



BRAND **STYLE GUIDE**

Eurostar Studios and Microgaming are proud to present **Burlesque by Dita™**. The game is an exciting addition to the Microgaming portfolio, with officially licensed talent. This document outlines the usage and guidelines for both the talent and the assets licensed from Dita Von Teese™. For all Marketing Approvals, please contact branding@microgaming.co.uk

This game and the brand guidelines are only applicable to Dita Von Teese™.

Please note that ALL marketing material must be approved by the licensor, Dita Von Teese™ and Microgaming before being released.

The approval process is outlined below:

1. Send all item(s) that require approval to branding@microgaming.co.uk. The branding team will aim to pick up on issues or concerns which may result in non-approval, and will advise a way forward in cases like this.
2. When this is sent to the licensor, your partnership manager will be copied in and given a reference number for the request.
3. Eurostar Studios / Dita Von Teese™ will respond within the given timeframe with approval or feedback on the changes that need to be made in order for it to be approved.
4. Eurostar Studios / Dita Von Teese™ will require final versions of all artwork and campaigns.
5. Only assets contained within this document may be used to advertise and promote the **Burlesque by Dita™** online slot game.
6. Please do not alter the pre-approved art, please use as is.

Please allow at least 10 working days for all approvals from branding@microgaming.co.uk



Lobby icon

Centered character art above logo

Game logo below and overlapping character art below the midsection



Purple background with black fade edges
(do not recolor or modify)

**Studio logos are optional*

Note: Legal text not necessary on lobby artwork

Logo and character overlap

The Dita Von Teese™ character art can not be distorted or modified, but it may be cropped to suit various sizes and layouts.

Character art should not be cropped closer than the frame indicates.

Logo or marketing text may not cover any part of Dita's face.

Logo and text may overlap slightly on hands or torso, and may overlap completely on legs.

Maximum
cropping



Logo should not cover any part of face or overlap entirely with the torso



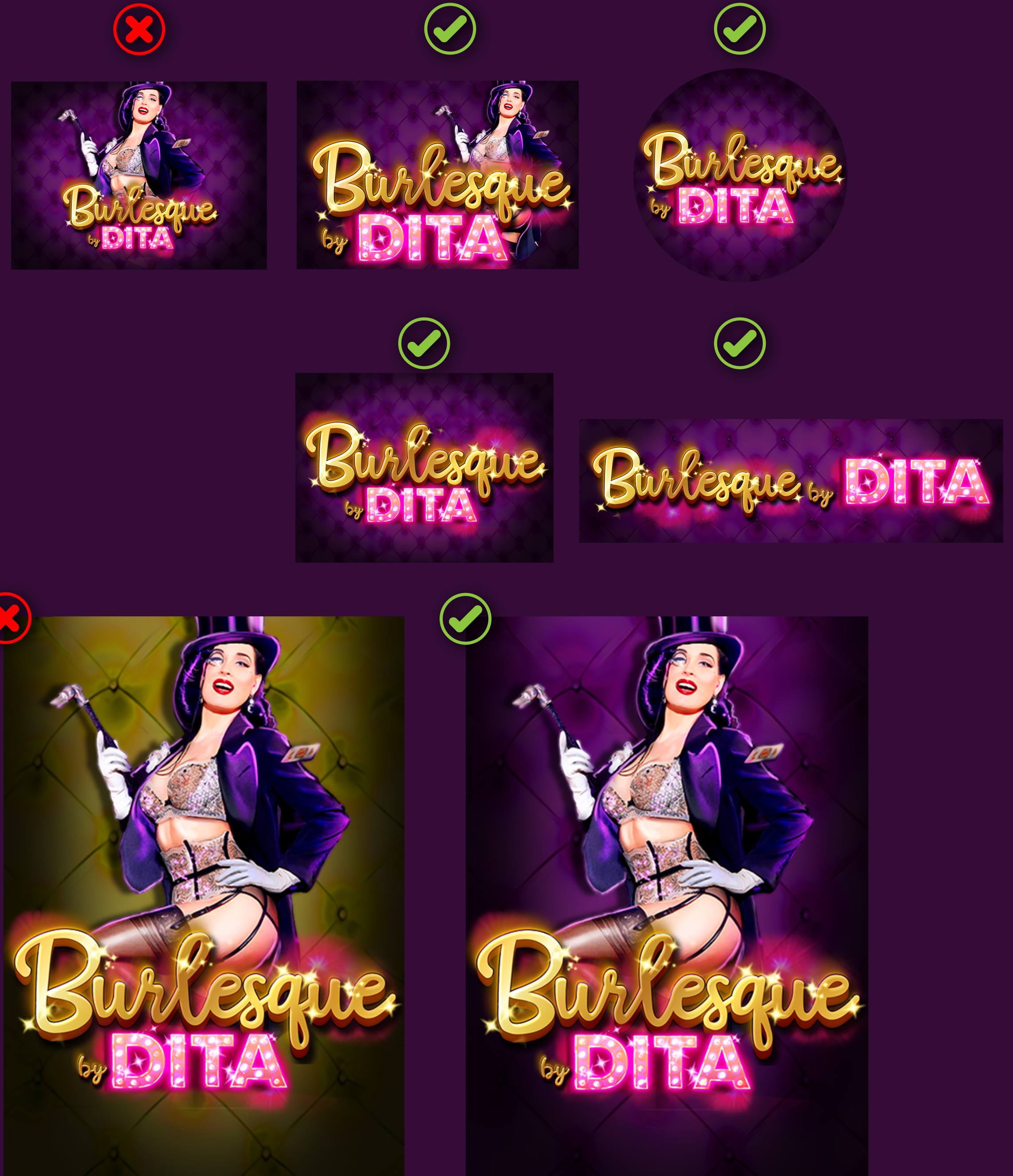
Logo-Only Thumbnails

The character art should be utilized whenever possible for all lobby icon artwork.

For very small icons like thumbnails, a logo-only version may be used, and a horizontal logo is permitted if optimal due to space constraints.

Background

The background may not be recolored.



Lobby Icon adaptations



Promotional Banners

For out-of-context marketing, including ad banners and promotional materials, legal text must be included.

All brand guidance for lobby artwork should be followed in the creation of marketing materials.

For horizontally oriented promotional materials in which the vertical stacked logo is not optimal, a horizontal single line logo may be used.

Legal Text:

*Dita Von Teese (c) 2021 Of Corset Is, Inc.
Designed by Eurostar Studios. All Rights Reserved.*

Short Legal Line:

Dita Von Teese (c) 2021. Designed by Eurostar Studios.



Experience Wild Pleasure
in our new slot game

Burlesque by **DITA**

PLAY NOW

Dita Von Teese (c) 2021 Of Corset Is, Inc. Designed by Eurostar Studios. All Rights Reserved.

The banner features a purple background with a diamond-patterned texture. On the right, there is a stylized illustration of Dita Von Teese wearing a black top hat, a black jacket, and a sparkling corset. The text is in a mix of gold and pink colors with a glowing effect.



Burlesque
by **DITA**

Claim your
25%
MATCH
BONUS
up to
€250
on your next deposit
of €20 or more!

Valid for 24 hours only!

Dita Von Teese (c) 2021 Of Corset Is, Inc. Designed by Eurostar Studios. All Rights Reserved.

The banner features a purple background with a diamond-patterned texture. On the right, there is a stylized illustration of Dita Von Teese wearing a black top hat, a black jacket, and a sparkling corset. The text is in a mix of gold and pink colors with a glowing effect. A yellow rectangular box is positioned below the bonus offer text.

Game description and CTAs

Short description:

Enter the opulent world of international superstar Dita Von Teese™, in a glittering slot based on her lavishly spectacular cabarets. Experience the Wild Pleasure feature in the base game, and choose from four show stopping Free Spins experiences, each based on one of Dita's signature acts. You've got a front row seat to Burlesque by Dita™!

Long description:

Enter the opulent world of international burlesque superstar Dita Von Teese™, in a glittering slot inspired by her lavishly spectacular cabarets. Prepare to be dazzled and entertained by each of her extravagantly costumed characters. Enjoy experiencing Wild Pleasure in the base game, a feature that can turn up to five reels Wild, and be sure to collect at least 3 Scatters to earn a VIP ticket to her to one of four show-stopping Free Spins! Each Free Spin takes players to a different famous venue where Dita has graced the stage, to watch her perform one of her signature acts! From her iconic feather dance in the Queen of Burlesque to a Wild Party at the Moulin Rich™, you've got a front row seat to Burlesque by Dita™!

Fun and fanciful calls to action:

- Take the Queen of Burlesque for a spin
- You've got a VIP ticket to Burlesque by Dita™!
- You've got a front row seat to Burlesque by Dita™!
- See what the feathers reveal
- Irreverent. Iconic. Extravagant. Extraordinary. This is Burlesque by Dita™.

