

WIZ SLOTS

Spell Book V1.01

Contents

Introduction	3
Brand Purpose	4
• Brand Vision	5
• Brand Positioning	6
• Brand Promise	7
• Brand Values	8
• Brand Personality	9
• Target Audience	10
Logotype	11
• Full Wordmark	12
• Logo Variations	13
Typography	15
Brand Colours	17
Iconography	20
Tone of Voice	22
Safer Gambling	24
Distinctive Assets	25
Image Strategy	27



Introduction

Wiz Slots is a fun site for casino players looking to enjoy their favourite slots

Our brand book delivers clear and concise guidelines on our purpose, positioning, values, personality, promise and TOV.

Brand Purpose

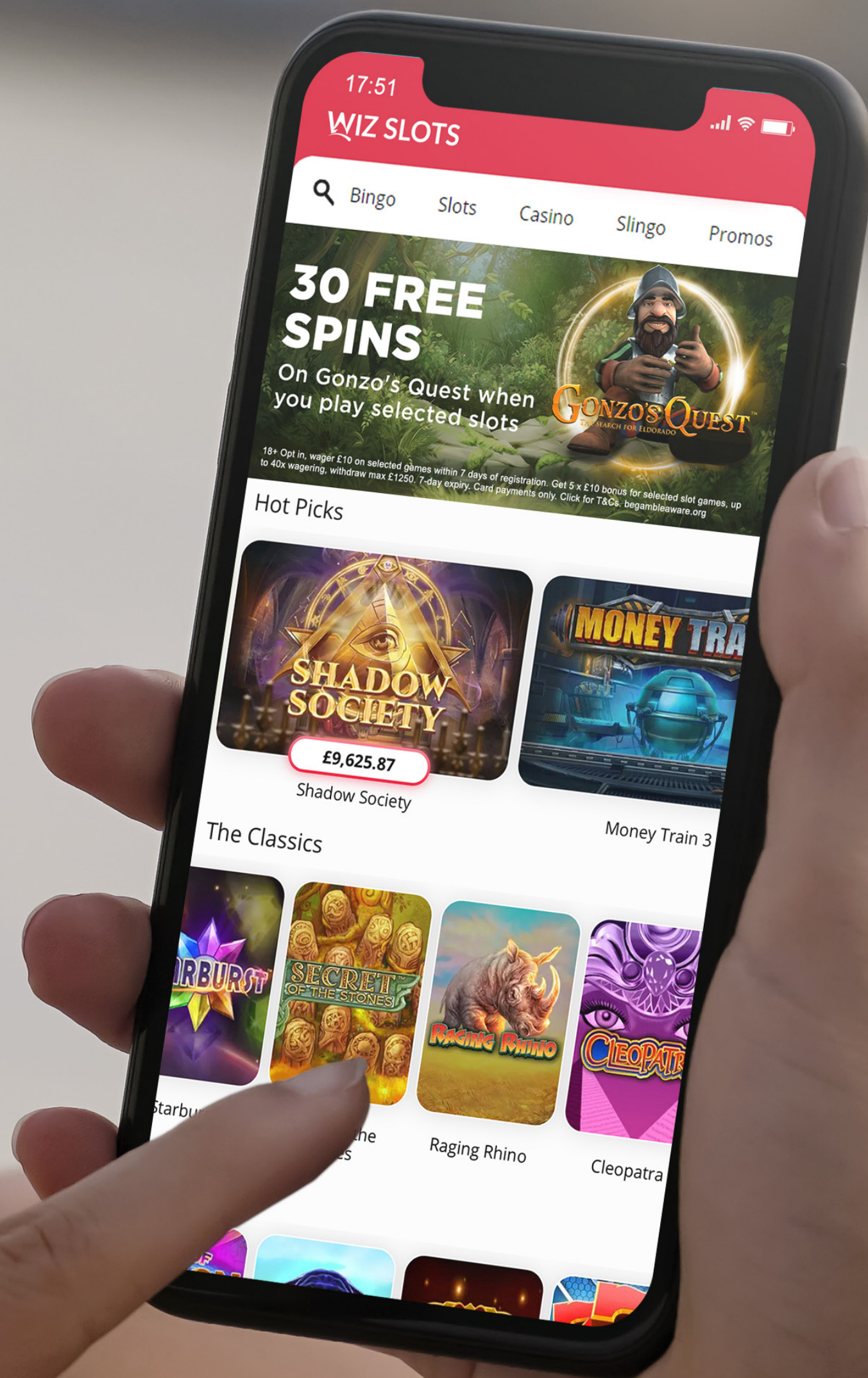
Wiz Slots is for casino players looking for a fun, reliable and expert slot site.

Brand Vision

To be the casino lover's preferred slots site.

Brand Positioning

Your essential slots specialist, bringing fun, expert knowledge
and a hint of magic to your casino experience.



Brand Promise

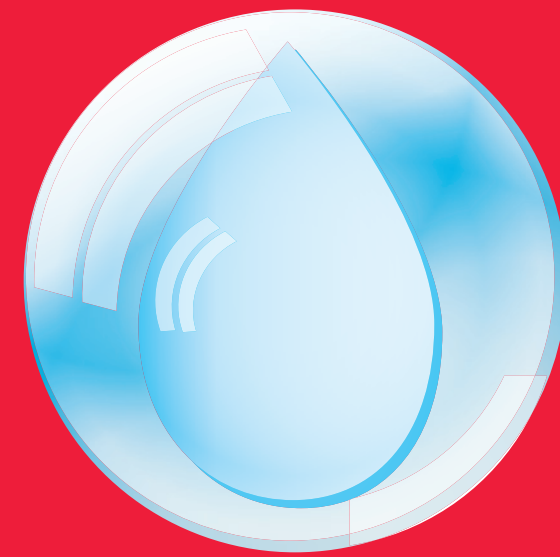
A magical, slots-focused, one-stop casino experience for a global audience.

Brand Values



Trusted

Powered by BVGroup, we have a wealth of experience behind us.



Transparent

Fair, well-defined and clear bonus terms, easy-to-understand promotions.



Supportive

Fast, friendly and efficient 24/7 support with quick resolutions. We encourage responsible play.



Global appeal

Easy for everyone to relate to. We use clear communications and speak the language of slots.

Personality Ingredients



Entertaining

A doorway into a world of fun and opportunities, light-hearted with a hint of magic.



Passionate

Enthusiastic about all slot games (classic and new releases), slot themes and features.



Knowledgeable

Experts on slots, from huge multi-game series to niche games and boutique providers.



Friendly

Welcoming, positive, reassuring and always ready to help.



Target Audience

25+ casino player looking for fun and entertainment

Enjoys all casino games, but mostly slots

Casino-savvy, knows their slots and favourite providers, and is aware of the latest releases

Logotype

The specific, customised way we present
our most important fixed asset, the logo.

WIZ SLOTS

Full Wordmark

By using the WizSlots logo as part of the full wordmark, the brand is instantly recognisable.

Horizontal Logo



Portrait Logo



Shortcut /App Icon

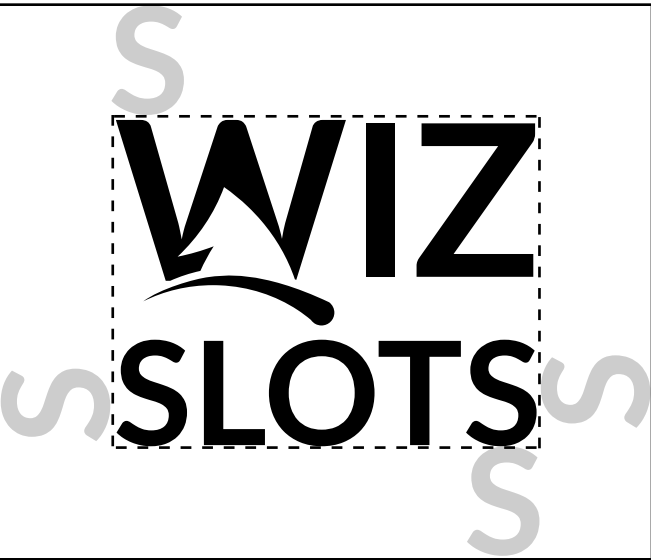


Exclusion Area

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.

The brand logo should be written like this:

Wiz Slots

In no circumstances as the following:

wizslots

wiz-slots

WIZSLOTS

WIZ SLOTS

WizSlots

Wiz slots

Wiz Slots Written Form

It is important that we are consistent in the way we write our name. By adhering to a few simple rules, we can help to create a strong and unified brand identity that will be easily recognised by partners and employees alike

Typography

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

Gotham

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

‘?’“!”(%)[#]{@}/&\<
-+=>®©\$£¥¢:;,.*

0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

‘?’“!”(%)[#]{@}/&\<
-+=>®©\$£¥¢:;,.*

0123456789

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

‘?’“!”(%)[#]{@}/&\<
-+=>®©\$£¥¢:;,.*

0123456789

Our Typeface

The WizSlots creative work, titles, website interface and body copy uses Gotham. This is a clean, strong, modern font, which is clearly legible across all digital platforms.

We use Gotham in three font levels to ensure our messages are delivered as clearly as possible for maximum impact – Medium, Bold and Black.

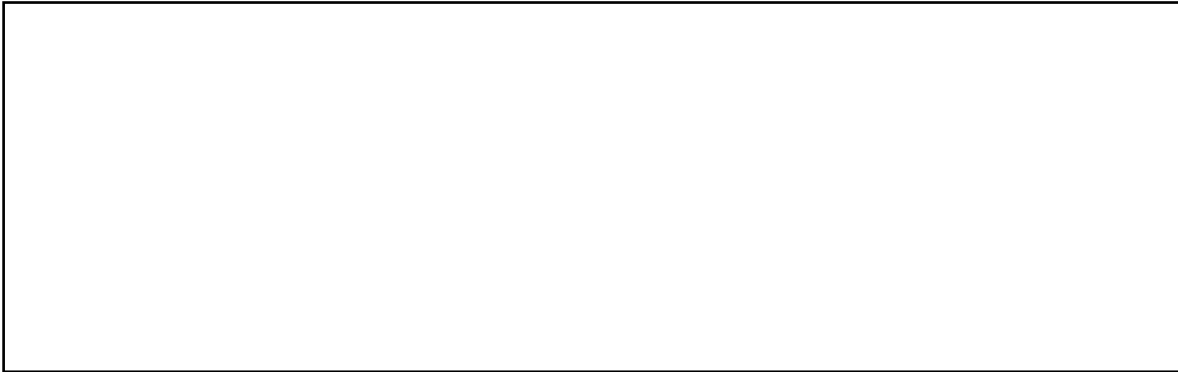
The consistent use of this typeface creates a familiar and coherent look for the brand. We keep our messaging proportionately balanced by following a structured type hierarchy.

Brand Colours

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

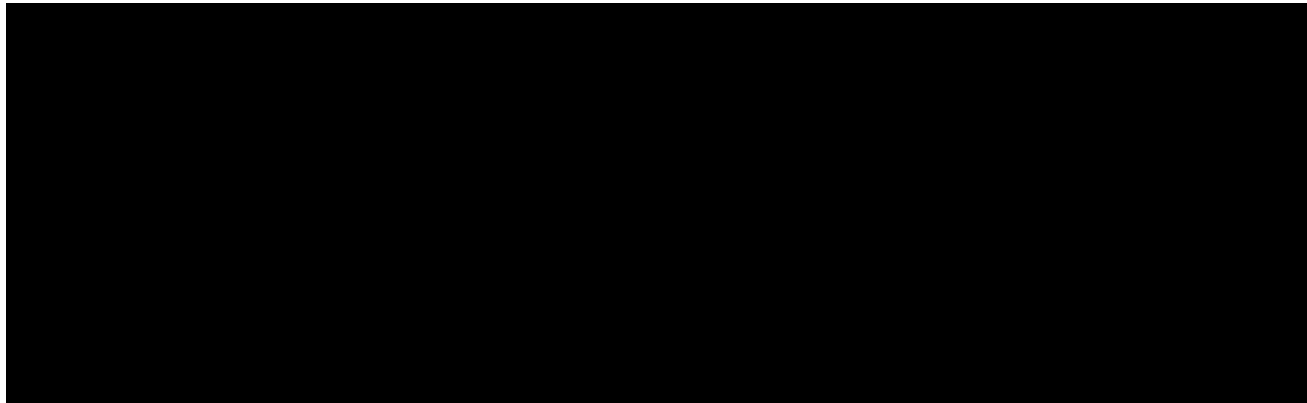
Our colour palette also contains Magic Circle Purple and Wiz Blue,
along with various complementary secondary colours to help us enrich our brand.

Primary Colours



Wiz White

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF



Wiz Black

R0 G0 B0
C91 M79 Y62 K97
#000000



Wiz Red

R238 G29 B58
C0 M99 Y80 K0
#EE1D3A

 WIZ SLOTS



Wiz Red



Magic Circle Purple



Wiz Blue

Secondary Colours

#FAA703
Wiz Slots Light Orange

90% - F4AE1A

80% - F5B733

70% - F7C04D

60% - F8C966

50% - F9D27F

#CCCCCC
Wiz Slots Grey

90% - D0D0D0

80% - D5D5D5

70% - DBDBDB

60% - E0E0E0

50% - E5E5E5

#722A2B
Wiz Slots Brown

90% - 7C4243

80% - 8A5758

70% - 996C6D

60% - A78182

50% - B69696

#F0591B
Wiz Slots Orange

90% - E96922

80% - EB793A

70% - EE8A53

60% - F09B6B

50% - F2AB84

#A5D427
Wiz Slots Light Green

90% - B0D71A

80% - B9DC33

70% - C2E04D

60% - CAE566

50% - D3E97F

#FF7F7F
Wiz Slots Pink

90% - F78A89

80% - F89796

70% - F9A4A4

60% - FAB1B0

50% - FABEBD

#543851
Wiz Slots Purple

90% - 654F64

80% - 756275

70% - 877686

60% - 988997

50% - A99DA8

#0F9324
Wiz Slots Green

90% - 489D35

80% - 5CA84B

70% - 71B362

60% - 85BE78

50% - 99C88E

#0074D7
Wiz Slots Blue

90% - 5948A1

80% - 6B5CAB

70% - 7E71B6

60% - 9085C0

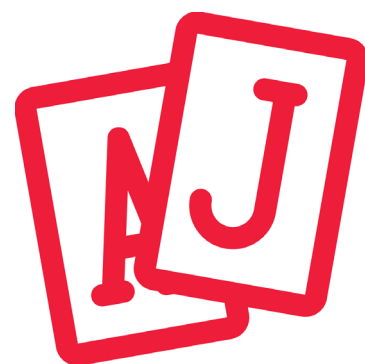
50% - A299CA



Iconography

Our simple, attractive icons connect the brand instantly with slot games.

Icon Examples and Colour Variations



Site Navigation Icons

Our site navigation icons help our customers find their way around the site quickly and effortlessly.

Tone Of Voice

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

Tone of Voice: TOV

Everything we say and do at Wiz Slots feels entertaining and upbeat. Our tone is always motivating and positive, while being consistently warm and friendly.

We speak in a way that conveys our expertise and passion for slots. Our customers know they can rely on us to keep them informed about the latest releases.

Our tone is light-hearted and contains a nod to the magical theme of the site, though we are always down-to-earth and serious about issues related to Safer Gambling.

We use simple expressions and straightforward language, without any slang or cultural references, ensuring that our words can connect with a global audience.

Our tone of voice is guided by these principles:

Entertaining

Always upbeat and motivating – conveying fun, anticipation and a hint of magic.

Passionate

Enthusiastic about casino games, especially slots and all their themes and features.

Welcoming

Warm and familiar, positive and reassuring – like chatting with a friend.

Knowledgeable

We're experts in casino and slots – this assurance runs through all our communications.

Global

Clear communications using simple language that everyone can understand.

PLAY IT SAFE



Safer Gambling

We make gambling fun, easy and entertaining for our customers, but it's also essential that we make it as safe as possible.

Protecting our customers from gambling-related harm is our top priority.

As a straight-talking and honest brand, we always speak openly about the risks of gambling.

We encourage our customers to use our Safer Gambling tools to help them gamble safely and responsibly. These tools include deposit limits, time reminders, time-out, product restrictions and self-exclusion.

Our Safer Gambling experts are available 24/7. We also run affordability checks to ensure our customers never bet more than they can afford.

Distinctive Asset

The Magic Circle

Distinctive Asset



The Magic Circle

Our magic circle adds emphasis and a touch of magic to any casino offer or promotion.

Image Strategy

Our impactful images, assets and textures are simple, direct to action and where possible reflect the brand.

WIZ SLOTS



Slots



Deposit



Live Casino

Promos

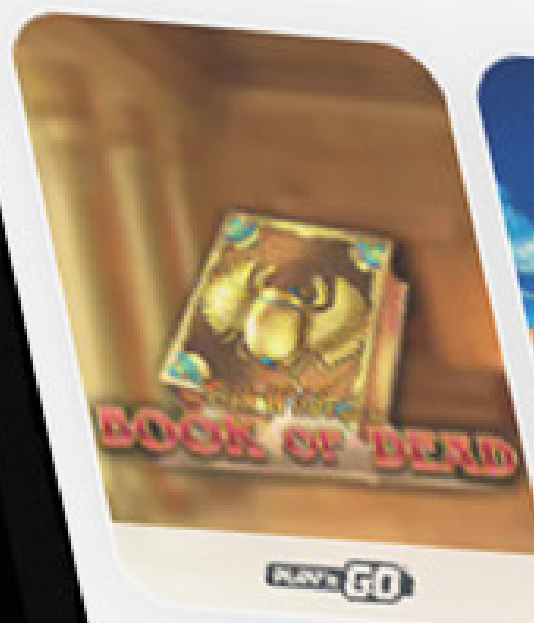
25 FREE SPINS

When you wager \$25 on any of our Slots

25

18+ Opt in & Wager \$25 real cash on any of our Slots, and get a 25 Free Spins to use on the Big Bass Bonanza Slot. Free Spins expire in 7 days. Click here for full T&Cs. Please Play Responsibly

Hot Picks



Book of Dead



Sahara Riches:
Cash Collect



Mayan Cache



Slingo Rainbow
Riches

Recently Played



< WIZ SLOTS



Deposit



Wager \$25 on Slots & Get 25 Free Spins

Daily
Offer

25

Opt In Required

18 hours left

18+ Opt in & Wager \$25 real cash on any of our Slots, and get a 25 Free Spins to use on the Big Bass Bonanza Slot. Free Spins expire in 7 days. Click here for full T&Cs. Please Play Responsibly

step
1

Opt in to the Promotion

Opt In

p

Wager on any of our Slots

WIZ SLOTS