GambleAware
Safer Gambling Messaging and Signposting Guidelines

Last updated May 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

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'.

01

02 04

GambleAware
Advice | Tools | Support

GAMBLING CAN BE ADDICTIVE

WIN THE JACKPOT

When you bet £10 we'll give you £5.

03

18+

LOGO

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 journey[1].

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

GambleAware Advice | Tools | Support

GambleAware Advice | Tools | Support
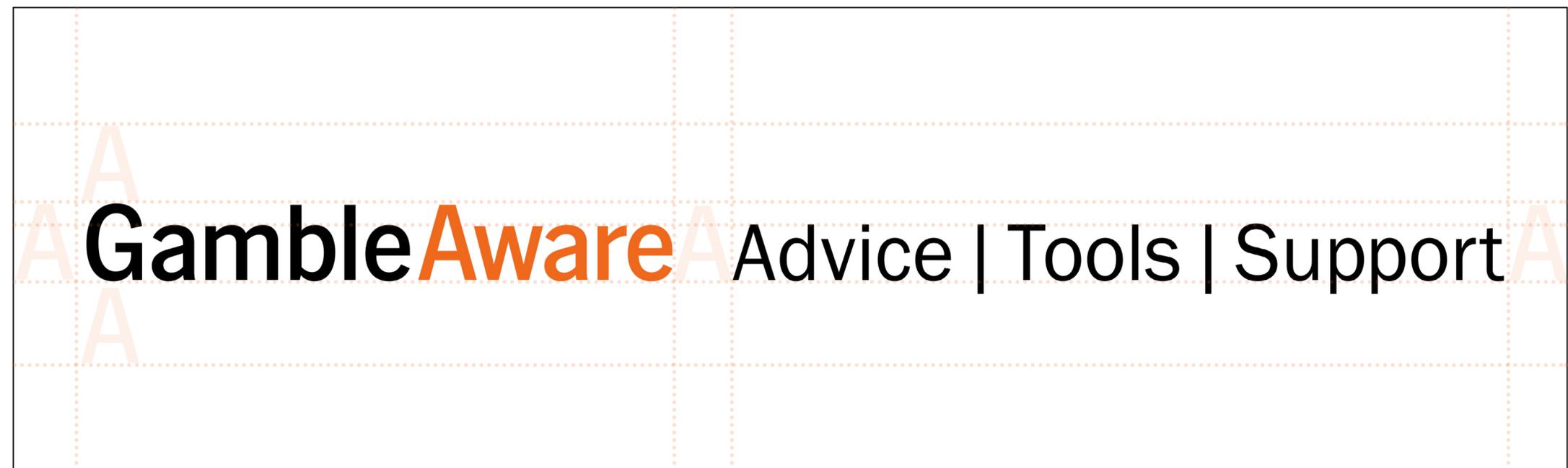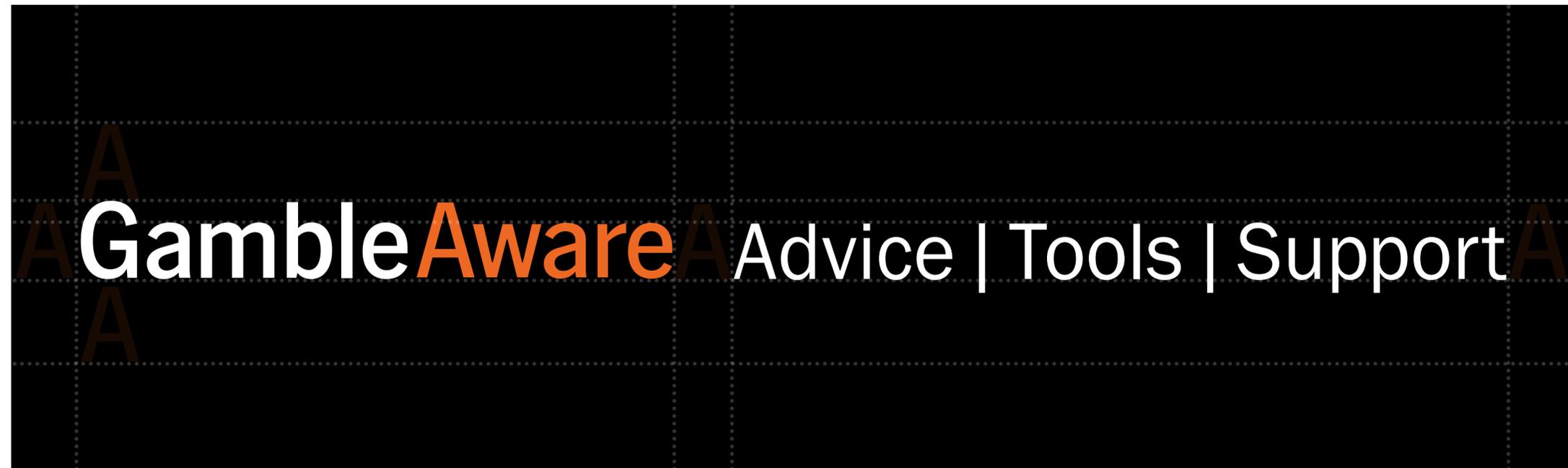
01 BRAND FONTS

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

SECTION ONE (02)

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.

GambleAware
Advice | Tools | Support

NEW SAFER GAMBLING MESSAGE

GambleAware
Advice | Tools | Support

NEW SAFER GAMBLING MESSAGE

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 adverts[1].

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.

20%
BANNER

80%
ADVERT

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
message[1], alongside wider research
showing a harm prevention message
in a larger size of 20% increased
participants' message recognition[2].
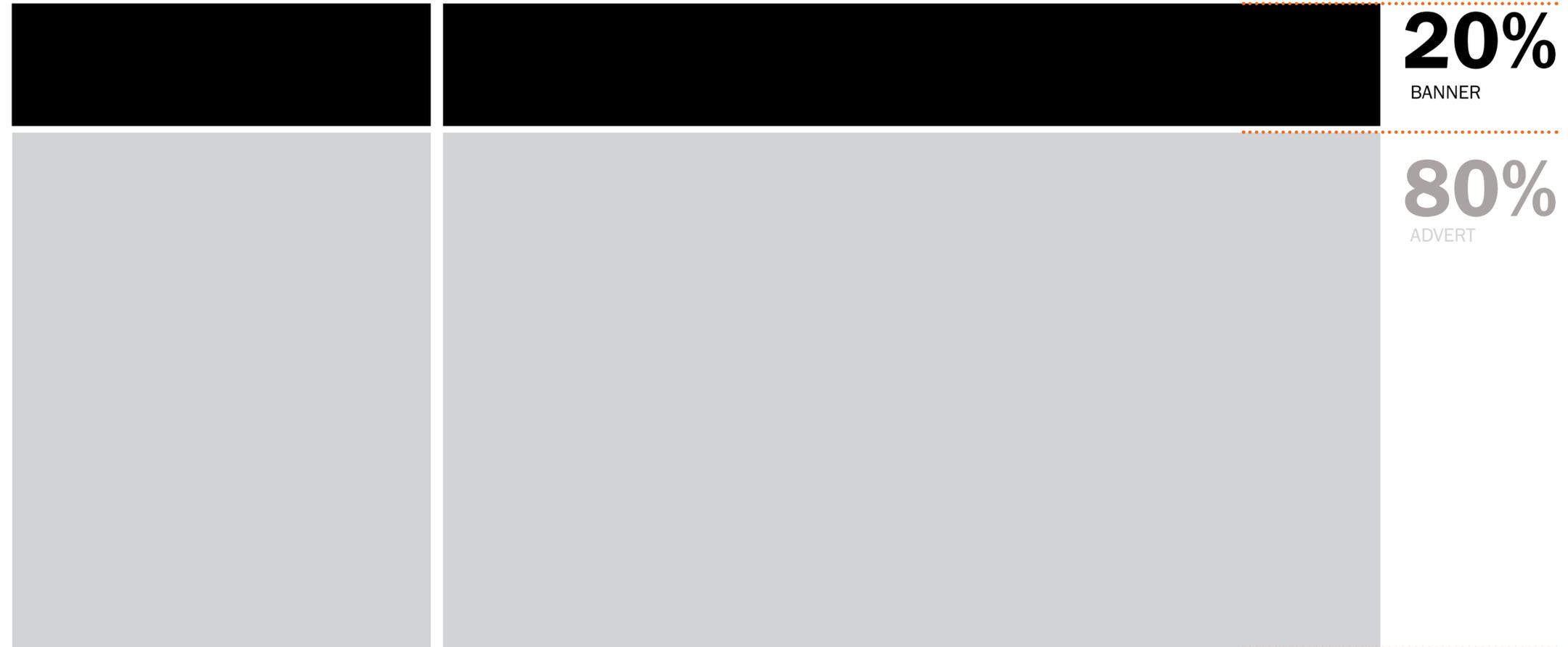
02 POSITIONING AND SCALE

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

20%
BANNER

80%
ADVERT
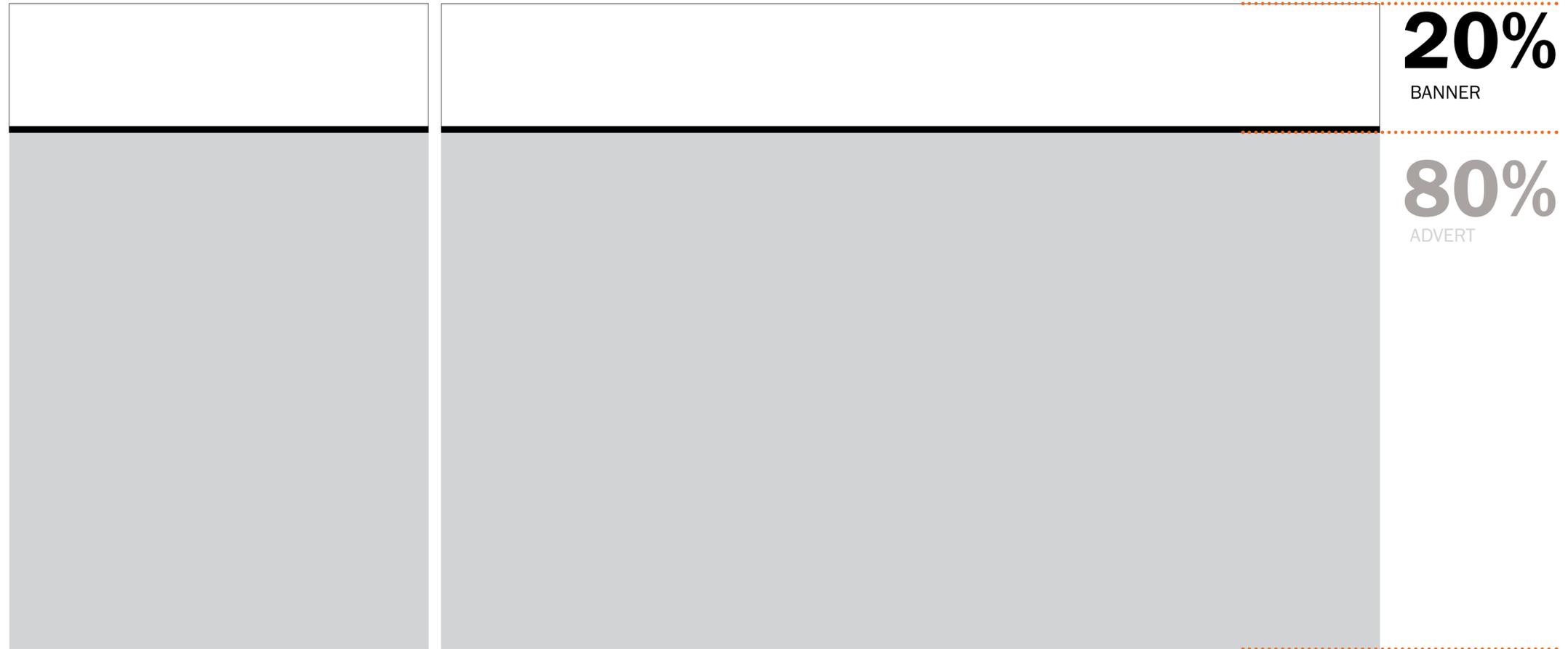
(02) EXTREME FORMATS

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.

20%   **80%**
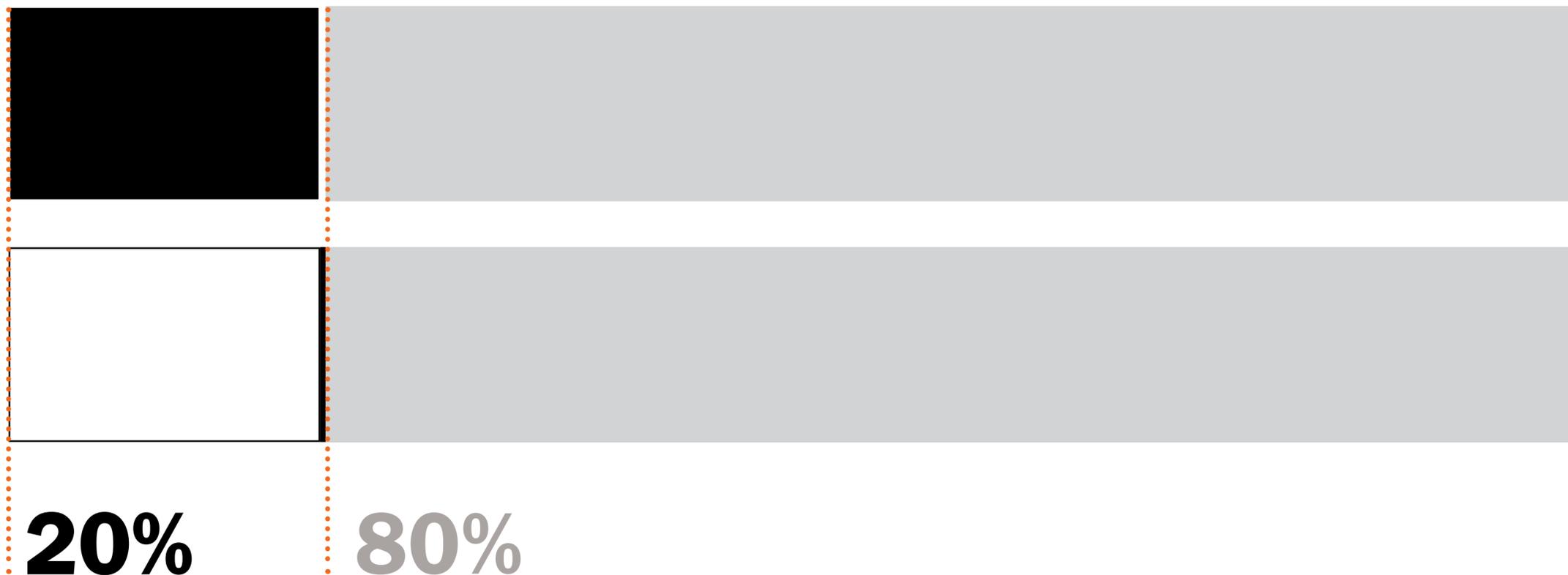
SECTION ONE   (03)

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.
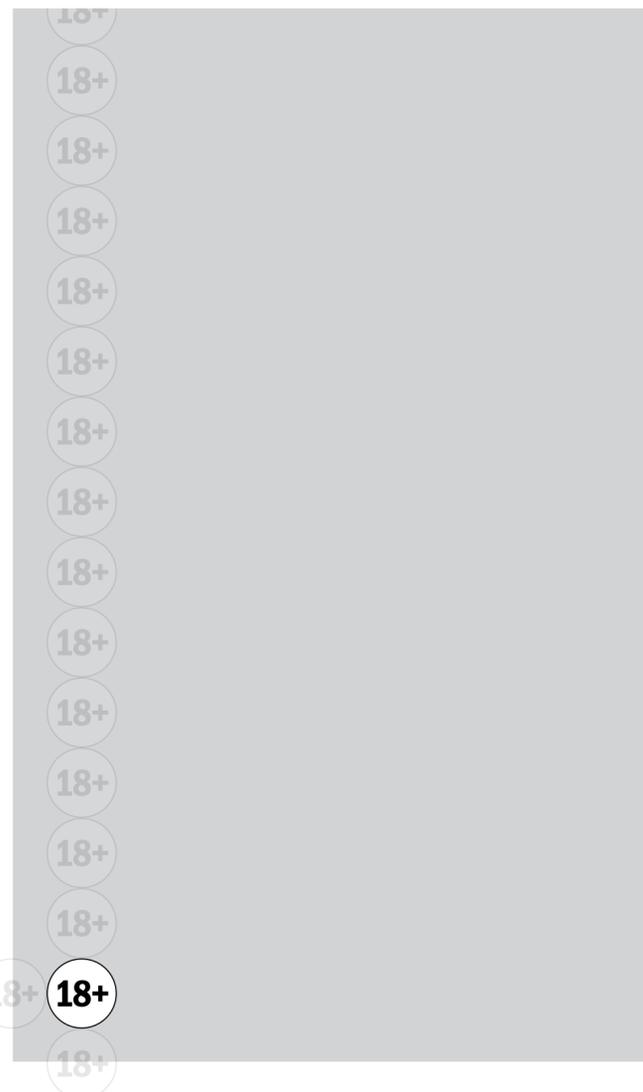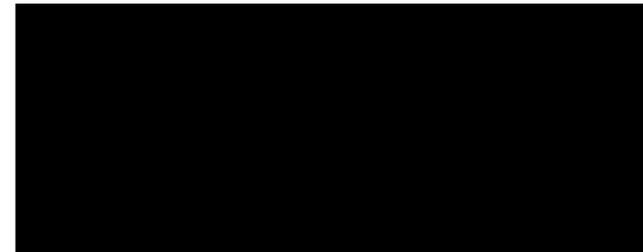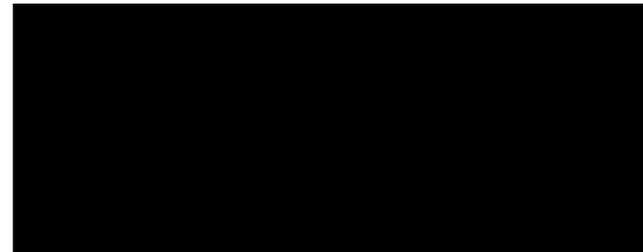
(03) 18+ REQUIREMENT EXTREME LANDSCAPE

In special cases the 18+ logo rules will change.

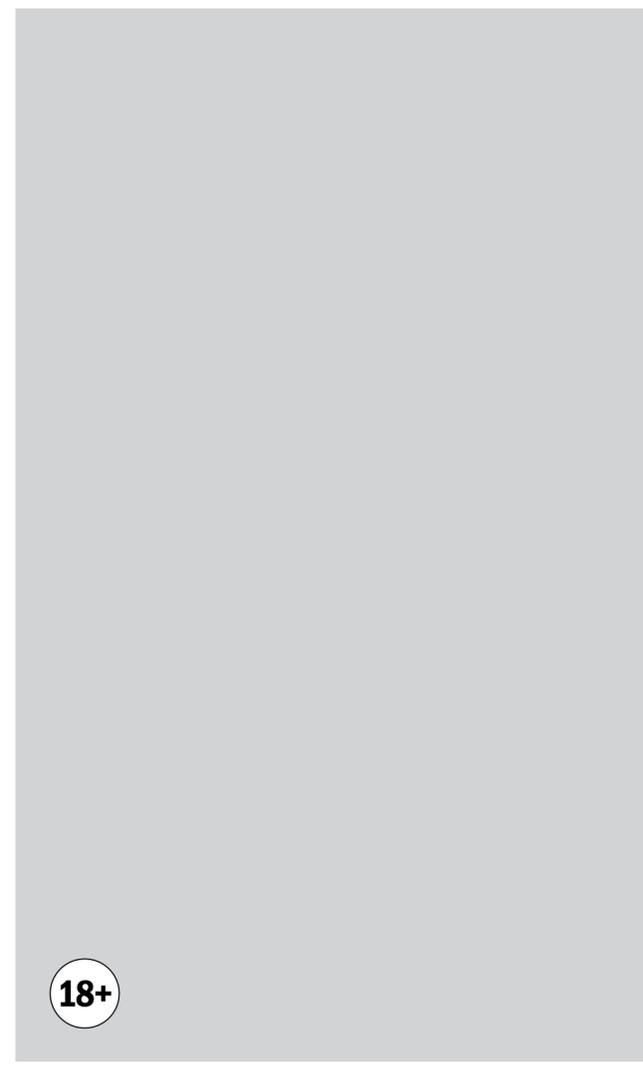These situations are when there are extreme landscape formats.

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
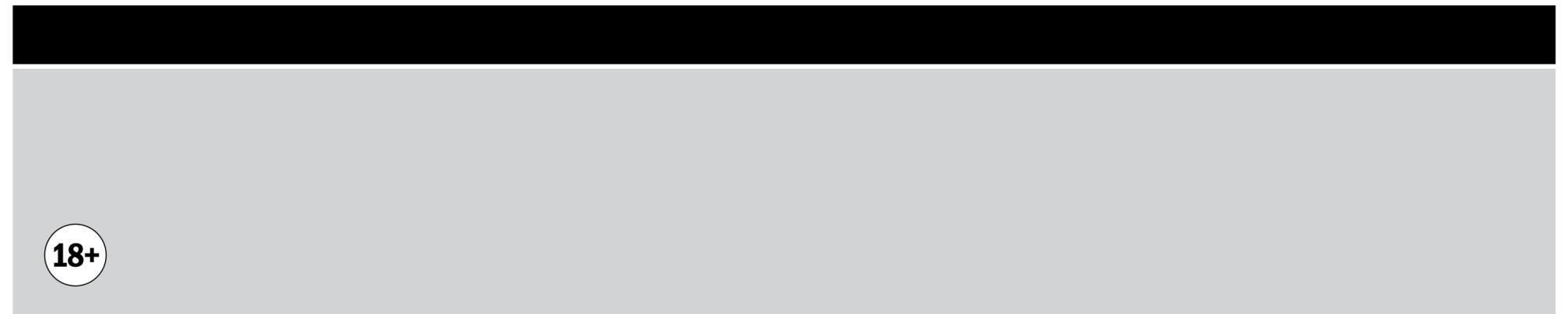
SECTION ONE   (04)

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 action[3]. 3 messages have been proposed on rotation to avoid the "wallpaper effect", with other experts stating the importance of a pool of messages being developed[4].

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.

Gamble**Aware**
Advice | Tools | Support

GAMBLING CAN GRIP ANYONE

Gamble**Aware**
Advice | Tools | Support

GAMBLING COMES AT A COST

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+

GambleAware
Advice | Tools | Support

GAMBLING CAN GRIP ANYONE

18+

GambleAware
Advice | Tools | Support

GAMBLING COMES AT A COST

18+

⑤ 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
SISES

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**

18+

1:1

GambleAware
Advice | Tools | Support

**GAMBLING
CAN GRIP
ANYONE**

18+

4:5

05 SOCIAL
SIZES

GambleAware

Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**

18+

1:1

GambleAware

Advice | Tools | Support

**GAMBLING
CAN GRIP
ANYONE**

18+

4:5

05 SOCIAL
SIZES

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**

9:16

GambleAware
Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**

18+

05 DIGITAL SIZES

GambleAware
Advice | Tools | Support

GAMBLING CAN BE ADDICTIVE

18+

250x250

GambleAware
Advice | Tools | Support

GAMBLING COMES AT A COST

18+

300x250

05 DIGITAL SIZES

GambleAware

Advice | Tools | Support

**GAMBLING
CAN BE
ADDICTIVE**

18+

250x250

GambleAware

Advice | Tools | Support

**GAMBLING
COMES AT A COST**

18+

300x250

05 DIGITAL
SIZES

GambleAware
Advice | Tools | Support

**GAMBLING
CAN GRIP
ANYONE**

18+

300x600

GambleAware
Advice | Tools | Support

**GAMBLING
CAN GRIP
ANYONE**

18+

05 DIGITAL SIZES

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

18+

970x250

GAMBLING CAN GRIP ANYONE

GambleAware

Advice | Tools | Support

18+

728X90

⑤ DIGITAL
SIZES

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

18+

970x250

**GAMBLING
CAN GRIP
ANYONE**

GambleAware
Advice | Tools | Support

18+

728X90

05 DIGITAL
SIZES

**GAMBLING
CAN GRIP
ANYONE**

Gamble*Aware*

Advice | Tools | Support

**GAMBLING
CAN GRIP
ANYONE**

Gamble*Aware*

Advice | Tools | Support

18+

18+

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+

¼ PAGE

GambleAware
Advice | Tools | Support

GAMBLING CAN BE ADDICTIVE
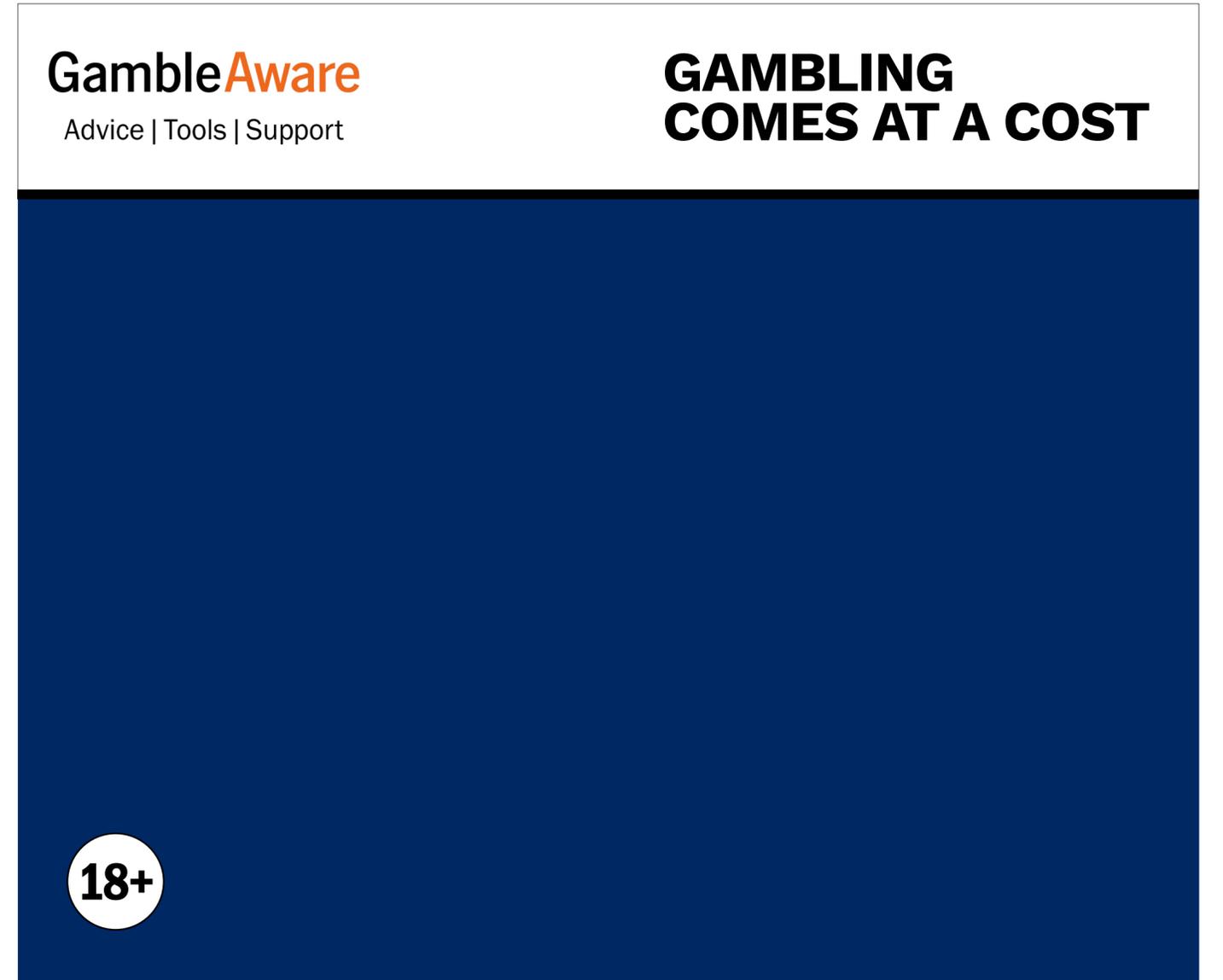
18+

05 OOH

GambleAware

Advice | Tools | Support

GAMBLING COMES AT A COST

18+

48$

05 OOH

GambleAware
Advice | Tools | Support

GAMBLING COMES AT A COST

18+

48$

05 OOH

GambleAware
Advice | Tools | Support

GAMBLING CAN BE ADDICTIVE

18+

6$

GambleAware
Advice | Tools | Support

GAMBLING CAN BE ADDICTIVE

18+

05 OOH

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+

SECTION TWO (06)   **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

GambleAware
Advice | Tools | Support

GAMBLING CAN BE ADDICTIVE

18+

GambleAware
Advice | Tools | Support

GAMBLING CAN BE ADDICTIVE

18+

SECTION TWO (07)

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 Think[1].

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 THREE

HOW IT WORKS IN PRACTICE: OPERATOR ESTATE

SECTION THREE (08)

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

08 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.

08 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.
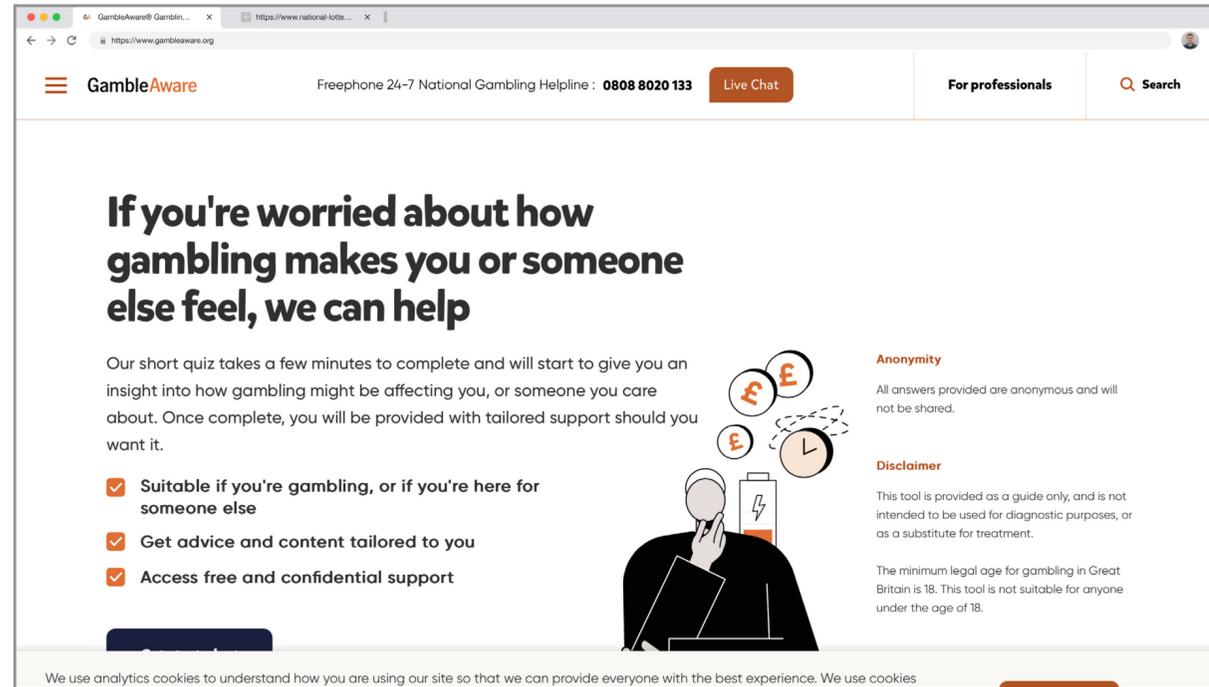
CORRECT:
Maximised tab view
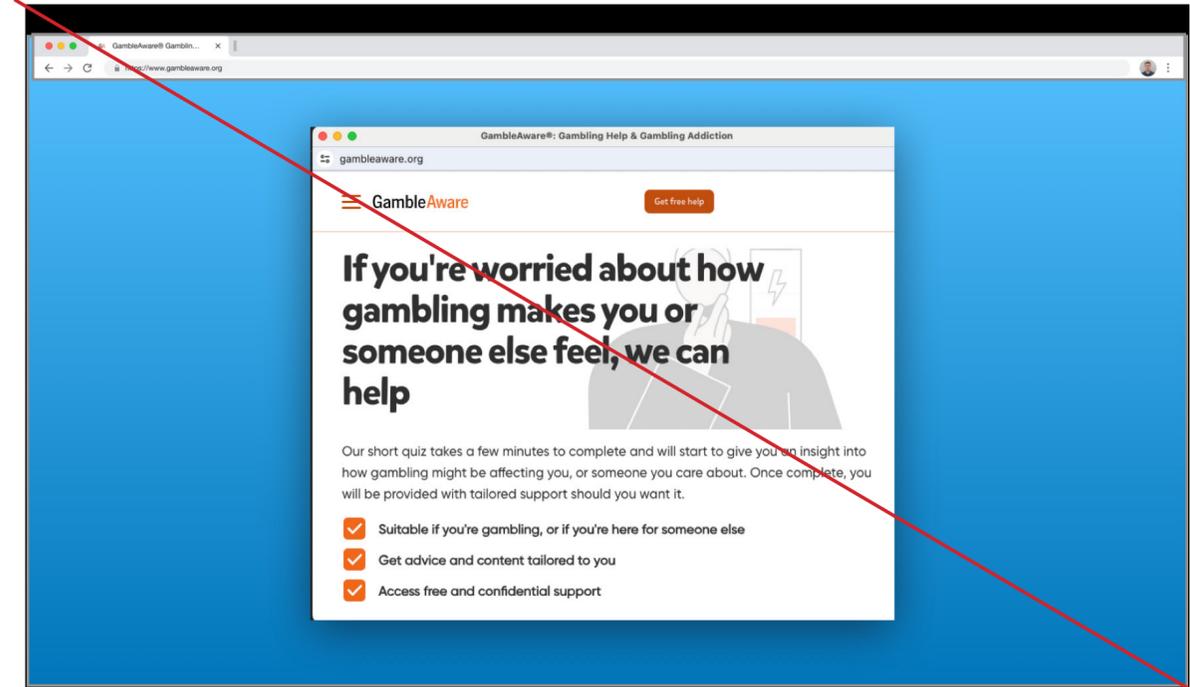
INCORRECT:
Modal/pop-up view

SECTION THREE (09)

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)

09 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.
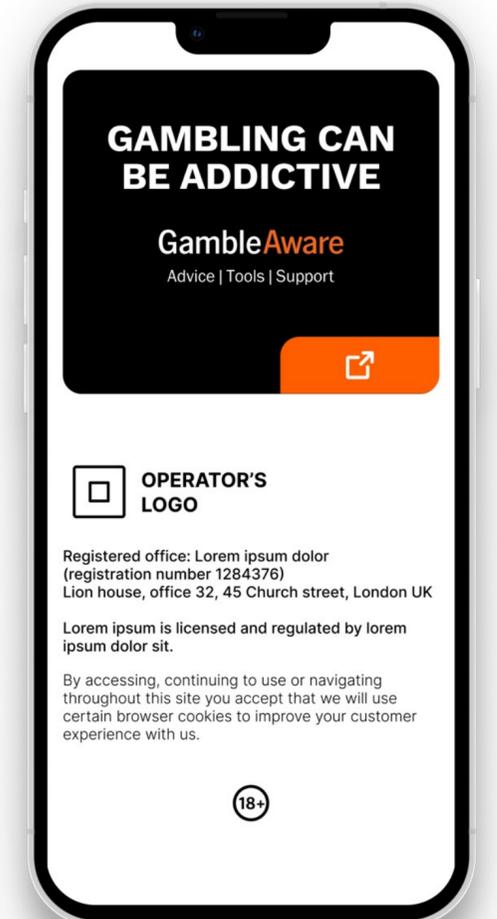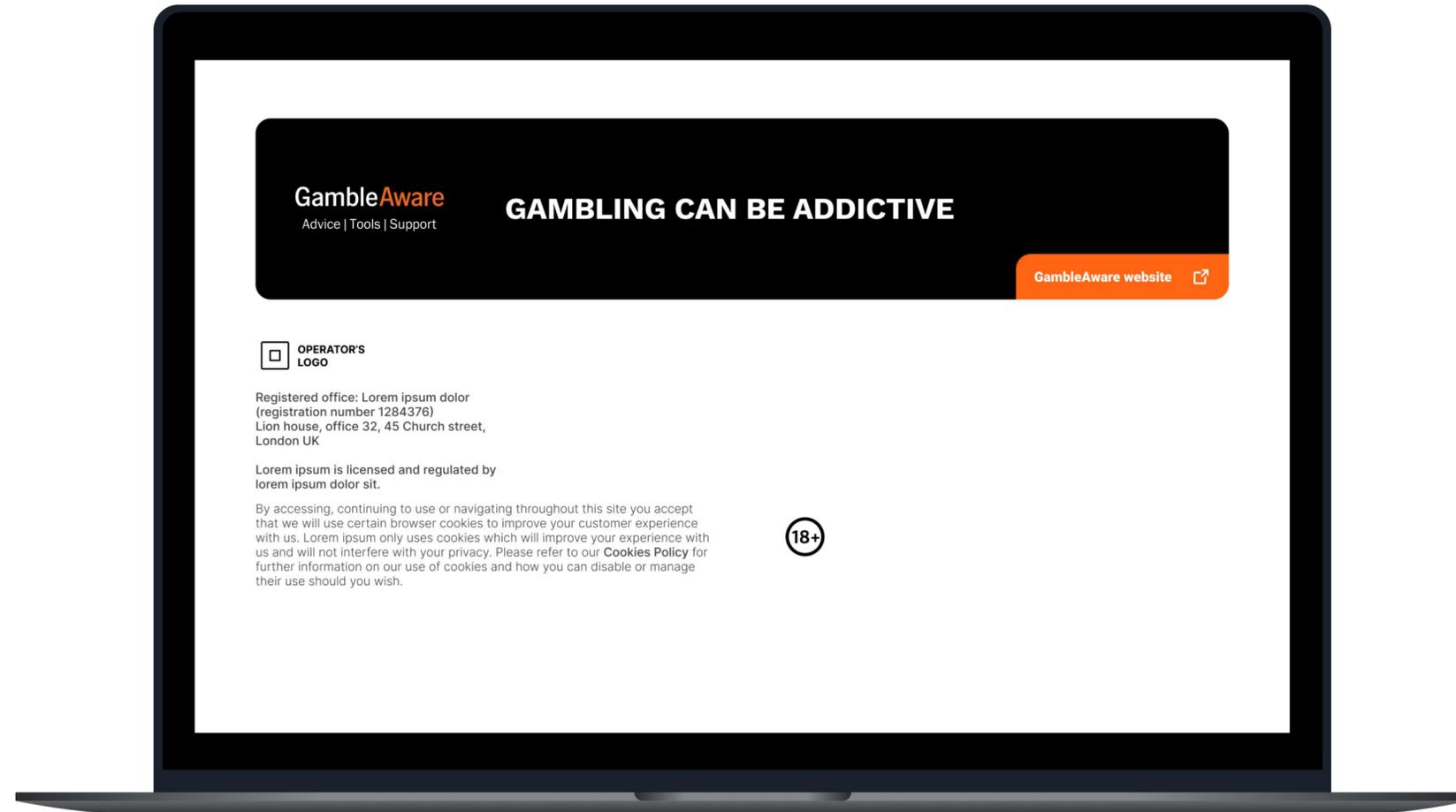
09 **EXAMPLES**
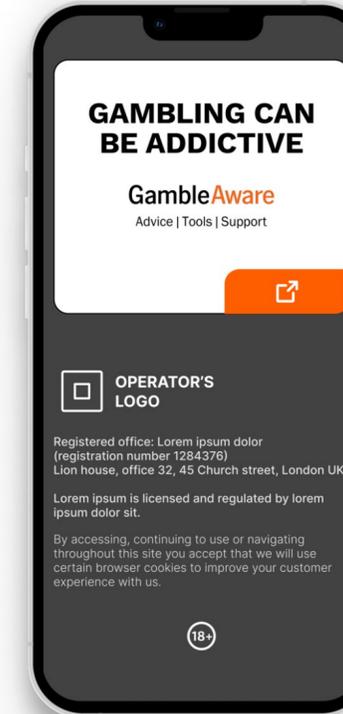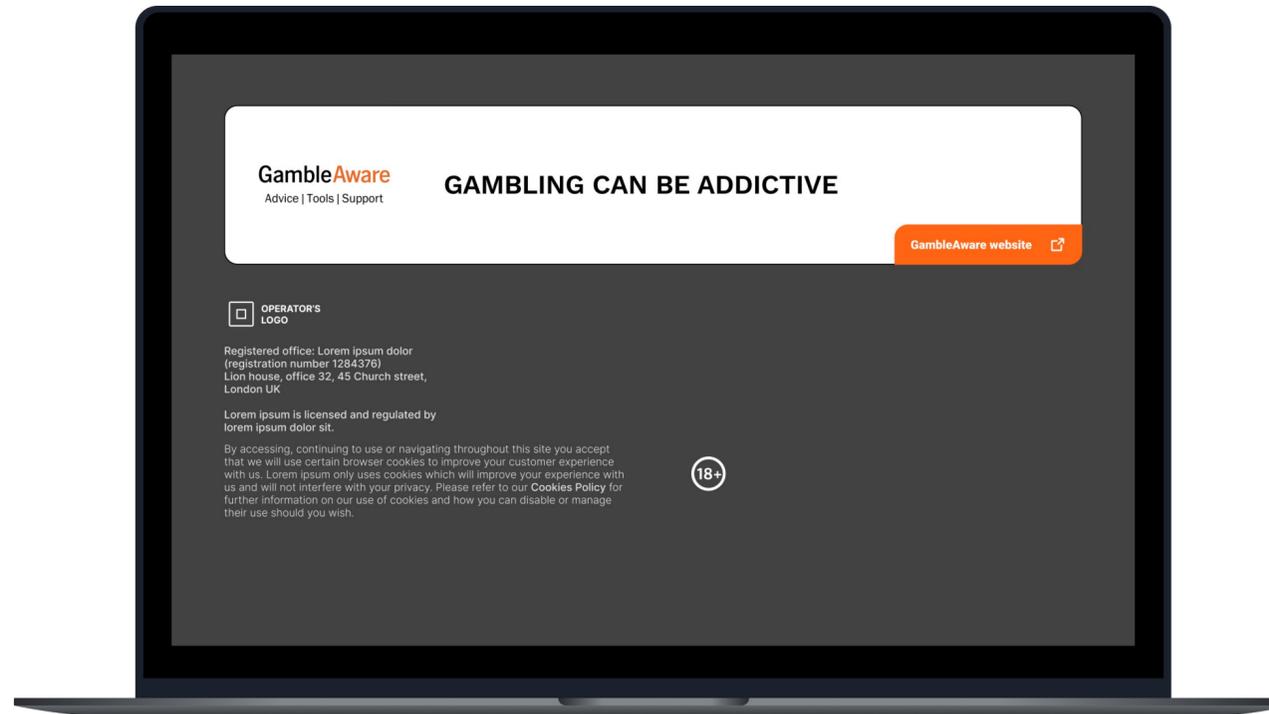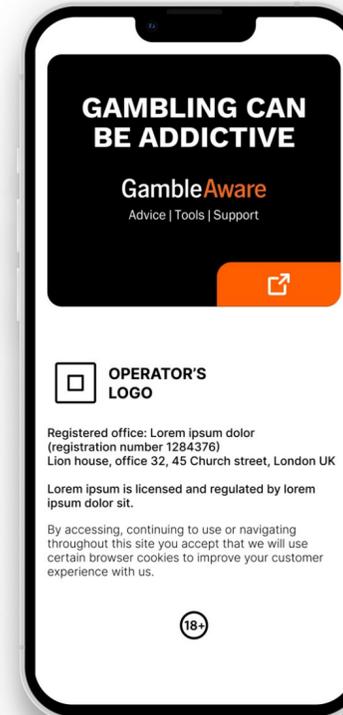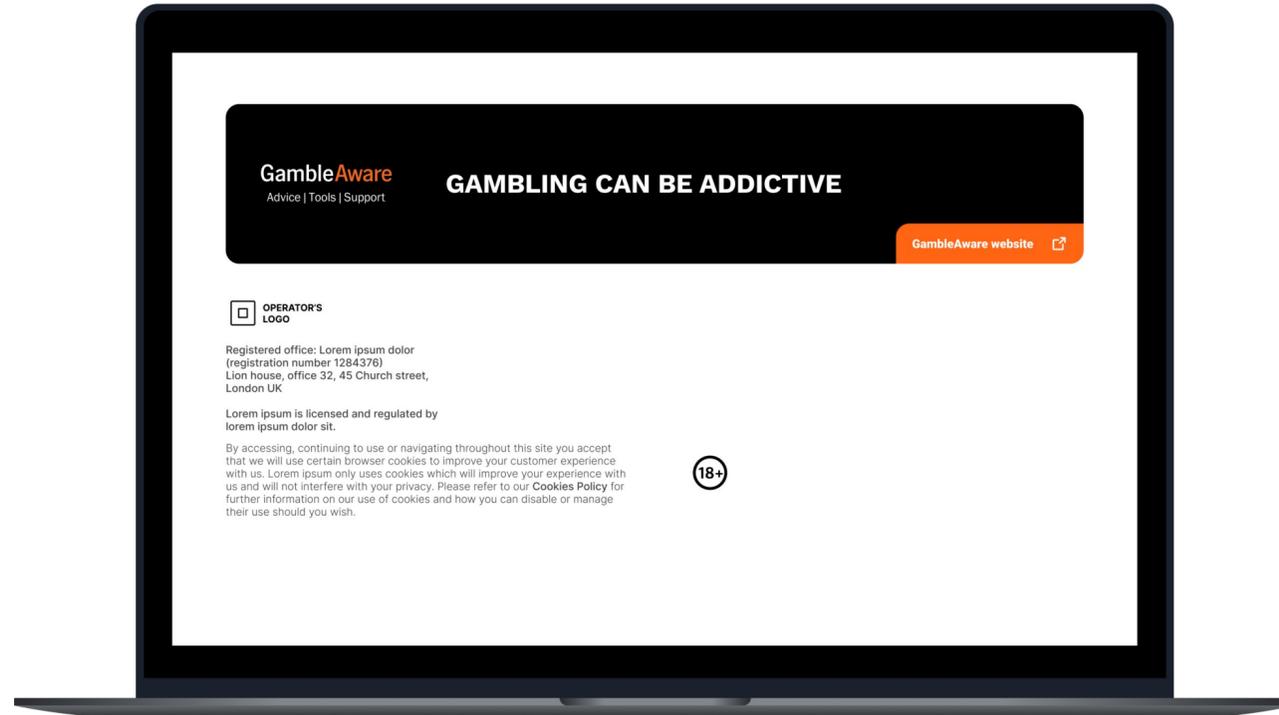
(09) BANNER
BREAKDOWN

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.

1x

x

GambleAware
Advice | Tools | Support

GAMBLING CAN BE ADDICTIVE

1x

GambleAware website

OPERATOR'S
LOGO

Registered office: Lorem ipsum dolor
(registration number 1284376)
Lion house, office 32, 45 Church street,
London UK

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further information on our use of cookies and how you can disable or manage
their use should you wish.

09 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

09 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.

GambleAware
Advice | Tools | Support

GAMBLING CAN BE ADDICTIVE

GambleAware website

Min height: 238px

1x

x

GambleAware
Advice | Tools | Support

GAMBLING CAN BE ADDICTIVE

1x

GambleAware website

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further information on our use of cookies and how you can disable or manage
their use should you wish.

09 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
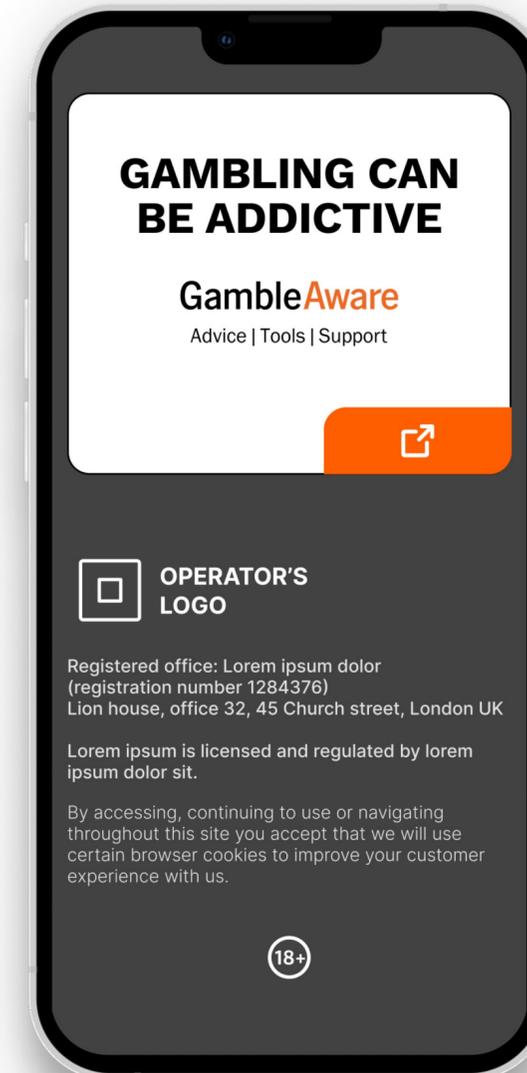
SECTION THREE (10)

'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)

(10) 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.

GAMBLING CAN BE ADDICTIVE

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.

Visit the GambleAware website ⬈

GambleAware

Recognising a problem   Stay in control   Take a break   Protecting minors   Contact us

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GambleAware

⬈

□ OPERATOR'S LOGO

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⑩ EXAMPLES

GAMBLING CAN BE ADDICTIVE

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(registration number 1284376)

(10) # 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'

Helpful organisations

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

GAMBLING CAN BE ADDICTIVE

If you're worried about how gambling makes you feel, GambleAware can help.

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Visit the GambleAware website ⧉

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OPERATOR'S LOGO

Helpful organisations

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GAMBLING CAN BE ADDICTIVE

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.
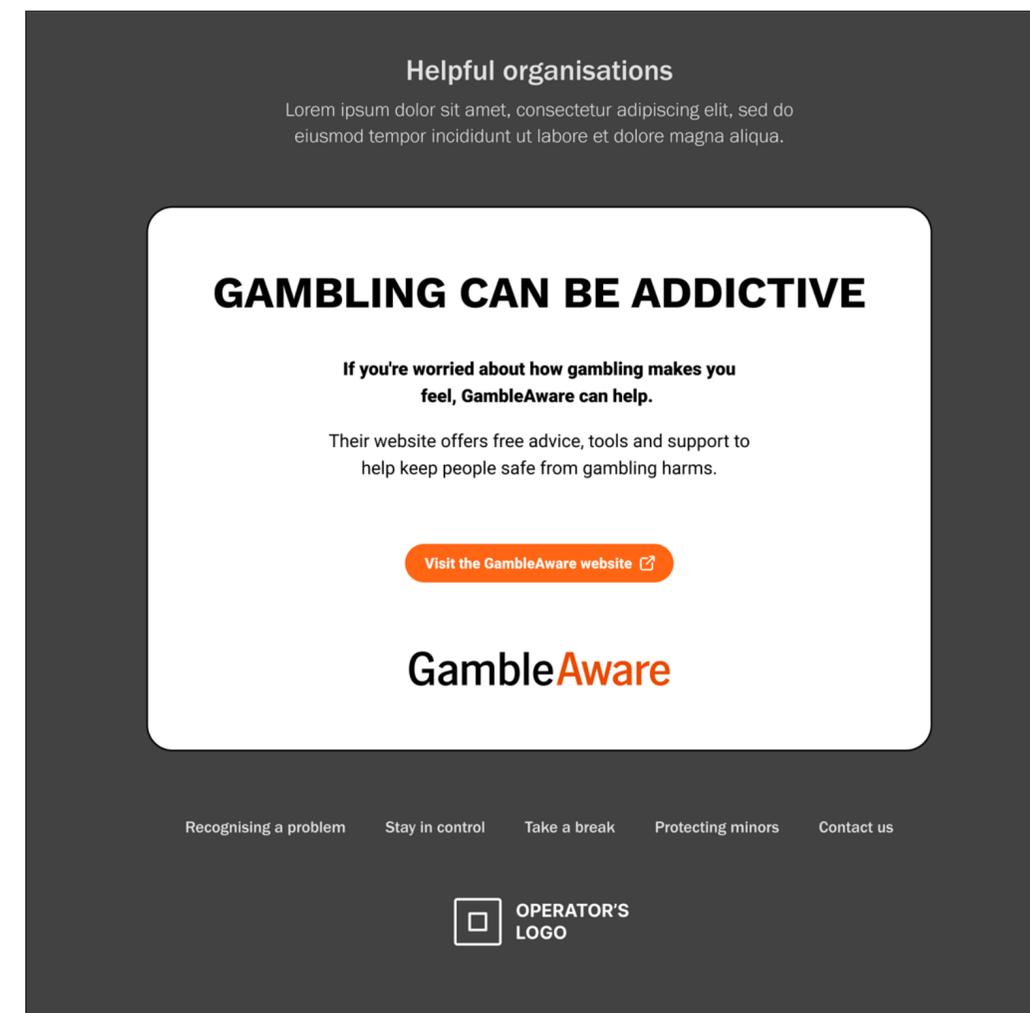
Visit the GambleAware website ⧉

GambleAware

Recognising a problem   Stay in control   Take a break   Protecting minors   Contact us

OPERATOR'S LOGO

(10) 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

GAMBLING CAN BE ADDICTIVE

**If you're worried about how gambling makes you
feel, GambleAware can help.**

Their website offers free advice, tools and support to
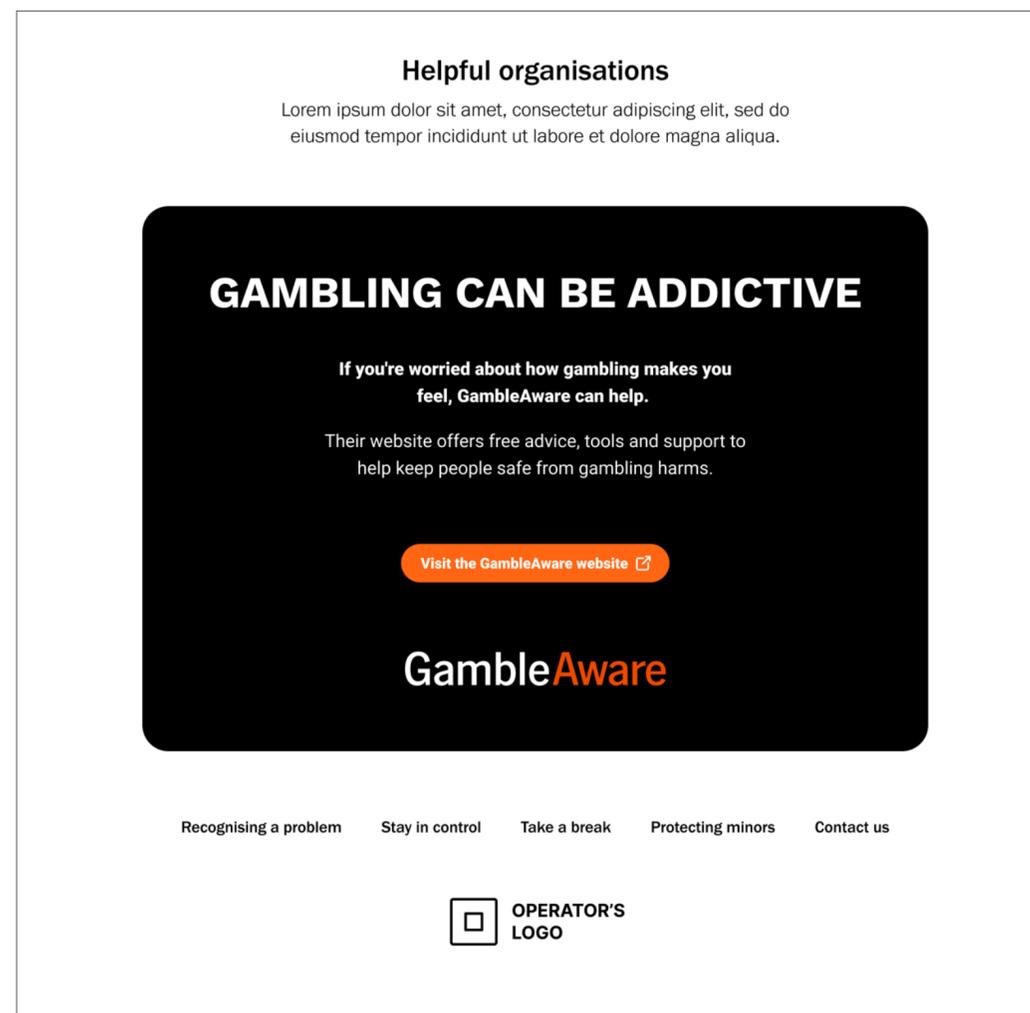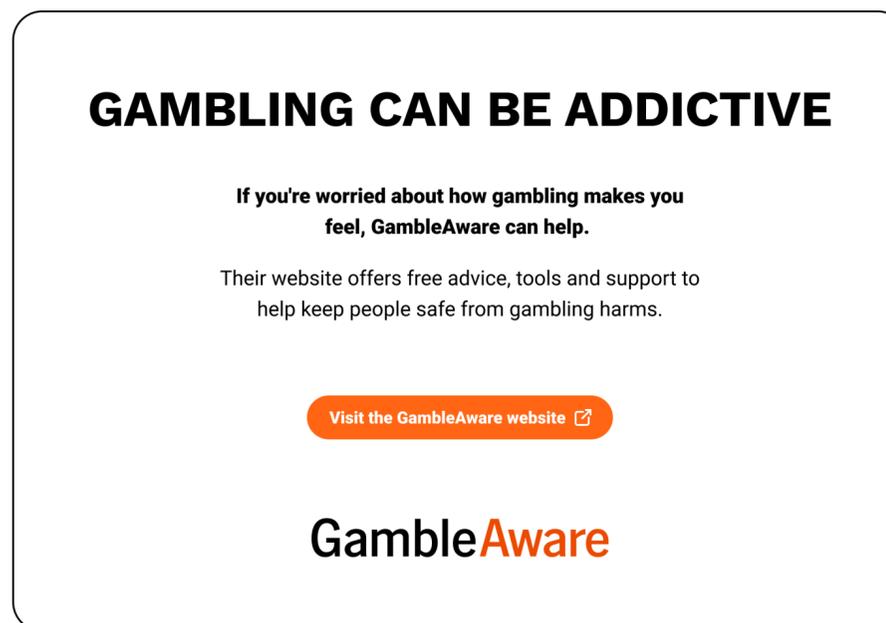help keep people safe from gambling harms.

Visit the GambleAware website

GambleAware

Padding

GAMBLING CAN BE ADDICTIVE

**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.

Visit the GambleAware website

GambleAware

Colour

GAMBLING CAN BE ADDICTIVE

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feel, GambleAware can help.**

Their website offers free advice, tools and support to
help keep people safe from gambling harms.

Visit the GambleAware website

GambleAware
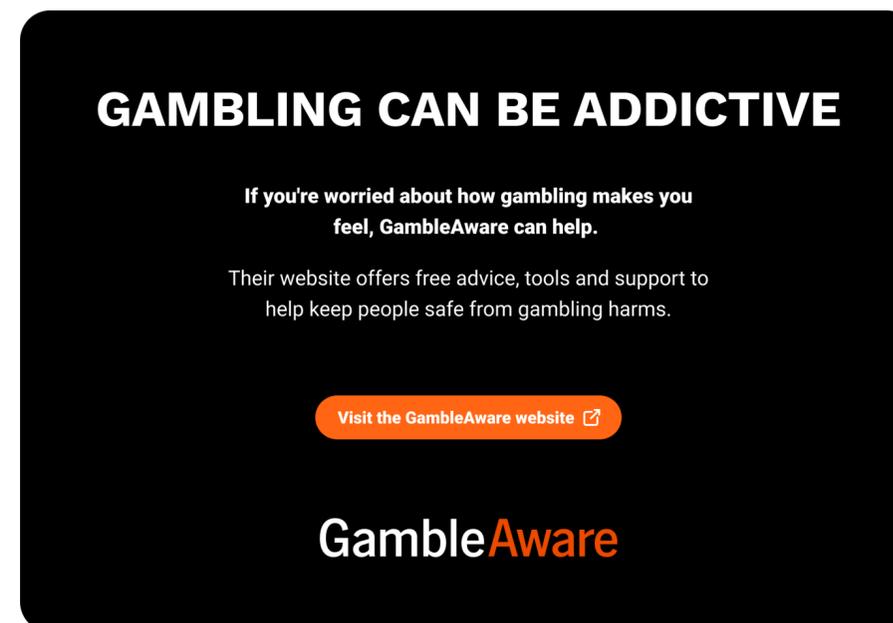
(10) # POSITIONING AND SCALE (DESKTOP)

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

Helpful organisations

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x

GAMBLING CAN BE ADDICTIVE

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.

A

Visit the GambleAware website ⧉

1/3 X

GambleAware

Recognising a problem   Stay in control   Take a break   Protecting minors   Contact us

□ **OPERATOR'S LOGO**

(10) # 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
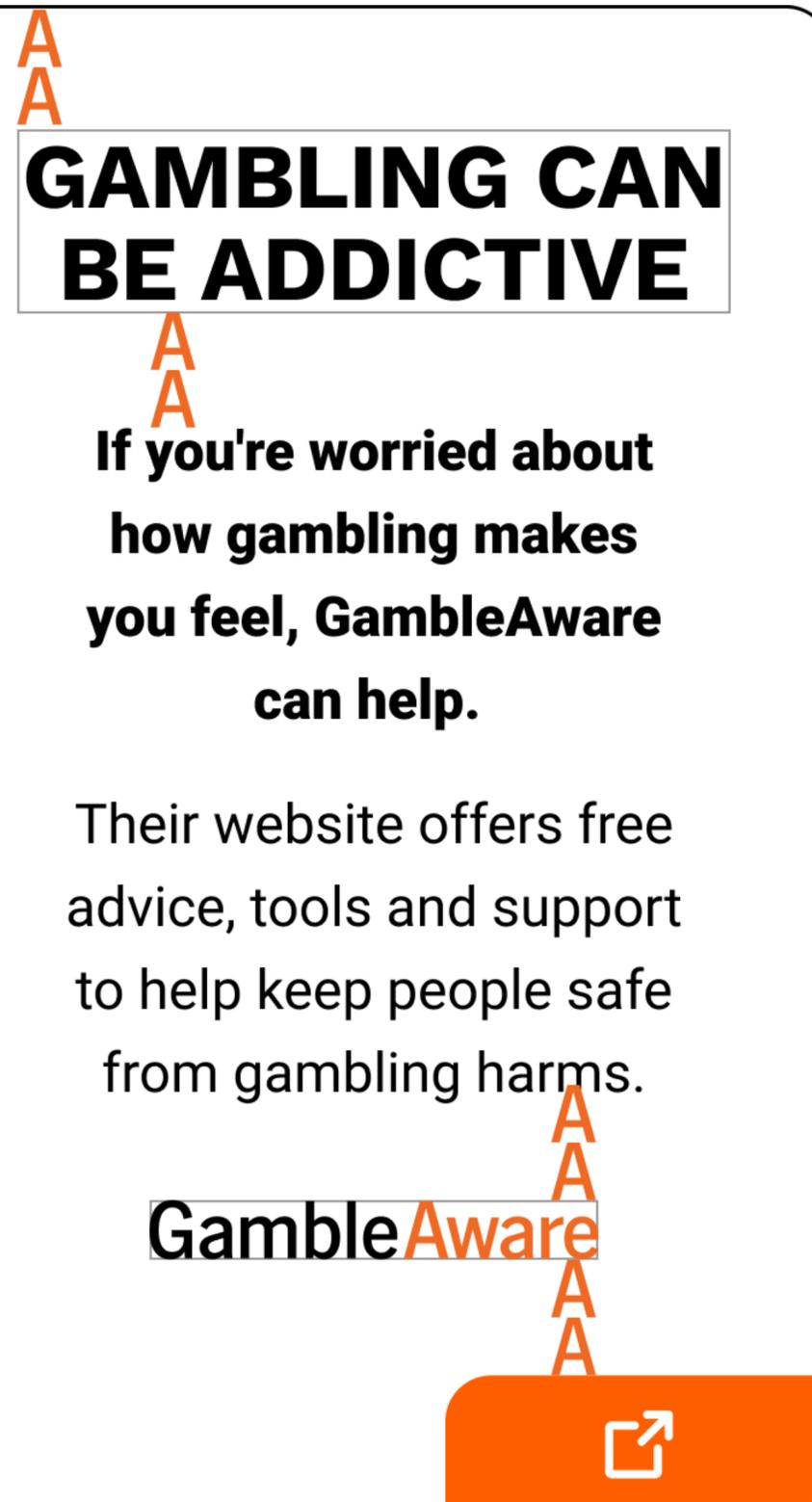
THANK YOU

If you have any questions please contact:

info@gambleaware.org

CITATIONS

01 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.

02 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.

03 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.

04 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.

SUMMARY

FULL REPORT

AVAILABLE HERE

AVAILABLE HERE

AVAILABLE HERE

These guidelines are not a static document and will continue to be updated in line with the latest evidence and insights in this area.