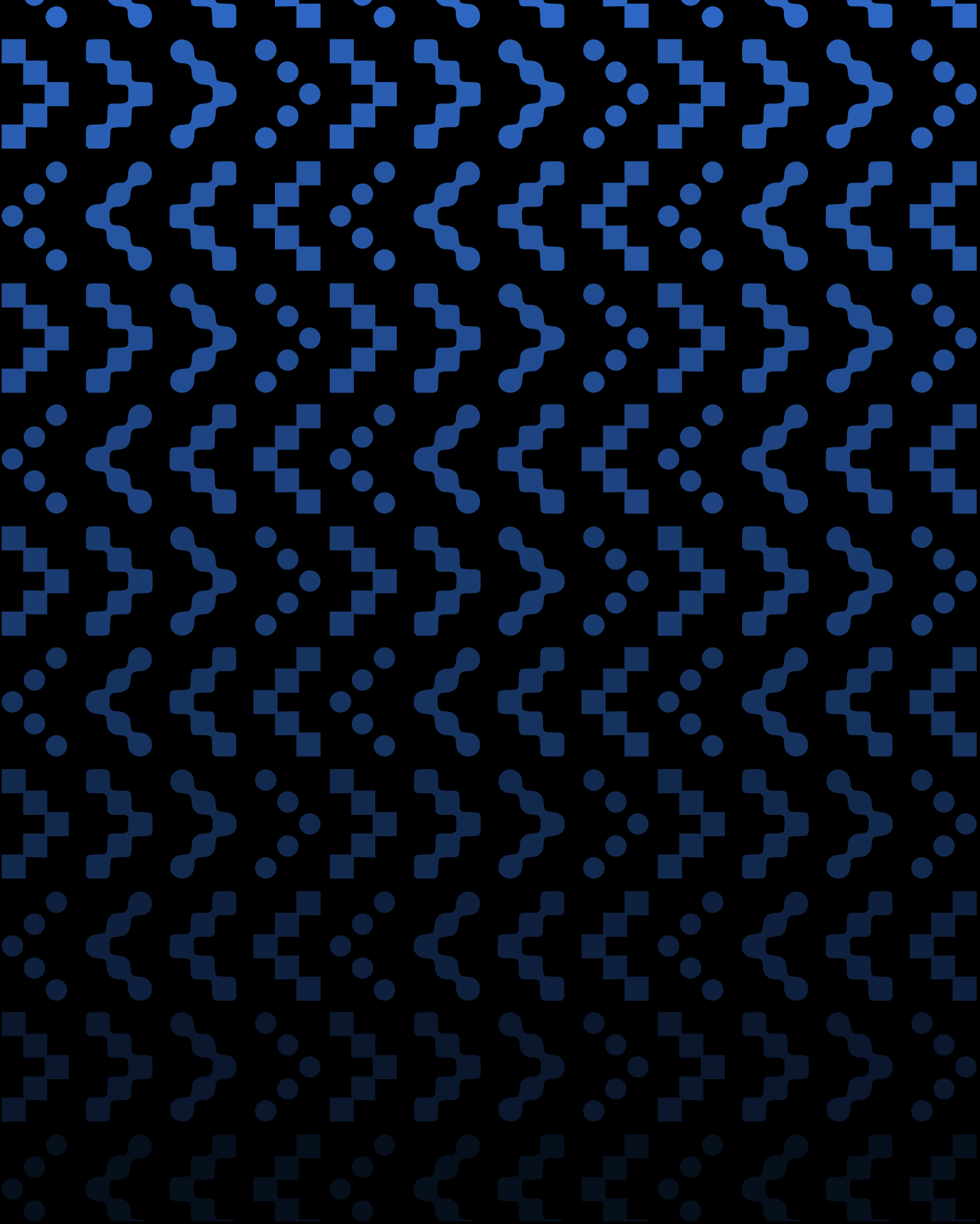




Playmoove Brand Guidelines

Version 2.0 | January 2026

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1. Brand Foundation

Brand Essence

Playmoove is the mobility platform built by operators, for operators. We understand the road because we drive it every day.

Brand Messages

Primary Message:

"Built by operators"

We're not just software providers—we're mobility operators who built our own platform. This gives our customers a competitive edge rooted in real-world expertise.

Secondary Message:

"Let's share the ride"

Mobility sharing is built on collaboration—between operators, users, and communities. We bring that same spirit to everything we build.

Mission

To deliver a truly adaptable mobility platform—not templates, but a system that molds to your exact operational needs. From multi-model sharing (one-way, round-trip, free-floating, station-based) pioneered through years of real-world operation to deep integrations spanning apps to invoicing, we build what you need, not what we think you should have.

Vision

To be the global standard for mobility platform technology, trusted by operators who demand speed, flexibility, and operational intelligence.

Core Values

Operator-First

Every feature is built from real operational needs, not investor metrics or theoretical use cases.

Transparent & Flexible

No hidden costs. No vendor lock-in. Complete customization to match your business model.

Proven Reliability

99.9% uptime. Enterprise-grade infrastructure. Tested across diverse markets and conditions.

Continuous Innovation

Monthly feature releases. API-first extensibility. Always improving, never stagnant.

Made in Italy

Design excellence and engineering quality from our Cagliari headquarters, proven globally.

2. Brand Story

Our Origin: Built by Operators

First was Playcar

Playmoove's DNA is rooted in Playcar, our mobility sharing business. In 2016 Playcar was growing and prospering in our home base, Cagliari, when our software provider went belly up. Set adrift in a meagre landscape of possible vendors, we were faced with a choice between cobbling together multiple systems, or squeezing our business into software that didn't fit. With the same entrepreneurial spirit of innovation that created Playcar, we decided to build our own system.

We know code, and we know the road

It took a team of three software developers one year to build Playmoove 1.0. It was put into service by Playcar in May of 2017, just as the old vendor turned out the lights. The team continued to add features over the next two years and by 2019 the first white label version was released and put to use by our first customer. It was out of these few intense years that our deep expertise in the mobility sharing landscape was crystalized.

So when we're asked, *What's Playmoove*, the simple answer is that we're both a mobility sharing operator and software provider. But the full answer is very much rooted in the spirit of innovation found out in the real world where the rubber meets the road, a fact that we think gives our customers a competitive edge.

Future-proof

Today the same team that created Playcar *and* Playmoove continues to work to make our software the most flexible, powerful mobility sharing platform in the world. And just like in 2016, the beating heart of Playcar, is still Playmoove.

Using This Story in Brand Communications

When to reference this story:

- **About page:** Full version with all three sections
- **Sales conversations:** Abbreviated version emphasizing operator expertise and problem-solving origin
- **Thought leadership pieces:** When establishing credibility on operational topics

- **Partner materials:** Proof of deep market understanding and sustained commitment
- **Recruitment materials:** Showcasing entrepreneurial culture and engineering heritage

Key talking points to extract:

- "Built by operators, for operators"
- "We've driven the road we're helping you navigate"
- "Same team that built Playcar still engineers Playmoove"
- "Your competitive edge comes from our operational DNA"
- "Born from necessity, refined through real-world operations"

Tone when telling this story:

- Confident but not boastful
- Pragmatic (we faced a problem, we solved it)
- Emphasize continuity (same team, same commitment)
- Focus on customer benefit (our experience = your advantage)

Don't overuse:

This is context for *why* we're different, not a substitute for *what* we do or *how* we help. Lead with value proposition, use origin story as supporting credibility.

Visual pairing suggestions:

- Timeline graphic (2016 crisis → 2017 launch → 2019 white label → today)
 - Split imagery: Playcar vehicles on Sardinian streets / Playmoove dashboard in use
 - Team photos from 2017 vs. today (showing continuity)
-

3. Brand Identity System

Logo System

Primary Logo (Full Color)

The primary logo consists of the Playmoove wordmark with pictogram.

Critical Rule: Always Opaque

The logo must ALWAYS use solid, opaque colors. Never apply gradients, transparency, or fading effects to the logo. This ensures consistent brand recognition across all media.

Usage by Background:

- **Light backgrounds:** Use full color logo (#0085FF, #00B892, #004B9B)
- **Dark backgrounds:** Use full color logo or white version
- **Black on white:** Use when full color is not possible (single-color printing)
- **White on black/dark:** Use for dark backgrounds or reverse applications

Logotype Only

The logotype (wordmark without pictogram) can be used when:

- Space is constrained horizontally
- The pictogram has been established elsewhere in the design
- Minimum size requirements cannot be met with full logo

Usage by Background (Logotype):

- **Light backgrounds:** Full color or black
- **Dark backgrounds:** Full color or white

Pictogram (Icon Mark)

The pictogram represents movement, transition, and technology through an arrow evolution.

Pictogram-Only Use

The pictogram can be used independently from the wordmark in the following contexts:

Primary Use Cases:

- App icons and launcher icons
- Social media profile images (square format)

- Favicon (browser tab icon)
- Loading indicators and spinners
- Watermarks and texture patterns
- Small-scale applications where wordmark is illegible
- As a graphic element when full logo appears elsewhere in the design
- Avatar or profile pictures in messaging platforms
- Push notification icons

When to Use Pictogram Only:

- Space is extremely constrained (under 100px)
- Brand has already been established on the page/screen with full logo
- Digital environments where hover shows full word mark (suggested for new web presence)
- Medium requires square format (social media profiles)
- Context is clearly Playmoove (logged-in app states, branded emails)

When NOT to Use Pictogram Only:

- First brand touchpoint in a customer journey
- Marketing materials where brand awareness is goal
- Printed materials with ample space
- Competitor-dense environments (trade shows, comparison charts)

Available Formats:

- Single static version (light or dark backgrounds)
- Animated version (4 transitions) for digital applications
- Always opaque—no gradients or transparency effects

Clear Space & Minimum Size

- Maintain clear space equal to height of "P" in Playmoove
- Minimum size: 120px width (digital), 25mm (print)
- For pictogram alone: minimum 32px × 32px (digital)

Logo Misuse:

- ✗ Do not stretch or distort
- ✗ Do not use colors outside approved palette

- ✗ Do not add outlines or effects
- ✗ Do not apply gradients or transparency to the logo
- ✗ Do not place on busy backgrounds without sufficient contrast
- ✗ Do not place pictogram in incorrect position relative to wordmark
- ✗ Do not split logotype across two lines

Color Palette

Primary Brand Colors

- **Primary Blue:** #0085FF
Main brand color for primary CTAs, key navigation elements, brand accents
- **Secondary Green:** #00B892
Secondary brand color for accents, success states, and dark background applications
- **Deep Blue:** #004B9B
Tertiary brand color for headlines, emphasis elements, and professional contexts

Color Application by Context:

- **Light backgrounds/white:** Use #004B9B or #000000 for text, #0085FF for CTAs
- **Dark backgrounds/black:** Use #00B892 or #FFFFFF for text, #0085FF for CTAs

Neutral Palette

- **White:** #FFFFFF (backgrounds, negative space)
- **Light Gray:** #F7F7F7 (secondary backgrounds, subtle sections)
- **Medium Gray:** #666666 (body text)
- **Dark Gray:** #1A1A1A (headlines, high-emphasis text)
- **Black:** #000000 (maximum contrast, headlines on light backgrounds)

Functional Colors

- **Success:** #22C55E
- **Warning:** #F59E0B
- **Error:** #EF4444
- **Info:** #3B82F6

Italian Accent Colors (Do Not Use)

- **Do not use these colors in brand communications**

- "Made in Italy" is a supporting detail, not a primary message
- These colors risk overemphasizing Italian heritage at the expense of our core value proposition

Accessibility Standards

All color combinations must meet WCAG 2.1 AA standards:

- Text contrast ratio: minimum 4.5:1
 - Large text (18pt+): minimum 3:1
 - Interactive elements: minimum 3:1
-

3. Voice & Tone

Brand Voice Characteristics

Direct & Confident

We say what we mean without hedging or corporate-speak.

Hardware Integration

✓ "Works with any IoT provider"

✗ "We support most major hardware vendors"

Customization

✓ "Built to match your business model"

✗ "Our flexible platform can potentially be configured to meet various needs"

Pricing Transparency

✓ "No hidden fees. Ever."

✗ "We strive to maintain transparent pricing structures"

Operator Heritage

✓ "We run our own mobility business"

✗ "Our team has experience in the mobility sector"

Reliability

✓ "99.9% uptime guaranteed"

✗ "Industry-leading uptime performance"

Support Response

✓ "Real engineers answer your calls"

✗ "We provide comprehensive technical support services"

Vendor Lock-in

✓ "Switch hardware anytime. Zero penalty."

✗ "We offer flexible partnership arrangements"

Implementation

✓ "Your APIs, your data, your control"

✗ "We provide access to various integration options"

Feature Development

✓ "Monthly releases. No waiting."

✗ "We continuously enhance our platform capabilities"

Operator-Centric

We lead with benefits, not feature lists. We speak to operational challenges.

✓ "Reduce vehicle downtime with predictive maintenance"

✗ "Our system includes maintenance scheduling functionality"

Honest & Transparent

We acknowledge what we don't know and don't make unverifiable claims.

✓ "99.9% uptime, verified across [X] customers"

✗ "The best platform on the market"

Knowledgeable but Accessible

We explain technical concepts clearly without condescension.

✓ "MaaS (Mobility as a Service) integration connects your fleet to public transit apps"

✗ "Obviously everyone knows what MaaS means"

Tone Guidelines by Context

The guiding concept for our story, is show don't tell. If we can't speak or illustrate it plainly, we don't communicate it.

Website/Marketing Materials

Confident, benefit-driven, proof-based. Show don't tell.

Technical Documentation

Clear, precise, comprehensive. Assume developer/operator expertise.

Customer Support

Helpful, patient, solution-oriented. Acknowledge frustration when present.

Sales Conversations

Consultative, honest about fit. We're not for everyone and that's okay.

Thought Leadership/Blog

Insightful, data-driven, generous with knowledge. Teach, don't preach.

4. Messaging Framework

Value Proposition Hierarchy

Primary Value Proposition

Playmoove delivers the deepest, most flexible white-label mobility platform—built by pioneers of multi-model sharing. From user-facing apps to back-office invoicing, we customize every layer to match your exact business model. No templates. No compromises. Just a system that works the way you do.

Secondary Value Propositions

1. **Comprehensive & Deep:** End-to-end platform spanning mobile apps, IoT integration, pricing engines, fleet management, billing, invoicing, and analytics—all customizable
2. **Multi-Model Pioneers:** First to build and operate a true multi-model sharing system (one-way, round-trip, free-floating, station-based), proven through years of real-world operation with Playcar
3. **Hardware Agnostic:** Works with any IoT provider—no vendor lock-in, switch hardware anytime
4. **Operator Heritage:** Built by the team that runs Playcar, refined through continuous real-world operations since 2017
5. **Proven Reliability:** 99.9% uptime, enterprise-grade infrastructure, tested across diverse markets and conditions

Core Proof Points

Use these consistently across all materials

- **[X] months** building Corrente... etc. needs work here.
- **[X] countries** where Playmoove operates
- **99.9% uptime** guaranteed
- **30 days** average time to launch
- **40+ hardware integrations** supported
- **[X] total vehicles** managed across platform

Competitive Differentiation Messages

When discussing competitors indirectly:

- ✓ "Unlike platforms that force you into templates..."
- ✓ "While other providers offer surface-level customization, we customize from apps to invoicing..."
- ✓ "Most platforms were built by developers. Ours was built by operators who pioneered multi-model sharing."
- ✗ Never name competitors directly on marketing materials
- ✗ Never make comparative claims without proof

Headline Testing Variants

Depth-Focused (Primary)

"No Templates. Just Your Business Model."

Pioneer-Focused

"Built by Multi-Model Pioneers. Proven Since 2017."

Comprehensive-Focused

"Apps to Invoicing. Every Layer. Fully Customizable."

5. Visual Design System

Design Principles

Modern, Not Sterile

Clean interfaces with warmth. Technical capability without coldness.

Functional Over Decorative

Every visual element serves a purpose. No ornamentation for its own sake.

Data-Driven Aesthetics

Use real product screenshots, actual metrics, genuine photography—not stock imagery.

Subtle Italian Character

Design excellence and attention to detail reflect Italian heritage without cliché.

Visual Hierarchy Rules

Headlines (H1)

- Bold, modern sans-serif
- High contrast against background
- Clear value proposition in <10 words

Subheadlines (H2)

- Support and expand on headline
- Provide context or benefit clarification
- Maintain readability at smaller sizes

Body Text

- Readable, professional sans-serif
- Adequate line height (1.5-1.6)
- Maximum line length: 75 characters

Call-to-Action Buttons

- High contrast (primary brand color)
- Clear, action-oriented copy ("Get Demo" not "Learn More")

- Adequate padding for touch targets (44px minimum)

Layout Principles

White Space

Generous negative space around key elements. Never cramped.

Grid System

Consistent column structure across pages. Maintain visual rhythm.

Responsive Design

Mobile-first approach. 60%+ traffic expected from mobile devices.

6. Typography

Primary Typeface: Inter

Inter is our primary typeface across all brand communications.

- **Family:** Inter (Google Fonts)
- **Usage:** Headlines, UI elements, navigation, body text, all digital and print applications

Type Weights & Applications

H1 – Main Headline

- **Font:** Inter Bold (700)
- **Size:** 48–64pt (web/presentations), adaptable for print
- **Line Height:** 110–120%
- **Color:**
 - Light backgrounds: #004B9B or #000000
 - Dark backgrounds: #00B892 or #FFFFFF
- **Usage:** Page titles, main headlines, poster titles, introductory slides
- **Style:** Mixed case, bold weight

H2 – Subheadline/Section Title

- **Font:** Inter Semibold (600)
- **Size:** 32–40pt
- **Line Height:** 120%
- **Color:**
 - Light backgrounds: #004B9B or #000000
 - Dark backgrounds: #00B892 or #FFFFFF
- **Usage:** Section divisions, paragraph titles, editorial subheadings

Body/Paragraph Text

- **Font:** Inter Regular (400)
- **Size:** 14–16pt (web), 10–12pt (print)

- **Line Height:** 140–160%
- **Color:**
 - Light backgrounds: #004B9B or #000000
 - Dark backgrounds: #00B892 or #FFFFFF
- **Usage:** Descriptive text, documentation, social posts, presentations
- **Alignment:** Justified or left-aligned

Call-to-Action (CTA)

- **Font:** Inter ExtraBold (800)
- **Size:** 16–20pt
- **Text Color:** White (#FFFFFF)
- **Button Background:** #0085FF (primary), #00B892 (secondary)
- **Usage:** Rounded buttons, primary actions
- **Format:** Preferably ALL CAPS with generous letter spacing
- **Example:** "READ MORE", "GET STARTED"

Monospace Typeface

For code examples and technical documentation

- Suggested: Fira Code, JetBrains Mono, or SF Mono
- Usage: API documentation, code snippets, technical specifications

Type Scale Reference

- **H1:** 48–64pt (mobile: 32px / 2rem)
- **H2:** 32–40pt (mobile: 28px / 1.75rem)
- **H3:** 24pt / 1.5rem (mobile: 20px / 1.25rem)
- **Body:** 14–16pt / 1rem
- **Small:** 14pt / 0.875rem
- **Caption:** 12pt / 0.75rem

Typography Best Practices

- Maintain consistent hierarchy across all materials

- Use generous line-height (140–160%) for readability
 - Limit line length to 75 characters for optimal reading
 - Ensure adequate contrast between text and background
 - Use ExtraBold (800) sparingly—reserved for CTAs and strong emphasis
-

7. Photography & Imagery

Photography Guidelines

Real Over Stock

- ✓ Actual product screenshots
- ✓ Genuine team photos from Cagliari office
- ✓ Real customer implementations
- ✗ Generic "people in meeting" stock photos
- ✗ Overused tech imagery

Image Categories

Product Imagery

- High-resolution dashboard screenshots
- Mobile app interface examples
- Operations dashboard views
- Use actual data (anonymized if needed)

Team & Office Photography

- Natural, authentic team moments
- Cagliari office environment
- Individual headshots with consistent lighting/background
- Show engineering culture and collaborative work

Customer Success

- Real customer logos (with permission)
- On-site vehicle operations photos
- User testimonial portraits

Contextual Imagery

- Urban mobility scenes (vehicles, cities, infrastructure)
- Sardinian landscapes (sparingly, for brand story)
- Technology/hardware close-ups (IoT devices, smart locks)

Image Style

Color Treatment

Natural colors with slight desaturation for consistency. Avoid heavy filters.

Composition

Clean, uncluttered frames. Subject in focus with intentional backgrounds.

Lighting

Bright, natural lighting preferred. Avoid harsh shadows or dramatic effects.

8. Graphic Elements & Patterns

Brand Patterns

Playmoove's graphic system uses **geometric patterns** derived from the pictogram (arrow/movement motif).

Pattern Applications:

- Background textures (subtle, never overwhelming)
- Section dividers
- Decorative elements in presentations
- Print materials (brochures, merchandise)
- Trade show booth graphics

Pattern Guidelines:

- Use at reduced opacity (10-20%) when behind text
- Maintain brand colors (#0085FF, #00B892, #004B9B)
- Keep patterns secondary to content—never compete with messaging
- Patterns should suggest movement and technology

Abstract Graphic Elements

Pictogram Fragments

Portions of the pictogram can be used as abstract shapes for visual interest:

- Large background elements
- Framing devices
- Directional indicators
- Transitional graphics between sections

Usage Rules:

- Must be recognizable as derived from the pictogram
- Use brand colors only
- Maintain the "movement" metaphor

- Never distort the underlying geometry

Key Messaging Pillars (Visual Support)

When creating graphics that support core platform features, use these three pillars:

Flexibility

- Visual: Modular, adaptable shapes
- Color emphasis: #0085FF
- Use when discussing: Customization, API, hardware agnostic

Scalability

- Visual: Growth, expansion metaphors
- Color emphasis: #00B892
- Use when discussing: Cloud infrastructure, enterprise capability

Extensibility

- Visual: Connection points, open architecture
 - Color emphasis: #004B9B
 - Use when discussing: Integrations, developer tools, API
-

9. Digital Applications

Website Design Specifications

Hero Sections

- Full-width, split-screen layouts
- Left: Messaging + CTAs
- Right: Animated product demo or key visual
- Animated counters for proof metrics
- Trust bar with client logos immediately below

Navigation

- Sticky header with clear hierarchy
- Primary: Platform, Features, Industries, Pricing, Resources
- Secondary: Company, Contact
- Mobile: Hamburger menu with full-page overlay

Interactive Elements

Micro-Interactions

- Hover states reveal additional information
- Smooth transitions between states (0.3s ease)
- Progress indicators on forms
- Animated counters for metrics

Forms

- Clear labels and validation
- Inline error messages
- Progress indicators for multi-step
- Auto-save for longer forms

Cards & Components

- Subtle shadows for elevation (never harsh borders)

- Rounded corners (8px standard)
- Consistent padding (24px standard)

Animation Design

Animation is art. Every movement should be purposeful, smooth, and elevate the user experience—never distract from it.

Animation Principles

Purposeful Motion

Every animation serves a clear function: guiding attention, providing feedback, or illustrating state changes. No decoration for decoration's sake.

Timing & Easing

- **Duration:** 200-400ms for most interactions
- **Easing:** Use ease-out for entrances (quick start, gentle finish)
- **Easing:** Use ease-in-out for position changes (smooth throughout)
- Never use linear timing—it feels mechanical and harsh

Movement Philosophy

Reflect the arrow/movement metaphor: animations flow directionally, suggesting progress and transition. Elements move with intention, not arbitrarily.

What to Animate

- State transitions (hover, active, disabled)
- Page transitions (subtle fade or directional slide)
- Content reveals (fade up with slight vertical movement)
- Loading states (smooth progress indicators, not spinners)
- Data visualizations (counters, charts appearing progressively)

Animation Don'ts

- ✗ No bounce effects—too playful for our professional tone
- ✗ No spastic/jittery movements—damages credibility
- ✗ No excessive delays—respect the user's time
- ✗ No animations longer than 600ms—becomes boring, not engaging
- ✗ No animations on every interaction—creates fatigue

Accessibility

- Respect `prefers-reduced-motion` for users who need it
- Provide instant alternatives for all animated interactions
- Never rely solely on animation to convey critical information

Examples of Good Animation

- Counter rolling up to final metric value (data reveal)
- Card lifting slightly on hover with smooth shadow transition (depth/affordance)
- Navigation menu sliding in from edge with fade (directional context)
- Form validation appearing with gentle fade-up (non-intrusive feedback)
- Logo pictogram transitioning through 4 arrow states (brand storytelling)

Performance Standards

- Lighthouse score: 90+ all metrics
 - First Contentful Paint: <1.5s
 - Time to Interactive: <3.5s
 - Mobile-optimized for 60%+ traffic
-

9. Content Guidelines

Writing Do's

✓ **Be Direct and Confident**

"Launch in 30 days" not "Can help you launch faster"

✓ **Use Active Voice**

"We built" not "Our platform was built"

✓ **Lead with Benefits**

"Reduce downtime" not "Maintenance scheduling feature"

✓ **Show, Don't Tell**

Metrics over adjectives. "99.9% uptime" beats "extremely reliable"

✓ **Acknowledge Competition Without Naming**

"Unlike platforms that lock you into proprietary hardware..."

Writing Don'ts

✗ **Don't Overuse "Italian" in Headlines**

It's a supporting element, not the primary value proposition

✗ **Don't Bury Value Props Under Brand Storytelling**

Lead with what we do, then explain who we are

✗ **Don't Use Unexplained Jargon**

"MaaS" needs context on first use. Define then use freely.

✗ **Don't Make Unverifiable Claims**

"Best platform" → "Fastest time to launch (30 days average)"

✗ **Don't Apologize or Hedge**

"We think" → "We know" (when we actually do)

Formatting Guidelines

Lists and Bullets

Use sparingly. Default to prose and paragraphs except when:

- User explicitly requests a list

- Information is truly comparative (pricing tiers, feature comparison)
- Technical documentation requires structured data

For reports and explanations: Write in flowing prose without bullet points or numbered lists.

Each bullet point (when used): Should be 1-2 complete sentences minimum.

Headers and Bold Text

Use to establish hierarchy, not for emphasis within sentences. Avoid over-formatting.

Emojis

Avoid unless the user uses them first or explicitly requests them. Keep professional.

10. Legal & Compliance

Required Legal Copy

Privacy Commitment

"Playmoove is GDPR-compliant and SOC 2 Type II certified. We never sell user data."

Security Statement

"All data transmitted through Playmoove uses industry-standard encryption. PCI DSS Level 1 compliant for payment processing."

Uptime SLA

"99.9% uptime guaranteed. See service level agreement for details and remedy terms."

Copyright & Trademarks

Copyright Notice

© [YEAR] Playmoove S.r.l. All rights reserved.

Trademark Usage

Playmoove® is a registered trademark of Playmoove S.r.l.

- Always use proper capitalization: Playmoove (not PLAYMOOVE or playmoove)
- First mention should include ® symbol in formal documents

Third-Party Attributions

When using partner logos, integration names, or third-party technology:

- Verify permission for logo usage
 - Include attribution where required
 - Link to partner websites when appropriate
-

Brand Guidelines Version Control

Version: 2.0

Last Updated: January 2026

Contact: brand@playmoove.com

Maintained by: Marketing Team, Cagliari HQ

Amendment Process

Brand guideline updates require approval from:

- Head of Marketing
 - CEO/Founder (for strategic positioning changes)
 - Design Lead (for visual system changes)
-

Quick Reference Checklist

Before Publishing Any Content:

- ☐ Does it lead with operator benefits, not features?
- ☐ Is "Made in Italy" supporting, not leading?
- ☐ Are claims backed by proof points?
- ☐ Does it use active, confident voice?
- ☐ Is it accessible (contrast, readability)?
- ☐ Does it avoid unexplained jargon?
- ☐ Are CTAs clear and action-oriented?
- ☐ Does it maintain brand tone (direct, honest, knowledgeable)?

For Visual Materials:

- ☐ Is logo placement correct with clear space?
- ☐ Are colors from approved palette?
- ☐ Does it meet accessibility contrast standards?
- ☐ Is typography consistent with guidelines?
- ☐ Are images authentic, not stock?
- ☐ Are interactive elements responsive?

For questions about brand applications not covered in this document, contact the Marketing Team at Playmoove HQ in Cagliari, Sardinia.