## **BRAND ASSETS**

This file is a guide to using RGF's brand elements.

You shall find a preview of the logo, its variations, the brand colours, font and guidelines.



## **REGISTERED TRADEMARK**

Extract from Register (210) Trademark reference: 61889 Extract Date: 10 October 2022 (220) Application Date: 09.03.2021 (151) Registration Date: 06.10.2022 (181) Expiration Date: 09.03.2031 Status: Registered (731) Applicant/s: Shawn Zammit 90/91, Second Floor Psaila Street Birkirkara, BKR9073 Malta (550) Type: Figurative-word (540) Representation:



- (591) Colour: Red Colour Type: DESC
- (591) Colour: Blue Colour Type: DESC
- (591) Colour: Yellow Colour Type: DESC
- (591) Colour: Green Colour Type: DESC
- (591) Colour: Grey Colour Type: DESC
- (531) Represented by the following vienna codes:04.05.05 24.15.21 26.07.01
- (540) Representation of the mark / Search word: RESPONSIBLE GAMING FOUNDATION
- (511) Class No: 41
- education services highlighting responsible gaming, gambling realities.
- (526) Disclaimer/s:

Registration gives no right to the exclusive use of the words 'REPONSIBLE', 'GAMING' and 'FOUNDATION' except when used together, and only when used together in the sequence as shown on the mark. A claim is made to the colours red, blue, yellow, green and grey as appearing on the mark.



## THE LOGO - MALTESE VERSION







## THE LOGO - ENGLISH VERSION







BRAND         COLOUR 1		 DRADDADA  DADADA <th>BRAND COLOUR 4</th> <th>BRAND         COLOUR 5</th>	BRAND COLOUR 4	BRAND         COLOUR 5
CMYK 9 97 44 2	CMYK 70 0 6 0	CMYK 0 20 93 0	CMYK 36 0 89 0	CMYK 60 50 47 39
RGB 213 27 88	RGB 1 188 231	RGB 255 205 2	RGB 187 214 49	RGB 88 89 91
#d51b58	#01bce7	#ffcd02	#bbd631	#58595b

### **BRAND FONT**

### DNI ALTERNATE BOLD

ABCDE FGHIJ KLMNO PQRST UVWXYZ abcde fghij klmno pqrst uvwxyz 1234567890 !@£\$% &\*()+ -----"" ''?/

# LOGO MARK & TYPOGRAPHY GUIDELINES

### DO'S

### USE THE RGF LOGO MARK GRAPHIC and TYPOGRAPHY

Use the RGF logo mark and typography to promote the RGF on advertising, web and branding material... amongst others!



### **KEEP THE SHAPE, COLOUR & PROPORTIONS**

In order to have accuracy and balance, only use the logo mark graphic and typography (English & Maltese) provided here. These are the only approved assets of the RGF.



### KEEP LOGO BREATHING SPACE

Our logo mark and typography are important, They should be given space allowed to be noticed. The best way to do this is to use the following guide to ensure that nothing is too close to the logo:



### DONT'S

DON'T CHANGE THE COLOUR OF THE LOGO MARK AND TYPOGRAPHY Never change the colour of our logo mark and typography. Always use the RGF approved colours.





#### DON'T USE ANY OTHER LOGO OR ICON

The RGF's banner is represented by the whole logo mark graphic and accompanying typography. Never create/use any other logos or icons found from another source. NEED OUR LOGO?

KINDLY CONTACT OUR COMMUNICATIONS MANAGER ON kayne.said@rgf.org.mt