



Play
your
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YourPlay Branding Guidelines

Office of Liquor, Gaming and Racing



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Introduction

YourPlay is the Victorian Government pre-commitment scheme to allow players of electronic gaming machines in Victoria to set limits and track the money and time spent gambling.

From 1 December 2015, all electronic gaming venues in Victoria must offer YourPlay to players on all their electronic gaming machines.

Purpose

To provide guidance on using the YourPlay trademark.

Application

These guidelines apply to:

- all Victorian Government bodies
- Intralot (IGS)
- venues with electronic gaming machines.

Objectives

The objectives of these guidelines are to:

- protect the integrity of the YourPlay trademark
- introduce consistent and effective use of the YourPlay trademark a range of communications
- increase community recognition and awareness of the YourPlay trademark through communications
- ensure appropriate co-branding with government and non-government bodies.

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Trademark and copyright

The YourPlay logo is trademarked and subject to copyright.

Venue operators are prohibited from using the logo or publishing any YourPlay content in publications in a venue or online without the approval of the Victorian Government.

Permission to use trademark

Venues with electronic gaming machines must contact the Office of Liquor Gaming and Racing for permission to use the YourPlay logo. The contact details are at the end of this document.

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Definitions

For the purpose of this document, the following definitions apply:

Brand or branding device

Refers to logos, badges, design elements, symbols, slogans and other visual and aural identification.

Communication

Includes all communication or information products, advertising, publications, stationery, audio-visuals and signage either online or printed.

Licencee

The YourPlay licencee is IGS or Intralot Gaming Services Pty Ltd.

Pre-commitment

A way players are able to pre-commit to the time and money they want to spend at electronic gaming machines.

YourPlay

The Victorian Government's pre-commitment scheme which will be implemented from 1 December 2015.

Venues

Refers to venues licenced to operate electronic gaming machines.

Victorian Government

All public sector bodies within the means of the *Public Administration Act 2004* (Vic).

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Scope

The following section will:

- provide all parties with a clear understanding of which branding device should be used in a range of circumstances
- stipulate the appropriate use of the YourPlay logo.

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Branding

Branding device description

The YourPlay logo should be used on all YourPlay advertising, print and digital products, including:

- loyalty scheme forms and brochures
- player cards
- loyalty scheme apps
- loyalty scheme websites
- gaming venue websites

Design specifications

The Office of Liquor Gaming and Racing holds all versions of the YourPlay logo. Contact details are at the end of the document.

The YourPlay logo is written in Monseratt Bold in sentence case.

For interface designs, Roboto Bold and Roboto Regular are used as a secondary font.

Colours

In the first instance, the logo should be produced in the official colour: Pantone® 2627.

If this is not possible, it should be produced in black.

YourPlay player card logo



1300 838 031
yourplay.com.au

YourPlay player card logo font

YourPlay

Font: Monseratt Bold

Size: 9pt

Play your way

Font: Monseratt Regular

Size: 5pt

Phone number and website address

Font: Monseratt Bold

Size: 4pt

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Branding (cont.)

YourPlay brochure, app and website logo



YourPlay brochure, app and website logo font

The YourPlay logo is represented in Monseratt Bold in sentence case.

For interface designs, Roboto Bold and Regular are used as a secondary font.

Clearspace

Clearspace is an exclusion zone around the logo where no other text or graphic may appear.

The capital 'P' from the title YourPlay in the logo is used to determine clearspace requirements. This is a scalable measurement – the amount of clearspace increases with the size of the logo.



Size

The logo must be at least the same size as the loyalty scheme logo on brochures, apps and websites.

On player cards, the logo must be a minimum size of 13.5mm high and 15mm wide.

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Branding (cont.)

Co-branding

Co-branding is where another organisation's logo appears alongside the YourPlay logo.

The YourPlay logo may be co-branded with:

- the Victorian Government insignia (see below)
- the logo from a Victorian gaming venue's loyalty scheme
- the logo from a Victorian gaming venue
- the logo from the licensee, IGS.

Co-branding is not permitted unless it has been approved by the Victorian Government.

Paired YourPlay logo and Victorian Government insignia

Non-government bodies and organisations are not permitted to use the Victoria Government state insignia under any circumstances. Unauthorised use may result in prosecution.

The YourPlay logo may be paired with the Victorian Government insignia by a Victorian Government body. All Victorian Government bodies must adhere to the **Brand Victoria guidelines** set out by the Department of Premier and Cabinet and published on their website.

Design specifications

The secondary logo should always appear to the left of the YourPlay logo.

The secondary logo must not be larger than the YourPlay logo.

The amount of clearspace around each device is equal to the height of the letter 'P' in YourPlay.

All other design specifications for the YourPlay logo also apply when the logo is used for co-branding.

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Trademark

Trademark symbol

The YourPlay logo must be accompanied with the ™ symbol before the logo has been registered. Once the logo has been registered and the Victorian Government has informed the licensee and venues, the ® symbol must be used.

Trademark footnote

The trademarked logo must be accompanied with the following footnote:

The YourPlay trademark is used by Intralot Gaming Services Pty Ltd under licence from the Crown in Right of the State of Victoria.

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More information

Enquiries

General enquiries about the application of these guidelines should be directed to the Pre-Commitment Operations Manager in the Office of Liquor Gaming and Racing on LiquorGamingandRacingEnquiries@justice.vic.gov.au

