

Brand Guidelines.

Our purpose

We help to safeguard people from the harms of gambling addiction.

Our vision

To be an effective and trusted national self-exclusion service: valued by service users, actively promoted by key stakeholders and independent from the industry.

Our values

Open

We are transparent about what we do and how we do things, building trust with each other and our stakeholders to achieve more.

Integrity

We always strive to do the right thing for all our stakeholders, building confidence in our organisation and our people.

Collaborative

We connect and collaborate internally and externally, creating strong relationships with our stakeholders.

Progressive

We are bold, challenging the status quo, ourselves and each other. We embrace change and strive to continuously improve.

Logo

Logo

Here are our new logos - a bold, modern identity expressed in both stacked and linear formats. The Stacked Primary Logo should be used wherever possible as the lead expression of the brand. In cases where space is limited or a more horizontal format is needed, the Secondary Linear Logo may be used.

This primary colourway should be used wherever possible, serving as the main representation of the logo, with alternative versions applied only when background constraints require (see page 8).

Stacked (Primary)



ONLINE

Linear (Secondary)



ONLINE

Logo usage

Digital

Always leave enough clear space around the logo to ensure visibility and impact. As a guide, use the 'O' in 'STOP' to define the minimum clear space on all sides. This allows the logo to breathe and prevents it from feeling crowded or competing with other elements.

Which file format should I choose?

When applying the logo digitally, always select RGB logo files such as SVG or PNG. Avoid JPEG where possible, as compression softens edges. Never use CMYK files for digital use, because colours will appear incorrectly.



To maintain clarity and legibility, logos should not be used below their minimum sizes. The stacked logo should be no smaller than 60px, and the linear logo no smaller than 100px.



The icon logo is a simplified mark used in small or limited spaces, such as favicons, app icons, and social media avatars. It should be used sparingly and remain clear at reduced sizes.

Logo usage

Print

Always leave enough clear space around the logo to ensure visibility and impact. As a guide, use the 'O' in 'STOP' to define the minimum clear space on all sides. This allows the logo to breathe and prevents it from feeling crowded or competing with other elements.

Which file format should I choose?

For print, always choose CMYK or spot-colour logo files. This means choosing AI, EPS or PDF, which will maintain clarity at any size. Never send RGB web assets to printers, because colours will appear incorrectly.



To maintain clarity and legibility, logos should not be used below their minimum sizes. The stacked logo should be no smaller than 20mm, and the linear logo no smaller than 30mm.

Logo use on White
Primary colourway



Logo use on Electric Cyan



Logo use on Deep Black



Mono logo use on Deep Black



Mono logo use on White



Mono cut out logo use on image
Please ensure logo is legible



Colour

Primary palette

Our core colour is supported by a refined primary palette. Pure White and Deep Black are intentionally chosen to enhance the vibrancy and impact of the Electric Cyan.

Electric Cyan

R 54 G 192 B 240

C 65 M 0 Y 0 K 0

HEX #41C0F0

Pure White

R 255 G 255 B 255

C 0 M 0 Y 0 K 0

HEX #FFFFFF

Deep Black

R 0 G 0 B 0

C 91 M 79 Y 62 K 97

HEX #000000

Typography

Hero typeface

[DOWNLOAD](#)

Gabarito is a clean, contemporary sans-serif typeface designed for clarity and versatility, making it ideal for digital-first communications that require both accessibility and modern character.

Gabarito
Bold

Hero typeface

[DOWNLOAD](#)

Our hero font is ideal for short phrases with big impact - our headlines have most impact when big and bold. To avoid appearing 'shouty' we always use sentence case rather than capitals.

**75% felt more
in control.**

Functional typeface

[DOWNLOAD](#)

Roboto is a highly legible sans-serif typeface designed for digital environments, making it an ideal choice for body copy thanks to its balanced proportions, open curves, and clean, modern aesthetic.

**Thank
you.**