

GambleAware Safer Gambling Messaging and Signposting Guidelines

Last updated October 2024

GambleAware

In this document you will find evidence-based guidance for how to improve existing safer gambling messaging on gambling operator adverts. This is being provided to reduce gambling harm and to improve how support is signposted to those experiencing gambling harm.

This has been informed by extensive qualitative and quantitative research commissioned by GambleAware which was conducted by independent specialist communications agency The Outsiders and global survey experts YouGov. It was also supported by expert consultants from the Behavioural Insights Team and the University of Bristol.

You can find the research by clicking the below.

[VIEW RESEARCH](#)

WHO IS THIS DOCUMENT FOR?

This document is designed to be used by anyone involved in developing communications for gambling operators, as well as anyone with an interest in safer gambling messaging. This includes people who work in other capacities at an operator, people who work in the media, in advertising or at charity organisations seeking to raise awareness of the risks involved in gambling.

CONTENTS

SECTION ONE BUILDING BLOCKS

01	GAMBLEAWARE BRAND GUIDANCE	07
02	BANNER	11
03	18+	18
04	SAFER GAMBLING MESSAGING GUIDANCE	22

SECTION TWO HOW IT WORKS IN PRACTICE

05	STATIC ADS	27
06	MOTION ADS	46
07	AUDIO ADS	49
08	PAID SEARCH ADVERTISING	52

SECTION THREE HOW IT WORKS IN PRACTICE: OPERATOR ESTATE

09	LINKING TO THE GAMBLEAWARE WEBSITE	55
10	FOOTER PLACEMENT	58
11	PLACEMENT ON SAFER GAMBLING PAGE	65

SUMMARY OF RECOMMENDATIONS

- 01 Display the updated GambleAware logo, with 'Advice | Tools | Support' underneath it.
- 02 Show the GambleAware logo and a safer gambling message in a white or black banner at the top of the asset. If the asset is a film of 30 seconds or longer it should show these two elements on a black endframe.
- 03 Show an 18+ logo in the bottom left of the asset, outside of the black or white banner.
- 04 No longer use 'Take Time to Think' as a safer gambling message. Instead these three messages should be used in rotation: 'Gambling can be addictive', 'Gambling comes at a cost' and 'Gambling can grip anyone'.



This is a placeholder symbol for an operator logo for illustrative purposes only.

SECTION ONE

BUILDING BLOCKS

SECTION ONE

01

GAMBLEAWARE BRAND GUIDANCE

This section highlights how GambleAware needs to appear on gambling operator ads.

It will include:

- The logo lock up
- The font of the logo and accompanying messaging
- The messaging that accompanies the logo

01 PRIMARY LOGO

This is the primary logo to be used across all the assets created.

It has the GambleAware logo, with the accompanying message 'Advice | Tools | Support' attached underneath.

Follow the clear space rules (using the 'A' from aware as your guide). This protects the visual impact from other factors.

When placing the logos on files, only ever use the master files. Never type or create this yourself. This ensures consistency across all logos.

[DOWNLOAD ASSET HERE](#)

WHY?

GambleAware-commissioned research showed that adding 'Advice. Tools. Support' alongside the logo significantly increases the likelihood of searching GambleAware, making it easier for people to get the information they need wherever they are in their gambling journey¹.



01 SECONDARY LOGO

This is the secondary logo to be used only in certain scenarios.

It has the GambleAware logo, with the accompanying message 'Advice | Tools | Support' attached to the right.

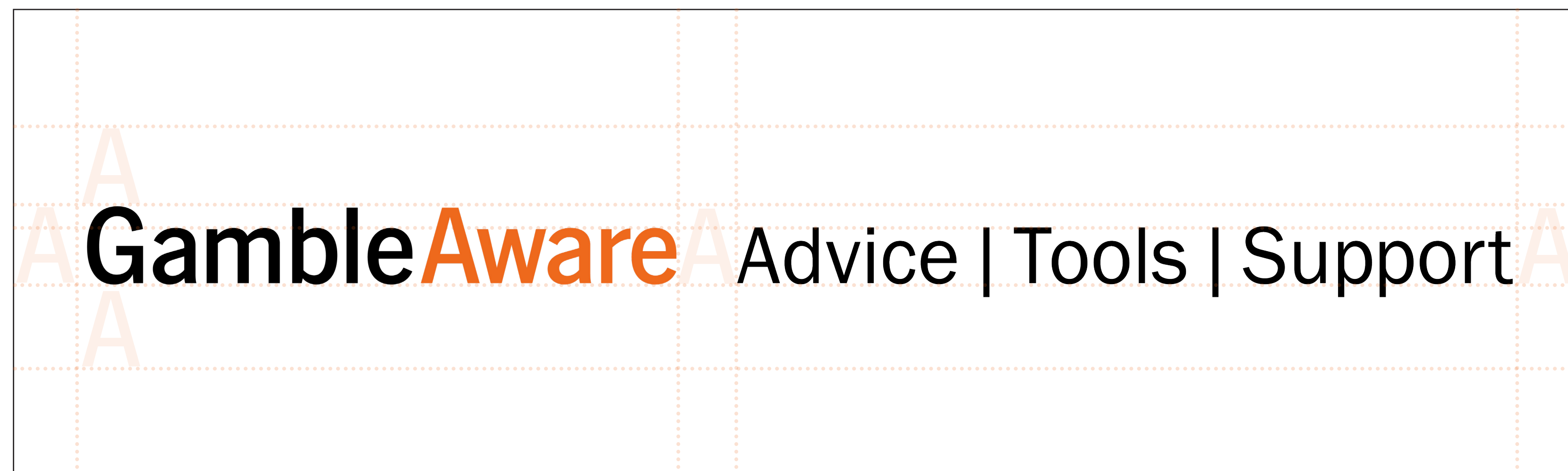
This should only ever be applied to extreme landscape formats where the primary logo will become too small or hard to read (e.g. 970x250 digital banners).

Follow the clear space rules (using the 'A' from aware as your guide). This protects the visual impact from other factors.

The top of the 'A' on Advice should sit at the X height of the 'e' of Aware.

When placing the logos on files, only ever use the master files. Never type or create this yourself. This ensures consistency across all logos.

[DOWNLOAD ASSET HERE](#)



01 BRAND FONTS

The GambleAware Logo and 'Advice | Tools | Support' will always be in our brand font, Franklin Gothic.

When using the font, Demi, Book and Light are the preferred weight.

When setting type a left alignment is preferred.

For all logos use the master files to ensure consistency.

AaBbCc

Advice | Tools | Support

Demi

**AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789**

Book

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

Light

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

BANNER

This section highlights how to create the safer gambling banner.

It will include:

- Banner breakdown
- Extreme formats
- Banner colour

02 LOGO & MESSAGING PLACEMENT

Both the logo and the safer gambling messaging should sit within a banner.

As shown here, the logo and 'Advice | Tools | Support' lock up should always sit on the left side of the banner. The safer gambling message should always sit on the right side.

This example also shows the clear space of the logo and messaging in context.

The banner should only include those two components. There shouldn't be any other URL or signpost sitting in the banner.



WHY?

GambleAware-commissioned research showed that the GambleAware logo better signposts to help, when it sits within a banner alongside the safer gambling message and on the top left, and is less likely to get lost amongst the ad's messaging.

02 COLOUR PALETTE

The banner should only ever appear in BLACK or WHITE.

For maximum impact the banner should contrast with the advert it is paired with. Keep this in mind when selecting your colour.

E.g. When the advert is dark blue, use the white banner.

When the banner is black, the GambleAware logo should have a white "Gamble" and Tangerine "Aware".

When the banner is white, the GambleAware logo should have a black "Gamble" and Tangerine "Aware".

Colour breakdowns for all applications are to the right.

WHY?

GambleAware-commissioned qualitative research shows that this messaging needs to be presented in a band that cuts through against the gambling adverts. This was found to increase the perceived credibility of the messaging. White/black is GambleAware's preference due to the independent feel it provides against the noisy/colourful nature of many gambling adverts¹.

Jet Black

C0%; M0%; Y0%; K100%;

HEX #000000

Pantone Process Black

R0; G0; B0;

RAL 9005

White

C0%; M0%; Y0%; K0%;

#FFFFFF

R255; G255; B255;

RAL 9010

Tangerine

C5%; M75%; Y100%; K0%;

#EC6923

Pantone Orange 021C

R239; G104; B28;

RAL 2008

02 THE BANNER BREAKDOWN

To the right you can see the breakdown of the banner.

95% of the banner is where the logo and messaging are held and 5% of the banner is a separating line to separate the safer gambling messaging from the operator ad.

The 5% strip separating line should always be the reversed colour of the banner.

E.g. if the banner is black, there needs to be a 5% white line at the bottom of the banner.

As stated on the page above, the banner should only ever appear in either black with a white separating line OR white with a black separating line.

When selecting the colour banner you use, please ensure it has the maximum contrast to the advert it is paired with.

E.g if the advert is dark blue use a white banner with a black separating line.



95%
SAFER GAMBLING
MESSAGING

5%
DIVIDER

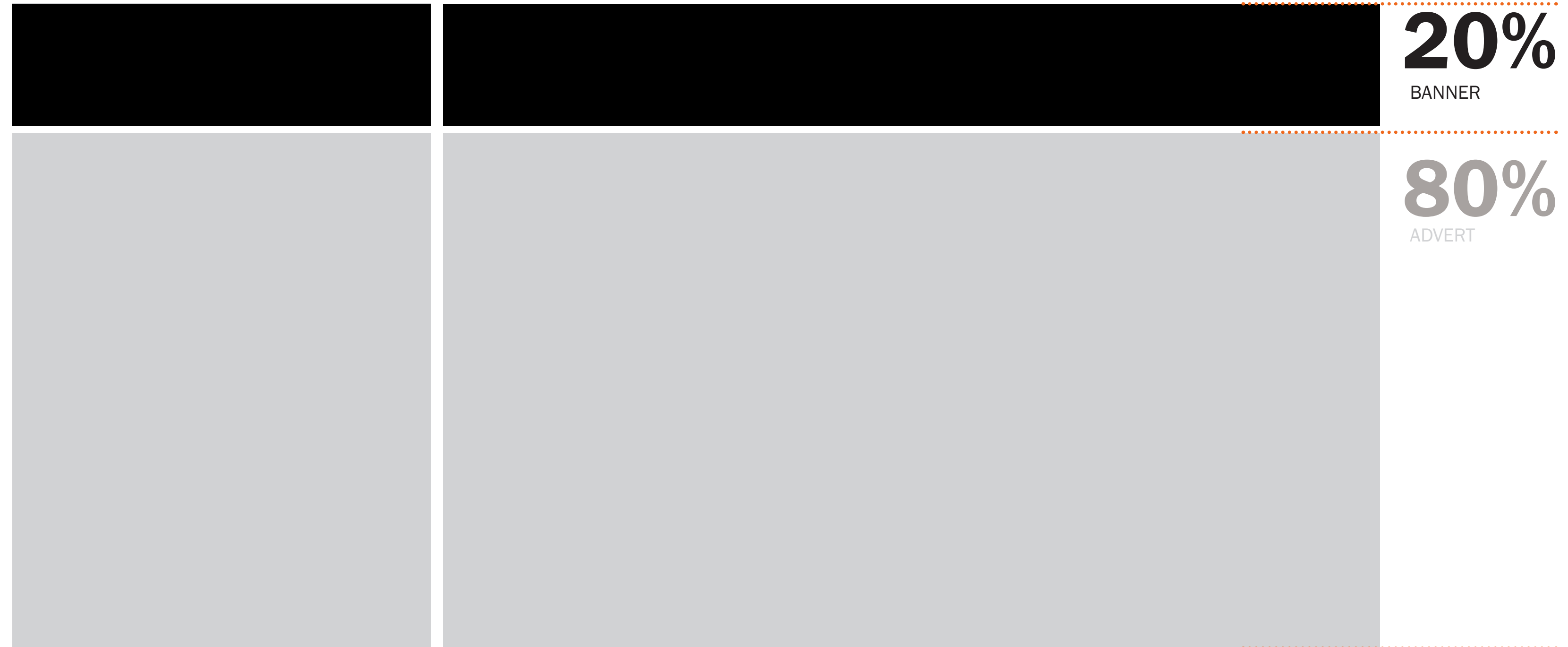
02 POSITIONING AND SCALE

The banner should be positioned on top of the artwork.

For print and digital comms it should occupy 20% of the entire frame.

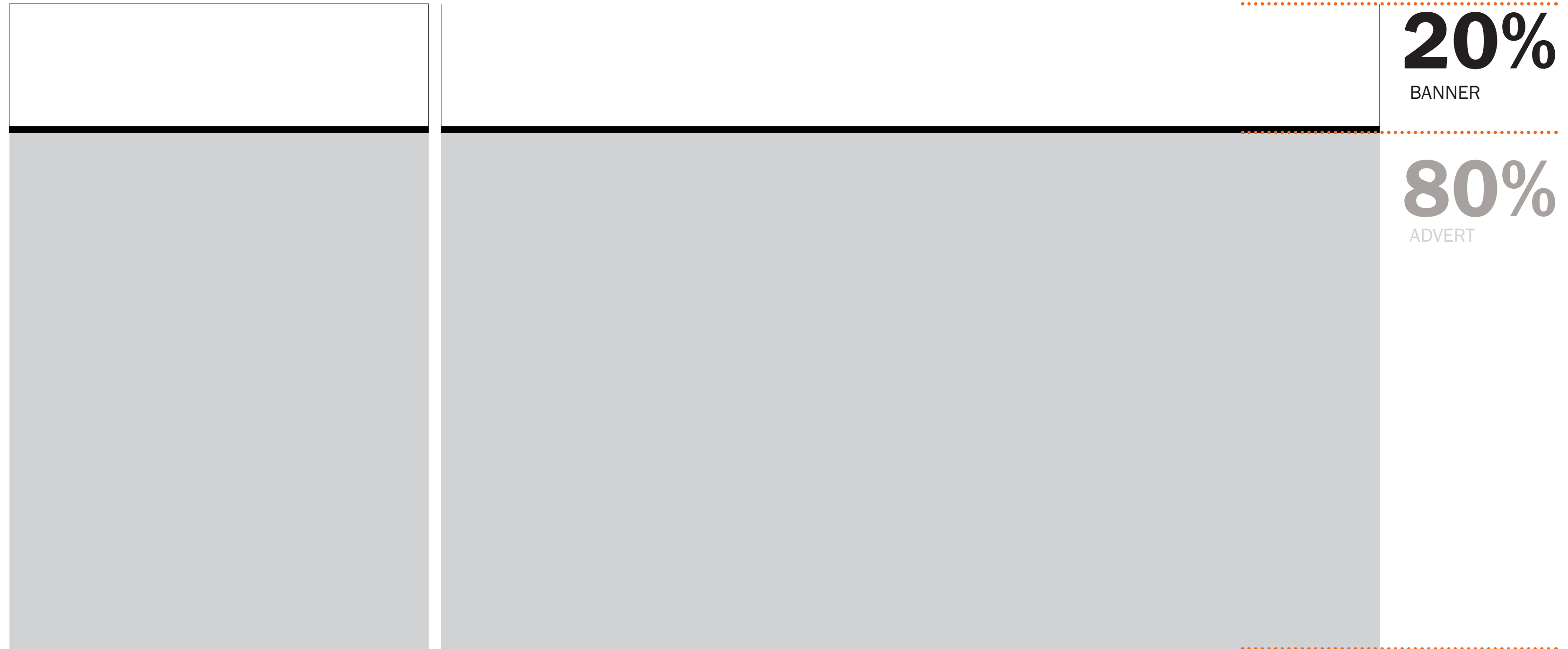
WHY?

GambleAware-commissioned research showed that putting the messaging on the top of the advert (compared to the bottom) helped cut-through. 20% is recommended due to the same research showing that the banner needed to be bigger to draw more attention to the message¹, alongside wider research showing a harm prevention message in a larger size of 20% increased participants' message recognition².



02 POSITIONING AND SCALE

This is an example of how it looks inversed as a white banner with a black separating line. All the same rules apply.



02 EXTREME FORMATS

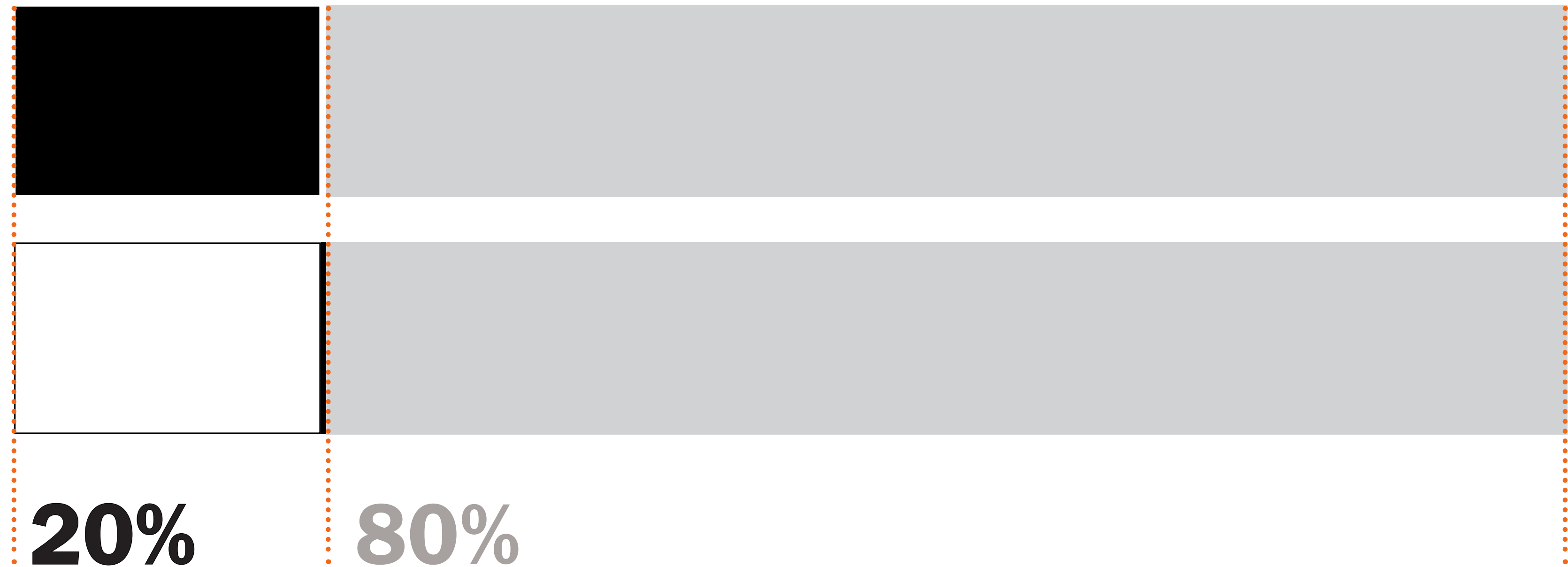
When the banner is in a landscape format over a certain ratio, the banner will need to sit on the left hand side.

This will only apply to 728x90 digital formats and equivalent proportions.

The same banner breakdown applies to this extreme format: a 95% messaging and logo block with a 5% separating line.

The same ratio rules for the placement is also applied. The banner takes up 20% of the left hand side while the ad is the remaining 80%.

In this case, use the following format as a guide.



SECTION ONE

03

18+

The 18+ should sit outside of the banner, and be part of the body of the ad.

This section will include:

- Where it needs to be positioned on both landscape and portrait.

03 18+ REQUIREMENT LANDSCAPE

The 18+ logo should sit within the body of the ad, not within the banner.

It should be placed in the bottom left of the ad.

When applying to landscape formats follow the following rules:

The size of the 18+ lock up should be 12.5% of the height of the advert (not including the banner).

The placement of the 18+ icon should sit half a circle up and half a circle in from the bottom left of the page.

WHY?

Positioning the 18+ logo inside the body of the gambling ad rather than within the safer gambling message banner makes it clear that the safety message is universal, but the gambling is limited to those aged over 18.



03 18+ REQUIREMENT PORTRAIT

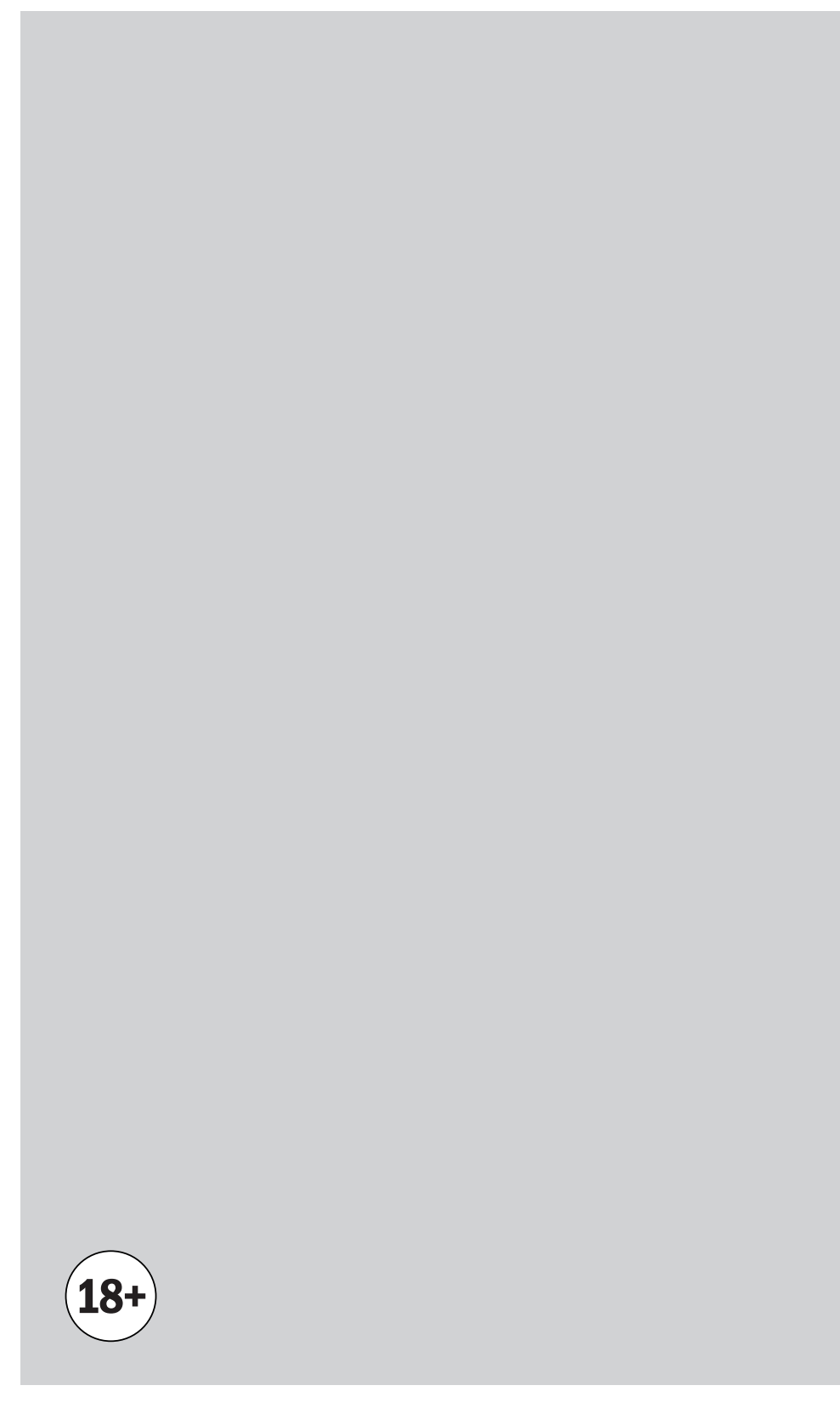
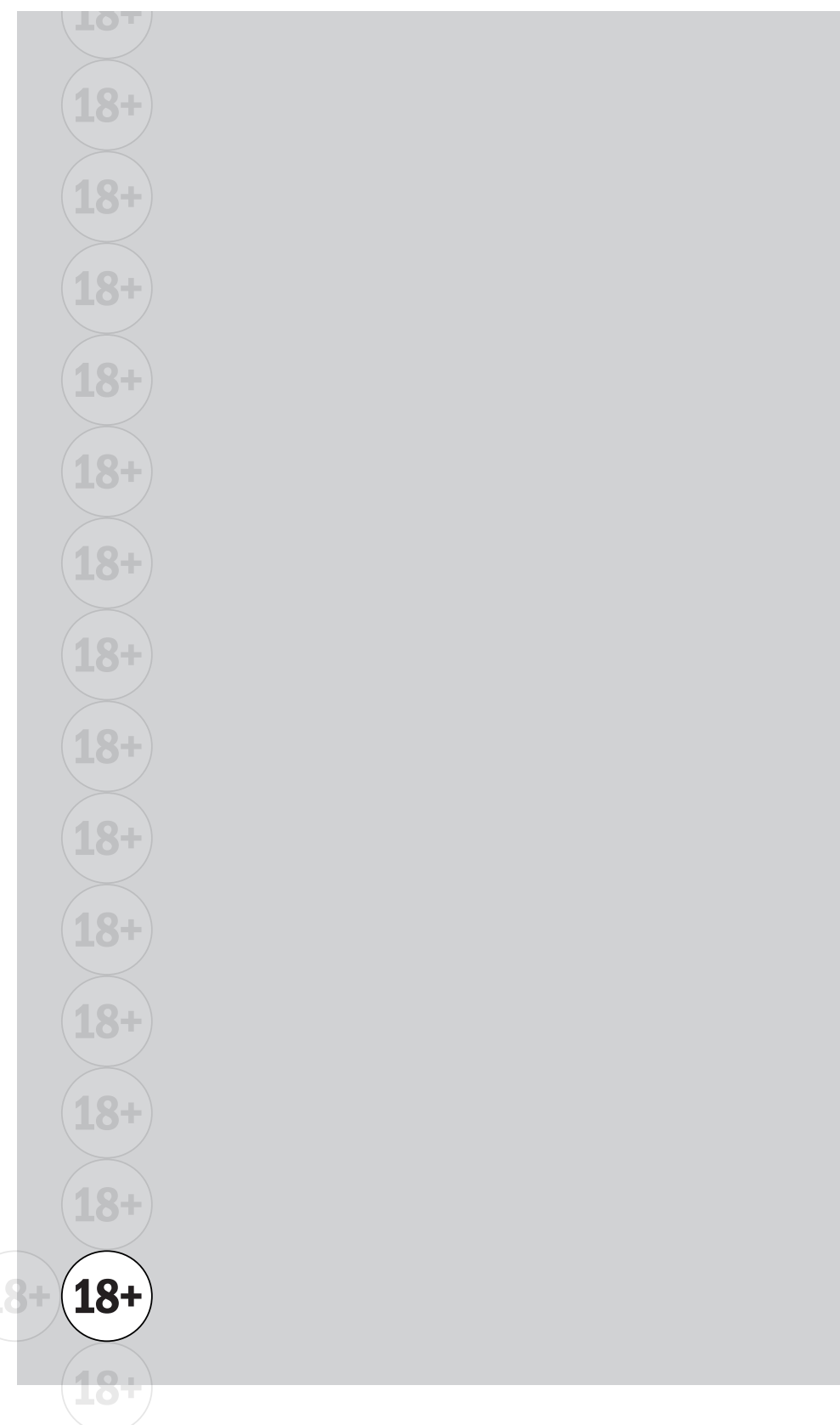
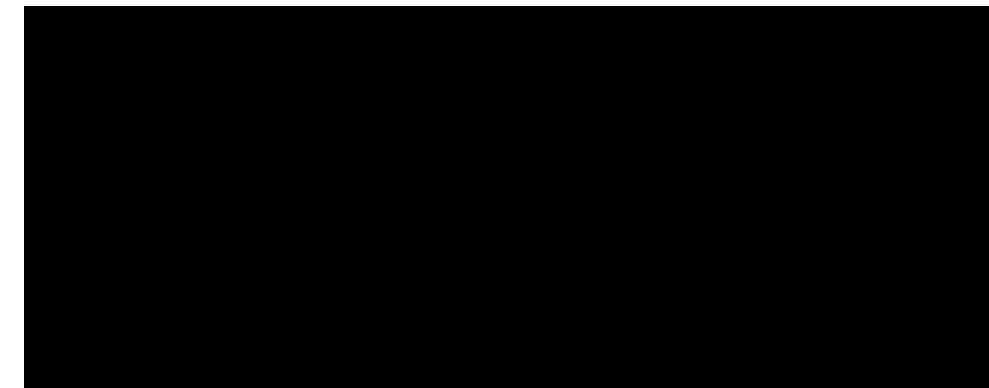
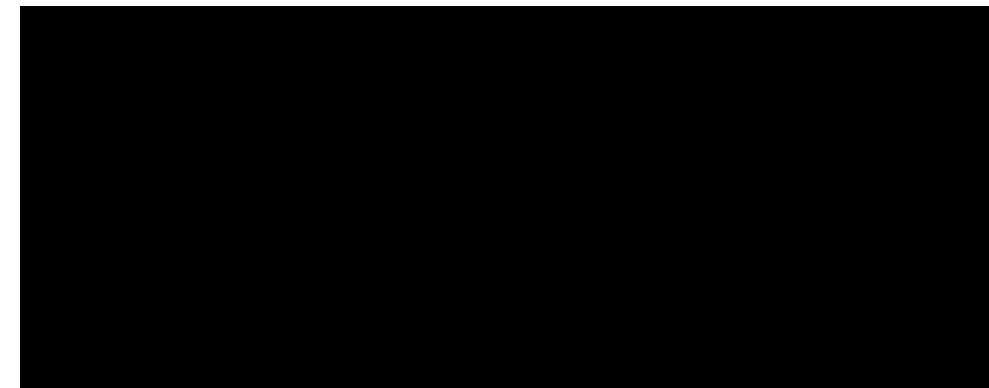
The 18+ logo should sit within the body of the ad, not within the banner.

It should be placed in the bottom left of the ad.

When applying to portrait formats follow the following rules:

The size of the circle should be 6.5% of the height of the advert (not including the banner).

The placement of the 18+ icon should sit half a circle up and half a circle in from the bottom left of the page.



03 18+ REQUIREMENT EXTREME LANDSCAPE

In special cases the 18+ logo rules will change.

These situations are when there are extreme landscape formats.

The 18+ logo should sit within the body of the ad, not within the banner.

It should be placed in the bottom left of the ad.

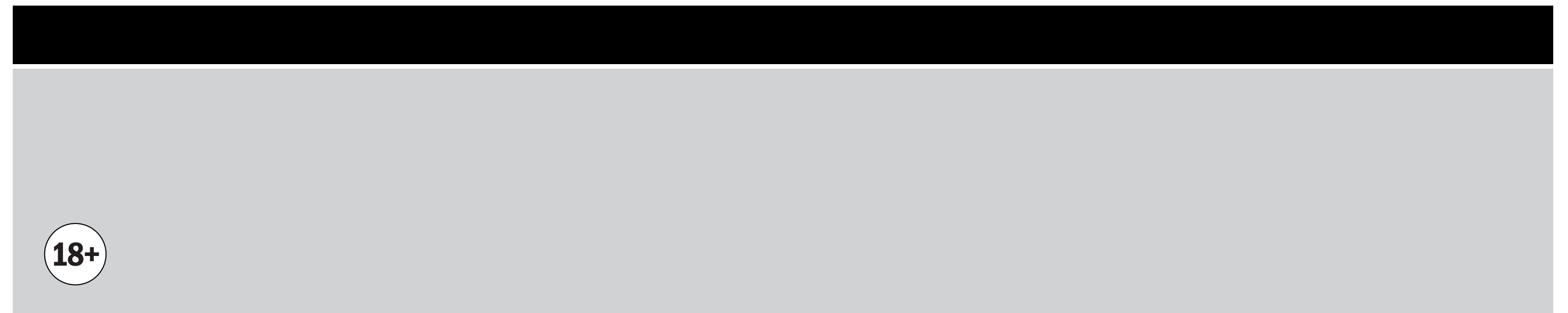
When applying to portrait formats follow the following rules:

The size of the circle should be 25% of the height of the advert (not including the banner).

The placement of the 18+ icon should sit half a circle up and half a circle in from the bottom left of the page.

Example formats this will apply to are:

728x90
600x120
970x250



SECTION ONE

04

SAFER GAMBLING MESSAGE

This section includes our evidence-based messages safer gambling recommendations.

It will include:

- The evidence-based safer gambling messages recommendation
- The font of the safer gambling message
- Where it should sit within a static ad

04 NEW SAFER GAMBLING MESSAGING

The safer gambling message will no longer be Take Time To Think. It will be replaced with 3 messages used in equal rotation.

The safer gambling message should always sit on either one, two, or three lines when the banner length is too small. These cases will be shown in section 2.

The new messages are to the right.

WHY?

GambleAware-commissioned research showed these messages were more effective than Take Time To Think across a range of metrics (e.g. message cut-through, impact, memorability)¹. This mirrors other research pointing to a lack of effectiveness of Take Time To Think in encouraging people to take action³. 3 messages have been proposed on rotation to avoid the "wallpaper effect", with other experts stating the importance of a pool of messages being developed⁴.

01 **GAMBLING CAN BE ADDICTIVE**

02 **GAMBLING CAN GRIP ANYONE**

03 **GAMBLING COMES AT A COST**

04 SAFER GAMBLING MESSAGE FONT

Work Sans Bold is the font used when communicating a safer gambling message.

Work Sans Bold can be downloaded from Google Fonts for free.

Use Work Sans Bold in all caps whenever typing or using a safer gambling message.

The safer gambling message should always show up in all caps.

AaBbCc

**GAMBLING CAN
BE ADDICTIVE**

Bold

**AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789**

Regular

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

Light

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

04 SAFER GAMBLING MESSAGING PLACEMENT IN APPLICATION

The safer gambling message sits within the banner, on the right side, while the GambleAware logo and 'Advice | Tools | Support' sit on the left.



SECTION TWO

HOW IT WORKS

SECTION TWO

05

STATIC ADS

This section serves as a guide for how to include GambleAware and the safer gambling message on static communications coming from gambling brands, across various formats.

05 EXAMPLE BANNERS

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**

18+

This banner features a black header with the GambleAware logo and tagline on the left, and the main message in white text on the right. The background is a solid green color with a white circle containing '18+' in the bottom left corner.

GambleAware
Advice | Tools | Support

**GAMBLING
CAN GRIP
ANYONE**

18+

This banner features a black header with the GambleAware logo and tagline on the left, and the main message in white text on the right. The background is a solid green color with a white circle containing '18+' in the bottom left corner.

GambleAware
Advice | Tools | Support

**GAMBLING
COMES AT
A COST**

18+

This banner features a black header with the GambleAware logo and tagline on the left, and the main message in white text on the right. The background is a solid green color with a white circle containing '18+' in the bottom left corner.

05 EXAMPLE BANNERS

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**

18+

GambleAware
Advice | Tools | Support

**GAMBLING
CAN GRIP
ANYONE**

18+

GambleAware
Advice | Tools | Support

**GAMBLING
COMES AT
A COST**

18+

05 SOCIAL SIZES



1:1

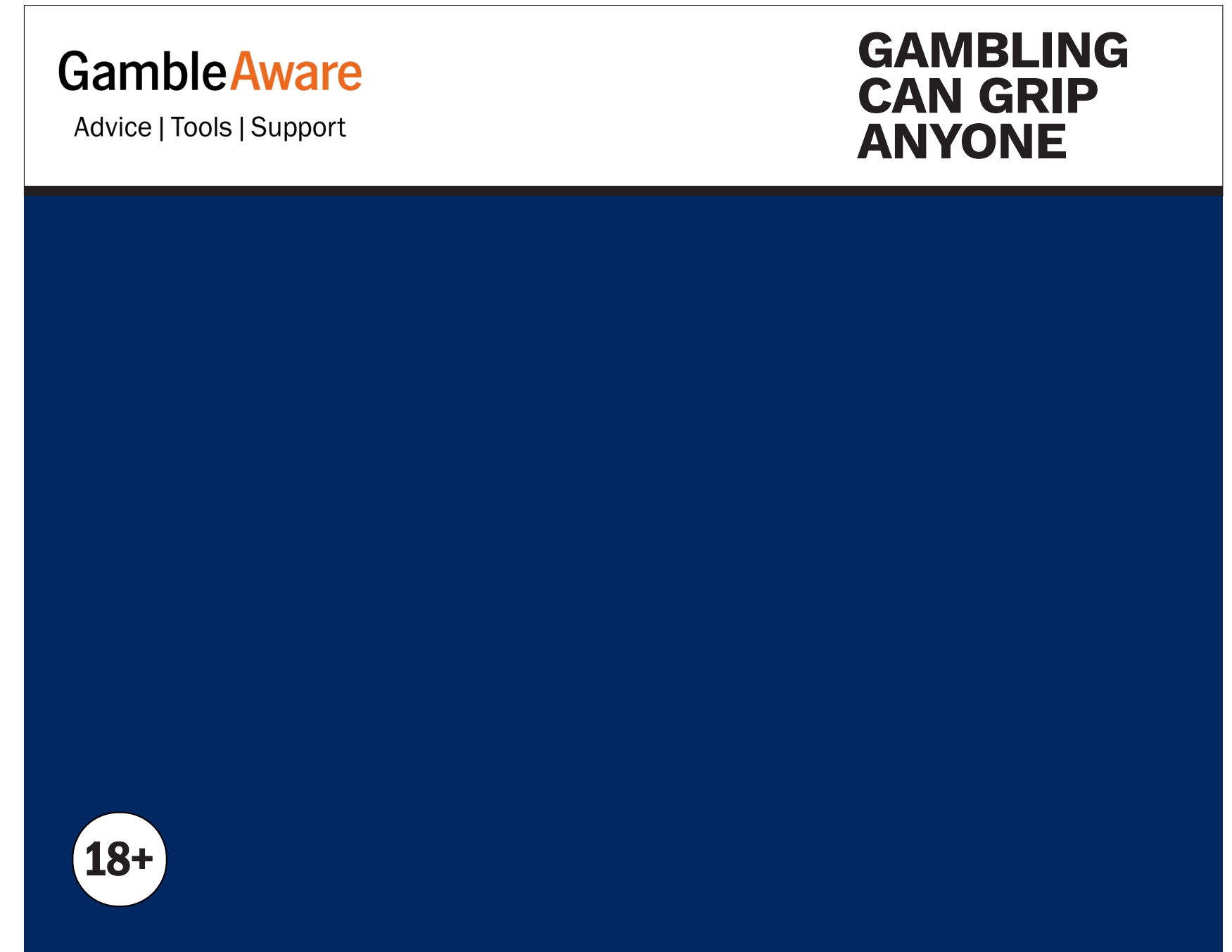


4:5

05 SOCIAL SIZES



1:1



4:5

05 SOCIAL SIZES

9:16

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**



GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**



18+

05 DIGITAL SIZES



250x250

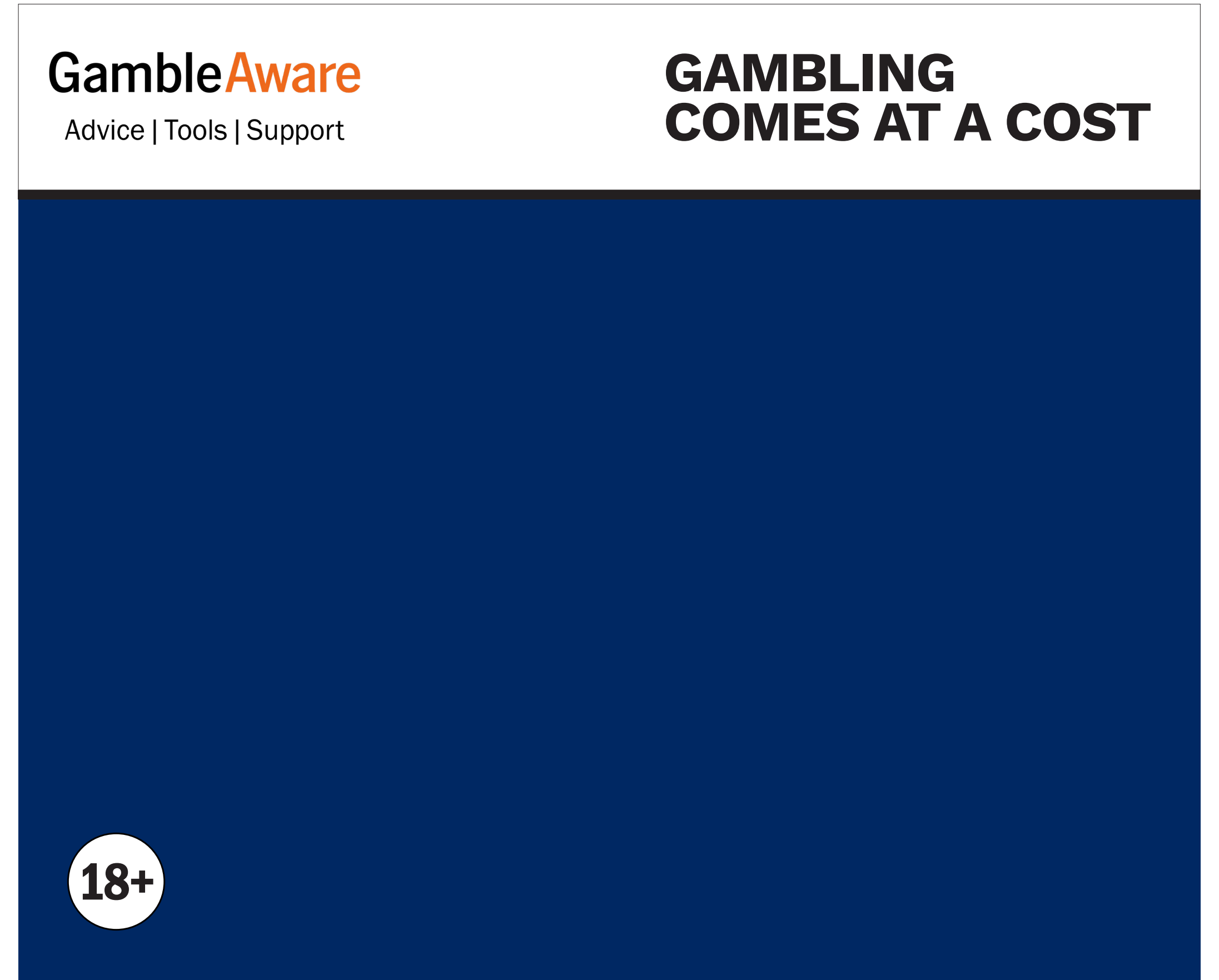


300x250

05 DIGITAL SIZES



250x250



300x250

05 DIGITAL SIZES

300x600

GambleAware
Advice | Tools | Support

**GAMBLING
CAN GRIP
ANYONE**



18+

GambleAware
Advice | Tools | Support


**GAMBLING
CAN GRIP
ANYONE**



18+

05 DIGITAL SIZES

GambleAware Advice | Tools | Support **GAMBLING COMES AT A COST**



970x250

GAMBLING CAN GRIP ANYONE
GambleAware Advice | Tools | Support



728X90

05 DIGITAL SIZES

GambleAware Advice | Tools | Support **GAMBLING COMES AT A COST**



970x250

GAMBLING CAN GRIP ANYONE
GambleAware Advice | Tools | Support



728X90

05 DIGITAL SIZES

120x600



05 PRESS

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**



18+

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**



18+

FULL PAGE

05 PRESS

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**

18+

1/4 PAGE

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**

18+

05 00H

GambleAware
Advice | Tools | Support

GAMBLING COMES AT A COST

18+

48\$

05 00H

GambleAware
Advice | Tools | Support

GAMBLING COMES AT A COST

18+

48\$

05 00H

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**



18+

6\$

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**



18+

05 00H

96\$

GambleAware Advice | Tools | Support

GAMBLING CAN GRIP ANYONE

18+

GambleAware Advice | Tools | Support

GAMBLING CAN GRIP ANYONE

18+

05 WINDOW BANNERS

GAMBLING CAN GRIP ANYONE
GambleAware
Advice | Tools | Support

18+

GAMBLING CAN GRIP ANYONE
GambleAware
Advice | Tools | Support

18+

MOTION ADS

The following section highlights how the GambleAware and safer gambling message should appear on motion ads.

It will include:

- Rules around motion ads 30 seconds and above
- Rules around motion ads under 30 seconds, or online videos

06 30 SECONDS AND ABOVE

When the asset is 30s or more (for TV, cinema, VOD and BVOD), an endframe should be added at the end of the creative, with accompanying voice over.

It should stay on screen minimum 4s and always sit on a black background.

The message on the endframe should be one of the following 3:

Gambling can be addictive
Gambling comes at a cost
Gambling can grip anyone

Followed by the CTA 'for advice, tools and support, search GambleAware'.

[DOWNLOAD CTA HERE](#)

WHY?

GambleAware-commissioned research showed that using a black end frame with GambleAware messaging for a longer length of time than the widely adopted Take Time To Think version was significantly stronger across a range of metrics (e.g. signposting support, being empathetic)¹.

GAMBLING CAN BE ADDICTIVE

For advice, tools and support
search **GambleAware**

06 UNDER 30 SECONDS

When the asset is under 30s or for online video (OLV) follow the below rules:

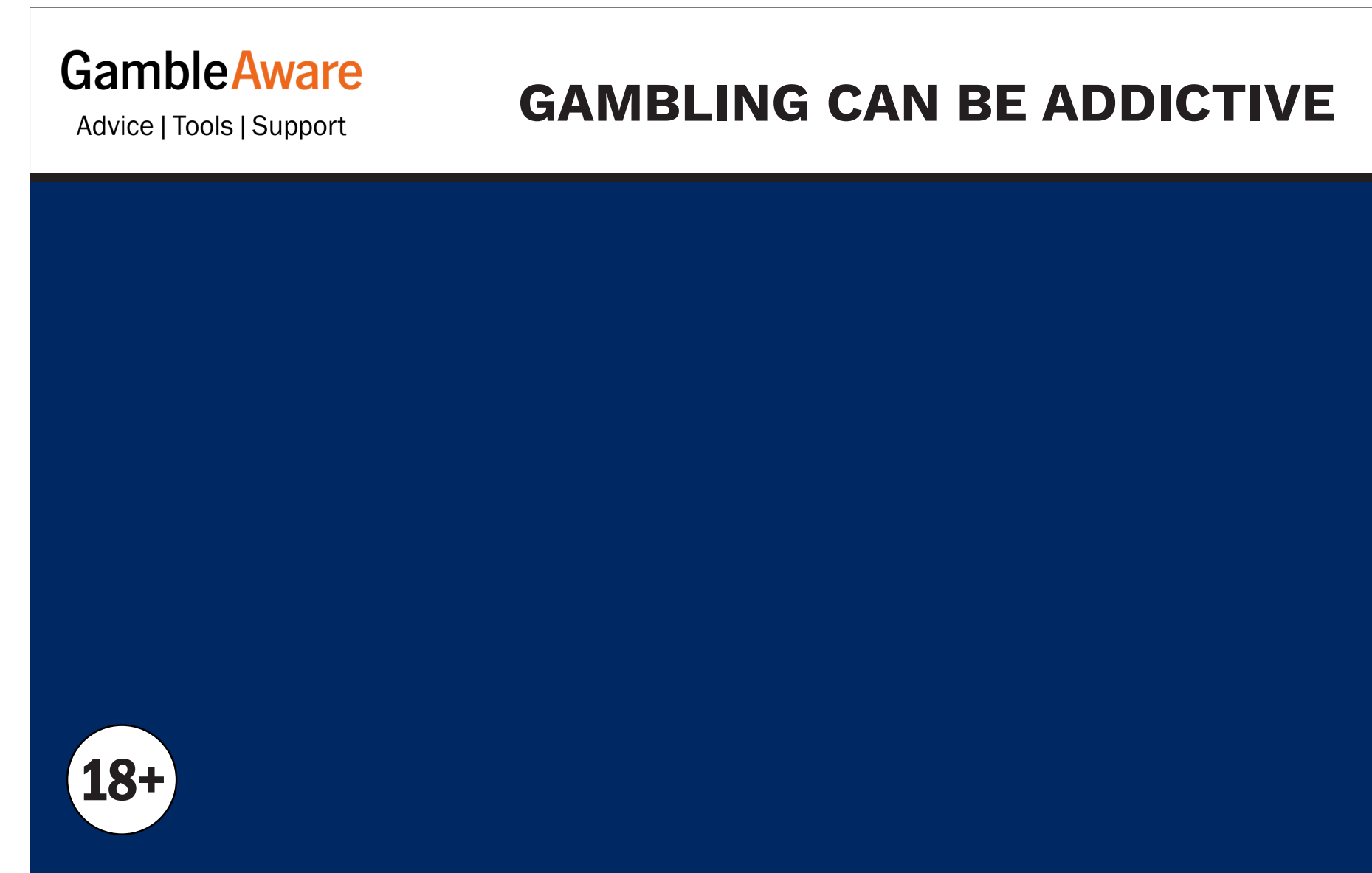
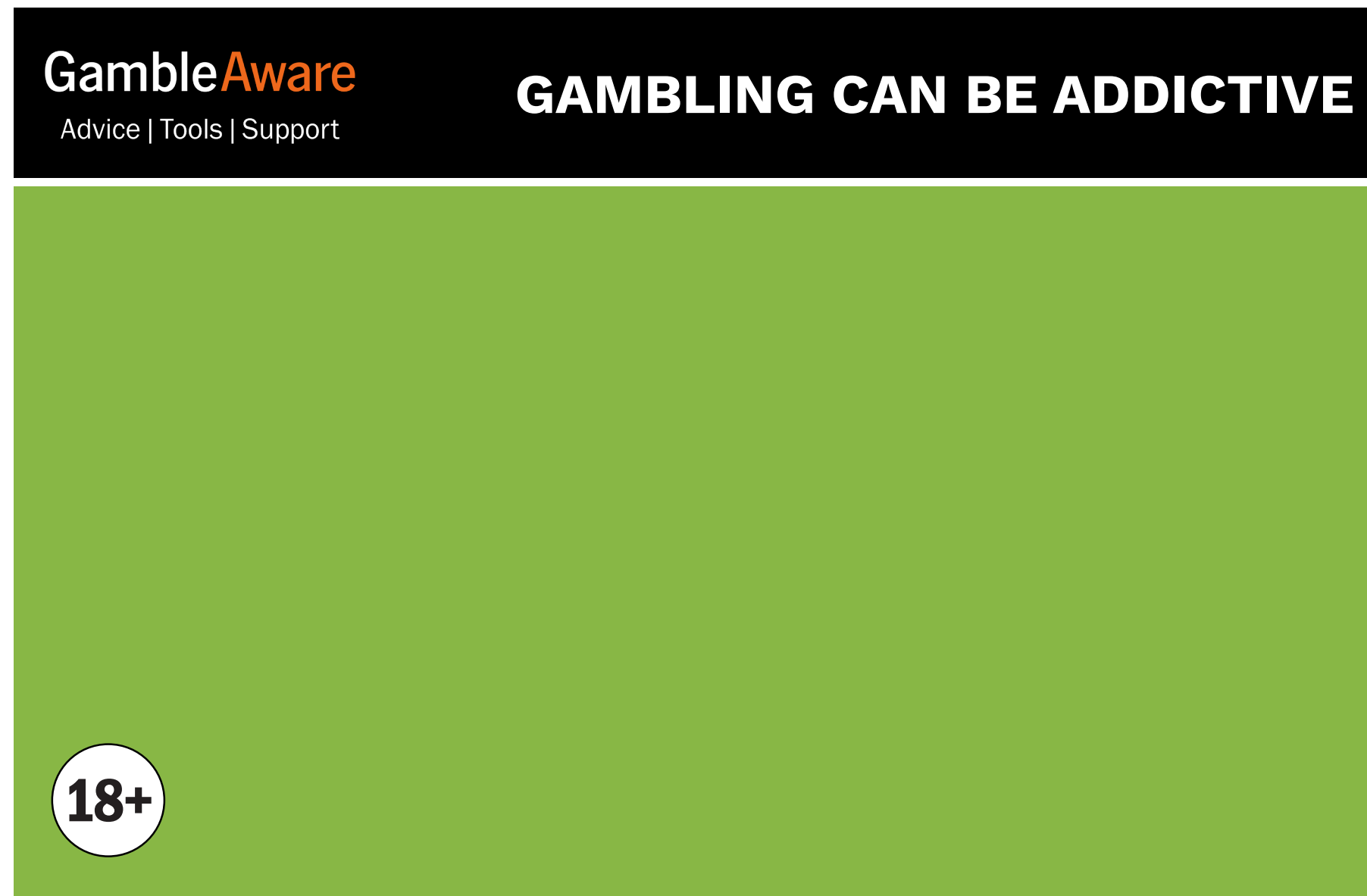
The banner should occupy 20% of the entire ad.

The banner should sit at the top.

The banner should be visible for the duration of the video.

The safer gambling message in the banner should be one of the following 3:

Gambling can be addictive
Gambling comes at a cost
Gambling can grip anyone



AUDIO ADS

The following section highlights how the GambleAware and safer gambling message should appear on audio ads coming from gambling brands.

07 **AUDIO ADS
30 SECONDS
AND OVER**

On audio, the 3 options here should be used as VO and rotated equally.

It should be on for minimum 4s at the end of the creative.

The VO will be the same as the video endframe VO.

WHY?

GambleAware-commissioned qualitative research showed that having a GambleAware messaging at the end of audio ads was more effective at signposting people to support than the widely adopted Take Time To Think¹.

01 **GAMBLING CAN BE ADDICTIVE.
FOR ADVICE, TOOLS AND SUPPORT,
SEARCH GAMBLEAWARE.**

02 **GAMBLING CAN GRIP ANYONE.
FOR ADVICE, TOOLS AND SUPPORT,
SEARCH GAMBLEAWARE.**

03 **GAMBLING COMES AT A COST.
FOR ADVICE, TOOLS AND SUPPORT,
SEARCH GAMBLEAWARE.**

07 **AUDIO ADS
UNDER
30 SECONDS**

On audio ads under 30 seconds, the 3 options here should be used as VO and rotated equally.

It should be on for minimum 2s at the end of the creative.

**01 GAMBLING CAN BE ADDICTIVE.
SEARCH GAMBLEAWARE.**

**02 GAMBLING CAN GRIP ANYONE.
SEARCH GAMBLEAWARE.**

**03 GAMBLING COMES AT A COST.
SEARCH GAMBLEAWARE.**

SECTION TWO 08

PAID SEARCH ADVERTISING

The following section provides guidance on the use of the GambleAware brand in paid search advertising.

08 PAID SEARCH ADVERTISING

For paid search advertising, GambleAware cannot endorse or approve the use of the GambleAware brand in isolation (including the use of 'GambleAware.org'). Some level of safer gambling messaging or signposting is to be included within the core ad format of the paid search advertising ads to provide context to the audience.

There is a requirement to include a safer gambling message or signposting message within the ad copy to ensure context is provided to the audience.

The minimum requirement to be included in paid search advertising is 'Worried? Search GambleAware'

Example

Sponsored

Operator Name

<https://www.operatorname.com> :

Operator Name Online Betting - £30 Free Bets If You Bet £10

New Customer Offer. Returns Excl Bet Credits Stake. 18+. T&Cs & Limits Apply.
Worried? Search GambleAware.

Offer is normally here

New Customer Offer.

Offer is normally here

New Customer Offer.

Offer is normally here

New Customer Offer.

SECTION THREE

HOW IT WORKS IN PRACTICE: OPERATOR ESTATE

SECTION THREE

09

LINKING TO THE GAMBLEAWARE WEBSITE

The following section highlights how operator websites should link out to the GambleAware website.

It will include:

- Linking to the GambleAware Website
- User journey

09 URL & PLACEMENT

All Gambling Operators must link to the GambleAware website, when linking to the website the following URL should be used:

<https://www.gambleaware.org/home>

This URL will direct users to content that has been tailored to those who have not actively searched for formal support, in order to provide them with content that is more suited to them, this may be assessment tools or financial advice etc. This is intended to better service the extremely high number of visitors the GambleAware site receives from Gambling Operator sites on a weekly basis.

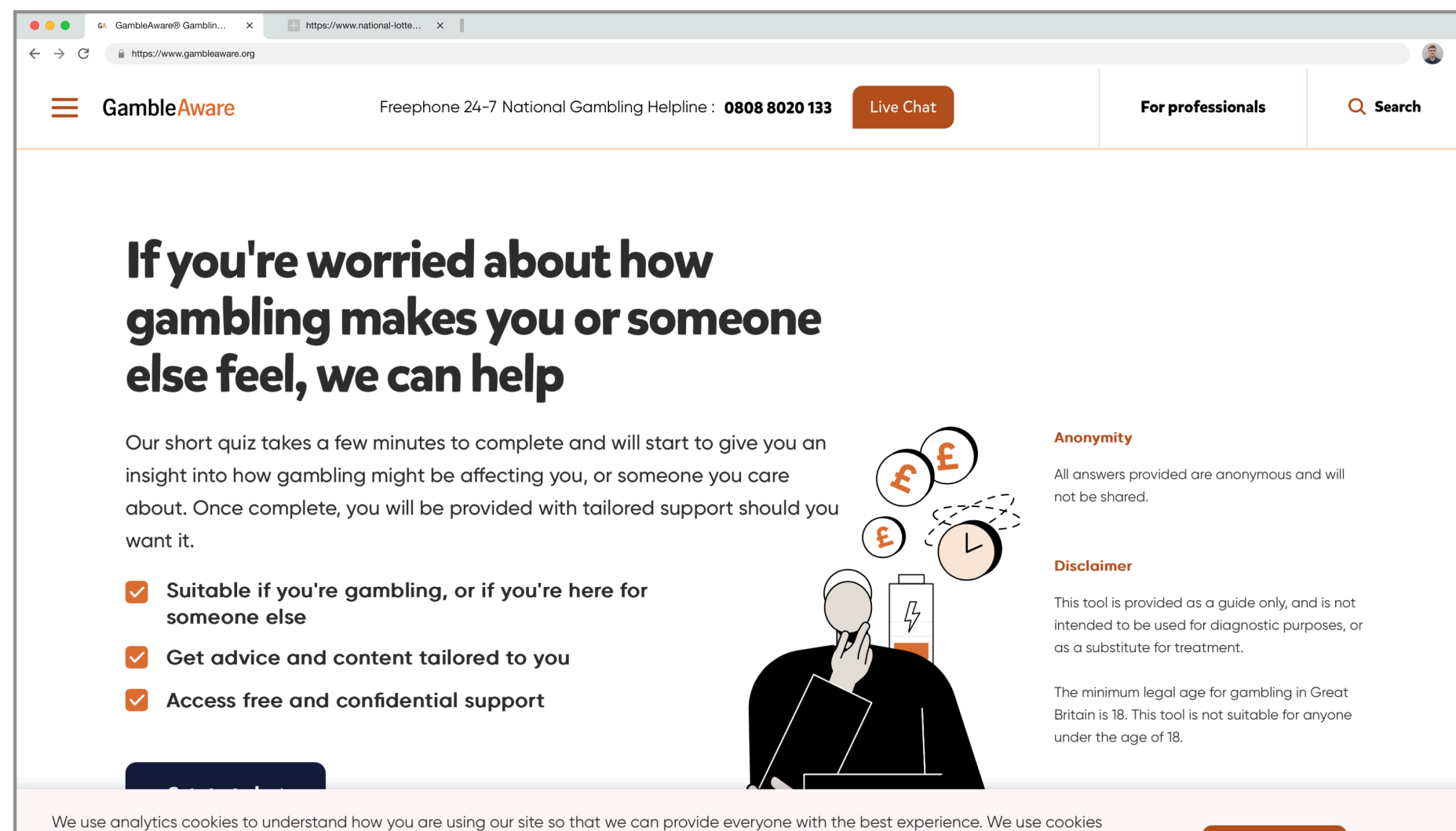
The GambleAware logo must be placed on two areas of every Gambling Operator site:

1. **In the footer of every page**
2. **Within the page dedicated to 'Safer gambling'**

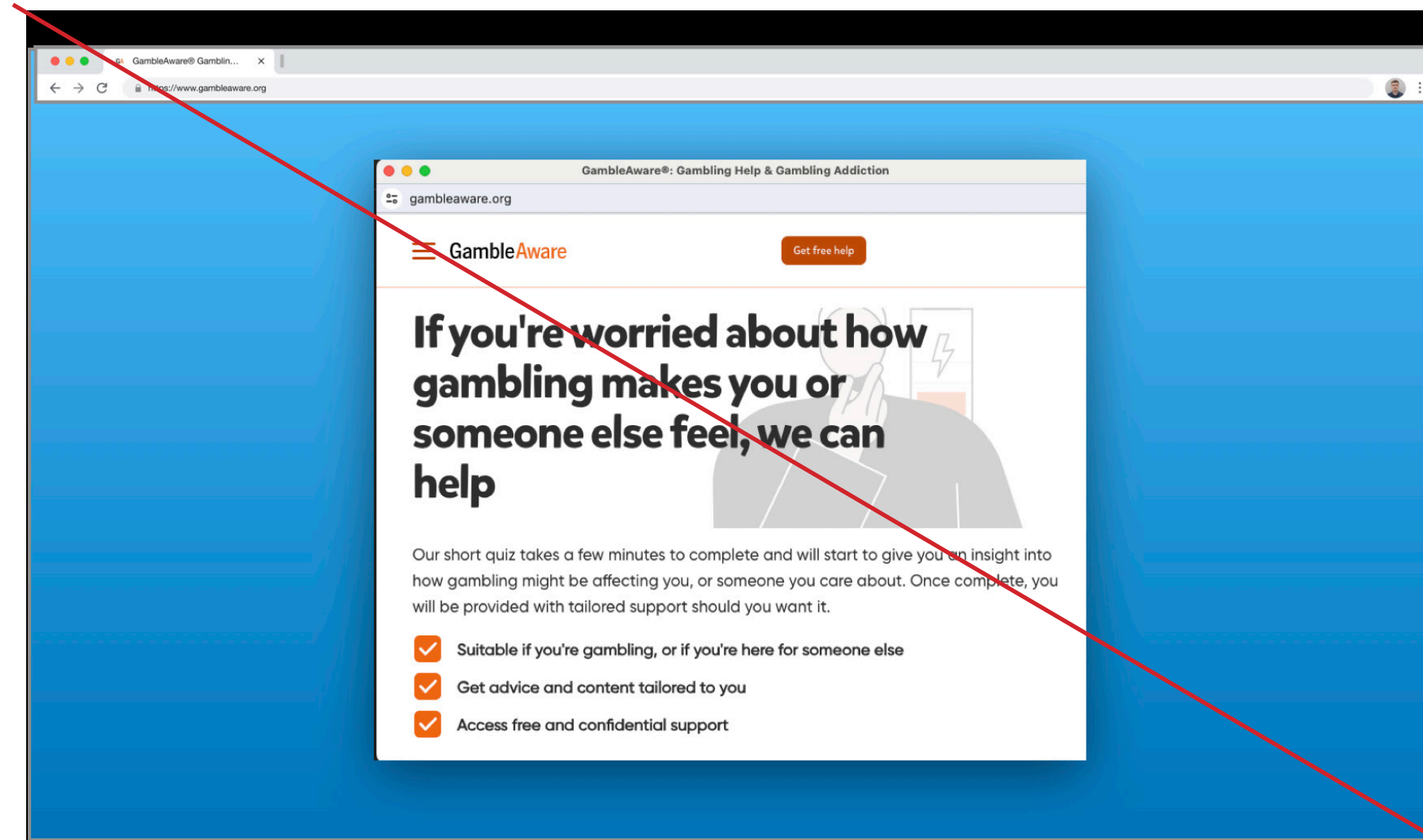
The logo should always be delivered in clickable format. The following slides illustrate which logo to use, where to place it within these areas and the user journey you should set up from the logo.

09 USER JOURNEY

The GambleAware website link should always be programmed to take over the full screen as a new tab. Never open the website as a new window or within the same tab.



CORRECT:
Maximised tab view



INCORRECT:
Modal/pop-up view

SECTION THREE

10

FOOTER PLACEMENT

The following section highlights detailed guidance when including a GambleAware footer on operator websites.

It will include:

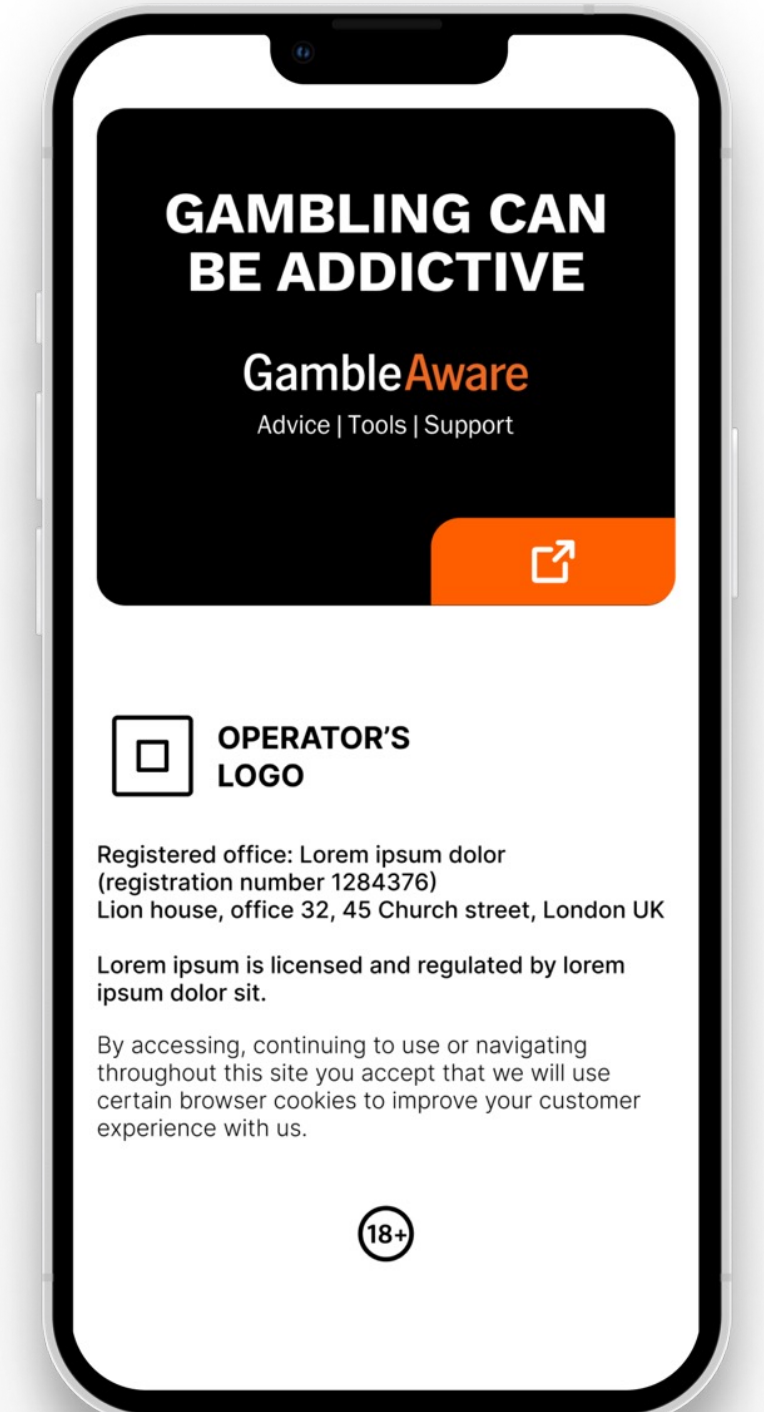
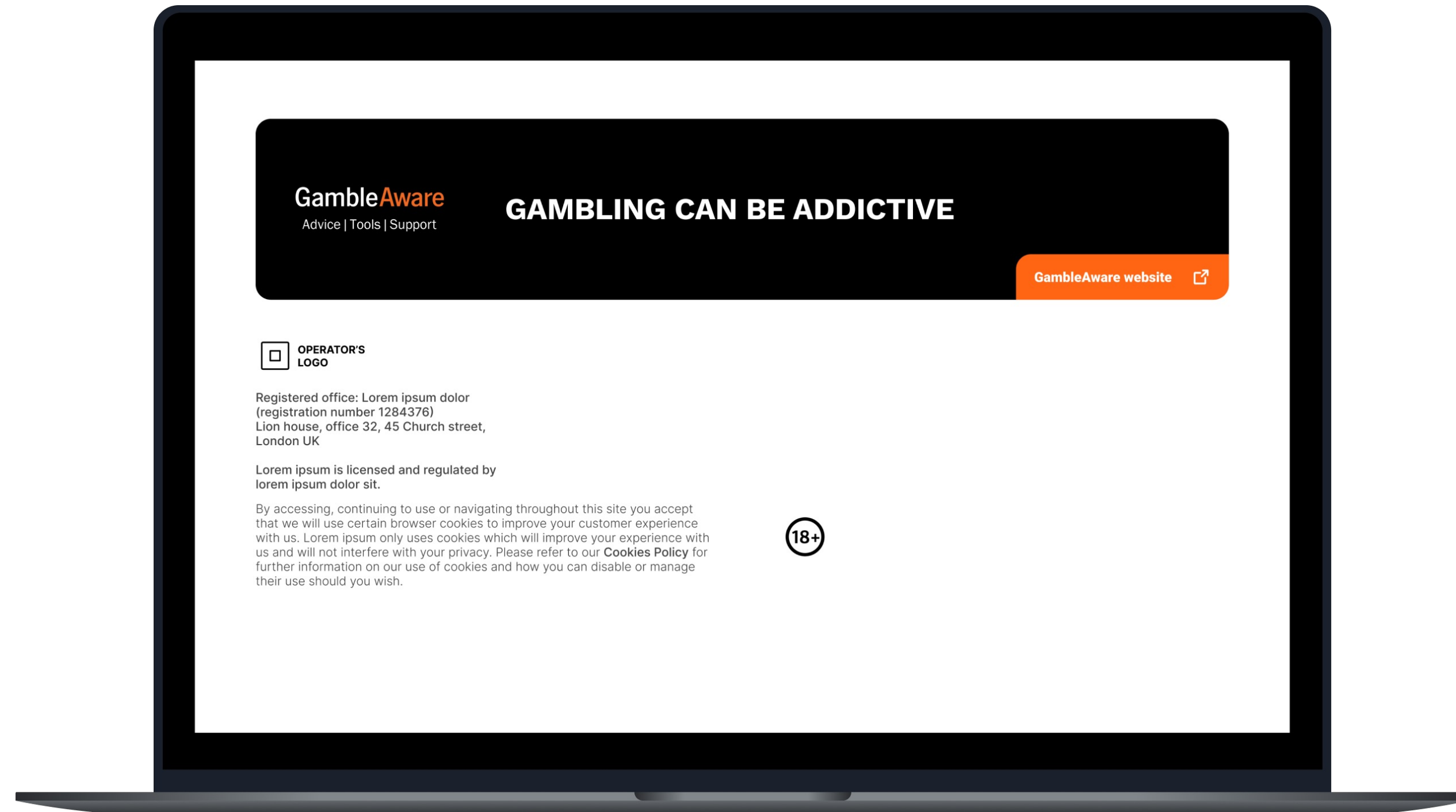
- Linking from the banner
- Examples
- Banner breakdown
- Banner elements
- Positioning and scale (desktop)
- Positioning and scale (mobile + tablet)

10 LINKING FROM THE FOOTER

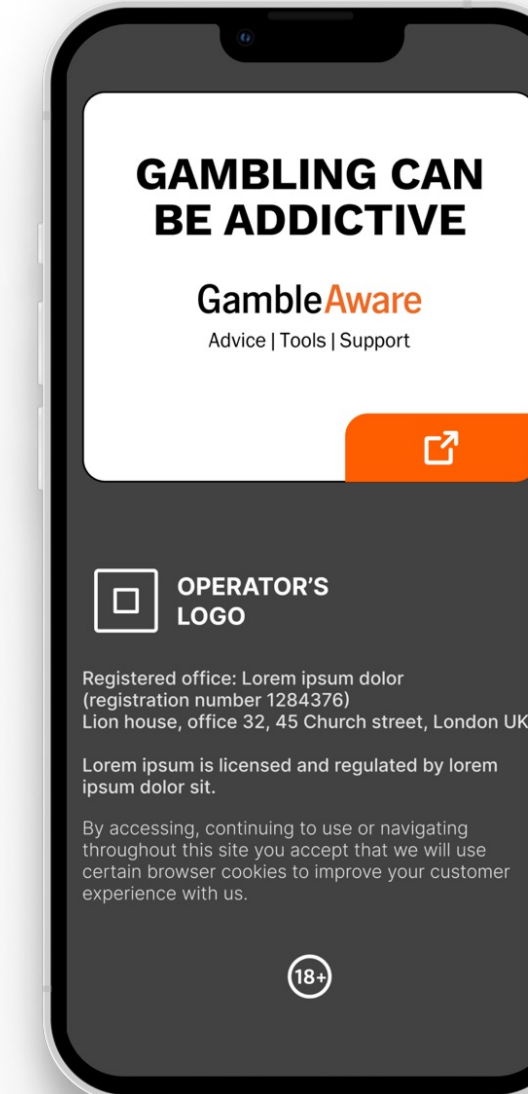
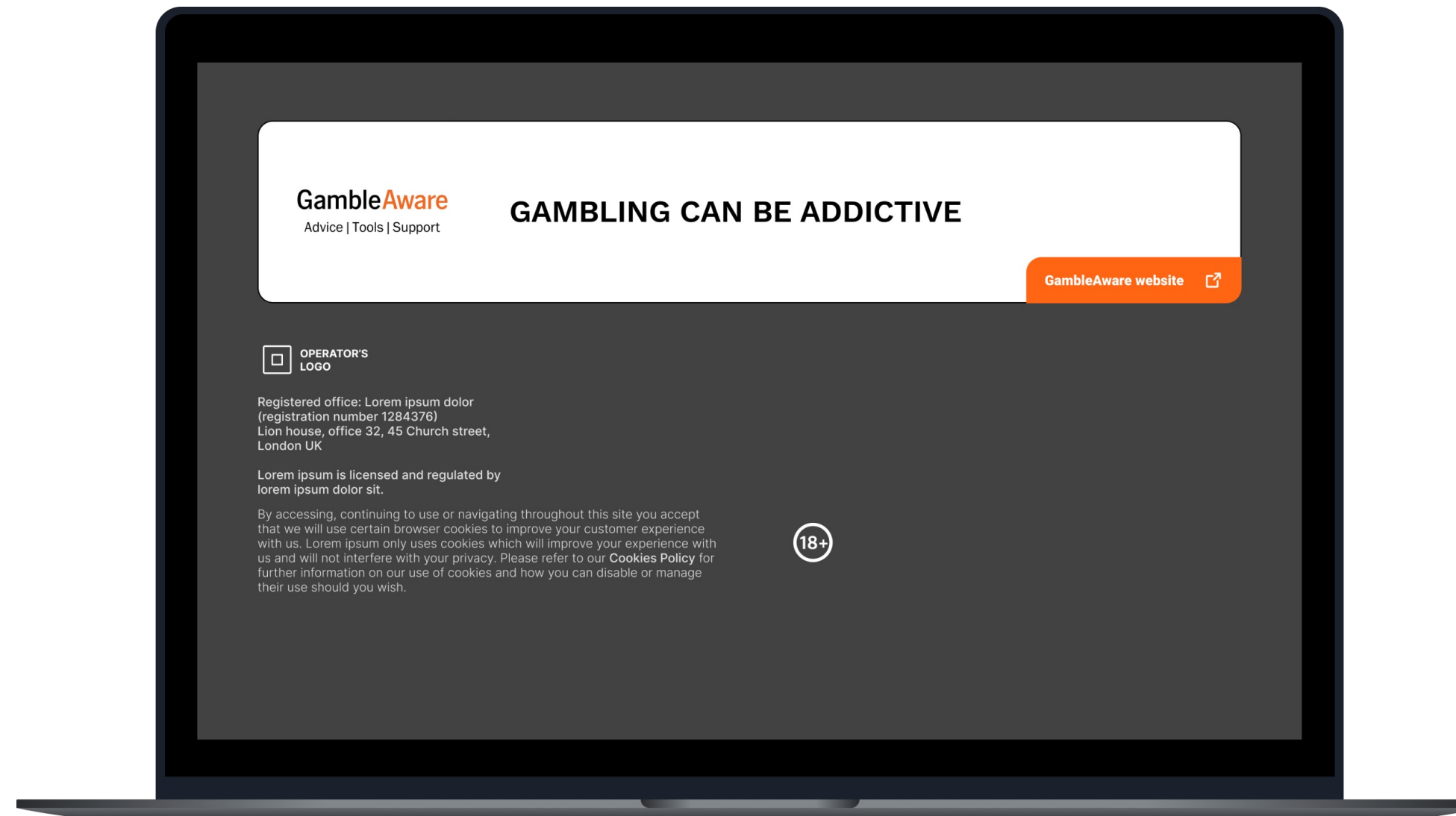
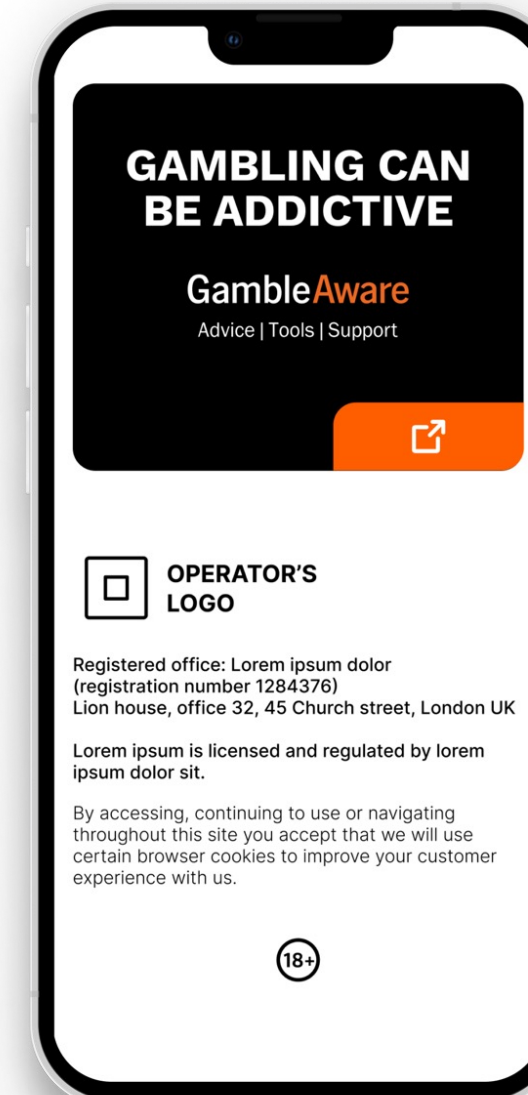
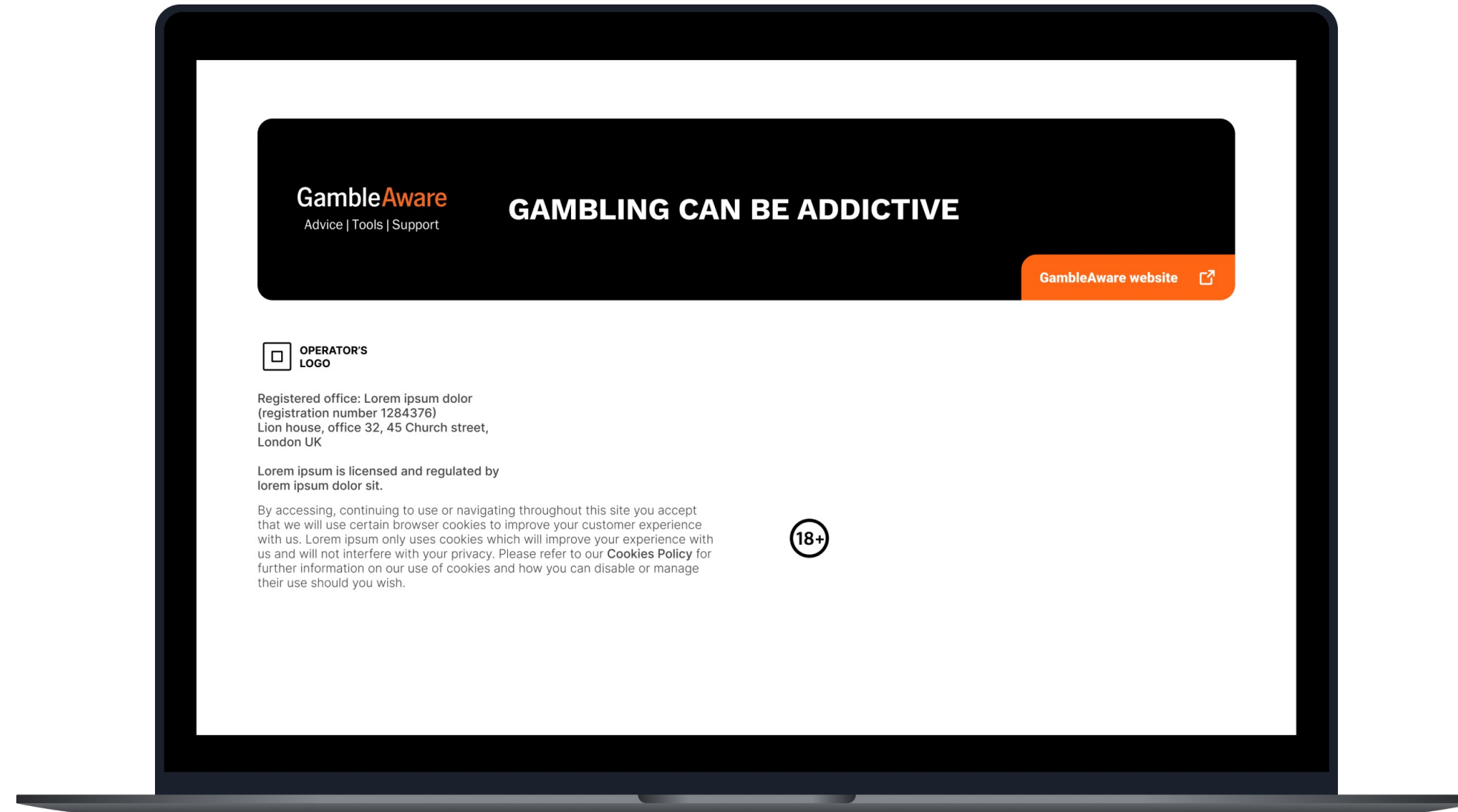
The GambleAware banner should be placed in the footer on every page of the site and fill the width of the screen. The banner should always be placed at the top of the footer and be clickable.

The GambleAware banner should never be placed directly alongside the 18+ symbol, nor placed within a sea of logos.

Banner elements should only be displayed in the brand colours. These are black, white and GambleAware Tangerine. These colour breakdowns are shown on page 13.



10 EXAMPLES



10 BANNER BREAKDOWN

To the right you can see the breakdown of the banner. The banner is divided horizontally in 3 sections (shown in grey for demonstration purposes).

First section:

GambleAware primary logo

Second section:

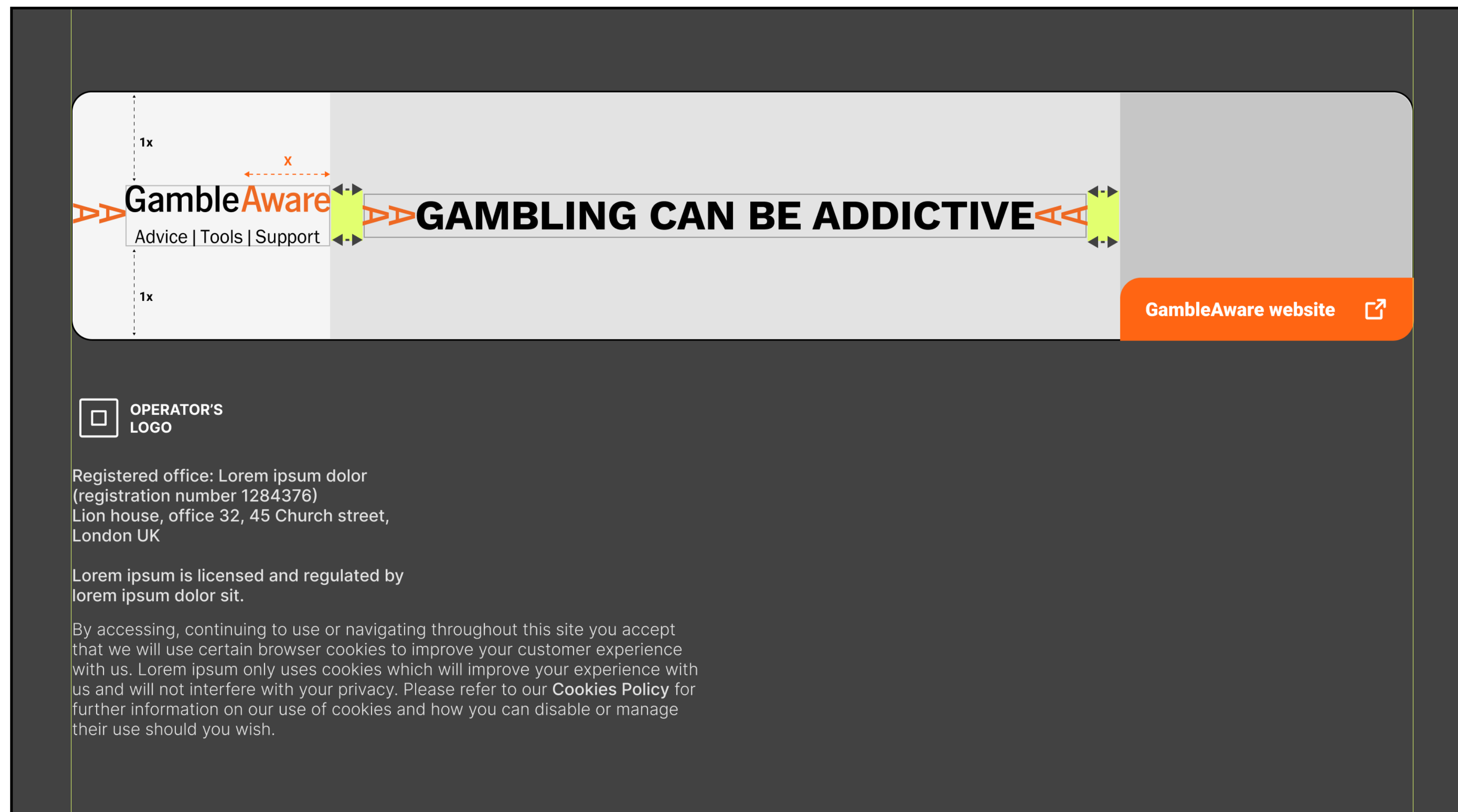
One of our 3 safer gambling messages, these can be used on rotation:

'Gambling can be addictive'
 'Gambling comes at a cost'
 'Gambling can grip anyone'

Third section:

CTA button linking to:
<https://www.gambleaware.org/home>

The GambleAware logo and safer gambling message should always be vertically centred within the banner, with the CTA button fixed in the bottom right-hand corner at a fixed width.



10 BANNER ELEMENTS

The primary logo and safer gambling message should be horizontally centred within the first section, retaining the padding in the example.

The font for the safer gambling message should be Works Sans Bold which is available from Google Fonts. The CTA should be using the font Roboto Black which is also available from Google Fonts.

The banner should only ever appear in black or white. Select the appropriate container colour for WCAG AA colour contrast with your site's background.

When the banner is black:
GambleAware logo should use a white 'Gamble' and Tangerine 'Aware'.

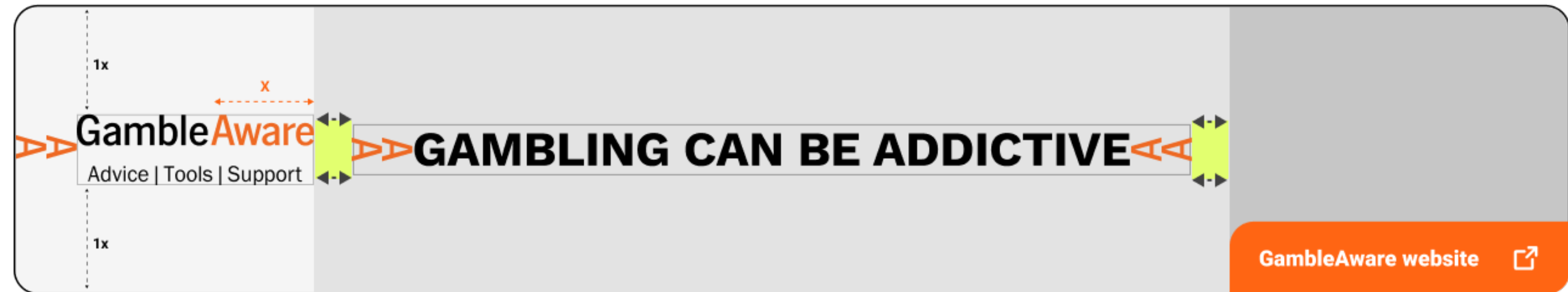
When the banner is white:
GambleAware logo should use a black 'Gamble' and Tangerine 'Aware'.

The CTA button should be positioned in the bottom-right corner, with the external link icon included.

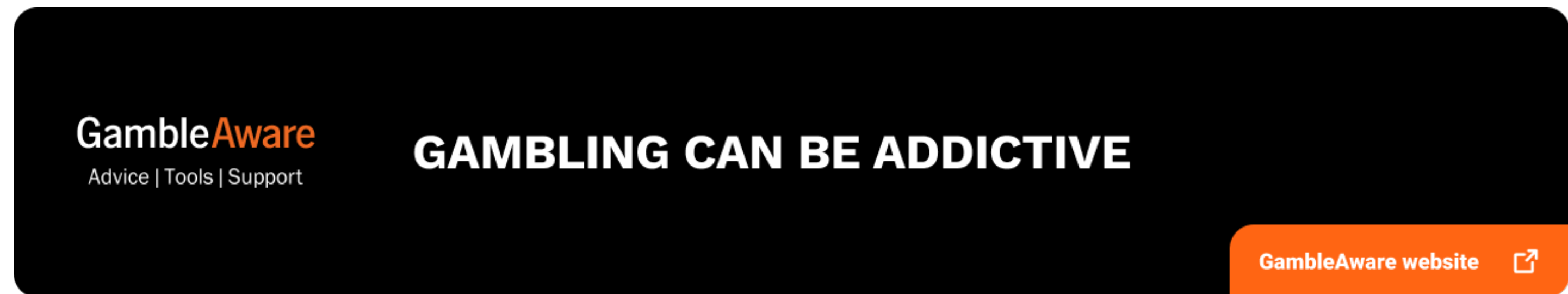
The entire banner should always be clickable.

Utilise master files when placing the logo and CTA button to ensure consistency.

[DOWNLOAD ASSET HERE](#)



Padding



Colour

10 POSITIONING AND SCALE (DESKTOP)

Larger and wider screens (above 1280px).

The banner should have a minimum height of 238px at the breaking point of 1280px or wider. The width should behave responsively, filling the majority of the screen with a small margin.

If wider than 1280px, only the padding shown in yellow should increase on both sides, exclusively altering the width of the central section. In this case, neither the GambleAware logo nor the CTA should change size or positioning. Adding a standard responsive breakpoint is recommended to allow for different screen sizes.



Min height: 238px



10 POSITIONING AND SCALE (MOBILE & TABLET)

Smaller screens (below 1280px)

The content and layout of the banner should accommodate any screen smaller than 1280px by increasing in height accordingly, as shown on the right.

The second breakpoint (768px) should automatically reconfigure the elements of the banner, showing the safer gambling messaging at the top followed by the primary logo and the CTA spanning the width of the banner.

Any screen size smaller than this will preserve the same layout but the CTA will change to remove the "GambleAware website" CTA text, and only retain the external link icon. The CTA height will not change, but the external link icon will increase its size by 1.5 times to ensure legibility on mobile.



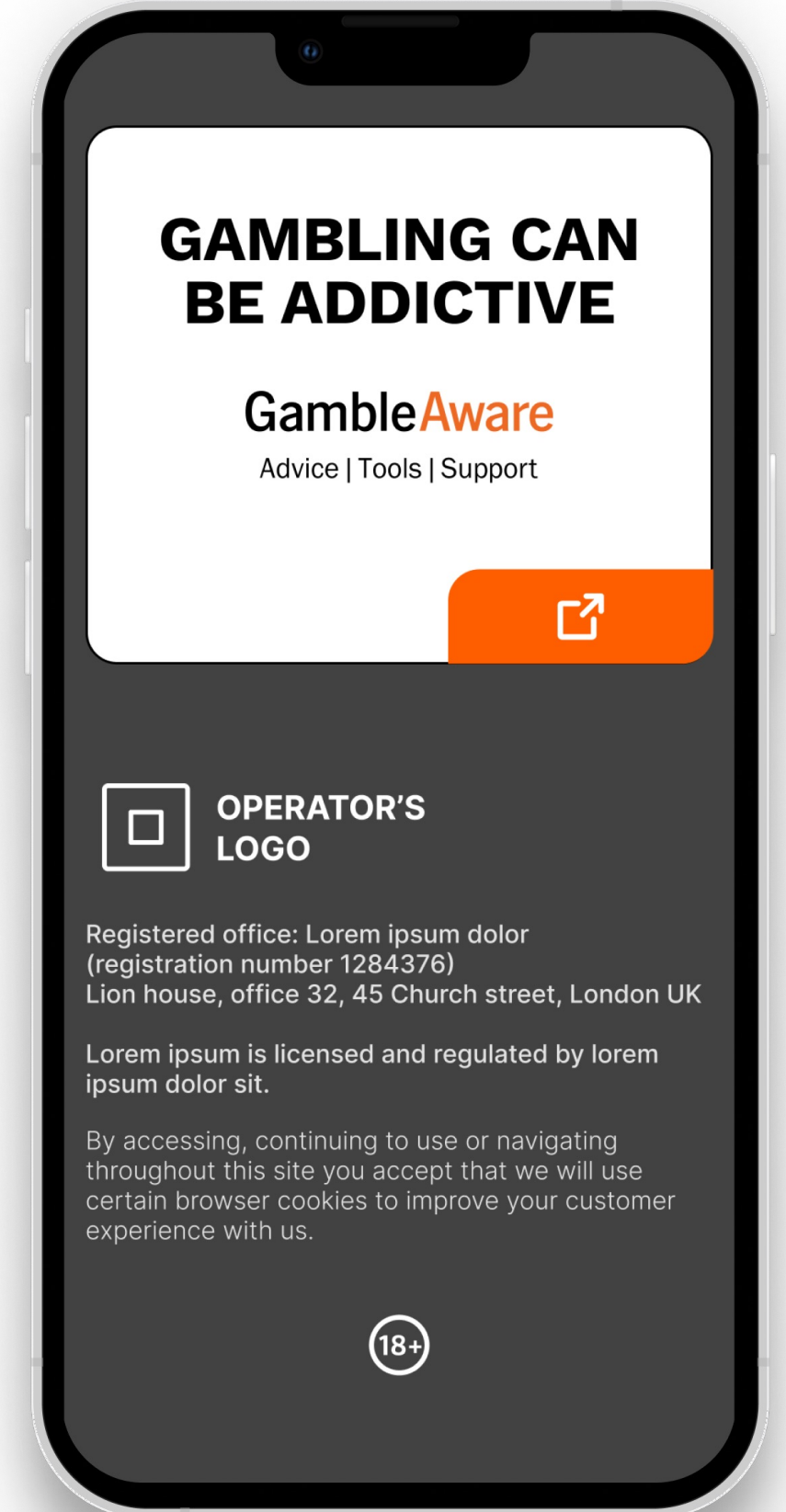
1280px



768px (safer gambling message is placed at the top)



430px



SECTION THREE

11

'SAFER GAMBLING' PLACEMENT

The following section highlights how GambleAware should appear on safer gambling pages on operator websites.

It will include:

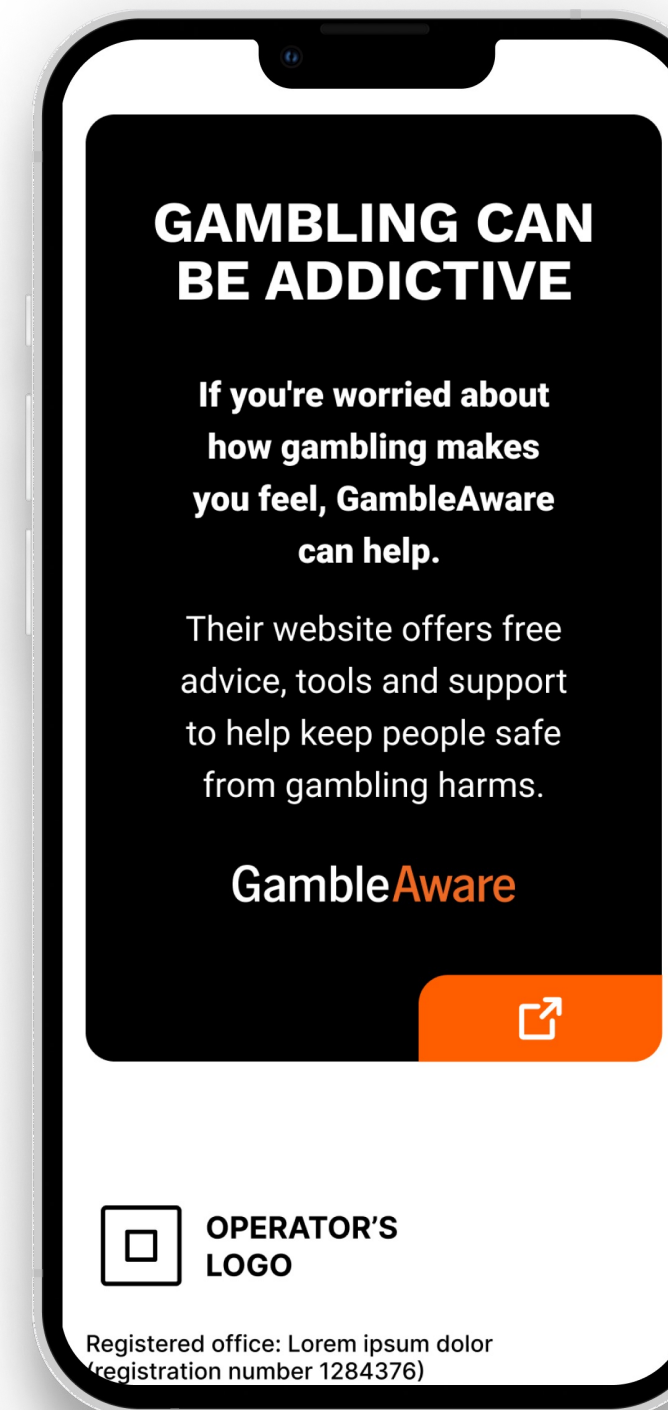
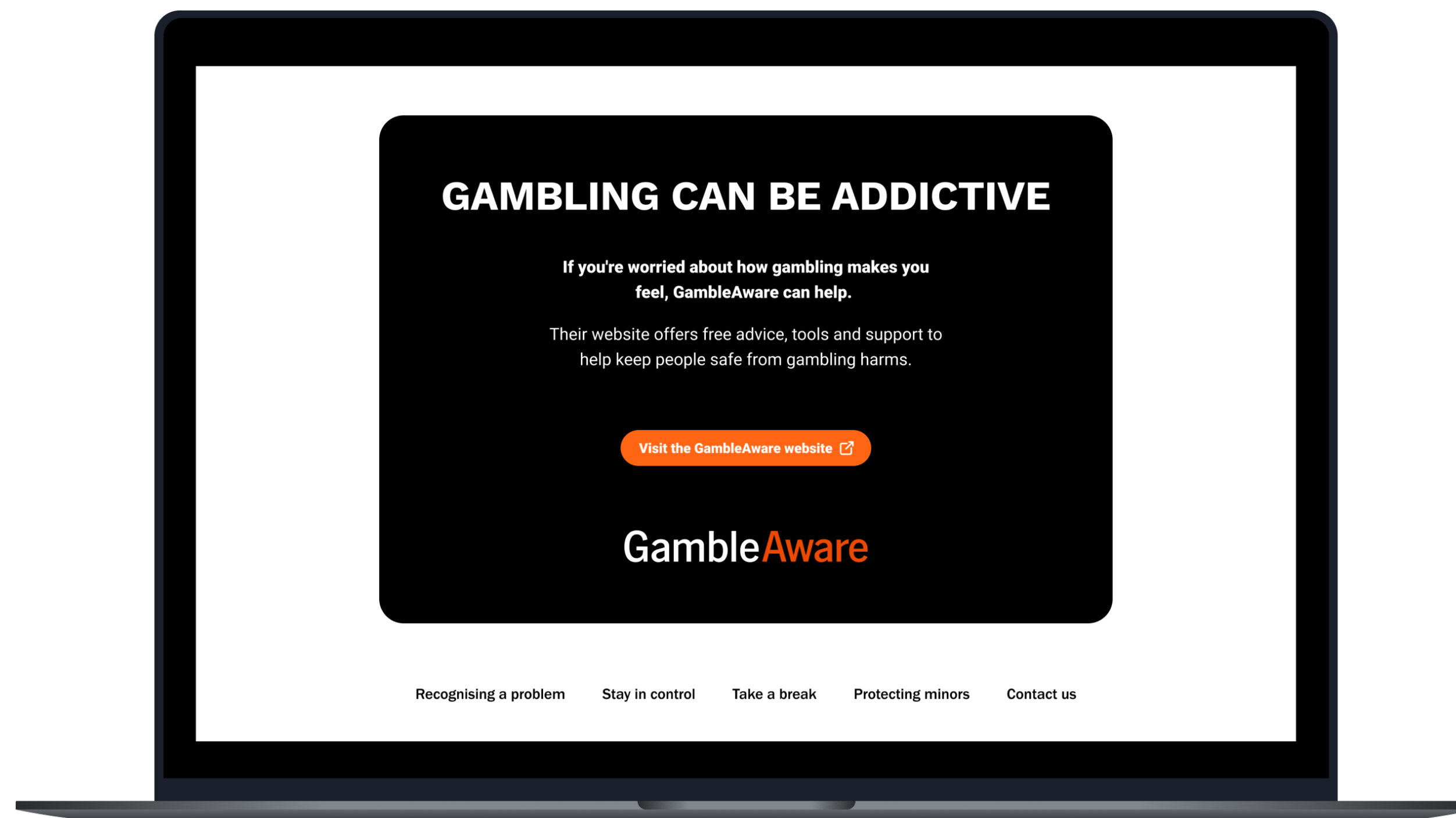
- Linking from the 'Safer gambling' page
- Examples
- Component breakdown
- Component elements
- Positioning and scale (desktop)
- Positioning and scale (mobile + tablet)

11 LINKING FROM THE 'SAFER GAMBLING' PAGE

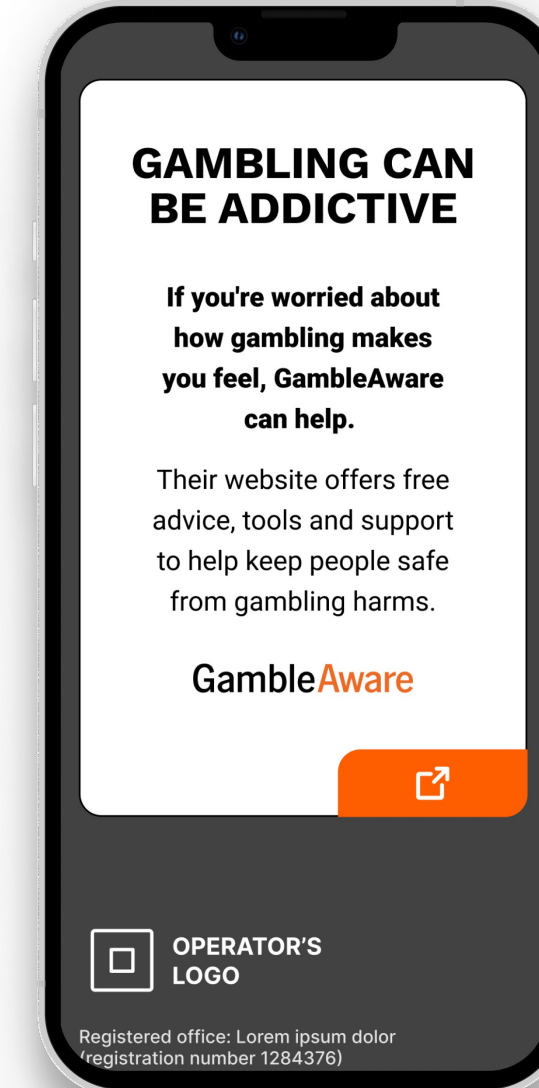
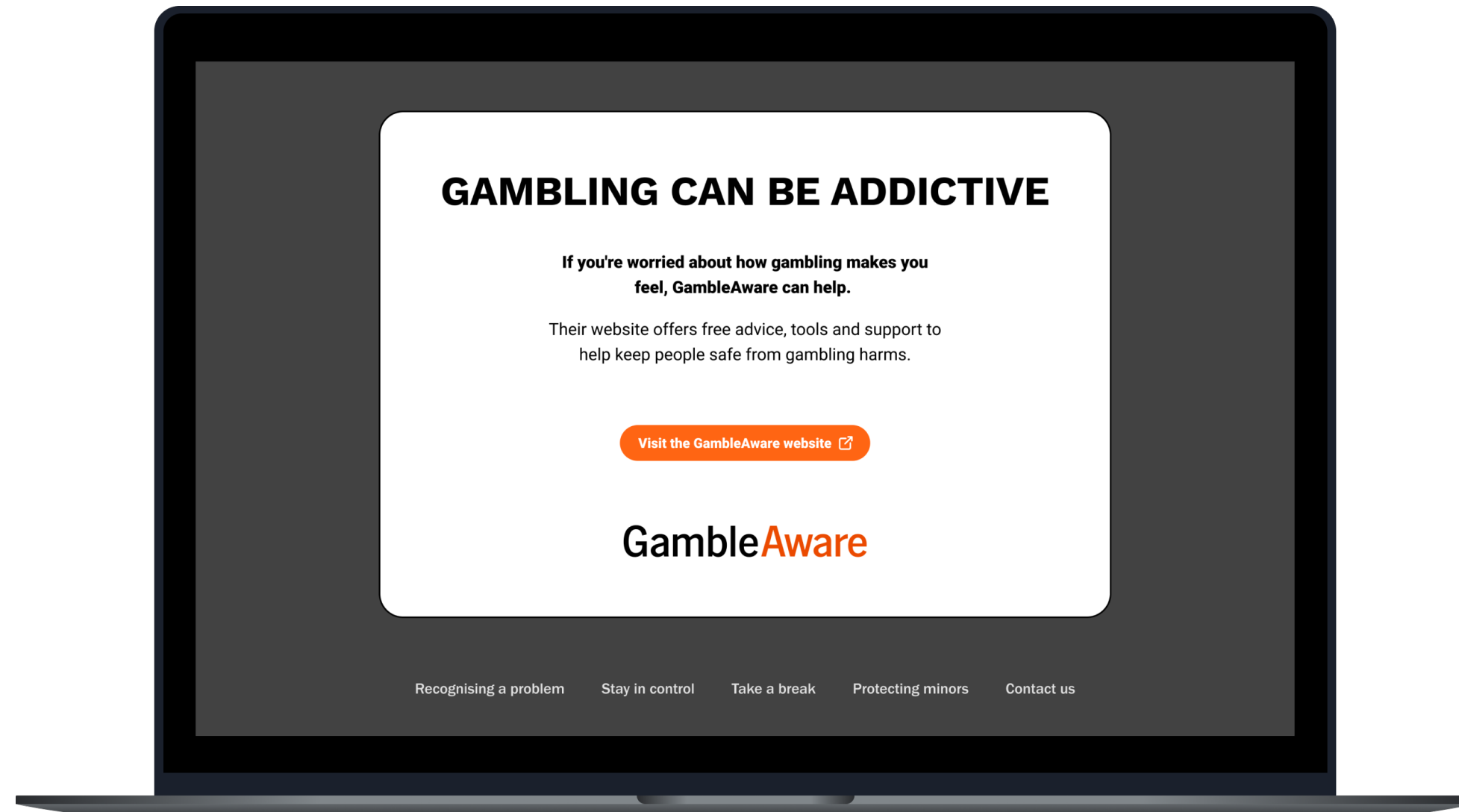
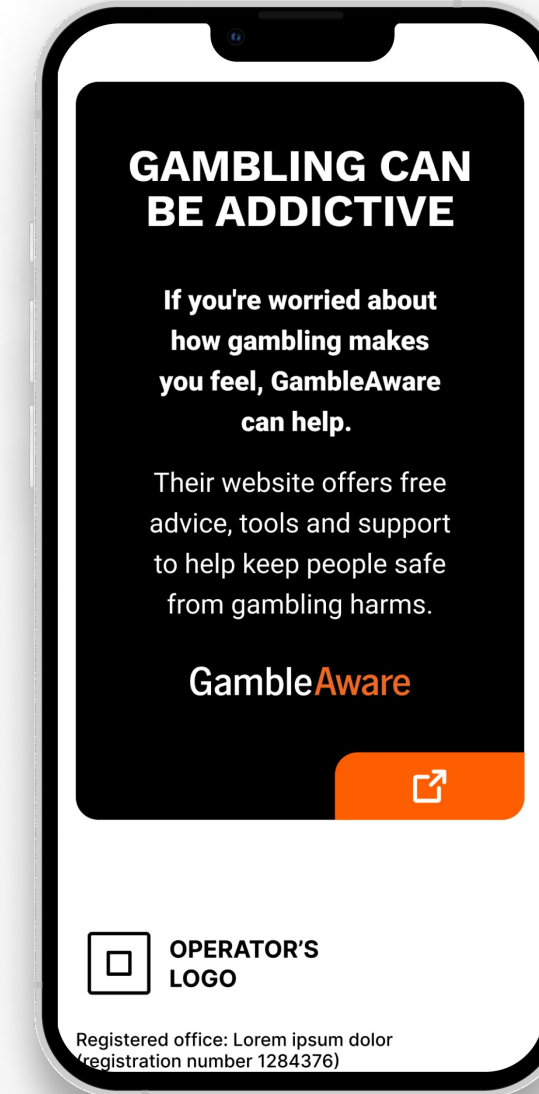
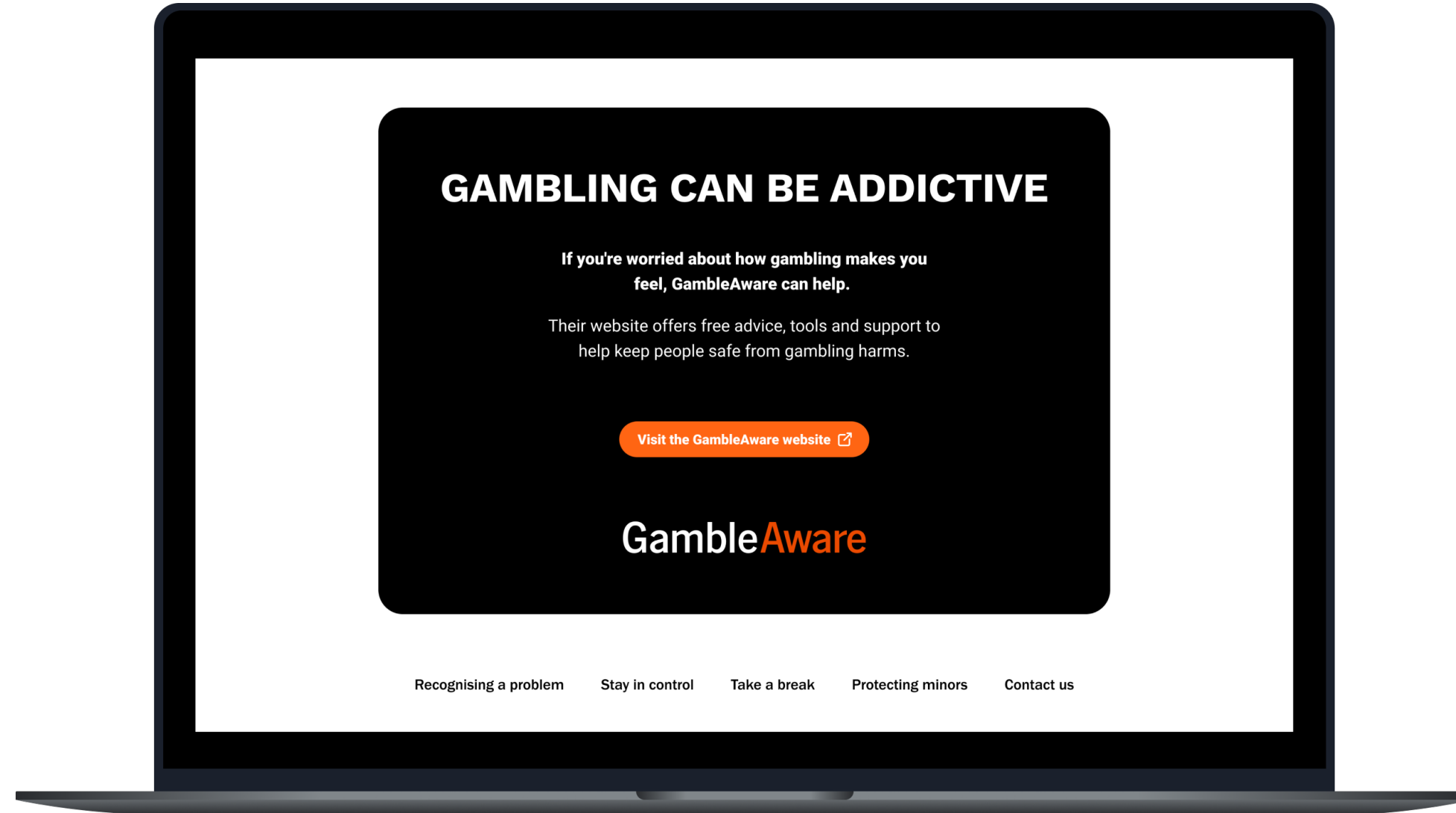
Any page dedicated to 'Safer gambling' should include the GambleAware component as a tile, filling 3/4 of the width of the screen. The entire tile should always be clickable.

The GambleAware component should never be placed directly alongside the 18+ symbol, nor placed within a sea of logos.

Banner elements should only be displayed in the brand colours. These are black, white and GambleAware Tangerine. These colour breakdowns are shown on page 13.



11 EXAMPLES



11 COMPONENT BREAKDOWN

When placed on a designated 'Safer gambling' page, the hierarchy will change, to the right you can see the breakdown of the component.

First section:

One of our 3 safer gambling messages, these can be used on rotation:

- 'Gambling can be addictive'
- 'Gambling comes at a cost'
- 'Gambling can grip anyone'

Second section:

The following information should be provided:

'If you're worried about how gambling makes you feel, GambleAware can help. Their website offers free advice, tools and support to help keep people safe from gambling harms'.

Third section:

CTA button linking to:

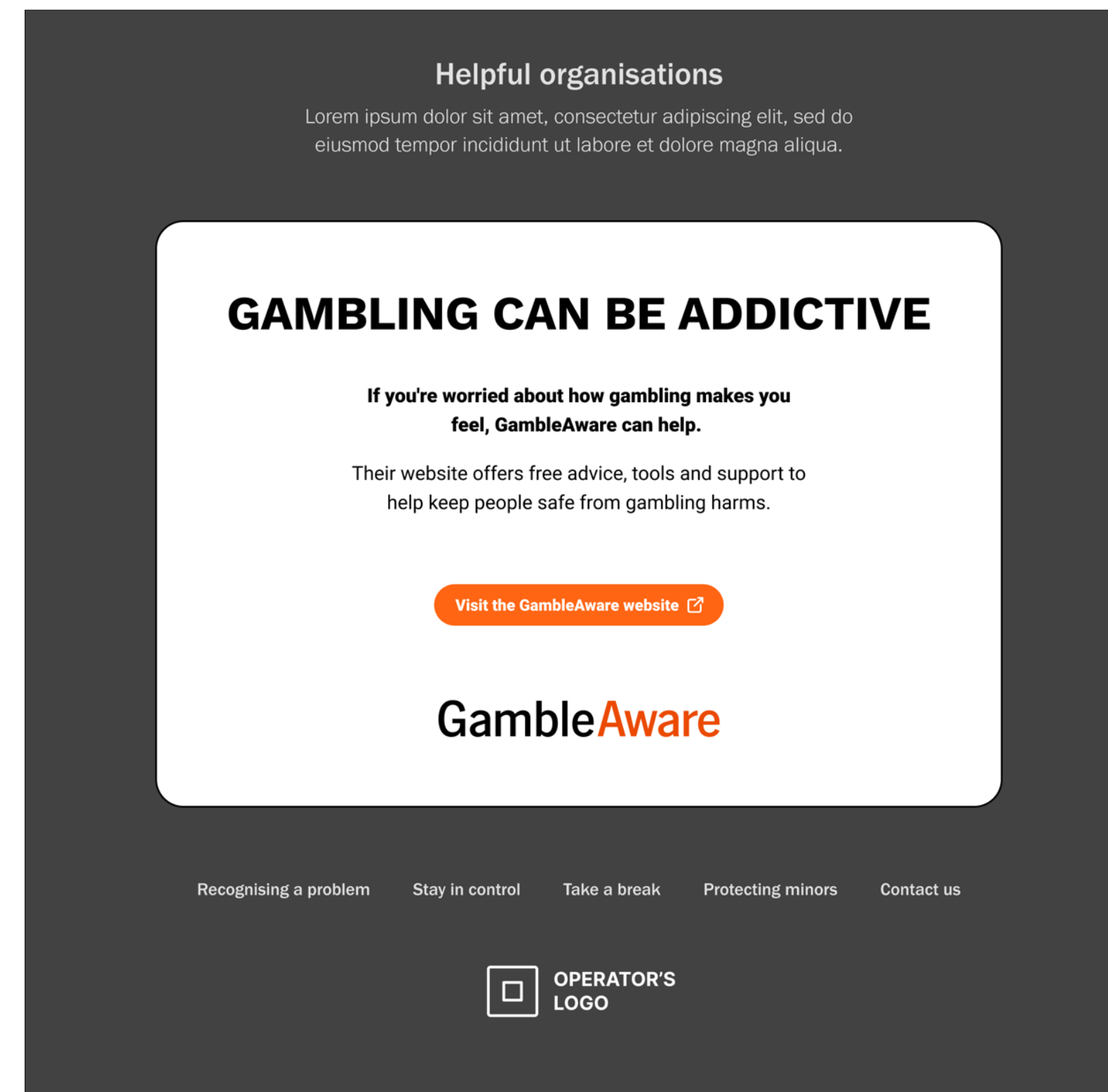
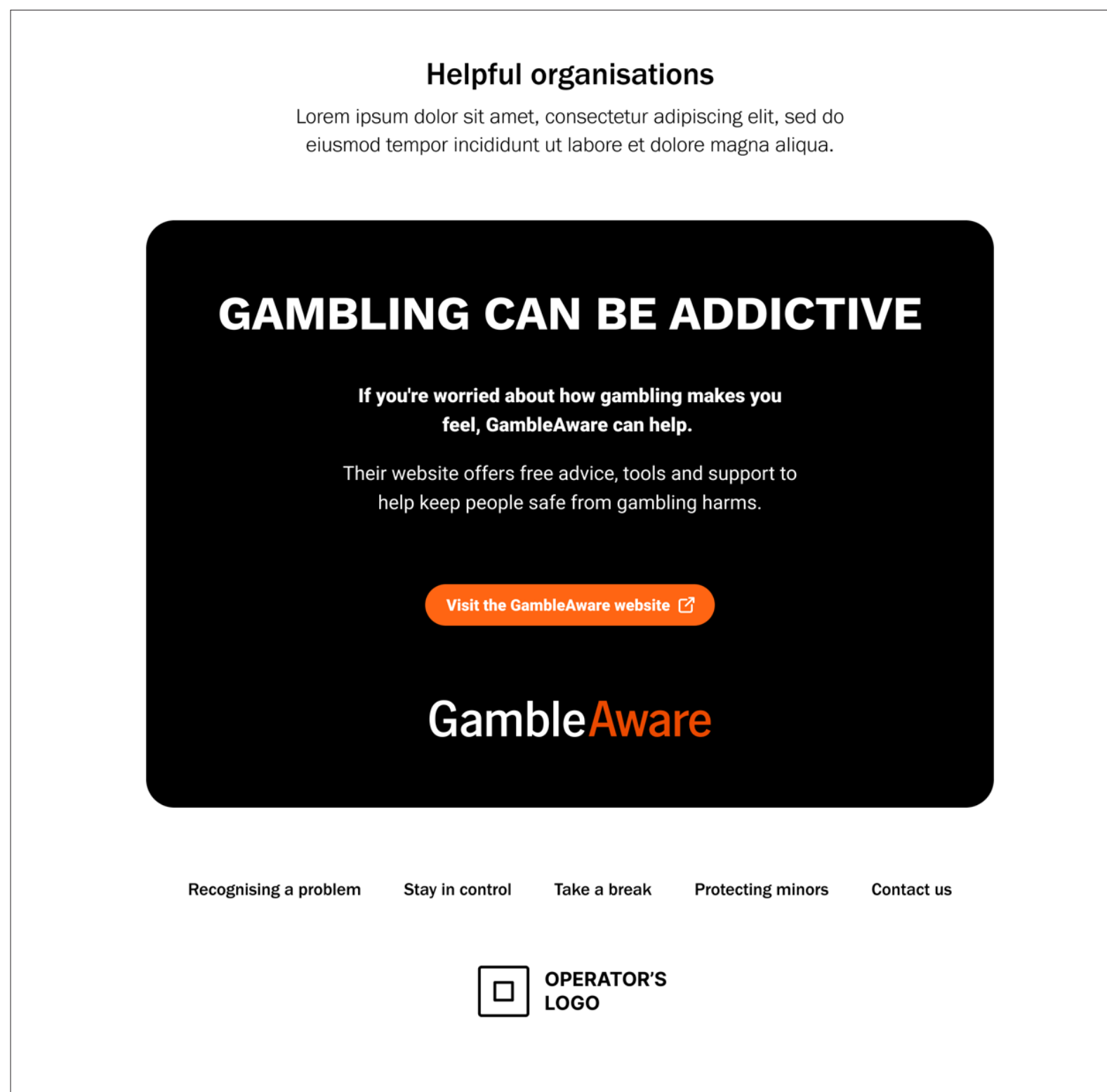
<https://www.gambleaware.org/home>

The CTA text should clearly state the action the user is taking, using the below copy:

'Visit the GambleAware website'

Fourth section:

Simplified GambleAware logo without 'Advice | Tools |Support'



11 COMPONENT ELEMENTS

All elements should be vertically centred retaining the padding in the example.

The banner should only ever appear in black or white. Select the appropriate container colour for [WCAG AA](#) colour contrast with your site's background.

When the banner is black: GambleAware logo should use a white 'Gamble' and Tangerine 'Aware'. When the banner is white: GambleAware logo should use a black 'Gamble' and Tangerine 'Aware'.

The font for the safer gambling message should be Works Sans Bold which is available from Google Fonts.

The CTA should be using the font Roboto Black which is also available from Google Fonts.

The CTA button should always include the external link icon. There is also the option to not style the CTA button and instead use a hyperlink.

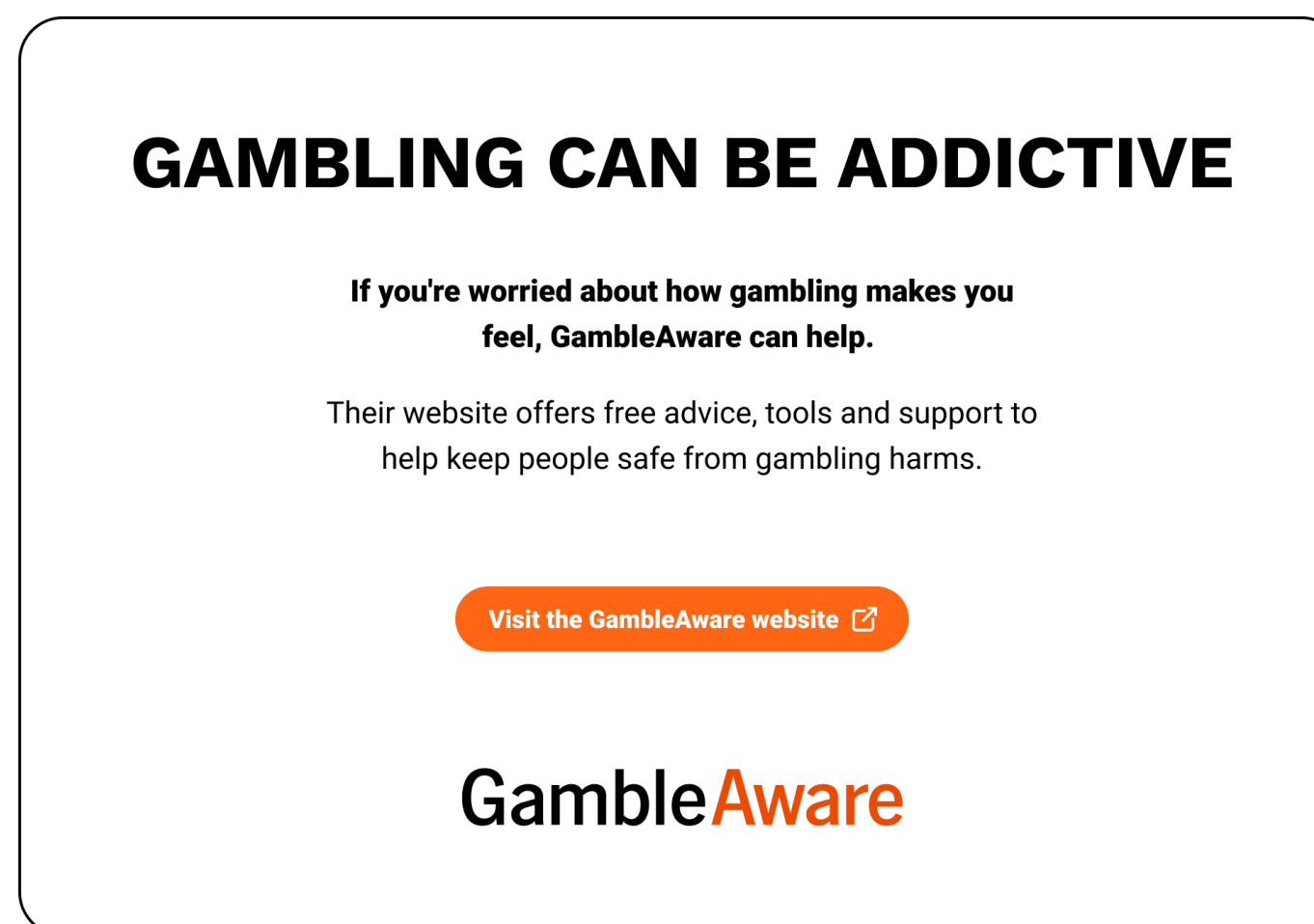
The entire component should always be clickable.

Utilise master files when placing the logo and CTA button to ensure consistency.

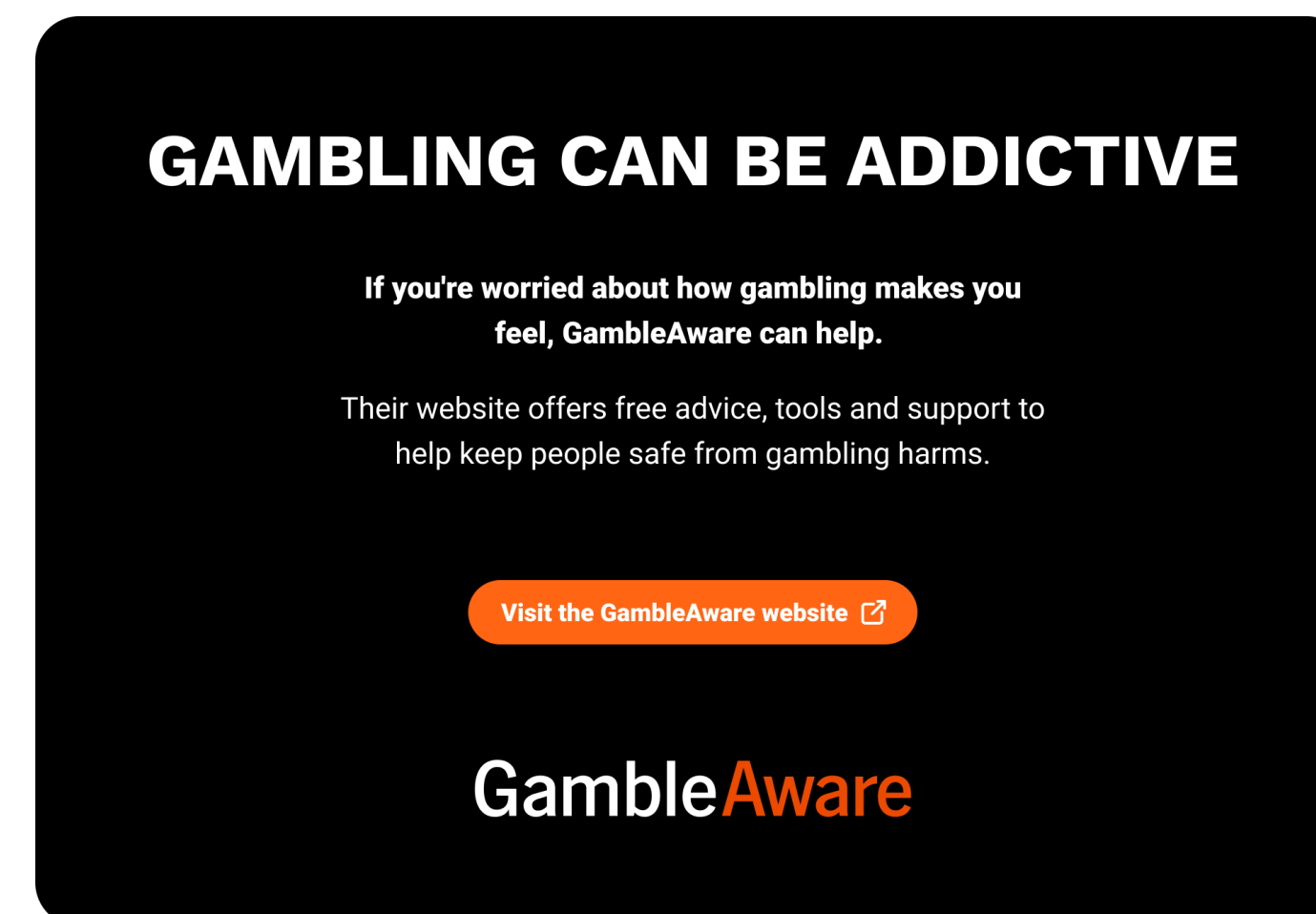
DOWNLOAD ASSET HERE



Padding



Colour



11 POSITIONING AND SCALE (DESKTOP)

The GambleAware component should cover 3/4 of the website's width. It should adapt its layout based on responsive principles to ensure optimal user experience. The hierarchy will not change for different screen sizes. The GambleAware logo should be centrally aligned with the other elements.

Larger and wider screens (above 1280px).

- The component should be a minimum height of 665px for screens above 1280px.
- The safer gambling message should be 54pt. The font should be Works Sans Bold which is available from Google Fonts.
- The rest of the copy and CTA should be using the font Roboto (Black and Regular weights) which are available from Google Fonts.
- The GambleAware logo should be 1/3 of the component's width.

Apply the provided spacing and padding to ensure legibility.

Utilise master files when placing the GambleAware logo and CTA button to ensure consistency.

[DOWNLOAD ASSET HERE](#)



11 POSITIONING AND SCALE (MOBILE + TABLET)

The GambleAware component should cover 3/4 of the website's width. It should adapt its layout based on responsive principles to ensure optimal user experience. The hierarchy will not change for different screen sizes. The GambleAware logo should be centrally aligned with the other elements.

Smaller screens (below 1280px)

- Elements should adjust vertically, increasing height and decreasing width
- The safer gambling message should decrease to 40pt
- The GambleAware logo should scale to be 1/2 of the component's width
- The CTA button will change to only the external link icon and be placed in the bottom righthand corner. The external link icon should increase in size 1.5 times.

Apply the provided spacing and padding to ensure legibility.

Utilise master files when placing the GambleAware logo and CTA button to ensure consistency.

[DOWNLOAD ASSET HERE](#)



THANK YOU

If you have any questions please contact:
info@gambleaware.org

CITATIONS

- ① Gosschalk K, Cotton C, Gunstone B, Lacey S, Phillips A, Rossi R, Mottershaw A (2024). Executive summary: Improving safer gambling messaging on operator advertising. GambleAware. [SUMMARY](#) [FULL REPORT](#)
-
- ② De Jans, S., Cauberghe, V., Hudders, L., & Rys, F. (2023). An experimental study to examine whether and how Flemish and Dutch harm prevention messages on gambling advertising affect consumers' gambling-related beliefs and intentions. *Psychology of Addictive Behaviors*, 37(6), 771–784. [AVAILABLE HERE](#)
-
- ③ Newall PWS, Hayes T, Singmann H, Weiss-Cohen L, Ludvig EA, Walasek L. Evaluation of the 'take time to think' safer gambling message: a randomised, online experimental study. *Behavioural Public Policy*. 2023:1-18. [AVAILABLE HERE](#)
-
- ④ Newall, P. W. S., Rockloff, M., Hing, N., Browne, M., Thorne, H., Russell, A. M. T., & Armstrong, T. (2023). How do academics, regulators, and treatment providers think that safer gambling messages can be improved? *Addiction Research & Theory*, 31(4), 278–287. [AVAILABLE HERE](#)