

# 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

<b>PURPOSE</b>	<b>CONNECTING FANS TO WHAT THEY LOVE</b>	<b>WHY WE EXIST AND WHAT DRIVES OUR BUSINESS FORWARD</b>				
<b>MISSION</b>	<b>TO BE THE NO.1 SPORTSBOOK FOR LSM USERS</b>	<b>WHAT WE WANT TO ACHIVE</b>				
<b>PROMISE</b>	<b>WE MAKE IT EASIER FOR FANS TO ENJOY BETTING</b>	<b>WHAT DEFINES US VS THE COMPETITION</b>				
<b>PILLARS</b>	<table><tr><td><b>SIMPLICITY</b> Clear and to-the-point</td><td><b>INSIGHT</b> Always leave knowing more</td><td><b>LIVE</b> Fast and on the pulse</td><td><b>FOOTBALL-FIRST</b> True to our legacy, but stay with LiveScore for your next favourite sports</td></tr></table>	<b>SIMPLICITY</b> Clear and to-the-point	<b>INSIGHT</b> Always leave knowing more	<b>LIVE</b> Fast and on the pulse	<b>FOOTBALL-FIRST</b> True to our legacy, but stay with LiveScore for your next favourite sports	<b>OUR CORE PROPOSITION</b>
<b>SIMPLICITY</b> Clear and to-the-point	<b>INSIGHT</b> Always leave knowing more	<b>LIVE</b> Fast and on the pulse	<b>FOOTBALL-FIRST</b> True to our legacy, but stay with LiveScore for your next favourite sports			
<b>PERSONALITY</b>	<table><tr><td><b>NO EGO</b></td><td><b>RELENTLESSLY INVENTIVE</b></td><td><b>SHARP AND SMART</b></td></tr></table>	<b>NO EGO</b>	<b>RELENTLESSLY INVENTIVE</b>	<b>SHARP AND SMART</b>	<b>OUR HUMAN CHARACTERISTICS</b>	
<b>NO EGO</b>	<b>RELENTLESSLY INVENTIVE</b>	<b>SHARP AND SMART</b>				
<b>TONE OF VOICE</b>	<b>ALL ACTION SIMPLICITY</b>	<b>HOW WE COMMUNICATE</b>				
<b>CREATIVE PLATFORM</b>	<b>TOTAL BETTING</b>	<b>HOW WE TRANSLATE THIS INTO SOMETHING CONSUMER FACING</b>				

# BRAND COMPONENTS



LOGO



COLOUR PALETTE



DESIGN COMPONENTS



TYPOGRAPHY



IMAGERY

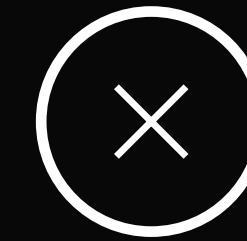


TONE OF VOICE

# SECTION TWO : **LOGO**

# THE LOGOS

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



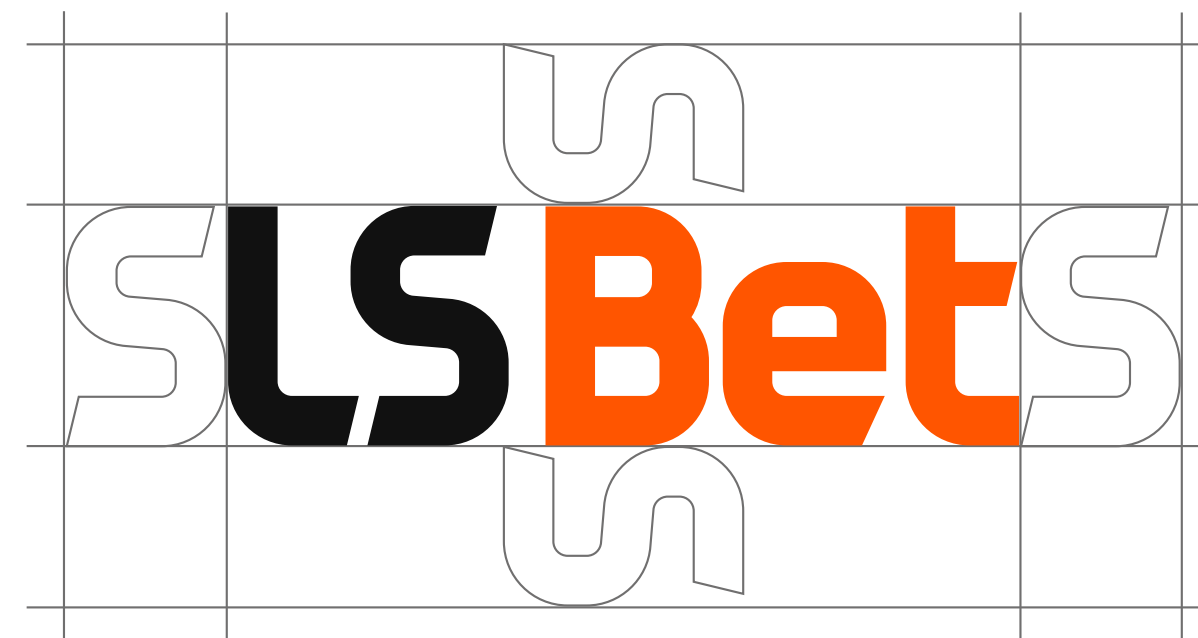
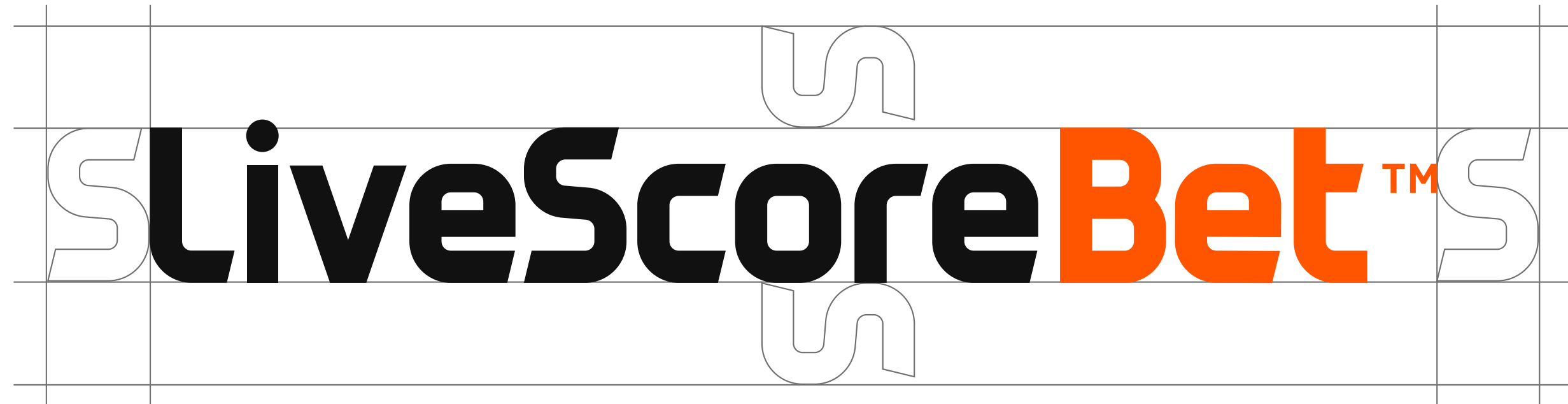
## CLEAR SPACE AND SIZING

### 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.



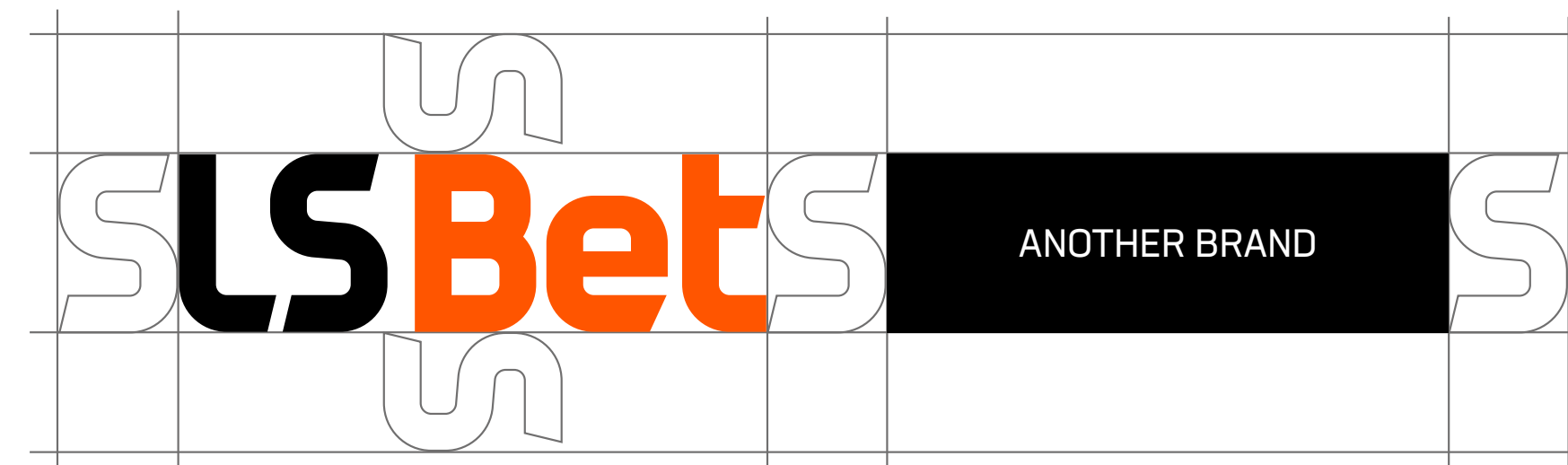


## PARTNERSHIP LOCK UPS

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



## TOTAL BETTING LOCKUP

The Total Betting lockup should be used on all sports executions where space allows.

The lockup should not be used on Casino executions. If there is any doubt about its usage, please contact the Brand team for confirmation.

Primary Lockup Black



Alternative Alignments



Primary Lockup White



Alternative Alignments



## TOTAL BETTING TICKER

Whether we're talking about a big sporting event or Responsible Gambling, the Total Betting Ticker can be customised to be relevant. It succinctly showcases our total nature.

### RG

TOTAL CONTROL

TOTAL SAFETY

TOTAL RESPONSIBILITY

### FOOTBALL

TOTAL EASE

TOTAL FLUIDITY

TOTAL EXCITEMENT

TOTAL BETTING

LiveScoreBet™

TOTAL CONTROL  
BETTING

# SECTION THREE : **TYPOGRAPHY**

**INTRODUCING**  
**SOFIA SANS**



SOFIA SANS  
EXTRA Condensed

---

**HEADLINE**  
**0123746789**

REGULAR / MEDIUM  
BOLD / EXTRA BOLD  
BLACK

SOFIA SANS  
SEMI CONDENSED

---

**HEADLINE**  
**0123746789**

REGULAR / MEDIUM  
BOLD / EXTRA BOLD  
BLACK

SOFIA SANS  
REGULAR

---

**HEADLINE**  
**0123746789**

REGULAR / MEDIUM  
BOLD / EXTRA BOLD  
BLACK

# TYPOGRAPHY

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

## HEADLINES

Sofia Sans **Semi Condensed** Black should be used for headlines. Where space is not at a premium or the headline is short Sofia Sans **Extra Condensed** Black can be used instead.

We use Sofia Sans in varying weights and styles to make an impact.

- These include:
- Extra Condensed (reg – black)
  - Semi Condensed (black)
  - Normal (reg – black)

## PRIMARY HEADLINES (LONG NAMES / WORDS)

---

ABCDEF...  
123

Sofia Sans Semi Condensed

## SECONDARY HEADLINES (WHERE APPLICABLE)

---

ABCDEF...  
123

Sofia Sans Extra Condensed

## BODY COPY. QUOTES. OTHER

---

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas in massa luctus, aliquet mauris vel, congue eros. Duis varius lorem ut augue porttitor, et vehicula arcu pulvinar. Nunc ut porttitor massa. Praesent mattis ultrices elementum. Mauris hendrerit accumsan tellus vitae sagittis. Pellentesque eleifend placerat vulputate. Quisque a nulla maximus, tristique odio dignissim, hendrerit enim. Duis a lorem dolor. Nam eget metus ut massa tempor convallis. Donec laoreet fermentum magna ac feugiat. Vestibulum tortor mauris, cursus vitae ele.

Sofia Sans Regular / Extra Condensed

# TYPOGRAPHY

We use UPPERCASE SOFIA SANS SEMI CONDENSED BLACK for headlines.

When there is a continuation of the offer we use UPPERCASE SOFIA SANS BOLD. If the copy is not a direct continuation from the headline, use the sub copy styling.

Sofia Sans REGULAR & BLACK is used for sub copy. If limited on space, the EXTRA CONDENSED can also be used.

We use Sofia Sans REGULAR in sentence case for Body copy. EXTRA CONDENSED and can also be used depending on the space available.

Sofia Sans REGULAR in sentence case is used for legal copy and T&Cs.

Headline

# BET £10 GET £20 IN FREE BETS

Headline Supporting

## WHEN YOU BET ON ANY MATCH THIS SATURDAY\*

Sub copy

Exclusively for new customers, **PLUS** get a £5 Free Bet for every goal\*.

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

## TYPOGRAPHY HIGHLIGHTS

To draw extra 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.

The same rules apply for body copy however use UPPERCASE BLACK. Orange can be used in some occasions but should be avoided where possible.

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

---

Use **UPPERCASE BLACK** as a highlight within body copy to help callout key words and phrases.

Sofia Sans - Semi Condensed Black

Sofia Sans - Semi Condensed Bold

Sofia Sans - Regular

Sofia Sans - Regular Bold

Sofia Sans - Regular

The banner features the LiveScoreBet logo at the top. The main headline consists of 'BET £10' in white, 'GET £20' in orange, and 'IN FREE BETS\*' in white. Below this is a paragraph of text in white, followed by an orange 'Join here' button. At the bottom, there is a small disclaimer in white. Five purple lines connect the text labels on the left to specific elements in the banner: the first line points to 'BET £10', the second to 'GET £20', the third to the main text paragraph, the fourth to the 'Join here' button, and the fifth to the disclaimer.

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



# TYPOGRAPHY IN ACTION

Sofia Sans - Extra Condensed Black

LiveScoreBet™

**WATCH  
LIVE  
HORSE  
RACING**

Sofia Sans - Regular

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



Sofia Sans - Bold

**Join Here**

Sofia Sans - Black

**DOWNLOAD THE APP**



Sofia Sans - Regular

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

Sofia Sans - Regular Black

LiveScoreBet™

**CHAMPIONS  
LEAGUE  
BETTING**

Sofia Sans - Extra Condensed Black

**MAN**

MAN UNITED

Sofia Sans - Regular

VS

**CHE**

CHELSEA

Sofia Sans - Extra Condensed

Sofia Sans - Regular

SATURDAY 15:00  
OLD TRAFFORD

**Join Here**

Sofia Sans - Black

**DOWNLOAD THE APP**



Sofia Sans - Regular

\*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+

# TYPOGRAPHY IN ACTION

Sofia Sans - Semi  
Condensed Black

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



Sofia Sans - Medium

FOOTBALL

Sofia Sans - Semi  
Condensed Black

**WOLVES TO WIN  
& BTTS**

Sofia Sans - Regular

> WOLVES VS MAN UNITED  
> KICKOFF 15:00

Sofia Sans - Regular

\*Max Free Bet: £1-£20 per Member-see value you'll receive on log-in. 1st cash bet (ex. Price Boosts) placed from 9am Thurs before Selected Match till full-time. Use Free Bet in 7 days on sportsbook. Stake not returned. T&Cs apply.

**PRICE  
BOOST**

WAS 2/7

**5/1**

EXP 01/01/22

Sofia Sans - Semi  
Condensed Black

Sofia Sans - Regular

Sofia Sans - Semi  
Condensed Black

# 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.

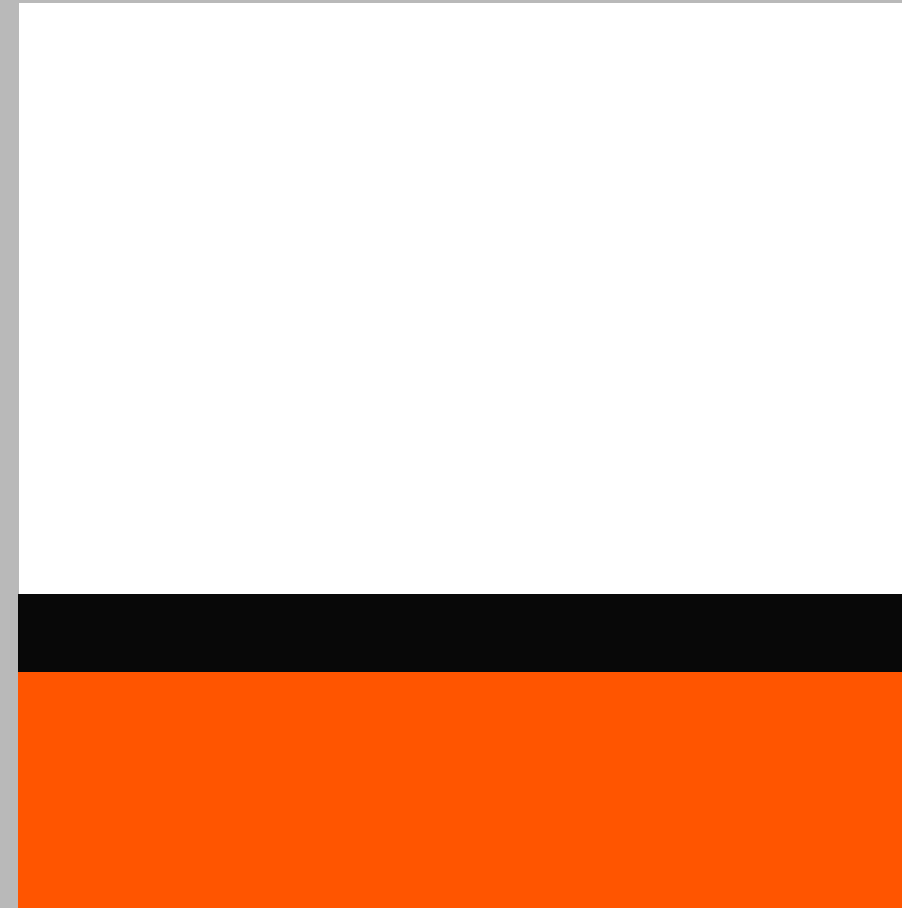
## SECONDARY

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.

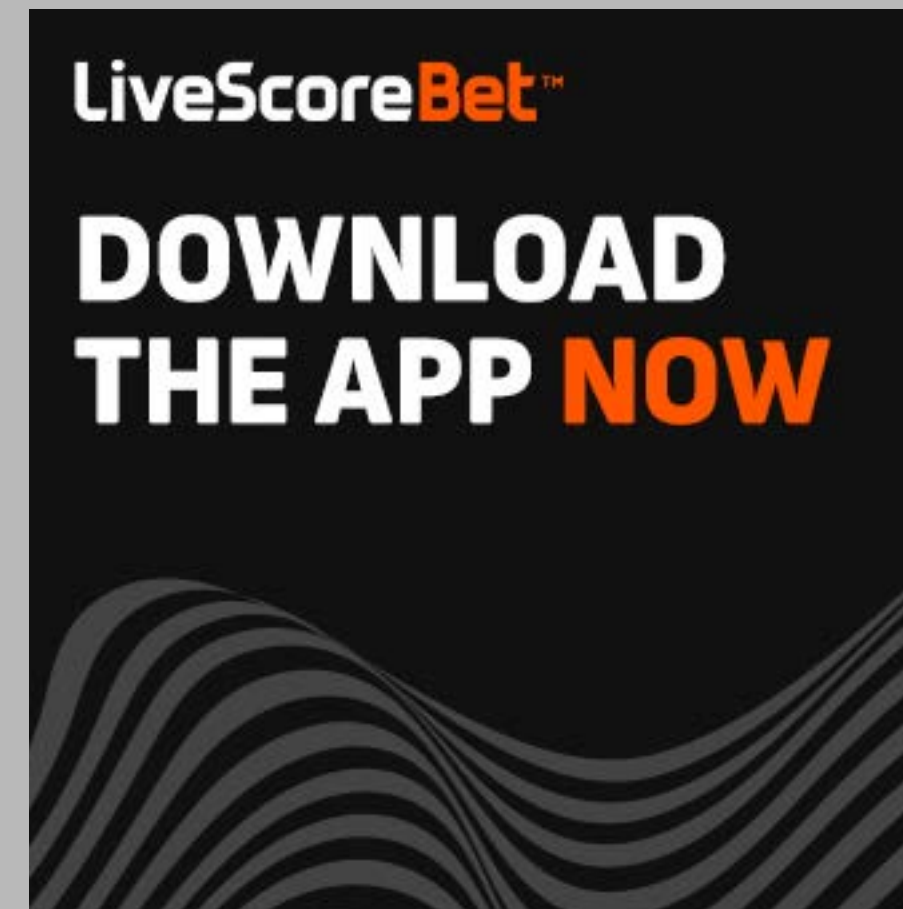
PRIMARY



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.

**LiveScoreBet™**  
**BET £10**  
**GET £20**  
**IN FREE BETS\***  
 Join Here

\*New members only. £10+ bet on sportsbook (ex. virtuals) at 1.5 min odds, settled within 14 days. Free Bets: valid 7 days on sportsbook only. 2x£5 Free Bets for Bet Builder only. Stake not returned. T&Cs + deposit exclusions apply. Bet Responsibly. GambleAware.org. 18+

**LiveScoreBet™** **BET £10 GET £20**  
**IN FREE BETS\*** Bet Here

\*Terms and conditions apply. 18+

**LiveScoreBet™**  
 WELCOME OFFER  
**BET £10**  
**GET £20**  
**IN FREE BETS\***  
 Join here

\*New members only. £10+ bet on sportsbook (ex. virtuals) at 1.5 min odds, settled within 14 days. Free Bets: valid 7 days on sportsbook only. 2x£5 Free Bets for Bet Builder only. Stake not returned. T&Cs + deposit exclusions apply. Bet Responsibly. GambleAware.org. 18+

**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.

Account details: andreikssonlsbuk | Forgotten your password?  
 SPORTS CASINO ACCOUNT

**LiveScoreBet™**  
**MAN CITY & WOLVES**  
 Each to lead at half time

**MEGA BOOST**  
 WAS 2/1  
**13/1**  
 Tuesday EFL Trophy Treble  
 Play now

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

Hey Andre

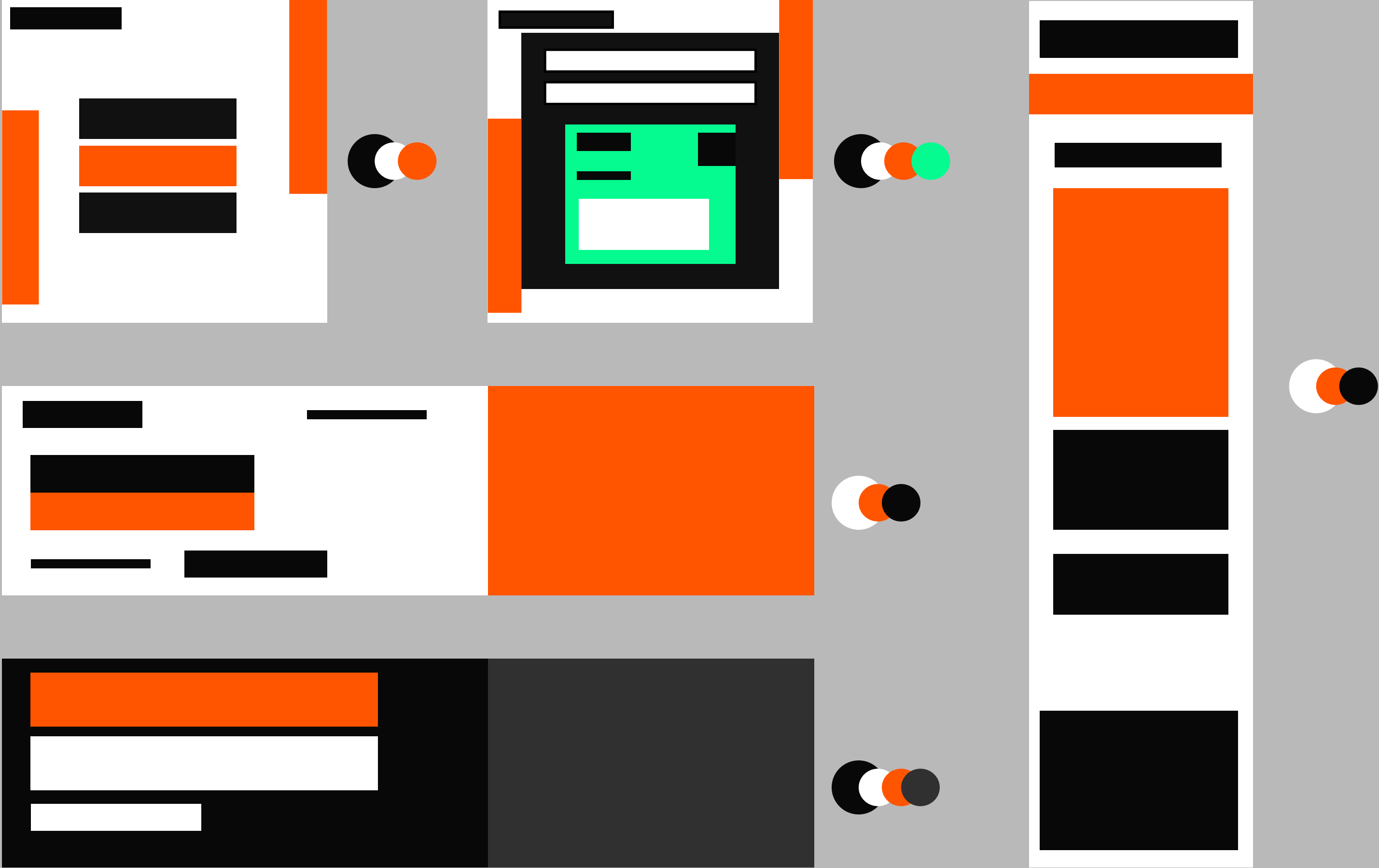
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum inure dolor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

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

**CHECK OUT OUR**  
**RESPONSIBLE**  
**GAMBLING TOOLS**

# 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.

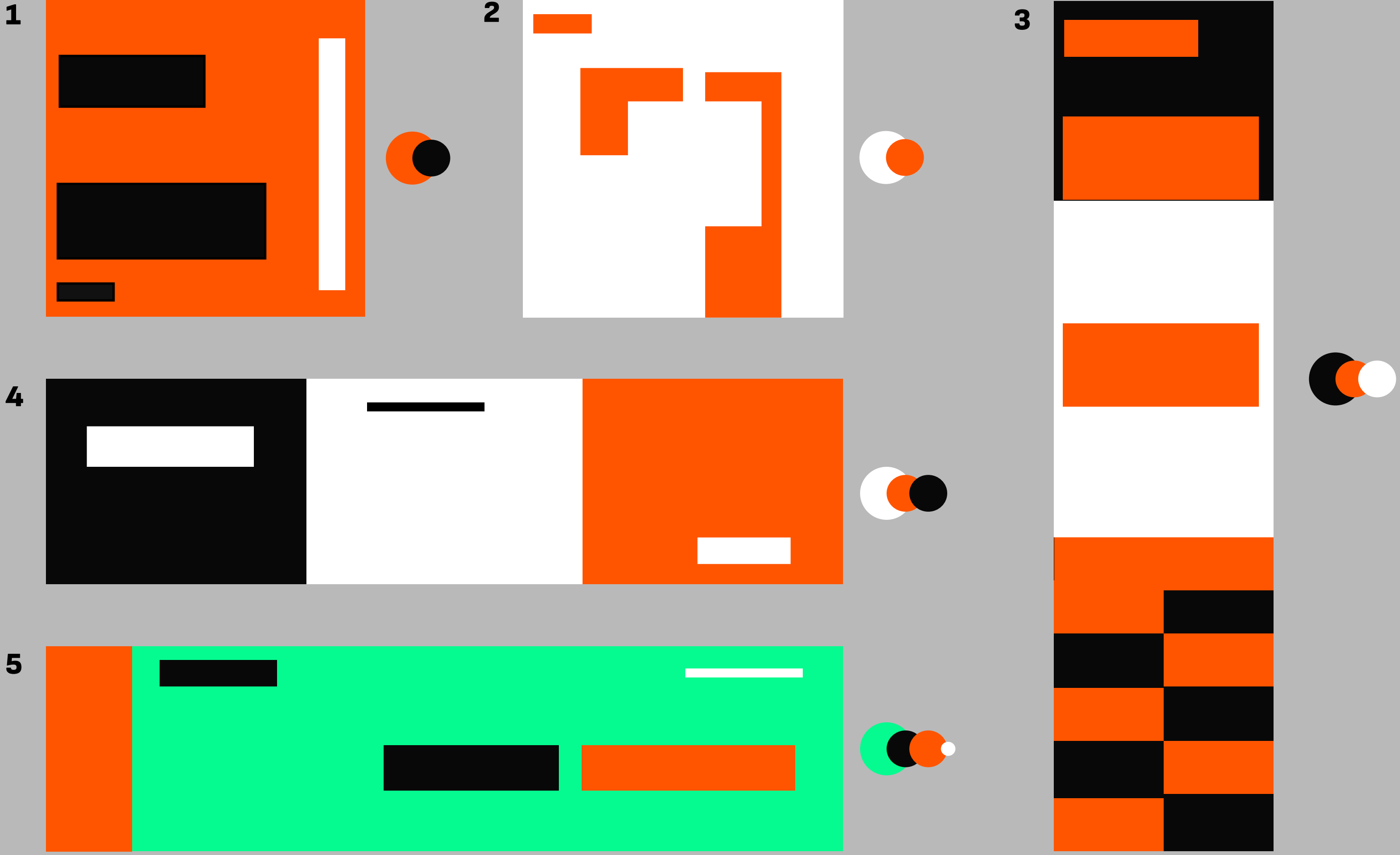
Combinations of the 3 brand colours make LiveScore Bet feel recognisable and allows flexibility to apply either a light or dark treatment on branded assets, depending on what is appropriate for the content/application.



# 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.








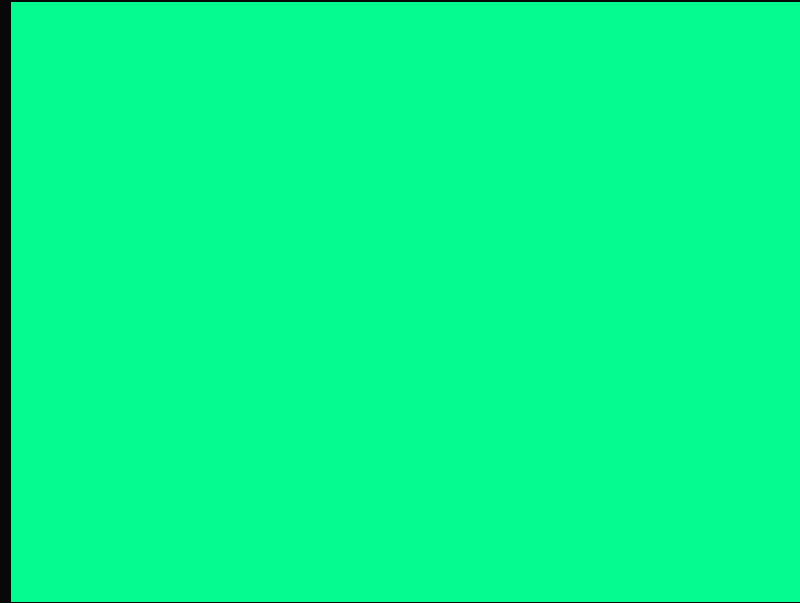
## SECONDARY COLOURS

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.

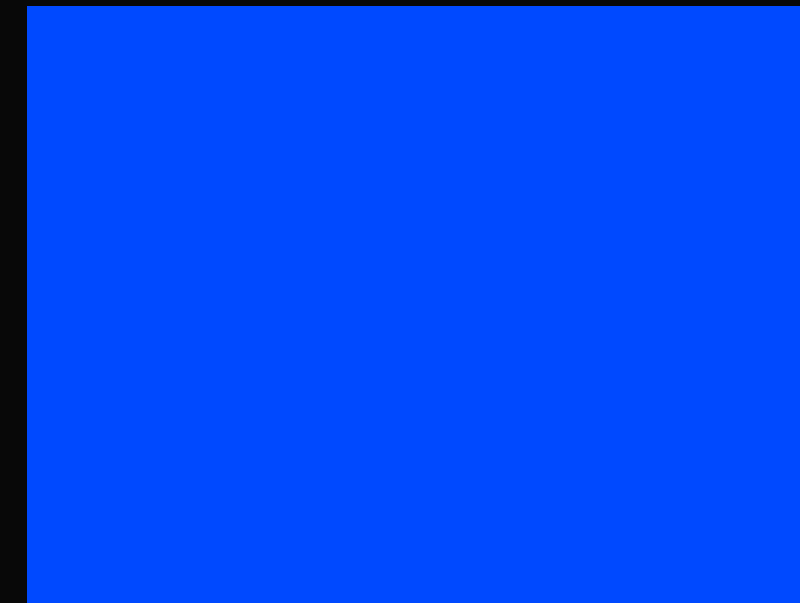
When using colours that signify value, you may dial up the amount of colour in order to be disruptive however in the majority of cases the value colours should be used sparingly to ensure it retains its value.

-  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



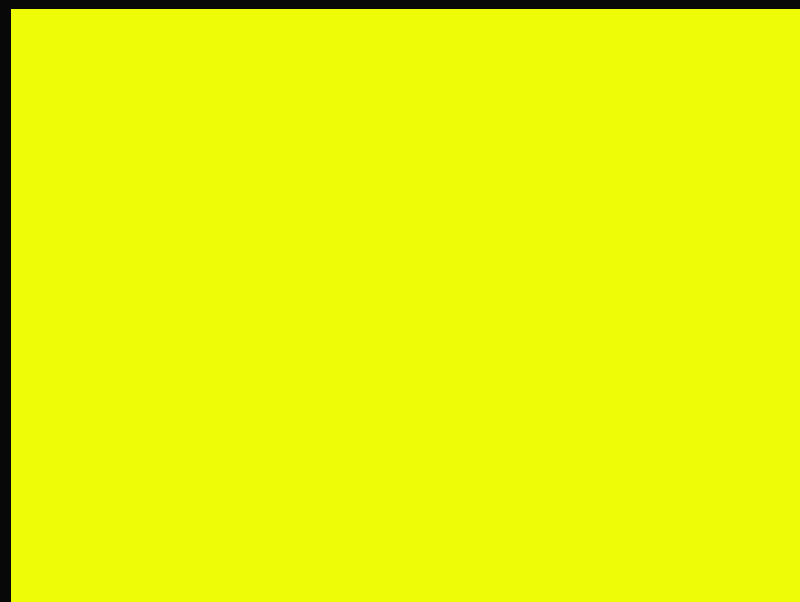
### BLUEBERRY

RGB: 0, 73, 255  
HEX: 0049FF



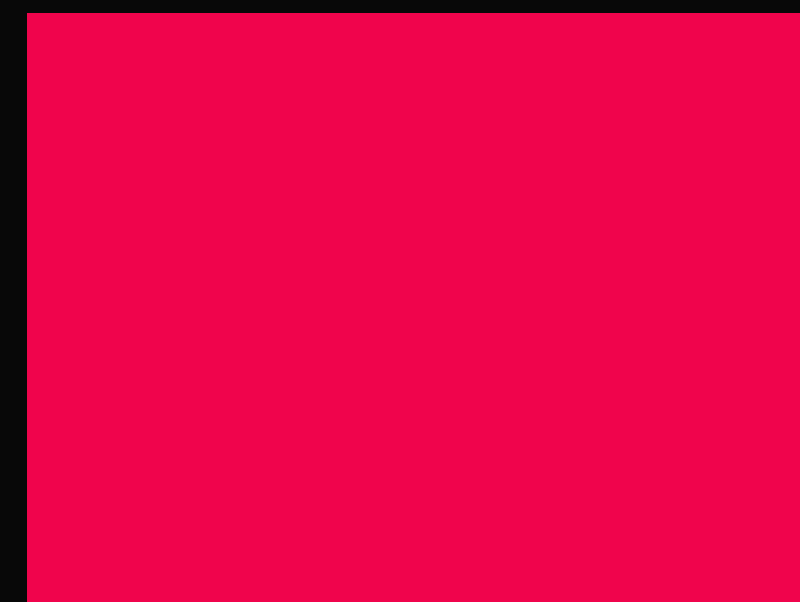
### GRAPE

RGB: 106, 29, 255.  
HEX: 6A1DFF



### LEMON

RGB: 238, 253, 7.  
HEX: EEFD07



### CHERRY

RGB: 240, 4, 76  
HEX: F0044C



## 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.

FOOTBALL

# WOLVES TO WIN & BTTS

> WOLVES VS MAN UNITED  
> KICKOFF 15:00

**PRICE BOOST**  
WAS 2/7  
**5/1**  
EXP 01/01/22

\*Max Free Bet: £1-£20 per Member-see value you'll receive on log-in. 1st cash bet (ex. Price Boosts) placed from 9am Thurs before Selected Match till full-time. Use Free Bet in 7 days on sportsbook. Stake not returned. T&Cs apply.

Mint = Price Boost

Event

CHELTENHAM FESTIVAL

# BANK UP TO £400 IN FREE BETS\*

Get £10 towards your Cheltenham free bet bank any time youbet £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\*

When you bet on the Premier League this weekend

\*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



USER INTERFACE

# PRODUCT COLOURS

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

## ORANGE

LiveScore Primary Colour & In play



## WHITE

Primary/Secondary Text



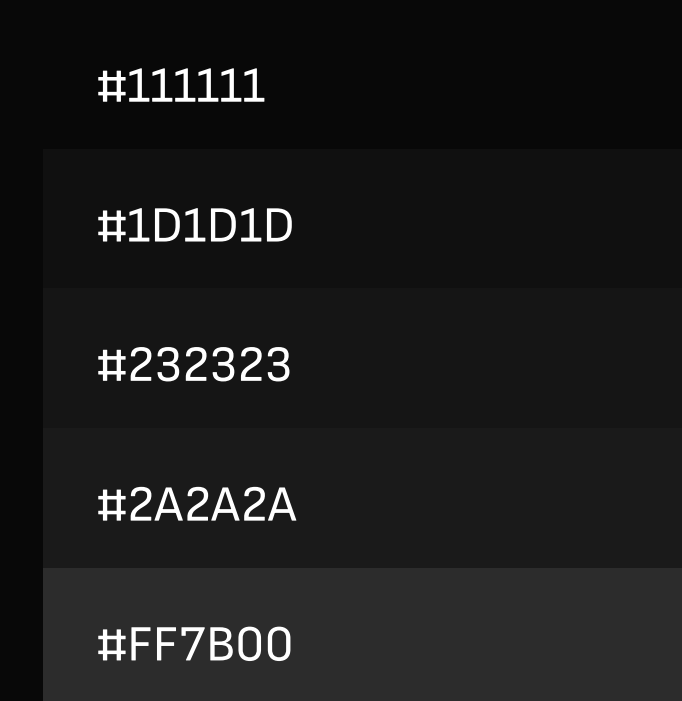
## BLACK

Foundation elements



## NEUTRALS

Foundation elements



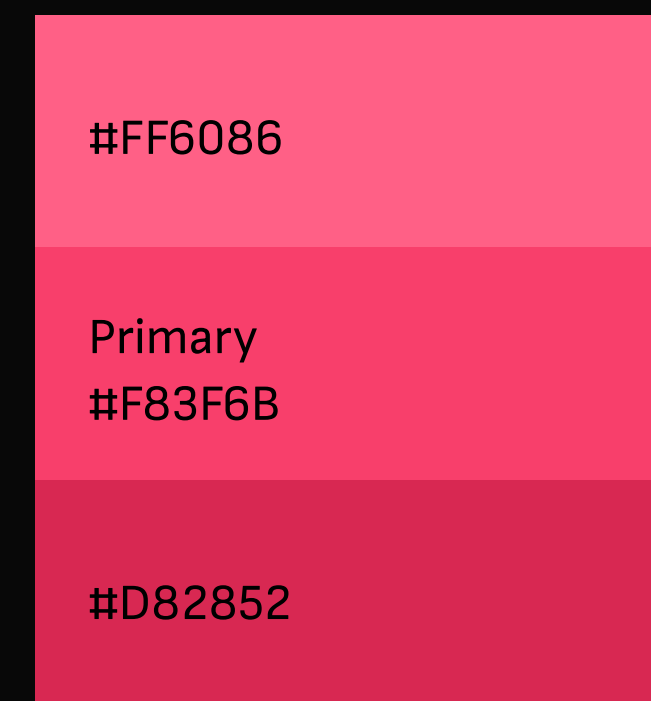
## MINT

Price Boosts & Winning Bets



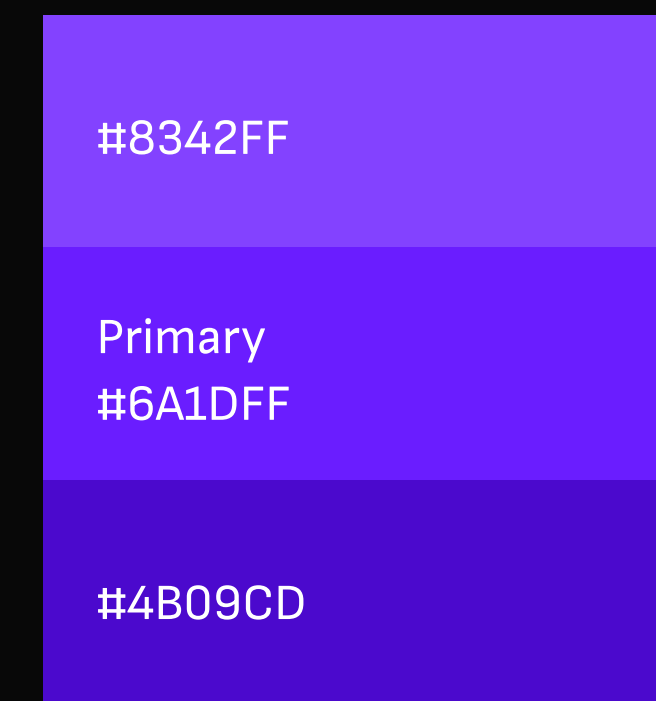
## WATERMELON

Errors, Warnings & Losing Bets



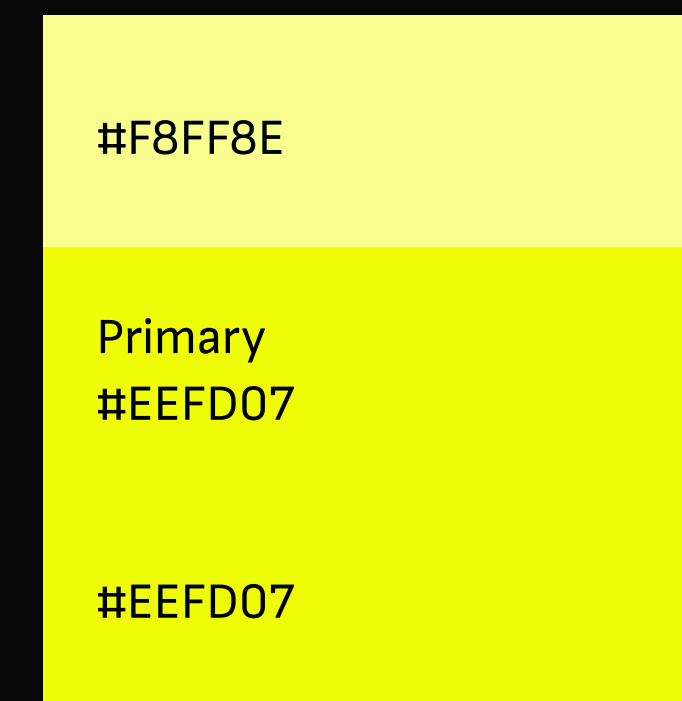
## GRAPE

Foundation elements



## LEMON

Foundation elements



# 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: Sofia Sans Bold

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.

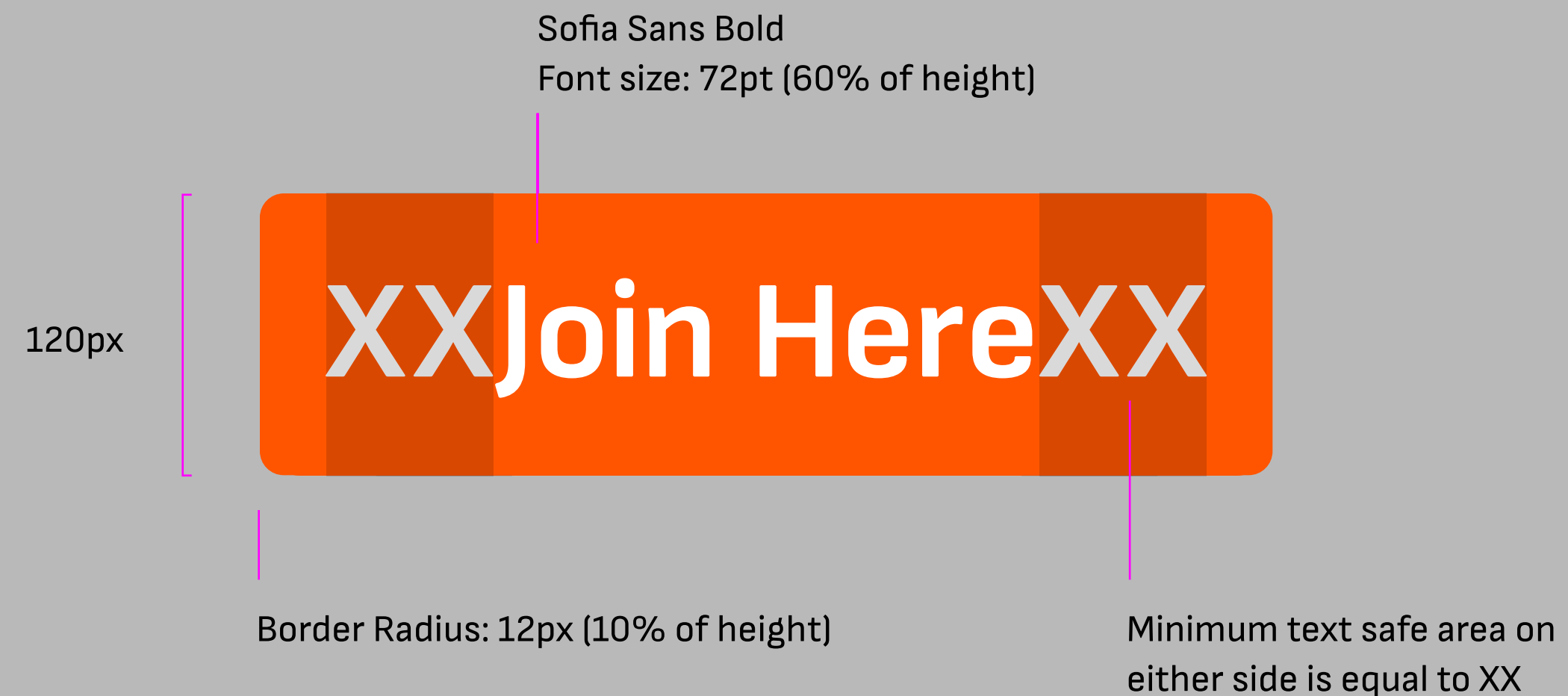
Black background = White CTA with black text  
White background = Black CTA with white text



Join Here



Join Here



# 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.**

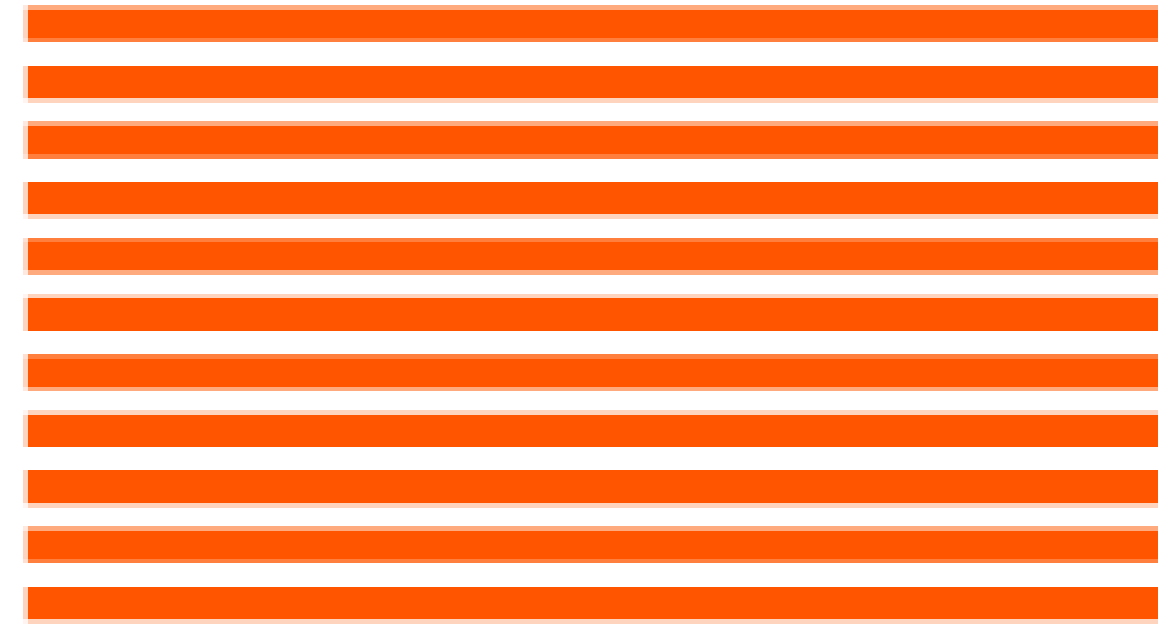


## MOMENTUM SHIFT INTRO & MEANING

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.

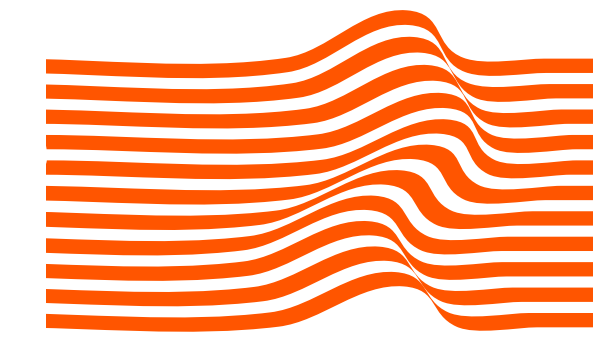
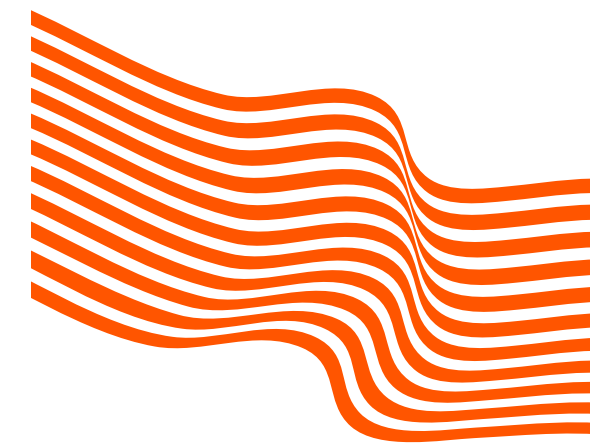
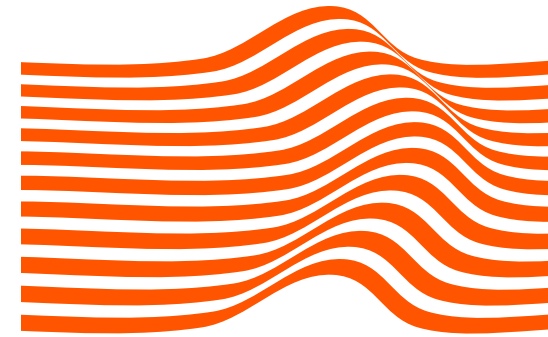
That's why this key design system component is constructed from either 11 or 5 lines.

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.**



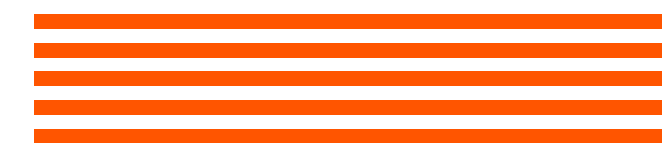
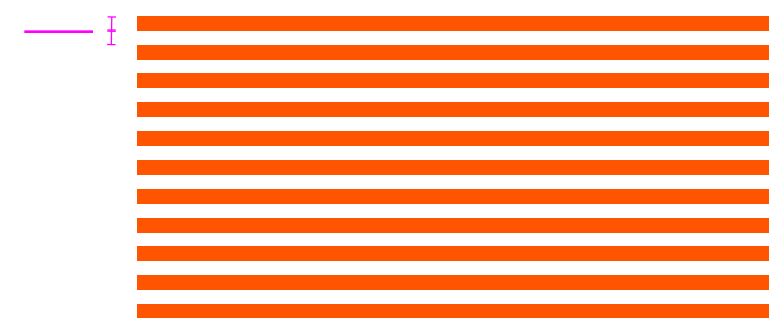
**11**



**5**



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

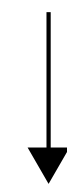
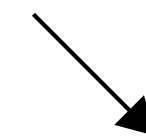
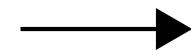


## MOMENTUM SHIFT RULES — DIRECTION

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

It's 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 make 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.



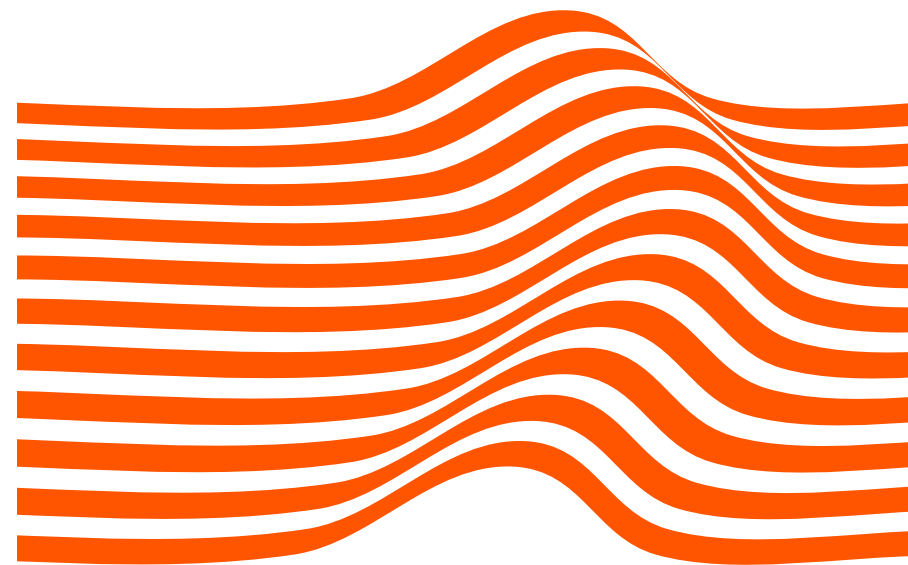
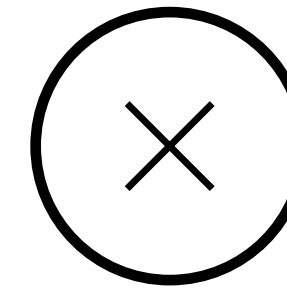
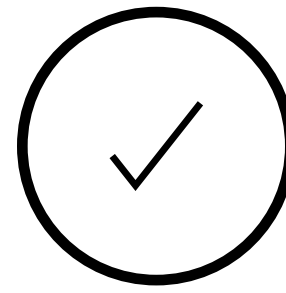
## MOMENTUM SHIFT INCORRECT USAGE

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

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

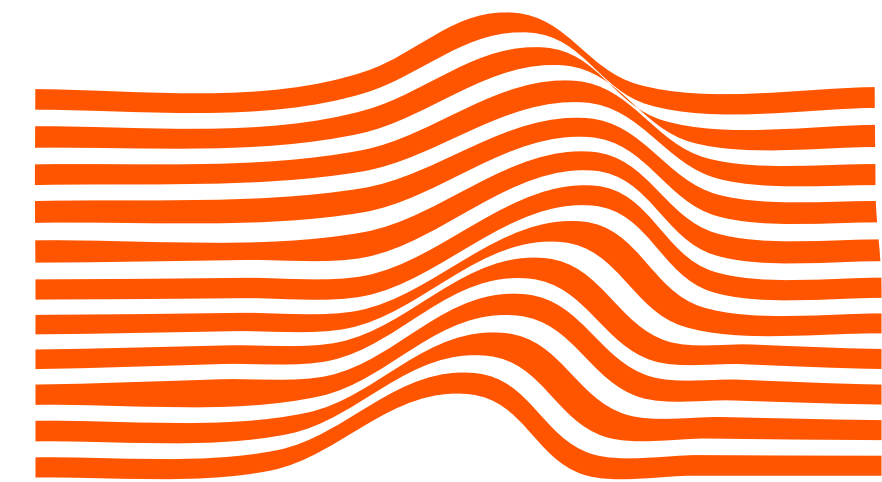
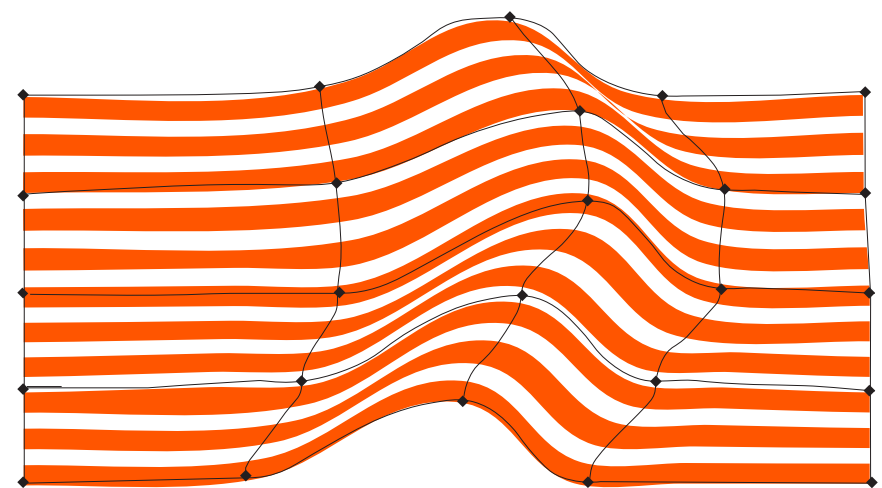
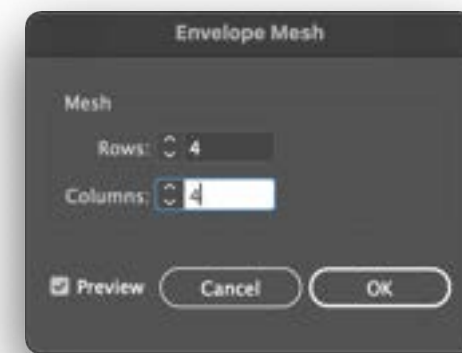
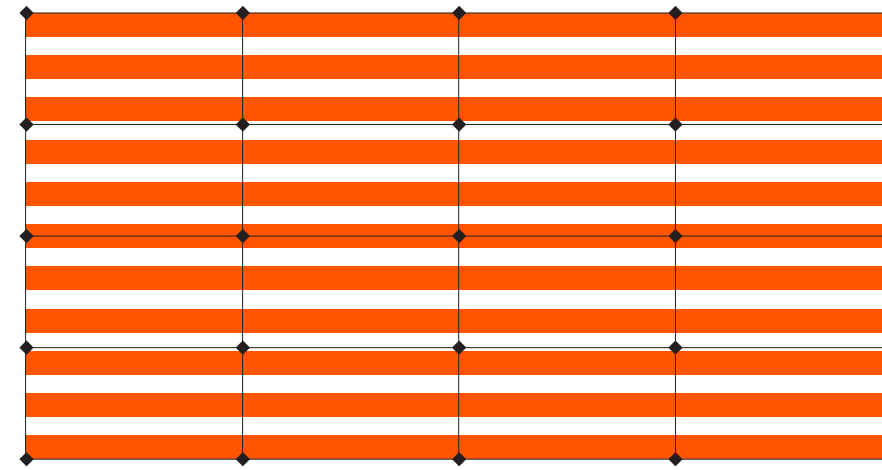
Object - Evelope Distort - Make with Mesh

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

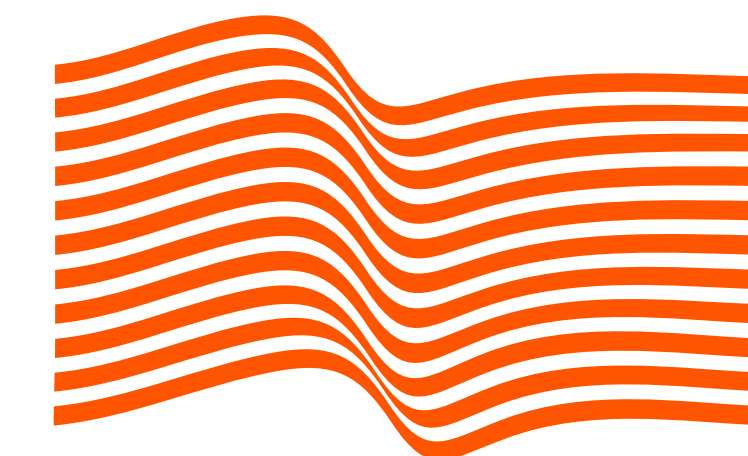
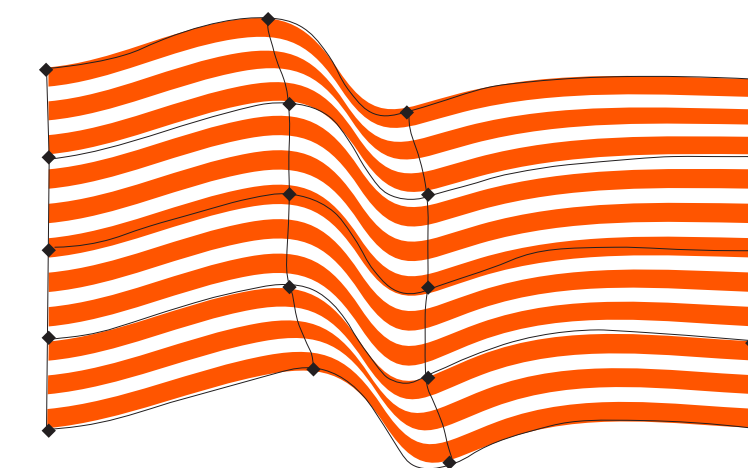
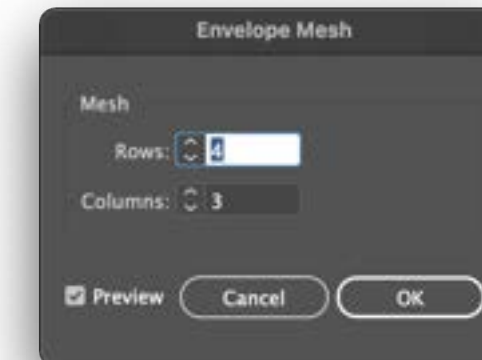
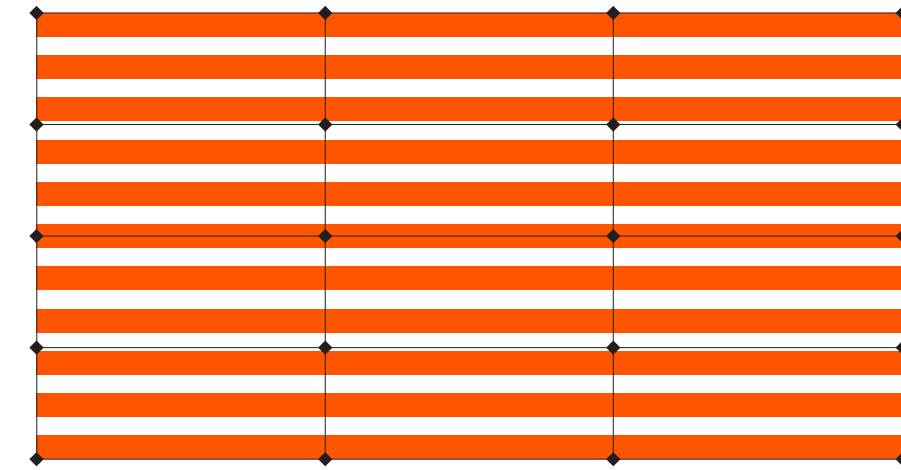
- 1 4 Columns 4 Rows
- 2 3 Columns 4 Rows

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





# 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



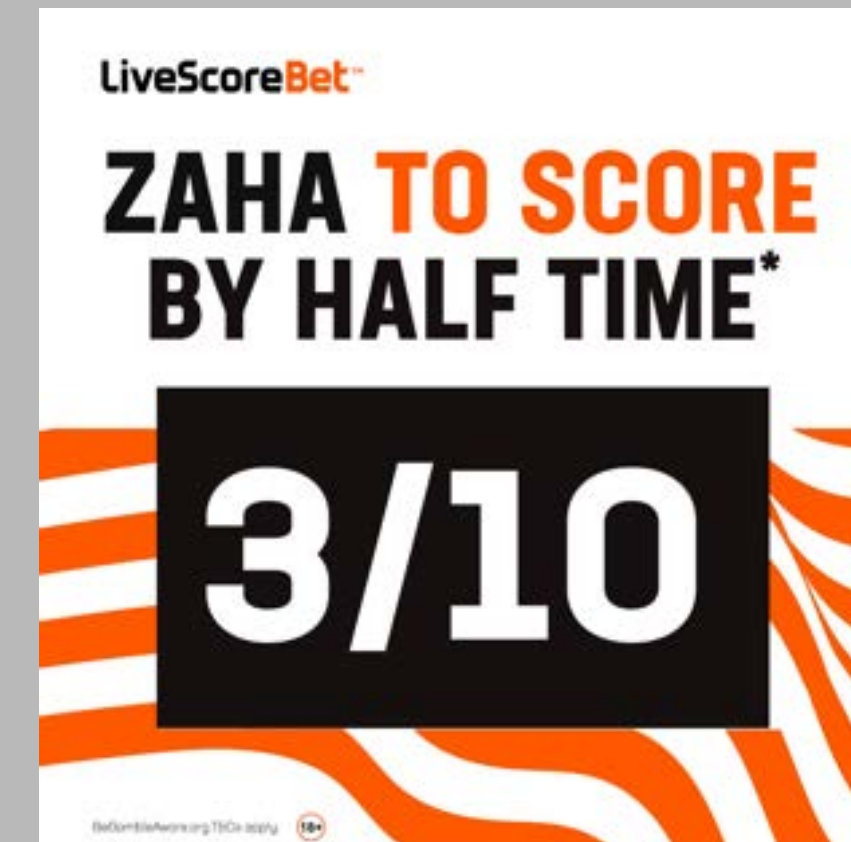
LIGHT



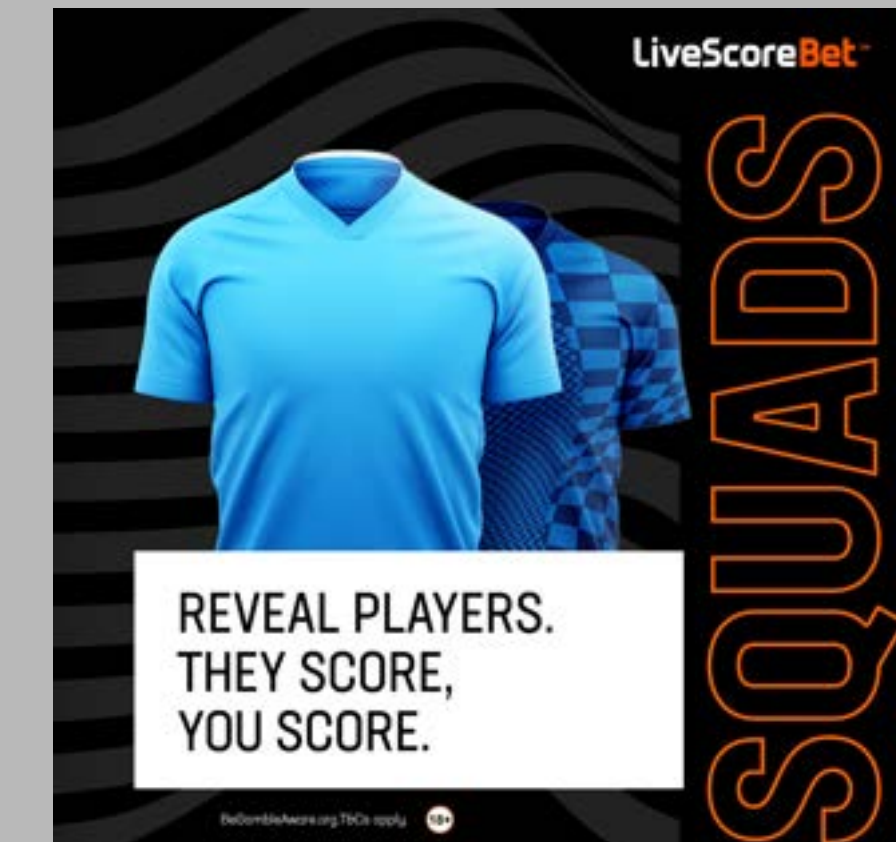
HEAVY



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+

MEDIUM

**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+

HEAVY

**LiveScoreBet™**  
**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+

**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 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

## MOMENTS THAT MATTER

ART DIRECTION IN ONE LINE



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.



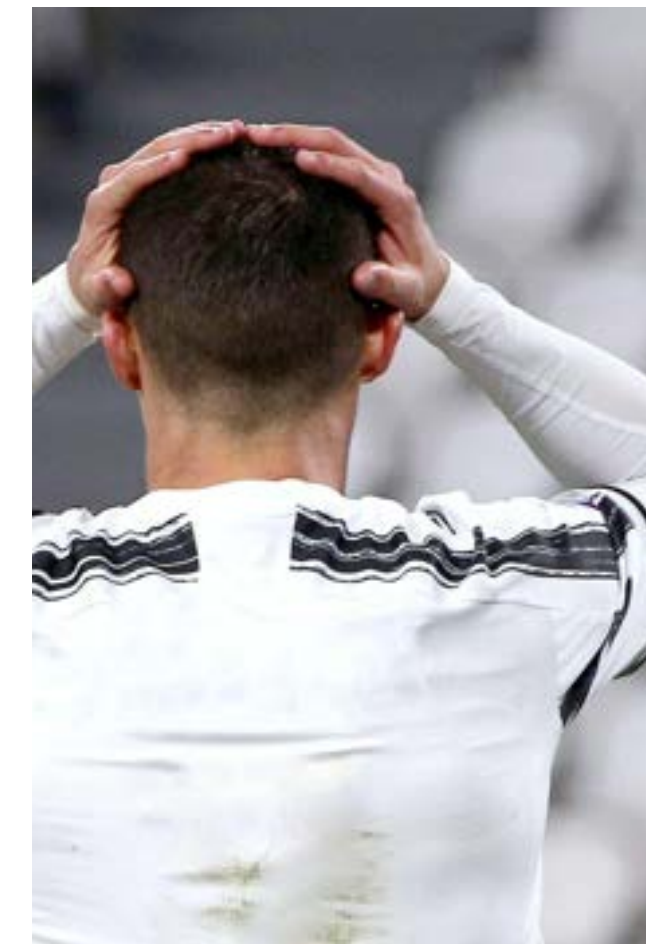
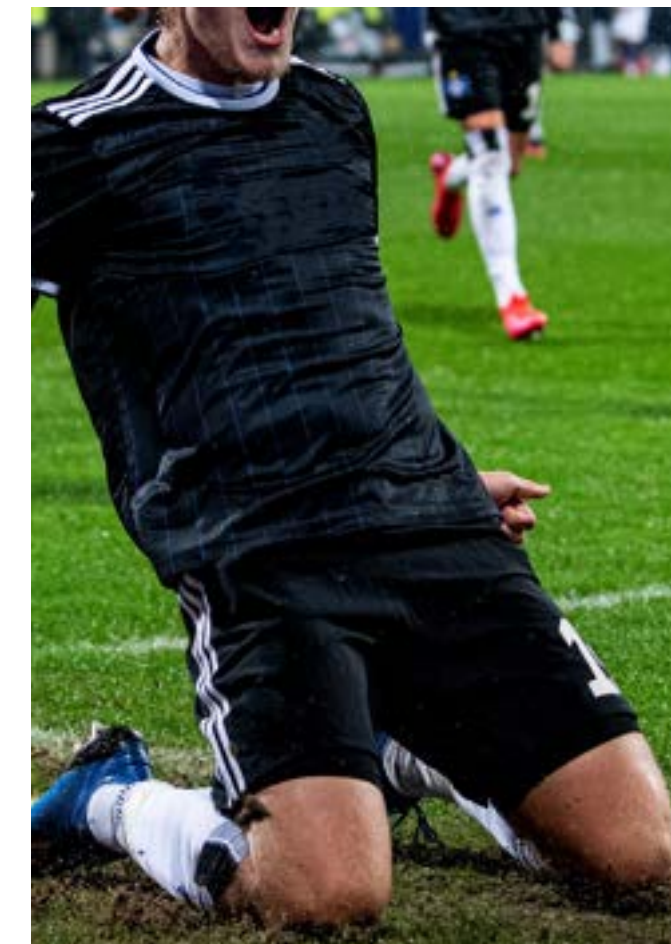
## PHOTOGRAPHY — EMOTION

Choose photography that captures the athlete's emotions and passion for the 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



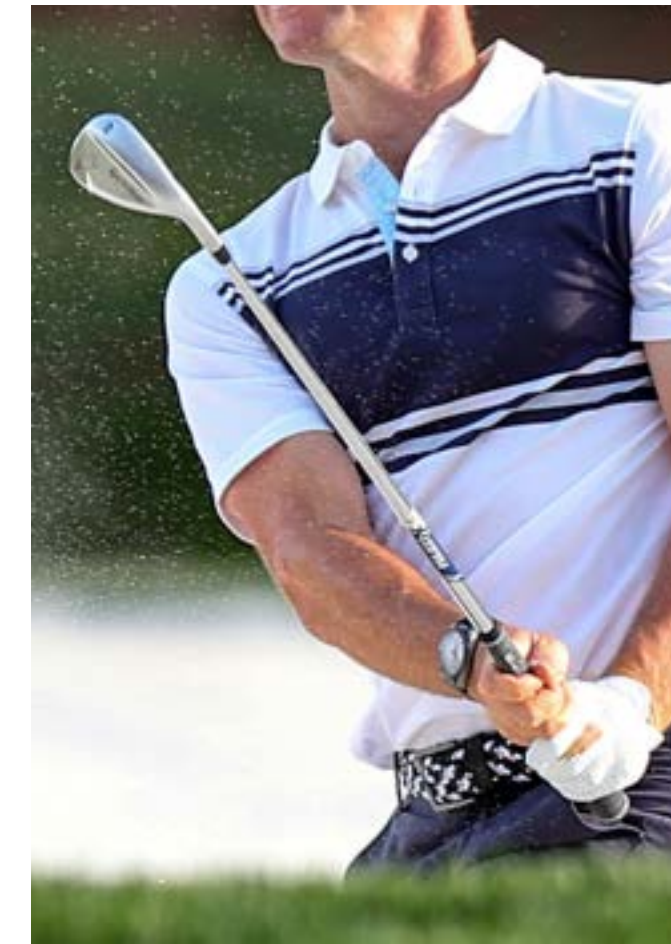
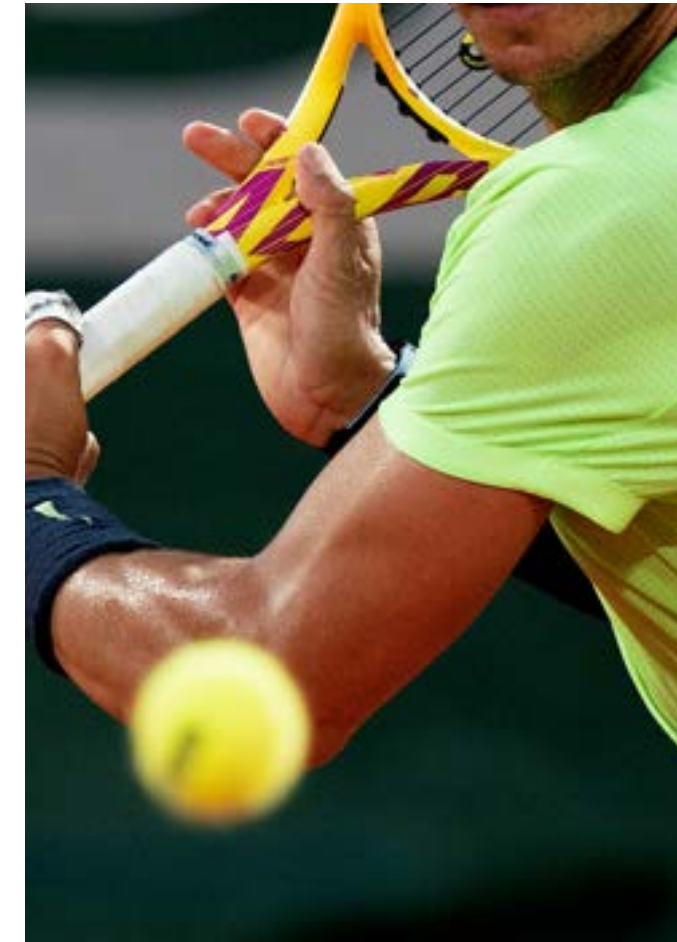


# PHOTOGRAPHY

## — ATHLETES IN ACTION

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

Use only high quality shots.



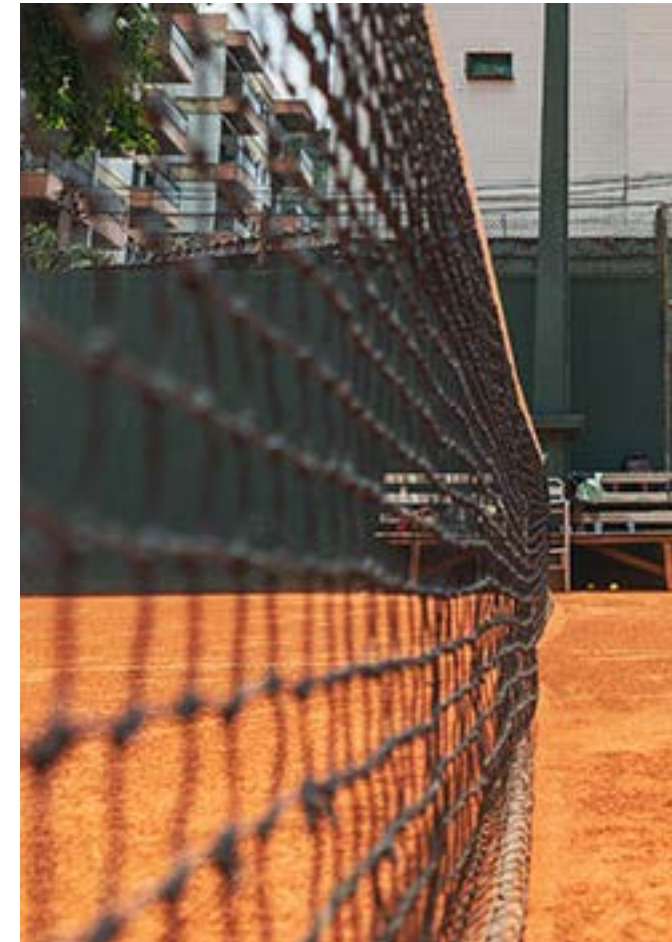


## PHOTOGRAPHY — CREATING A NARRATIVE

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 lifeforce that is our sporting hero within.

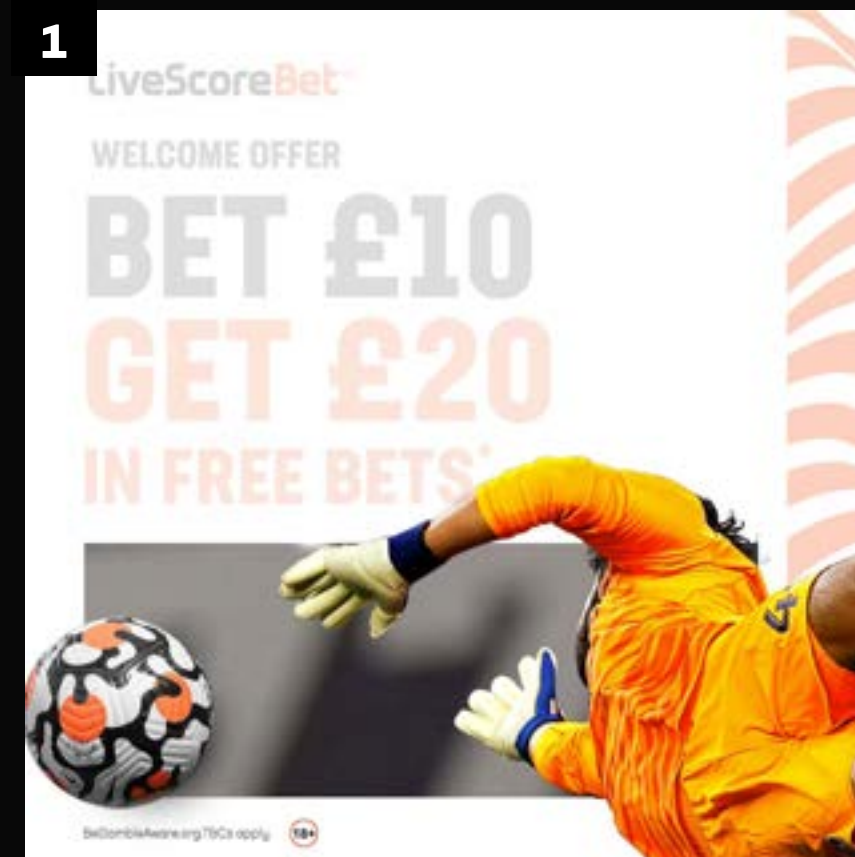
### BACKGROUNDS

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

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



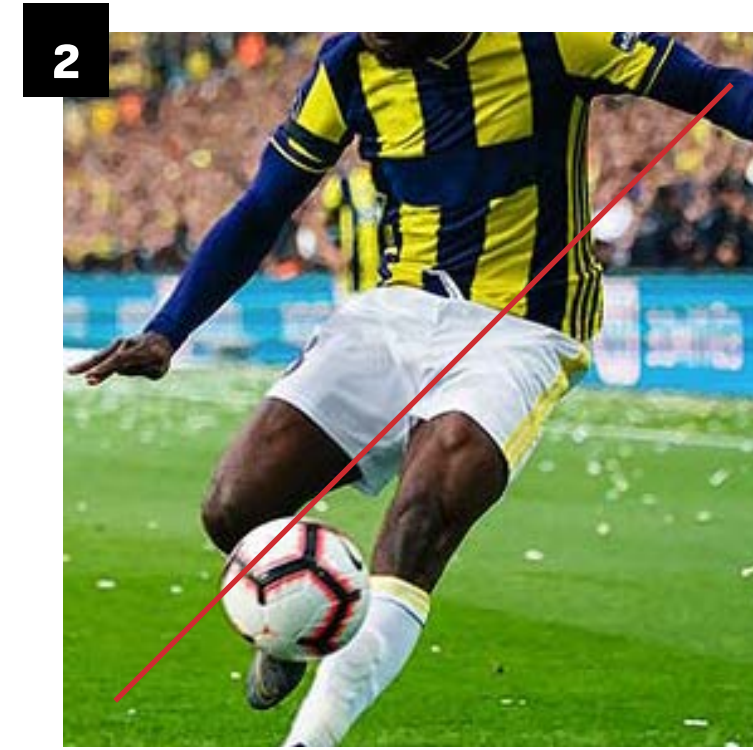
Black and white -100 saturation





## 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

#### 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,

# 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™**  
TOTAL BETTING

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

WIMBLEDON MONDAY, 27 JUNE

\*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.

taketimetothink.co.uk  **TAKE TIME TO THINK™** BeGambleAware.org® 



OUT OF HOME • CAMPAIGN





DISPLAY BANNERS

**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 reponsible 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**

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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**

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**Hey Andre**

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**LiveScoreBet™**

**MAN CITY & WOLVES**

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**MEGA BOOST** 

WAS 2/1

**13/1**

FOOTBALL

» Tuesday EFL Trophy Treble

**Play now**

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**Hey Andre**

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DONT FORGET

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



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**Hey {First Name}**

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The livescore bet team

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# PUSH NOTIFICATIONS

**TRY OUR  
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FREE GAME**



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

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FREE TO PLAY

**SQUADS**

REVEAL PLAYERS • THEY SCORE  
YOU SCORE

**Play now**



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WELCOME OFFER

**ENJOY  
£20  
IN FREE BETS**

When you bet £10\*

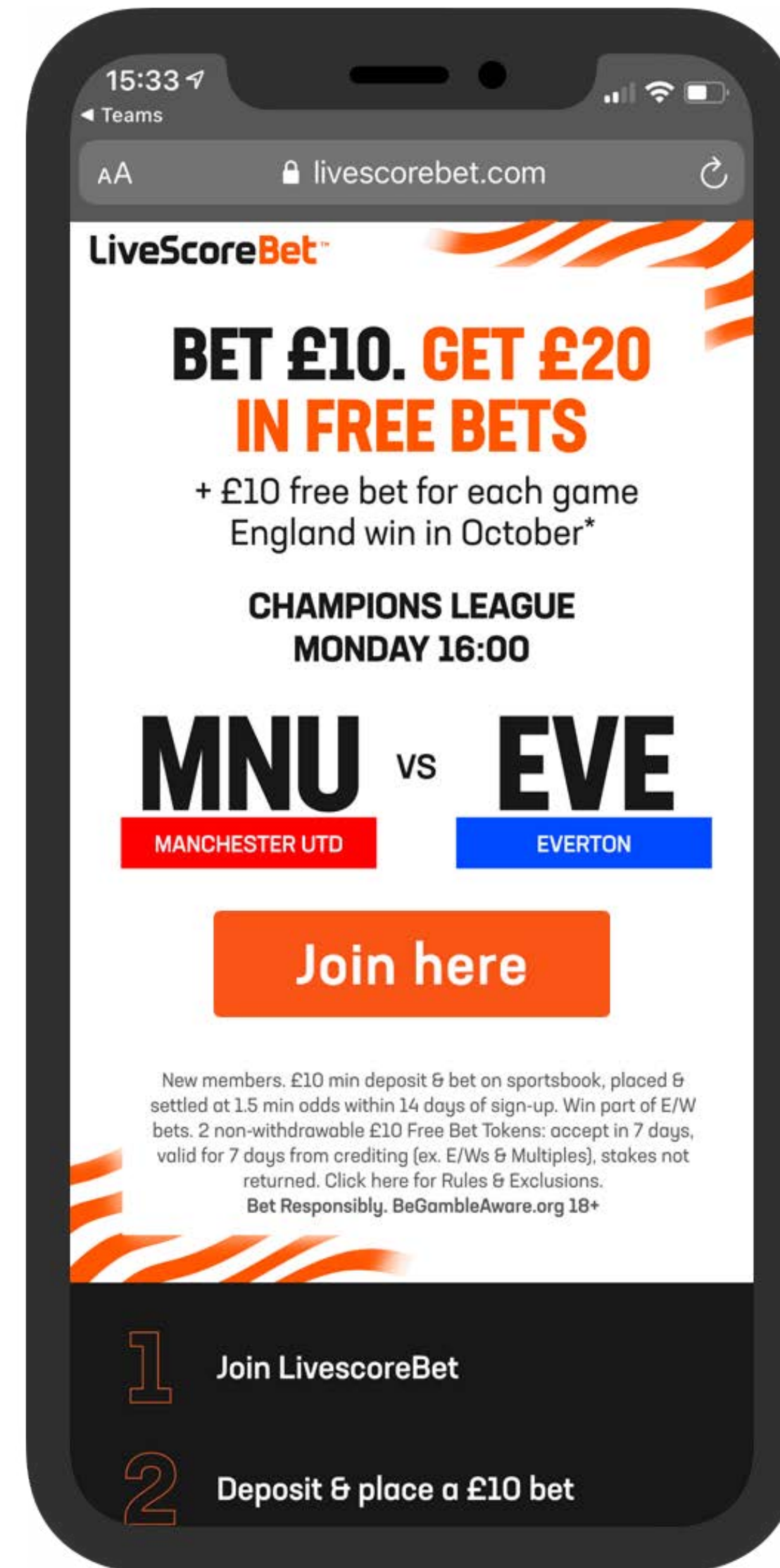
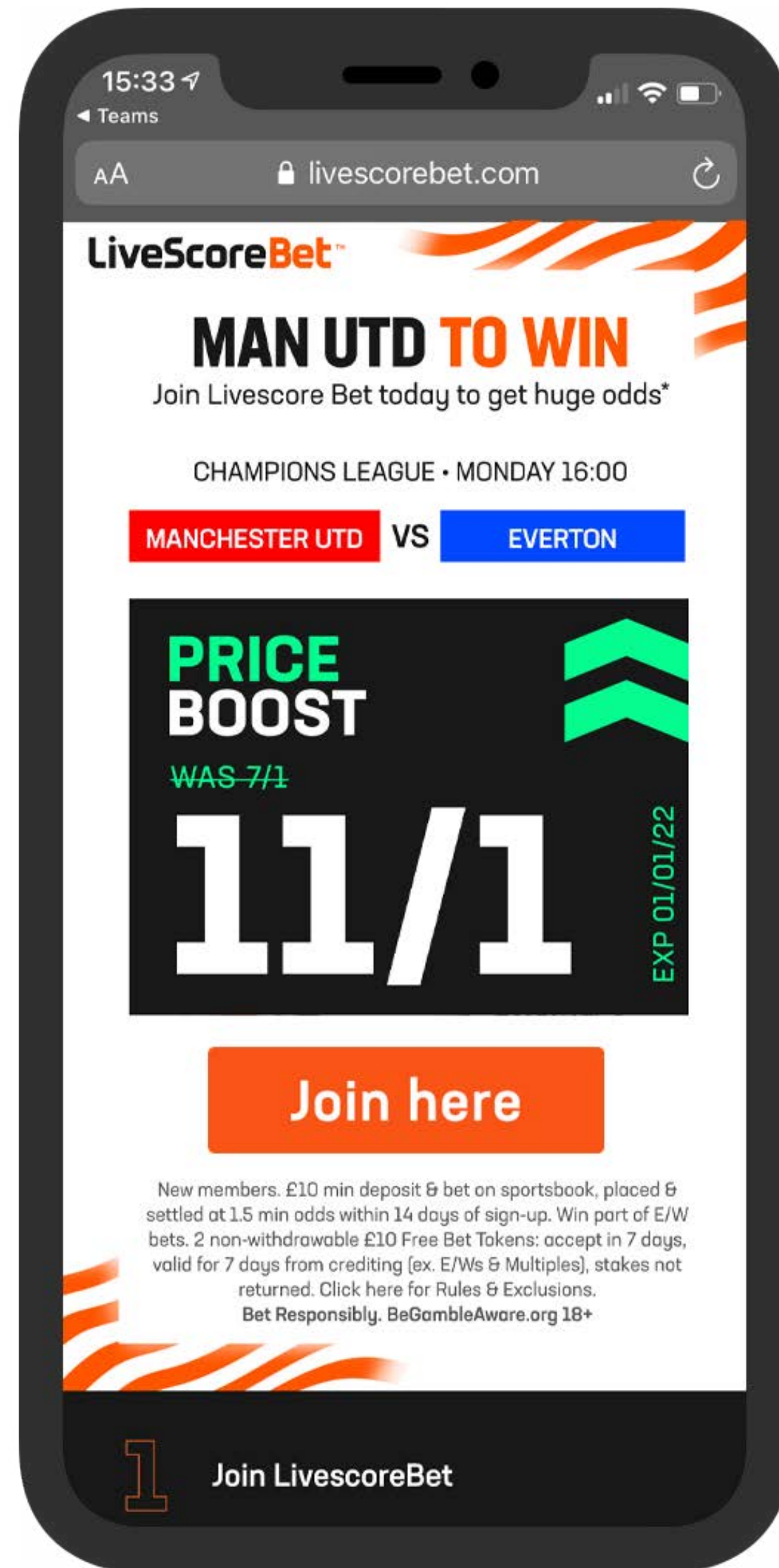
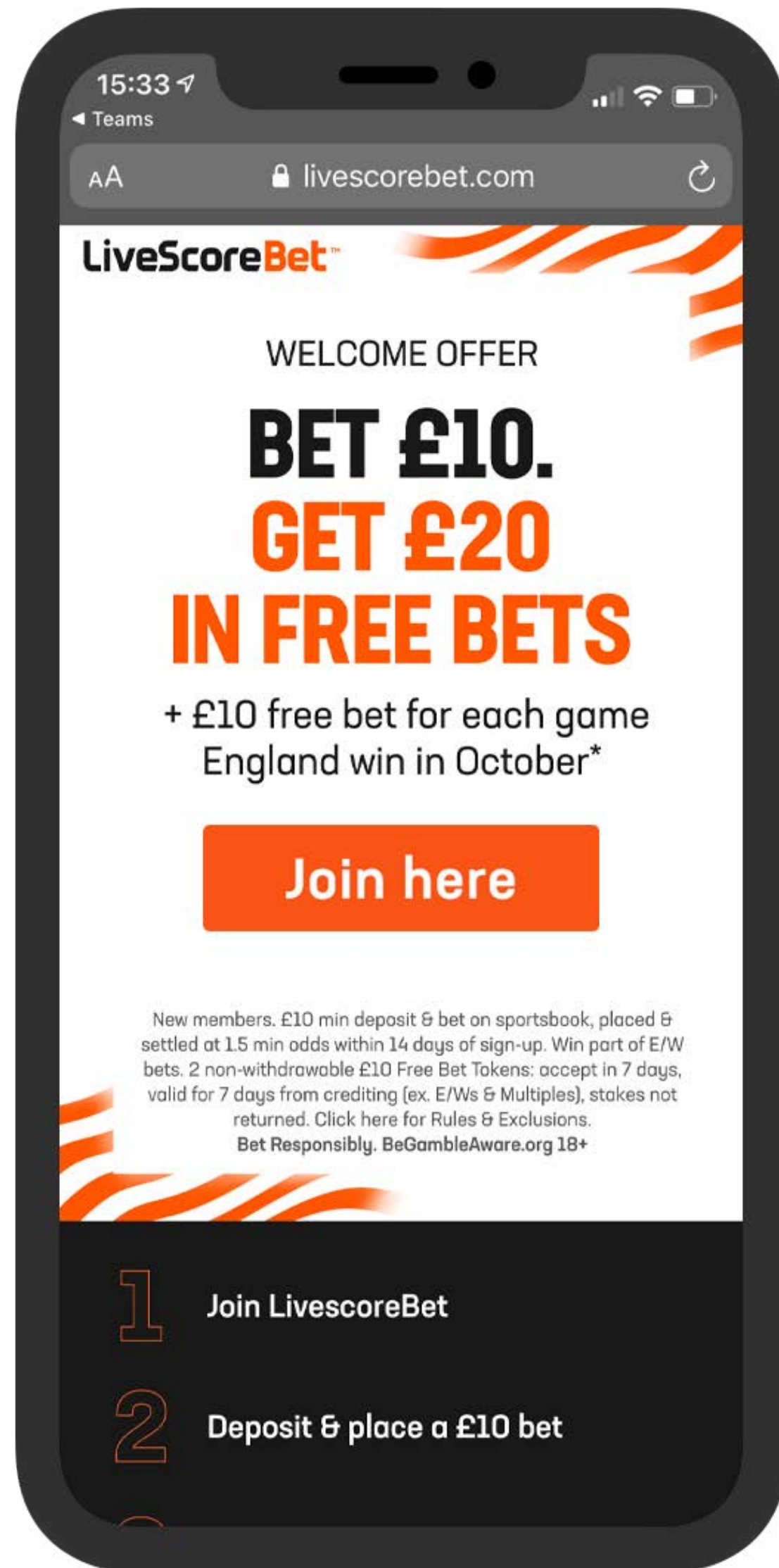


\*Limited availability. max bet £20. odds subject to change. singles only. rules & exclusions apply - Bet responsibly gambleaware

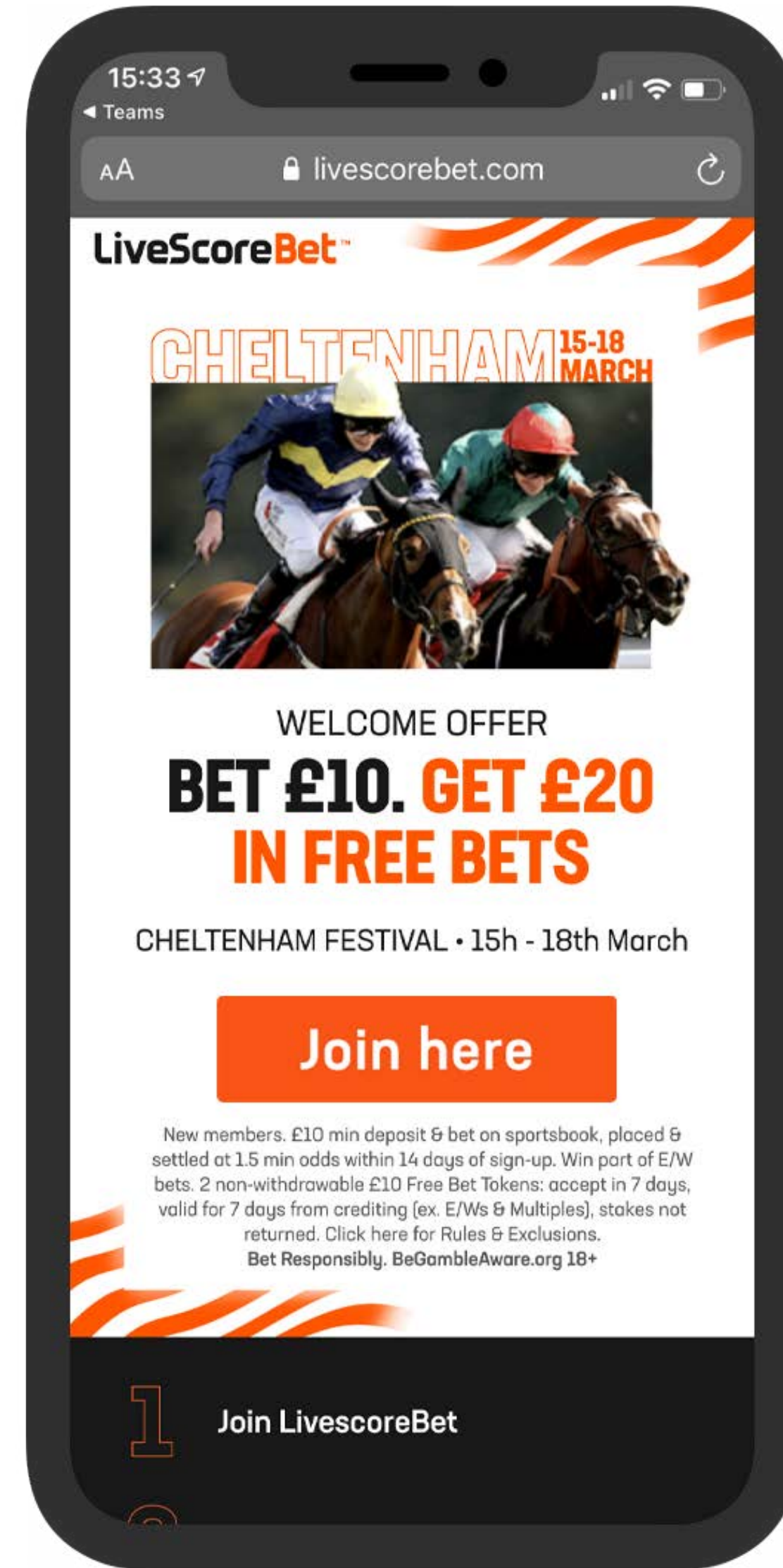
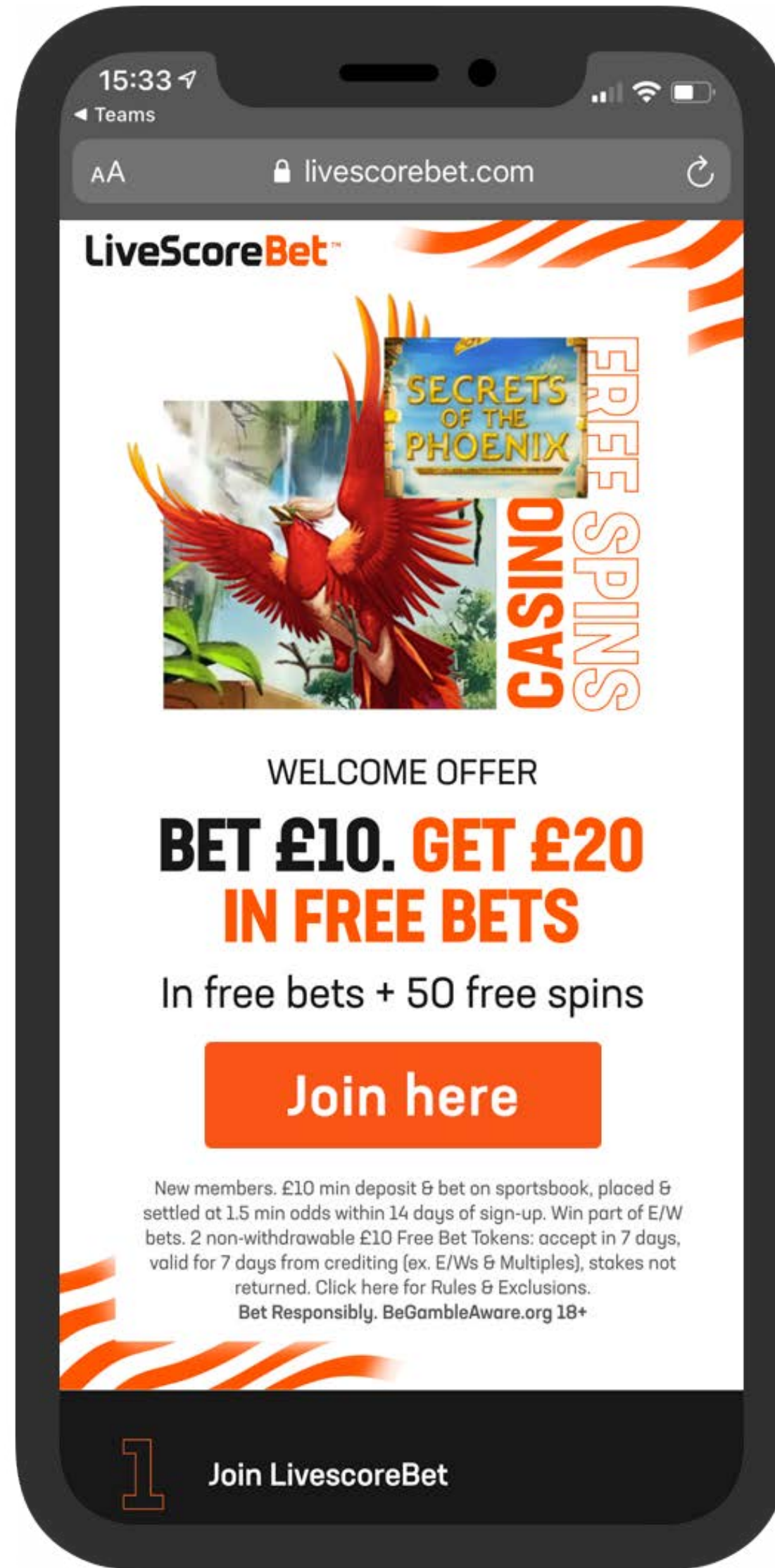
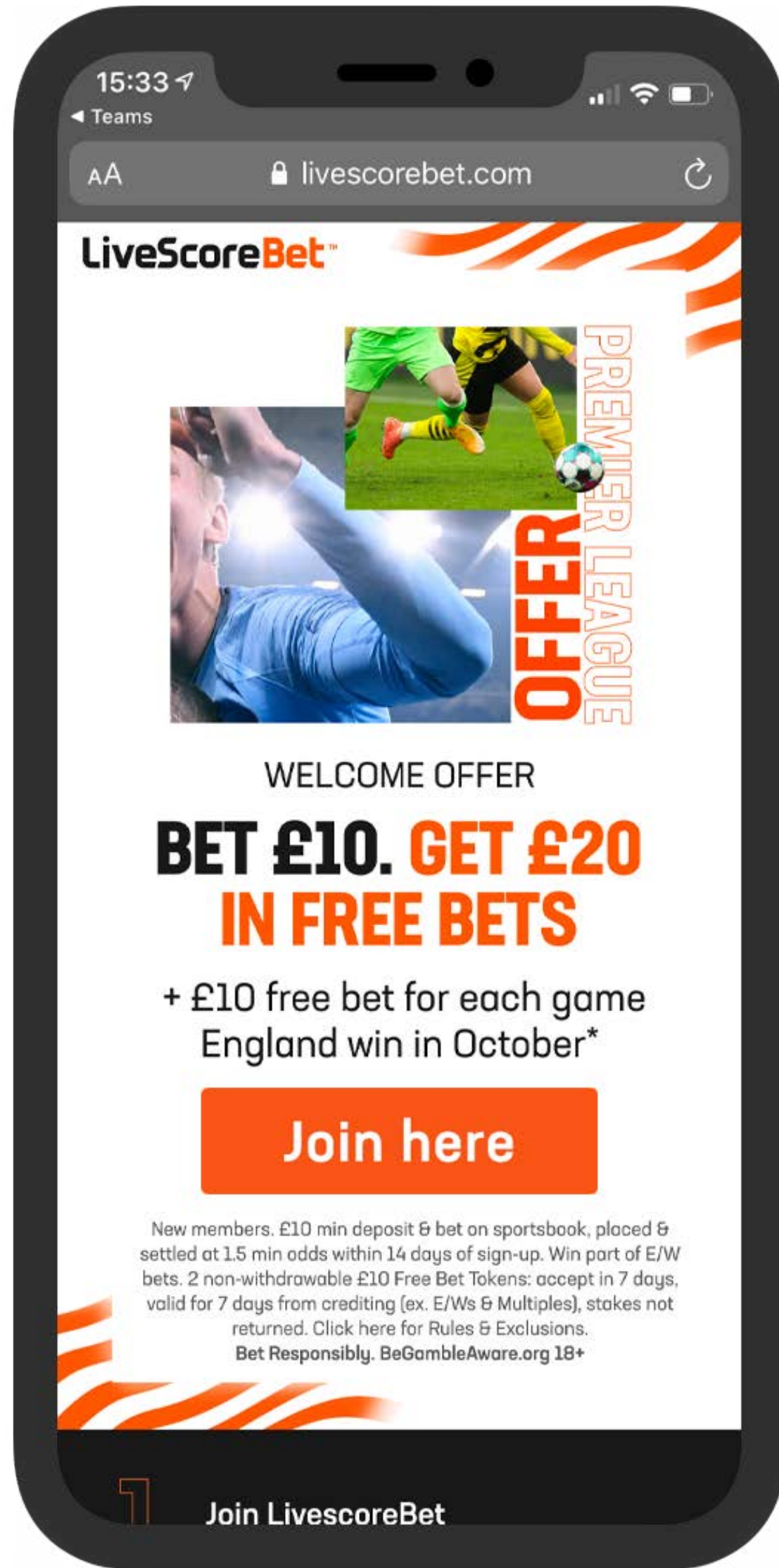
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# LANDING PAGES – MOBILE









# APP STORE SCREENSHOTS

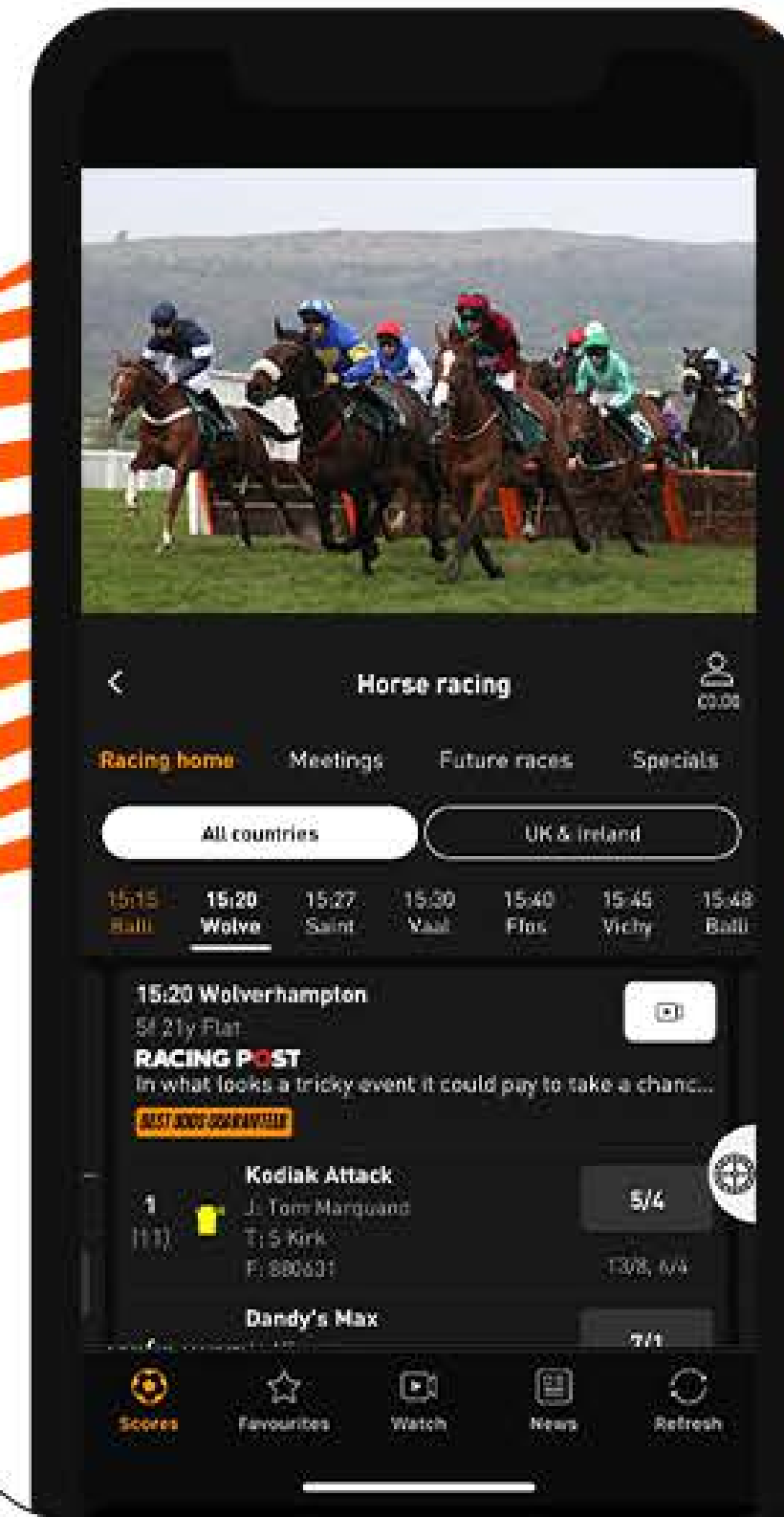
## LIVE IN-PLAY BETTING



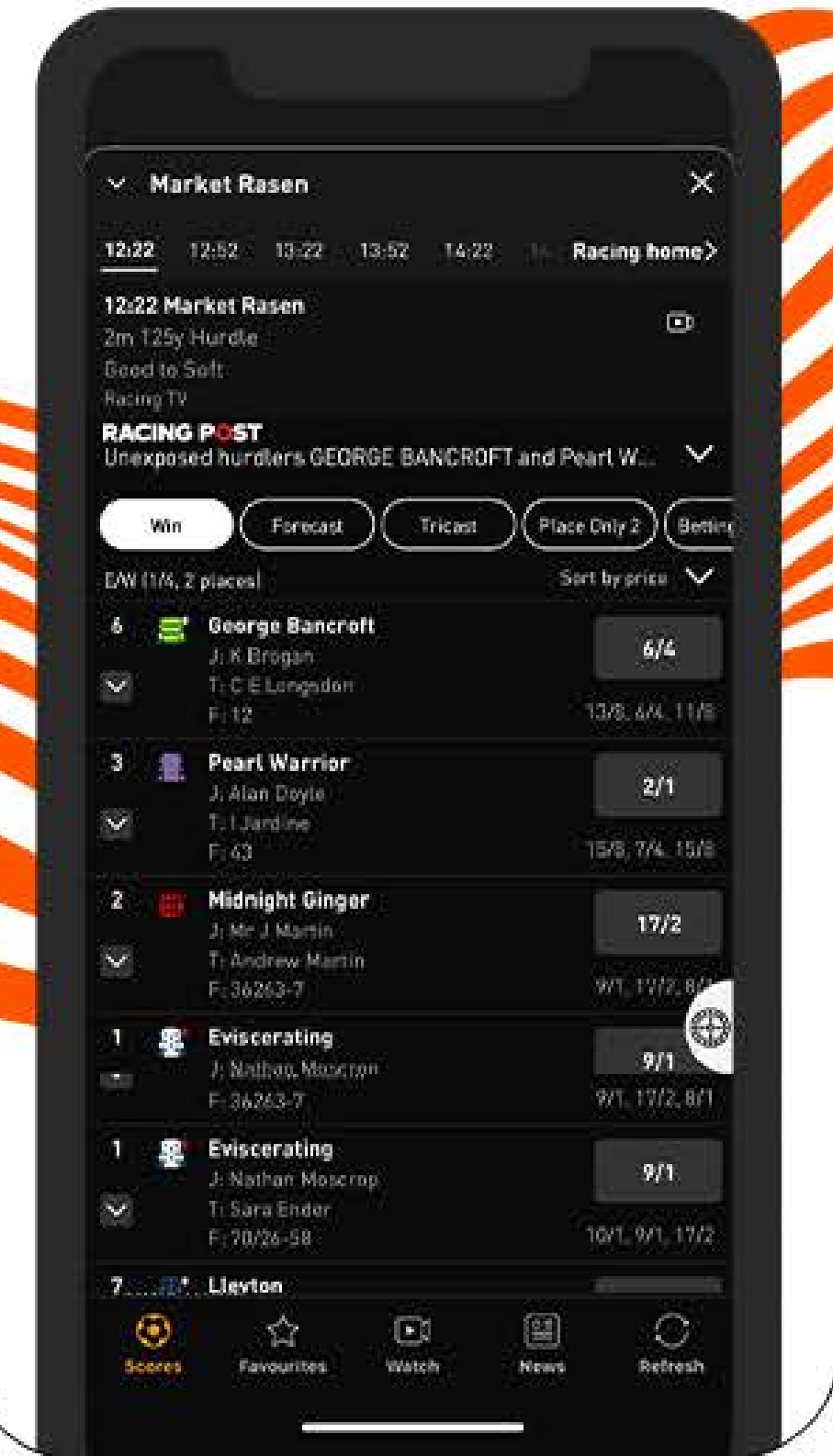
## FREE TO PLAY SQUADS



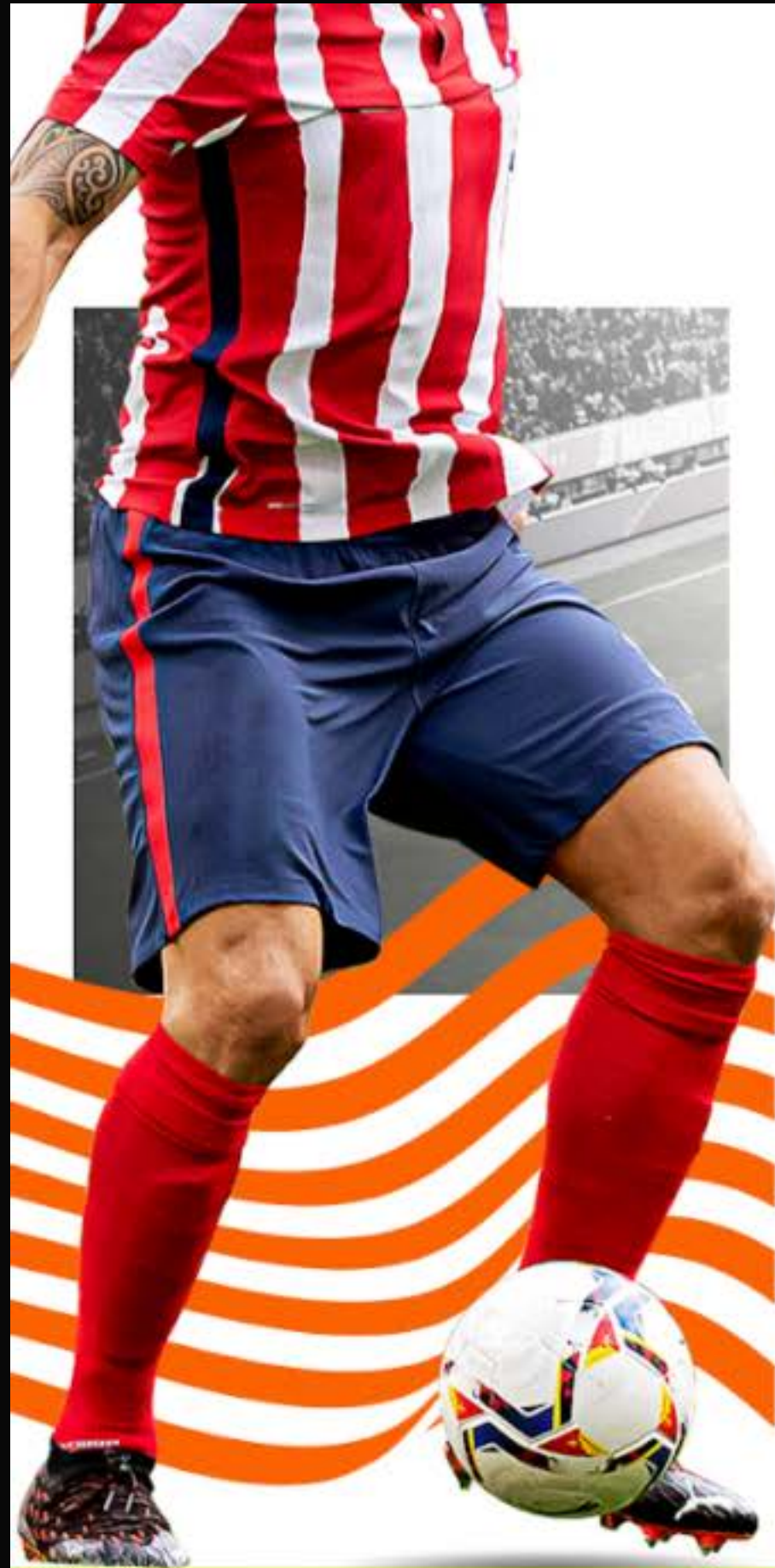
## BET & WATCH HORSE RACING



## BEST ODDS GUARANTEED







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LIVE

TUE 15 OCT WED 16 OCT **TODAY 17 OCT** FRI 18 OCT SAT 19 OCT

**WELCOME OFFER: Want £30 in Free Bets? Just place a £10 bet!**

League 1

20:00 Shrewsbury Town vs Exeter City

Group A

17:45 Galatasaray W vs Roma W

20:00 Wolfsburg W vs Lyon W

Group B

17:45 Real Madrid W vs Celtic W

20:00 FC Twente W vs Chelsea W

Serie A

FT Fortaleza vs Atletico MG 1-1

FT Sao Paulo vs Vasco da Gama 3-0

TV Guide

15:00 Northeast United FC v Chennaiy... LiveScore Bet™

17:45 Galatasaray W v Roma W DAZN

17:45 Real Madrid W v Celtic W DAZN

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# GET £20

IN FREE BETS  
WHEN YOU  
BET £10

Join here

\*New members. £10 min deposit & bet on sportsbook, placed & settled at 1.1 min odds within 14 days of sign-up. Max part of £10 bet £2 max withdrawal. £10 Free Bet bonus, except on 7 days, valid for 7 days from acceptance. See T&Cs & Multiple, unsecured returned. Click for Rules & Exclusions. See Responsible, BeGambleAware.org

# WELCOME OFFER

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# LiveScoreBet™

TOTAL BETTING

## LiveScoreBet™ SQUADS

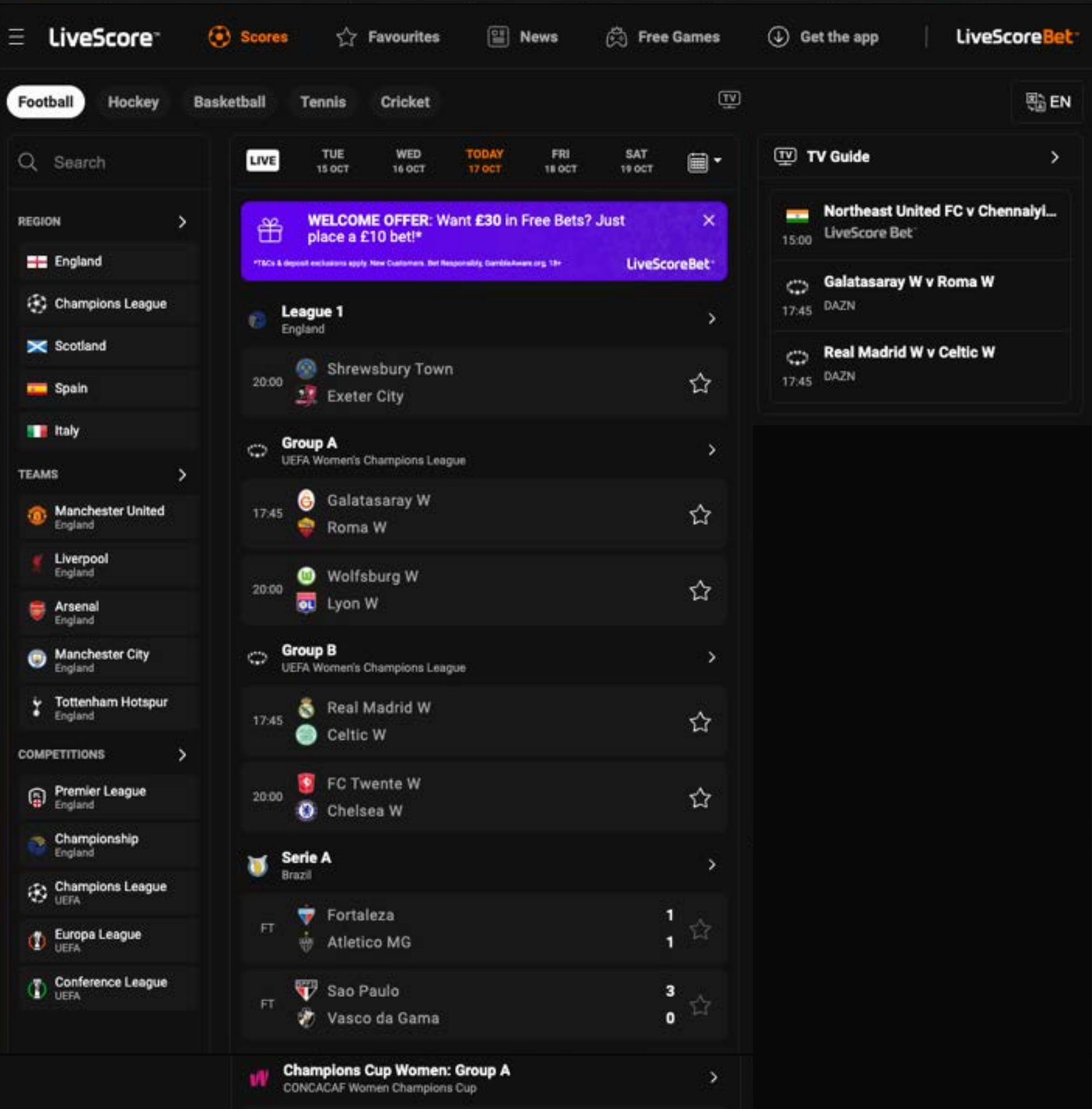
- REVEAL PLAYERS
- THEY SCORE
- YOU SCORE

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**FIRST ROUND**

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## 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.



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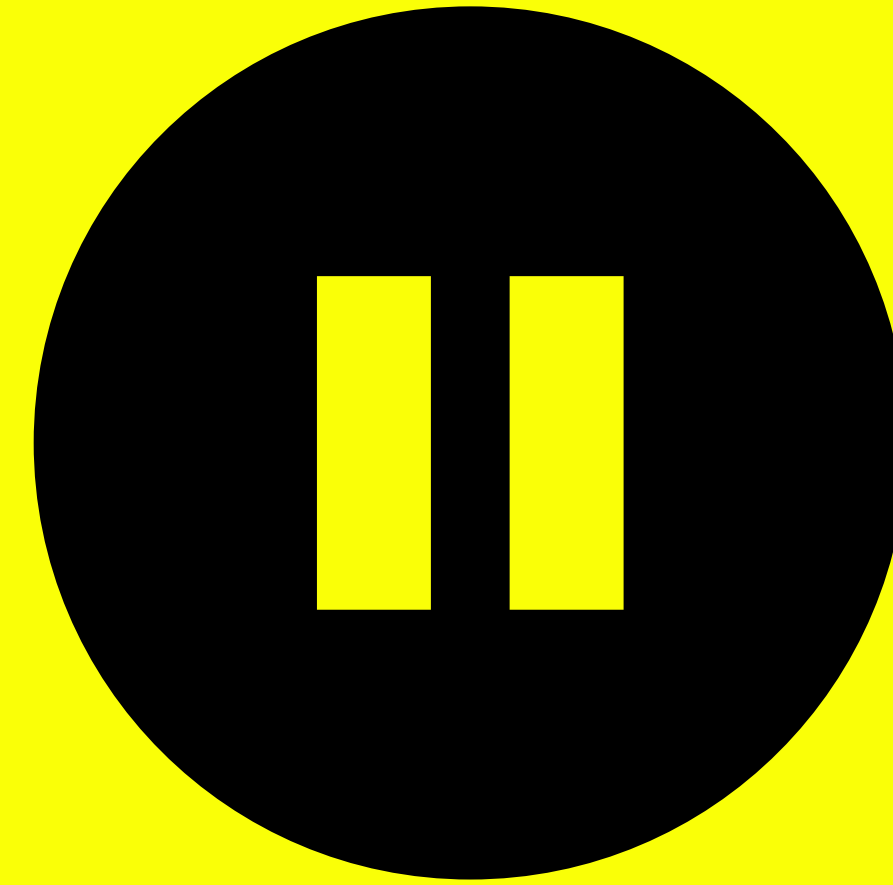
# SECTION TEN : TAKE TIME TO THINK



## TAKE TIME TO THINK

The full TTT guidelines and assets  
can be found here:

[TTTT Drop Box](#)



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TO THINK™**

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

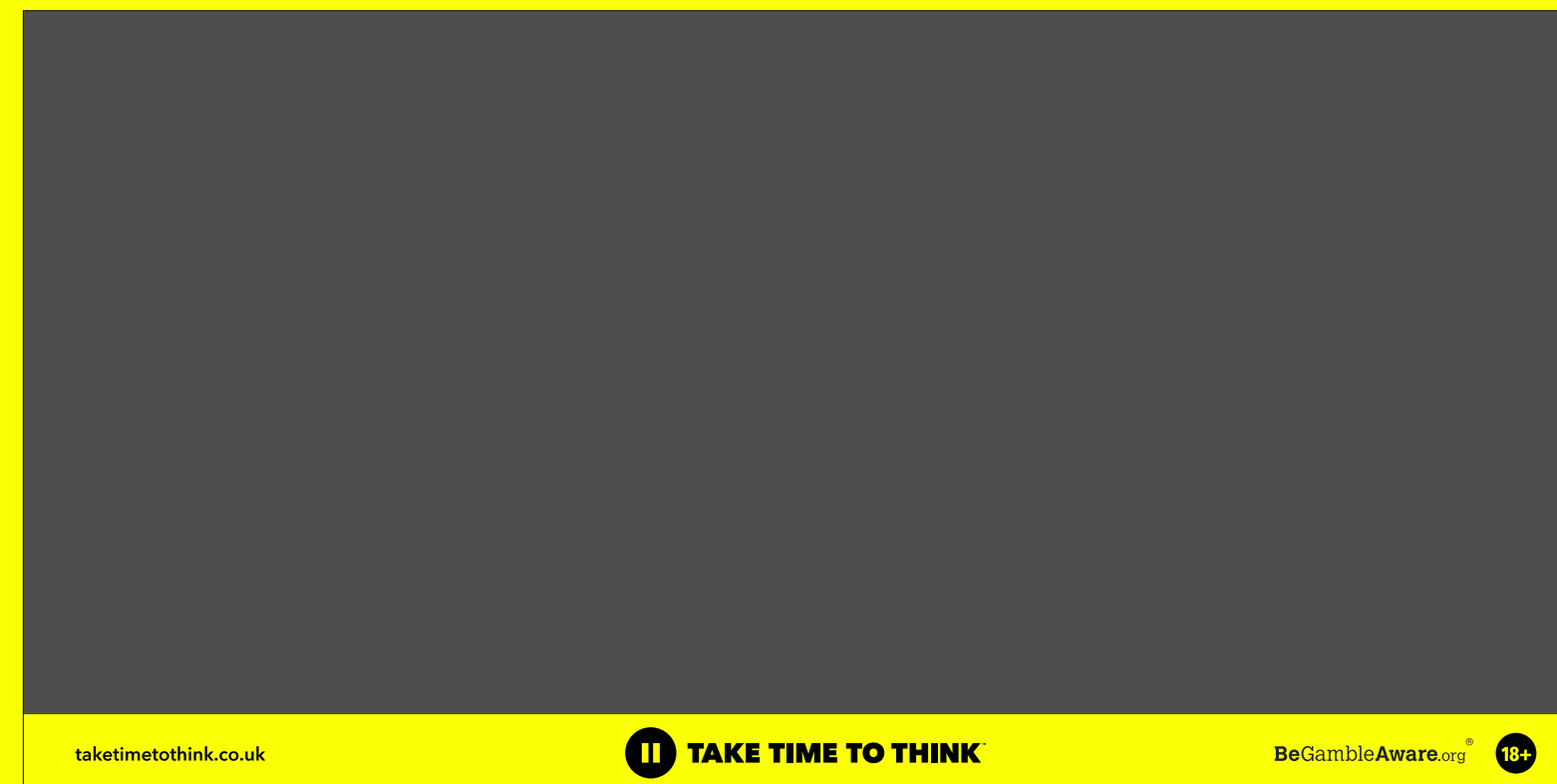
# TAKE TIME TO THINK

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





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)