



## **iGaming Ontario Policy Summary – Brand Guide**

### **General Brand Application:**

- Operators may only utilize marks provided in the iGO logo suite and must follow all brand guidelines
- All placements of an iGO logo must appear sufficiently visible in size so that it is clearly readable

### **Compulsory Display on Websites:**

- At a minimum, Operators shall indicate their association with iGO by displaying an iGO logo on all Operator websites in the footer that appears on every page. Operators shall ensure that the iGO logo within the footer includes a link to the iGO website by clicking on the iGO logo.
- Additionally, for the first six (6) months following the effective date of their Operating Agreement, Operators shall place an iGO logo in a location above the fold (defined as visible without having to scroll down the page). After this six (6) month period, at a minimum, displaying an iGO Logo in the footer is sufficient.
- Operators may utilize a static image of an iGO Logo or include it in video, animation and/or rotating static images above the fold

### **Compulsory Display Within Owned Social Media Channels:**

- Operators shall indicate their association with iGO on all owned social media accounts in the masthead of their landing page on the social media platform
  - If there is sufficient space, Operators shall make such indication by displaying an iGO logo
  - If space is not sufficient to display an iGO logo, the minimum acceptable indication shall be the copy line “(Operator Group Member name) operates pursuant to an Operating Agreement with iGaming Ontario”

### **Compulsory Display Within Paid Advertising:**

- Operators shall display an iGO logo in a prominent location in any paid visual media advertising materials produced for the Ontario market, including, but not limited to:
  - Television (including Over-The-Top and on-demand)
  - Digital & Social
  - Print
  - Out-of-Home