



BRAND GUIDELINES





WHO WE ARE

MISSION

Pause Before You Play educates the public and grows awareness about problem betting and gambling, helps keep gambling and betting responsible and fun for those who engage in it, and connects people who need help with resources.

VISION

The vision of Pause Before You Play is for Ohio citizens who choose to gamble to have fun by practicing responsible gambling and betting habits.

VALUES

RESPONSIBLE

We support healthy and safe behaviors of Ohioans by providing education and resources that promote responsible gambling practices to different communities throughout our state.

ACTION-ORIENTED

We always provide a solution. We direct people to what they need in a clear and simple way.

POSITIVE

We never use fear as a motivator. We provide hope and confidence. We always see the glass as half-full.

COLLABORATIVE

We encourage others to take action to help prevent problem betting and gambling by following and sharing the messages and resources related to responsible betting and gambling practices.

CARING

We want to help our community by sharing responsible betting and gambling tips and resources (local and national) on our website.

EDUCATIONAL

We aim to educate others on the scope, causes, and consequences of problem gambling in order to increase awareness on the importance of responsible betting and gambling.

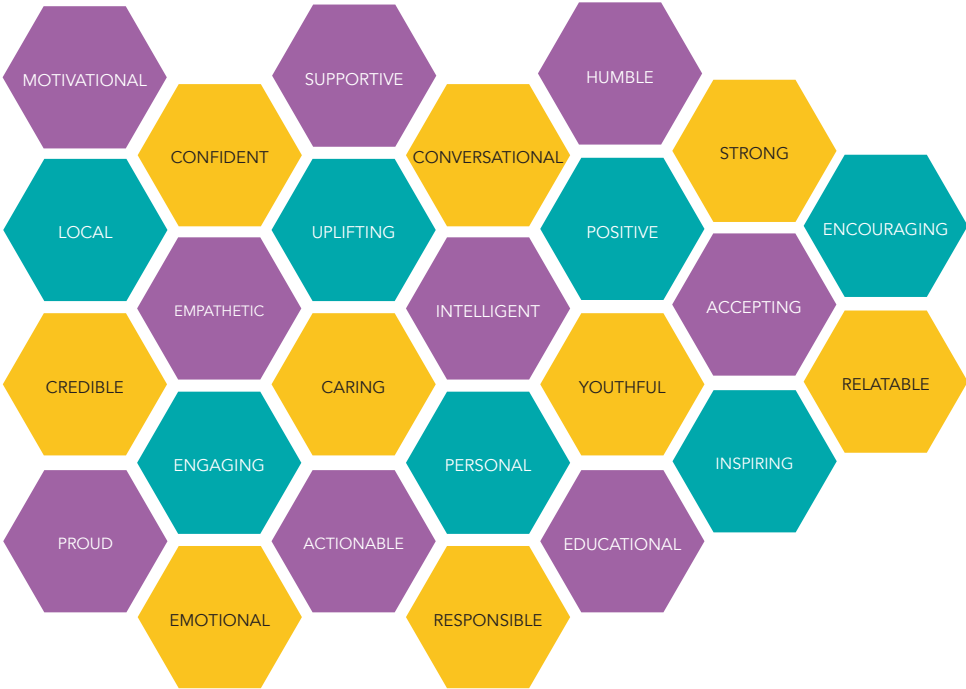
BRAND VOICE

The Brand Voice is the unique way we speak to our audience. It is a combination of our tone and personality. When writing for *Pause Before You Play*, it's important to be positive and hopeful. We encourage people to be safe and responsible when they gamble, and we give problem gamblers hope. We always use plain language and avoid rigid, overly formal communication.

TONE

INSPIRING	We provide hope and confidence. We are optimistic and we do not define a person by their betting behaviors.
RELATABLE	We don't talk over people's heads. We use plain language and simple thoughts. We're your next door neighbor.
ACTIONABLE	We always provide a solution. We direct people to what they need in a clear and simple way.

BRAND PERSONALITY



LOGO

It is important to know when and where to use different logo variations. To provide versatility and depth to our brand, we offer different versions of our identity that can be used in separate forms of communication.

PRIMARY LOGOS



SECONDARY LOGOS



COLOR & TYPOGRAPHY

Typography is key in all communication. We use different fonts within our font families. Color is an important element of our brand identity. We use color to differentiate parts of our campaign.

FONTS

LOGO/HEADLINE FONT

ABOLITION

(Use All Caps)

SUB-HEADLINE FONT

LEAGUE GOTHIC

(Use All Caps)

BODY COPY

Rockwell Light
Rockwell Light Italic
Rockwell Regular

Rockwell Regular Italic
Rockwell Bold
Rockwell Bold Italic

COLOR PALETTE

PRIMARY COLORS



c2 m24 y96 k0



c87 m98 y38 k49



c100 m1 y40 k0

SECONDARY COLORS



yellow-purple
gradient



purple-teal
gradient



c072 m66 y65 k73

BRAND ELEMENTS

The *Pause Before You Play* brand uses certain design elements throughout all materials to display information with clarity and engagement. Keeping a consistent look and feel throughout all tactics helps add to the overall recognition and success of our campaign. When using iconography we color code to differentiate parts of our campaign.

WHO IS AT RISK IN OHIO?

		
Men Ages 18-44	Women Ages 50+	Teenagers
		
Family Members of Struggling Individuals	Minorities	People Who Struggle with Addiction
		
People with Depression	Children	People Not in a Relationship

RECOGNIZE THE SIGNS

		
Borrowing money for gambling	Lying about how much time or money is spent on gambling	Withdrawing from relationships or hobbies
		
Feeling restless or irritable when not gambling	Spending a lot of time gambling, thinking about or planning to gamble	Exaggerating wins and minimizing losses

PHOTOGRAPHIC STYLE

Our brand reflects our vision and our community. Our photography should always depict the different backgrounds and ethnicities of people from Ohio and a style that fosters a personal, positive, and active approach to their lifestyles, feelings, relationships, and interests. This demonstrates our goal to promote responsible and fun gambling practices throughout Ohio.



BENCHMARK USAGE

Below are some benchmark applications for applying the *Pause Before You Play* brand assets. Use them as a “True North” for the development of additional creative executions.

PRINT USAGE EXAMPLES



MAIN MESSAGES

- “Get Game Ready.”
- “Your Game Plan For Every Bet.”
- “Our Game Plan? Keep Betting Fun.”
- “Responsible Betting Starts With You.”

SECONDARY MESSAGE

- Pause before you play by paying bills before betting.
- Pause before you play by setting limits before betting.
- Pause before you play by keeping betting a social activity.
- Pause before you play by putting family first.

CALL TO ACTION

- Rate your risk level for problem gambling at PauseBeforeYouPlay.org.
- See more tips at PauseBeforeYouPlay.org.
- GAMBLING PROBLEM? 1-800-589-9966

SOCIAL MEDIA USAGE EXAMPLES



* When placing the logo or headline over a photo, use a gradient film overlay to lightly darken the area.



BRAND VISUALS



QUESTIONS?

Email:
info@pausebeforeyouplay.org