

GAME OF
THRONES™
POWER STACKS™

FEATURING



BRAND GUIDELINES

Slingshot Studios and Microgaming are proud to present a thrilling return to the word of Westeros, in the brand new licensed online slot, **Game of Thrones™ Power Stacks™**.

The game is an exciting addition to the Microgaming portfolio, with officially licensed talent and a brand new, exclusive branded feature. This document outlines the usage and guidelines for both the talent and the assets licensed from HBO/Warner.

For all Marketing Approvals, please contact branding@microgaming.co.uk



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APPROVALS

This game and the brand guidelines are only applicable to GAME OF THRONES™.

Please note that ALL marketing material must be approved by the licensor, HBO® 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 HBO, your partnership manager will be copied in and given a reference number for the request.
3. HBO will respond within the given time frame with approval or feedback on the changes that need to be made in order for it to be approved.
4. HBO will require final versions of all artwork and campaigns.
5. Only assets contained within this document may be used to advertise and promote the Game of Thrones™ Power Stacks™ online slot game.

Please do not alter the pre-approved art, please use as is.

Please allow at least 10 working days for all approvals.

LOGOS & TRADEMARKS

Property name

The Game of Thrones™ trademark should appear next to Game of Thrones™ if the mark is used as the title treatment of the game in promotional and marketing materials.

The “™” need not appear each time Game of Thrones is used in copy for promotional and marketing materials; one use at the start in each such material will be sufficient.

Any description of Game of Thrones in copy should be run past the licensor for approval. Do not alter the pre-approved artwork – please use it as is.

The Game of Thrones logo used for the slot game is subtly different from the Game of Thrones logo used for the show. Additionally, a lockup has been developed for marketing with Microgaming’s Link&Win™ brand.

Game Logo



Marketing Lockup



LOGOS & TRADEMARKS CONT.

Disclaimers / Legal lines

A disclaimer must be used on all marketing materials. Please use the following legal notice as follows (please note upper / lower case usage, punctuation, spacing and the use of superscript):

GAME OF THRONES and all related characters and elements © & TM Home Box Office, Inc. (s21)

Trademark

- When referring to Game of Thrones the show, please place an SM after the name – (i.e. Game of ThronesSM returns for the #MaraThrone on HBO Max)
- When referring to Game of Thrones merchandise, please place a TM after the name – (i.e. New Game of ThronesTM Apparel Now Available)
- If you include the product title in the email and it contains “Game of Thrones”, it should have a TM after it (i.e. Game of ThronesTM Stark Men’s T-shirt)

TALENT

Microgaming has secured exciting licensed talent from the HBO series, namely **Jon Snow**, **Daenerys Targaryen**, **Sansa Stark**, the **Night King**, and **Tormund Giantsbane**.

Talent representation is limited only to the approved characters, names and likenesses. No other characters from HBO's Game of Thrones™ or any other media may be used alongside these in promotion of the brand or game.

NB: These characters must NOT be used in marketing unless directly as shown in the context of the game itself ie: game screenshots or game capture.

Images of or references to any of the actors in Game of ThronesSM must NOT be used in any marketing material.



Jon Snow



Daenerys Targaryen



Sansa Stark



Night King



Tormund Giantsbane

COPY

In copy, Game of Thrones would remain on one line and not be split onto two lines.

See following example:

Preferred:

Celebrate the Premiere of Game of Thrones™ with New Arrivals

Not Preferred:

Celebrate the Premiere of Game of Thrones™ with New Arrivals

When promoting **Game of Thrones™ Power Stacks™**, consider that the game is a celebration of the show, its locations and characters, without focusing on any one story thread in particular.

Below is a list of the locations, words and phrases, that can be referred to. Please ensure the correct spelling is used:

Common items / roles

- Iron Throne
- White Walkers
- Three Eyed Raven
- Westeros
- Dragonstone
- Weirwood

Characters

- Jon Snow
- Daenerys Targaryen
- Sansa Stark
- Tormund Giantsbane

Locations

- King's Landing
- Winterfell
- The Wall
- The Eyrie

Great Houses

- House Stark
- House Targaryen
- House Lannister
- House Greyjoy

Dragons

- Drogon
- Rhaegal
- Viserion

ASSETS

Only assets contained within this document may be used to advertise and promote the game. The Game of Thrones™ logo should be present when images from the Game of Thrones™ online slot game are used.

Please do not use images in isolation; they must be kept in context of the online slot game.

For creative, please ensure that the trademark symbol is clearly visible in the first instance where Game of Thrones™ is stated.

Partnering with other film IP / characters

Creating marketing materials that features multiple brands (e.g. mixing Game of Thrones™ game images with assets from other titles such as Lara Croft: Tomb Raider™) is not allowed. Game of Thrones™ can only feature alongside another brand on the same piece of artwork when it has a clearly defined area, when there is a clear call to action (CTA) and when the game's availability is noted.

A montage featuring just Game of Thrones™ images may be acceptable, however, it would need to be approved first.

The Game of Thrones™ branding can be included in an animated web banner containing other branded content, so long as the different brands are on separate frames. A clear call to action (CTA) such as “click here to play” must be used when featuring Game of Thrones™ in conjunction with other brands.

Partnering with other companies / brands

Please do not enter into partnerships without prior approval as they trigger endorsement/sponsorship/commercial tie-in clauses and must be reviewed on a case-by-case basis (e.g. a Game of Thrones™ game partnership with FIFA World Cup, Coca-Cola beverages, or Sony PlayStation).

Promotional language

Please allow 10 business days for all artwork and campaigns to be approved / commented upon.





HBO[™]
HOME BOX OFFICE.

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