



# DESIGN & BRAND GUIDELINES

# WHAT IS RIZK?

Rizk.com opened its doors in January 2016 by a team of gaming industry experts. This brand manual gives you in depth toolkit on operating the Rizk.com brand through different channels.

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# BRAND MISSION & VISION

## MISSION

We give customers a smooth, fair and innovative gaming experience in a seamless cutting edge environment.

## VISION

Most liked online gaming site.



## WHY?

We believe in continuous innovations, are willing to take risks and have the courage to be different.

## WHAT?

Casino, sportsbook and poker on all devices.

## HOW?

Our designs are intuitive, simple to use and straightforward. We focus on automatic rewards and anticipate customers' needs.

**NO RIZK  
NO REWARD**

**BRAND SLOGAN**

**REAL MONEY  
NO BULLSHIT**

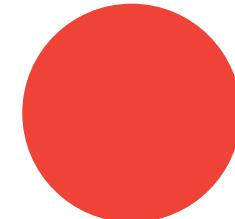
**PRIMARY MESSAGE**

# COLOURS

Rizk uses four core colours through out the whole brand.

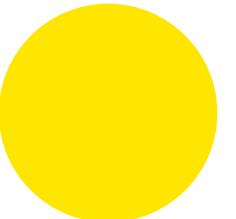
Some gradients are used for hover states etc. on the web site and mobile app.

## CORE PALETTE



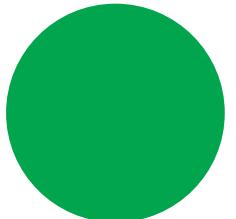
#EF4136

RGB 239, 65, 54  
CMYK 4, 91, 91, 0



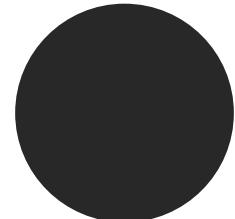
#FFE500

RGB 255, 229, 0  
CMYK 9, 4, 100, 0



#00A54D

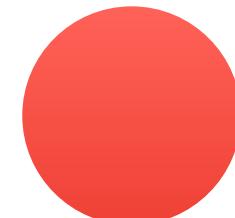
RGB 0, 165, 77  
CMYK 88, 4, 100, 0



#282828

RGB 40, 40, 40  
CMYK 71, 65, 64, 68

## GRADIENTS & EXTENDED WEB PALETTE



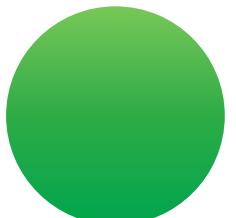
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#EF4136



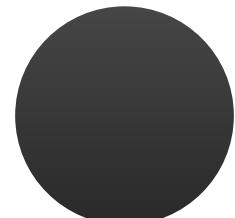
#FFFFE9

#FFE500



#78C758

#00A54D



#464646

#282828



#FCFCFC

#F1F1F0

# THE LOGO



01. Primary logo



02. Colour variations

# SECONDARY LOGOS

**RIZK**™



01. One colour logos



02. Circle 'R' logos

# LOGO WITH SLOGAN



**NO RIZK - NO REWARD**

# DON'T...



...STRETCH THE LOGO



...APPLY EFFECTS TO  
THE LOGO



...APPLY GRADIENTS OR  
CHANGE THE COLORS  
OF THE LOGO



...TRY TO RECREATE THE  
LOGO



...APPLY OUTLINES TO  
THE LOGO



...WARP THE LOGO

# TYPOGRAPHY

Main typeface is Gibson family supported by League Gothic Bold.

Filmotype LaSalle is used occasionally for promotional material.

**Aa**

Gibson

**Aa**

League Gothic

*Aa*

Filmotype LaSalle

# VALUES

## 1 WE SHARE

We nurture the culture of sharing in order to increase sense of community, internal motivation and innovations.

## 2 WE RESPECT

We have high respect for coworkers, customers, authorities and competitors and promote a positive atmosphere.

## 3 WE ARE EAGER TO LEARN

We want to know what customers' needs are, how things could be done better and constantly seek for eureka moments. We give and take feedback.

## 4 WE TALK WITH PEOPLE, NOT ABOUT PEOPLE

Our customers and our own challenges are solved promptly and with good communication. We take initiative and are active.

# WHAT SETS US APART

## PRODUCT

- ★ Wheel of Rizk truly increases customer loyalty
- ★ Wheel of Rizk rewards match customers' stakes ie. VIP level and available on all devices
- ★ Intelligent interface and smooth navigation casino layout
- ★ Intelligent lobbies, we anticipate what customers want to do
- ★ Free spin game is selectable and free spins can be stacked
- ★ Cutting edge content and storytelling
- ★ No small print
- ★ No wagering requirements



# WHAT SETS US APART

## COMMUNICATION

- ★ Confident and to the point
- ★ Colourful and humorous
- ★ Communication with purpose, less selling
- ★ Educating people with Rizk values through appealing storytelling, starring Captain Rizk and his loyal partner Lucky



**RIZK**™

# REWARDS



Free money



Free spins



Super spins



Mega spins



Jackpot



Raffle ticket



Double speed

# BRAND SUMMARY

Rizk promises online gaming customers that they can count on us for a fairer, simpler and more entertaining gaming experience, delivered in a no nonsense, non selling and edgy manner in order to evoke a sense of trust and interest.

Rizk's style of communication is fresh, engaging and to the point, providing current and exclusive content.

Our core messages are innovation, fairness and simplicity.

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