



For inquiries or comments, please email [marketing@laigames.com](mailto:marketing@laigames.com)

# STYLE GUIDE

## About this guide

This simple guide explains how to talk about LAI Games and use our logo. We aim for consistency in our message and visual design, and we appreciate your support in helping us maintain our standards.

When referring to LAI Games, the company should be referred to in its complete form: "LAI Games". Do not shorten our name to "LAI". The following description can be used when talking about our company.

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## About LAI Games

25-30 Words

LAI Games is a leading global developer and manufacturer of amusement and arcade machines with a full portfolio of Prize Vending, Ticket Redemption, Novelty and Video Games, and Rides.

50-75 Words

LAI Games is a leading global developer and manufacturer of amusement and arcade machines with a full portfolio of Prize Vending, Ticket Redemption, Novelty and Video Games, and Rides. With a dedicated R&D team that consists of the industry's brightest engineers, game designers, 3D artists, and programmers, LAI Games is committed to bringing innovative and high income-producing games to the global market.

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## Which version of the logo should I use?

There are 2 versions of the logo and 2 formats. The png format can be used in the digital environment and the vector format should be used in printed materials.



Use LAIG-logo-standard on light backgrounds



Use LAIG-logo-standard on dark backgrounds

Ensure there is enough breathing room around the logo, and do not rotate, distort or modify the logo in any way.

