Company Visual Identity

Estonia • Latvia • Lithuania • Belarus • Poland • Slovakia • Italy
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Introduction

Our visual identity is important. It embodies everything we stand for and influences the look and feel of everything we do. By being consistent in its use we can reinforce the quality of our work and our commitment in clear communication.

The following pages are to give us and our partners a greater insight into the elements of our visual identity. There we will find guidelines of how to use the logotype of Olympic Casino, its sub-brand OlyBet and the parent company Olympic Entertainment Group AS.

NOTE! All promotional and advertising materials must to be approved by the respective Marketing Manager of each country.
Olympic Entertainment Group AS is the leading provider of gaming services in the Baltic States (Estonia, Latvia and Lithuania). Olympic Entertainment Group (OEG) and its subsidiaries operate casinos also in Poland, Slovakia, Belarus and Italy. OEG owns several trademarks in these countries. The most well-known of these is Olympic Casino.

The logo of Olympic Entertainment Group AS is mainly used in B2B communication. The colors of the logo are specific red, white and blue.
Olympic Entertainment Group AS logo should always be presented on dark blue background. In case the printing or other factors prevent this, only white background is allowed to be used as an exception. In important corporate documents and printed material the logo must be presented on special pixel graphic background. The background picture gives an impression of silky material with specific dark and light transitions.

The clearspace is related to the letter „C” in the Olympic Entertainment Group logotype. The width of the „C” equals to the clearspace on both sides and the height of the „C” equals to the upper and lower clearspace. The logo should not be reproduced smaller than 15 mm in width.

1. Colored logo with a transition on a blue background. The words “Olympic” in red, and “Entertainment Group” in white.
2. Olympic Entertainment Group’s logo can be used also on solid background.
3. Red and black version on white background.
4. One-color version.
5. Clearspace.

Using the colored logo on blue background (1, 2) the word “Olympic” is in red color. The dividing line is in white color and the words “Entertainment Group” is also in white color.

Using the colored logo on white background (3), the word “Olympic” is in red color and dividing line is in black color. The word “Entertainment Group” is also in black color.
Colors

The Olympic Entertainment Group AS logo should be specified in red and white on blue background.

1. Clear colors are used in corporate documents and material.
2. Silky background through raster can be used in corporate documents and material.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>PMS: 1795</td>
<td>C: 0, M: 96, Y: 90, K: 2</td>
<td>R: 237 G: 27, B: 46</td>
<td>#ED1B2E</td>
</tr>
<tr>
<td>Black</td>
<td>PMS: 280</td>
<td>C: 100, M: 72, Y: 0, K: 18</td>
<td>R: 0, G: 66, B: 137</td>
<td>#004289</td>
</tr>
<tr>
<td>Folium: 392</td>
<td>PMS: 280</td>
<td>C: 100, M: 72, Y: 0, K: 18</td>
<td>R: 0, G: 66, B: 137</td>
<td>#004289</td>
</tr>
</tbody>
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Special background
C: 100, M:70-78, Y: 0, K:15-45
Typography

1. “Trajan”- font must be used in main texts of the promotional materials.
2. “The Sans”- font family must be used in long and large-scale texts and the main texts of adverts.
3. Font type for long texts in adverts is “Myriad Pro”. May be used in print, internet and other interactive materials.
4. Font type for formal documents is “Arial”. This font is used in letter forms, powerpoint presentations, envelopes and emails.
Business Cards

Olympic Casino logo must be presented on the front side of a business card. Logos of Olympic Entertainment Group AS and OlyBet should be presented on the back side.

Business cards must be printed on 400 g Trucard Gloss paper or some other high quality bright coated paper.

Due to printing techniques the color for business cards is different. All three logos should be printed as a spot color - specific red (red (PMS 186).

Blue text color must be printed in CMYK: c: 100, m:7 2, y: 0, k:1 8. When printing business cards a specific background with silk effect should be used.

Please ask for the original file from Olympic Entertainment Group AS administration.
Olympic Entertainment Group AS letter form.

This letter form is mostly used in B2B communication. The brands of Olympic Entertainment Group are referred to in the footer text.

Font is “Arial”

Body text 10 pt

Footer font 7,5 pt

Line spacing 1,25 lines
Using logos in footers

When using Olympic Entertainment Group AS logo in the footer a referral text to Olympic Casino and Olybet must be added.

In e-mail footer the logo must be linked to the web page of the relevant country.

1. E-mail footer with Olympic Entertainment Group AS logo.
2. Footer for general presentation material.
3. Footer for letter form.
Power Point Presentation

- The logo of Olympic Entertainment Group AS is centrally positioned and the logos of Olympic Casino and OlyBet are presented on the left and right side of the footer.
- On the cover page the relevant countries are presented.
- Primary font: Arial.
- Primary colors: blue and black.
Olympic Casino Logo

Olympic Casino logotype was created in the second half of 1990’s. The main elements of the logotype are the words “Olympic” and “Casino” and golden stars.

1. The MAIN LOGO: Colored logo with a transition on a blue background. The words “Olympic” in red, and “Casino” in white.

2. The MAIN LOGO: Colored logo with a simple blue background. The words “Olympic” in red, and “Casino” in white.

3. BLACK-WHITE LOGO: Black and white logo on white background can only be used as an exception.

4. GOLDEN LOGO: Golden logo on black background may be printed in CMYK, PANTONE or FOLIO color systems.
Incorrect presentation of the logo

Rules for avoiding improper use of the logo apply both in printed media (print media, outdoor media) and interactive media (Internet, television, presentations).

1. Logo in halftones.
2. Using an outline.
4. Embossing logo.
5. Stretching or compressing logo.
6. Golden logo on a white background.
7. Colored logo on a white background.
8. Two-color logo on a golden background.
9. Presenting the logo in any other color than black, white, dark blue or gold.
Colors

The company's primary color is dark blue. The dark blue-red-gold combination should dominate the company's style.

1. Clear colors are used in corporate printed material.
2. Silky background through raster is used in corporate printed material.

Special background
C: 100, M:70-78, Y: 0, K:15-45
Logo construction

Logo on a module grid.

The logo construction on module grid helps to enlarge-reduce the logo in a non-electronic way and describes the proportion and placement of logo details. Any kind of logo detail shifting and proportion distorting is forbidden.

The Olympic Casino font has been specially constructed and does not correspond to any certain font.

Logo safety zone: The safety zone has been determined with the module "m", which is equal to the height of the letters "LYMPI".

The minimal size of the logo is 25 mm width.

In exceptional cases (e.g. promotional gifts) the logo must be presented not smaller than in 15 mm of width.
Typography

1. “Trajan” - font must be used in main texts of the promotional materials.
2. “The Sans” - font family must be used in long and large-scale texts and the main texts of adverts.
3. Font type for long texts in adverts is “Myriad Pro”. May be used in print, internet and other interactive materials.
4. Font type for formal documents is “Arial”. This font is used in letter forms, powerpoint presentations, envelopes and emails.

Trajan Regular
Trajan Bold

The Sans Plain
*The Sans Italic*
The Sans Bold
*The Sans Bold Italic*
The Sans Bold Caps

Myriad Pro Regular
*Myriad Pro Italic*
Myriad Pro Bold
*Myriad Pro Bold Italic*

Arial
*Arial Italic*
Arial Bold
Advertisement and Promotion Material

Using the Olympic Casino and OlyBet logos together

Primary use
When using Olympic Casino and OlyBet logos together, the logos are presented as an oval arch. The background color of both logos must be in correlation with the usage guidelines of the logo. Olympic Casino logo to be presented on silky blue and OlyBet on white background with grey stars. The placement of the logos depends on which brand is to be advertised. The brand that needs to be emphasized is presented approximately two times bigger in the upper left corner and the other brand in lower right corner. When the main announcement is OlyBet’s, then the supporting Olympic Casino logo must be presented with “Powered by” text above logo.
Using the Olympic Casino and OlyBet logos together

Alternative use
An alternative solution is to use the logos side by side. Olympic Casino logo on the left and OlyBet logo on the right. The logos must be inside a squared box. Background colors of both logos must be used in correlation with the usage guidelines of logos.
Business Cards

Olympic Casino logo must be presented on the front side of a business card. Logos of Olympic Entertainment Group AS and OlyBet should be presented on the back side.

Business cards must be printed on 400 g Trucard Gloss paper or some other high quality bright coated paper.

Due to printing techniques the color for business cards is different. All three logos should be printed as a spot color - specific red (PMS 186).

Blue text color must be printed in CMYK: c: 100, m: 72, y: 0, k: 18. When printing business cards a specific background with silk effect should be used.

Please ask for the original file from Olympic Entertainment Group AS administration.

Name Lastname
Internetikasiino juht
Head of OlyBet
Olympic Casino Eesti AS
Pronksi 19, 10124 Tallinn, Estonia
Tel +372 667 1284
Mob +372 509 2105
nimi@oc.eu
www.olybet.com
www.olympic-casino.com

The Sans Bold 9pt
The Sans Plain 7pt
The Sans Italic 7pt
The Sans Plain 7pt
The Sans Italic 7pt
Letter block’s line spacing is 9,5pt

The Sans Plain 7pt
The text is in center

PMS 186
Letter form

Olympic Casino letter form.

This letter form is used in B2B communication mainly in the countries where Olybet does not exist. The brands of Olympic Entertainment Group are referred to in the footer text. Footer is in local language for local correspondance and in English for international correspondance.

Font is “Arial”
Body text 10 pt
Footer font 7,5 pt
Line spacing 1,25 lines
Olympic Casino and OlyBet letter form.

This letter form is used in B2B communication in the countries where Olympic Casino and OlyBet both are represented. The brands of Olympic Entertainment Group are referred to in the footer text. Footer is in local language for local correspondance and in English for international correspondance.

Font is “Arial”

Body text 10 pt

Footer font 7,5 pt

Line spacing 1,25 lines
Letter form

Internal letter form

This letter form is used only for internal communication.

Font is “Arial”

Body text 10 pt

Line spacing 1,25 lines
**Envelopes**

Olympic Casino envelopes must be used for all official correspondence.

Envelopes for official communication must be printed on 120 g Galeri Art Gloss paper. The primary font is The Sans Plain, size 8 pt, line spacing 9 pt.

The location of the Logo and text must be always the same, regardless of the size of envelopes.
E-mails

In e-mail footers usually both logos – Olympic Casino and OlyBet – have to be presented. In the countries where OlyBet does not exist an e-mail footer with only Olympic Casino logo is used. The logos presented in the footer must be linked to the web page of the relevant country / brand. The brands of Olympic Entertainment Group are referred to also in the footer text. Footers are in local language for local correspondance and in English for international correspondance.

1. E-mail footer with both brands in local language.
2. E-mail footer with both brands in English.
3. E-mail footer with Olympic Casino logo in English.
Flagship casino / Two doors

- CASINO
- POKER
- BAR
- SPORTS BETTING
Door Sign

Only Slot Machines / Two doors

- SLOTS
- POKER
- BAR
- SPORTS BETTING
Door Sign

Only Slot Machines / One door

- SLOTS
- SPORTS BETTING
- POKER
- BAR
Door Sign

Only Slot Machines / One door

- SLOTS
- POKER
- BAR
**Olympic Casino light boxes and their use**

Light boxes of Olympic Casino come in four widths: 1,5m, 2,4m, 3,4m and 6m. Depending on the width the light boxes are categorized by number of strobolamps placed on the logo:

1. 1,5m and 2,4m – 5 lamps
2. 3,4m – 7 lamps
3. 6m – 9 lamps

If a light box of an Olympic Casino is placed on the wall of a building, no blue background or net is to be used. The background of the logo is composed by the wall itself.

If a light box of an Olympic Casino is placed on the roof of a building so that no wall is behind the box, a blue net (LAMINET type R33, hole 42x17 mm) must be used as a background for the Olympic Casino logo.

As a source of light for Olympic Casino light box, two options are to be used: LED lamps or neon lamps. Whatever option used, all the red letters of logo must be lighted from inside. In case of neon light box, there is not to be blue light box behind the word “casino. In case of LED light a blue background of a word “casino” is to be lighted from inside.

The blue net is behind the logo and from the upper edge it is to be parallel to the word “casino” on the logo, net’s lower edge has to be paralleled to the letters “O” and “C” on the logo. The back blue net can be bigger than the logo, but not more than 30 cm from the edges.

Any design of Olympic Casino light box must be coordinated with a Marketing Manager of a given country.
Logo background scenery

The logo together with background is the key element of outside design of Olympic Casino.

Any outside design of Olympic Casino premises has to be confirmed and coordinated with the Marketing Manager of any given country.

The distance between every dot is 25 cm.
Facade

If a light box of Olympic Casino is placed on the roof of the building so that no wall is behind the box, a blue net (LAMINET type R33, hole 42x17 mm) must be used as a background for Olympic Casino logo.

Above the windows, there is a logo background scenery (see page 33). On windows design, it is not necessary to use the Olympic Casino logo, however, if the window space is very long, it can be used. There is always a Olympic Casino main logo on the door. On windows, non transparent casino style pictures are to be.

Any outside design of Olympic Casino premises has to be confirmed and coordinated with the Marketing Manager of any given country.