



Guidelines for Using Guns N' Roses and or NetEnt Trademarks and Copyrights

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- Licensees may add their own name, logo and promotional text next to the marketing material.
- Licensee may not transmit source files in promotion package(s) to affiliates or any other party.
- Licensee may send out complete promotional material (such as banners) to affiliates with the Licensee logotype on.
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- Licensees may not display Net Ent's and/or GnR Property in a manner that is in Net Ent's and/or GnR's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to NetEnt and/or GnR.
- Licensees may not display Net Ent's and/or GnR Property on a site that violates any law or regulation.

- Licensees may not incorporate Net Ent's and/or GnR Property into their own product name, service names, trademarks, logos, or company names.
- Licensees may not adopt marks, logos, slogans, or designs that are confusingly similar to Net Ent's or GnR's Property.
- Licensees may not register Net Ent's and/or GnR trademarks as second-level domain names.
- For advertising and promotion, the Licensee shall abide by the trademark laws and trademark notice provisions in the territory and properly use the "TM" or "®" designation and other trademark notice and information, as instructed by NetEnt.

Creative Guidelines

All products, packaging, manuals, advertisements, promotional materials and Web pages bearing GnR Property trademarks must include the following:

- Logo: TM symbol must appear next to GnR logo. Proper placement is at the lower right corner of the "S" in Roses.
- Art assets may not cover the Character's faces or logos
- GnR brands may not be positioned next to any other brands.
- Legal Notice: '©2015 Black Frog Entities, Inc. license from Bravado International Group. All rights reserved' must appear in all artwork. Minimum size of the legal notice is 8.5 pt.
- Licensee may develop line art and/or design elements based on the content in promotion package. All elements created are subject to GnR approval.

APPROVALS

Fast Track

- Artwork that makes sole use of assets and elements provided directly in the promo pack will be fast tracked
- Graphics for approvals must be submitted at least 72hours prior to required go live date. **IN THE CASE OF LAUNCH DATE, GRAPHICS MUST BE SUBMITTED BY 10th DECEMBER 2015 LATEST.**
- Netent Will endeavor to turn around approvals within 24hrs of receipt, however NetEnt will not be held responsible for any delays for approvals outside of the pre approved promo pack images supplied.

Standard Track

- Any artwork that makes use of elements that have not been provided inside the promo pack must be approved by GnR management and therefore will require a minimum of ten (10) working days for approval.
- All TV commercials and print magazine adverts must be approved by GnR management

Sample banners

Sample banners have been provided in the promo pack to give you a good example of materials that will be fast tracked.

Incorrect:

- Do not use actual images of the artists



- Do not stretch or skew any of the graphics



- Do not cover the artists face or logo in any way



Correct:

