



POKER
BROS

MEDIA GUIDELINES

LEGAL TRADEMARK & COPYRIGHT NOTICE

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Note: As laws and our environment change, we may revise and modify some of our policies. The respective Club Host/Agent is obliged to stay up to date with our new policies on our website or with our Compliance Team. Email: compliance@pokerbros.net

USE OF OFFICIAL POKERBROS LOGOS AND BRAND ELEMENTS

By using the PokerBROS' brand elements, you agree to adhere to PokerBROS' Media Guidelines.

- Do not use any official PokerBROS logos and/or brand elements along with your Club/Agency IDs on promotional materials in a way that implies that PokerBROS is endorsing the Club activities or is directly involved in Club/Agency operation.
- Please make sure that your advertising material and other content is focused on your own brand materials. You are specifically prohibited from using PokerBROS' elements in any other way without PokerBROS' permission.
- Club Owners, Managers and Agents must clarify when promoting their Club that PokerBROS does not in any way involve itself with the operation of the Club/Union.
- If you are unsure whether or not your content is in compliance, please contact Compliance Team at compliance@pokerbros.net

USE OF OFFICIAL POKERBROS LOGOS AND BRAND ELEMENTS

Remember:

- Any Club logo shall be separated from the PokerBROS' logo.
- For promotion of your Club make sure your advertising material is focused on your Club logo and ID.
- It is specifically forbidden to promote, directly or indirectly, in any manner, PokerBROS as a real money application.
- It is permissible to add the PokerBROS logo and download link to the footer of a page, if you include the both of the following compulsory disclaimers:

DISCLAIMERS*

PokerBROS is an online social gaming platform and does not provide any real money service.

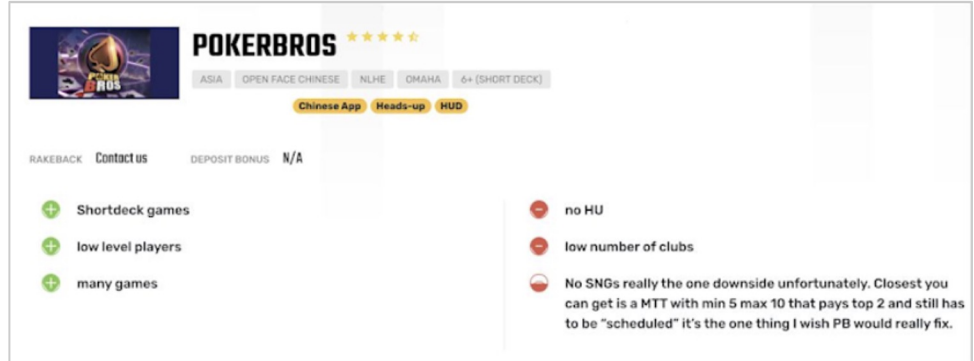
PokerBROS is not a sponsor of or in any way involved with this promotional activity, nor does PokerBROS endorse it.

**These disclaimers must appear in bold and in at least size 14 font.*

If we become aware that any website or social media page is breaching the terms of PokerBROS' Media Guidelines we reserve the right to take action to the fullest limit possible, including but not limited to suspending the Club and removing the Club and/or Agents when the breach of Media Guidelines is not resolved in a timely manner.

NON-PERMISSIBLE USE

1. Do NOT use PokerBROS' logo or other brand elements in a way that implies that PokerBROS is endorsing the Club activities or is directly involved in Club/Agency operation. PokerBROS logo should be included at the right bottom of your page.
2. Do NOT offer PokerBROS' as a partner or part of your offerings on your website or social media page.
3. Be clear and specific about your own offerings related to your Club/Union.



NON-PERMISSIBLE USE

Do NOT offer PokerBROS as a partner or part of your offerings on your website or social media page. Be clear and specific about your own offerings related to your Club/Union.



PERMISSIBLE USE

ADD DISCLAIMERS TO YOUR PAGE

PokerBROS is an online social gaming platform and does not provide any real money service.

PokerBROS is not a sponsor of or in any way involved with this promotional activity, nor does PokerBROS endorse it.

EXAMPLE 1



BEST POKER CLUBS

Club ID 1	Club ID 2
898989	323232

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EXAMPLE 2



TRUSTED UNION MTT FESTIVAL

DATE	BUY IN	ENTRANTS	PRIZE POOL
Jul 20 - 25	4,700 + 200 100 = 5,000	373	1,753,100

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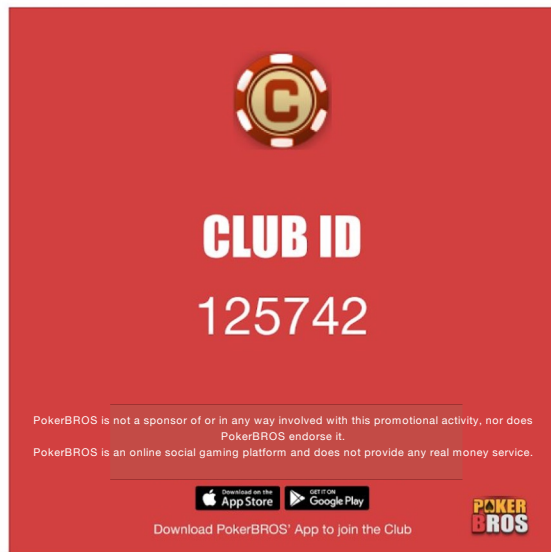
PERMISSIBLE USE

PERMISSIBLE LOGO USE

For promotion of your Club make sure your advertising material is focused on your Club logo and ID.

It is permissible to add the PokerBROS logo and download link to the footer of a page, if you include the both of the compulsory disclaimers.

EXAMPLE 3



CLUB ID
125742

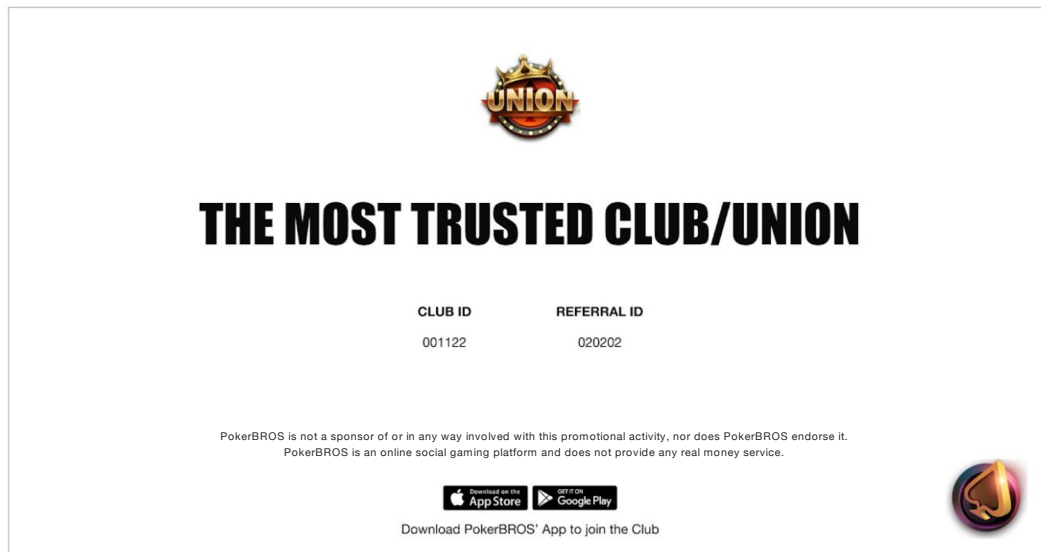
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EXAMPLE 4



THE MOST TRUSTED CLUB/UNION

CLUB ID	REFERRAL ID
001122	020202

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LOGO

Always maintain the required clear space around the logo. No text, image, right edge, etc. Should ever interfere with logo clear space.

Minimum clear space equals the height of the letter **P** underneath the logo border.

PokerBROS' logo must always be in the bottom right of the layout.

Bottom right



Bottom right



PRIMARY VERTICAL LOGO



PRIMARY HORIZONTAL LOGO



SPADE WITHOUT TEXT



HORIZONTAL WITHOUT SPADE



TYPOGRAPHY

PREFERED BODY TEXT

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*#&0123456789

ALTERNATE

Helvetica Neue Bold

ALTERNATE (WEB)

Helvetica Neue LT Com

EXAMPLES OF SUBHEADERS

Poker, personalized to you

POKER, PERSONALIZED TO YOU

POKER, PERSONALIZED TO YOU

HEADERS

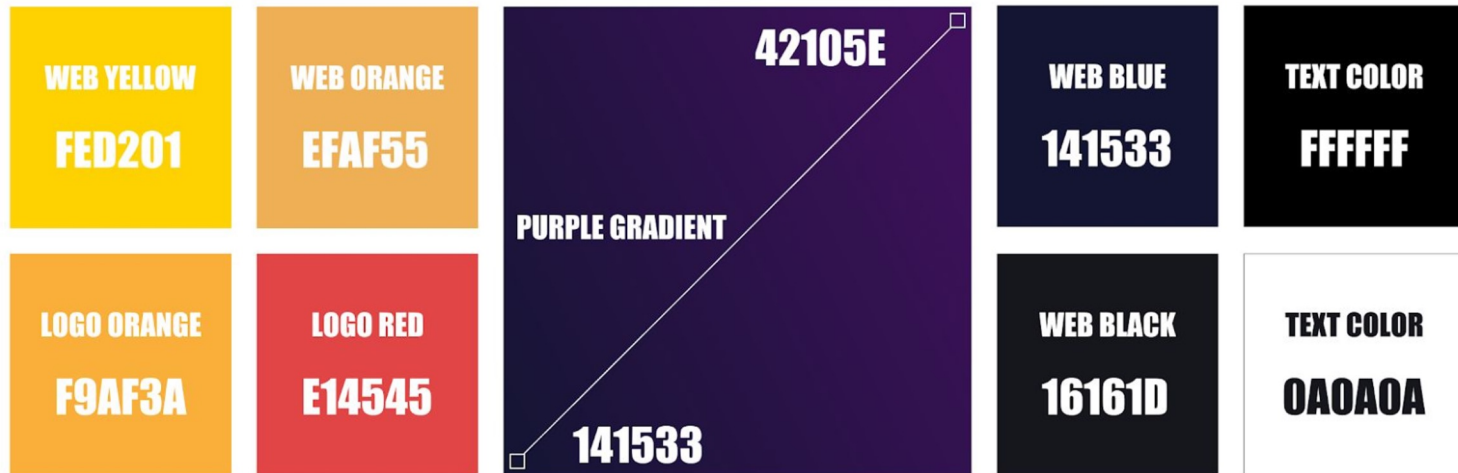
Impact regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
*** # & 0 1 2 3 4 5 6 7 8 9**

EXAMPLES OF HEADERS

POKER, PERSONALIZED TO YOU

COLORS



NAME OF THE BRAND

The name **PokerBROS** should always be written in a single word with the first letter and the last 4 letters in uppercase as in **PokerBROS**.

Incorrect uses:

- pokerbros
- Pokerbros
- PokerBros

BRANDED MERCHANDISE

It is prohibited to use PokerBROS trademarked logo and/or name on any real-world items including but not limited to: business cards, clothing items, banners etc.

We invite you to check out our official [PokerBROS Online Store](#) for official branded merchandise.
As stated in these Media Guidelines, purchased items shall not be altered in any way that affects the trademark or copyright.



If you have any questions about disclosures or any of these Media Guidelines, or would like to obtain written permission to use brand elements, please email compliance@pokerbros.net

THANK YOU!

