



BRAND GUIDELINES



ABOUT THE BRAND

The Cow Level AG brand has been developed to represent the unlocking of the potential for online video gaming innovation. Inspired by one of the first online games, Diablo - a “hack n slay” game which had its height of success in the 1990s, the founders chose the name for its veild meaning . Its loyal following started a rumour that there was a secret ‘Level’ where the best treasures could be won. It was alleged that this could only be accessed by finding a key to gain access the ‘moo moo farm’ (named by the studio Blizzard Entertainment Ltd) where you had to fight against cows in order to win the treasure. And so the name ‘Cow Level’ became a gaming phenomenon.

Cow Level AG aims to attract investors, inspire gamers and support the entire gaming community.

THE BUSINESS BEHIND THE BRAND

Cow Level AG is an investment holding established specifically to support FinTech (financial technology) innovation for gaming. Its core objectives are to enhance gaming experiences, build tools and unite gamers with revolutionary solutions including FiPME (First International Play Money Exchange).

FiPME is a next-generation disruptive virtual asset exchange to help online video gamers easily and securely valueandtradein-gamevirtualmoney,for cashandtransfertheir‘achievedonlinewealth’evenbetweengames.



TONE OF VOICE

Complementing the traditional swiss design of the Cow Level AG branding, our tone of voice represents our core values. It is honest, friendly and uses everyday conversational language that can be easily understood. We are knowledgeable, focused and influential.

LOGO

The Cow Level AG logo has three colour variations; primarily the logo should be red, blue and white on a white background. However, where material is to be printed in black and white, or where colour is not appropriate the black and white logo should be used. In cases where the logo is situated on a coloured background, the entire logo should be inverted black and white.

The logo should always be positioned horizontally, maintaining aspect ratio at all times. The logo must always be displayed clearly enough to read Cow Level AG - the lettering can never be distorted.



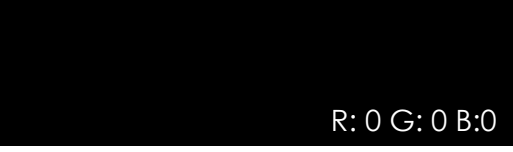
TYPEFACE

Calibri regular is the Cow Level AG corporate typeface and should be used for all printed documents and merchandise. It is available in multiple weights, complete with italics but please narrow your use to ‘regular’ and ‘bold’. Headings should be of ‘regular’ weight and capitalised. Text in the main body should be of regular weight, lower case and with a standard pt11 font size.

COLOUR SCHEME

The Cow Level AG primary colour palette is comprised of four block colours. These should be used across all Cow Level AG communication channels. Examples of use include our logo and predominant background colour.

The red and blue colours act as the Cow Level AG accent colour and should be used for emphasis. The accent colours should be used for heading text, boxes to surround heading and literature titles. The colours can also be used in icons and as other design elements.





UNLOCKING GAMING INNOVATION

Cow Level AG | Blegistrasse 1 | 6343 Rotkreuz | Switzerland
info@cowlevel.ch | www.cowlevel.ch