

# IGT Media Center

## Usage Guidelines for IGT and Third Party Trademarks and Copyrighted Materials



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# 1 INTRODUCTION

IGT counts among its most valuable assets its trademarks and copyrighted materials. Protection of these intellectual property rights is a priority for IGT. These Usage Guidelines for IGT and Third Party Trademarks and Copyrighted Materials (“Usage Guidelines”) have been developed for licensees to provide guidance and to answer common questions about proper use of the licensed trademarks and copyrighted materials.

## 2 PROPER TRADEMARK USE

IGT and Third Party Trademarks may be used solely for the following purpose:

**Advertising/Marketing** - For use in print and online advertising for jurisdictions where gaming is legal, on billboards, in media communications and other similar or related advertising venues solely for marketing casino services.

The list for IGT Trademarks and Third Party Trademarks, located in the “Trademarks” section of the IGT Internet Web site ([www.IGT.com](http://www.IGT.com)), shows the proper notice, spelling, and capitalization for IGT Trademarks and Third Party Trademarks.

Trademarks are proper adjectives used to identify and distinguish the goods and services of one company from those of another. When used in text, trademarks are set apart from the surrounding text, such as by initial or entire capitalization, by italics, by using bold face text, by using quotation marks, by using a different color, font, or typeface or by other distinguishing features. All IGT Trademarks and Third Party Trademarks must be used as they appear on the trademark list located in the “Trademarks” section of the IGT Internet Web site ([www.IGT.com](http://www.IGT.com)). Do not vary the spelling, add or delete hyphens (even for normal hyphenation at the end of a line of text) on any trademark. Trademarks should always be followed by the generic name of the product or service. They never should be used in place of the generic term for the products or services.

Examples:

In a banner, heading, etc.,

Double Diamond® Slots

DOUBLE DIAMOND® SLOTS

In body of text,

“...the excitement of DOUBLE DIAMOND® slots...”

“...the excitement of Double Diamond® slots...”

“...the excitement of *Double Diamond*® slots...”

Authorization for MEGAJACKPOTS™ games promotion requires special licensing with IGT. Some MEGAJACKPOTS™ games promotion applications may also require additional trademark and/or copyright language; e.g., a satellite sign or logo usage that appears at a significant distance from the games. Please contact [Marketing@IGT.com](mailto:Marketing@IGT.com) for additional information.

## 2.1 ALL USES OF IGT TRADEMARKS MUST BE APPROVED BY IGT PRIOR TO ANY USE.

All uses of IGT Trademarks require prior approval by IGT in writing prior to Licensee's use. Please send all requests for approval of use of IGT Trademarks, along with color renderings and/or samples of materials, prior to use, to:

Email: Marketing@IGT.com

Mail: IGT  
Attn: Robert Lightfoot, Marketing  
9295 Prototype Drive  
Reno, Nevada 89521-8986  
United States

Allow a minimum of two (2) weeks for IGT approval. Once the use has been approved by IGT, you may distribute your promotional materials in accordance with the License and Usage Guidelines. Approval for use of IGT Trademarks is only valid for that use and in the approved media. Licensee must obtain IGT approval in advance for any subsequent uses of IGT Trademarks.

## 2.2 TRADEMARK NOTICE (® OR ™)

IGT Trademarks and Third Party should always appear in initial or entire capitalization, italics, bold face font, quotation marks, or in a different color or font and with the appropriate notice (® or ™). Every Licensee is required to use the appropriate notice (® or ™) as indicated in the "Trademarks" section of the IGT Web site ([www.IGT.com](http://www.IGT.com)). Use of the appropriate trademark notice is important since such notice serves to notify others of trademark rights being claimed with an ownership statement. The statement should read:

## 2.3 OWNERSHIP STATEMENTS

An ownership statement must appear when using any IGT Trademark. The statement should read:

[List of IGT marks used, whether registered or not, beginning with "IGT," and "the IGT logo," (if used), followed by any other marks in alphabetical order] are trademarks owned and/or registered by IGT in the United States and/or other countries.

Example:

IGT, the IGT logo, Double Diamond, and Little Green Men are trademarks owned and/or registered by IGT in the United States and/or other countries.

Additional ownership statements are required if there is use of a Third Party Trademark. Refer to the section "Third Party Trademark Requirements" for details. The ownership statement need

only appear once in each publication. If you have any questions about placement of ownership statements, please contact IGT.

## **2.4 LOGOS, PRODUCT SIGNATURES, AND STYLIZED MARKS**

A logo is a graphical design that may include text and other design elements. IGT product signatures are logos created to identify products and technologies that are licensed to certain parties outside of IGT, including independent vendors, partners, and distributors. Stylized trademarks or “logotypes” are words that appear in a particular font or style of type.

IGT’s logos, product signatures, and stylized trademarks are trademarks and must be used in accordance with these Usage Guidelines. Under no circumstances may you modify, distort, change color, or add to IGT’s logos, product signatures, or stylized trademarks. Use only graphics that have been supplied or authorized by IGT.

## **2.5 THIRD PARTY TRADEMARK REQUIREMENTS**

Refer to the “Trademarks” section of the IGT Internet Web site ([www.IGT.com](http://www.IGT.com)) for a list of Third Party Trademarks and requirements for their use. It is to be noted that not all Third Party Trademarks may be available for use outside of the United States.

### **2.5.1 ALL USES OF THIRD PARTY TRADEMARKS MUST BE APPROVED BY IGT PRIOR TO ANY USE.**

All requests for approval of use of Third Party Trademarks shall be sent, along with color renderings and/or samples of materials, prior to use, to:

Email:           Marketing@IGT.com

Mail:             IGT  
                  Attn: Robert Lightfoot, Marketing  
                  9295 Prototype Drive  
                  Reno, Nevada 89521-8986  
                  United States

Allow a minimum of two (2) weeks for IGT approval. Once the use has been approved in writing by IGT, you may distribute your promotional materials in accordance with the License and Usage Guidelines. Approval for use of the Third Party Trademarks is only valid for that use and in the approved media. Licensee must obtain IGT approval in advance for any subsequent uses of Third Party Trademarks.

## 2.6 PRINT MEDIA APPLICATIONS

### 2.6.1 ARTWORK, LOGOS, PHOTOGRAPHS

Visit IGT Media Center ([www.IGT.com/MediaCenter](http://www.IGT.com/MediaCenter)) for details on which images are available, authorization forms for use of IGT Trademarks and Third Party Trademarks, and contact information.

## 2.7 INTERNET WEB MEDIA APPLICATIONS

### 2.7.1 ARTWORK, LOGOS, PHOTOGRAPHS

When using artwork on Internet Web sites for advertising/promotion, use only files supplied by IGT. Linking from the image is optional, if you choose to use the image as a link you may only link to the IGT Internet Web site ([www.IGT.com](http://www.IGT.com)). Use one of the following HTML code formulas (with or without link) when scripting Web pages for image insertion (height and width parameters must be kept at original 100% settings):

With link:

```
<a href="http://www.IGT.com" target="_blank"><IMG SRC="filename.ext" WIDTH="w"
HEIGHT="h" BORDER="0" ALT="Game&nbsp;Name (Trademark) &nbsp;; &nbsp;; IGT"></a>
```

Without link:

```
<IMG SRC="filename.ext" WIDTH="w" HEIGHT="h" BORDER="0"
ALT="Game&nbsp;Name (Trademark) &nbsp;; &nbsp;; IGT">
```

Examples:

With link:

```
<a href="http://www.IGT.com" target="_blank"><IMG SRC="LittleGreenMenLogo.gif"
WIDTH="200" HEIGHT="99" BORDER="0" ALT="Little&nbsp;Green&nbsp;Men (R) &nbsp;;
&nbsp;; IGT"></a>
```

Without link:

```
<IMG SRC="LittleGreenMenLogo.gif" WIDTH="200" HEIGHT="99" BORDER="0"
ALT="Little&nbsp;Green&nbsp;Men (R) &nbsp;;-&nbsp;; IGT">
```

An ownership statement must appear when using any Licensed Trademarks on an Internet Web site. The ownership statement should read:

[List of IGT marks used, whether registered or not, beginning with "IGT," and "the IGT logo," (if used), followed by any other marks in alphabetical order] are trademarks owned and/or registered by IGT in the United States and/or other countries.

Example:

IGT, the IGT logo, Double Diamond 2000, and Little Green Men are trademarks owned and/or registered by IGT in the United States and/or other countries.

The ownership statement does not need to appear on the same Web page as the Licensed Trademark(s). If the ownership statement does not appear on the same Web page as the trademark(s), you must link to a Web page containing the ownership statement from the page on which the Licensed Trademark(s) appear. The ownership statement may appear as part of the terms and conditions of use, or as part of the trademark and copyright notices for your Web site.

## **2.7.2 MEGAJACKPOTS®™ GAMES SIMULATED METER DISPLAYS**

### **2.7.2.1 Acquiring Media Files**

Embeddable web page widgets are available by request on IGT.com (www.IGT.com). Visit the site for details on which meters are available, authorization forms for use of IGT Trademarks and Third Party Trademarks, and contact information.

IGT will provide Licensee with HTML and JavaScript code for insertion within Licensee Web site page(s) that are intended to display IGT simulated meters. This HTML and JavaScript code is provided “as is” and IGT DISCLAIMS ANY AND ALL WARRANTIES AND REPRESENTATIONS OTHER THAN THOSE CONTAINED HEREIN, TO THE EXTENT ALLOWABLE BY LAW, AND MORE SPECIFICALLY, IGT MAKES NO WARRANTIES AS TO FITNESS FOR A PARTICULAR PURPOSE OR MERCHANTABILITY. This HTML and JavaScript code is intended to allow function under a wide range of possible Web site user’s browsers, however, such code may not work for all intended browsers and IGT makes no warranty thereto.

Said simulated meter code shall be provided to Licensee in a secure code format. Licensee shall not make any modifications, alterations or deletions to said code, simulated meters or accompanying text. Any attempts, whether successful or not, to modify, alter, delete or otherwise change the code, the simulated meters or the accompanying text will constitute a material breach of this License Agreement. Specifically, Licensee agrees not to modify, alter or delete any trademark notices, copyright notices, text or declarations regarding the simulated meters which is contained within the code and intended to be displayed on Licensee’s Web site in conjunction with the simulated meters.

## **2.8 VIDEO MEDIA APPLICATIONS**

### **2.8.1 ELECTRONIC BILLBOARD VIDEOS**

#### **2.8.1.1 Acquiring Media Files**

Media files for IGT Electronic Billboard Videos (AVI Audio/Video Interleave format) are available by request on IGT.com (www.IGT.com). Visit the site for details on which videos are available, and the online request form.



## 3 SPECIFIC USE CASES

### 3.1 IGT LOGO

#### 3.1.1 SAFE AREA

The IGT logo must be portrayed clearly and consistently when used. That's why there is a "safe area" around the logo. No other graphic element is allowed to violate the safe area so the logo is unobstructed and has maximum visibility.

##### *The Safe Area*

*The safe area consists of at least one x-height of space on all sides. The x-height is equivalent to the width of the "I" in the logo, as illustrated here for reference.*



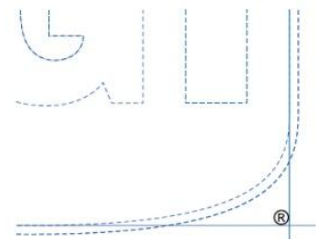
#### 3.1.2 ACCURATE PRESENTATION

The IGT logo should always be presented tastefully and should not be distorted. Do not stretch, flip, flop, or skew the IGT logo in any way. Do not apply special effects to our logo, such as drop shadows, embossing, lighting, and so on.



#### 3.1.3 REGISTERED TRADEMARK SYMBOL

The registered trademark symbol is NOT part of the logo design. It should not scale in size proportional to the logo itself. The trademark symbol must always be legible. The registered trademark symbol may be sized down as the logo is scaled up, and sized up as the logo is scaled down.



##### *Placement of Registered Trademark Symbol*

*The registered trademark symbol (®) should be placed with right and bottom sides in alignment with the logo, while maintaining a distance to the logo no closer than the white stroke.*

#### 3.1.4 COLOR

The IGT logo will most often appear in a two color representation, using PMS 286 and white.

##### *Color*

*The registered trademark symbol should always be black on a white background, or white on a color field; this rule is also the case when the logo is rendered atop heavy image backgrounds.*

Color (preferred)



Black & White



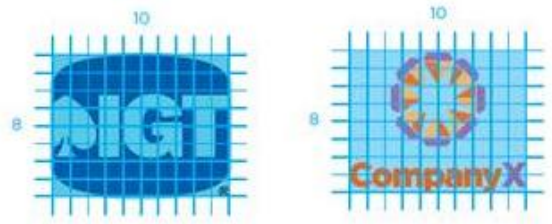
## 3.2 THIRD-PARTY LOGOS & MARKS

### 3.2.1 GENERAL USAGE

These guidelines will discuss and illustrate where, when and how a third-party brand is to be used in relation to the IGT brand (logo).

#### 3.2.1.1 Proportion and Scale

Third-party logos should never be sized to match the height or width of the IGT logo, but should be scaled based on the surface area of the IGT logo. The surface area of the third-party logo can be the same, but should never exceed the surface area of the IGT logo.



#### 3.2.1.2 Treatment and Style

When appropriate, the IGT logo should be treated in the same manner and style as the third-party logo.



### 3.2.2 H5G (HIGH 5 GAMES)

Whenever marketing a game that has been co-developed with IGT and High 5 Games, the appropriate company logos and legal lines must be present on the materials you create.

#### 3.2.2.1 Using the Appropriate High 5 Games Logo

Use one of the three logos below in conjunction with the IGT logo whenever any part of a High 5 Games theme appears on marketing collateral. Any of these three logos is acceptable for placement on any marketing collateral (print, digital, t-shirt, etc.).

The logo can be placed at the end in the legal copy section or off to the side, depending on layout or project.

Image 1



Image 2



Image 3



#### 3.2.2.2 Using the Appropriate Legal Lines

The High 5 Games attribution line to place on related marketing collateral shall be:

"[GAME TITLE] was created by High 5 Games. For more information on High 5 Games (H5G), go to [www.high5games.com](http://www.high5games.com)"

### **3.2.2.3 Special Exceptions**

The IGT and High 5 Games logos do not need to appear on collateral with “extremely limited space” (e.g., small promotional items, Facebook ads, mobile apps) as long as no other logos are present.

Certain games require a special legal line. Please use the following line if one of the games listed below is referenced by itself in your marketing piece:

“For more information on High 5 Games (H5G), go to [www.high5games.com](http://www.high5games.com)”

- Tango de Oro® Video Slots
- Fiesta Chihuahua® Video Slots
- Golden Memories® Video Slots

### **3.2.2.4 Marketing Within a Press Release**

Logos are not required on press releases containing High 5 Games, but appropriate legal attribution lines are necessary at the end or in the footer.