casino!**



# Creative Guidelines

# Primary Logos

Using the Smooth logo as part of the full wordmark, the Smooth brand is instantly recognisable. The neon style of the 'spins' adds a playful quality, tying in elements commonly seen in casino and slot games.

Our key logo is the Primary\_Positive Logo Stacked. Try to only use the inline logo where stacked isn't applicable.

The **Primary\_Negative** logo has the smooth text in white. This version is best suited for use on purple backgrounds. On imagery ensure this principle is also applied.

The **Primary\_Positive** logo is coloured with our Smooth Purple. This version is best suited for use on white/ lighter backgrounds. On imagery ensure this principle is also applied.

The logo consists of the word 'Smooth' in a white, rounded, sans-serif font, stacked above the word 'SPINS' in a white, outlined, rounded, sans-serif font. The entire logo is set against a solid purple background.

Primary\_Negative Logo Stacked

The logo consists of the word 'Smooth' in a white, rounded, sans-serif font, followed by the word 'SPINS' in a white, outlined, rounded, sans-serif font. The entire logo is set against a solid purple background.

Primary\_Negative Logo Inline

The logo consists of the word 'Smooth' in a solid purple, rounded, sans-serif font, stacked above the word 'SPINS' in a solid purple, outlined, rounded, sans-serif font. The entire logo is set against a white background.

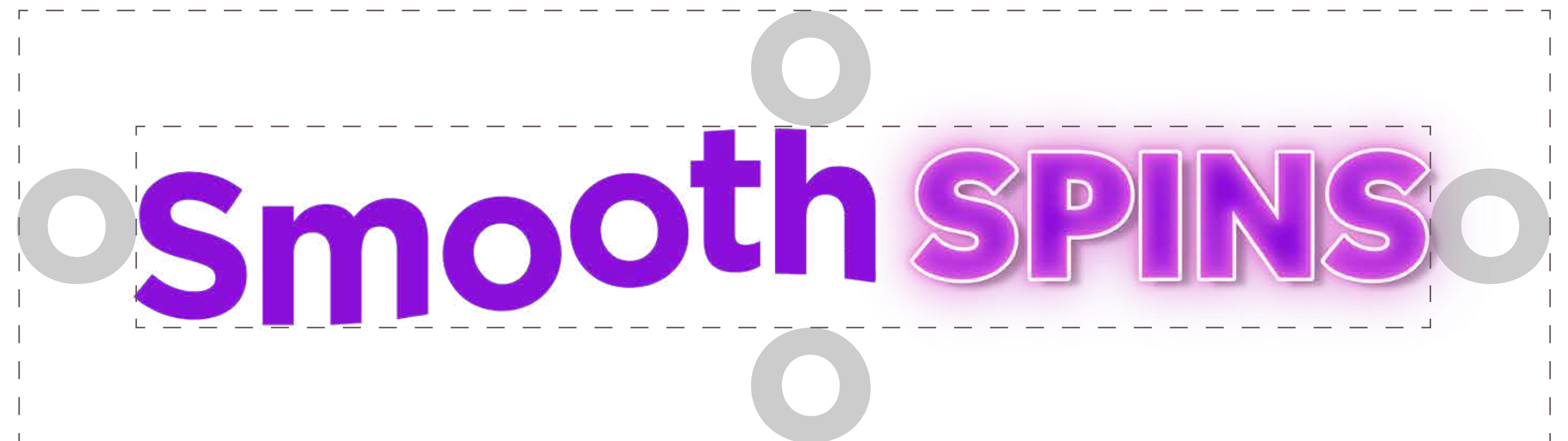
Primary\_Positive Logo Stacked

The logo consists of the word 'Smooth' in a solid purple, rounded, sans-serif font, followed by the word 'SPINS' in a solid purple, outlined, rounded, sans-serif font. The entire logo is set against a white background.

Primary\_Positive Logo Inline

# Logo Safezone

All logo lockups should have a minimum clearspace of the smooth 'o'. This is with the exception of the social bug which is locked into a set template.





## Secondary Logos

The **Main logo - Horizontal WHITE** & **Main logo - Stacked WHITE** should be used over darker colours and in situations where a coloured logo is not as visible as a monotone version might be. The white logo should ideally appear on a brand purple background.

These logos follow the same rules as our primary logo on where to use stacked vs inline.

The logo consists of the word 'Smooth' in a bold, rounded sans-serif font, stacked above the word 'SPINS' in a tall, outlined sans-serif font. Both are white on a purple background.

Smooth  
SPINS

Main logo - Stacked WHITE

The logo consists of the word 'Smooth' in a bold, rounded sans-serif font, followed by the word 'SPINS' in a tall, outlined sans-serif font. Both are white on a purple background.

Smooth SPINS

Main logo - Horizontal WHITE

# Icons and Favicons

Our Icons and Favicons maintain visual consistency and reinforce brand identity across all platforms.

We've chosen to use the white "S" on a purple background for our on-site Favicon as a nod to Smooth's established branding, but with our own unique twist to reflect our distinct identity. This subtle evolution helps us feel like a natural extension of Smooth while still standing out.

We based the Spins logo icon on the trusted Smooth logo to keep a strong visual link and build recognition. By adding our unique Spins glow, we introduced energy and individuality, helping us stand out while still feeling like a natural part of the Smooth brand.



App Icon



On-site Favicon



# Colours

We developed the Smooth Spins colour palette by drawing directly from Smooth Radio’s established brand pack, leveraging their strong and familiar visual identity to help accelerate recognition and trust in our new brand extension. By aligning with their core purples and complementary tones, we ensure consistency and cohesion across the Smooth family.

The colours are organised into Primary, Accent, and Supporting sections to provide clarity in use—Primary colours drive brand recognition, Accent colours add vibrancy and energy, while Supporting colours (including CTA-specific green) guide functionality and usability across digital and physical touchpoints.

Do not use red in any of our assets unless it’s within a game logo to help seperate Heart Bingo & Smooth Spins.

## Primary Colours



Primary Purple



Dark Purple



Light Purple

## Accent Colour



Pink

## Supporting Colours



Black



White



Green

Green to be used for on-site CTA buttons only

# Typeface

The typeface for Smooth Spins is Epilogue. Different weights of the typeface are utilised for different applications.

Some examples of these weights are shown on this page.

The typography should not be seen in all caps outside of the logo, this will ensure the correct tone is retained for the brand.

**Epilogue Bold**

**Epilogue Medium**

Epilogue Light

# Hierarchy

Because only one typeface is used, the weights are what will differentiate the hierarchy of designs.

Some rules for this are set out on this page.

The headline should always be in a heavier weight than the subheading, and the subheading a heavier weight than any body copy.

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The headline should always sit in a weight that is at least one versions heavier than the subheading or two versions heavier than the body copy it accompanies.

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Subheadings and body copy shouldn't use Bold.

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The heading should also be a larger point size than any subheadings or body copy.

# Headline Copy Example

## Subheading Copy Example

Body Copy Example

# Capitalisation

**Main Body Copy -**  
For general body copy, sentence case is used—only the first word of a sentence and proper nouns are capitalised

**Titles & Headlines -**  
Use title case. In title case, the first and last words are always capitalised, as well as all principal words (nouns, verbs, adjectives, adverbs). Non-principal words—including articles (a, an, the), prepositions (in, of, by, on, with), and conjunctions (and, or, but)—are not capitalised, unless they are the first or last word in the title.

**Principle words -**  
A principal word is the main word in a phrase, especially in a noun phrase or prepositional phrase. It carries the core meaning, while other words in the phrase modify or describe it.

The first and last words are always capitalised

Non-principal words (articles, prepositions and conjunctions) are NOT capitalised

## Start Spinning with Smooth Spins

All principle words are capitalised

Brand name should always be capitalised

Articles
a, an, the
Not capitalised

Prepositions
on, with, in, by, of
Not capitalised

Conjunctions
and, or, but
Not capitalised

# Neon Text

To maintain consistency across the Smooth Spins brand, all neon text should use the provided text layer included in our design assets. This ensures the glow effect appears uniform across all content, preserving the signature look and feel of our neon styling.

Custom recreations can lead to inconsistencies—so for the best results, always use the official text layer.

The image displays the text '£35K' in a bold, sans-serif font. The characters are a vibrant blue color and feature a prominent white outline. A soft, out-of-focus glow surrounds the text, giving it a three-dimensional, neon-like appearance. The background is a solid, dark blue.

(Neon outline used for monetary amounts only)



# Branded Elements & Icons

Our neon elements bring a playful, cohesive energy to the brand, inspired by the smooth glow of casino lights. Pulled directly from our OOH bottom bar, these accents tie everything together – adding a touch of fun, movement, and familiarity wherever they appear.

They're bold but refined, helping our visuals feel alive without overwhelming the message.



Crown icon

# Primary Background

We've taken direct inspiration from Smooth Radio's signature gradient background to inform the look and feel of our visuals across social media, online, and OOH. Our approach uses the lightest part of the gradient to draw attention to the focal point of each asset—ensuring key messages and visuals are always front and centre, because of this the gradient may be flipped to allow the focal point of the asset to sit on either side.

To preserve consistency, it's important that gradients are not created from scratch each time. Instead, use the approved gradient built from our designated purple shades only, avoiding unnecessary variations that could dilute our visual identity.



# Creative Buckets

# Overview

All assets created must fall under one of 3 creative buckets. This is to ensure that we are being strategic in all we create and on-site game creative is instantly recognisable and closely linked to the Smooth Spins brand where necessary.

## Smooth Spins Branded Content

This includes any game rooms, campaigns and promotions that are exclusive to our brand and the creative contains the Smooth Spins branding.

Includes games such as Top of the Shop & Simply 80.

## Third-party Game Branded Content

This is an established game on multiple sites and we have it on our site with no Smooth branding.

E.g. Fishin Frenzy  
Starburst

## Smooth Radio Branded Content

This includes any Smooth Radio branded assets e.g. Top 500

# Smooth Spins

# Organic Content

# Smooth Spins Organic Social Background (4x5)

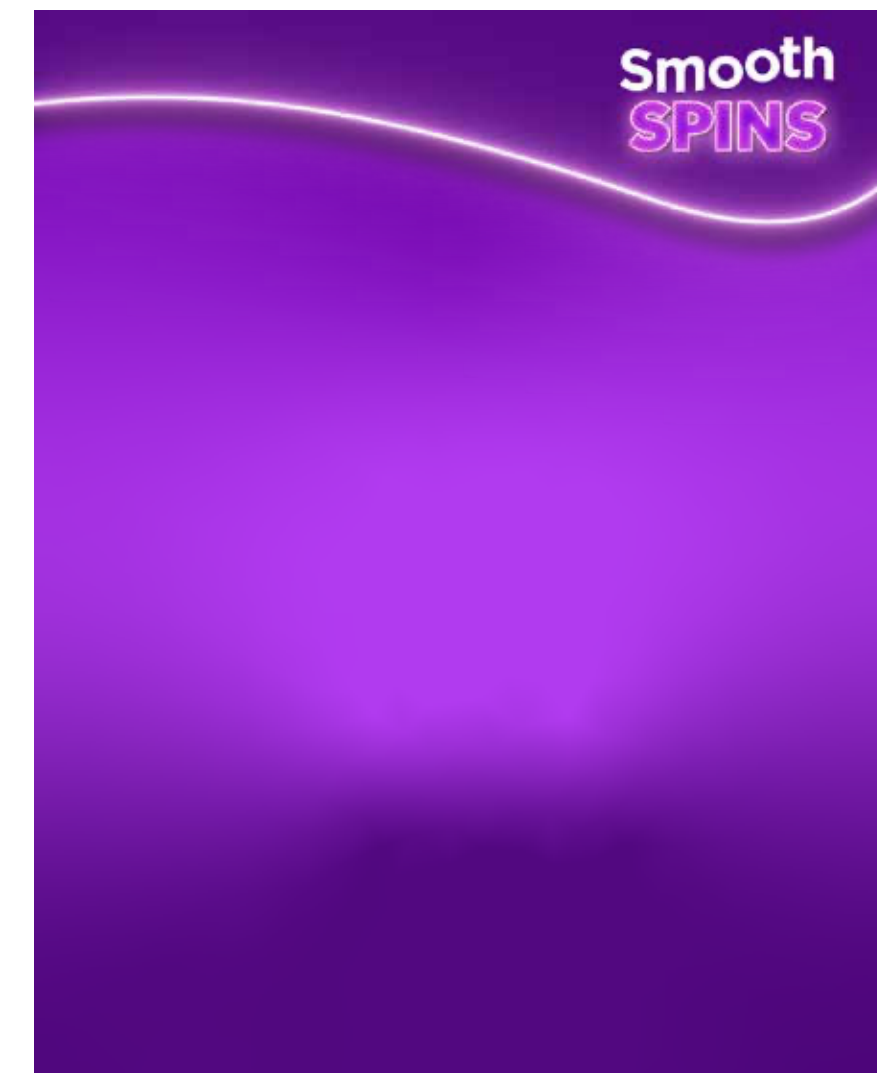
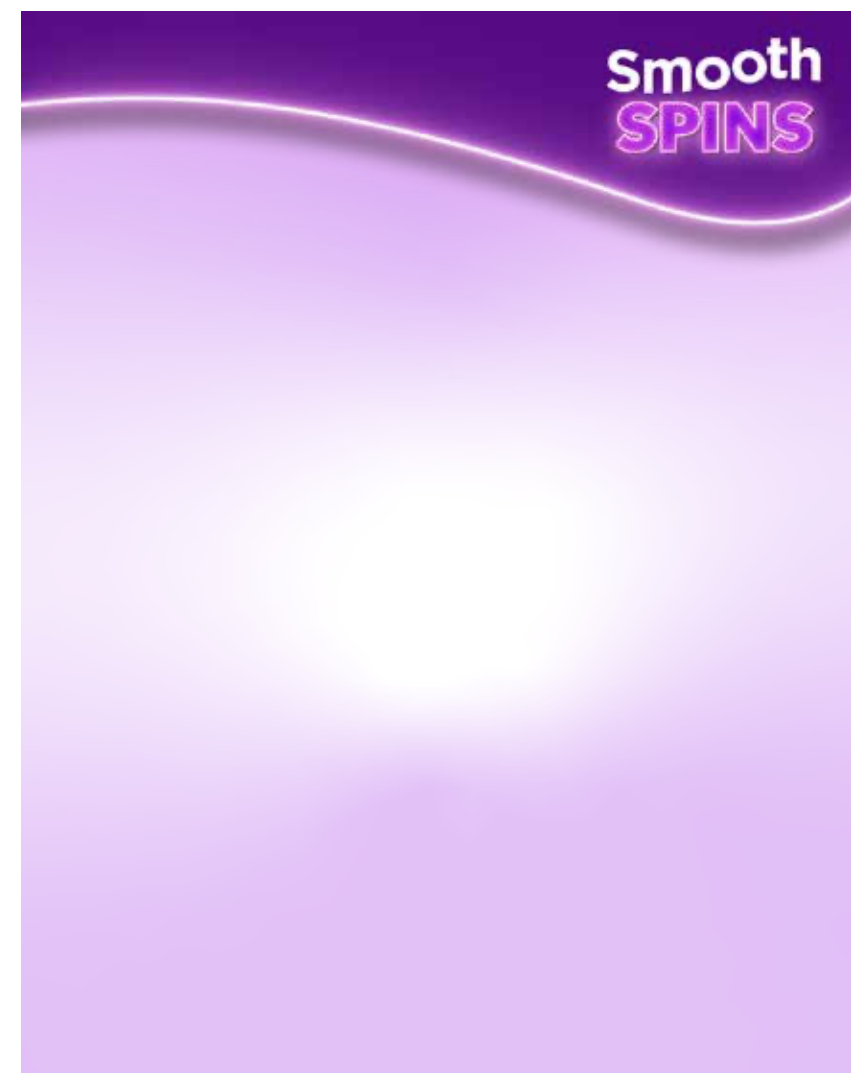
Gradient variations have been created using the Smooth Spins primary colours to give variety on social posts.



AdHoc



Safer gambling



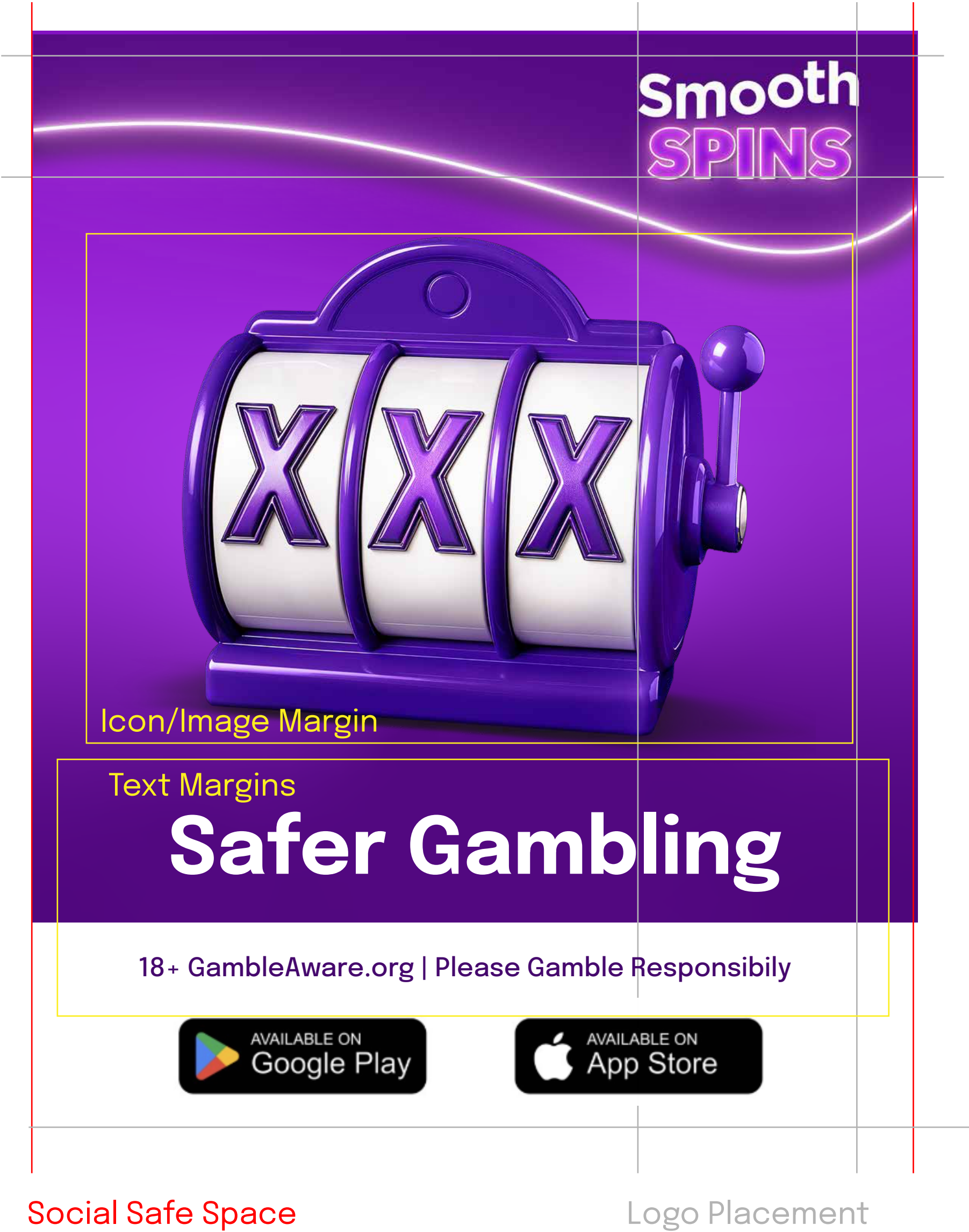
# Social Brand Elements- Logo Holding Wave

The Social Bug Logo is locked in the dark purple wave holding shape across the template. This is to be used at the top of all social posts.





# Organic Social Template (4x5)



## Social Bug Logo/Header

The Social Bug Logo is locked in the dark purple wave holding shape across the template.

On the social assets, it is to be used at the scales and colours determined in the templates.

## Typography

‘**Epilogue Bold**’ is to be used in sentence-case for headline copy.

‘**Epilogue Medium**’ is to be used for body copy.

All text must stay within the designated area determined in the supplied template. Copy length should be altered to fit these constraints, the size and spacing shouldn’t be altered to fit the copy. If the image requires two rows of main copy, please see next slide for template.

## Icon/Image

Any icons or images added must stay within the Icon/Image margins so not to encroach on the social bug header or the text. App icons can drop down to allow space for T&Cs.


## Gradient Background

The gradient for each template should not be moved or altered. It has been placed specifically to balance styling with legibility and to emphasise the framing of the icons/image.



Organic  
Social  
Template  
(4x5)

Smooth  
SPINS




Icon/Image Margin

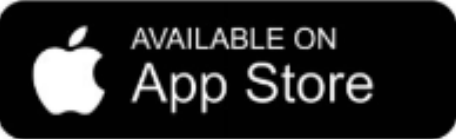
Text Margins

**Example Copy**  
When two lines are needed

18+ GambleAware.org | Please Gamble Responsibly



AVAILABLE ON  
Google Play

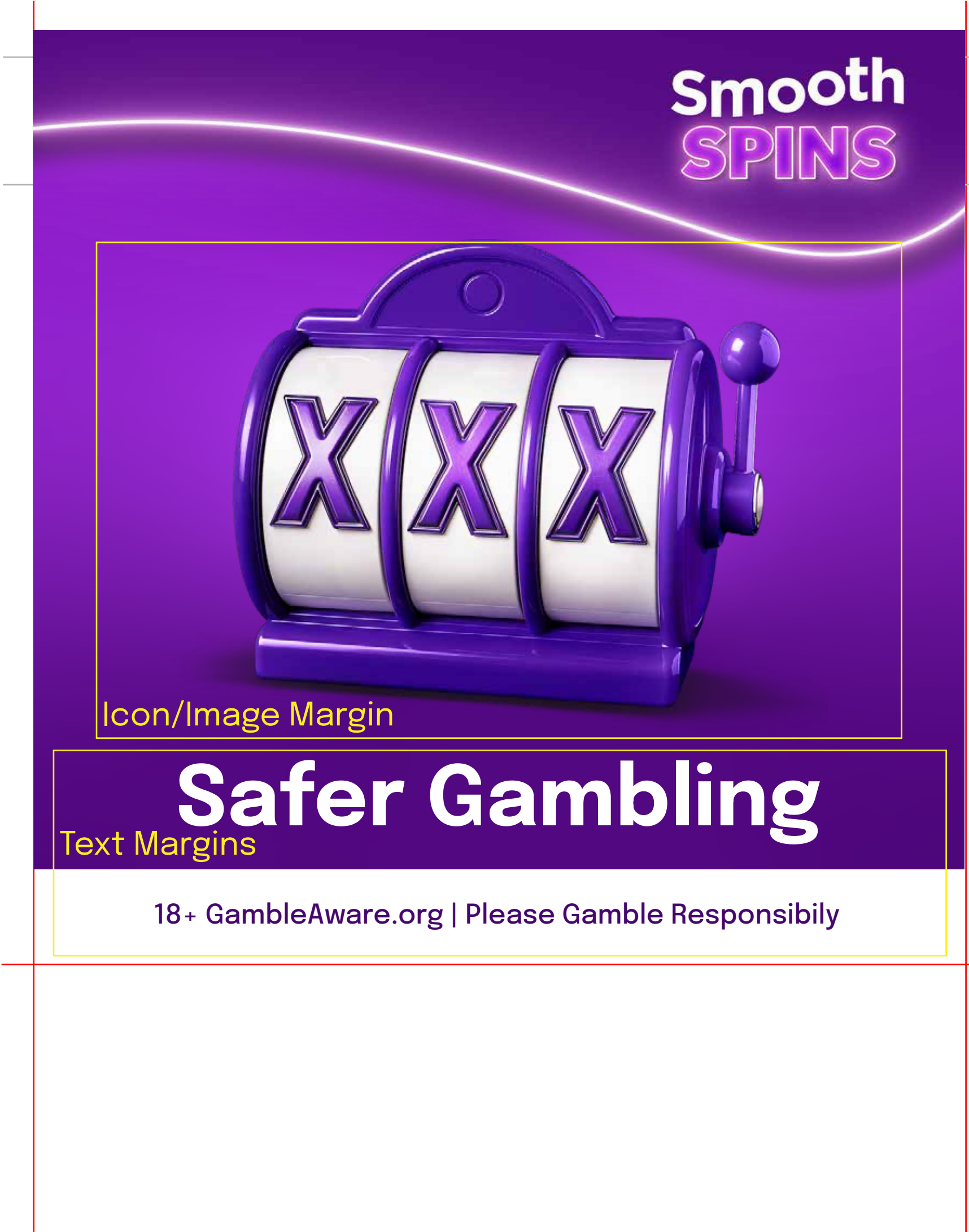


AVAILABLE ON  
App Store

Social Safe Space

Logo Placement

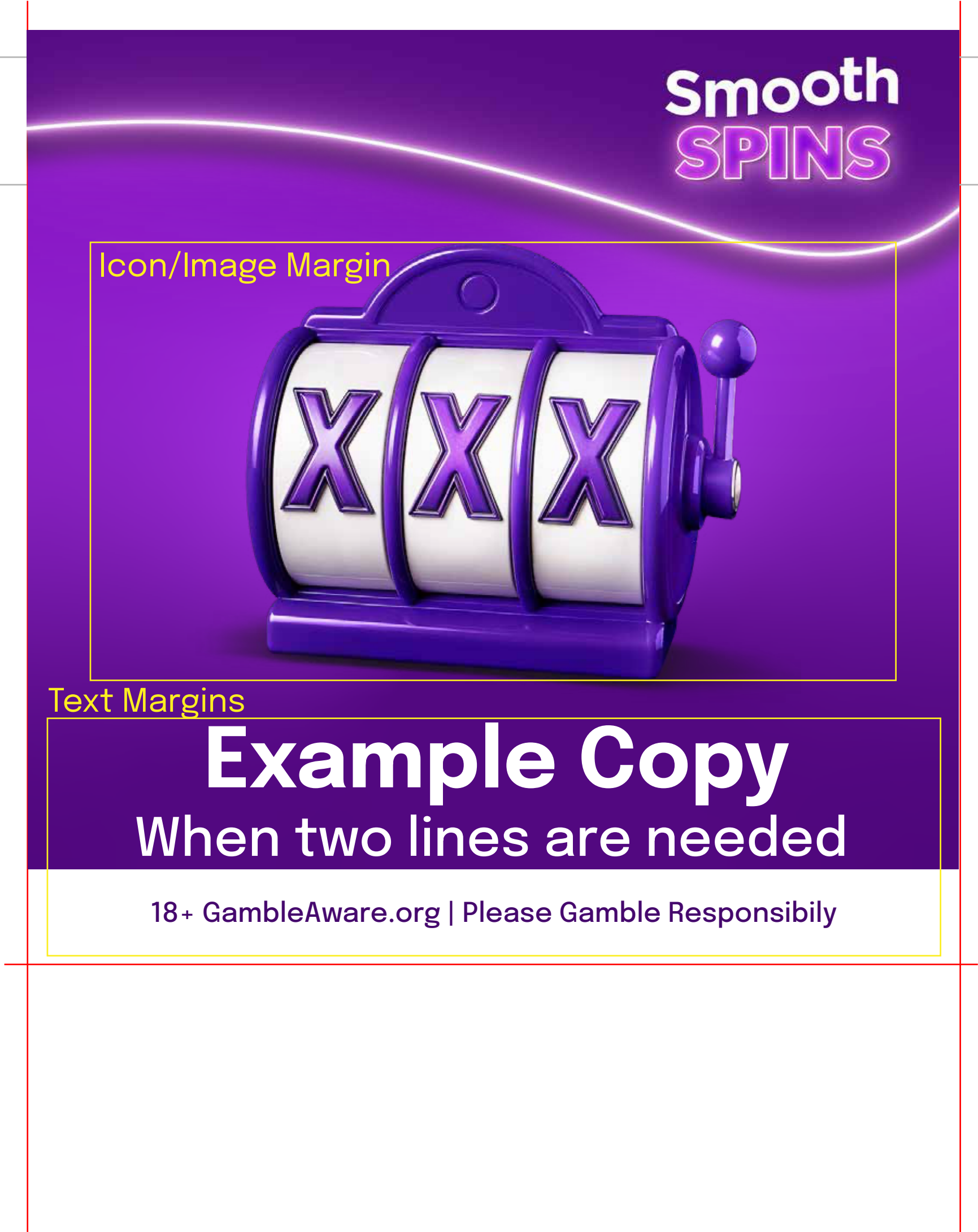
Organic  
Social  
Template  
(1x1)



Social Safe Space

Logo Placement

# Organic Social Template (1x1)



Social Safe Space

Logo Placement



# Safer Gambling Icons

The Safer Gambling Icons are Spins branded in our signature purple colours. These can be used on socials and across any safer gambling touchpoints.



# Third-party Branded Content



# Third-party Game Branded Content - Paid Social



## Social Bug Logo/Header

The Social Bug Logo is locked in the dark purple wave holding shape across the template.

‘**Epilogue Bold**’ is to be used in sentence-case for top line copy.

‘**Epilogue Medium**’ is to be used for body copy.

All text must stay within the designated area determined in the supplied template. Copy length should be altered to fit these constraints, the size and spacing shouldn’t be altered to fit the copy.

## Game Background

The top bar for each template should not be moved or altered. It has been placed specifically to balance styling with legibility and to emphasise the framing of the icons/image.

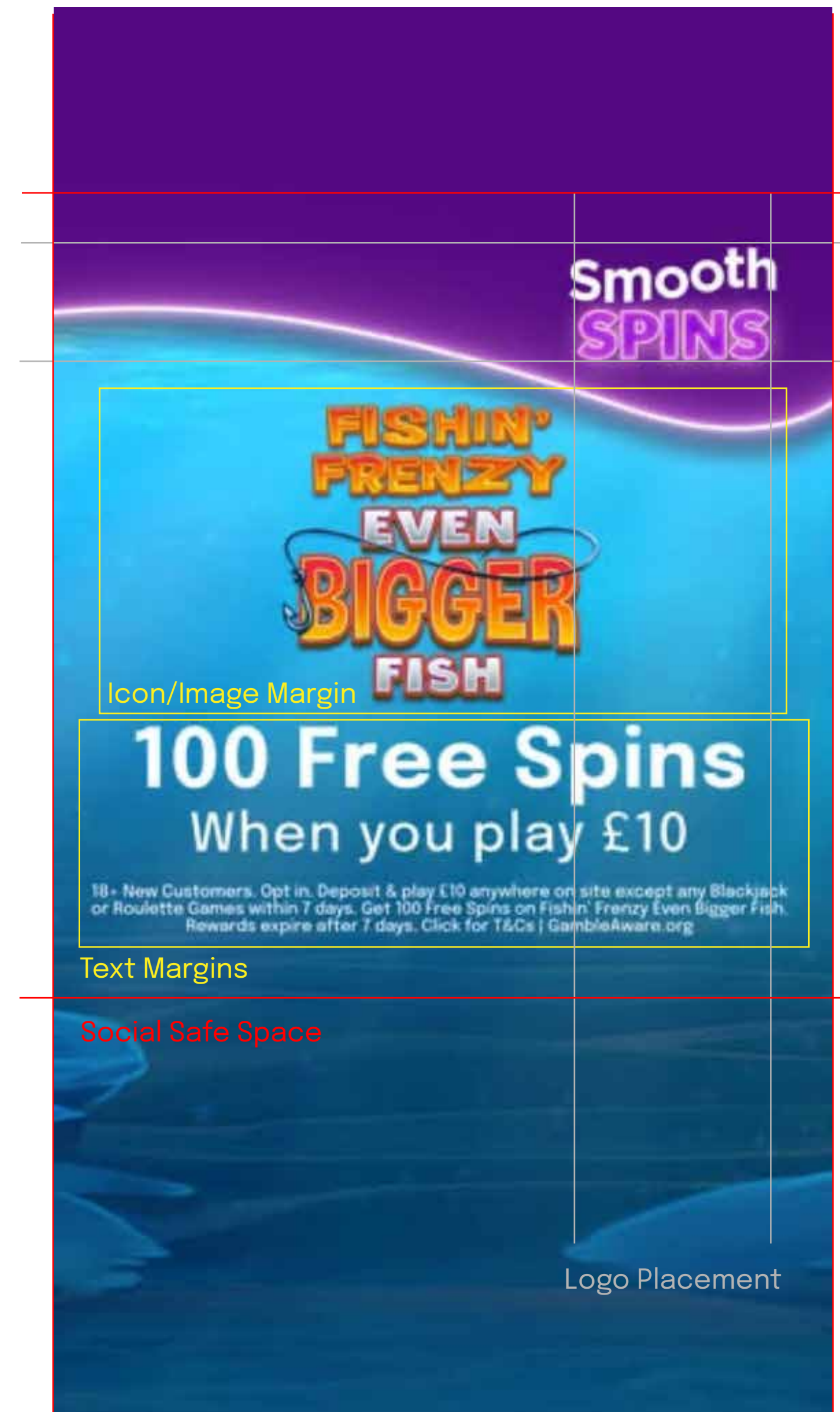
In third party assets we are allowed to use the game backgrounds. The game logo should be treated the same as any icons or images and stay within the margins so not to encroach on the social bug header or the text. Don’t add any other game icons, only logos.

If the game background is red, please create a branded purple to replace.



# Third-party Game Branded Content – Paid Social (9x16)

Stories and reels should follow the same design specifications as the 4x5 social template. For 9x16, the social bug header has been extended but still sits within the 4x5 safezone.





# Third-party Game Branded Content – Onsite Template

Our third-party game branded template is designed to maintain consistency and brand recognition across all promotional assets featuring slot games.

It uses our signature gradient background split in half, incorporating our neon design element on one side to clearly represent Smooth Spins' identity, while the other half showcases the game's own background artwork.

The game logo is centered to balance both elements.



# Smooth Radio Branded Content

Refer to Smooth Radio Brand Guidelines – Do not amend any pre-existing Smooth assets. If doubt, please contact [ellie.brennecke@global.com](mailto:ellie.brennecke@global.com) for approval.

# Media Channels

# SEO

Slide to be populated



# Airtime & DAX

## Airtime:

Only run 30 second ads.

20% of airtime messaging must be Safer Gambling messaging.

When scheduling ads, they must always be set to MIB and never play First in break.

## DAX:

We run 30, 20 and 10 second ads.

On both, under-18's restrictions apply, which means we must avoid breaks where % of U18 listening is greater than 25%. Therefore, **we don't run ads in Breakfast or Drive shows.**

## Voice over:

- We do not use the Smooth station voice for our ads.
- VO- Lucy Hodgson.

## Tagline:

“Simply the Best Casino”

## T&Cs:

‘Gambleaware.org. 18+. UK only.’ (8 seconds MAX for T&Cs)

## Music bed:

Bespoke sonic ident/ sing and bed has been made for Smooth Spins. This bespoke sound should be used in all audio we produce.

## Compliance restrictions:

- No VO that sounds under 25. No SFX that could appeal to under 18. [E.g. Santa voice, sleigh bell SFX].
- No sense of urgency “Sign up NOW!”.



## OOH – Main Body Copy

For OOH headlines, Bold Epilogue font in sentence case should be used.

The neon text effect used in the primary Smooth Spins logo should only be used for monetary copy and should not be used for the main body of text.

# Simply the Best Casino!

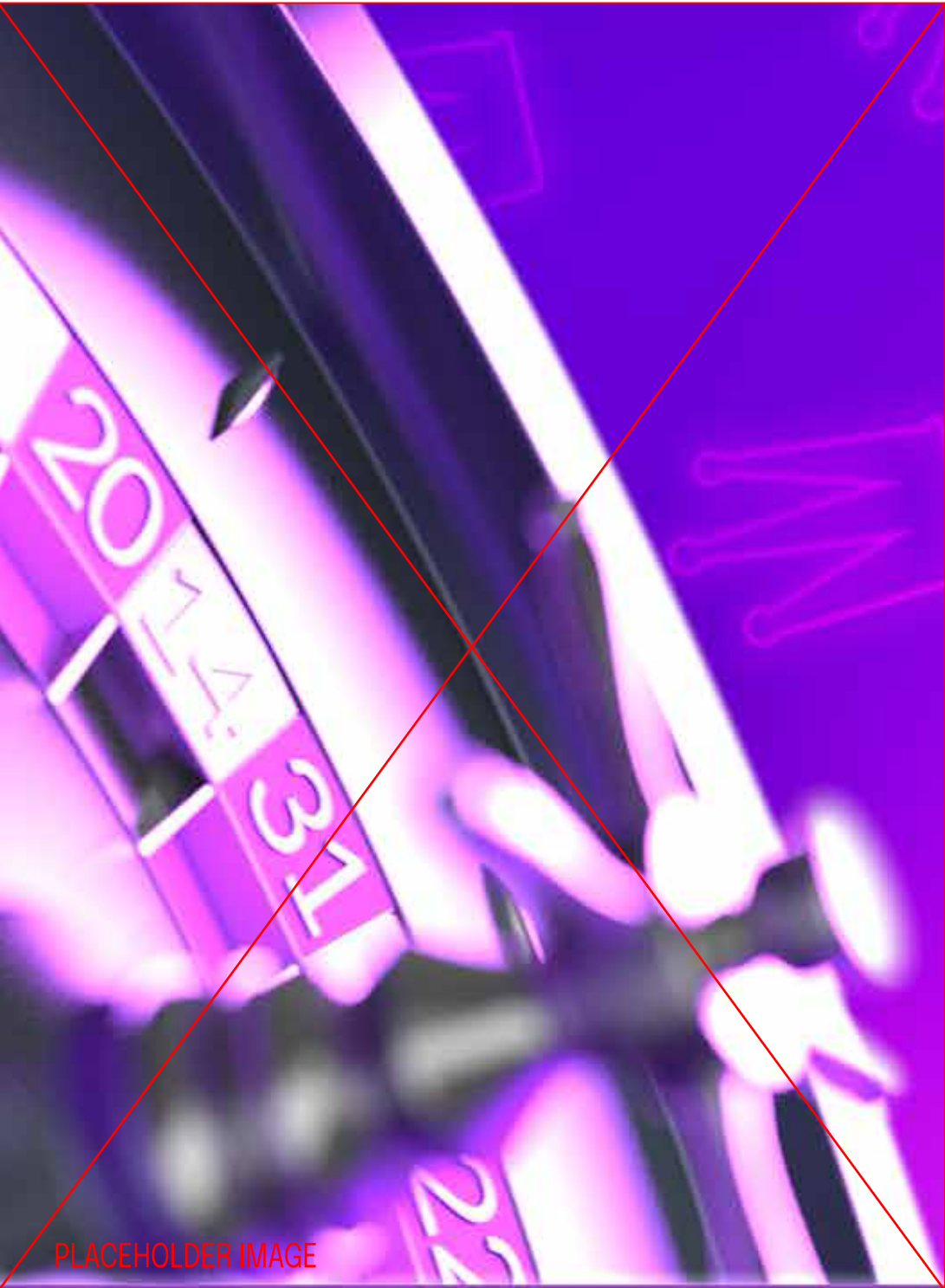
Headline Copy

# £35K

(Neon outline used for monetary amounts only)

# OOH – Brand Led Layout

Smooth Spins logo and headline copy centre aligned to the right of the creative.





PLACEHOLDER IMAGE

Smooth SPINS

Simply The  
Best Casino!

Press Play at [smoothspins.co.uk](https://smoothspins.co.uk)  
18+ UK only. Please Play Responsibly. GambleAware.org



CTA/T&C held in the platform lockup outlined by the Smooth Spins neon branding.

Image to be placed on the left side of the creative.



# OOH – Game led Do's & Don'ts

## Do:

- Prioritise Smooth Spins branding
- Follow brand led template regarding the neon line and bottom bar
- Lower opacity on game branded assets so our branding stays at the forefront of the creative
- Incorporate the tagline

## Don't:

- Allow game assets to overlap / encroach on the Smooth Spins logo
- Use game backgrounds instead of the Smooth purple gradient as the primary background
- Include any icons from games other than their logos



**For any questions on the Smooth Spins  
brand please contact:**

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