



The MGA Brand



Message from the Executive Chairman

The change in name and new corporate identity heralds Malta's repositioning in the industry as a leading gaming jurisdiction in Europe. The new name serves to give Malta a better edge at redefining the services which the country can offer in this fast evolving sector, stressing our knowledge in the industry and signalling our confidence in the future.

This; coupled with the reflection of the values of transparency, humanity, innovation, neutrality and knowledge, which are at the core of the Authority, transpire in our words and behaviour, placing the MGA in a strong position to continue building on success already achieved in this sector.

Together we are capable of delivering the full potential of the MGA, and I invite you to join me on this challenging yet rewarding journey ahead.



JOSEPH CUSCHIERI
EXECUTIVE CHAIRMAN



MGA Logo

The strength of the logo allows for its projection as a reversed out option on coloured background as well as a one colour option on a white background. This enhances our visual identity by enabling the execution of the logo across different applications and its usage in various marketing initiatives.



MGA Logo Applications

The primary logotype is the full colour version. However, the versatility of the logo allows for its projection as a reversed out option as well as a one colour version.

CMYK



RGB



PANTONE



Corporate Colours

Our new corporate colours provide a corporate yet contemporary appearance for the MGA brand.

The colour grey, creating a solid and composed look, is juxtaposed with the colour red adding passion and vibrancy.

mga

MGA Typeface

The MGA logo font is **Bliss Pro**.

The typography which is strong and bold reflects the authoritative nature of the brand, consolidating a vibrant and strong identity.

Our Brand Promise

From our inception, our mission has been one: that of ensuring that gaming in Malta is fair and transparent to the players, safeguarding against crime and corruption, and offering protection to minor and vulnerable players.

This mission is reflected in the values that we embrace, values where we pledge that we will always operate in a transparent, humane manner, embracing innovation in all we do, always acting neutrally and prepared to capitalise on the knowledge and experience gained over the past years.

We pledge to always live by this mission ensuring that the values we embrace are reflected in all that we do and say, as well as through our attitude towards each other and towards our stakeholders.

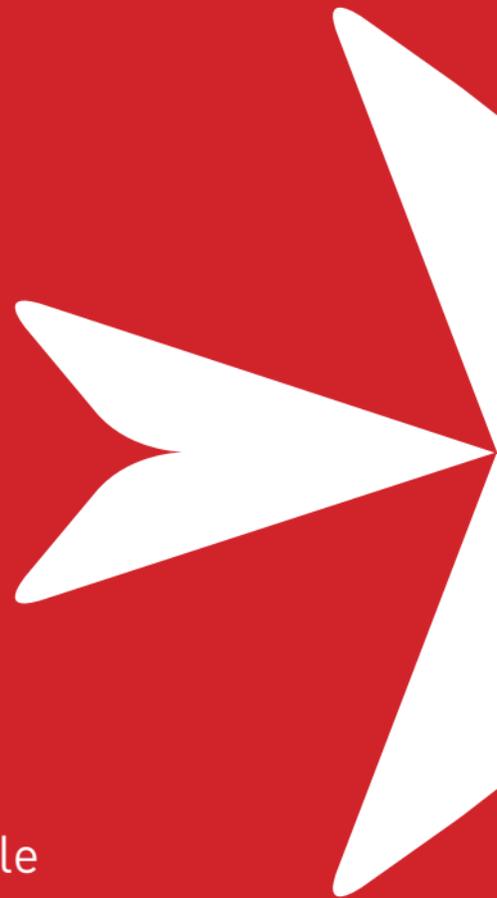
Transparent

Humane

Innovative

Neutral

Knowledgeable



www.mga.org.mt