

# LiveScoreBet™

## BRAND GUIDELINES

NB The artwork and copy shown throughout this document are for illustrative purposes only. The normal approval processes apply for all new assets.

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# SECTION ONE : BRAND FRAMEWORK

# BRAND FRAMEWORK

OUR PURPOSE:  
What we stand for,  
why we exist

**CONNECTING FANS TO WHAT THEY LOVE**

WHY

MISSION:  
What we're  
looking to achieve

**TO BE THE NO.1 SPORTSBOOK FOR LSM USERS**

PROMISE:  
What defines us vs.  
the competition

**WE MAKE IT EASIER FOR FANS TO ENJOY BETTING**

WHAT

PILLARS:  
The core elements  
of our proposition

**INSIGHT**

Always leave  
knowing more

**SIMPLICITY**

Clear and to-the-point

**FOOTBALL-FIRST**

True to our legacy,  
but stay with  
LiveScore for your  
next favourite sports

**LIVE**

Fast and on the pulse

PERSONALITY:

**NO EGO. RELENTLESSLY INVENTIVE. SHARP & SMART.**

HOW

TONE OF VOICE:

**ALL ACTION SIMPLICITY**

# BRAND COMPONENTANTS



LOGO



COLOUR PALETTE



DESIGN COMPONENTS



TYPOGRAPHY



IMAGERY



TONE OF VOICE

# SECTION TWO : **LOGO**

# THE LOGOS

The logo has evolved to create a more premium feel. Delivering a cleaner, more sophisticated brand identity.



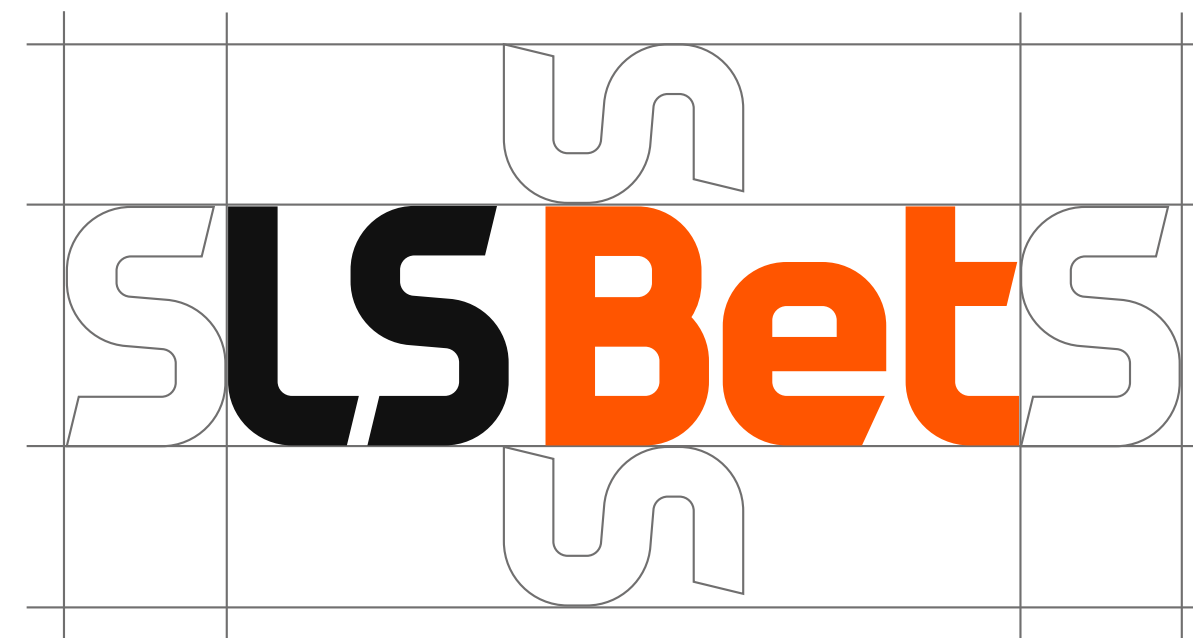
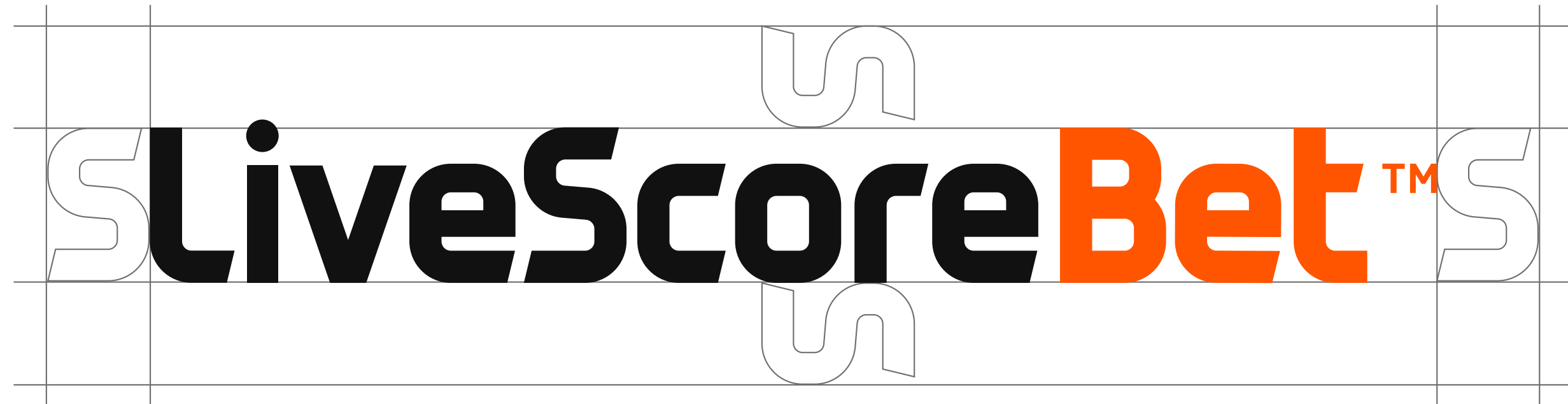
## CLEAR SPACE AND SIZING

### Clear space

To keep the logos legible, we leave a clear space of at least a full S on the logos. This space is to be kept free of other graphic elements or type.

### Minimum size

Do not use the logo at sizes smaller than 8mm/24px height.



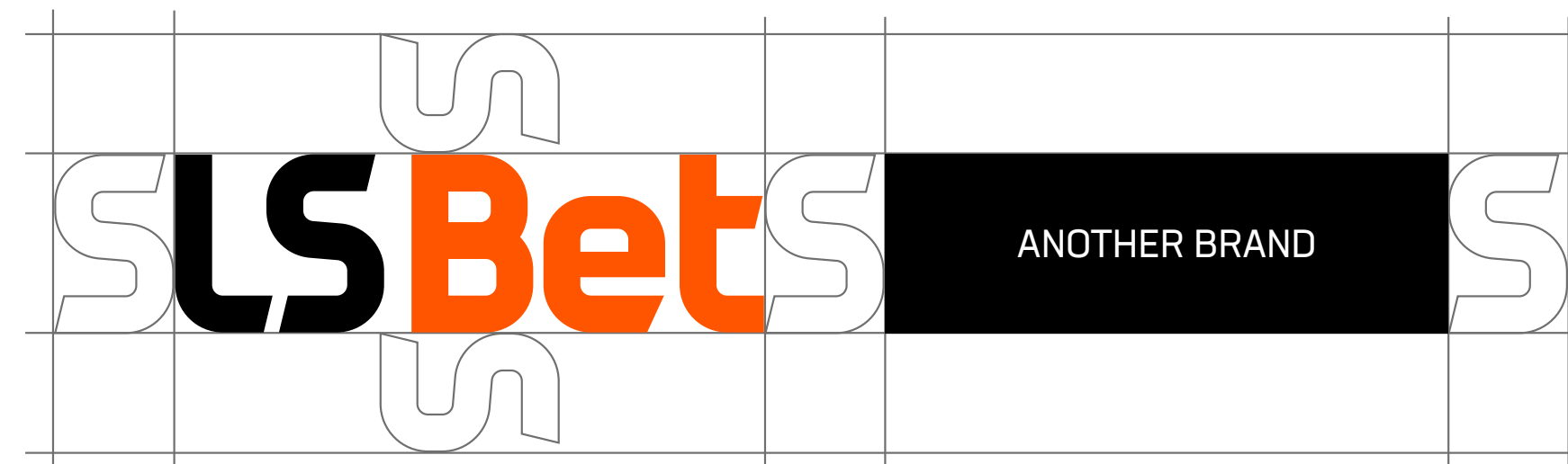


## PARTNERSHIP LOCK UPS

When entering into strategic partnerships and sponsorships, the LiveScore Bet logo will appear next to other brands.

We want to make sure our logo doesn't get overpowered, and that its placement and relation to other logos won't confuse consumers.

The clear space rule should be used with partnership lock ups.



## WORDMARK COLOURWAYS

There are two different colour versions of our logos to be used where appropriate across LiveScore Bet applications.

### **Black and Orange**

When the logo needs to be applied on a light (white or grey) background we use this version to ensure standout and contrast.

### **White and Orange**

When the logo needs to be applied on a darker (black) background we use this version to ensure legibility.

LiveScoreBet™

LSBet

LiveScoreBet™

LSBet

# LOGO MARK

## Clear space

To keep the logos legible, we leave a clear space of at least a full S on the logos. This space is to be kept free of other graphic elements or type.

## Minimum size

Do not use the logo at sizes smaller than 40px width.

LOGO



SOCIAL ICON



APP ICON



min 40 px



# LOGO DON'TS

- 1 Change the logo colours
- 2 Stack the logo
- 3 Rotate the logo
- 4 Add effects
- 5 Use the black logo on a dark background
- 6 Apply the Momentum Shift
- 7 Crop the logo
- 8 Distort the logo



# SECTION THREE : **TYPOGRAPHY**

INTRODUCING

**NEUSA NEXT** STD

NEUSA NEXT STD COMPACT

---

**HEADLINE**

0123456789

LIGHT / REGULAR  
MEDIUM / BOLD

NEUSA NEXT STD CONDENSED

---

**HEADLINE**

0123456789

LIGHT / REGULAR  
MEDIUM / BOLD

NEUSA NEXT STD

---

**HEADLINE**

0123456789

LIGHT / REGULAR  
MEDIUM / BOLD

NEUSA NEXT STD WIDE

---

**HEADLINE**

0123456789

LIGHT / REGULAR  
MEDIUM / BOLD

# TYPOGRAPHY

Nuesa Next is modern, honest and straightforward and can deliver stats and facts to fans in a way that has impact and authority.

## HEADLINES

Neusa Next Std CONDENSED BOLD should be used for headlines. Where space is not at a premium or the headline is short Neusa Next Std BOLD can be used instead.

Sections of headlines can be OUTLINED, but must be done in the same font weight.

We use Neusa Next Std in varying weights and styles to make an impact.

These include:

- Compact (light - bold)
- Condensed (light - bold)
- Normal (light - bold)
- Wide (light - bold)

We do **NOT** use the THIN weight as that can become hard to read when applied to designs that are primarily going to be viewed on mobile.

### PRIMARY HEADLINES (LONG NAMES / WORDS)

**ABC123**  
**ABC123**

Neusa Next Std, Condensed Bold / Outlined

### HEADLINES (SECONDARY / WHERE APPLICABLE)

**ABC123**  
**ABC123**

Neusa Next Std, Bold / Outlined

### BODY COPY, QUOTES, OTHER

LOREM IPSUM LOREM IPSUM DOLOR  
SIT AMET, CONSECTETUER ADIP  
ISCING ELIT, SED DIAM NONUMMY  
NIBH EUISMOD TINCIDUNT UT ET

Neusa Next Std, Light / Regular / Medium (Condensed + Compact)

0123456789



# TYPOGRAPHY

We use UPPERCASE NEUSA NEXT STD CONDENSED BOLD for headlines.

Neusa Next Std REGULAR & MEDIUM is used for sub copy. If limited on space, the CONDENSED and COMPACT styles/weights can also be used. Both UPPERCASE and sentence case can be used depending on the character count.

We use Neusa Next Std REGULAR in sentence case for Body copy. CONDENSED and COMPACT styles/weights can also be used depending on the character count/space available.

Neusa Next Std LIGHT in sentence case is used for legal copy and T&Cs.

## HIGH PRIORITY

Headline

**GET £10 IN FREE BETS  
WHEN YOU BET £20\***

Sub copy short

PLUS GET AN EXTRA £5 FOR EVERY GOAL

Sub copy long

Exclusively for new customers, get £20 in Free Bets plus a £5 Free Bet for every goal\*. That's the perfect treat to get you up and running with LiveScore Bet.

Body copy

When you play a match, it is statistically proven that players actually have the ball three or four minutes on average. The important thing is what you do during those 87 minutes without the ball. Football is a brain game, where to run, when to run, when to cover when to press, when to move, how to move, it is decisions like these that come from the brain that determines whether you're a good player or not.

Legal copy

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned. Click here for Rules & Exclusions. Bet Responsibly. BeGambleAware.org

## LOW PRIORITY

## TYPOGRAPHY HIGHLIGHTS AND OUTLINES

To draw more attention to a particular word or phrase, a highlight colour can be used. This should be restricted to a few keywords to maximise the impact of the highlighted copy.

Outlined copy should primarily be used as a background element to support the main message. However in certain instances it can also be used to make part of a headline more recessive, giving the rest of the headline more prominence.

**USE COLOUR TO DRAW  
ATTENTION TO  
ENTICING/KEY WORDS**

---

**USE OUTLINES TO MAKE  
TEXT MORE RECESSIVE**

**Neusa Next Std -  
CONDENSED BOLD**

Neusa Next Std -  
Regular

Neusa Next Std -  
Compact Regular

Neusa Next Std -  
Light

The image shows a promotional banner for LiveScoreBet. At the top, the brand name 'LiveScoreBet™' is displayed in a sans-serif font. Below it, the main offer is presented in large, bold, condensed letters: 'BET £10' in white, 'GET £20' in orange, and 'IN FREE BETS\*' in white. A smaller line of text below explains the offer: 'Get started at LiveScore Bet with our bet £10, get £20 welcome offer. Place a single bet of a tenner or more on ANY sport at odds of 1/2 or greater to qualify for two £10 free bets upon settlement.\*'. At the bottom of the banner is an orange button with the text 'Join here' in white. The banner is framed by orange and white wavy patterns on the left and right sides. Four purple lines with dots at the end point from the text labels on the left to specific elements in the banner: the top label points to the main offer text, the second label points to the explanatory text, the third label points to the 'Join here' button, and the fourth label points to the fine print at the bottom.

**LiveScoreBet™**

**BET £10**  
**GET £20**  
**IN FREE BETS\***

Get started at LiveScore Bet with our bet £10, get £20 welcome offer. Place a single bet of a tenner or more on ANY sport at odds of 1/2 or greater to qualify for two £10 free bets upon settlement.\*

**Join here**

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned. [Click here for Rules & Exclusions](#). Bet Responsibly. BeGambleAware.org

**Neusa Next Std -  
CONDENSED BOLD**

Neusa Next Std -  
REGULAR

Neusa Next Std -  
Compact Regular

**Neusa Next Std -  
BOLD**

Neusa Next Std -  
Light

LiveScoreBet™

**WATCH  
LIVE  
HORSE  
RACING**

From the UK, Ireland,  
US, France and  
South Africa\*

**Join here**

**DOWNLOAD THE APP**

Download on the  
App Store

GET IT ON  
Google Play

\*Must have a funded account to view UK & international streams, for Irish racing you must place a £1 bet. BeGambleAware.org. T&Cs apply.

Neusa Next Std -  
CONDENSED BOLD

**Neusa Next Std -  
CONDENSED BOLD**

Neusa Next Std -  
CONDENSED REGULAR

Neusa Next Std -  
MEDIUM

Neusa Next Std -  
REGULAR

**Neusa Next Std -  
BOLD**

Neusa Next Std -  
Light

LiveScoreBet™

**CHAMPIONS  
LEAGUE  
BETTING**

**MAN**  
MAN UNITED

VS

**CHE**  
CHELSEA

SATURDAY 16:00  
OLD TRAFFORD

**Join here**

**DOWNLOAD THE APP**

Download on the  
App Store

GET IT ON  
Google Play

\*Must have a funded account to view UK & international streams, for Irish racing you must place a £1 bet. BeGambleAware.org. T&Cs apply.

BeGambleAware.org 18+

Neusa Next Std -  
CONDENSED BOLD/  
OUTLINE

Neusa Next Std -  
Regular  
Neusa Next Std -  
Light

**TRY OUR DAILY**  
**FREE GAME**

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned.

Neusa Next Std -  
MEDIUM

Neusa Next Std -  
CONDENSED BOLD

Neusa Next Std -  
Regular  
Neusa Next Std -  
Light

LEIPZIG MAN CITY

**J. GREALISH TO SCORE FIRST**

> CHAMPIONS LEAGUE  
> KICKOFF 17:45

**PRICE BOOST**  
WAS 7/1  
**11/1**  
EXP 01/01/22

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned.

Neusa Next Std -  
CONDENSED BOLD  
Neusa Next Std -  
MEDIUM  
Neusa Next Std -  
BOLD  
Neusa Next Std -  
BOLD OUTLINE

# SECTION FOUR : COLOUR

## CORE BRAND COLOURS

The LiveScore Bet colour palette is purposefully minimal and consists of 4 colours.

### WHITE

RGB: 255, 255, 255,

HEX: FFFFFFFF

CMYK: -

### ORANGE

RGB: 255, 85, 0.

HEX: FF5500

CMYK: 0, 76, 94, 0

### GREY

RGB: 68, 68, 68.

HEX: 444444

CMYK: 67, 60, 59, 44

### BLACK

RGB: 17, 17, 17

HEX: 111111

CMYK: 73, 67, 66, 83

# CORE COLOUR RATIOS

## PRIMARY

The primary colour option should be used in all advertising and can be considered the face of the brand. Its lighter and brighter appearance allows it to feel friendlier, welcoming and more accessible. This should always contain the Momentum Shift in orange on a white background.

## SECONDARY

The secondary colour option should be used in instances where there is a greater quantity of information to convey. The darker option helps reduce the visual impact of the brand elements which in turn allows the information and content to stand out. This should always contain the Momentum Shift in grey on a black background.

## TERTIARY

The tertiary option is a combination of the primary and secondary colour ratios. Its versatility allows it to be used across a wide variety of creative. The primary and secondary Momentum Shift colour rules still apply and should always sit on the correct background colour.

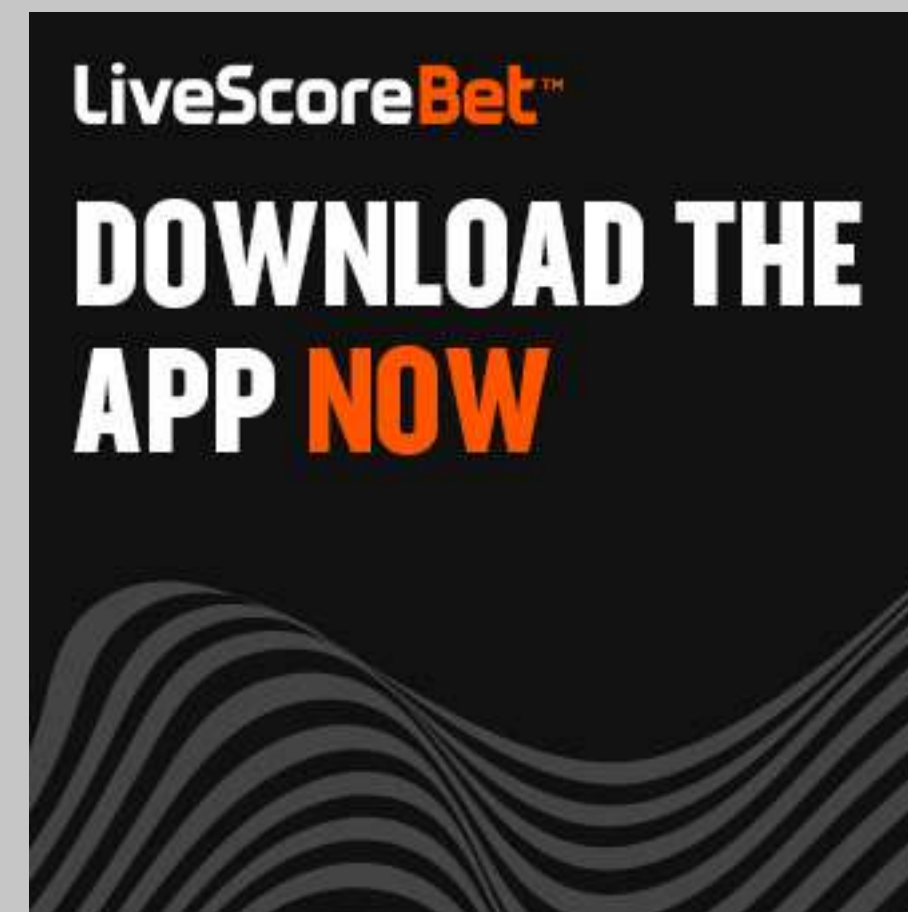
PRIMARY



SECONDARY



TERTIARY





# CHOOSING PRIMARY, SECONDARY OR TERTIARY

## PRIMARY

The primary option is best used for acquisition marketing such as display banners, takeovers, 6 & 48 sheets, landing pages and print advertising.

## SECONDARY

The secondary option is best used for longer format retention style creative such as emails, in-app carousel banners, and promotions page material.

## TERTIARY

As the tertiary option is extremely versatile this can be used across both acquisition and retention marketing.

## EXCEPTIONS

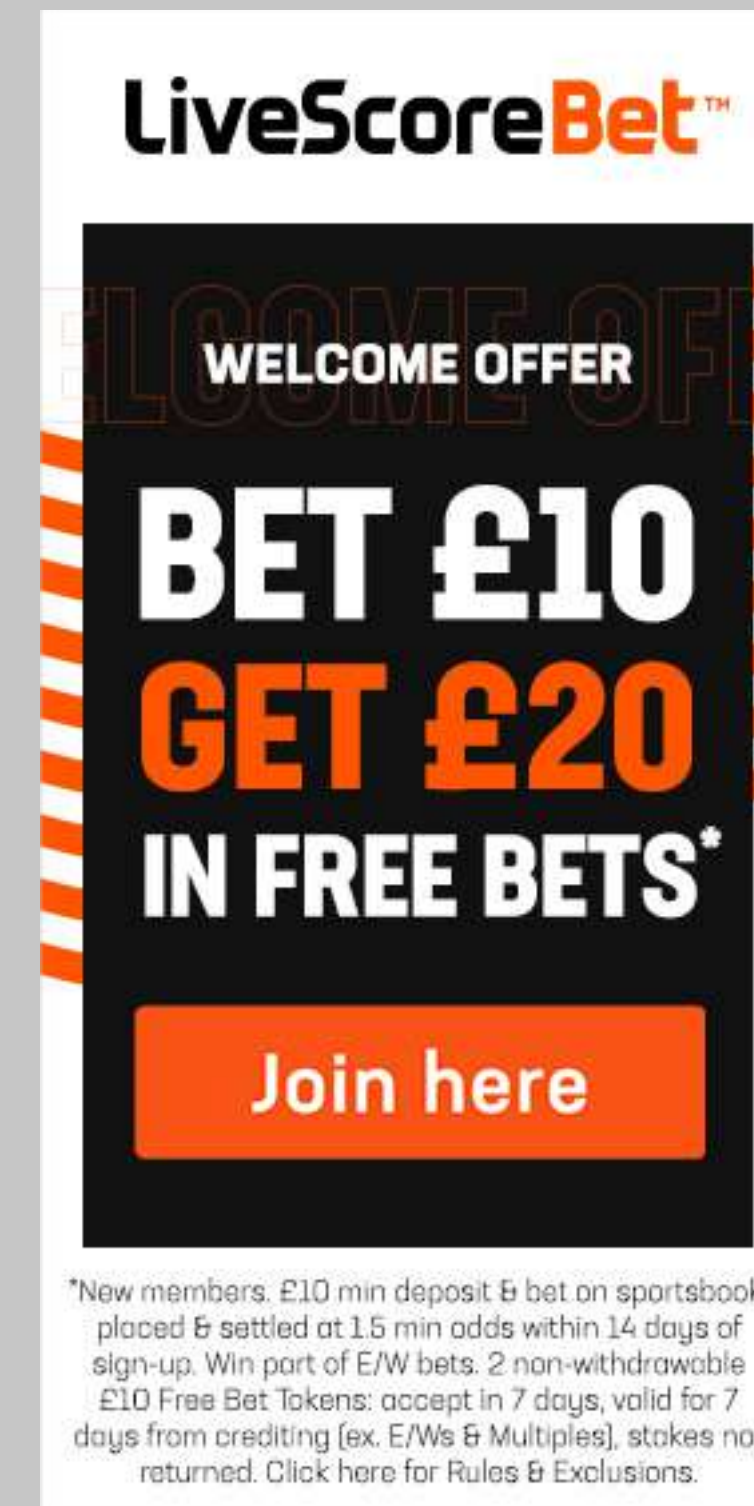
The primary and secondary colour options should always follow this structure however in certain instances you may deviate from this if appropriate. For example, a takeover on a white landing page would benefit from a contrasting black colour option in order to stand out from the rest of the page. Please request approval from the design managers if you choose to deviate from the rules.



Primary | Display Ad



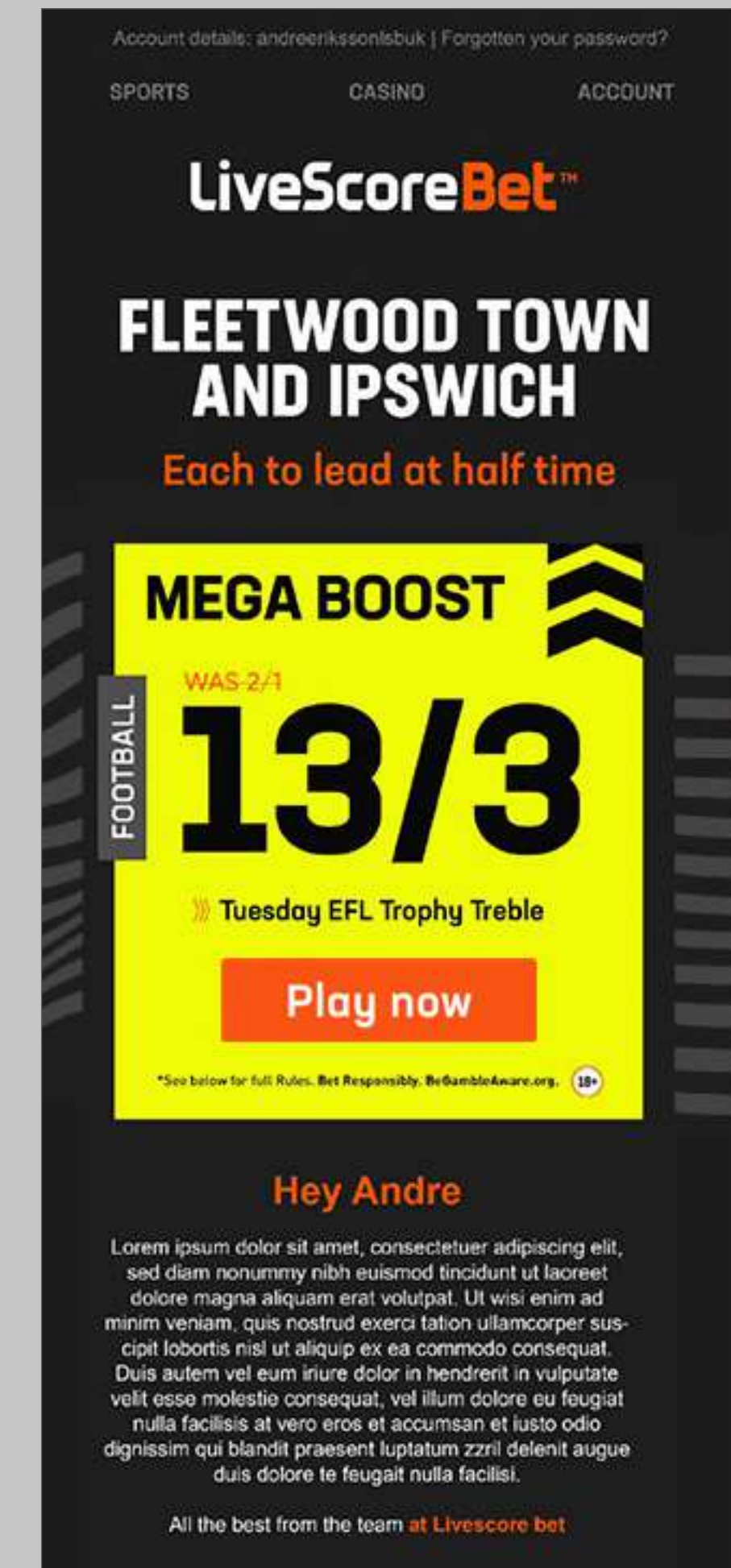
Primary | Display Ad



Tertiary | Display Ad



Secondary | Carousel banner



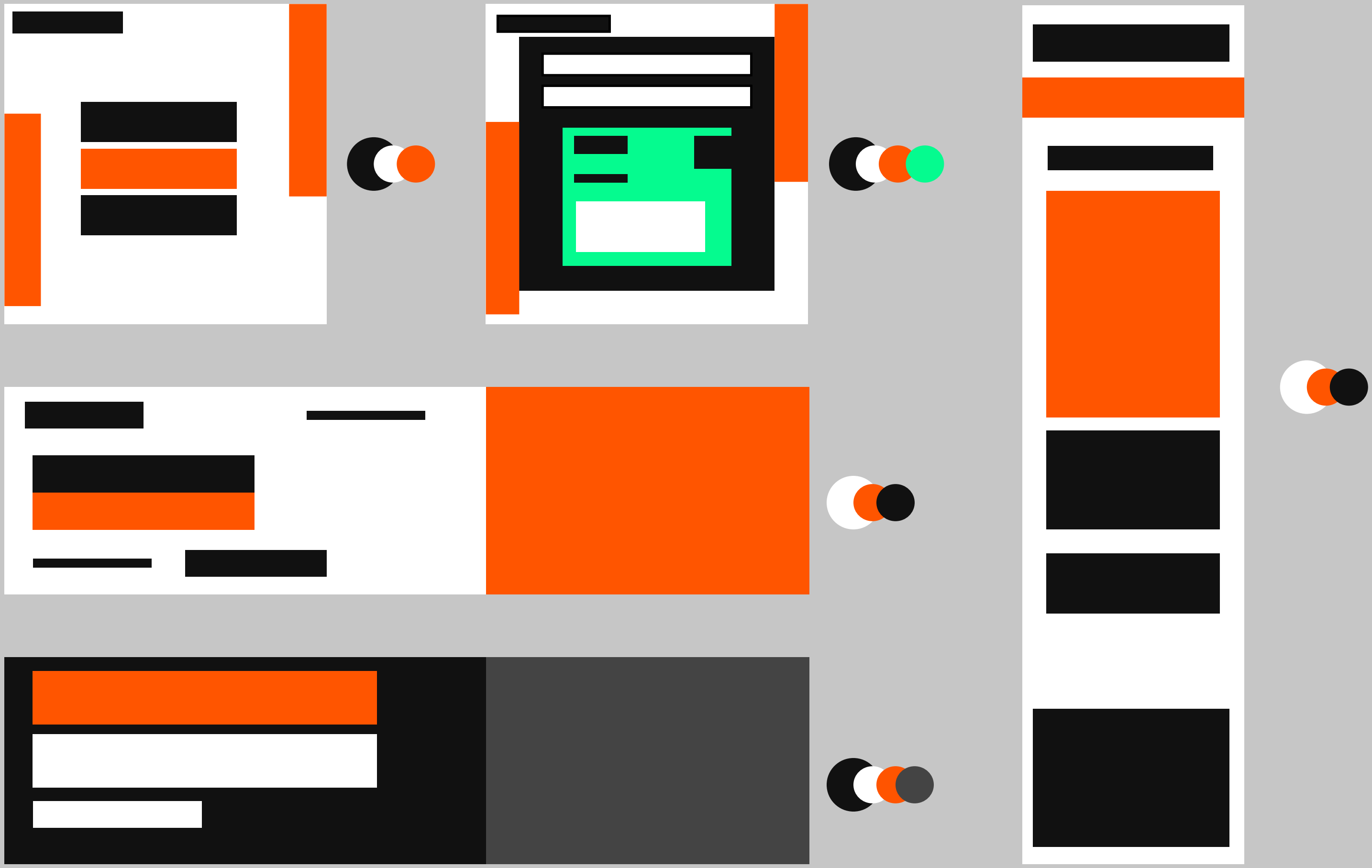
Secondary | Email



Secondary | Notification

# ENSURING COLOUR BALANCE

These schematic examples help visualise how to correctly use the LiveScore Bet colour ratios.



# ENSURING COLOUR BALANCE

These examples help visualise the correct ratios to use for the LiveScore Bet brand.

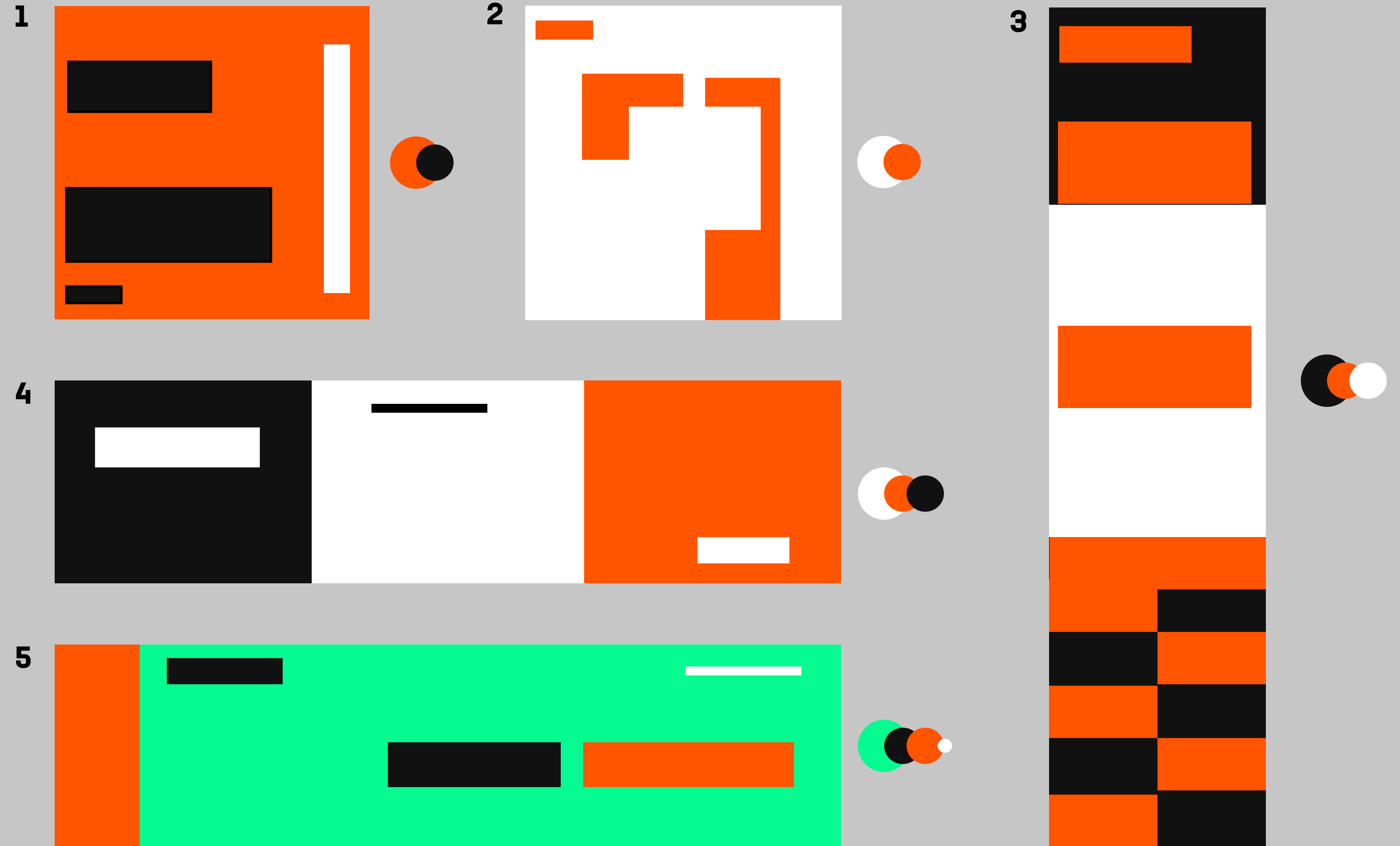
Combinations of the 3 brand colours make LiveScore Bet feel recognisable and allows flexibility to apply either a light or dark treatment on branded assets, depending on what is appropriate for the content/application.



## EXAMPLES OF INCORRECT COLOUR BALANCE

- 1 Too much orange - not following colour ratio
- 2 No use of black - use all 3 brand colours
- 3 Don't create a chessboard
- 4 Avoid block/rigid colour applications
- 5 Don't add large blocks of accent colours\*

\*In a few instances accent colours can be used in large blocks in order to be disruptive. This should be used sparingly and must be approved by the design team.








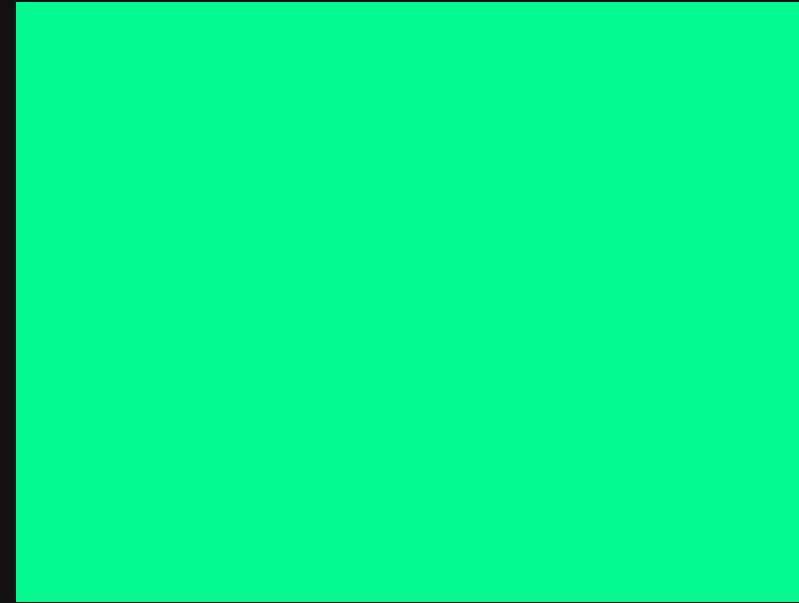
## SECONDARY COLOURS

The role of the secondary colour palette is to help the user quickly identify various types of information and content. The various colours have specific connotations to help users more easily identify the intent of our messaging.

These colours should only be used as accents and shouldn't take up large amounts of space.

When using colours that signify value, you may dial up the amount of colour in order to be disruptive however in the majority of cases the value colours should be used sparingly to ensure it retains its value.

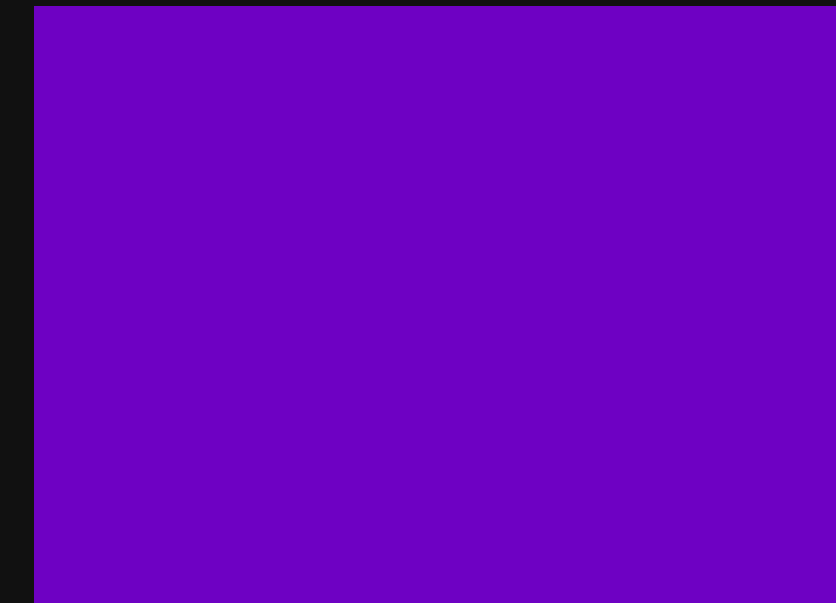
-  MINT = Price Boost (Value)
-  LEMON = Mega Boost (Higher Value)
-  BLUEBERRY = TBD\*
-  GRAPE = Value / Rewards
-  CHERRY = Missed/Cancelled/Stop



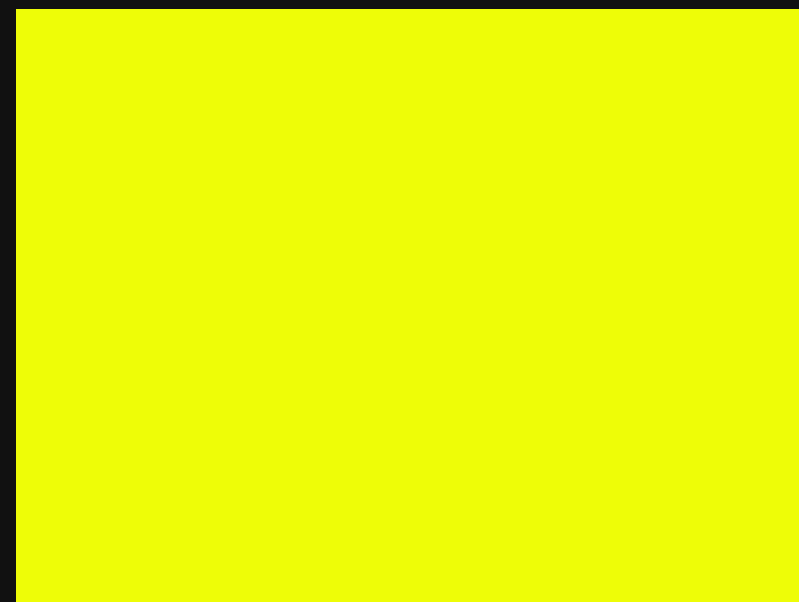
**MINT**  
RGB: 5, 251, 143.  
HEX: 05FB8F  
CMYK: 59, 0, 70, 0



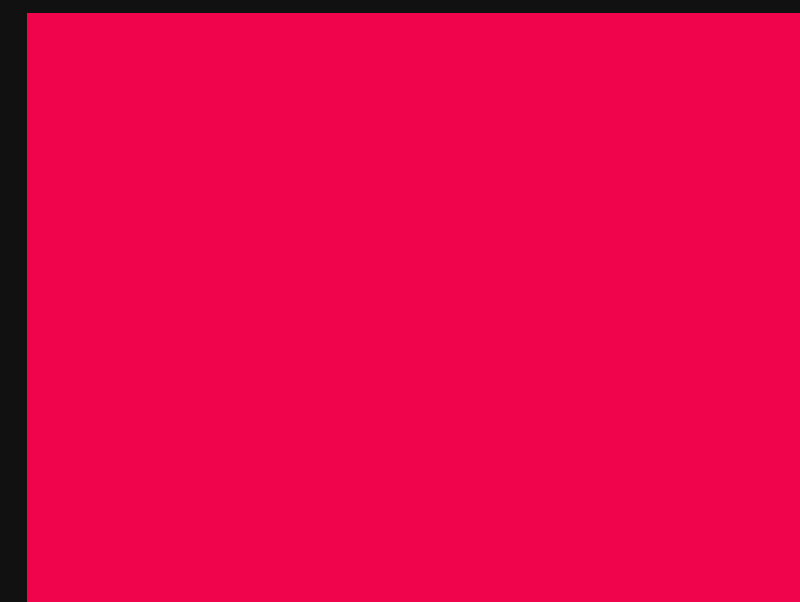
**BLUEBERRY**  
RGB: 0, 73, 255  
HEX: 0049FF  
CMYK: 84, 70, 0, 0



**GRAPE**  
RGB: 106, 29, 255.  
HEX: 6A1DFF  
CMYK: 74, 77, 0, 0



**LEMON**  
RGB: 238, 253, 7.  
HEX: EEFD07  
CMYK: 13, 0, 100, 0



**CHERRY**  
RGB: 240, 4, 76  
HEX: F0044C  
CMYK: 0, 100, 63, 0

## SECONDARY PALETTE & THIRD PARTY COLOUR APPLICATIONS

Whether you're claret and blue or a red devil, colour means a lot to us sports fans. That's why, in addition to our primary and secondary palette, we also support the use of colours associated with sports teams or big events.

These colours must only be used in connection with a team or event and internal approval is required for all artwork featuring additional colours outside the core brand colours.

Team colours

LEIPZIG MAN CITY

### J. GREALISH TO SCORE FIRST

> CHAMPIONS LEAGUE  
> KICKOFF 17:45

PRICE BOOST

WAS 7/1

11/1

EXP 01/01/22

Mint = Price Boost (Value)

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned.

Event colours

CHELTENHAM FESTIVAL

### BANK UP TO £400 IN FREE BETS\*

Get £10 towards your Cheltenham free bet bank any time you bet £50 on today's featured races



\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned.

Grape = Value / Rewards

WELCOME OFFER

### BET £10 GET £20 IN FREE BETS\*

Place a single bet of £10 or more on ANY sport at odds of 1/2 or greater to qualify for two £10 free bets upon settlement.

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned.

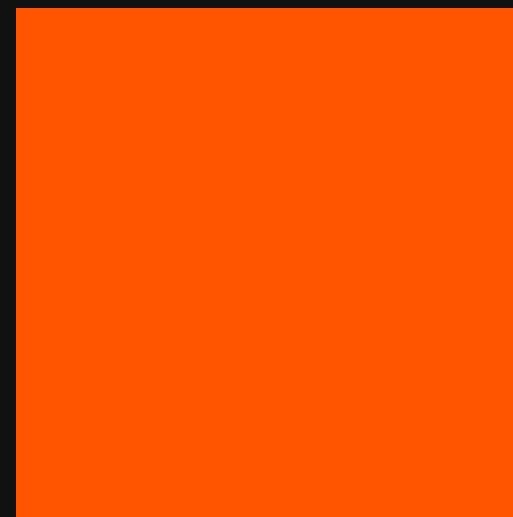
## LIVESCORE BET ORANGE - MARKETING VS UI

For accessibility and legibility when on the LiveScore Bet user interface, we use a slightly different shade of orange.

### UI ORANGE

RGB: 255, 107, 0.

HEX: FF6B00



MARKETING

**LIVESCORE ORANGE**



USER INTERFACE

**LIVESCORE UI ORANGE**

# PRODUCT COLOURS

This colour palette should only be used within the LiveScore Bet product.

## ORANGE

LiveScore Primary Colour & In play

#FF7B00

Primary  
#FF6B00

#FF5500

## WHITE

Primary/Secondary Text

#FFFFFF

#AAAAAA

## BLACK

Foundation elements

#111111

## NEUTRALS

Foundation elements

#111111

#1D1D1D

#232323

#2A2A2A

#FF7B00

## MINT

Price Boosts & Winning Bets

#72FFC1

Primary  
#05FB8F

#00D477

## WATERMELON

Errors, Warnings & Losing Bets

#FF6086

Primary  
#F83F6B

#D82852

## GRAPE

Foundation elements

#8342FF

Primary  
#6A1DFF

#4B09CD

## LEMON

Foundation elements

#F8FF8E

Primary  
#EEFD07

#EEFD07



# SECTION FIVE : CALL TO ACTION

# CTA RULES AND COLOURWAYS

The CTA has two main colourways, white on black and black on white. The use of any additional background colours should be avoided, however in certain situations the CTA may be used on the orange background with all elements in white.

The CTA components are made up of the frame, text, and chevron. The ratio and size are based on the height of the frame and should maintain the general look and feel regardless of size.

Font: Neusa Next Std Medium

Font size: 50% of frame height

Font safe area: XX on either side

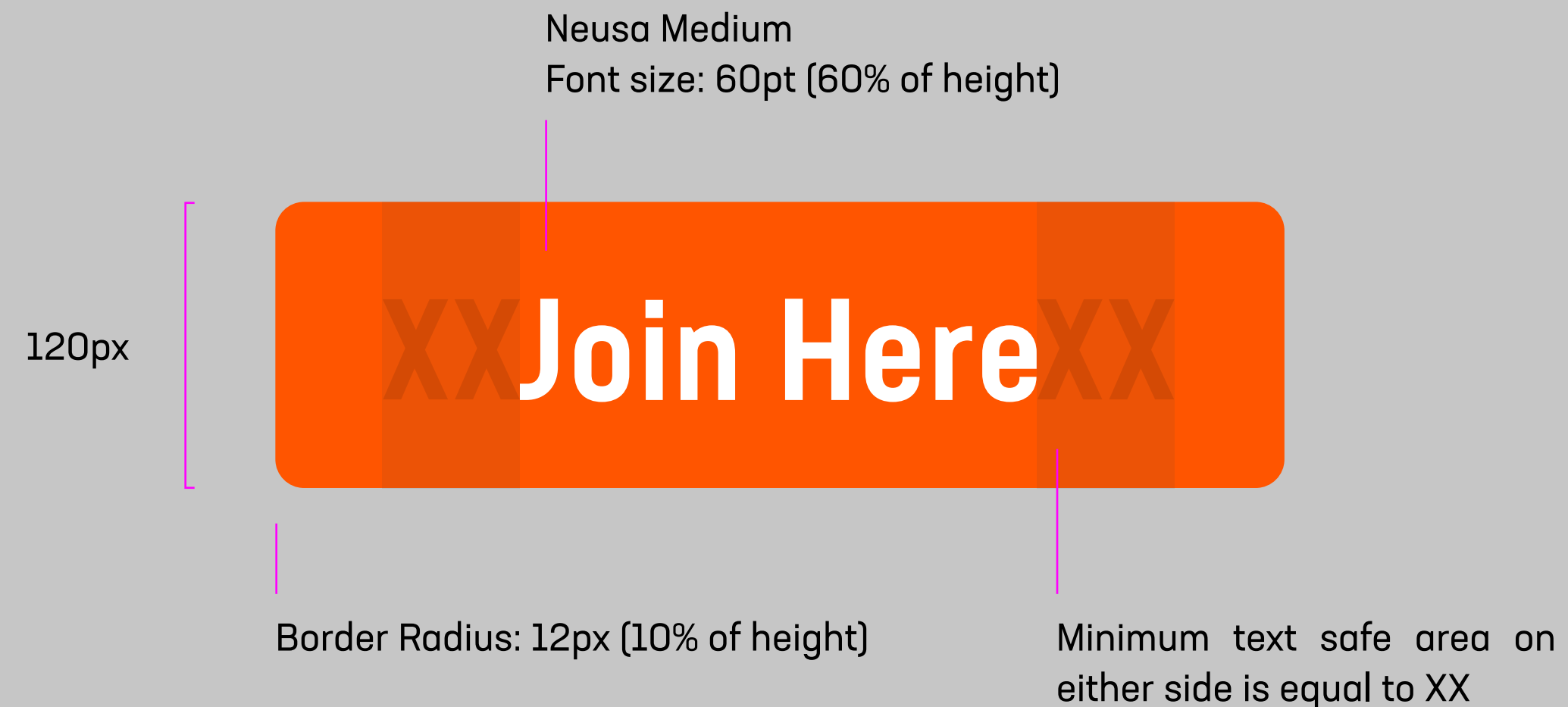
Border radius: 10% of frame height

Minimum CTA width = 70px

\*Numbers based on frame height can be rounded to the nearest full number up or down where necessary

For rollover states use the opposing background colour with contrasting text.

Black background = White CTA with black text  
White background = Black CTA with white text



# SECTION SIX : MOMENTUM SHIFT

# INTRODUCING THE MOMENTUM SHIFT

**THE GAME IS UNPREDICTABLE.  
IT'S ALWAYS IN MOTION.**

**IN EVERY GAME THERE'S A  
PLAYER WHO CHANGES THE  
COURSE OF EVENTS.**

**WE CAPTURE THEIR VIGOUR AND  
RAW TALENT AS THEY DO IT.**

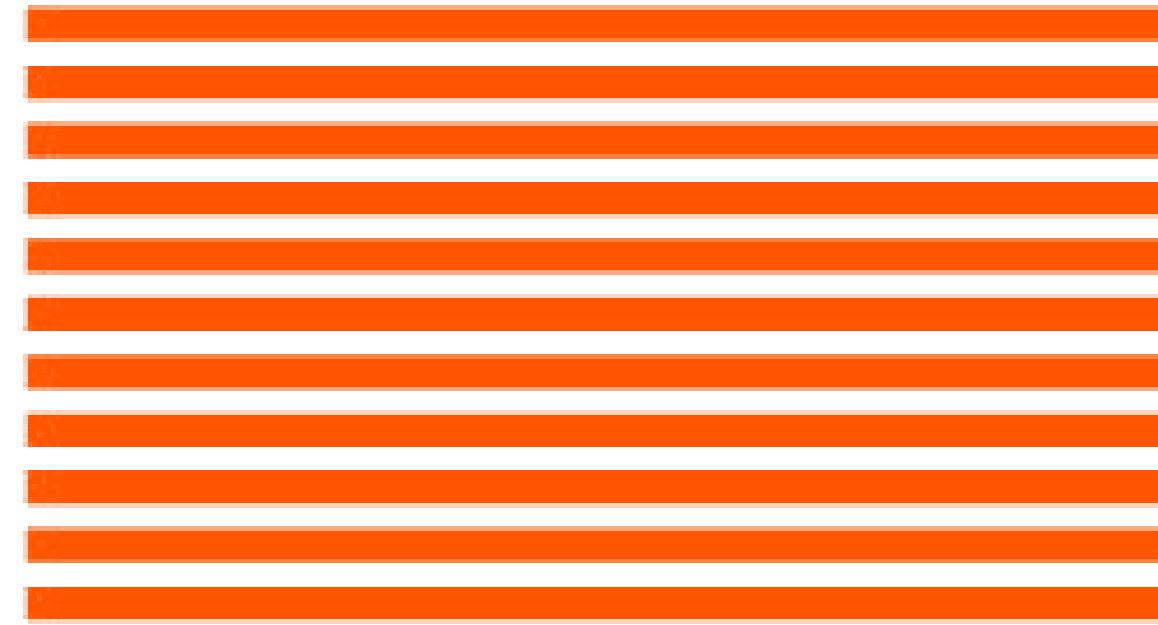


## MOMENTUM SHIFT INTRO & MEANING

Momentum Shift highlights the inspirational moments that get the fans out of their seats and into the air.

The design system also delivers a visual analogy for the role the LiveScore Bet brand plays - delivering real time action, stats and analysis, that have a direct and immediate impact on users.

Momentum Shift lines work by responding to the athlete's movement or expression.



11 lines showing momentum



Momentum shift created by the athlete

# MOMENTUM SHIFT RULES

We are a Football First brand. The Momentum Shift lines represent the two most popular football team sizes - 11-a-side & 5-a-side.

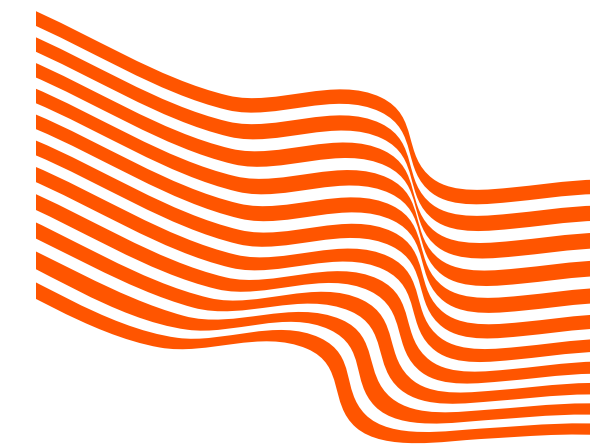
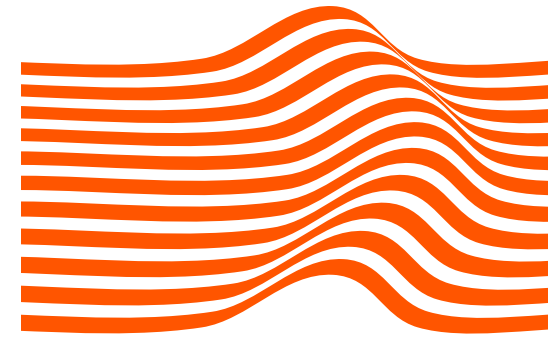
That's why this key design system component is constructed from either 11 or 5 lines.

When creating Momentum Shift patterns, start with either 11 or 5 evenly sized and spaced lines.

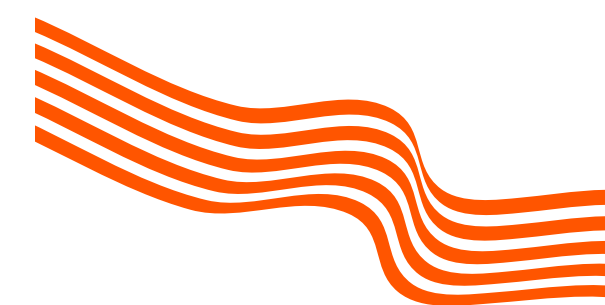
**Never add or remove lines when creating a pattern.**



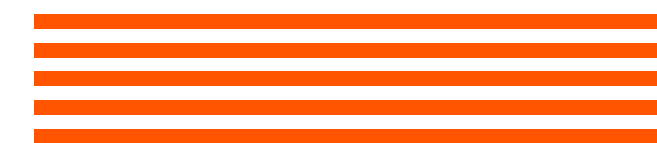
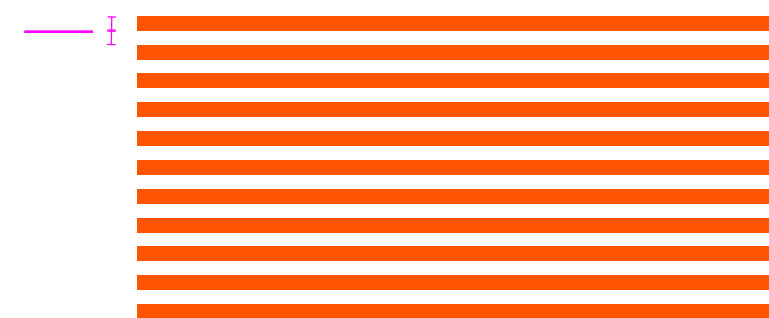
**11**



**5**



The space between the lines is the same height as the line.



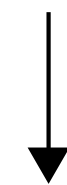
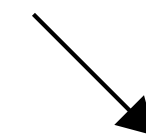
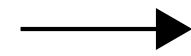
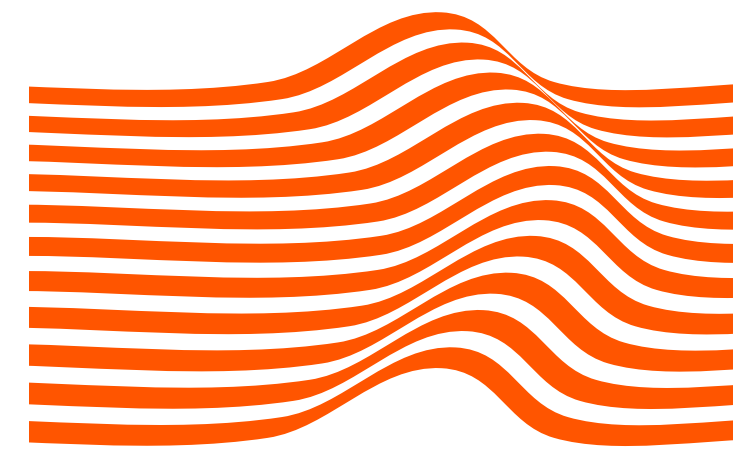
## MOMENTUM SHIFT RULES - DIRECTION

Like in the beautiful game, a Momentum Shift can come from any direction.

It can be used in 2 ways.

1. Responding to athlete's movement, expression or shape.
2. Background or secondary element

Momentum Shift lines should carry real energy. Here are some good examples.



# MOMENTUM SHIFT RULES

## - COLOUR

### PRIMARY

For maximum impact the Momentum Shift should always be in the orange when on a white background. Ensure the orange is at 100% opacity within the application.

### SECONDARY

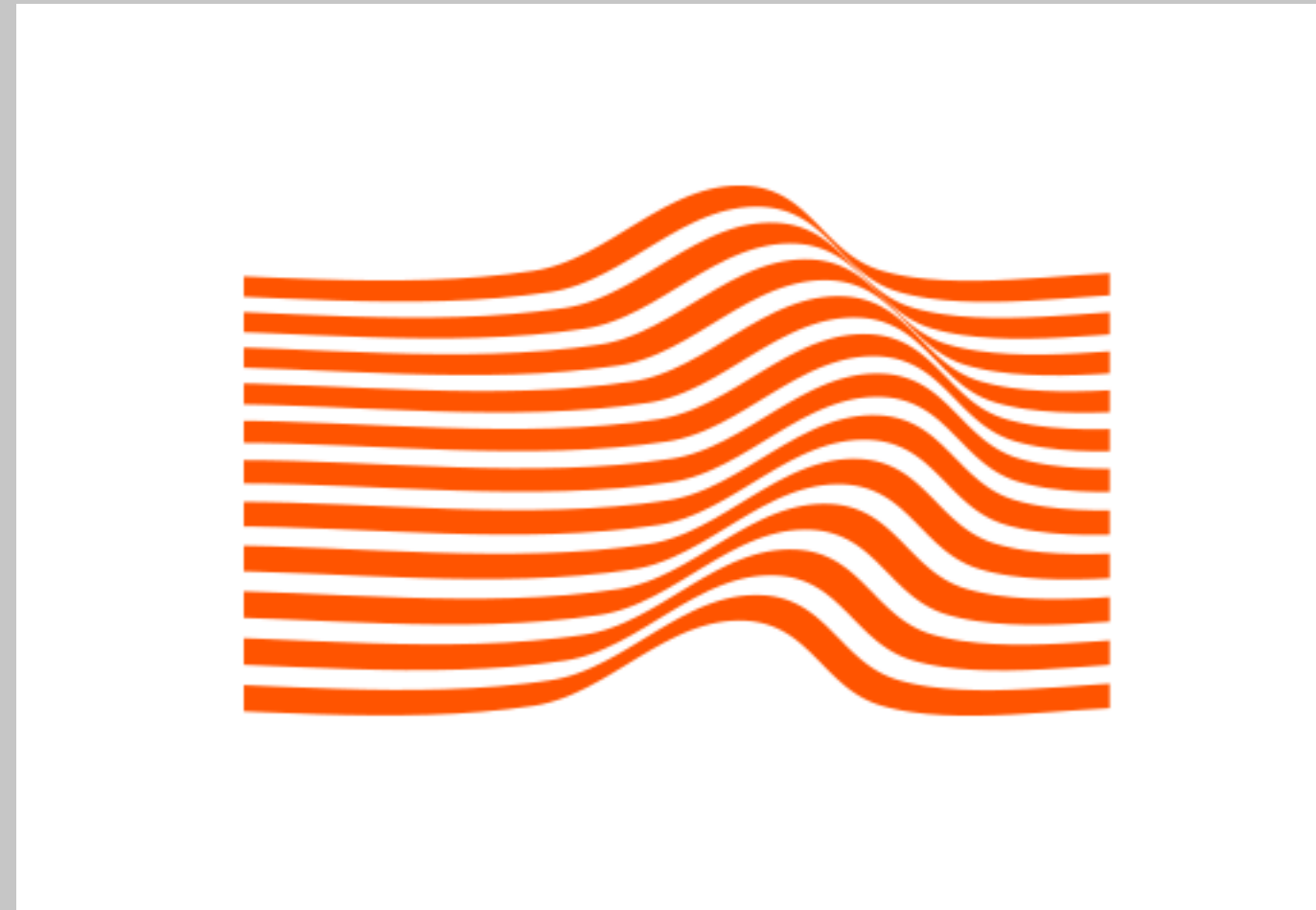
In order to make the Momentum Shift more recessive it should be grey when on a black background. You can make it even more recessive by reducing the opacity in 25% increments.

### ALTERNATES

Depending on the application/content type, gradients can be applied to aid the effect of motion and to help balance the other brand elements.

\*Do not mix and match the primary and secondary colour styles. The orange must only be used on the white background and vice versa.

PRIMARY



SECONDARY



PRIMARY ALTERNATE



SECONDARY ALTERNATE





# MOMENTUM SHIFT RULES - APPLICATIONS

Its important to use the right amount of Momentum Shift and the content should dictate how prominently it can be applied.

Ensure the Momentum Shift is never applied full canvas, as this will make the creative feel cluttered and will lack context.

The Momentum Shift requires space, so don't use it too small.

The Momentum Shift shouldn't feel rigid or stiff. Larger areas of straight lines should be avoided in order to maintain the ebb and flow.

The Momentum Shift pattern should always follow the Primary and Secondary colour styles and should not be mixed and matched.

The Momentum Shift should enhance the creative and not distract from it.

Ensure it doesn't become pixelated.



1 Directly behind the athlete



1 Cropped section bottom layer behind imagery



2 Cropped flourish on the edge of any creative



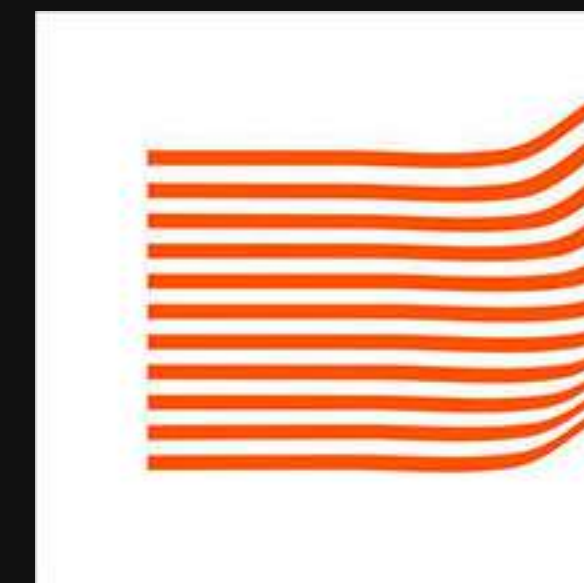
2 By itself / no imagery



Don't go too big on the Momentum Shift and fill the canvas.



Don't go too small. Remove the Momentum Shift if it doesn't add to the creative.



Avoid large areas of straight lines, maintaining the ebb and flow at all times.



Only use approved colourways. Do not mix and match the colour styles.

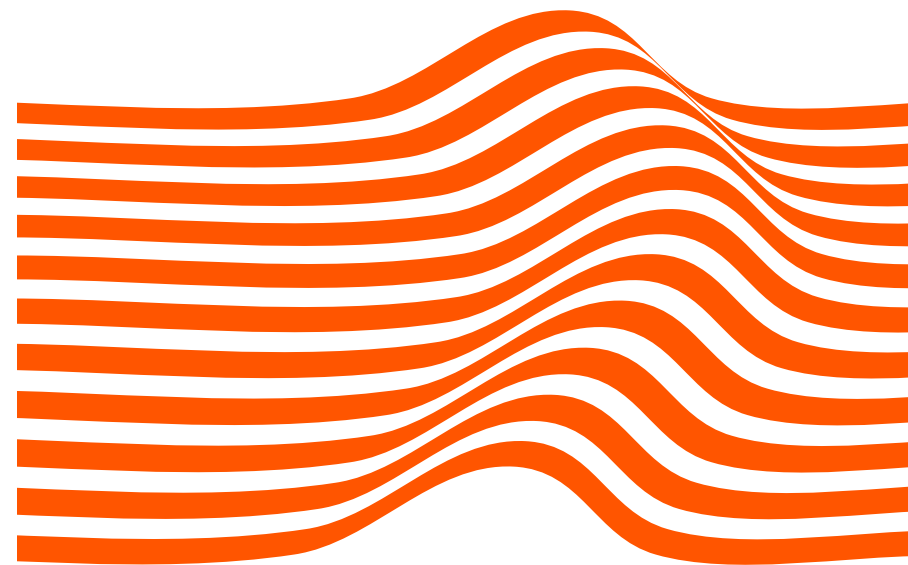
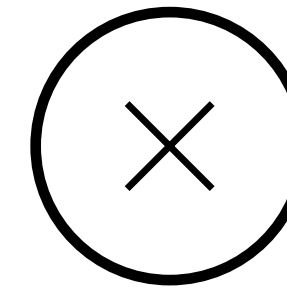
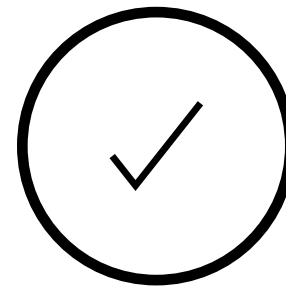
## MOMENTUM SHIFT INCORRECT USAGE

When using the envelope distort, the key for a great result is to make sure the Momentum Shift lines do not mesh into each other.

Ensure the Momentum Shift lines carry real energy.

When using the Momentum Shift as a cropped flourish element, ensure the resulting crop has clean flowing lines with a visible energy.

Avoid crops that result in the Momentum Shift looking random and losing purpose. It should always respond to the content within the creative, avoiding crops that result in 'groovy/jungle' vibes.



# MOMENTUM SHIFT ENVELOPE DISTORT UNPACKED

The Momentum Shift is created in Illustrator using the envelope distort mesh. It can be found by going to:

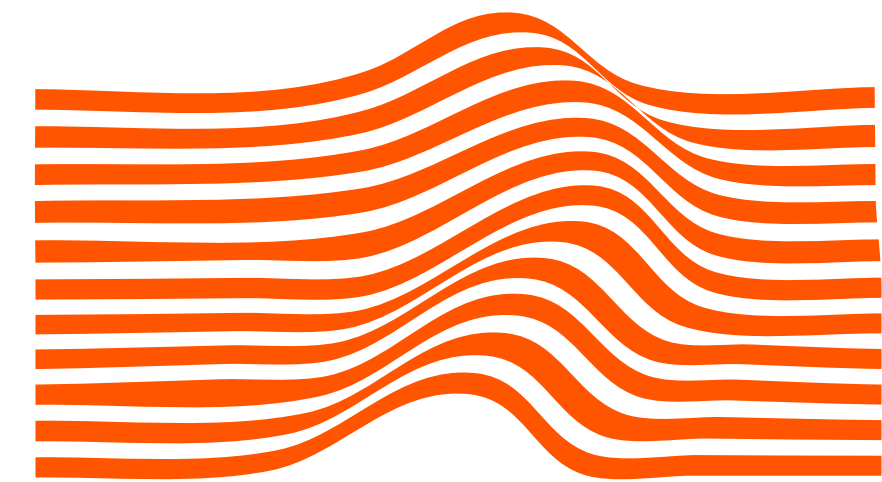
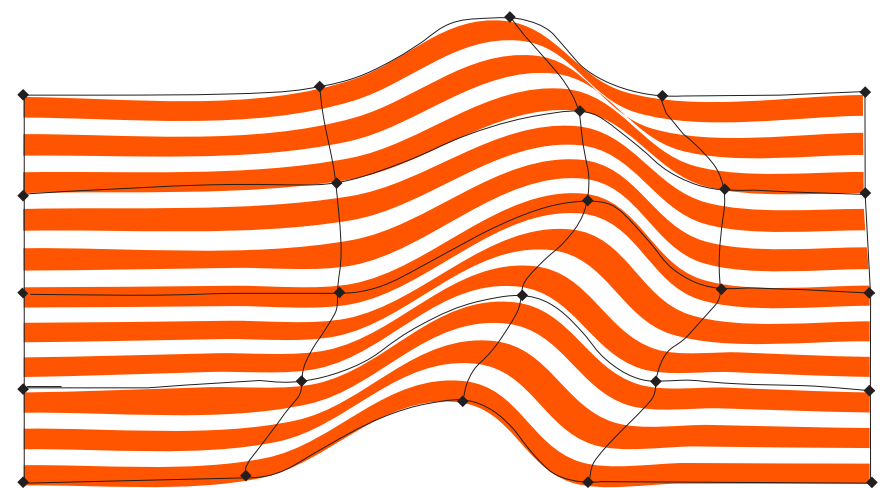
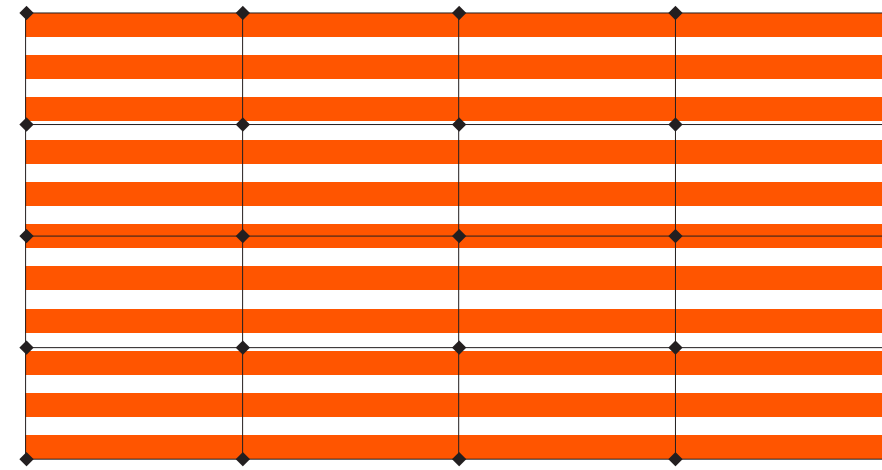
**Object - Evelope Distort - Make with Mesh**

When using the Envelope Distort mesh, use one of following options only.

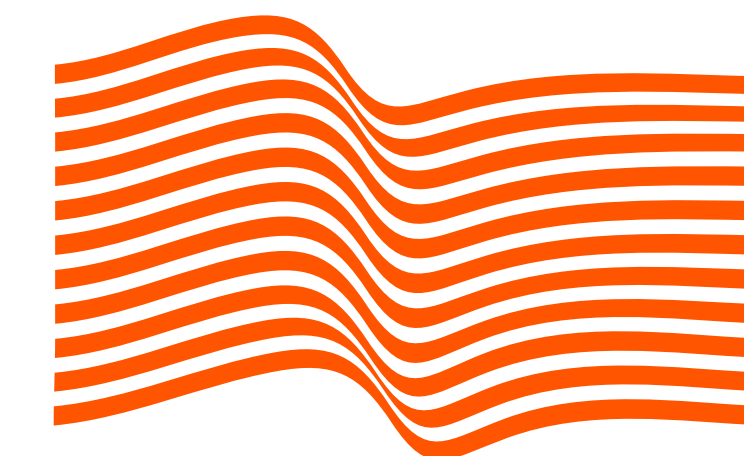
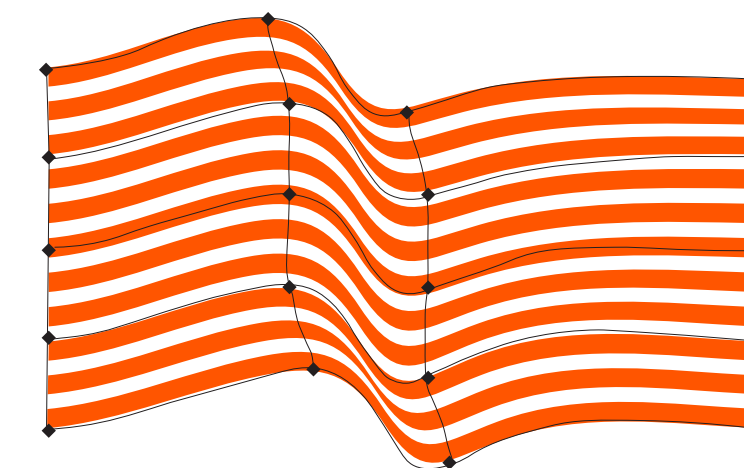
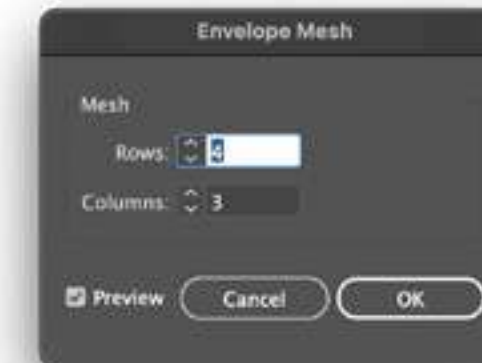
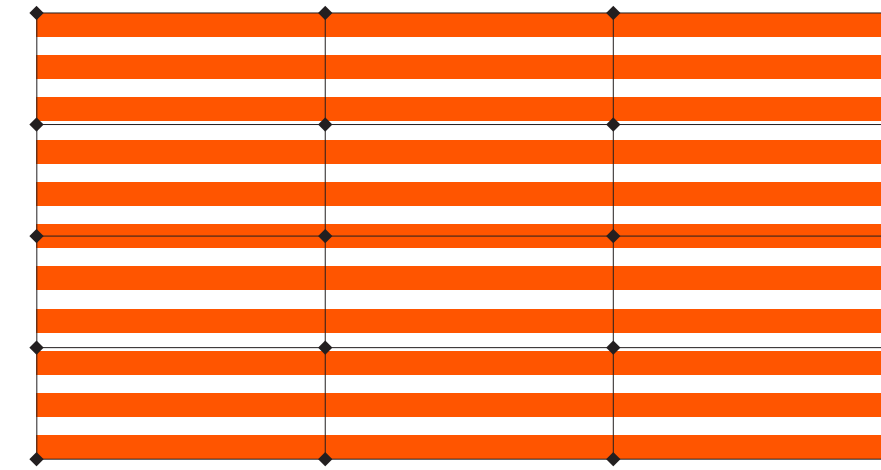
- 1 4 Columns 4 Rows
- 2 3 Columns 4 Rows

When using the envelope distort, make sure the Momentum Shift lines don't mesh into each other.

1 4 Columns 4 Rows



2 3 Columns 4 Rows



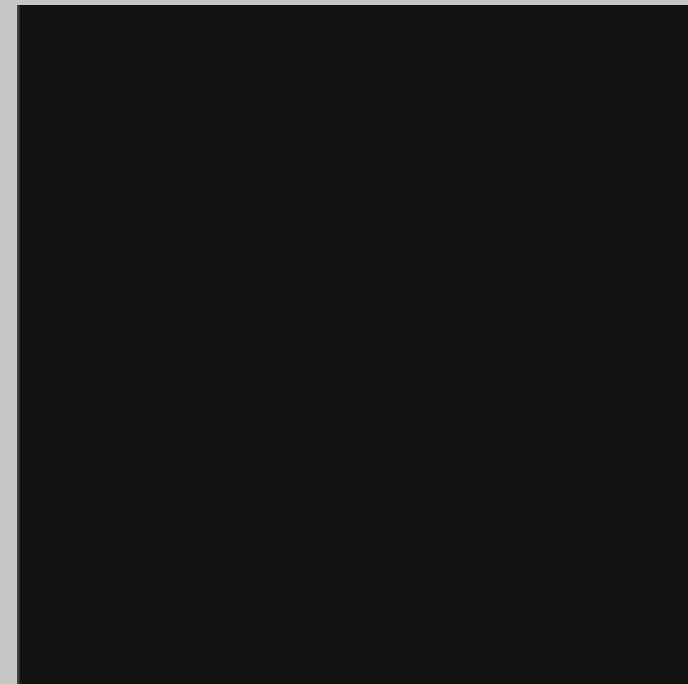
# EXPOSURE, SCALE AND DENSITY

The Momentum Shift pattern is incredibly versatile and can be used at various ratios, making it flexible and easy to use across various creative executions.

It can be used in solid LiveScore Bet colours or as a gradient.

- 1 None
- 2 Light - flourish as a secondary element
- 3 Medium
- 4 Heavy

1



2



3



4



# EXPOSURE, SCALE AND DENSITY

The content dictates how prominently the Momentum Shift pattern should be applied.

A simple rule of thumb: the more information in the artwork, the lighter the application. This enables the reader to digest the information more easily without unnecessary distractions.

Conversely, the Momentum Shift pattern can play a bigger role when there is less to say, becoming a key supporting visual element.

NONE



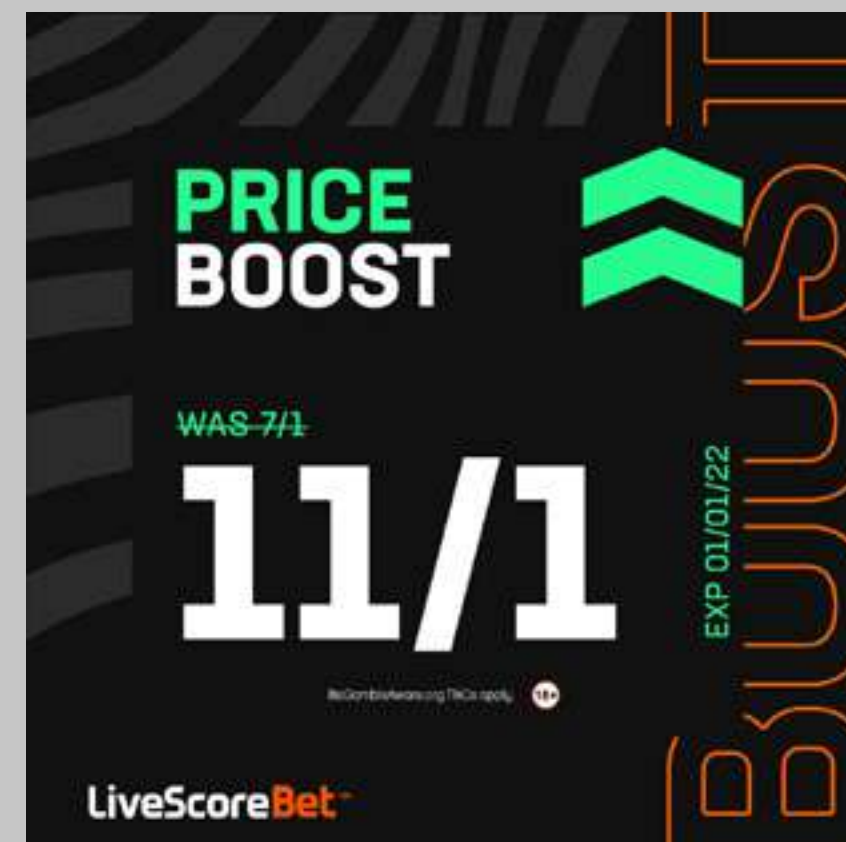
MEDIUM



LIGHT



HEAVY



HEAVY



HEAVY



# MOMENTUM SHIFT IN ACTION

The Momentum Shift pattern can be used in a multitude of ways, depending on the format of the artwork and the content that it contains.

LIGHT

**LiveScoreBet™**  
**£10 FREE ACCA EVERY WEEK**  
PLACE TWO £10+ ACCAS AND GET A £10 FREE ACCA BET\*

\*Opt-in required. Rules updated 13/09/21. Min odds of 5/1 per qualifying bet. Pre-match only. Monday to Sunday, qualify x1 per week only. Max Free Bet(s) 1 x £10, awarded as non-withdrawable Free Bet Token, valid for 48 hours on four-folds or greater. Bet Responsibly. BeGambleAware.org. 18+

LIGHT

**LiveScoreBet™**  
**TRY OUR DAILY FREE GAME**

\*Must have funded Account once prior to play. Max 6 picks per day. Free Spins only valid on Secrets of the Phoenix (25p Coin Size) or Secrets of the Phoenix Megaways (20p Coin Size). Promotion runs Mon-Sun weekly until 26/06/22. 25p coin size per free spins, valid for 90 days. One Selected Game per week. 18+

MEDIUM

**BEST ODDS GUARANTEED**  
On all UK and Irish horse racing\*

\*UK and Irish horse racing win/each-way bets placed after 10am on race day. Max enhancement £50k/day. Rules and exclusions apply. 18+

HEAVY

**LiveScoreBet™**  
**WATCH LIVE HORSE RACING**  
From the UK, Ireland, US, France and South Africa

\*Must have a funded account to view UK & international streams, for Irish racing you must place a £1 bet. Bet Responsibly. BeGambleAware.org. 18+

## LEVERAGING THE MOMENTUM SHIFT

Image restrictions within the betting industry can often make it difficult to create exciting and relevant artwork. This is where our strong brand elements come into their own.

Using concise, powerful wording along with the the Momentum Shift can create some real visual impact.

In this execution we can highlight a particularly exciting and emotional moment. Utilising the point of maximum shift in the lines to represent a key moment, like one of the below:

GOAL  
PENALTY  
RED CARD  
KNOCKOUT  
180

# GOAL



## MOMENTUM SHIFT IN MOTION

The heart and soul of the Momentum Shift is movement, that's why it is crucial to get that movement just right.

The URL below shows the Momentum Shift in action and there is a guide on how to achieve the motion in HTML5, After Effects and as a GIF.

[creative.livescoregroup.com/lsguide](https://creative.livescoregroup.com/lsguide)



# SECTION SEVEN : PHOTOGRAPHY



Every match has a handful of key moments, the defining seconds that decide the course of either victory or defeat. The moments of highest tension and passion where the love of the game can be seen at its purest.

We should always show imagery that feels like the peak second of that moment - highlighting only the highest levels of action or emotion.

# PHOTOGRAPHY - EMOTION

Choose photography that captures the athletes emotions and passion for the game.

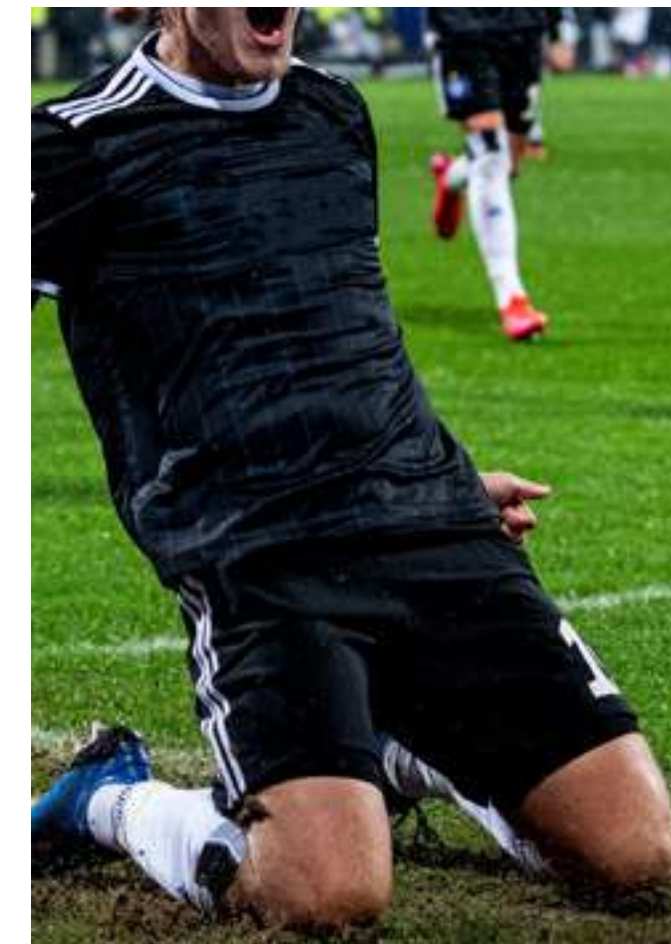
Athletes and us fans go through a rollercoaster of emotions during a match, show this when selecting photography.

Show athletes displaying emotion and the momentum of the modern game.

## BACKGROUNDS

To ensure focus is on the individual(s) that have made the impact, backgrounds should be as muted and simple as possible.

1. Blurred
2. Black and white



# PHOTOGRAPHY - ATHLETES IN ACTION

Choose the most exciting, energetic photography as possible. Players in action, creating impact or expressing emotion.

Use only high quality shots.



## PHOTOGRAPHY - CREATING A NARRATIVE

Sporting events are more than just the game being played. They are the build up, the atmosphere and sometimes even the food.

Say strawberries and cream and you think Wimbledon. Mention ladies day and the Grand National must be around the corner.

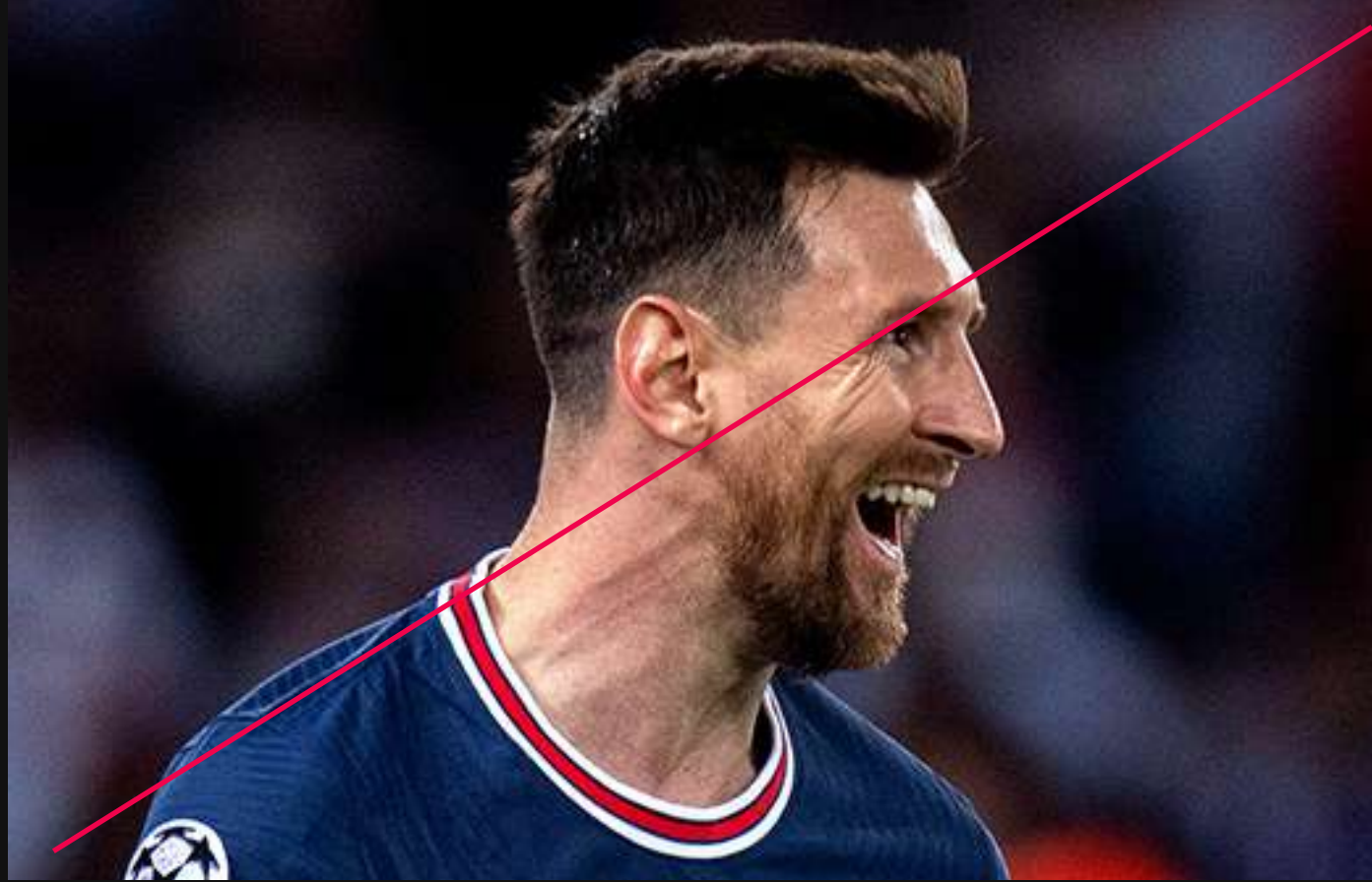
We want to embrace the associations that fans have with the events they love, by using relevant images to build up excitement in the run up to the big day.



# PHOTOGRAPHY - DON'TS

Due to strict regulations you must follow these general rules when using imagery.

1. Do not show players or markings that can clearly identify individuals. This includes names and tattoos
2. Do not show club badges, third party logos or sponsors logos
3. AVOID any image where the character is static or displaying no emotion
4. Do not use overly stylised stock imagery



# PHOTOGRAPHY - DESIGN SYSTEM

There are 3 ways to use photography:

- 1 Layers
- 2 Breaking the lines
- 3 Contained

Wherever possible a character should be breaking out of his background. This feels spontaneous and shows the energy of the life force that is our sporting hero within.

## BACKGROUNDS

To ensure focus is on the individual(s) that have made the impact, backgrounds should be as muted and simple as possible.

1. Desaturated/black & white
2. Blurred

PRIMARY

SECONDARY



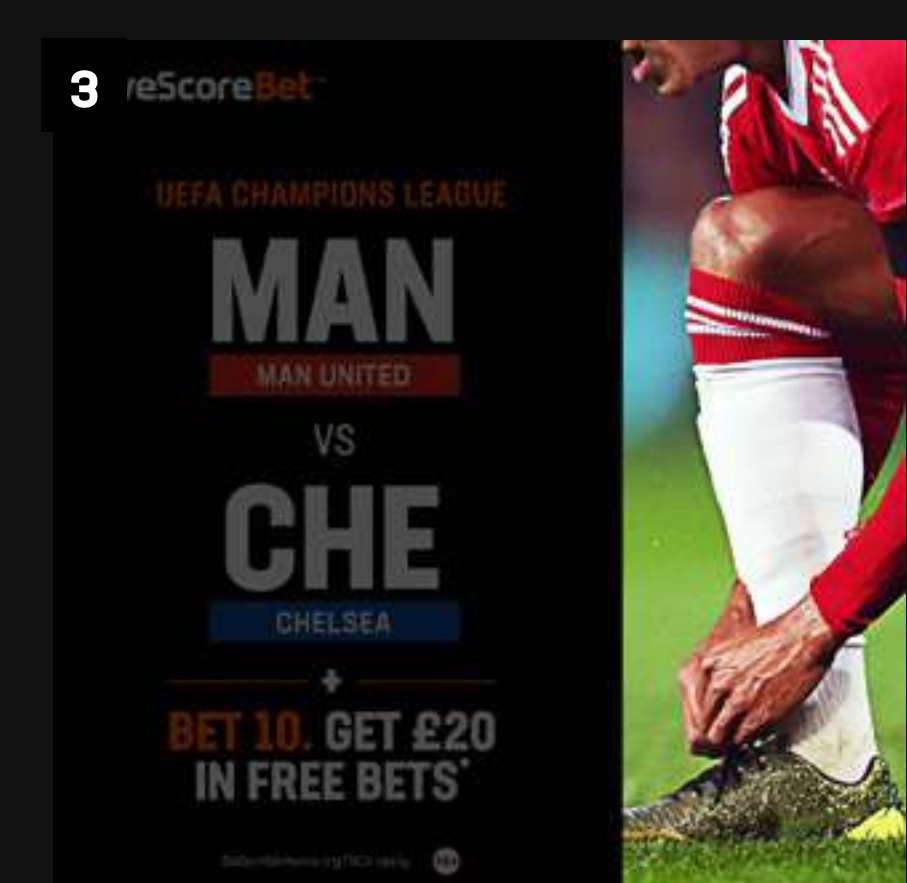
## LAYERS

Cropped athletes in colour as the focal point breaking the lines/overlayed onto a blurred, saturated or black & white background image.



## BREAKING THE LINES

Cropped athletes breaking the lines/containment box



## CONTAINED

Athletes contained with a box. This should be primarily used for quick content creation/social.

## IMAGE STYLING TREATMENT - PRIMARY CROPPING

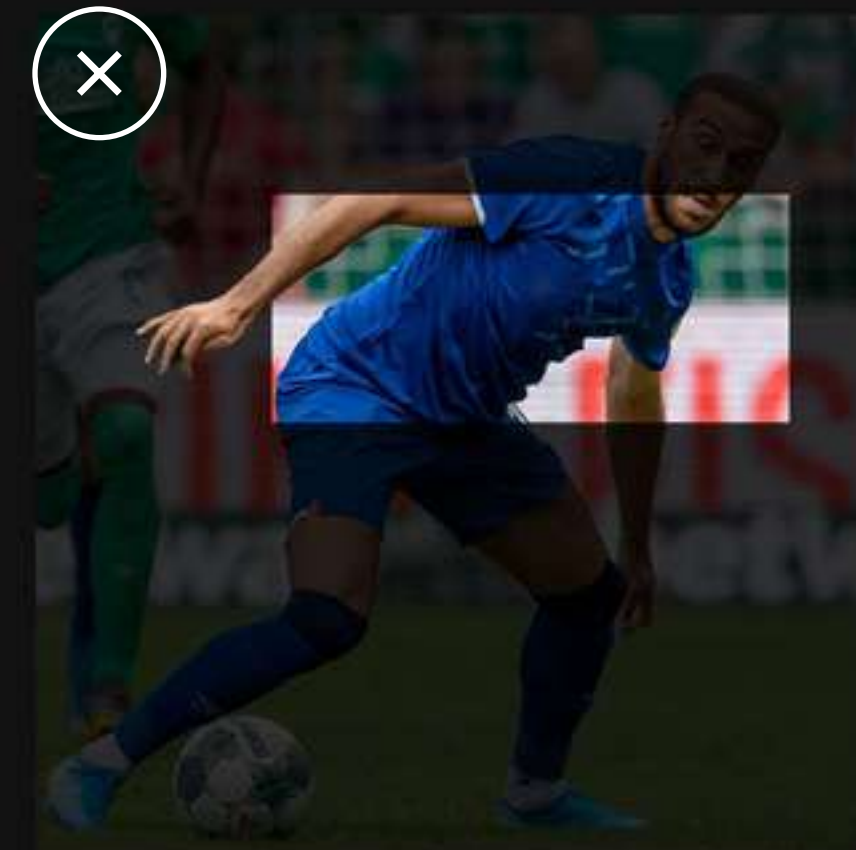
Our imagery needs to be cropped to ensure the focal point captures the action.

It's essential that the focal point tells a story and the background provides support, not distraction.

Close and mid shots clearly showing the athlete and the action should be used.

Zoomed out shots should be AVOIDED due to being too far away from the action.

Ensure you dont crop out the action.

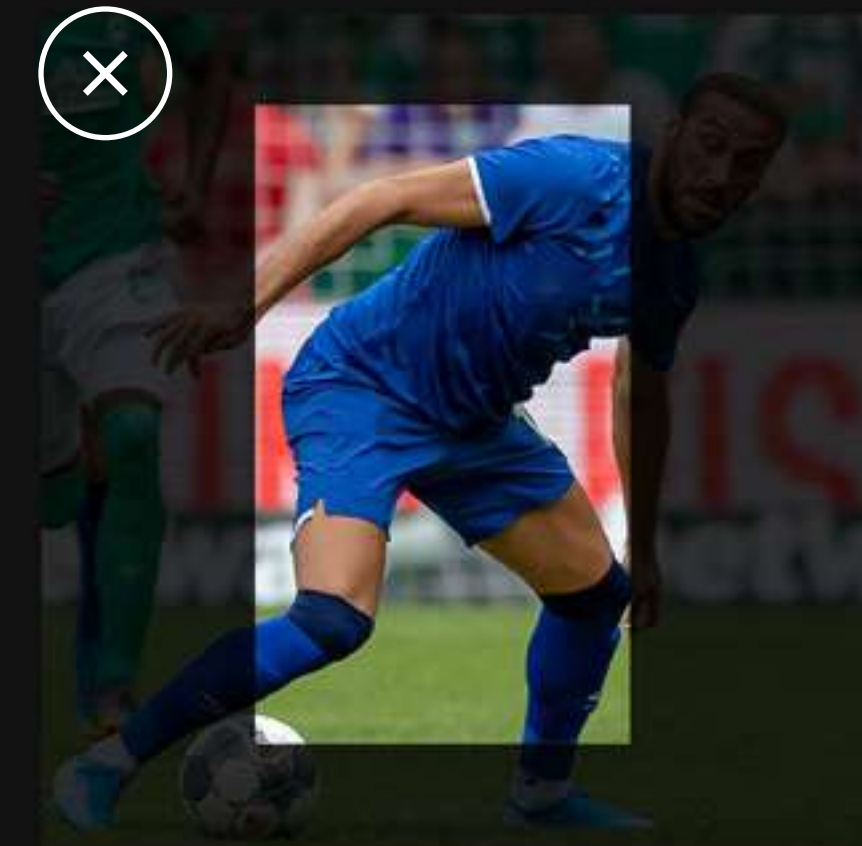




## IMAGE STYLING TREATMENT - SECONDARY CROPPING

Photography can also be cropped so it contains the athlete in action.

To ensure focus is on the individual(s) that have made the impact, backgrounds should be as muted and simple as possible.



## IMAGE STYLING TREATMENT - BACKGROUNDS

We use layers of content to create a truly immersive experience – key to this is the use of the background within the photography.

Backgrounds should either be in colour or black and white.

When the background of the image is too busy or you want to create greater focus on the athlete, you can adjust the saturation to full black and white.

The athlete in focus must be cropped and remain in colour.

Original image



Black and white -100 saturation



Original image



Black and white -100 saturation



# IMAGE STYLING TREATMENT DON'TS

- 1 Don't over adjust the hue of the original image
- 2 Don't over apply filters
- 3 Don't over adjust the colour balance
- 4 Don't over increase the saturation of the athletes
- 5 Don't change the athlete's kit colours
- 6 Don't make the background too dark
- 7 Don't place athletes onto strange backgrounds
- 8 Don't add additional blur to the background/ghosting
- 9 Don't apply a drop shadow to the athletes



# SECTION EIGHT : TONE OF VOICE

NB We have included a selection of slides for the purpose of this document, however full Marcomms TOV guidelines can be provided by the Brand and CRM teams

## TONE OF VOICE

### ALL ACTION SIMPLICITY

#### ALL

##### ONE OF THE FANS

Sport is in the blood. It's in the words too. Show passion and knowledge for sport and the fans in every word.

#### ACTION

##### RHYTHM OF THE GAME

Tempo, energy and ebb and flow. Be expressive and lively.

#### SIMPLICITY

##### PITCH PERFECT

Always get to the point. Only include what's really important. If in doubt, play it simple.

# THREE THINGS



## ONE OF THE FANS

Sport is the in the blood. It's in the words too. Show passion and knowledge for sport and the fans in every word.



## RHYTHM OF THE GAME

Tempo, energy and ebb and flow. Be expressive and lively.



## PITCH PERFECT

Always get to the point. Only include what's really important. If in doubt, play it simple.

## ONE OF THE FANS

A Bruno Fernandes Goalscorer Price Boost? Our customers won't settle for just '**Will Bruno score yet another penalty?**'. They're better than that. Look for the relevant stats: **scoring form, shots on target, how many penalties, opposition's defensive record** etc.

Selling SQUADS to a new customer? We know how good our game is, so let the numbers do the talking: **£XXX in free cash winnings last week - ready to join the action?** There's no point screaming '**JOIN THE BEST FREE GAME EVERY WEEK**' if we can't back it up.

We make sure they **always leave knowing more.**



## RHYTHM OF THE GAME

Cheltenham Festival. One of the biggest weeks on the sporting calendar. So, how do we tap into that feeling of anticipation before they place a bet? Easy. That famous Cheltenham roar.

Anyone who's been to, watched, or bet on The Festival will know what we're talking about. We're bringing them closer to the betting action without even mentioning it, and we're building up their passion and excitement with short, sharp sentences.

In short, we're **fast and on the pulse.**





# PITCH PERFECT

Champions League Final Mega Boost - we've got their attention.

Now we need to back it up with a short sentence explaining what the Mega Boost is, and another setting it up with the perfect stat.

Sometimes no frills is the way forward. When you've got fewer than 10 words to play with, there's no shame in going full Ronseal. We can have more creative licence on the supporting landing page or email.

And always be transparent. Sure, we could have an asterisk next to the £1000 and not mention live casino chips. But why?

We're not here to click bait our players into promotions. Play it simple. Avoid any confusion and sell the offer transparently from the off.

That way, we keep everything **clear and to-the-point.**



# SECTION NINE : APPLICATION EXAMPLES





**LiveScoreBet™**

WELCOME OFFER

**BET £10  
GET £20  
IN FREE BETS\***

[Join here](#)

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned. Click here for Rules & Exclusions.

**LiveScoreBet™**

**GET £20 IN FREE BETS**

**WHEN YOU BET £10** [Join here](#)

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned. Click here for Rules & Exclusions.

**LiveScoreBet™**

**BET £10  
GET £20  
IN FREE BETS\***

[Join here](#)

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned. Click here for Rules & Exclusions.

**LiveScoreBet™**

**J. GREALISH  
TO SCORE  
FIRST**

**PRICE BOOST**  
WAS 7/1  
**11/1**

SATURDAY 19:00  
CHAMPIONS LEAGUE

[Join here](#)

\*Must have a funded account to view UK & International streams, for Irish racing you must place a £1 bet. BeGambleAware.org. T&Cs apply.

DOWNLOAD THE APP

Download on the App Store

GET IT ON Google Play

**LiveScoreBet™**

CHAMPIONS LEAGUE  
BETTING

**MAN**  
MAN UNITED

VS

**CHE**  
CHELSEA

SATURDAY 16:00  
OLD TRAFFORD

[Join here](#)

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned. Click here for Rules & Exclusions.

**LSBet** **SQUADS**

- REVEAL PLAYERS
- THEY SCORE
- GET CASH

[Join here](#)

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned. Click here for Rules & Exclusions.

**LSBet** **BEST ODDS GUARANTEED**

**ON ALL UK AND IRISH HORSE RACING\***

[Join here](#)

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.5 min odds within 14 days of sign-up. Win part of E/W bets. 2 non-withdrawable £10 Free Bet Tokens: accept in 7 days, valid for 7 days from crediting (ex. E/Ws & Multiples), stakes not returned. Click here for Rules & Exclusions.

# CAROUSEL BANNERS - VARIOUS

FREE TO PLAY

# SQUADS

REVEAL PLAYERS • THEY SCORE • GET CASH




\*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

LEIPZIG MAN CITY

# J. GREALISH TO SCORE FIRST

> CHAMPIONS LEAGUE  
> KICKOFF 17:45

PRICE BOOST  
WAS 7/1  
**11/1**  
EXP 01/01/22



\*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

# BEST ODDS GUARANTEED

On all uk and Irish horse Racing\*




\*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

WEST HAM NEW CASTLE

# WEST HAM TO SCORE A PENALTY

> PREMIER LEAGUE  
> KICKOFF 20:00

MEGA BOOST  
WAS 7/1  
**11/1**  
EXP 01/01/22



\*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

# TRY OUR DAILY FREE GAME



\*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

# STAY IN CONTROL OF YOUR BETTING

Check out or responsible gambling tools



Account details: andreerikssonlsbuk | Forgotten your password?

**LiveScoreBet™**

**SLOT OF THE WEEKEND**

Wager £20 on Dragon's Luck Deluxe, get 20 Free Spins daily\*



SLOTS EXP\_07.11.21

**Play now**

\*See below for full Rules. Bet Responsibly. BeGambleAware.org. 18+

**Hey Andre**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

All the best from the team at **Livescore bet**

Account details: andreerikssonlsbuk | Forgotten your password?

SPORTS CASINO ACCOUNT

**LiveScoreBet™**

**SHEFF WED, SUNDERLAND & WYCOMBE**

Each to lead at half time

**PRICE BOOST**

WAS 4/1

**5/2**

EXP 01/01/22

FOOTBALL

Tuesday EFL Trophy Treble

**Bet here**

\*See below for full Rules. Bet Responsibly. BeGambleAware.org. 18+

**Hey Andre**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

All the best from the team at **Livescore bet**

Account details: andreerikssonlsbuk | Forgotten your password?

SPORTS CASINO ACCOUNT

**LiveScoreBet™**

**FLEETWOOD TOWN AND IPSWICH**

Each to lead at half time

**MEGA BOOST**

WAS 2/1

**13/3**

FOOTBALL

Tuesday EFL Trophy Treble

**Play now**

\*See below for full Rules. Bet Responsibly. BeGambleAware.org. 18+

**Hey Andre**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

All the best from the team at **Livescore bet**

**LiveScoreBet™**

DONT FORGET

**GET £20 IN FREE BETS WHEN YOU BET £10\***

**Deposit here**

\*Terms apply. Gamble responsibly. 18+



**Hey {First Name}**

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est

The livescore bet team

**OUR PRICE BOOSTS ARE IN A LEAGUE OF THEIR OWN\***

**Bet here**

\*Terms apply. Gamble responsibly. 18+



**TAKE TIME TO THINK**  
takeintime.co.uk

BeGambleAware.org 18+

# PUSH NOTIFICATIONS

**TRY OUR  
DAILY  
FREE GAME**



Enjoy 6 picks everyday  
on our free-to-play game\*

\*Lorem ipsum t, liqip ex ea commodo consequat. pariaturdicta sunt explicabo.luptatem.- **Bet responsibly gambleaware**

**18+**

**FREE TO PLAY  
SQUADS**



REVEAL PLAYERS · THEY SCORE  
YOU SCORE

**Play now**

\*Lorem ipsum t, liqip ex ea commodo consequat. pariaturdicta sunt explicabo.luptatem.- **Bet responsibly gambleaware**

**18+**

**WELCOME OFFER  
ENJOY  
£20  
IN FREE BETS**



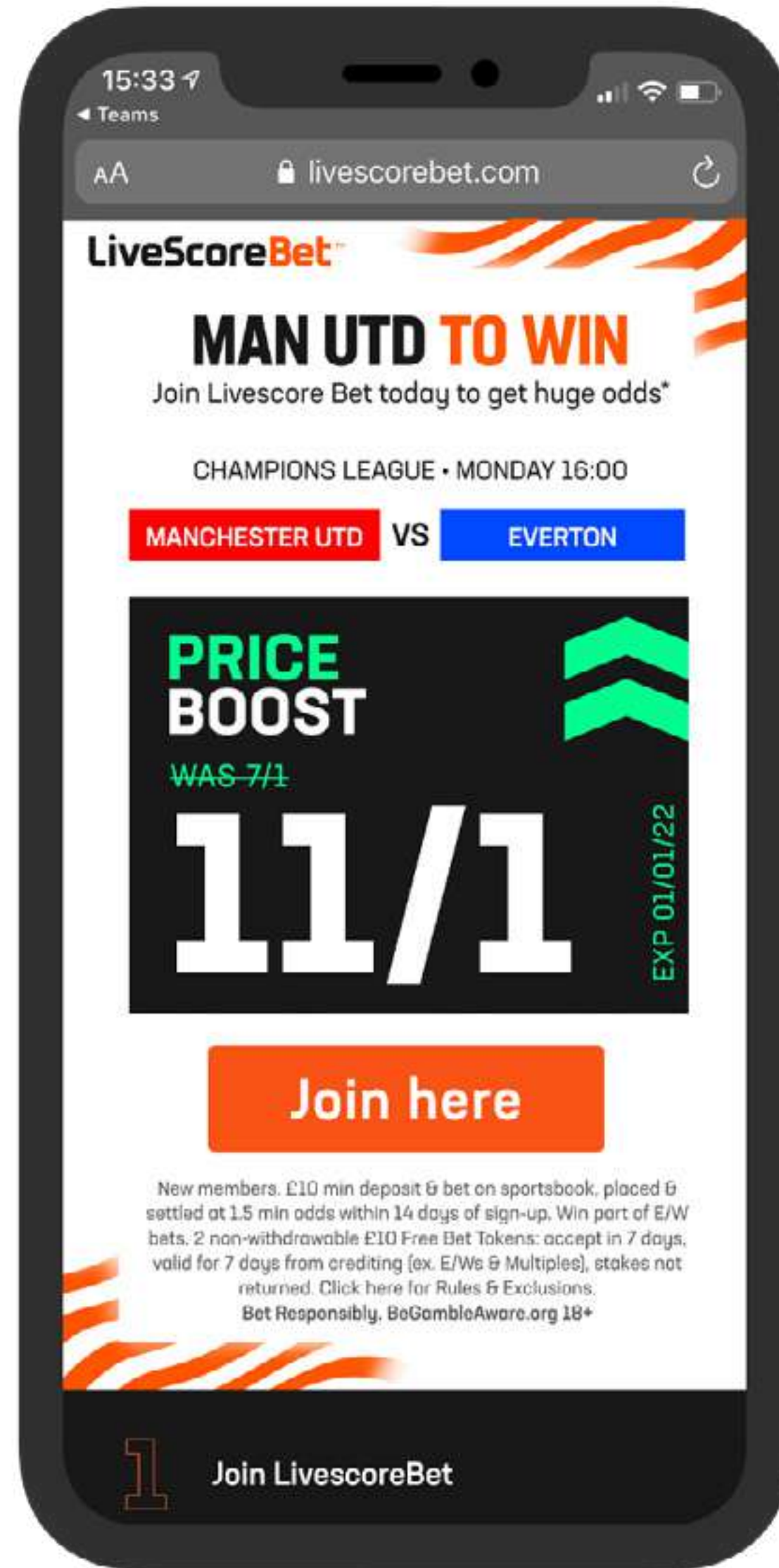
When you bet £10\*

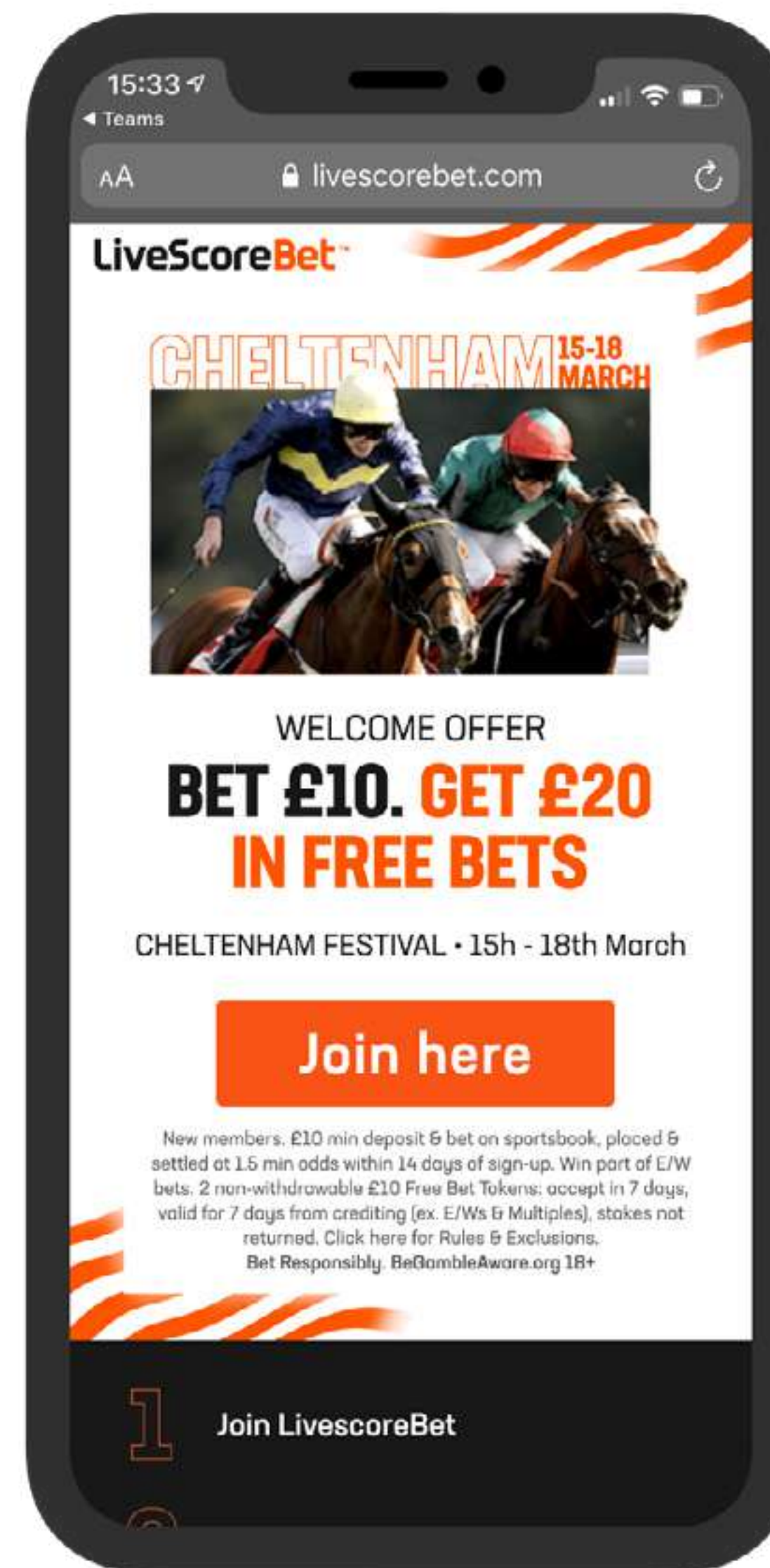
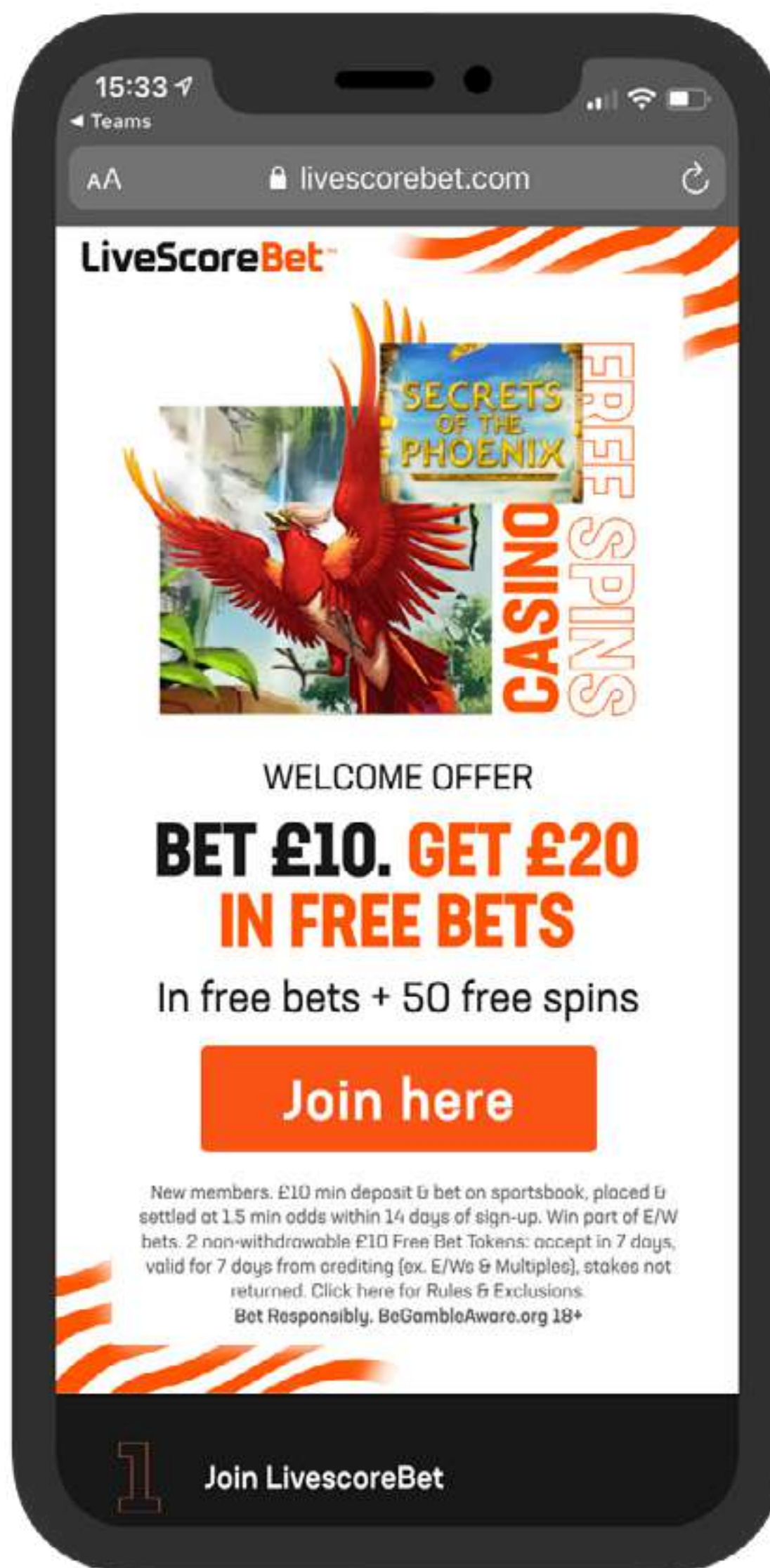
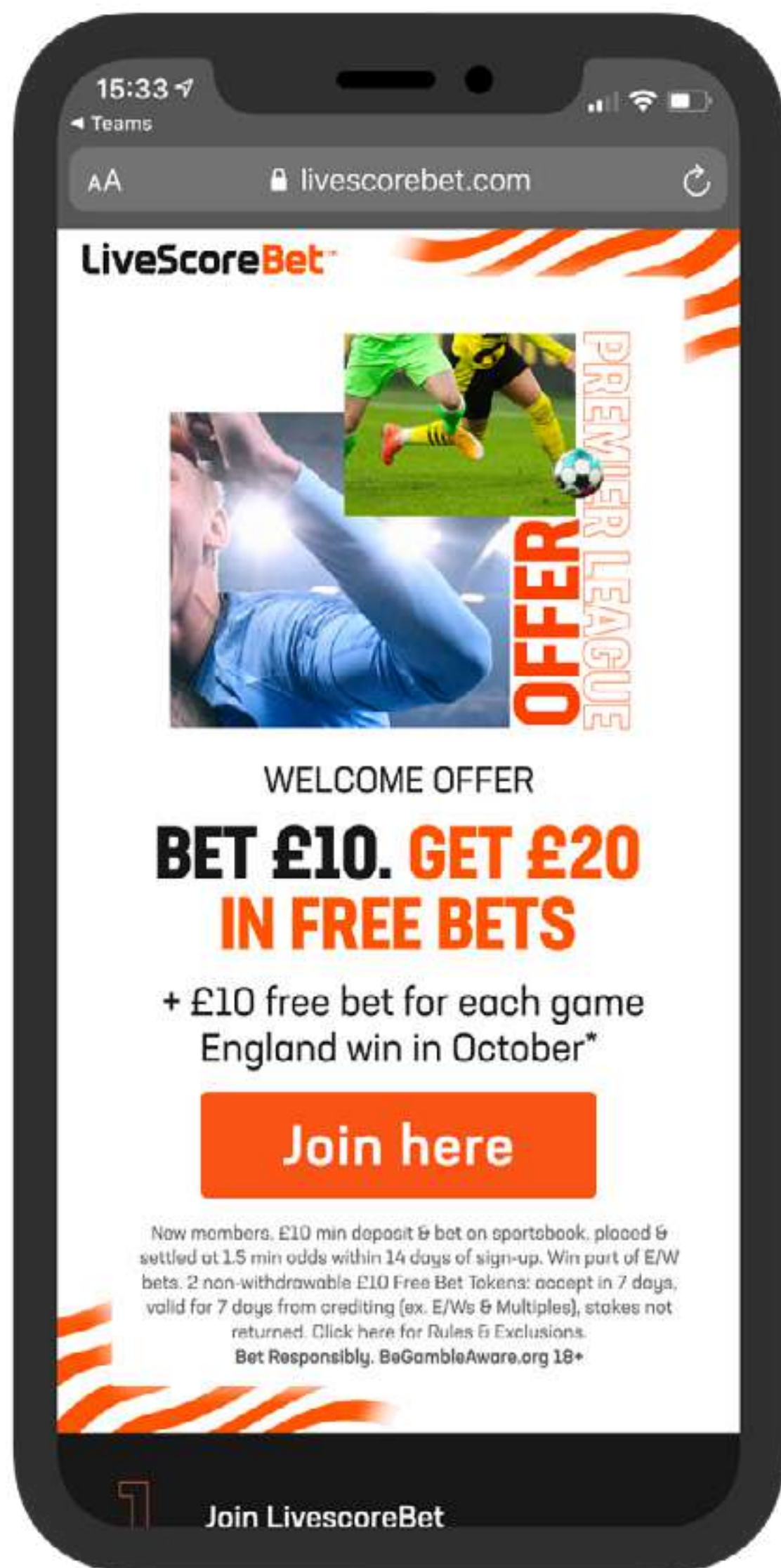
\*Limited availability. max bet £20. odds subject to change. singles only. rules & exclusions apply - **Bet responsibly gambleaware**

**18+**



# LANDING PAGES - MOBILE





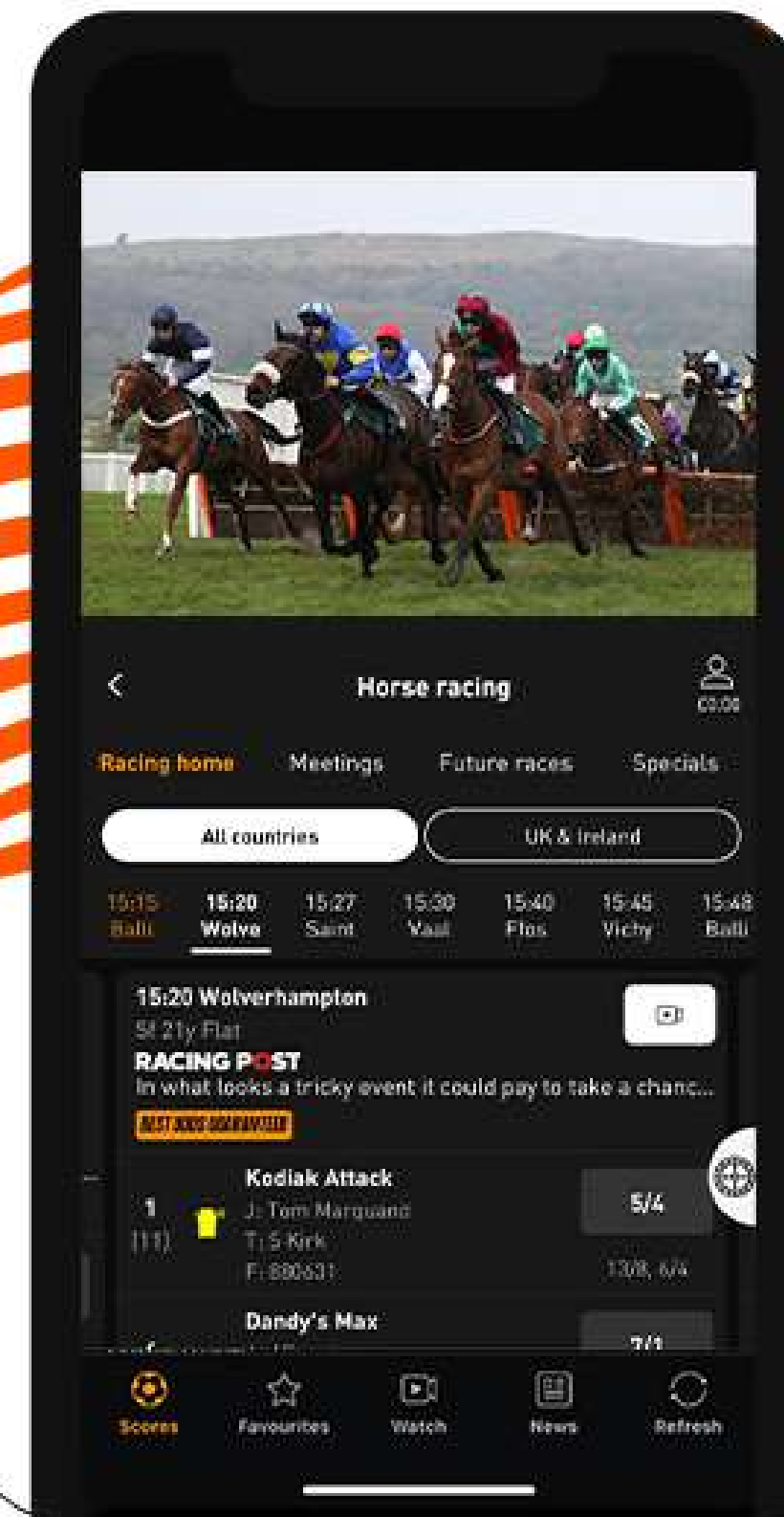
# LIVE IN-PLAY BETTING



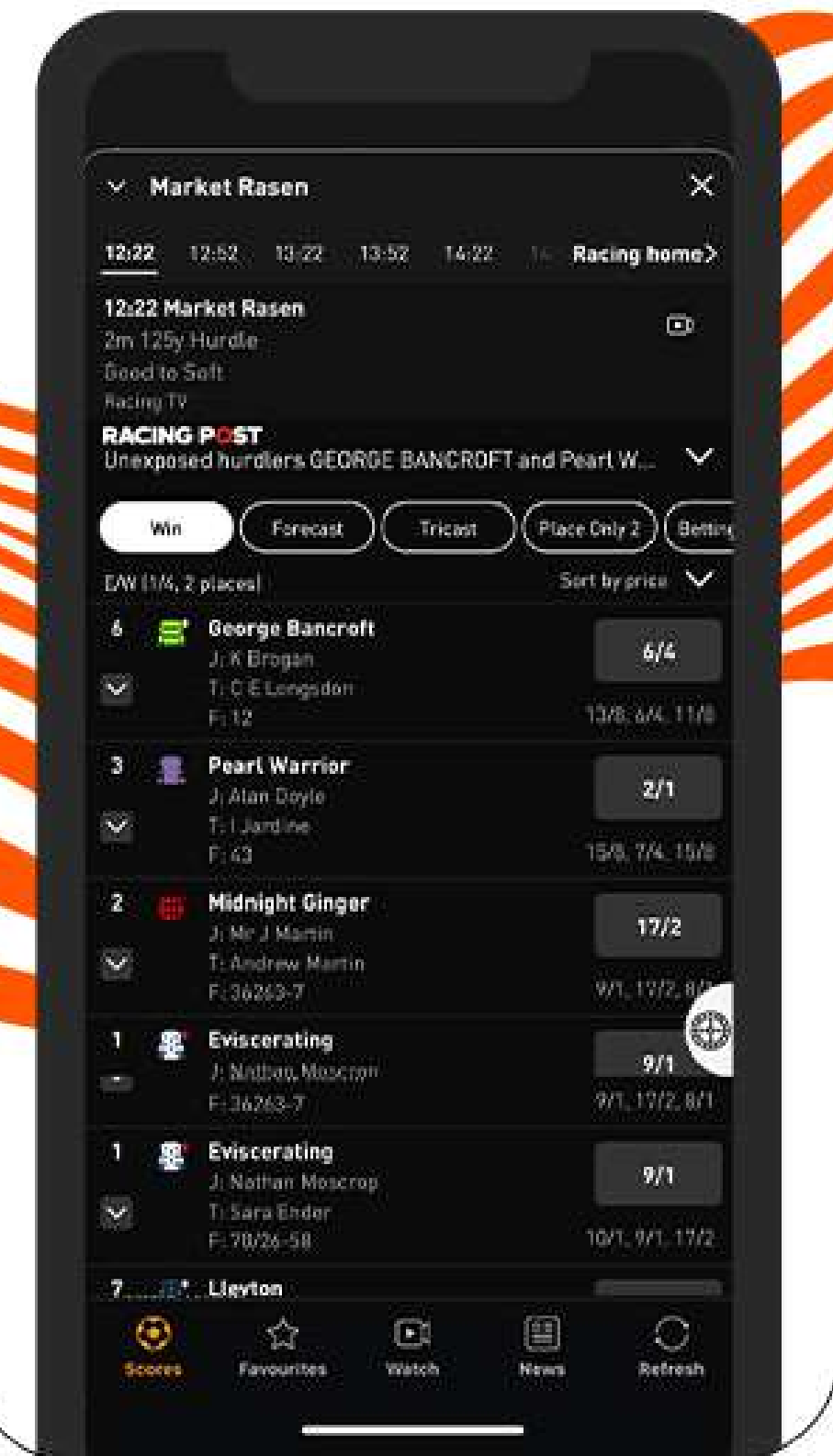
# FREE TO PLAY SQUADS

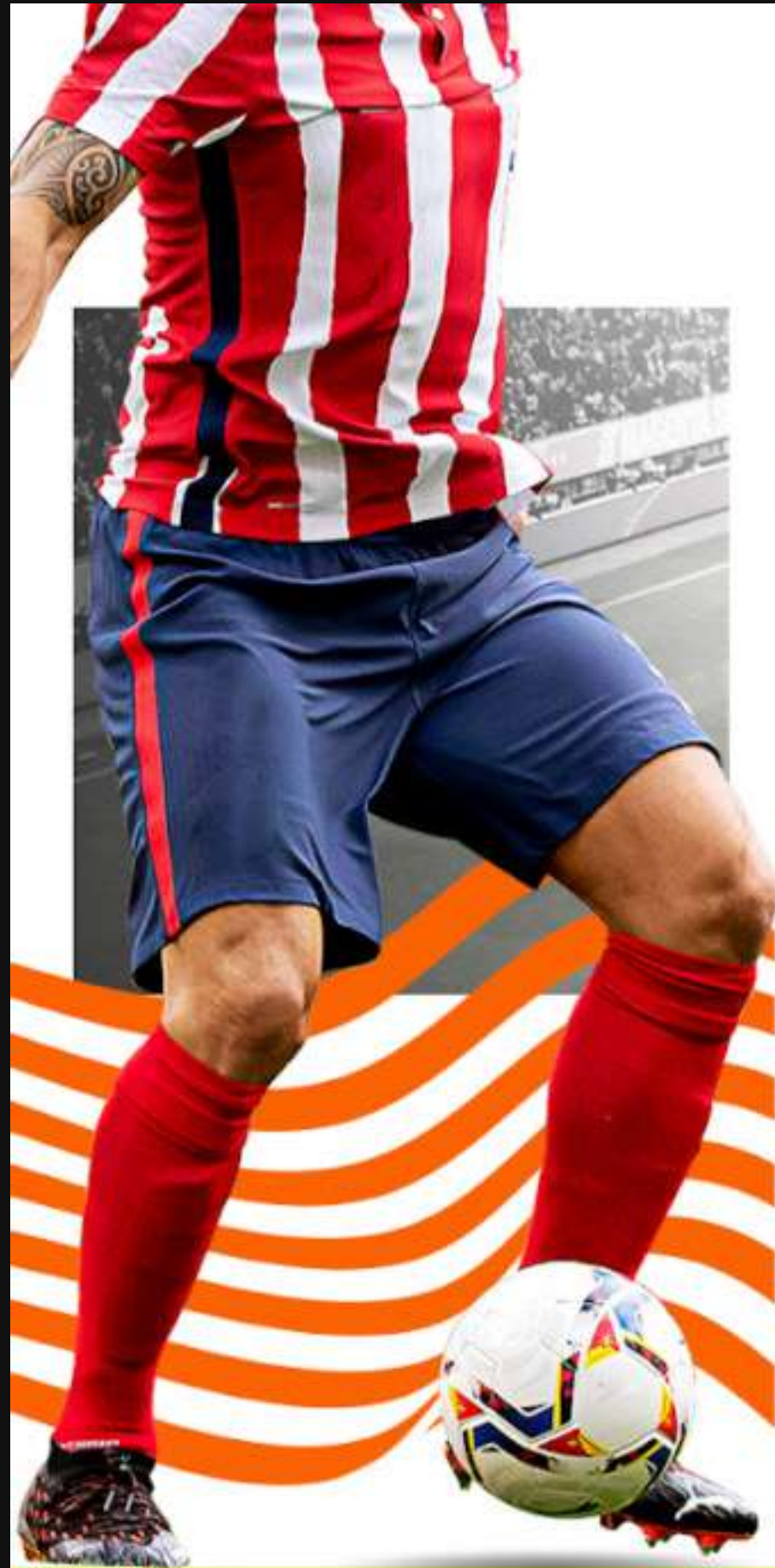


# BET & WATCH HORE RACING



# BEST ODDS GUARANTEED





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# LiveScoreBet™

Football Hockey Basketball Tennis Cricket News Streaming LiveScore Bet **NEW** Settings

LiveScore™ THE SCORES THERE AND THEN Download

Home **LIVE** APR 17 APR 18 APR 19 **TODAY** APR 21 APR 22 APR 23 Like Share

Live ENGLAND - PREMIER LEAGUE APRIL 20 **Livescore Table**

ENGLAND - PREMIER LEAGUE	P	GD	PTS
1 Manchester City	32	44	74
2 Manchester United	32	29	66
3 Leicester City	31	18	56
4 West Ham United	32	11	55
5 Chelsea	31	19	54
6 Liverpool	32	16	53
7 Tottenham Hotspur	32	17	50
8 Everton	31	3	49
9 Arsenal	32	8	46
10 Leeds United	32	0	46
11 Aston Villa	30	10	44
12 Wolverhampton Wanderers	32	-9	41
13 Crystal Palace	31	-19	39
14 Southampton	31	-17	36
15 Newcastle United	32	-18	35
16 Brighton & Hove Albion	31	-5	33
17 Burnley	32	-19	33
18 Fulham	33	-18	27
19 West Bromwich Albion	31	-31	24
20 Sheffield United	32	-39	14

ENGLAND - CHAMPIONSHIP APRIL 20

ENGLAND - LEAGUE 1 APRIL 20

ENGLAND - LEAGUE 2 APRIL 20

WELCOME OFFER

**GET £20**

IN FREE BETS WHEN YOU BET £10

Join here

\*New members. £10 non-deposit bet on sportsbook, placed & settled at 1.1 or odds within 14 days of sign-up. Max profit of £20 (incl. 2.00 commission). £10 Free Bet Tokens, except on 7 days, valid for 7 days from acceptance (see Terms & Conditions). Stake not returned. Click for Rules & Exclusions. Bet Responsibly. @GambleAware.org

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WELCOME OFFER

# LiveScoreBet™

**LiveScoreBet™**  
**SQUADS**

- REVEAL PLAYERS
- THEY SCORE
- YOU SCORE

[Play here](#)



**FIRST ROUND**

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**LiveScore™** THE SCORES THERE AND THEN

Download

Home **LIVE** APR 17 APR 18 APR 19 **TODAY** APR 21 APR 22 APR 23

England **ENGLAND - PREMIER LEAGUE** APRIL 20

Spain **ENGLAND - CHAMPIONSHIP** APRIL 20

Italy 18:00 Brentford ?-? Cardiff City

Germany 18:00 Norwich City ?-? Watford

France 19:00 Preston North End ?-? Derby County

Netherlands 19:00 Sheffield Wednesday ?-? Blackburn Rovers

Scotland 19:00 Swansea City ?-? Queens Park Rangers

Champions League

Europa League

Euro 2020

World Cup

UEFA Nations League

UEFA Women's CL

Euro Women

Euro U-21

Africa Cup of Nations

African Nat. Champ.

Copa America

CONCACAF Nat. Lea...

International

Africa

Asia

CONCACAF

Oceania

South America

Olympics Men

Euro U-21

ENGLAND - LEAGUE 1 APRIL 20

18:00 Swindon Town ?-? Portsmouth

19:00 AFC Wimbledon ?-? Oxford United

19:00 Accrington Stanley ?-? Doncaster Rovers

19:00 Bristol Rovers ?-? Milton Keynes Dons

19:00 Burton Albion ?-? Lincoln City

19:00 Northampton Town ?-? Ipswich Town

19:00 Rochdale ?-? Blackpool

19:00 Shrewsbury Town ?-? Wigan Athletic

19:45 Fleetwood Town ?-? Crewe Alexandra

19:45 Hull City ?-? Sunderland

19:45 Peterborough United ?-? Gillingham

19:45 Plymouth Argyle ?-? Charlton Athletic

ENGLAND - LEAGUE 2 APRIL 20

19:00 Rotherham ?-? Doncaster


19:00 Burton Albion ?-? Lincoln City

Livescore Table

	P	GD	PTS
1 Manchester City	32	44	74
2 Manchester United	32	29	66
3 Leicester City	31	18	56
4 West Ham United	32	11	55
5 Chelsea	31	19	54
6 Liverpool	32	16	53
7 Tottenham Hotspur	32	17	50
8 Everton	31	3	49
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13 Crystal Palace	31	-19	38
14 Southampton	31	-17	36
15 Newcastle United	32	-18	35
16 Brighton & Hove Albion	31	-5	33
17 Burnley	32	-19	33
18 Fulham	33	-18	27
19 West Bromwich Albion	31	-31	24
20 Sheffield United	32	-39	14

**PLAY NOW FOR FREE\***

\*1x Player revealed in-game each day, max of 5 players per round of fixtures. Cash amount for each goal scored by players. Cash amount decided by wheel, credited as withdrawable cash. Click here for full rules.



19 • 03 • 2021

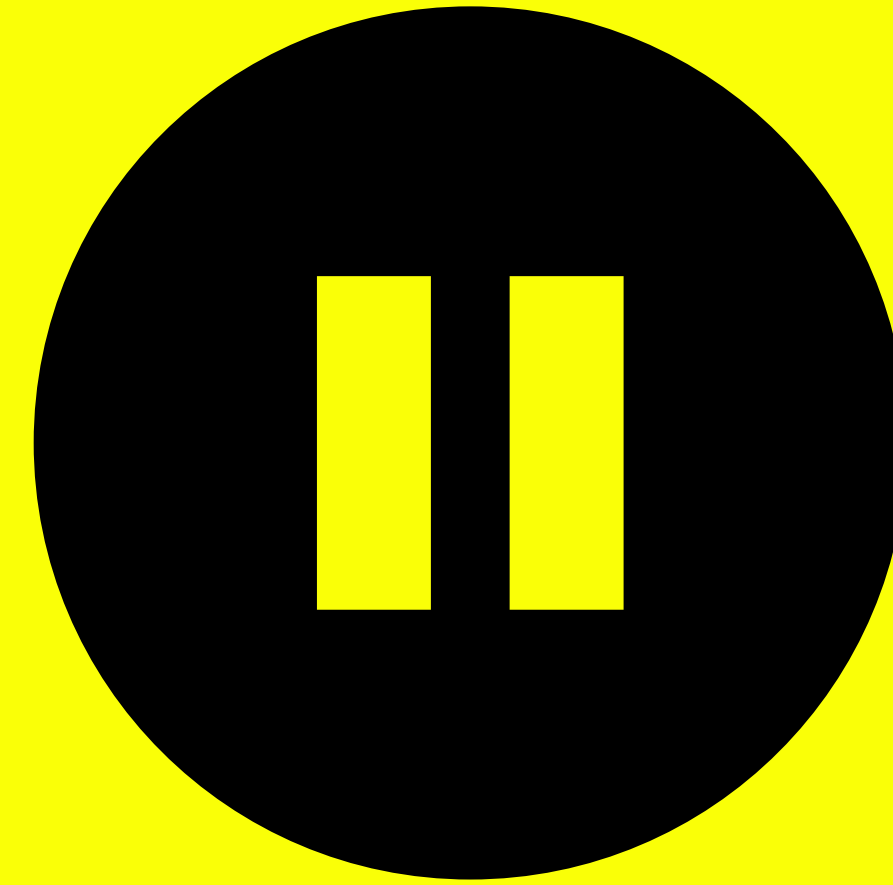
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# SECTION TEN : TAKE TIME TO THINK

## TAKE TIME TO THINK

The full TTT guidelines and assets can be found here:

[TTTT Drop Box](#)



# TAKE TIME TO THINK™

[taketimetothink.co.uk](http://taketimetothink.co.uk)

# TAKE TIME TO THINK

Members of the Betting & Gaming Council are encouraged to include our responsible gambling branding “Take Time To Think” into the following communications:

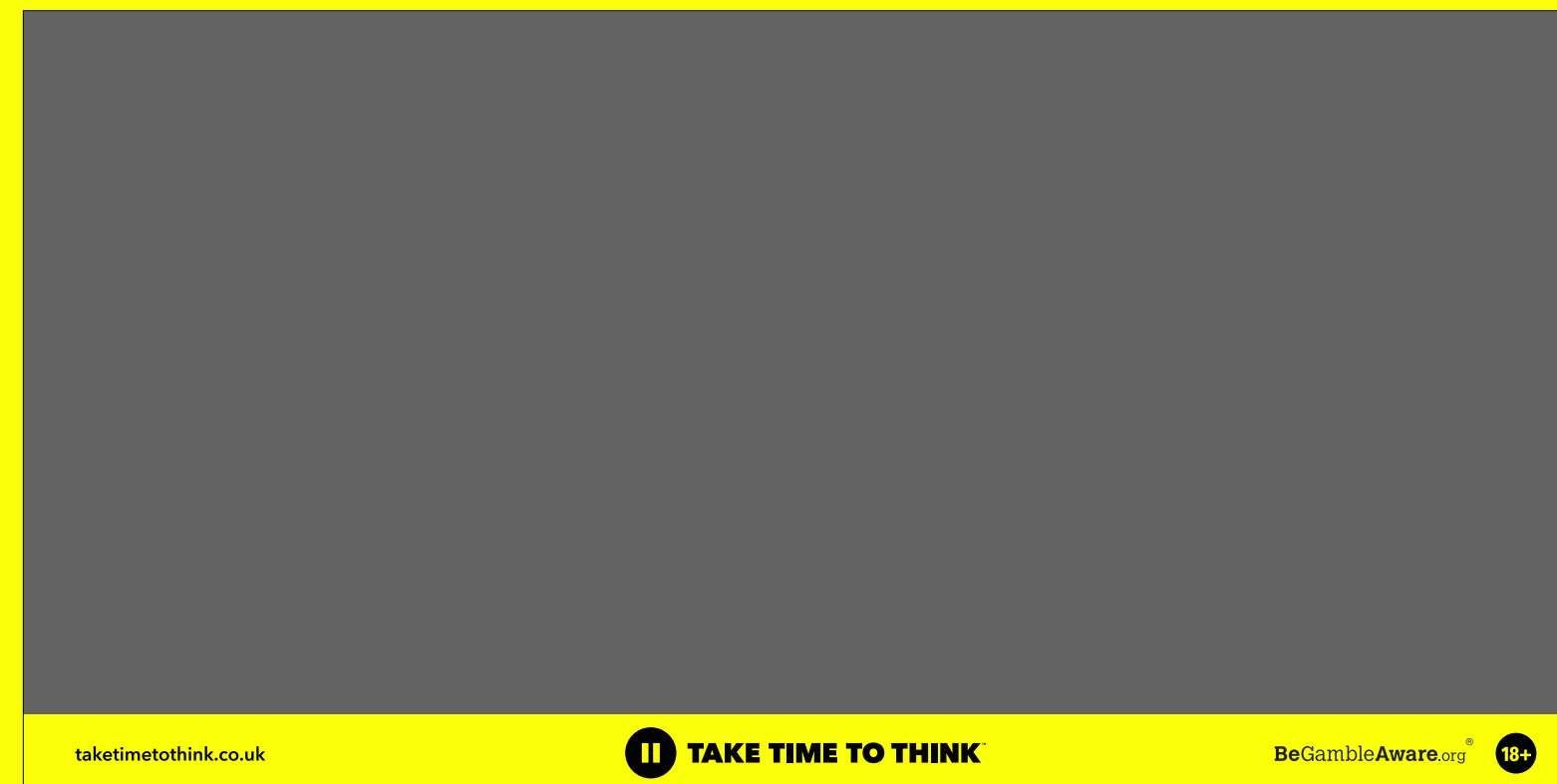
- 20% of the total area of all show window posters
- 20% of the total area of all co-branded TV end frames OR the full static end frame
- Add the animated end frame on all digital ads (where the slot has no time limit) i.e. YouTube and social posts
- 10% of the total area of all press adverts
- Own web and social applications as appropriate
- Email footer

Members are also advised where appropriate to include the branding into:

- 10% of the total area of all outdoor adverts
- 10% of sponsorship packages



TV - 20% of total endframe area



48 Sheet - 10% of total advertisement area



POS - 20% of total poster area



POS - 100% of total endframe area



# THANK YOU

For more information please contact:

Brand:  
Rebecca Herd  
[bex.herd@livescore.com](mailto:bex.herd@livescore.com)

Design:  
Tyler Shikatani  
[tyler.shikatani@livescore.com](mailto:tyler.shikatani@livescore.com)