

wishmaker

SPACE STATION



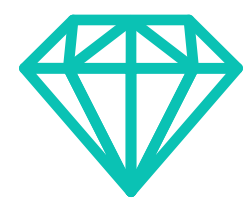
ABOUT US AND OUR VISION

Wishmaker Casino is all about creating a fun, exciting, and unique online gaming experience, in the safest way possible. Created by a team of casino lovers with the knowledge and experience to make playing a rewarding way to pass the time, Wishmaker has it all.

**WHEN YOU'RE A WISHMAKER
CASINO CUSTOMER, BEING
BORED SIMPLY ISN'T AN OPTION!**



INNOVATIVE ONLINE CASINO WITH MORE THAN **1800 GAMES**



**ONLINE
SLOTS**



**TABLE
GAMES**



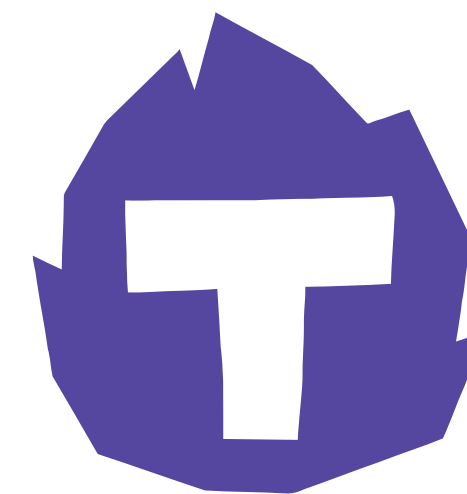
**LIVE DEALER
GAMES**

Filled to the brim with more than 1800 awesome online casino games, players will have access to online slots, table games, live dealer games, and much more by the best in the business. No matter your preference, you'll find online casino games by the biggest and brightest software providers including Microgaming, NetEnt, Play'n Go, Yggdrasil, and many more.



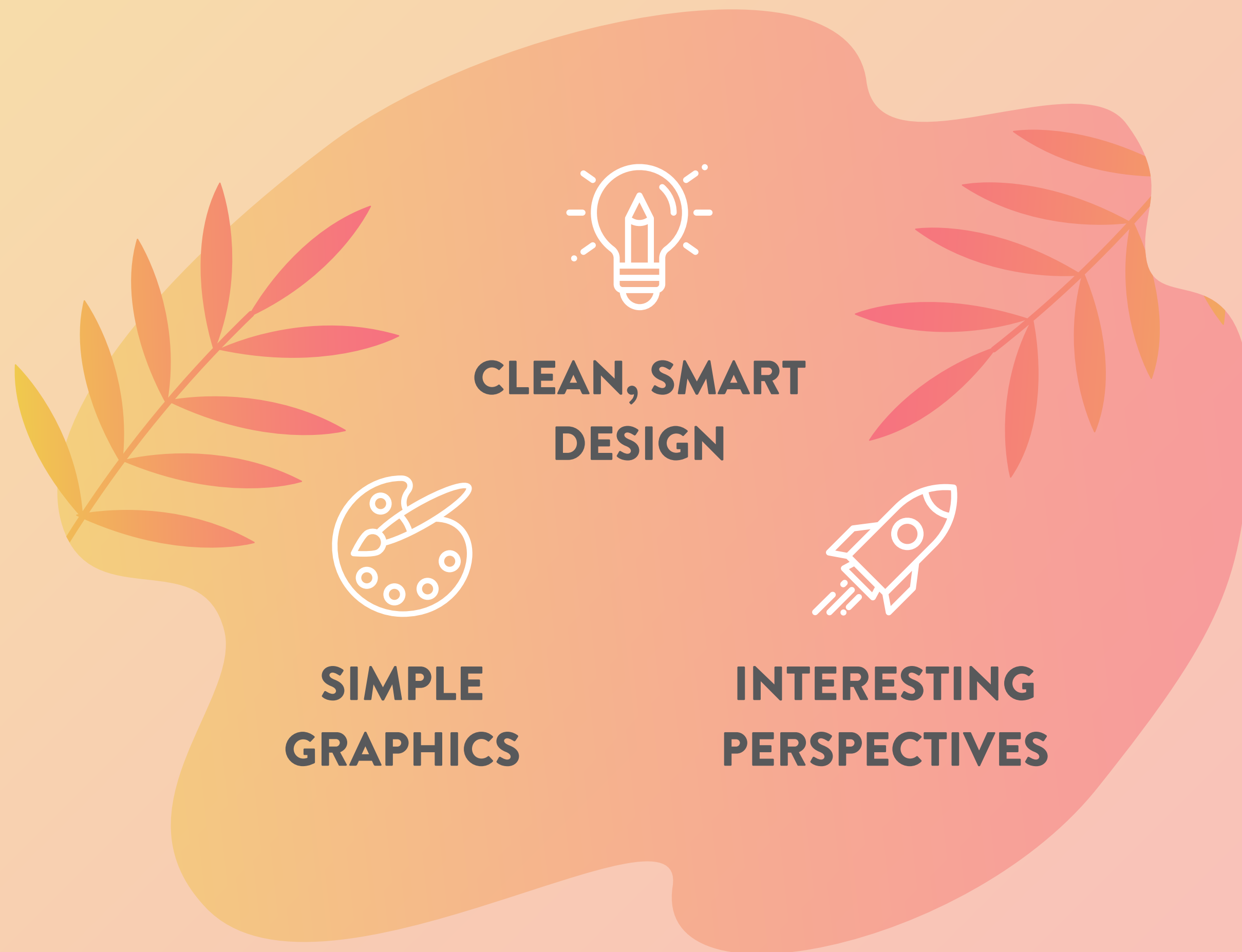
Microgaming

NETENT



THUNDERKICK

**Evolution
Gaming**



OUR DESIGN VISION

We know that we're not the first online casino in the world, but what we are is passionate about our brand. One of the most important factors for us is our design work.

Here at Wishmaker, we're passionate about making sure that our online casino is fun, exciting, trusted, and unique. We spent many hours creating a design vision that includes a few important points.

OUR DESIGN VISION

- ◆ Wishmaker is about bright, bold, and minimalistic design with a clean finish.
- ◆ Less is definitely more, but simple design should still be of a high quality. This is extremely important.
- ◆ Simple design with modern illustrations is the ultimate aim. Dark, crowded, and outdated imagery is not Wishmaker material.
- ◆ We want to stand out from the crowd and that includes creating designs that speak to our players. Depending on the campaigns we've created or those who see it.
- ◆ Unique ideas, perfection on a time crunch, and creative solutions may sound impossible, but we're determined to deliver only the very best.
- ◆ Last, but not least, we here at Wishmaker realise that time is money, but communication is key. As we work to create something exciting, we want to do so in the best time possible with as little hassle as possible.





OUR VOICE

You can't be the best in the business without communicating like a pro. We have a few important rules that need to be followed when promoting Wishmaker Casino, including the following tips and guidelines.

KEEP IT LIGHT – Fun and friendly language is important to us here at Wishmaker. We're not looking to be uptight and serious so styles such as jocular, full of fun, waggish, playful, and friendly are the focus. Stuffy language is dull and boring – definitely not what Wishmaker is all about!

BE KNOWLEDGEABLE – We need to provide players, affiliates, and customers with the best information possible. A strong sense of know-how and understanding must be present when promoting Wishmaker Casino. That includes being able to research current regulations and events while being comfortable with up-to-date SEO standards.

OUR VOICE

QUALITY IS KEY – Wishmaker Casino needs to be one step ahead which means being professional and offering a high-quality service. We aim to keep that excellent service in place throughout our banners, email promotions, newsletters, products, and website.

PAY ATTENTION – Staying on top of the latest trends and paying attention to each and every detail is a big plus in our books.

TONE IT DOWN – While we're all about fun and excitement, there's no need to over use exclamation marks!!! We're also not too keen on SHOUTING ABOUT WISHMAKER unnecessarily. Keep the slang to a minimum too. Because great service and top-notch content doesn't need to be over the top.

BTW – Wishmaker may be young at heart, but we're not fans of txt spk. Full sentences, great grammar, and sensational spelling is how we prefer to be represented.



LOGO & LOGO VARIATIONS

Human beings are visual creatures and often we choose what we love based on looks before anything else. That's why we've created a unique and fun logo to represent Wishmaker Casino around the world!

Welcoming, free from corporate stuffiness, and trusted, our logo says a lot about our company and we trust it to do so all on its own. We have a number of rules and suggestions regarding our logo that must be followed to make sure that it never gets weighed down by unnecessary baggage.

1. The logo must either be represented in either black or white. No other colours are permitted.
2. The colours used in the background of the logo must follow our selected colour scheme.
3. A contrast must be visible between the background and the logo. If using the white logo, ensure that it is seen on a darker background and vice versa.
4. Keep it simple. We prefer for our logo to do the talking and that means using a simple and uncluttered background where possible.

We've created a number of variations for the Wishmaker logo, but if any extra changes are made, they must not outshine the original creation.

LOGO WHITE SPACE MARGIN



BLACK & WHITE



COLORFUL BACKGROUND



HOW NOT TO USE THE LOGO

The Wishmaker Casino logo deserves respect and that's we can't allow it to be treated badly. Take note of the following 'bad logos' and be sure to steer clear of terrible design choices.

1. DO NOT ROTATE THE WISHMAKER LOGO.
2. DO NOT REMOVE ANY SPACING.
3. DO NOT DECREASE THE SIZE OF THE WISHMAKER NAME.
4. DO NOT OVERSIZE THE WISHMAKER NAME.
5. DO NOT STRETCH OR SKEW THE LOGO.
6. DO NOT USE A BUSY BACKGROUND.
7. DO NOT ADD A BEVEL OR SHADOW EFFECT ON THE LOGO.

Keep the Wishmaker logo as simple as possible and let it do the talking when in doubt.



TYPEFACE WE USE

**HEADINGS ARE
BRANDON GROTESQUE
BLACK, SIZE 42**

Sub-headings are Brandon Grotesque Bold, size 24

Body text is Brandon Grotesque Regular, size 16. It should be comfortable readable for long passages. Serifed fonts are widely used for body text because they are considered easier to read than sans-serif fonts in print. Sans-serif fonts are considered to be more legible on low-resolution computer screens.





IMAGERY WE USE

We live in a visual world which means we need to put our best foot forward to truly appeal to players. Wishmaker Casino has a particular style which is very easy to incorporate in every situation necessary.

If you're unsure of what sort of images best suit the Wishmaker brand, we have a simple solution to help you along.

- **SIMPLE IS BEST.**
- **ONLY HIGH-QUALITY IMAGES.**
- **MODERN ARTWORK AND ILLUSTRATIONS ARE KEY.**
- **SAY NO TO CARTOONS, OVERCROWDED AND PHOTO IMAGES.**

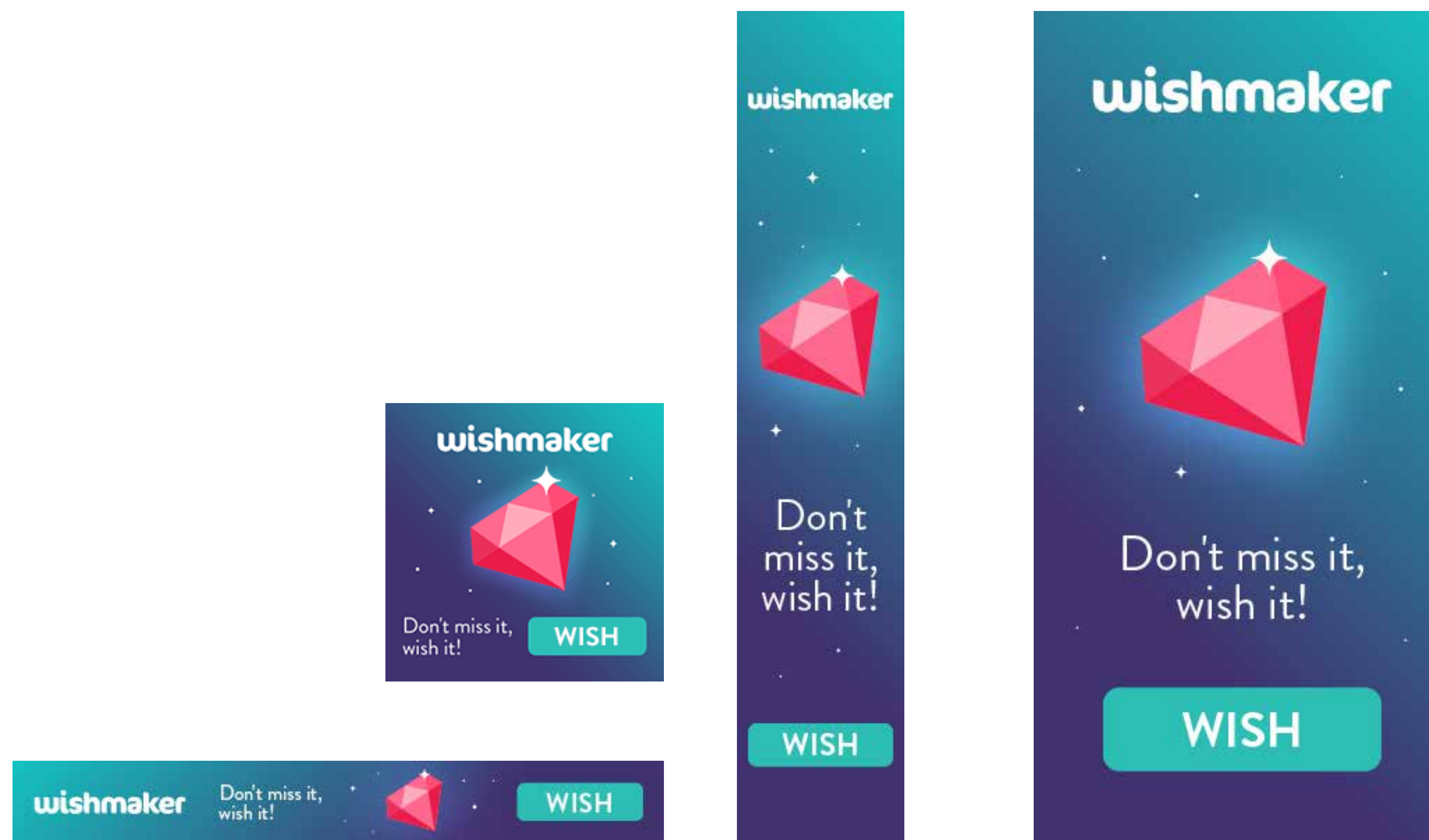
It's that easy to make the best choices when representing Wishmaker Casino!

BANNERS

In most cases our creative is pitched against the competition's banners on affiliates sites, so it is important that the guidelines within this document are adhered to.

REQUIRED FORMATS INCLUDE:

- 120x600px
- 300x600px
- 250x250px
- 468x80px



These are example banners only

WISHMAKER TRADEMARKS

Wishmaker is a trademark in the online gambling industry. We have the license and Wishmaker means the Biggest Social Online Casino in the World.





wishmaker

info@wishmaker.com