



BRAND STYLE GUIDE

Welcome to the Virgin Bet Style Guide.
This guide outlines how the brand
elements should come together to keep
everything consistent, looking great and
most importantly, Virgin.

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BRAND PILLARS AND PERSONALITY

PURPOSE

Everyone can feel like a winner

Why we exist and what

MISSION

To be the most loved sportsbook

What we want to achieve

PROMISE

A more rewarding betting experience

What defines us vs the competition

PILLARS

<p>ACCESSIBLE</p> <p>We're here to challenge the traditional category rules, creating a sense of community that will appeal to a broad audience. It means being customer focused, inclusive and transparent in everything we do.</p>	<p>PERSONALLY REWARDING</p> <p>We'll redefine what 'winning' means in our market by extending Virgin benefits to our customers. By delivering lifestyle rewards through our loyalty scheme, we'll build long-term relationships and a more rewarding customer experience.</p>	<p>ENTERTAINMENT</p> <p>We'll make every customer feel good about their experience with us. By delivering innovative promotions and surprise and delight moments, we'll maximise every second of engagement in a truly responsible way.</p>
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Our core proposition

VIRGIN VALUES

Straight up	Delightfully Surprising	Heartfelt Service	Red Hot Relevance	Smart Disruption	Insatiable Curiosity
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Backbone of our master brand

PERSONALITY

Straightforward	Go-getting	Contemporary/fresh	Touch of wit
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Ensuring consistency in comms through defined traits

CREATIVE PLATFORM

A GOOD BET

Bringing the framework to life

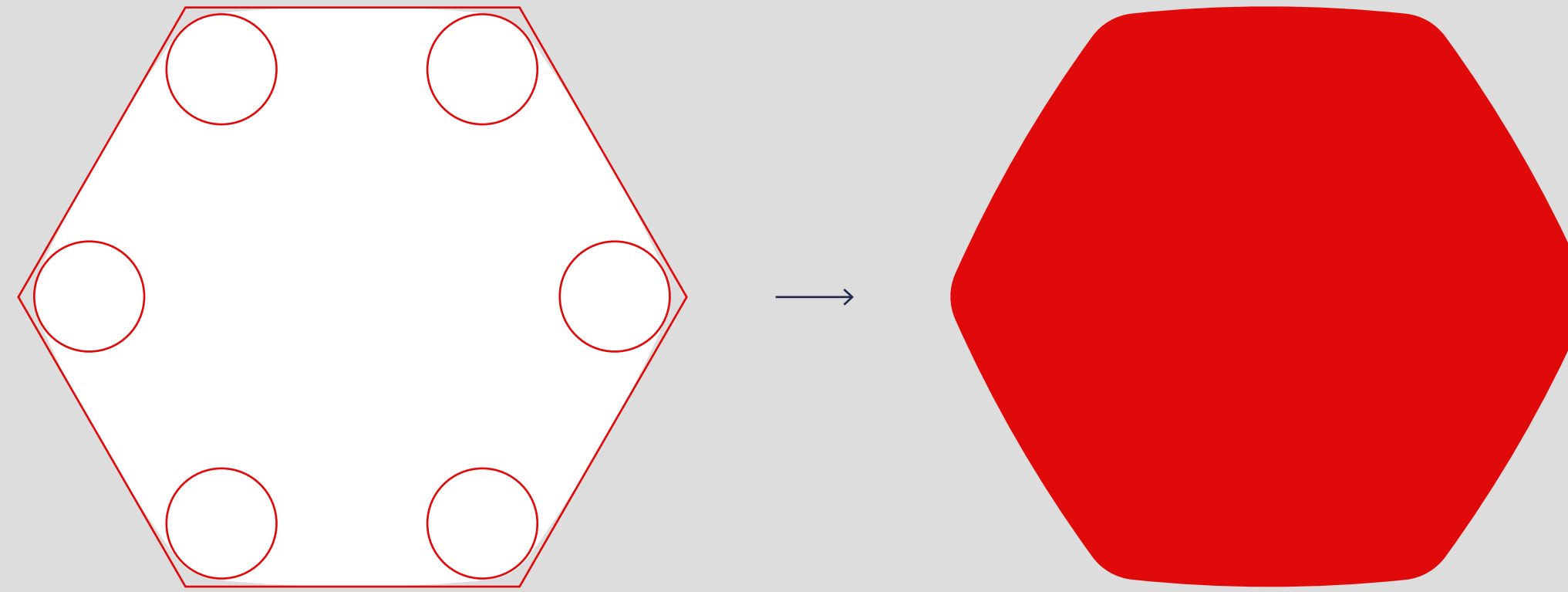
LOGO

Introducing the Virgin Bet logo

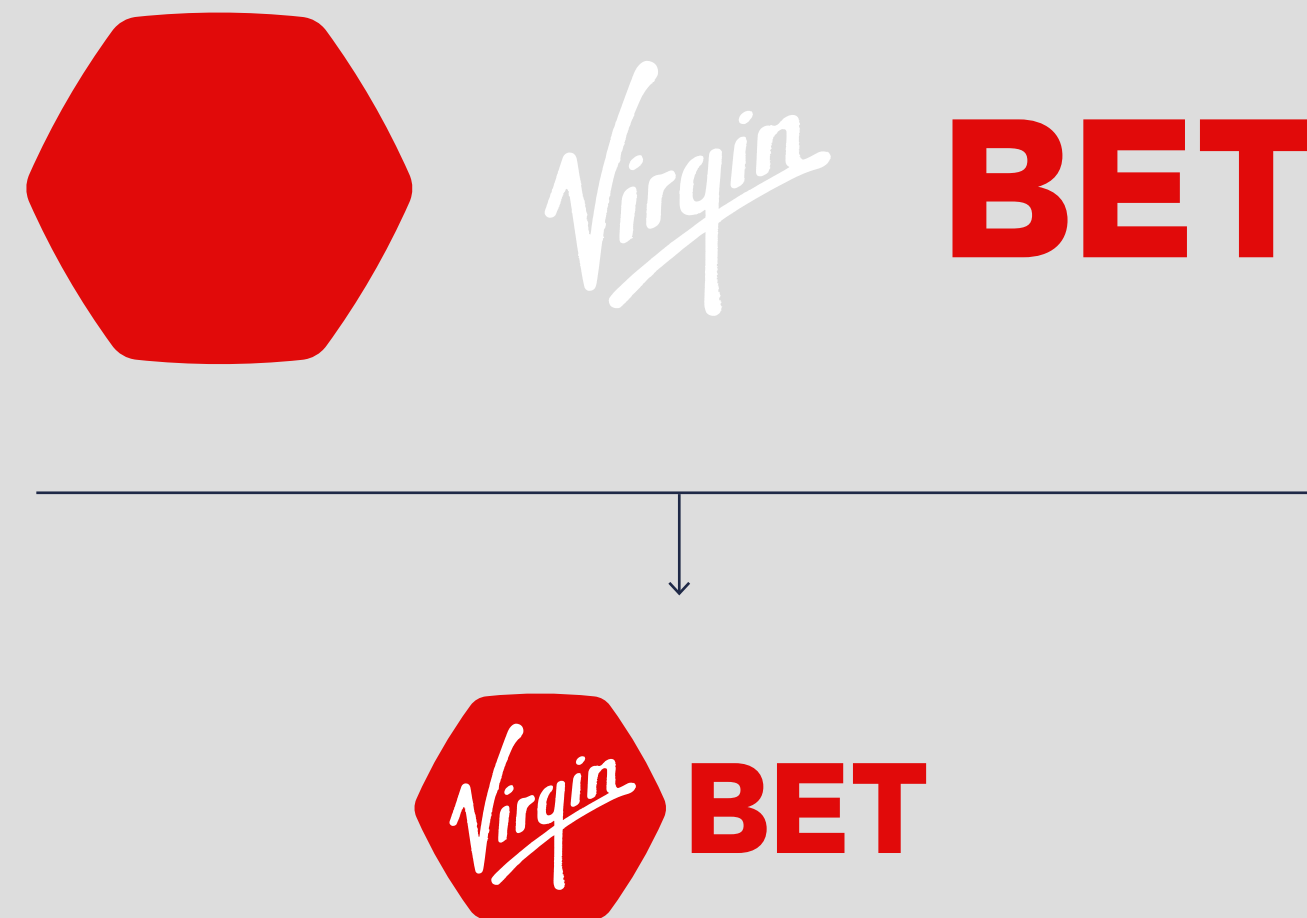
Our logo comes from the hexagon patches on a classic football. Its simple shape makes it the perfect holding device for the Virgin script.

The solid and confident shape forms the foundation of the rest of the visual identity and connects the brand with the sport world.

OUR HOLDING SHAPE



LOGO COMPONENTS



INSPIRATION



There are three logo lock-ups available

There are three versions of the logo that can be used across Virgin Bet applications.

Primary. We have a horizontal and a vertical logo. You can use whichever fits your design best. However, the vertical logo is preferred for smaller use cases.

Secondary. The extended logo should only be used in cases where the canvas is extremely narrow (i.e. perimeter boards). You must request approval from Virgin Group in order to use this logo on your design.



SECONDARY VERSION



Clear space and sizing

Clear space

To keep the logo legible, leave a clear space of at least a full B on the primary logos and half a B on the extended version. This space is to be kept free of other graphic elements or type.

Minimum size

Do not use the primary horizontal logo at sizes smaller than 25mm / 95px width.

Do not use the primary vertical logo at sizes smaller than 15mm / 42px width.



25MM / 95PX (MINIMUM SIZE)



15MM / 42PX (MINIMUM SIZE)

SECONDARY VERSION



Logo colourways

There are three different colour versions of our logos to be used appropriately across Virgin Bet applications.

1 Full red

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

2 Reversed version

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

3 Single colour black

When the logo needs to be used in restricted print applications, such as single colour printers, a single colour version is available.

1



2



3



A Good Bet Logo Lock-Up

How to use

The lock up should **only be used** where we are adding our brand experience. For more guidance on use cases see **slide 69**.

Select the optimal logo lockup based on its position within your creative. When used in animated applications, always apply the lockup to both the intro and end screens, using the animated logo reveal where possible. If the provided space is insufficient, eliminate "AGB" and utilize the standard logo.

Clear space

To keep the logo legible, leave a clear space of at least a full B on the logo lock-ups. This space is to be kept free of other graphic elements or type.

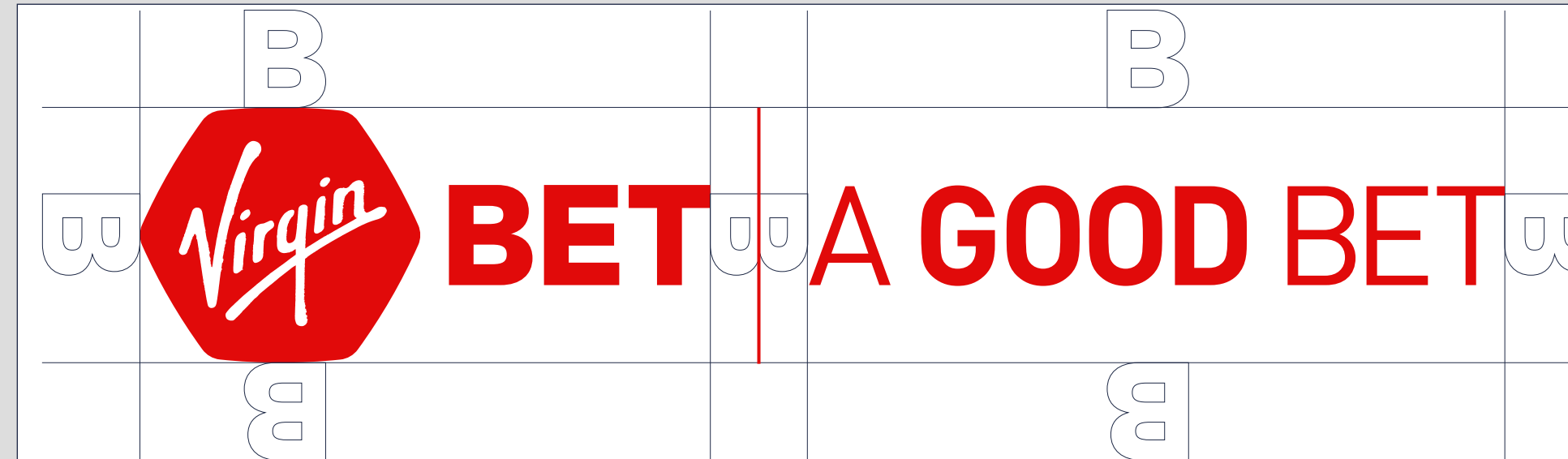
Minimum size

Do not use the horizontal logo at sizes smaller than 62mm / 237px width.

Do not use the stacked horizontal logo at sizes smaller than 72mm / 120px width.

Do not use the vertical logo at sizes smaller than 25mm / 70px width.

A GOOD BET LOCK-UP OPTIONS



62MM / 237PX (MINIMUM SIZE)



42MM / 120PX (MINIMUM SIZE)

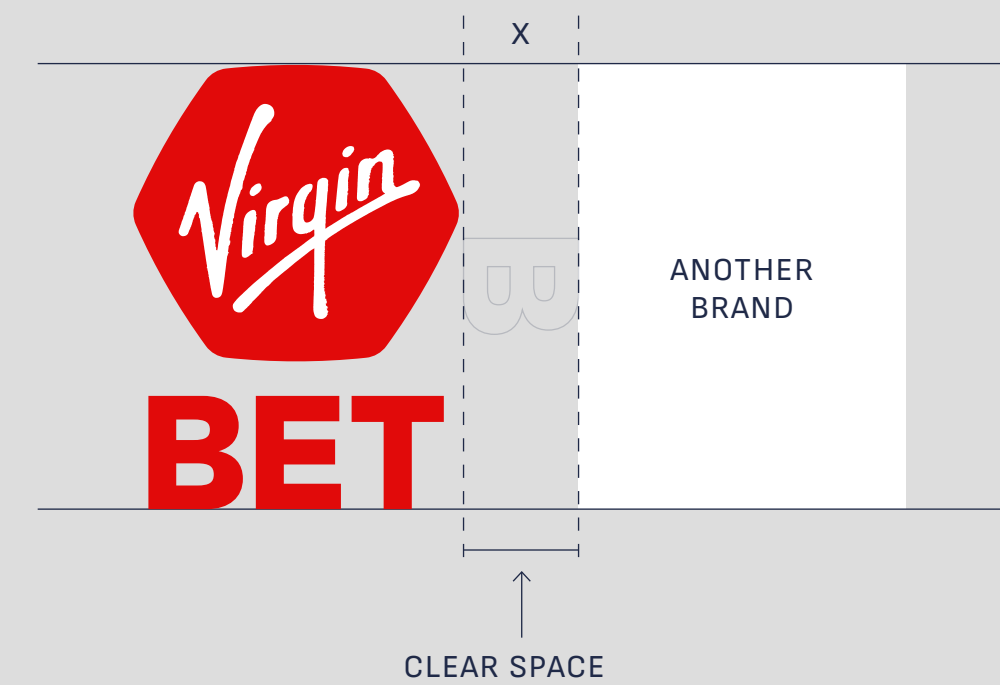
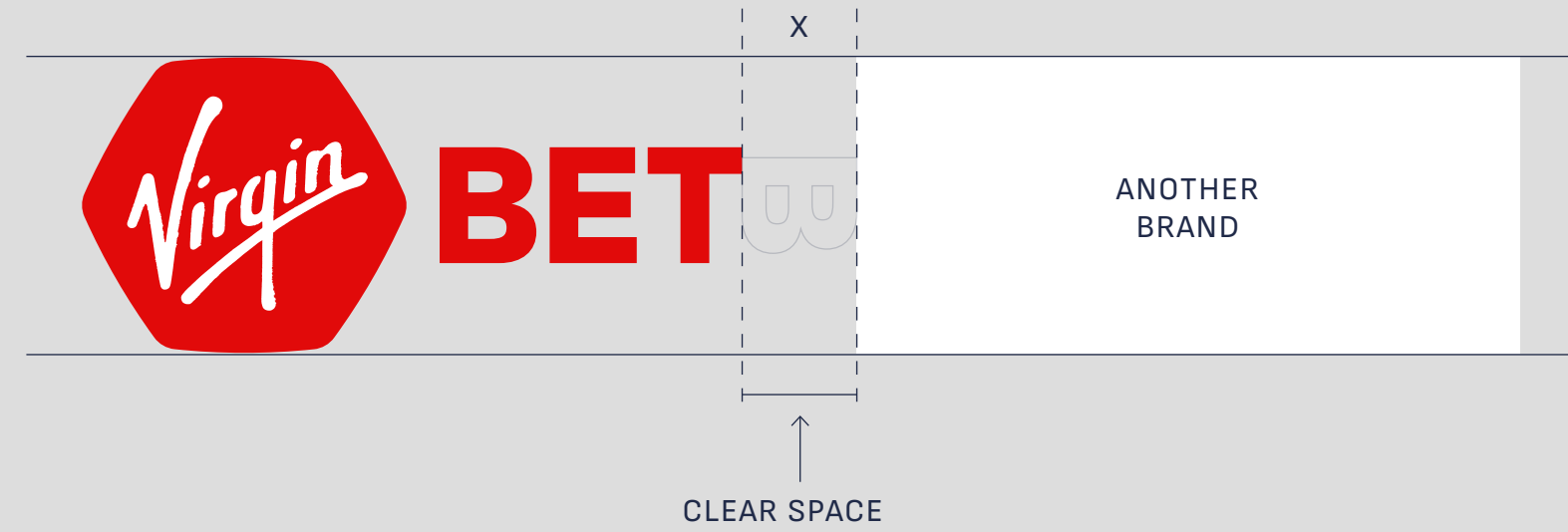


Partnership lockups

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

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 lockups.



Logo don'ts

- 1 Don't change the size of BET
- 2 Don't mix colours
- 3 Don't rotate the logo
- 4 Don't remove BET from the lock-up
- 5 Don't crop the logo
- 6 Don't add effects to the logo
- 7 Don't use any other typefaces
- 8 Don't use secondary colours on the logo
- 9 Don't apply our pattern over the logo

1



2



3



4



5



6



7



8



9



The animated logo

An animated version of the logo is available to use on digital applications.

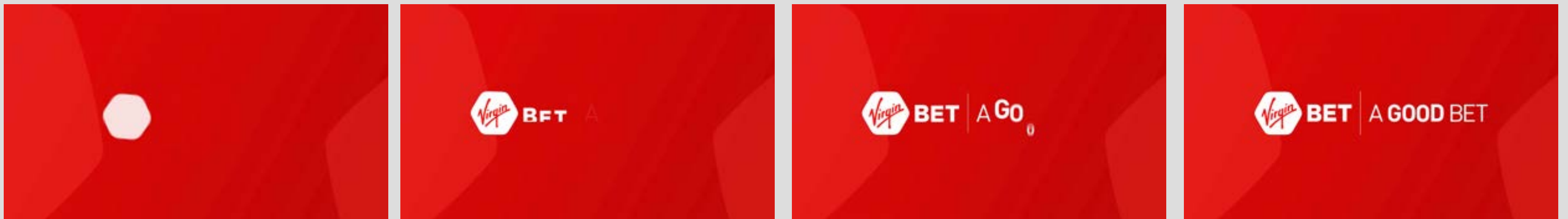
INTRO



OUTRO



A GOOD BET



TYPOGRAPHY

Introducing our typefaces

Our two typefaces are combined to create impact and clear hierarchy within our compositions.

We use these to create consistency and clarity across our brand. The canvas and messaging will dictate which style is most appropriate for each application.

BEBAS NEUE MAKES A STATEMENT

Sofia Sans
makes things clear

Each typeface has a purpose

Bebas Neue

Bebas Neue Regular is used for headlines. The confident and condensed letters create an impact on even the smallest canvases.

Sofia Sans

We use Sofia Sans Medium for descriptors, body copy and disclaimers. Any paragraph that needs clarity or contains a lot of information should be set in Sofia Sans Regular.

Descriptor, Body Text, and Body Text Call Outs

The **DESCRIPTOR** style should only be used for short matter-of-fact statements, roughly two lines and under. When the copy exceeds two lines it should be treated as **BODY TEXT** and changed to sentence case. When calling out certain words within body copy, change text to **UPPERCASE BLACK**

High priority

Headline

**BLACKBURN, BOLOGNA &
RB LEIPZIG EACH TO LEAD
AT HALF TIME**

Descriptor

AVAILABLE ON ALL SPORTS

Body text

Bet on any of today's **PREMIER LEAGUE** matches. And we won't ask you to split the winnings.

Disclaimer

New members. £10 min deposit & bet on sportsbook, placed and settled at 1.5 min odds within 14 days of sign-up. Win part of FAV beta. 2 non-withdrawals £10 Fine Bet Tokens accept in 7 days from acceptance (ex. EMWs & Multiples) stakes not returned.

Low priority

Bebas Neue

Our primary typeface

We use Bebas Neue for our headings and display sized copy.

BIG HEADLINE

**BLACKBURN, BOLOGNA &
RB LEIPZIG EACH TO LEAD
AT HALF TIME**

Left-aligned

100% line-height

0 tracking

CAPS

HEADLINE AND SUBHEADER

GET A £10 FREE BET
WHEN YOU PLACE TWO £10+ ACASS*

Left-aligned

100% line-height

0 tracking

CAPS

CHARACTER SET

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**1234567890
\$€£?!#%&@**

Sofia Sans

Our secondary typeface

Sofia Sans is an open, friendly and easy to read font, best used for body copy and longer paragraphs.

We use Sofia Sans Regular, Medium and Black for the majority of our communications.

DESCRIPTOR

TREBLE | AVAILABLE UNTIL 7:30PM

Left-aligned

100% line-height

0 tracking

CAPS

BODY COPY

Bet on any of today's **PREMIER LEAGUE** matches. And we won't ask you to split the winnings. Virgin Bet FIVES is free and simple to play. Log in to view the FIVES page, where you'll get the chance to reveal up to five players.

Left-aligned

130–140% line-height

0 tracking

DISCLAIMER

*New members. £10 min deposit & bet on sportsbook, placed and settled at 1.5 min odds within 14 days of sign-up. Win part of FAV beta. 2 non-withdrawals £10 Fine Bet Tokens accept in 7 days from acceptance (ex. EMWs & Multiples) stakes not returned.

Left-aligned

120–130% line-height

0 tracking

RECOMMENDED WEIGHTS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

COLOUR PALETTE

Our approach to colour

Like any Virgin brand, we love our bright Virgin red and have built our palette around it.

The red and blue combo feels intrinsically sporty. The bright teal brings a modern and energetic zap to our brand.



Colour values

The Virgin Bet colour palette is purposefully minimal and consists of Virgin Red as our main colour. White, grey and navy are our secondary colours and teal as an active highlight.

VIRGIN RED

PMS 186C
CMYK 0. 100. 85. 5.
RGB 225. 10. 10.
HEX #E10A0A

VIRGIN RED

VIRGIN WHITE

PMS —
CMYK —
RGB 225. 255. 255.
HEX #FFFFFF

WHITE

VIRGIN GREY

PMS —
CMYK —13. 9. 10. 0.
RGB 288. 228. 228.
HEX #E4E4E4

GREY

VIRGIN NAVY

PMS —
CMYK —93. 84. 44. 45.
RGB 31. 41. 71.
HEX #1F2947

NAVY

VIRGIN TEAL

PMS —
CMYK — 61. 0. 37. 0.
RGB 0. 229. 196.
HEX #00E5C4

TEAL

Colour values of our gradients

Our gradients are used to add a sense of depth and dynamism to our designs.

VIRGIN DARK RED

PMS —
CMYK — 20. 100. 100. 13.
RGB 180. 9. 9.
HEX #B40909

VIRGIN RED

PMS 186C
CMYK 0. 100. 85 . 5
RGB 225. 10. 10
HEX #E10A0A

VIRGIN GREY

PMS —
CMYK —
RGB 288. 228. 228.
HEX #E4E4E4

VIRGIN WHITE

PMS —
CMYK —
RGB 225. 255. 255
HEX #FFFFFF

VIRGIN NAVY

PMS —
CMYK — 93. 84. 44. 45.
RGB 31. 41. 71.
HEX #1F2947

VIRGIN LIGHT NAVY

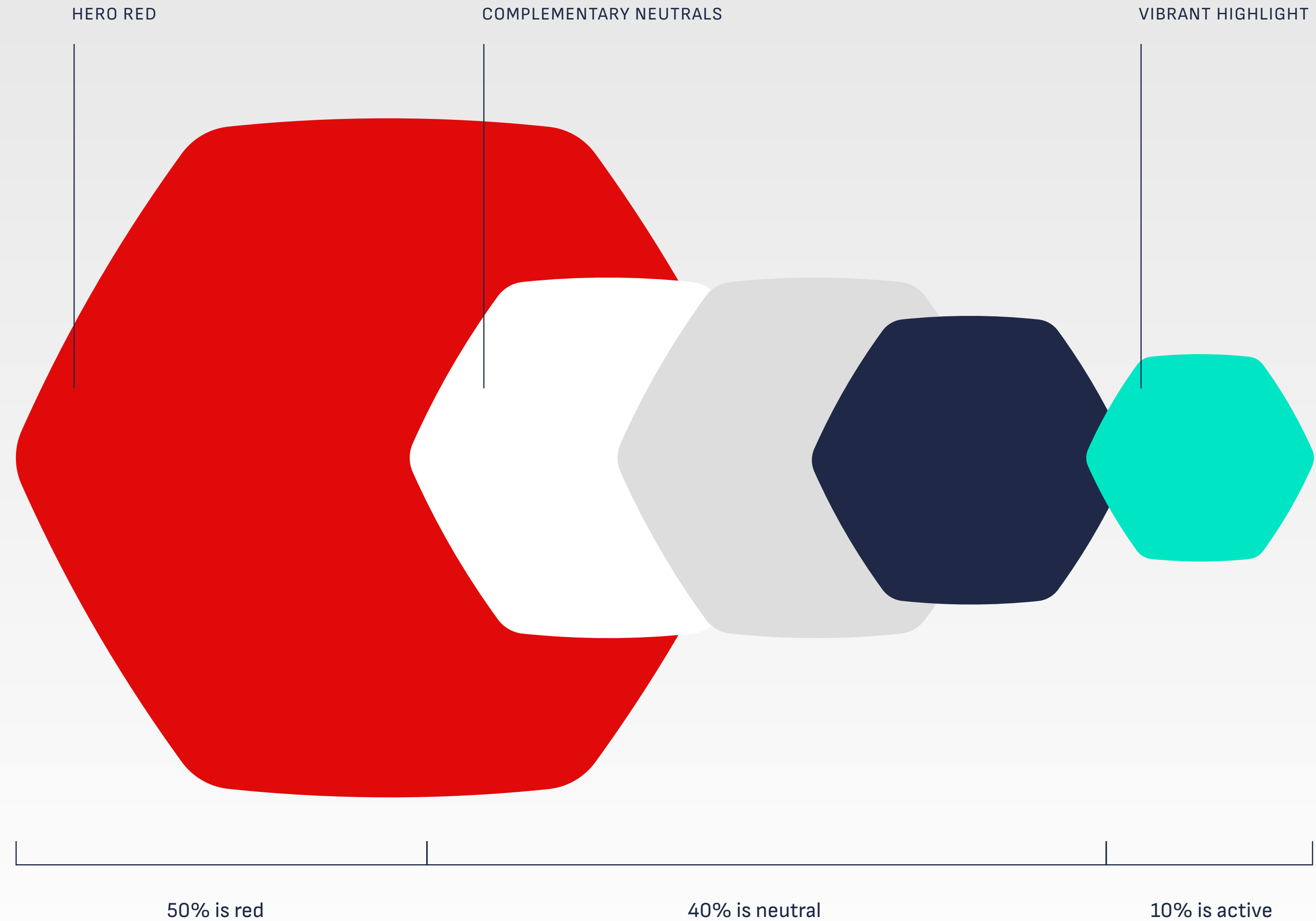
PMS —
CMYK — 91. 81. 32. 19.
RGB 48. 63. 107
HEX #303F6B

Colour ratio

Understanding how we use our colours is essential when implementing a cohesive brand. As a general rule **Virgin Red** is our hero colour. This doesn't mean everything has to be full-on red, but it should be on everything we create to tie in back to our Virgin roots.

White, grey and navy complement the red. They calm it down and help bring clarity and contrast on headlines, buttons and body copy.

Teal is used as an accent colour and should only be used to signify value.

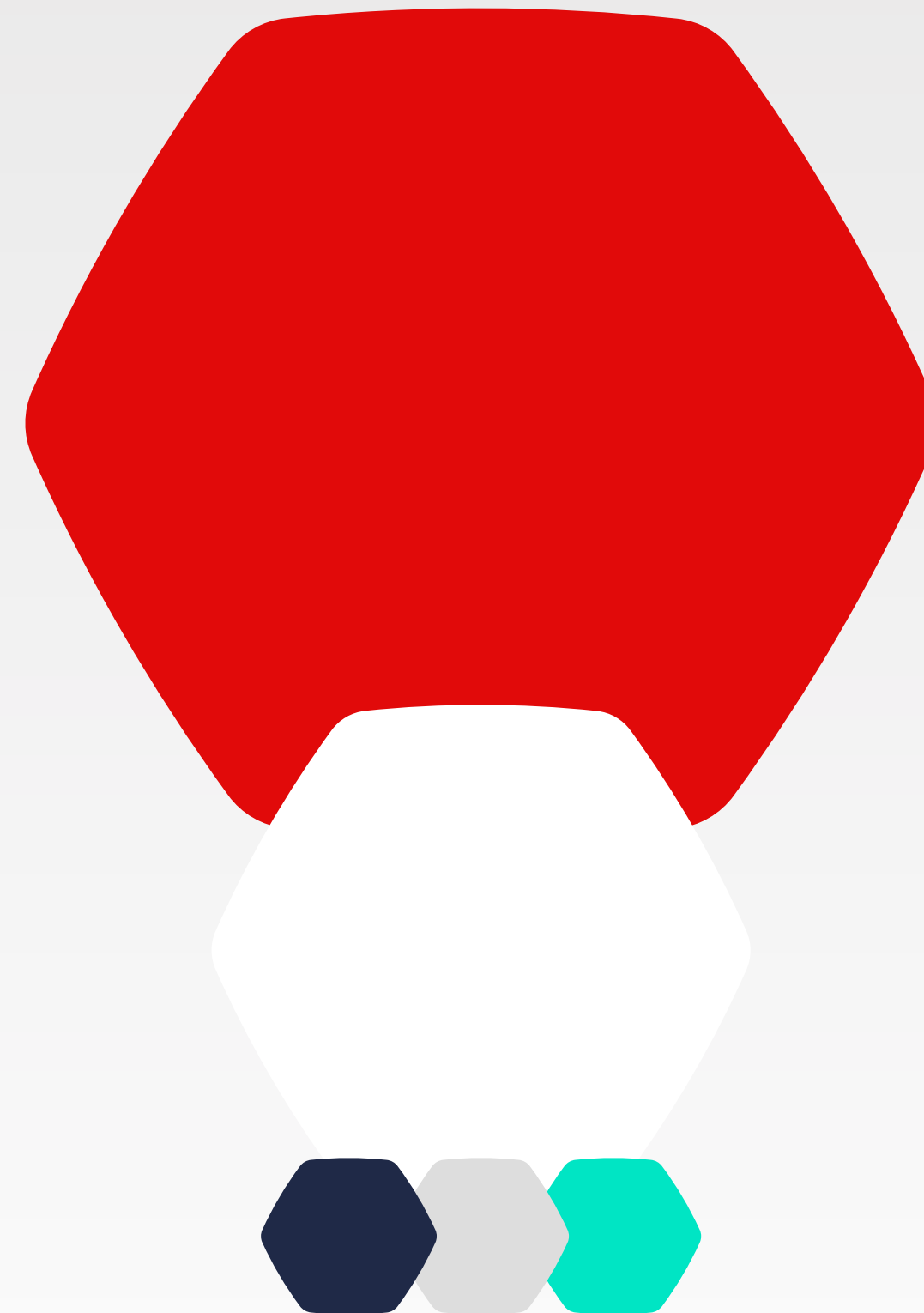


Colour inside and outside the Virgin Bet environments

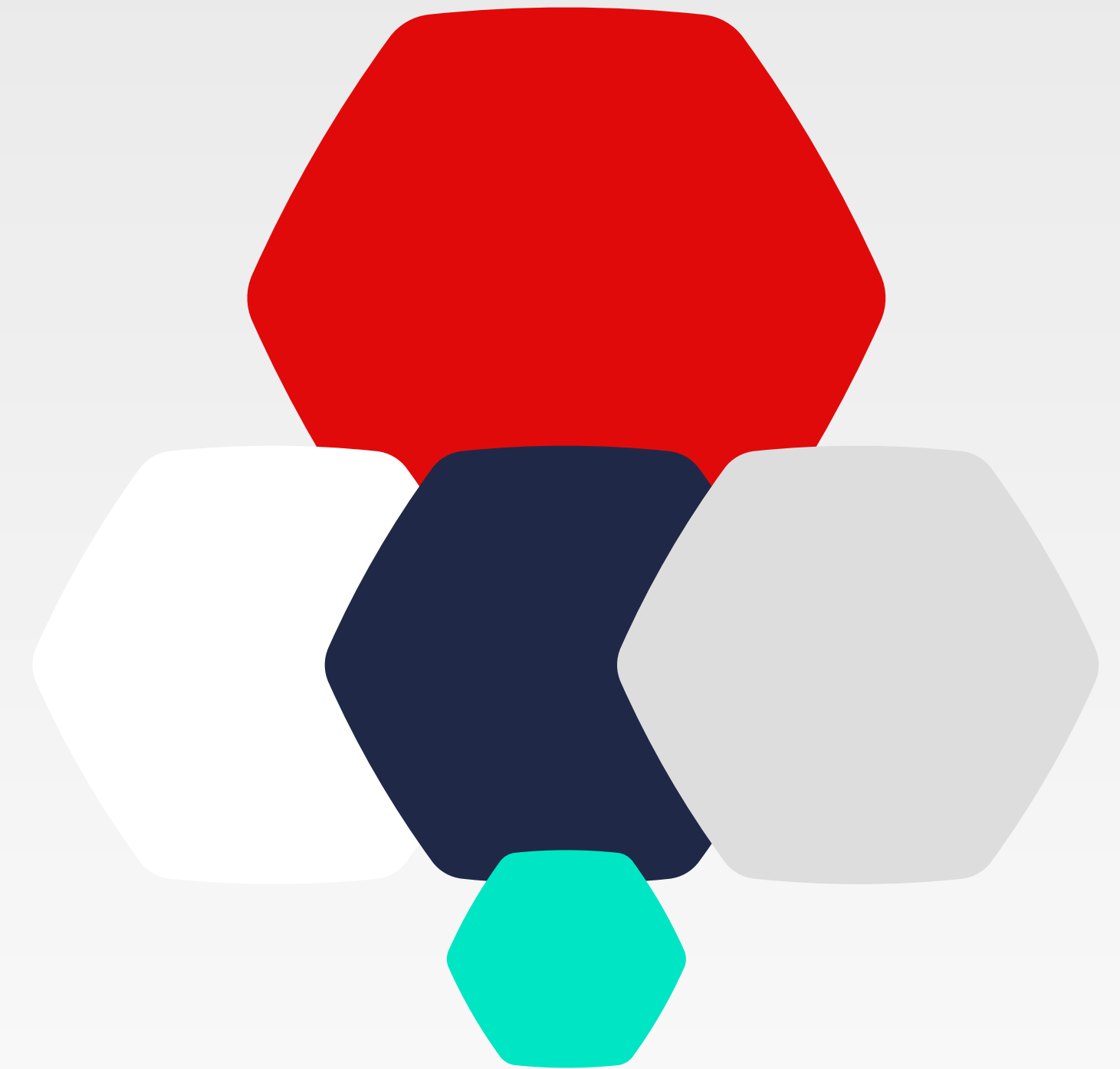
When we are **outside** of the Virgin Bet environments (in adverts on other betting websites, for example) red will be our most important and most used colour. We want the viewer to know it's Virgin! The other colours are used in smaller doses.

When we are **inside** the Virgin Bet environment (our website or our app) we can use red in a much smaller proportion and dial up our secondary colours.

SCENARIO 1
Outside Virgin Bet



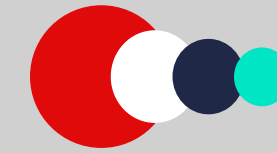
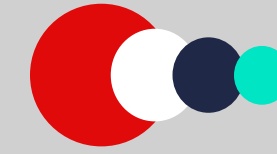
SCENARIO 2
Inside Virgin Bet



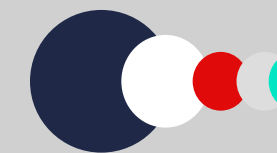
Correct colour usage examples

These schematic examples help visualise correct colour ratios to use inside and outside Virgin branded spaces.

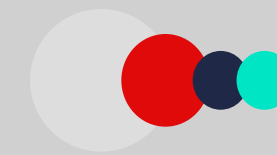
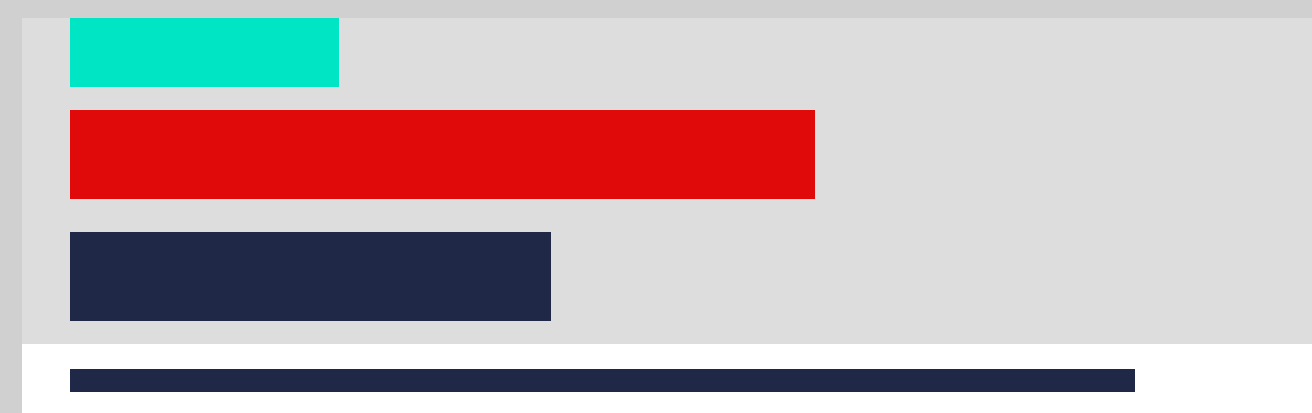
RED BACKGROUND BANNERS EXAMPLES



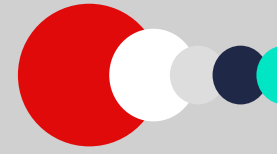
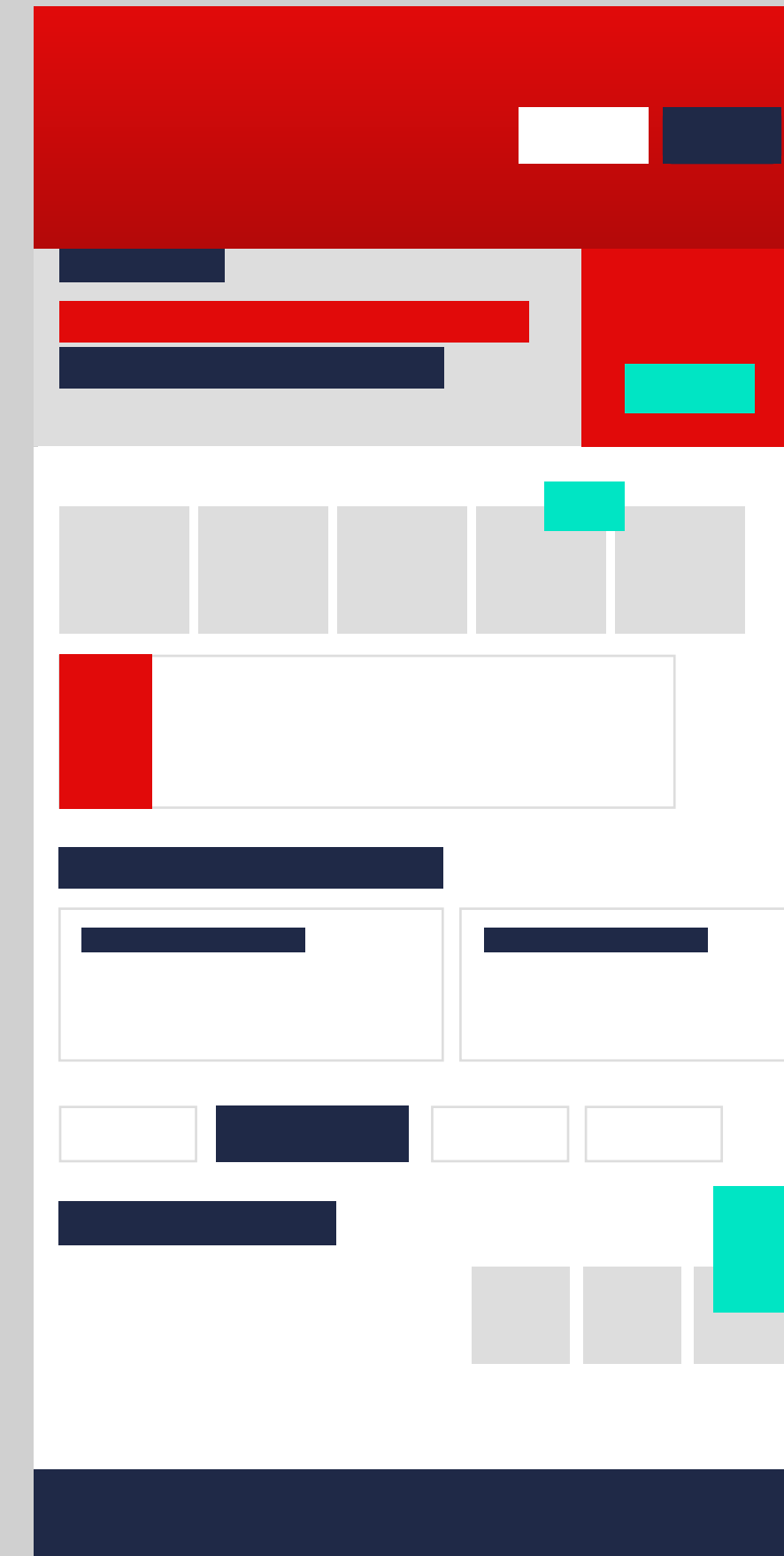
NAVY BACKGROUND BANNERS EXAMPLES



GREY BACKGROUND BANNERS EXAMPLES



UI EXAMPLE

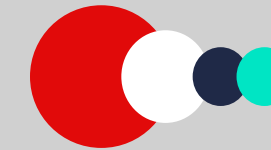
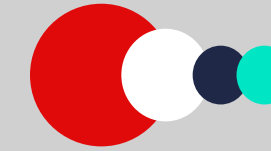


Correct colour usage examples

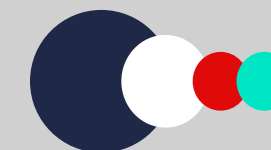
These examples help visualise correct colour ratios to use inside and outside Virgin branded spaces.

The banners with red backgrounds would be used outside of Virgin branded spaces to make sure they feel recognisably Virgin. Inside a Virgin branded space any of these examples would be appropriate.

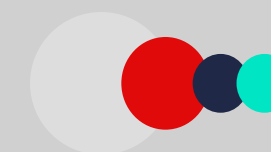
RED BACKGROUND BANNERS EXAMPLES



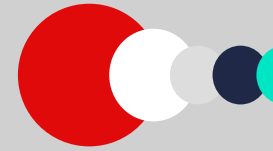
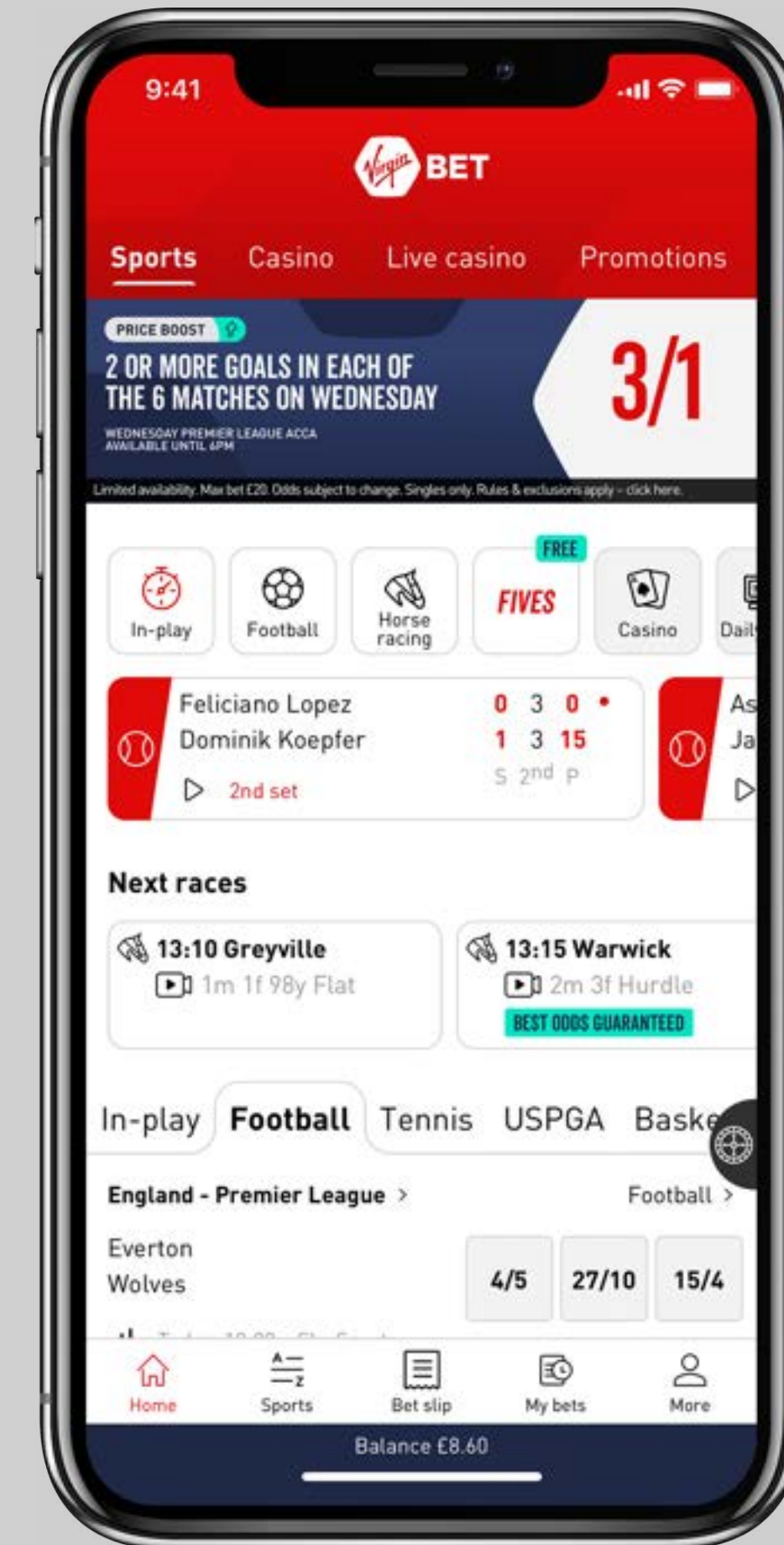
NAVY BACKGROUND BANNERS EXAMPLES



GREY BACKGROUND BANNERS EXAMPLES



UI EXAMPLE



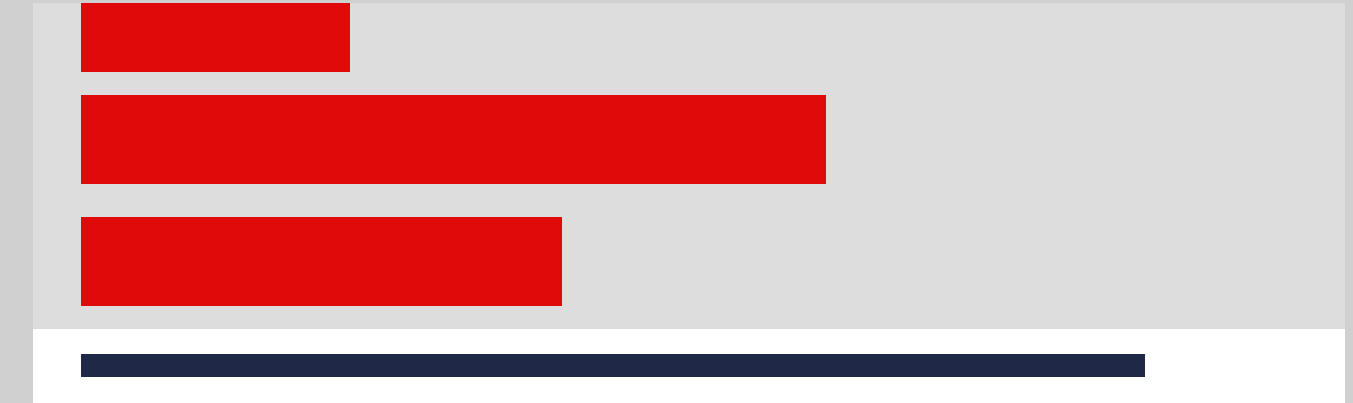
Incorrect colour usage examples

Here are a few examples of what to avoid when using our brand colours.

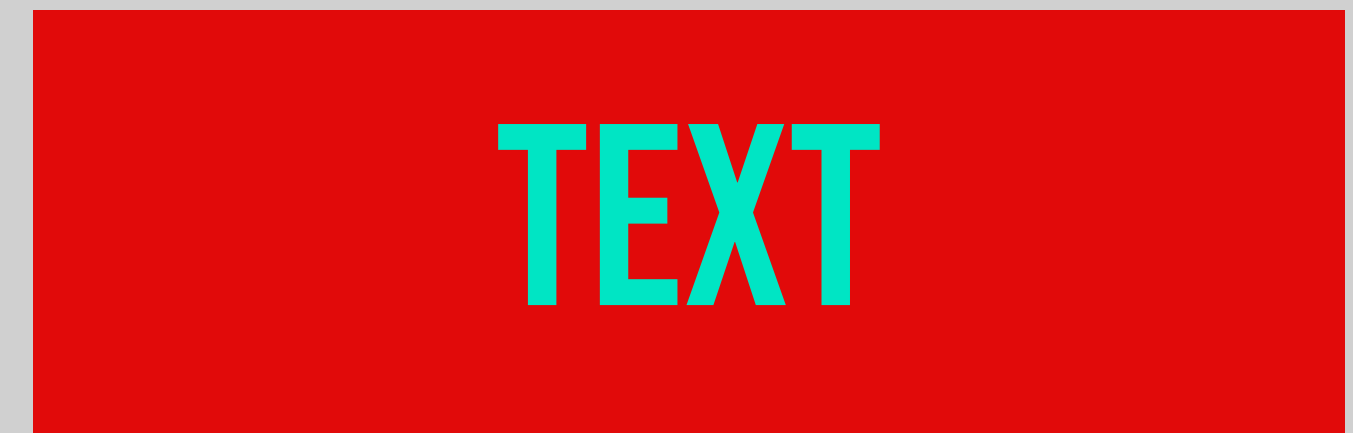
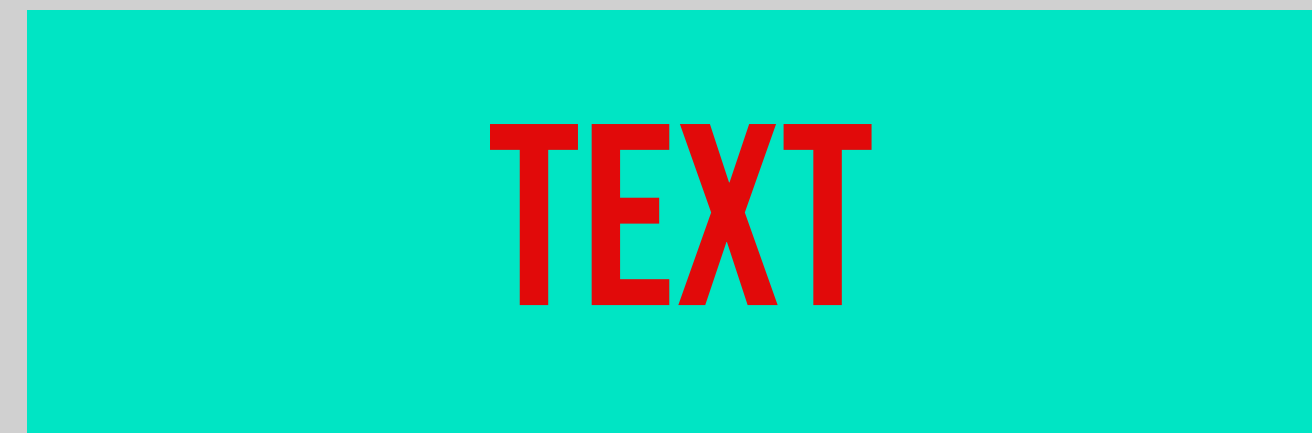
TEAL SHOULD ONLY BE USED IN SMALL DOSES



TRY AND USE AT LEAST THREE COLOURS IN OUR PALETTE



INCORRECT TEXT AND COLOUR COMBOS



CALL TO ACTION

CTA Rules and colours

These are the standard CTA's to use across the marketing material.

Font: Sofia Sans Extra Bold Uppercase

CTA FOR BLUE & GREY BACKGROUNDS



70PX MINIMUM SIZE

CTA FOR RED BACKGROUNDS



280PX MAXIMUM SIZE

INCORRECT TEXT AND COLOUR COMBOS



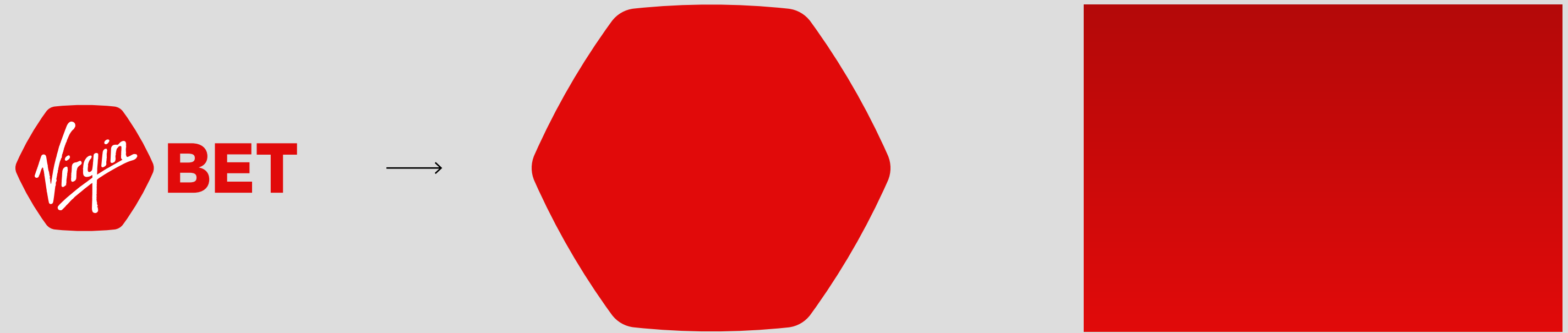
GRAPHIC PATTERN

Introducing our brand pattern

Our brand pattern brings our logo holding shape to life. With it we can create visually rich backdrops that can be changed to suit the sport, canvas and messaging.

Combining the flat hexagonal shapes with our gradient we achieve a sense of depth and activity.

PATTERN COMPONENTS

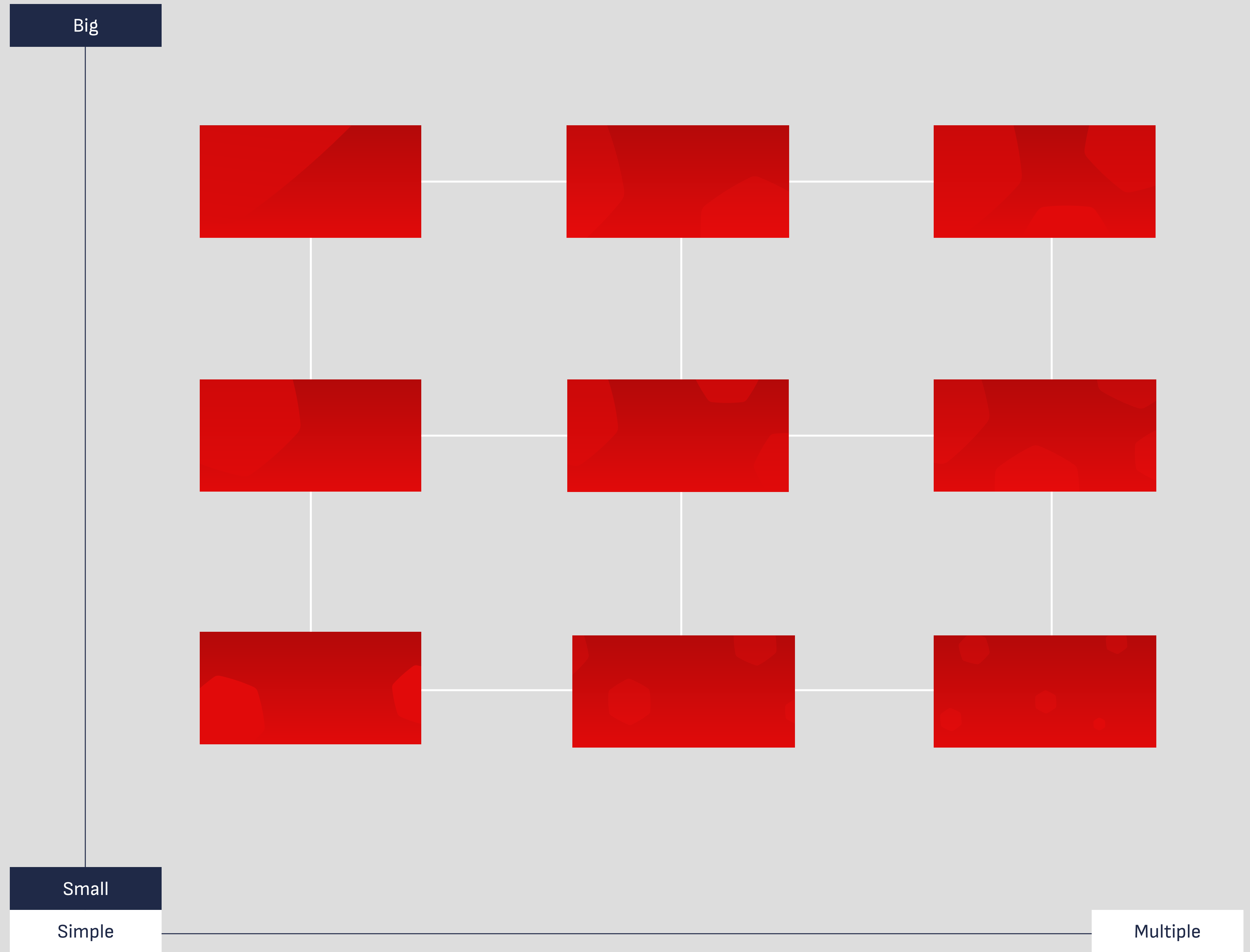


PATTERN EXAMPLE



Pattern scalability and density

We can dial up and down the aspects of the pattern to match the energy of the sports or



Pattern application

We've paired the patterns with different sports and messaging as a guide, though this can be flexible to allow the brand to stay visually interesting.

OUR 3 MAIN PATTERNS

RACING, CASINO

Keep it super simple and abstract when you want to communicate speed or have a canvas that needs to feel uncluttered.



GENERAL MESSAGING

Used where we might want to still feel minimal, but show more of our brand assets.



BALL SPORTS

Add more hexagons when you want to visually communicate the excitement of ball sports.



Colourways

The red pattern is our default pattern and should lead most of our design executions. This should be the pattern we use for applications outside of Virgin branded spaces.

The navy and grey patterns can be used in Virgin branded environments to avoid overusing the red.

PRIMARY GRADIENT



SECONDARY GRADIENTS



Pattern — Do and dont's

- The hexagons should be used as a subtle background texture only
- It should not distract or draw attention away from the main banner elements
- Do not put special effects such as a shadows on the hexagon
- Do not mix the colours



The hexagon as a container

The hexagons can break out of the pattern and become holding shapes for text and other information.

- 1 When we have a design without imagery the composition can feel dry and static. To add an element of interest we can use the hexagons as holding device for content
- 2 The logo can be placed inside a cropped hexagon to enhance legibility



Sticker

2

Logo

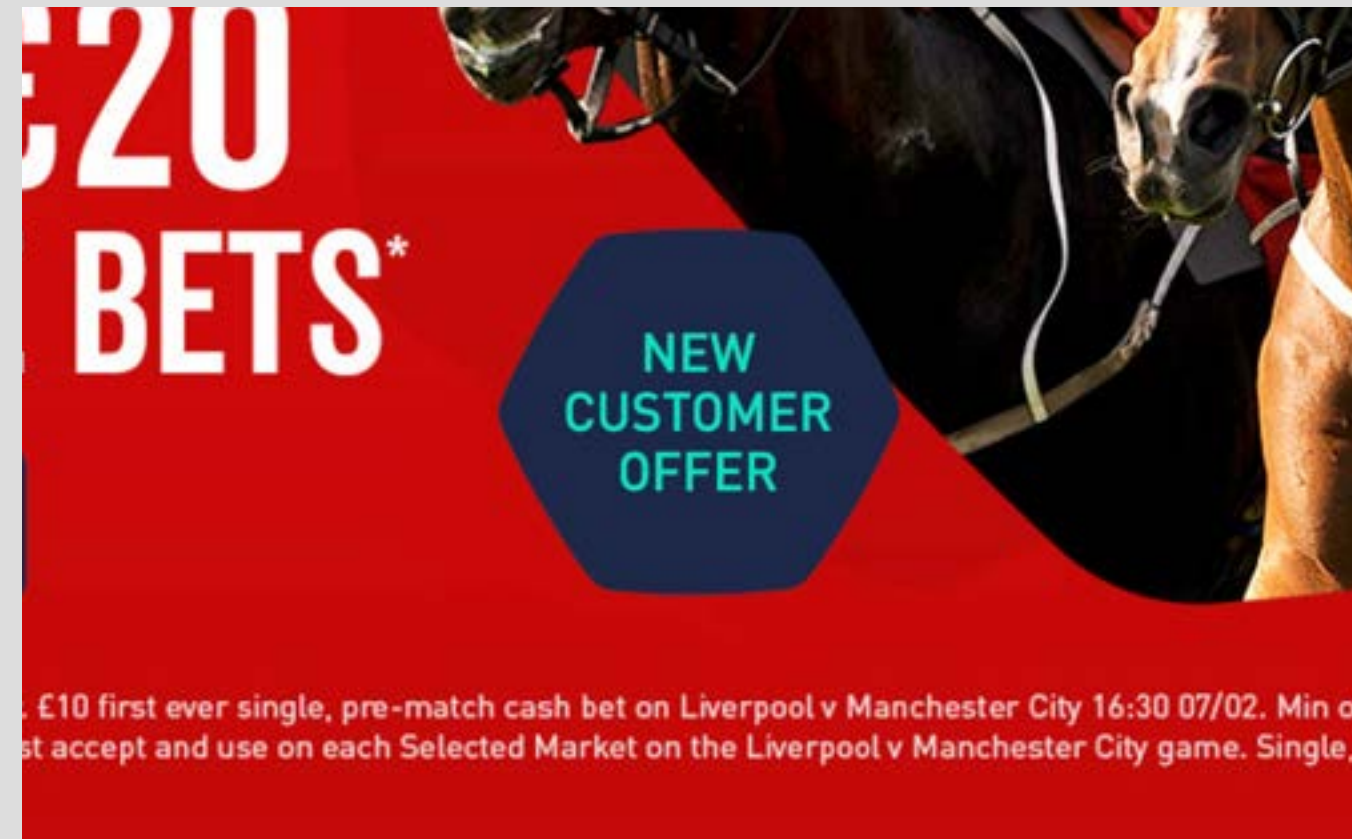


Stickers – Pull out key information

A hexagon or roundel can be used as a sticker to pull out and hold key text or offers.

- The sticker text should always remain straight in order to maintain readability
- The hexagon container may be angled but should not exceed an angle of 15 degrees.

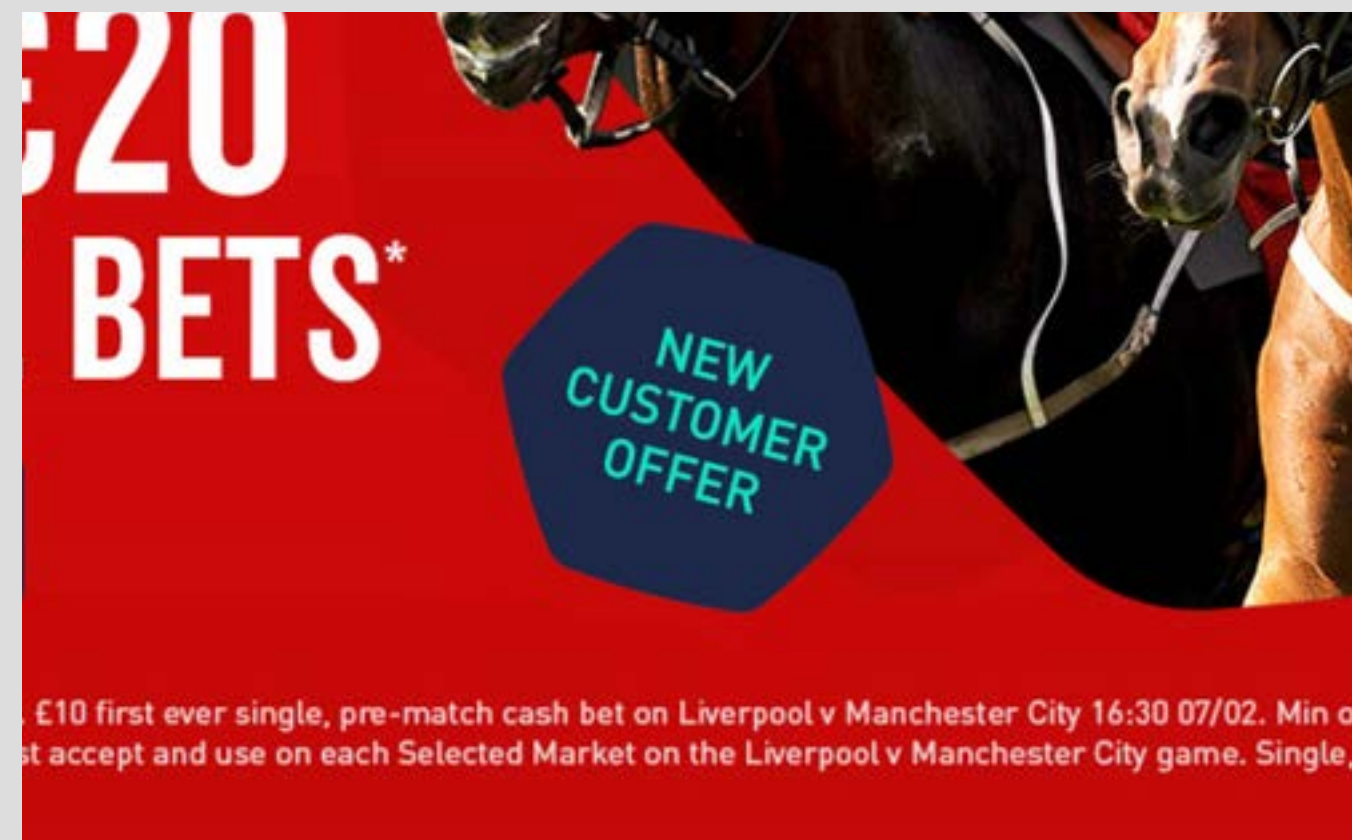
✓ EXAMPLE OF TEXT IN HEXAGON



✓ EXAMPLE OF TEXT IN ROUNDEL



✗ EXAMPLE OF TEXT IN ANGLED HEXAGON



✗ EXAMPLE OF TEXT IN ANGLED ROUNDEL



IMAGERY

Introducing our imagery tiers

We have 3 different tiers that illustrate the world where the Virgin Bet brand imagery lives.

TIER 1

CAMPAIGN WITH BRAND IMAGERY

Applied to elevated use cases where there is a campaign involved. This can include commissioned imagery or imagery from the image categories.

TIER 2

BUSINESS AS USUAL WITH SPORTING IMAGERY

Applied to the majority of use cases, these can use any of the imagery from the image categories.

TIER 3

NO IMAGE. USE BRAND COLOURS AND PATTERN

Applied when there's too much text, or the canvas is too small for imagery to be used at all.

Introducing our imagery principles

Our brand personality informs our choice of imagery.

BOLD
REAL
ENERGETIC

Look for images that:

- Feel real and in the moment. Images should be taken from live action photography.
- Consider showing the energy of sport, or the excitement and/or anticipation of watching it.
- Bring out the good side of sport, especially the thrill of winning.
- Look clear and simple. Imagery should be easy to read, especially at small sizes. Often it helps to have a clearly defined silhouette against the background through colour, contrast or drop focus.

Note. Team/brand logos and numbers need to be removed.

EXAMPLES OF CORRECT IMAGERY



Image categories

We have 6 different type of imagery that illustrate any content related to Virgin Bet.



ATHLETE BASED



NON-ATHLETE BASED



CROWDS



VENUES



THIRD PARTY

Selection principles. Things we don't do

Avoid images that:

- 1 Don't feel realistic, feel like CGI
- 2 Have filters applied
- 3 Feel cheesy
- 4 Feel cluttered and hard to understand at a quick glance
- 5 Show identifiable features of athletes/ celebrities — i.e. faces, numbers, tattoos. (Note: different rules can apply to horse racing)
- 6 Show outdated sporting equipment/ objects (i.e. a football with black and white hexagon doesn't feel like a proper ball that would be used in the top leagues.)



Cropping principles – Do and don't

Our imagery needs the flexibility to work across a range of formats. It's essential that the focal point tells a story and the background provides support, not distraction.

- 1 Wide and mid shots are preferable to allow cropability. This allows most of the athlete to be visible, while not showing their faces.
- 2 Zoomed right out, athlete details are impossible to see from this distance. Crop the image in a way that shows the energy of the moment.

Note. Team/brand logos and numbers would need to be removed.

1



Athlete and object feel equally prominent

2



Don't show faces, or recognisable elements

How do we show athletes

Images should:

- Hide any identifying features so that well known athletes can't be recognised. This means no faces, shirt numbers etc. (Note: for horse racing you can show more identifying features).
- Show the athlete in the moment, whether that's on the pitch, before the game or in the winning moment.
- For football, try to show up to three players if possible.

Note. Team/brand logos and numbers would need to be removed.

EXAMPLES OF CORRECT IMAGERY



How do we show non athletes

Images should:

- Feature easily recognisable objects rather than niche sporting objects.
- Avoid showing logos or trademarked items.
- Show the most up to date equipment that would actually be used by sporting professionals.

Note. Team/brand logos and numbers would need to be removed.



How do we show sports crowd

Images should:

- Show fans watching and reacting to sport, ideally watching live at the venue.
- Avoid focusing too heavily on any one person.

EXAMPLES OF CORRECT IMAGERY



How do we show venues

Images should:

- Feel energetic and full of fans.
- Show the correct venue (if one is applicable).
- Show the right details for the venue (i.e. the right track surface for horse races/the right court surface for tennis).
- Make sure the venue doesn't look like CGI.

EXAMPLES OF CORRECT IMAGERY



How do we retouch images

To make sure all our images feel on brand, we have a master Photoshop action to retouch images.

— To do this, open the Actions panel. Select VB2 and hit the Play Button.

The action is non-destructive, so all adjustments can be tweaked after if necessary. There are also alternatives for when the original image is too dark, too light or too warm to begin with.

ORIGINAL



LIGHTEN



ORIGINAL



DARKEN



ORIGINAL



COOL



ORIGINAL



LITE



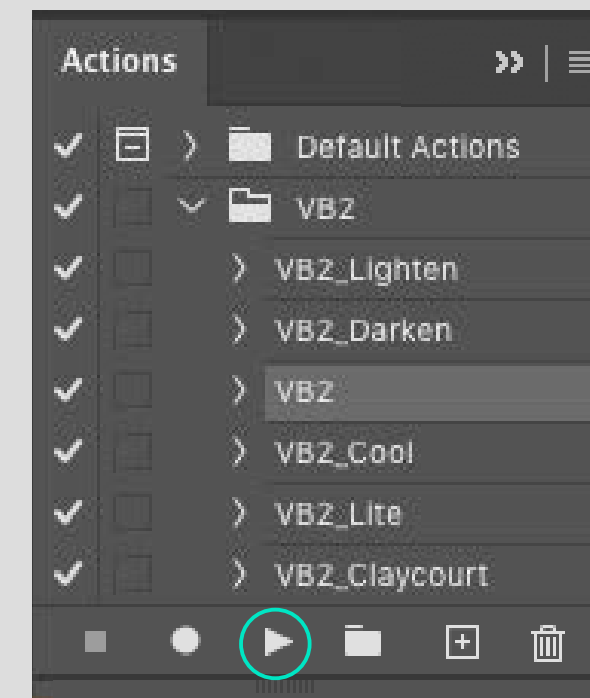
ORIGINAL



CLAYCOURT



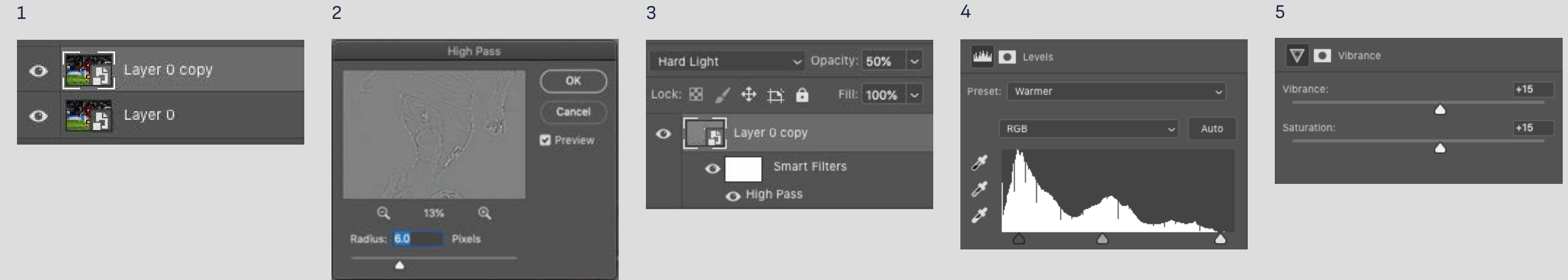
ACTIONS PANEL



How do we retouch images

If the original image is too dark, too light or too warm to begin with, you can treat the images as below.

- 1 Convert to smart object and duplicate layer
- 2 Filter > Other > High Pass Set to 6 pixels
- 3 Set high pass layer blend mode to Hard Light with 50% Opacity
- 4 Add a Levels adjustment layer – set to Warmer preset
- 5 Add a Vibrance adjustment layer with +15 Vibrance and +15 Saturation



BEFORE



AFTER



Applying images to our hexagon

Images are held within our hexagon containers. Images can be contained in a full hexagon or a cropped hexagon. You can use your judgement on what works best for the layout.

Elements of the image may break outside of the hexagon for more of a dynamic feel. This should be limited to roughly 10–20% in order not to overpower the rest of the creative.

IMAGES IN FULL HEXAGON



FREE TO PLAY

SEARCH FOR THE PHOENIX

ENJOY **6 PICKS EVERY DAY** ON OUR FREE-TO-PLAY GAME*

PLAY HERE

*Only 6 picks per day. Free spins can only be redeemed on Secrets of the Phoenix or Secrets of the Phoenix Megaways. Cash prizes are withdrawable. Top prize £750 / 50 free spins, 25p coin size per free spin. Free spins expire after 90 days. Full T&C's apply.

IMAGES IN CROPPED HEXAGON



WELCOME OFFER

BET £10, GET £20

IN FREE BETS*

JOIN HERE

*Only 6 picks per day. Free spins can only be redeemed on Secrets of the Phoenix or Secrets of the Phoenix Megaways. Cash prizes are withdrawable. Top prize £750 / 50 free spins, 25p coin size per free spin. Free spins expire after 90 days. Full T&C's apply.

IMAGES IN FULL HEXAGON WITH BREAKOUT



PRICE BOOST

GRIEZMANN TO SCORE FIRST

EURO 2020 | 8PM
FRANCE vs GERMANY

PLAY HERE

*Only 6 picks per day. Free spins can only be redeemed on Secrets of the Phoenix or Secrets of the Phoenix Megaways. Cash prizes are withdrawable. Top prize £750 / 50 free spins, 25p coin size per free spin. Free spins expire after 90 days. Full T&C's apply.

IMAGES IN CROPPED HEXAGON WITH BREAKOUT



BLACKJACK MARATHON

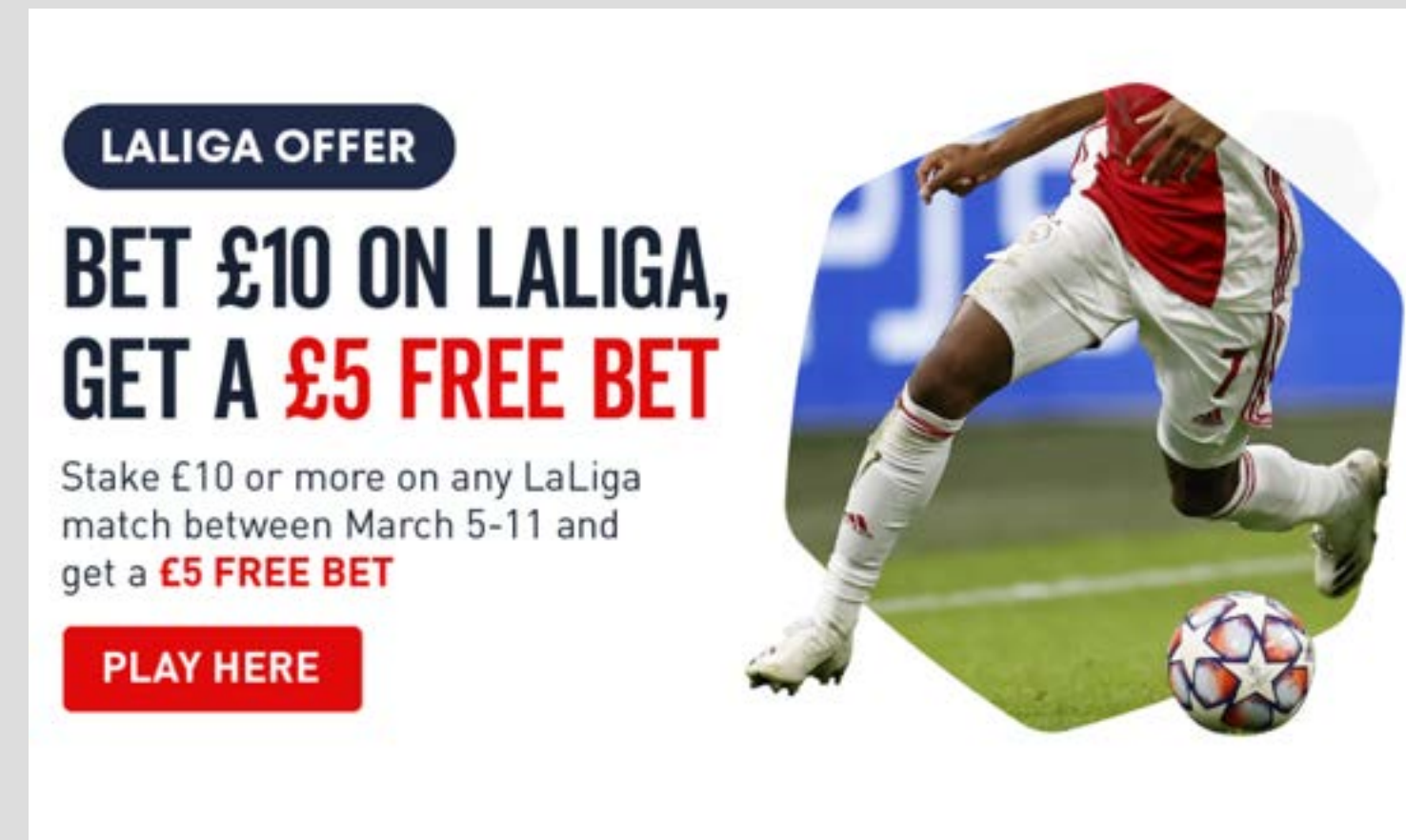
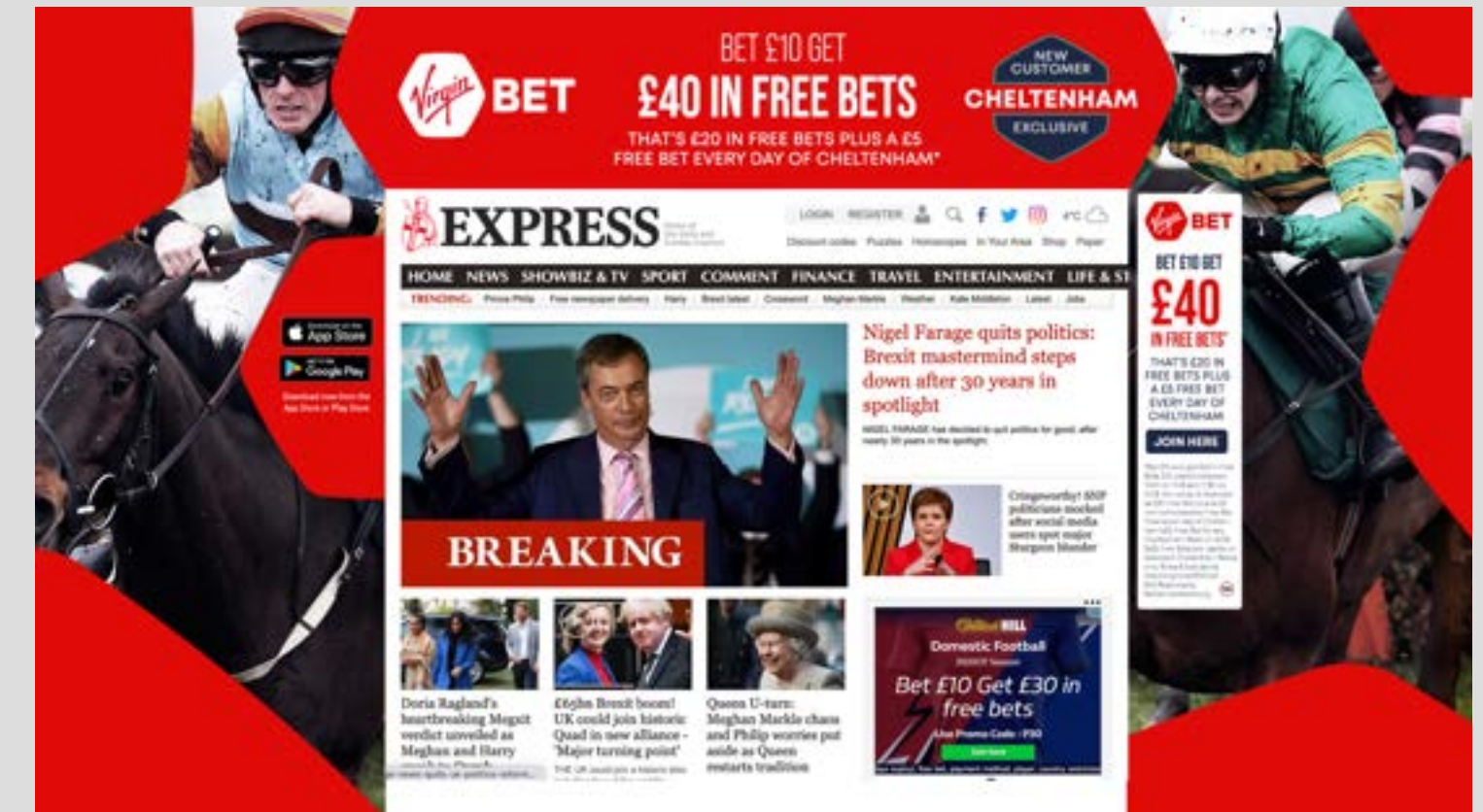
WIN CASH PRIZES WEEKLY WHEN YOU PLAY 10P BLACKJACK

OPT IN

*Only 6 picks per day. Free spins can only be redeemed on Secrets of the Phoenix or Secrets of the Phoenix Megaways. Cash prizes are withdrawable. Top prize £750 / 50 free spins, 25p coin size per free spin. Free spins expire after 90 days. Full T&C's apply.

Applying images to our hexagon – Do and don't

- The image held within the hexagon should be clear and simple.
- Small parts of the image such as a football can be cut out to add visual interest.
- The image should be in full colour and not be treated with special effects.
- Images should not be used as a background and be held within the hexagon.



tone of voice

A guide to the Virgin Bet tone of voice

At Virgin Bet, we have one clear customer promise:

**A MORE REWARDING BETTING
EXPERIENCE THAT'S MORE
ACCESSIBLE, PERSONALLY
REWARDING AND ENTERTAINING.**

So what does this mean for our tone of voice?

Three core principles

Three tone of voice principles have been developed for guidance. While individually explained they should be viewed as a whole.

ACCESSIBLE

WE'RE DELIBERATELY DOWN-TO-EARTH

Like all Virgin brands we keep our writing simple and straightforward.

That means good writing practices like short sentences and active verbs. But more than that – we deliberately think ‘what’s the most refreshingly down-to-earth, clear and honest way I could say this?’ This should make us stand out.

PERSONALLY REWARDING

WE SHOW OUR PASSION FOR SPORT

We’re sports fans, and this shows. We talk about sport not just money and winning.

Unlike other betting brands we don’t just focus on how customers can win big. Instead we write with infectious enthusiasm about sport. By doing so, we give customers an experience that feels less transactional and more rewarding.

ENTERTAINING

WE USE THE WIT OF A SPORTS FAN

Like all Virgin brands we have fun – using the wit of the sports fan to connect with our audience.

Not every line needs a joke, but we like to add wit where it works – whether in a headline or small print. We keep our wit playful and positive, based on sports knowledge or situational humour. We don’t make jokes at anyone’s expense.

Three core principles

ACCESSIBLE

WE DO MEAN...

- Natural language that feels like one person talking to another.
- Using normal, everyday insights that our readers can relate to and being honest about our failures as well as successes.
- Keeping sentences short and clear. And breaking up longer copy with subheads so information is easy to digest.
- Explaining complex information in easy to understand terms.

WE DON'T MEAN...

- Anything that sounds too salesy, macho or aggressive.
- Bragging or creating an unrealistic picture of our brand and community.
- Padding content out with overly flowery language or superlatives.
- Dumbing down – our audience understand the world of betting so we don't need to over-explain common terms.

PERSONALLY REWARDING

WE DO MEAN...

- Referencing current sports and sporting events to demonstrate our knowledge and interest.
- Using sporting terminology, nicknames or colloquialisms if it's natural to do so.
- Letting our excitement and enthusiasm shine through in our writing.

WE DON'T MEAN...

- Crow-barring in a sporting reference for the sake of it. If the subject's not sports related, don't force it.
- Using sporting terminology out of context or in a way that sounds embarrassing to real fans. If in doubt, leave it out.
- Going over-the-top with too many exclamation marks!!!

ENTERTAINING

WE DO MEAN...

- Keeping it positive and upbeat – even in the face of defeat!
- Finding unexpected moments to delight people with a nice message or turn of phrase. It shows we're human.
- Making intelligent jokes based on insight and knowledge about individuals, teams or the wider sporting world. Aim to raise a smile rather than trying to make the reader laugh out loud.

WE DON'T MEAN...

- Anything that's cruel or pokes fun at an individual or team.
- Joking around when discussing very serious subjects or apologising for a mistake.
- Sports puns in any shape or form. (Pun-based headlines like **'Here we goal again'** don't show any sporting knowledge or insight so are best avoided.)

Here's an easy way to remember our tone when you're writing...

Like all Virgin brands we write in a way that's simple, enthusiastic and laced with a dose of wit. We let our love for sport shine through and write from the point of view (and humour) of a true sports fan. This will help us stand out from our competitors who are all about the hustle and the winning.

The voice of the bookie is there to keep our tone in check. To make sure we're communicating responsibly at all times and helping everyone enjoy their experience safely.

SPORTS FANS FIRST.
BOOKIES SECOND.

Example BAU comms

We communicate with our customers about all sorts of things. And not all of them are sport related. So it's important to remember that we don't need to force sports references in.

In everyday business communications, we should dial up the down-to-earth, accessible part of our tone that will make every interaction more rewarding.

EMAIL 1

SCRATCH HERE TO UNCOVER YOUR PRIZE

Hi Rebecca,

Thanks for playing at our casino. If you want to give it another go, you'll find a scratchcard above, on us.

Just give it a click, log in to accept the money then spend it on anything you fancy.

From classics like roulette and blackjack to much loved slots, it's all up for grabs.

Enjoy!

Virgin Bet team

Using 'your' makes the message feel more personal

'We love giving rewards to our members' doesn't feel very natural. So we've made this a

This is not a sports-related message, so we've resisted the urge to shoe-horn in a sporting reference at the end.

Example BAU comms

EMAIL 2

YOUR BIG BIRTHDAY BONUS

HAVE A £50 BET ON US

Hi Rebecca,

We hope you're having a good day and there's plenty of cake involved.

As a little birthday gift, we're giving you a £50 free bet.

Next time you log in, tap 'accept' when the bonus pop-up appears and your token will be available within 10 minutes.

And if you don't want to use it then no worries. Happy birthday either way!

Virgin Bet team

We've flipped the order of the headline to make this sound more personal and look a little less like a typical betting offer.

We've started off with a touch of wit just to keep this down-to-earth and friendly.

We've removed the reference to a 'bumper range of markets' as this sounds a little too much like industry speak. And we've ended with a relaxed, no pressure message.

Example BAU comms

EMAIL 3

PLAYING IT SAFE

Hi Rebecca, we want you to enjoy your time at Virgin Bet, so we've created a few tools to help you stay in control.

DEPOSIT LIMITS

So you never deposit more than you can afford.

ACCOUNT COOL OFF

Take a break for between 24hrs and six weeks. During this time you won't be able to access your account.

REALITY CHECKS

Set yourself pop-up reminders offering options to continue, log-out or review your history.

ACCOUNT COOL OFF

Take a break for between 24hrs and six weeks. During this time you won't be able to access your account.

If you need an extended breather, you can self exclude your account for a minimum of six months.

We also have a trained team here 24/7 to offer free, confidential advice. Just email support@virginbet.com

Any questions, get in touch with us via live chat, phone or email. Or check out our Help and FAQs section.

Thanks for reading,
Virgin Bet team

We've given the headline a slight sporting twist and made it relevant to the content. This feels more important than the customer's name for this message.

We've removed references to gambling and 'playing it smart' and made the intro a little friendlier.

We've kept these descriptions as short and clear as possible.

Example BAU comms

EMAIL 4

UNCOVER THE CASH

SEARCH FOR THE PHOENIX

Hi Rebecca,

SEARCH FOR THE PHOENIX is free to play all day today and pays out real-life money.

That's right: free to play. Real life winnings.

Fancy a go?

You have six picks available each day. Reveal matching sets of ancient treasure relics and you win cash that you can withdraw there and then. Or you can opt for free spins on either Secrets of the Phoenix or Secrets of the Phoenix MEGAWAYS.

PLAY HERE

We've made the headline a little more playful but also added in the compelling part of the proposition.

This repetition gives the email a down-to-earth friendly tone but also makes the offer really clear, without becoming patronising.

The detail is as clear and simple as possible.

Example BAU comms

EMAIL 5

FORM IS TEMPORARY. CLASS IS PERMANENT.

Rebecca, remind us what you can do with £20 in free bets.

It's been a while since we've seen you, Rebecca. So get back in the game with £20 in free bets when you bet £20.

What a time it is to make your come-back. Crazy results, huge upsets, home form out the window... We've argued long and hard about our odds for this week's Premier League matches — but maybe you've seen something we haven't?

We've used a sporting phrase to flatter the customer and give this a bit of intrigue.

'Go for goal' was possibly one football reference too many. We've toned it down a touch to make it more natural.

We're using real insight about the league form to show our sporting passion. And we're being honest about the difficulty of making predictions, which feels very down-to-earth.

Example BAU comms

EMAIL 6

SHE THINKS IT'S ALL OVER (BUT IT ISN'T YET)

Hi Rebecca,

We noticed you haven't qualified for your £10 free bet just yet. Don't worry, you've got until midnight April 1st, 2021 to place a £10 bet then we'll do the rest.

With title races in every league hotting-up, this could be the perfect time to play. Just bet £10 and you'll get a pop-up saying your free bet is available. Click "Accept" and it's all yours.

Virgin Bet team

We've tweaked a well-worn cliché to attract attention and make this stand out from standard offer comms.

We've bought the detail from the small print into the main message as it's quite important and a firm deadline could help

We've used a little touch of sporting knowledge to back up why this is a good time to bet.

Example Push Messaging

Push messages could be taken up a notch by including a bit of time-relevant sporting knowledge or detail – just to show we’re fans and to share in the excitement of the sport taking place.

REBECCA,
**£20 IN FREE BETS
IS YOURS WHEN
YOU BET £10***

*And if you’re planning on betting on the golf, it’s probably worth spreading it around a bit. The weather’s set to ‘torrential’ at Augusta this weekend so anything could happen.

We’ve added a bit of unexpected personality to the terms and conditions. It might give someone a smile and, again, reinforces that we’re sports fans too.

**OUR PRICE BOOSTS
STAY IN FOR DAYS**

Enjoy Price Boosts on Saturday’s winner-takes-all test at the WACA and all other major sporting events.

We’ve given the headline a simple cricketing twist. And we’ve shown how you could reference an actual sporting event to reinforce our role as sports fans first.

REBECCA,
**YOUR FAVOURITE
CASINO CLASSICS**

Brought bang up to date.

Play here.

When it’s not a sports message, we don’t shoe-horn one in. Instead we’ve focused on bringing the main message into the headline.

Casino TOV – A passion for play

Casinos and casino games have a fascinating lexicon and vocabulary. It can add colour to our writing and demonstrate our passion and expertise.

Use it sparingly and only where appropriate. Don't assume that every guest is deeply familiar with the casino lingo.

We are the hosts, we are 'the house'. So always be generous, be friendly, be approachable.

Never forget that our guests have chosen to play here, and that there are plenty of other places they could choose to spend their time and money.

ELEVATE THE EXCITEMENT CELEBRATE THE KER-CHING

We're all about the buzz of playing those favourite games here at the Virgin Bet casino. This is fun, delivered simply.

Most of all it's about making our customers feel welcomed and comfortable here. They know why they're here; for the thrills and spins, the play and the winning.

So let's celebrate success. It might not actually be Las Vegas or Monte Carlo but let's all have fun pretending that it might be.

Casinos are bright, noisy and distracting. And that's fine. But people come to Virgin Bet for different reasons – some to unwind, some for the excitement. Let's not bombard them with offers that read like wallpaper. Try to frame them up with a catchy thought.

When you're hosting the best party in the world you need some great one-liners and dazzling conversation. We get to talk to an amazing array of guests. Let's entertain them.

Example Casino Messaging

STRETCH LIMO HIRE IS £35 AN HOUR

Here's £20 towards it in free bets on XXXXXX.

**IT'S MORE FUN IN
THE FAST LANE**

SCREAMIN' WHEELS AND DEALS

Your favourite games, with £10 free spins.

**IT'S PAYBACK TIME
AND WE'RE PAYING
OUT HERE**

GET MARRIED IN LAS VEGAS? WHY NOT?

Anything can happen here at Virgin Bet.

**CALL THAT A POKER
FACE?**

IF KER-CHING IS YOUR THING

Play with £20 free when you wager £10.

**SPINS MAKE CHING-
CHING**

A GOOD BET

Speaking A Good Bet's language

We speak as a sports fan first, a bookie second. We can apply this to A Good Bet.

Our full Virgin Bet Tone of Voice is [here](#).

Want more info on how to write for the Virgin Master Brand? [Click here](#)

WE'RE DELIBERATELY DOWN-TO-EARTH

Like all Virgin brands we keep our writing simple and straightforward. That means good writing practices like short sentences and active verbs. But more than that – we deliberately think 'what's the most refreshingly down-to-earth, clear and honest way I could say this?'. We promote safety and transparency at every opportunity.

WE SHOW OUR PASSION FOR SPORT

We're sports fans, and this shows. We talk about sport not just money and winning. Unlike other betting brands we don't just focus on how customers can win big. Instead we write with infectious enthusiasm about sport. By doing so, we create rewarding experiences for customers beyond the point of transaction. We support our tremendous offers and benefits with passion.

WE USE THE WIT OF A SPORTS FAN

Like all Virgin brands we have fun. Using the wit of the sports fan to connect with our audience. Not every line needs a joke, but we like to add wit where it works – whether in a headline or small print. We keep our wit playful and positive, based on sports knowledge or situational humour. We don't make jokes at anyone's expense.

TOV Messaging Guidelines

A GOOD BET IN COPY

- In a lock-up – all caps: **A GOOD BET**
- Standalone title or as a tag line – title cased: **A Good Bet**
- Explicit reference to the platform/idea in a sentence when used internally – title cased:

A Good Bet

- Interwoven in a sentence – sentence case: **a good bet**
- Standalone title or as a tag line – title cased: **A Good Bet**
When used as a noun – title cased: **A Good Bet** E.g. **The home of A Good Bet.**

THE BEST THINGS IN LIFE ARE FREE TO PLAY

From the home of A Good Bet, Virgin Bet bring you Fives. You don't need to know anything and you don't need to spend anything.

Just reveal a football player every nothing to lose except hope if you've drawn five defenders. Play Fives and dive into Saturday's football action for free. It's a good bet you'll love it as much as we loved making it.

Virgin Bet. A Good Bet.

What is a A Good Bet?

SAFETY FIRST

Creating immersive responsible gambling experiences. A good bet is a bet you want to win, but can afford to lose.

EXCEPTIONAL REWARDS

Fostering loyalty through rewards, market-leading offers and full access to the

POSITIVE CHANGE

It's about making a change for the better. Small and big. In our world,

A Good Bet is not...



A Good Bet do's and don'ts

Do's

We must **create distance** between A Good Bet and promotions to ensure we're not misinterpreted to suggest the customer has a greater chance of winning. E.g. distance is created by 'It's a good bet you'll love [insert promotion]' vs. '[insert promotion] is a good bet'. A Good Bet must be used with or near a **justifiable proof point**, either behaviourally or promotional.

Do's

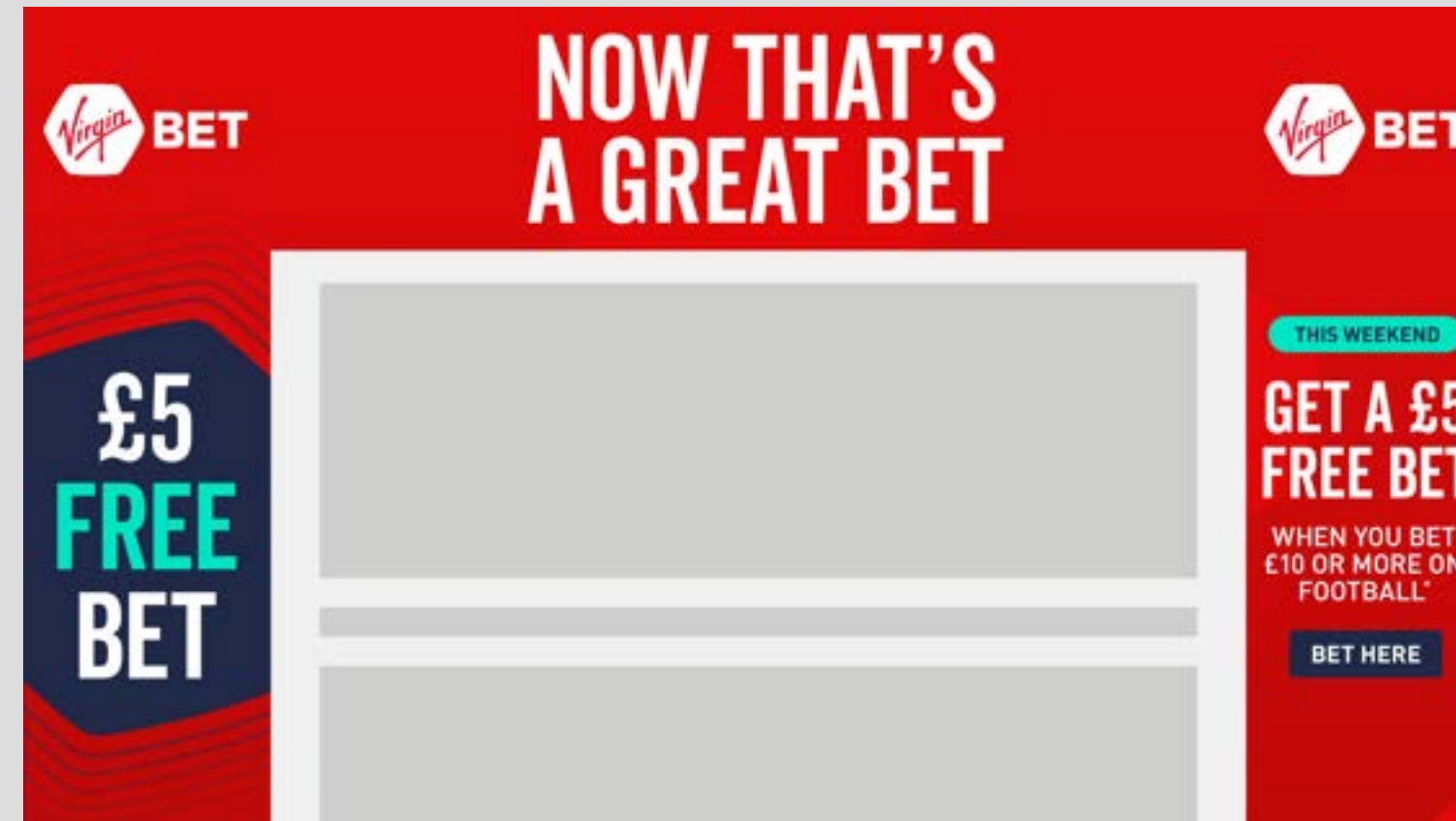
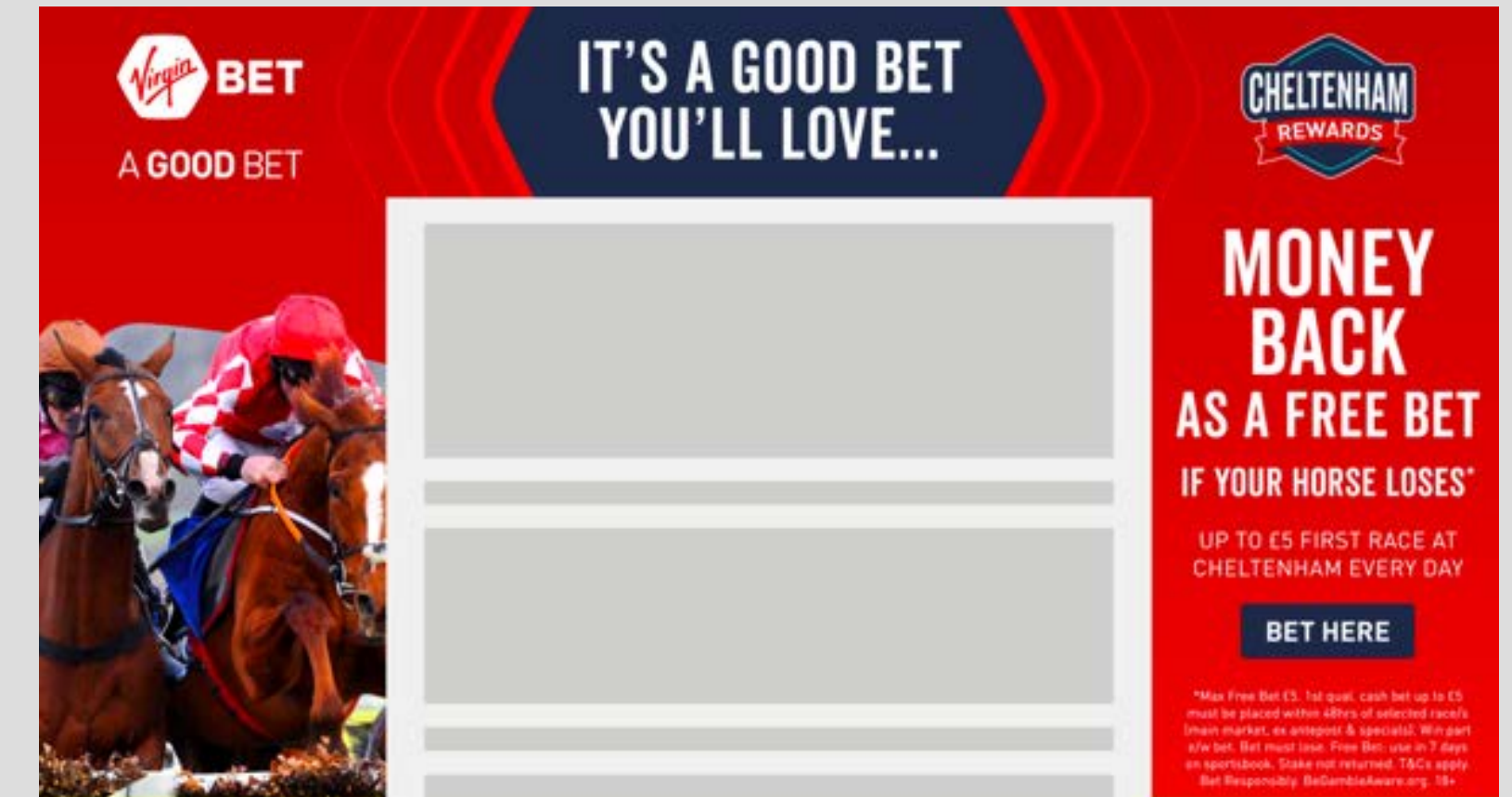
Use A Good Bet whenever we are adding our **brand experience** to something. Are we putting customer safety first? Or offering an exceptional reward? Or promoting positive change? Then it's a good bet referencing the creative platform is right.

Don't

Don't **break the phrase** up. It's important to maintain the three words of 'A Good Bet' to increase frequency across touchpoints and establish the phrase as our positioning.

Don't

Don't **swap 'good' for an alternative**. 'Good' in this instance has connotations of 'virtue' and 'righteousness' and we must not lose that. For example, 'great', 'big' and 'quality' are not the same thing. Finally never abbreviate 'A Good Bet' to 'AGB'.





APPLICATION EXAMPLES

Social Banners

 **Virgin Bet** ✓
December 11, 2019 · ⚙️

Tuck into our bet £10, get £20 welcome offer*.
We've a wide range of sports on the menu with some tasty odds and specials served up every day.

1. Register an account and make your first deposit.... [See More](#)

**BET £10
BET £40**
IN FREE BETS*

NEW CUSTOMER
CHELTENHAM
EXCLUSIVE

THAT'S £20 IN FREE BETS PLUS A £5 FREE BET EVERY DAY OF CHELTENHAM



 **BET**

👍 3 27 Comments

👍 Like 💬 Comment ➦ Share

 **Virgin Bet** ✓
December 11, 2019 · ⚙️

Tuck into our bet £10, get £20 welcome offer*.
We've a wide range of sports on the menu with some tasty odds and specials served up every day.

1. Register an account and make your first deposit.... [See More](#)

33/1
ENGLAND
TO WIN EURO 2020

NEW CUSTOMER
EUROS
EXCLUSIVE

OR MONEY BACK AS A FREE BET IF YOU LOSE



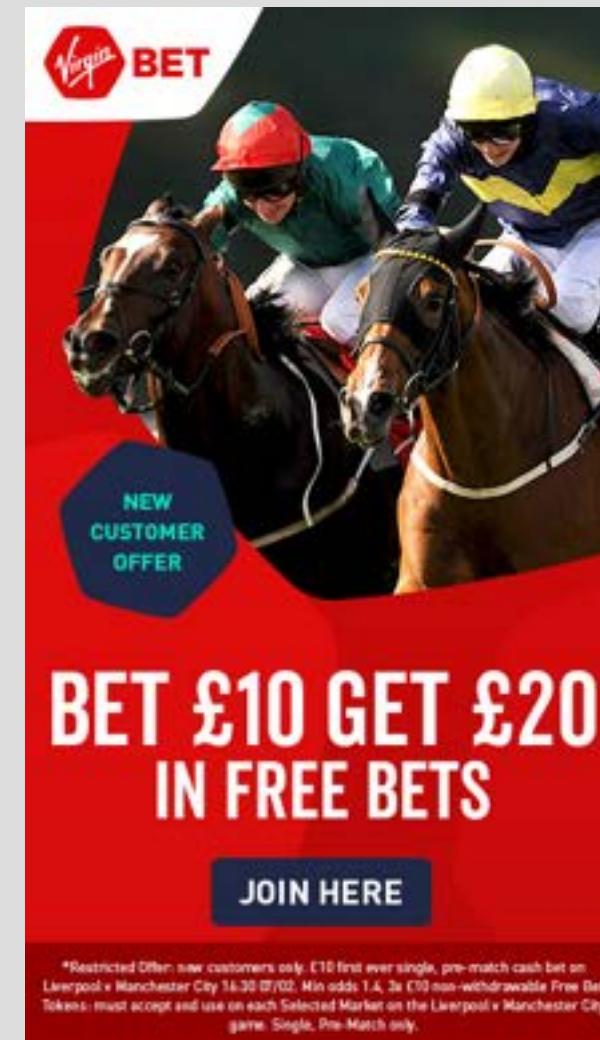
 **BET**

👍 3 27 Comments

👍 Like 💬 Comment ➦ Share

Landing pages

MOBILE



JOIN VIRGIN BET

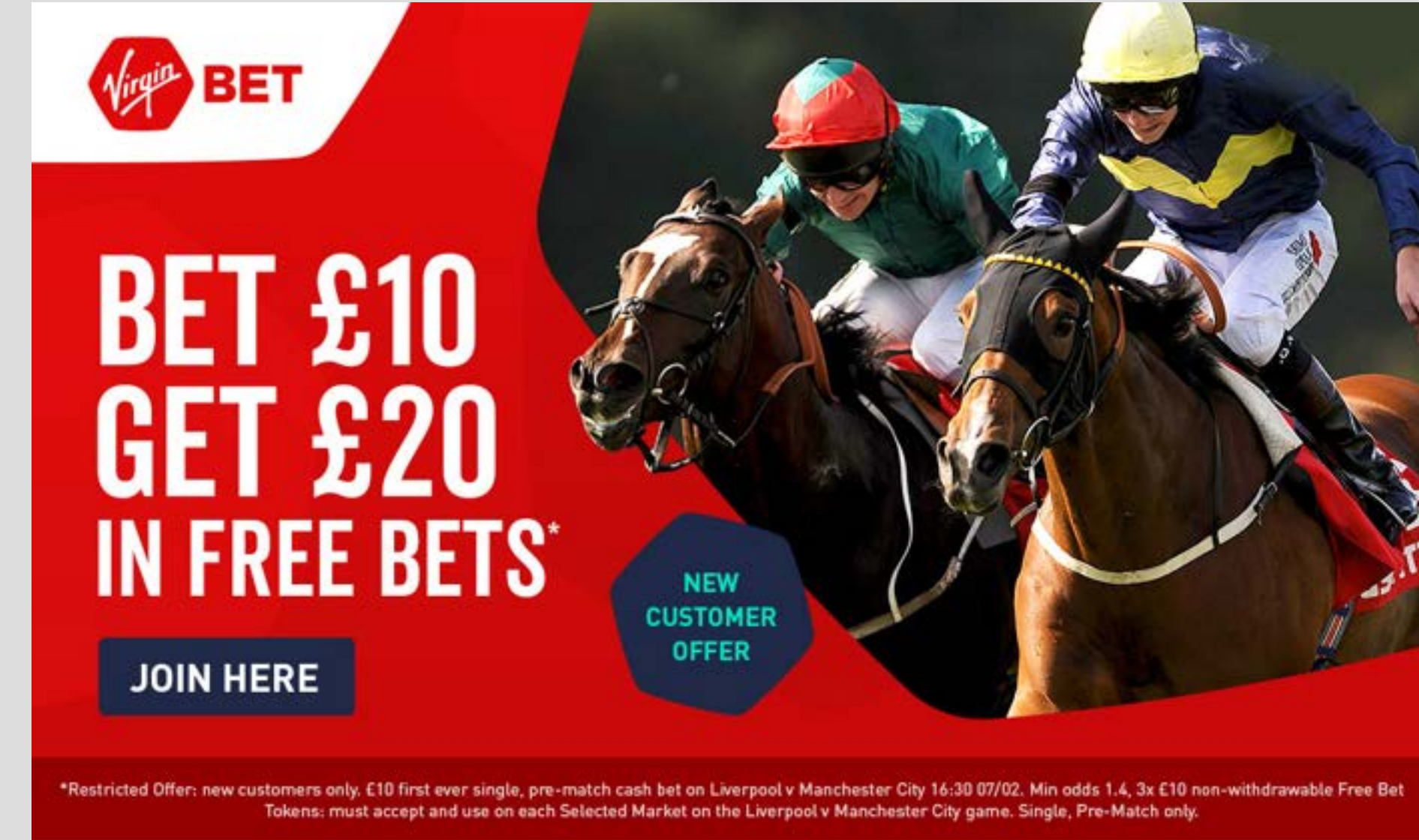
DEPOSIT & PLACE A £10 BET

GET TWO £10 FREE BETS



We're all looking for different ways to keep busy right now but please remember to always play it smart when gambling. To help you stay in control and avoid a sticky wicket, we offer a range of responsible gambling tools. Click [HERE](#) for more details.

DESKTOP



JOIN VIRGIN BET > DEPOSIT & PLACE A £10 BET > GET TWO £10 FREE BETS



We're all looking for different ways to keep busy right now but please remember to always play it smart when gambling. To help you stay in control and avoid a sticky wicket, we offer a range of responsible gambling tools. Click [HERE](#) for more details.



We're all looking for different ways to keep busy right now but please remember to always play it smart when gambling. To help you stay in control and avoid a sticky wicket, we offer a range of responsible gambling tools. Click [HERE](#) for more details.



Bet £10 on Everton vs Liverpool and get a £30 free bet bundle for the same match. You'll get a £10 free bet on the following markets:

- First Goalscorer
- Correct Score
- To Be Booked [Player Cards]

With three £10 Free Bets up for grabs, the Merseyside derby is one to watch

Push notifications



PRICE BOOST 

PRICE BOOSTS FOR DAYS

On all major sporting events*

BET HERE

*Limited Availability. Max bet £20. Prices subject to fluctuation. Rules & exclusions apply. Bet responsibly. 18+



ROLL THE DICE AT OUR CASINO

FULL OF ALL YOUR FAVOURITE CASINO CLASSICS

BET HERE



PRICE BOOST 

LIVERPOOL TO BEAT SPURS

PRICE BOOSTS YOU'LL LOVE*

MORE INFO

WAS 3/1

6/1

KO | 15:45

*Limited Availability. Max bet £20. Prices subject to fluctuation. Rules & exclusions apply. Bet responsibly. 18+

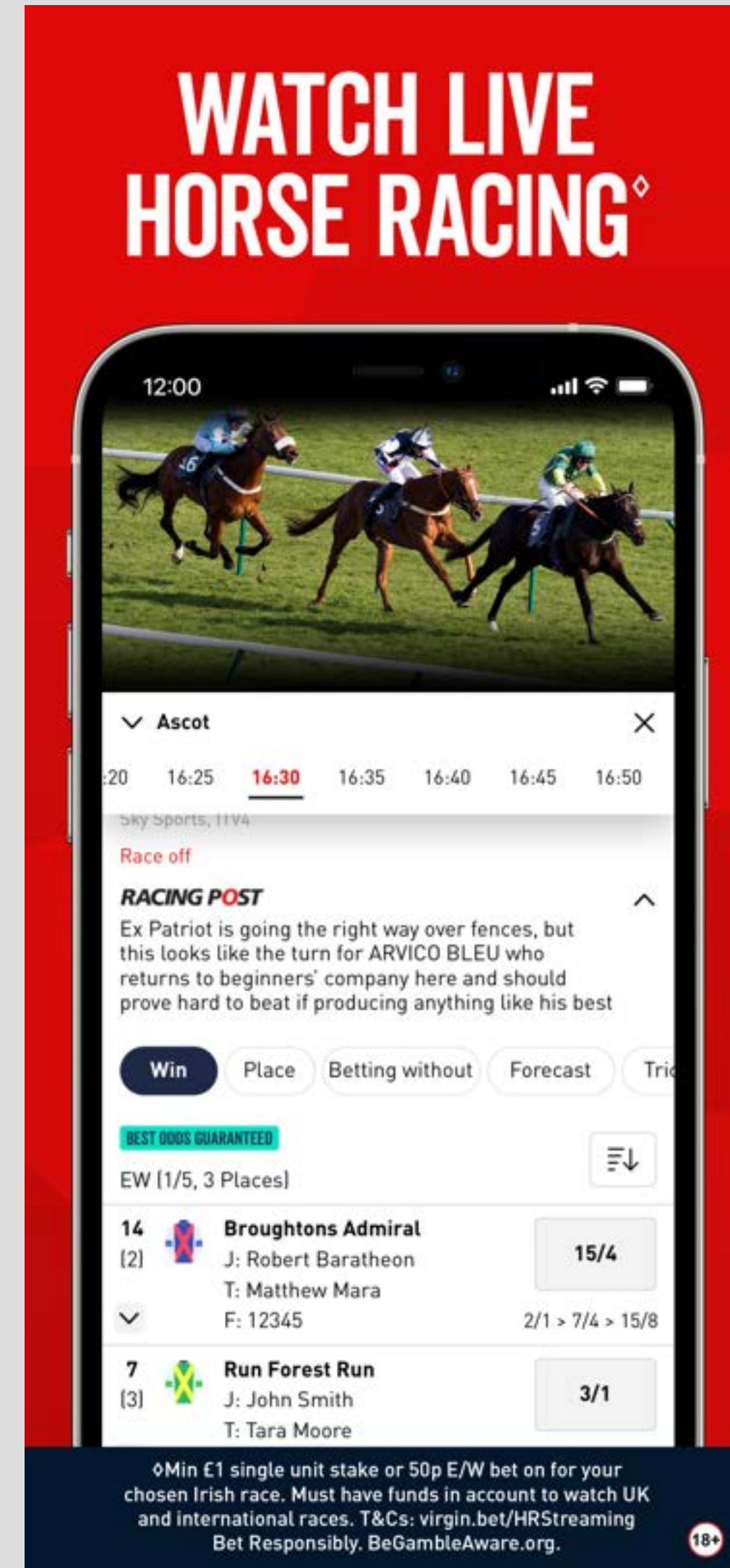
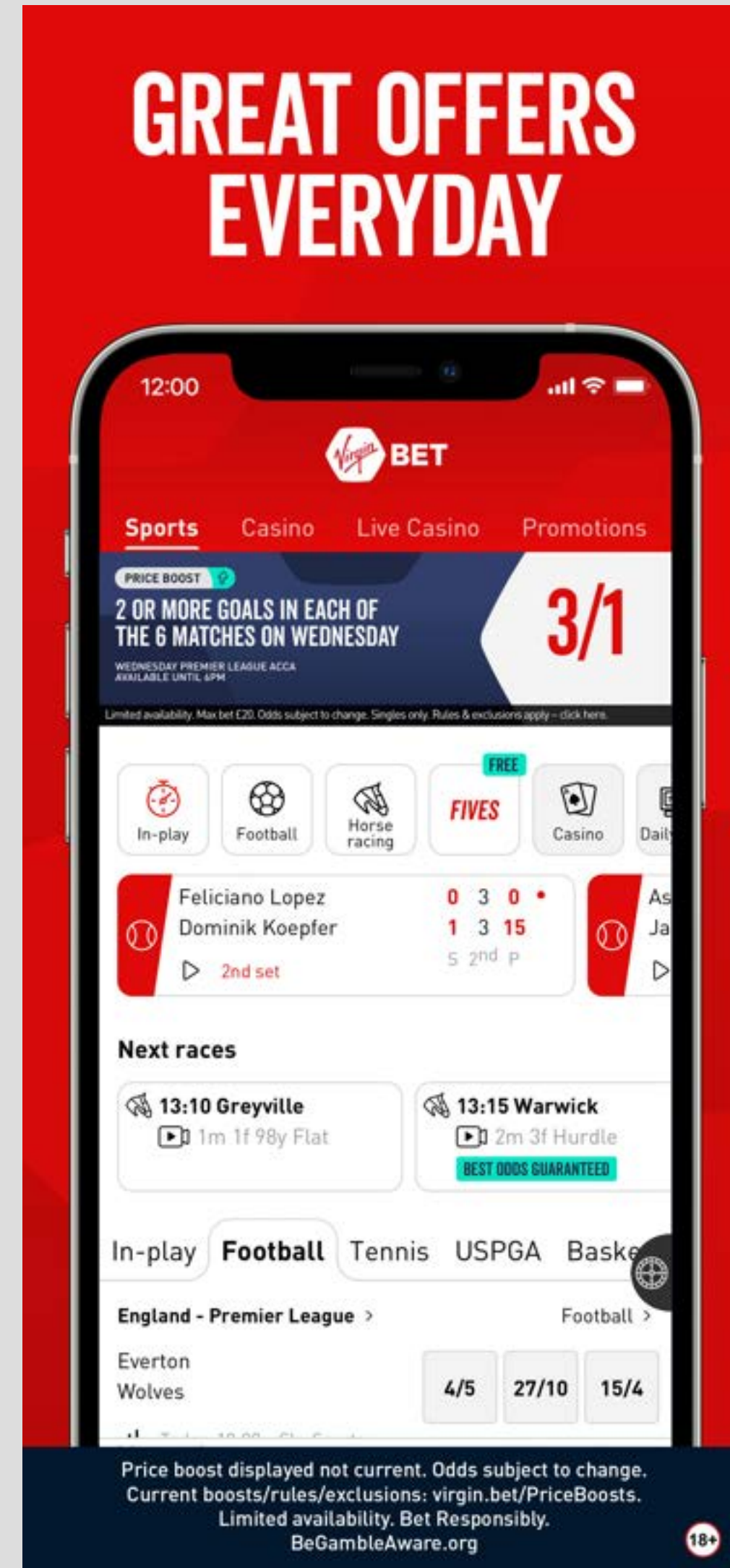


{FIRSTNAME} £20 IN FREE BETS IS YOURS

WHEN YOU BET £10*

*New members. Click for Rules & Exclusions. £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 acceptance (ex. E/Ws & Multiples), stakes not returned. Bet responsibly. 18+

App store



A Good Bet

PARTNERSHIP POSTER

Virgin **BET**

A GOOD BET

From the finishing post to your doorstep.

WalkSafe

Download WalkSafe for a safer journey home

Bet Responsibly. BeGambleAware.org. 18+

SOCIAL VIDEO END FRAME

Virgin **BET** | A GOOD BET

FIVES

PLAY FOR FREE

*Reveal max 5 Players per Round (Mon-Fri, 1 per day). Wheel reveals Goal Bonus (10p-£50) for each goal scored by a player per round. T&Cs apply. Bet Responsibly. BeGambleAware.org. 18+

Virgin **BET**

A GOOD BET

IT'S A GOOD BET YOU'LL LOVE...

SWIPE UP FOR CHELTENHAM OFFERS

CHELTENHAM REWARDS

Bet Responsibly. BeGambleAware.org. 18+

SWIPE TO EXPAND



THANK YOU

If you have any questions on what's covered in this guide please contact:

Tom Clapp | Head of Design
tom.clapp@livescore.com