

BETVICTOR

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Introduction

This guide is intended to provide a complete overview of all our design assets and creative elements that together define the BetVictor brand.



Introduction

BetVictor is a digital online gambling company that champions Safer Gambling, innovation and integrity.

By combining our products and principles with our distinctive branding and Tone of Voice, we can deliver the superior betting experience our customers and partners expect from a leading operator.

We've created this document to help achieve and maintain that ambition across every medium and activation, so we continue to grow while staying true to our brand promise:

BetVictor. Your Best Bet.



Ascot in 1946, BetVictor's founding year.

Founded In 1946

From humble beginnings as a trackside bookmaker in London's East End to our current headquarters in Gibraltar's World Trade Center, BetVictor today is almost unrecognisable from the independent, family-run business founded over 70 years ago.

While technology, regulation and betting culture have changed significantly since we first started trading, our passion for sports and respect for gambling have endured.

Today's success is built upon a strong betting heritage, and our passion for sports and casino continues to grow stronger with every step of our ongoing journey.



The upper rock, as seen from the south.

Industry Pioneers

In 1998 we became the first UK gambling company to move our operations to Gibraltar, saving our customers a 9% betting tax in the process. Several of the world's biggest firms soon followed our lead.

Our online betting service began in 1999, the same year MSN Messenger went live. We were taking bets online before internet relics like Napster, LimeWire and Myspace existed, and celebrating our 6th online anniversary when YouTube arrived.



And they're off at Tipperary! A familiar circuit for many of Mr. Tabor's horses.

New Beginnings

In 2014, Michael Tabor acquired sole ownership of BetVictor.

Already a respected bookmaker and racehorse owner, Mr. Tabor was no stranger to the world of gambling when he took over, and his team of industry experts helped steer BetVictor into a new era of sustainable growth.

This measured approach to private ownership provided the flexibility and creative freedom for innovation to flourish, and at a much quicker pace than our less agile 'oil tanker' PLC competitors.

Bet Builder | Popular Picks

Leicester City v Arsenal

BB

Liverpool v Tottenham

Tottenham over 0.5 goals

Add another selection

6/4

Match

Live

Start Building your Bet with our award winning Bet Builder

Start Now

Our pre-built picks

Leicester City to win 2-1 in the 1st half

Over 8.5 corners

Over 3.5 cards

Jamie Vardy to score in the second half

1000/1

Edit

Leicester City to win 2-1 in the 1st half

Over 8.5 corners

Bet Boosts

Tottenham v Liverpool >

Harry Kane to score 2 or more goals in 90 mins in the Tottenham v Liverpool game

Was

130/8

Boost

5/1

Harry Kane to score 2 or more goals in 90 mins in the Tottenham v Liverpool game

130/8

5/1

Leicester City v Manchester Utd >

Jamie Vardy to score 2 or more goals in 90 mins in the Leicester City v Manchester Utd game

Was

130/8

Boost

5/1

Jamie Vardy to score 2 or more goals in 90 mins in the Leicester City v Manchester Utd game

130/8

5/1

<

Show Balance

DEPOSIT

🏠

🔊

☰

HARRY'S REELS

SCATTER

WILD 2x

BV

10

J

10

10

📞

SCATTER

K

J

Q

A

A

10

BV

WILD

K

J

AUTO PLAY

↺

MAX BET

We Try New Things

Our product strategy focuses on leveraging in-house developed technology to establish BetVictor as both a responsible gambling operator and a leading B2B player.

Historically, we've been first to market with a number of award-winning products and marketing campaigns developed in-house.

In Horse Racing, our groundbreaking **Lengthen the Odds** market allows customers to specify the minimum distance a horse will win by in exchange for bigger odds.

In Football, our best-in-class **Bet Builder** product enables customers to combine multiple markets into a single, unique bet of their design. To mark its arrival, we guaranteed £1,000,000 to whoever had the biggest priced winner on any match at the 2018 World Cup.

In Casino, we've reinforced our sponsorships by creating exclusive branded content, with titles including the **Chelsea FC Slot**, the **Liverpool FC Slot** and **Harry's Reels** featuring BetVictor brand ambassador, Harry Redknapp.

Introduction



Safer Gambling

We don't just entertain our customers; we also have a duty to protect them from gambling related harm.

Some of the tools we offer to encourage Safer Gambling include deposit limits, reality checks, time-out options, self-exclusion and product restrictions.

We also have a dedicated, expertly trained team of Safer Gambling professionals operating 24/7. This team has tripled in size since 2015 and is the fastest growing department at BetVictor today.

Safer Gambling is a sensitive topic, and the social stigma associated with problem gambling makes some people hesitant to contact us. Our Safer Gambling self-service portal means customers can access these tools without contacting us, empowering them to gamble responsibly without any perceived embarrassment.

Our automated algorithms are quick to highlight any customers that might be at risk based on a number of factors, even if they're unaware of their own gambling habits. We only allow these customers to continue betting once we're satisfied they're in control following a complete review of their account, including a personal phone call.

Brand Positioning

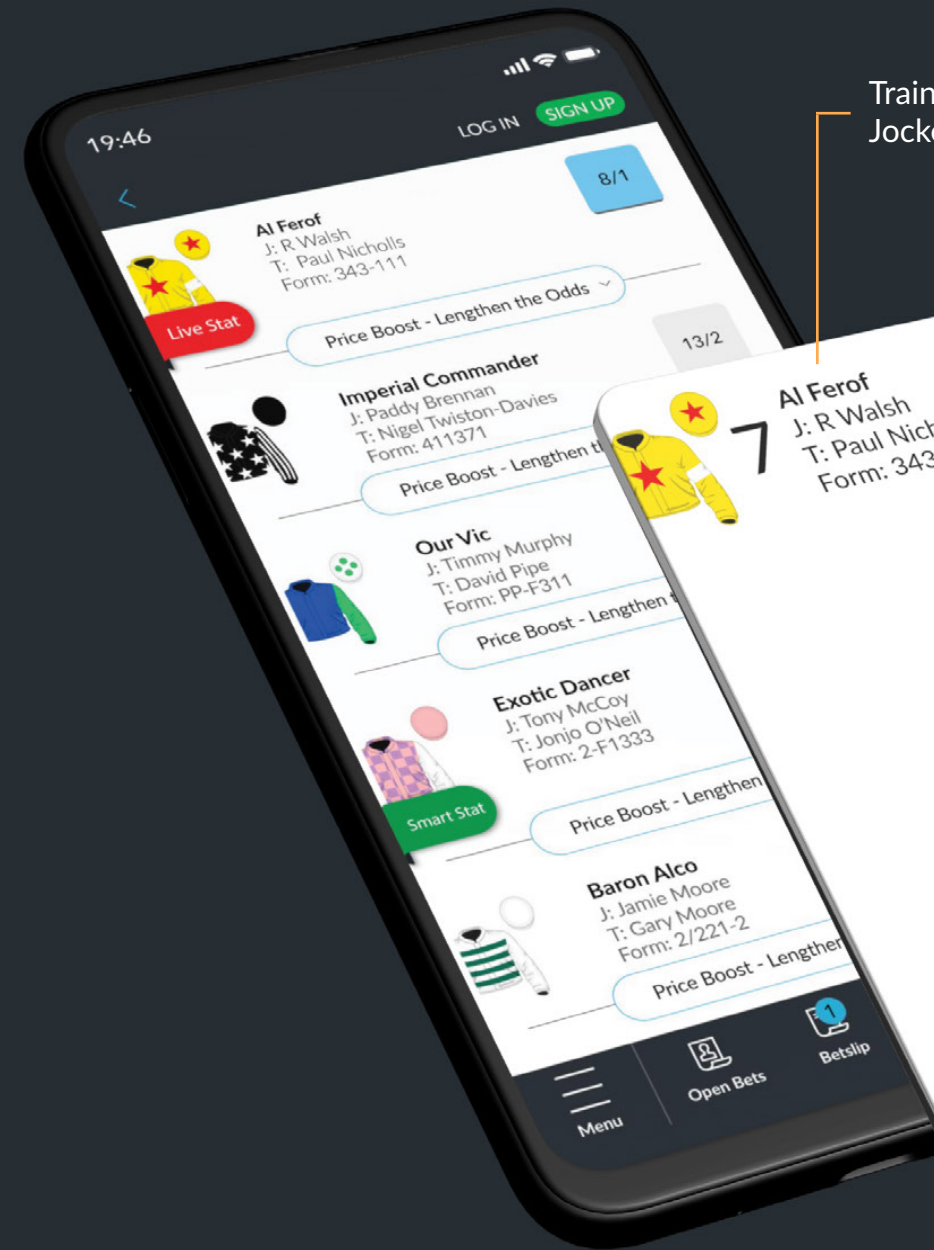
Who we are, what we do, where we stand, and why we're the better choice for sports and casino gamblers.



Brand Purpose

To add excitement to sports and casino by providing a safe environment to enjoy gambling responsibly.

The brand's reason for existing.



Trainer,
Jockey & Form

Live Stats, Trends,
Tips & Updates

In-Depth
Runner Details



Brand Positioning

- We're a serious gambling company.
- We're dedicated to improving the betting experience.
- We're committed to protecting customers from gambling related harm.

What the brand brings to the market that defines its competitive profile.



Brand Vision

To be the most reputable gambling company.

What the brand aspires to be.



Brand Mission

Build confidence in our business by providing smarter ways for all stakeholders to benefit from our experience, talent, and products.

How we achieve our collective goals.



Still from the BetVictor TV advert.
Hey Harry Smart TV.

People and Insight

The recreational gambler. A 25-35-year-old sports bettor who sees gambling as a bit of fun, not a way to make money.

When they win, great – it's a bit of extra cash for the weekend. When they lose, no big deal – it was only a tenner. Maybe they'll have more luck on tomorrow's match, or the fight next week, if they fancy it.

They know some people can get carried away, but to them an occasional bet is just something to talk about with friends and family.

Our target audience defined by an underlying observation or ownable insight.

Our Company Values

Our Company Values are what unite every person, team and department across our global operations. They're an internal set of principles that guide our decision-making, so we approach our common goals in a considered, consistent and responsible way.



Our Company Values

- Be Trustworthy**
Act with integrity. Be open. Communicate clearly. Deliver on your promises. Learn from your mistakes..
- Be Respectful**
Be kind. Stay humble. Speak truthfully. Treat people fairly and respect their opinions, judgement, and expertise.
- Be Smart**
Embrace change. Be resourceful. Create opportunity. Play to your strengths and dare to challenge.
- Be Exemplary**
Lead by example. Keep improving. Take pride in your work. Finish what you start and aim high.

The values that define our attitude to work and future direction.

Our Brand Values

Our Brand Values define how we behave externally. They shape our actions, voice and image so people can familiarise themselves with our brand. They reveal what BetVictor stands for, and the perceptions we hold of our own customers.



Brand Values

Everyday Excellence

We innovate with purpose to remove complexity, improve entertainment and encourage informed betting decisions.

Sport Is In Our DNA

Our business is built upon a profound respect for gambling and a genuine love of sports and casino.

Solid Partnerships

We proudly partner with some of the most respected names and biggest stars in sports and casino.

Sustainability Before Short-Term Profits

Protecting our customers from gambling related harm is our first priority.

Always Relevant

We embrace change and readily adapt to industry regulation, innovation and technology.

The Best Policy

Our imagery, products and Safer Gambling tools empower people to see the bigger picture.

The customer-facing counterpart to our internal Company Values.



Whatever BetVictor means to you,
rest assured you're in safe hands.

Our Promise

BetVictor. Your Best Bet.

It's a simple statement, but one that captures our beliefs and ambitions.

For employees, 'Your Best Bet' is to further your career and develop new skills at a company that is fully invested in your success. As BetVictor continues to grow, so too will the opportunities available to you – and since we're committed to Gibraltar, you won't need to relocate to pursue them.

For customers, 'Your Best Bet' is to gamble with a company of integrity and take advantage of features like Smart Cards and Betfinder to place an informed bet. We do our utmost to protect not just our customers, but also children and vulnerable adults from gambling related harm.

The most inspiring and compelling thing we can convey about the brand to our audience.



BetVictor Brand Ambassador
Harry Redknapp.

Brand Personality

Serious about our business, but enthusiastic and light-hearted in tone.

No gimmicks or exaggeration. We're calm, collected and straight-talking.

The company we keep reflects our ambitious and forward-thinking nature.

The principles that define the behaviours.

Tone of Voice

Our Tone of Voice defines the way we talk to our customers, conveys our character and reflects our brand personality.



Our Brand Voice

We speak to our customers with the confidence that comes with the knowledge and experience we've gained from over 70 years at the top of our game.

We're serious, enthusiastic and passionate about sports betting and casino. Our language should reflect this at all times, wherever BetVictor is seen or heard.

Remember our target audience: the recreational 25-35-year-old gambler. They bet when they feel like it, mostly on football, but they like other sports too. There's little consistency to when they bet, so we need to greet them with the same respectful tone, every time.

We inform and offer intelligent insight in a natural, conversational, straightforward manner which is neither too formal, nor too casual. It's professional, friendly and honest.

BetVictor is broadsheet, not tabloid. The thinking person's bookmaker. The company of choice for the discerning gambler. The words we use need to support this approach.

It can also help to explain how we don't speak to our customers – we don't patronise them, we're not over-familiar, we don't look for cheap laughs and we're certainly not 'laddish'.

The right Tone of Voice, combined with our distinctive branding and photography, helps customers to identify with our brand, raises brand awareness and builds trust.

If they like and respect who we are and what we do, they'll stay with BetVictor, ultimately driving revenue and helping to grow our business.

Logotype

Defines the specific, customised way we present our most recognisable asset – our brand logo.

BETVICTOR

Logotype

Our primary logotype is clear, confident and uncomplicated – a fitting visual signature for the BetVictor brand.

When used in written form it should be presented as a single word with a capital B and V, i.e. BetVictor.

It should only be seen entirely in caps in our logo.

Main Logo

With Blue Dark Background

BETVICTOR

With BetVictor Blue Background Colour

BETVICTOR

One Colour - Positive
To use over light background

BETVICTOR

Logo Variations

Contrast and legibility are the core considerations when choosing the logotype colour.

Two variations are available – positive and negative. You should always use a version with the highest contrast against your selected background.

Secondary - White Background

BETVICTOR

Shortcut



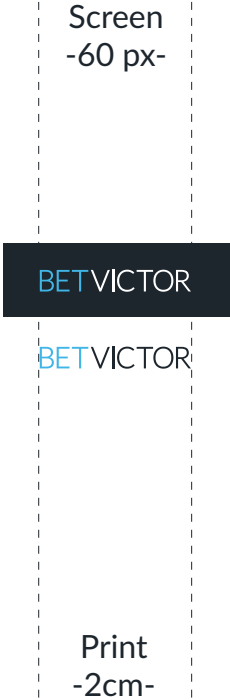
One Colour - Negative
To use over dark background

BETVICTOR

Exclusion Area



Minimum size:

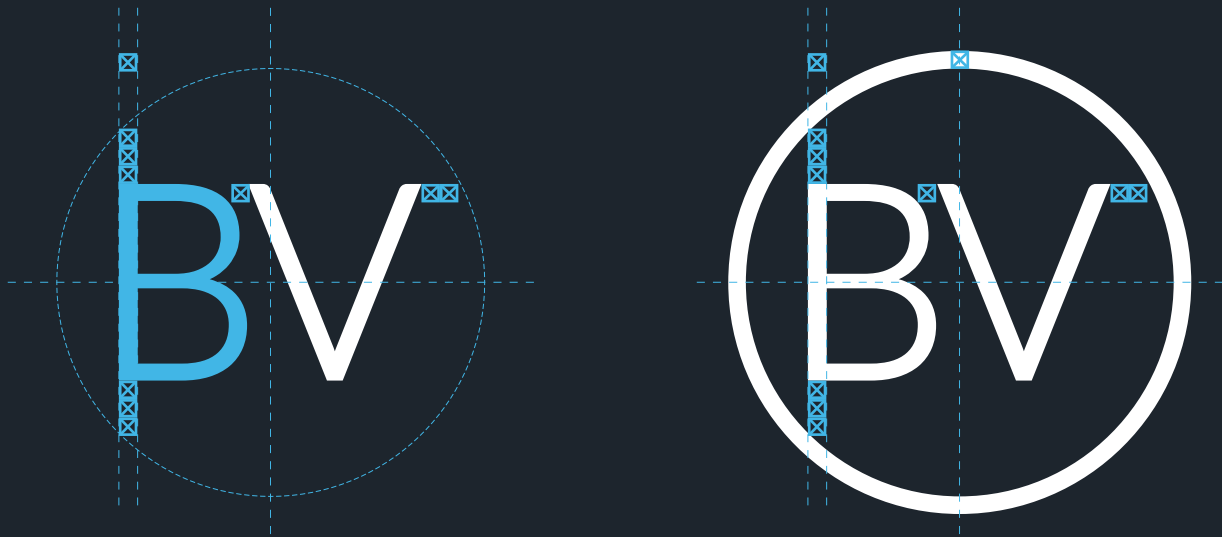


Clear Space

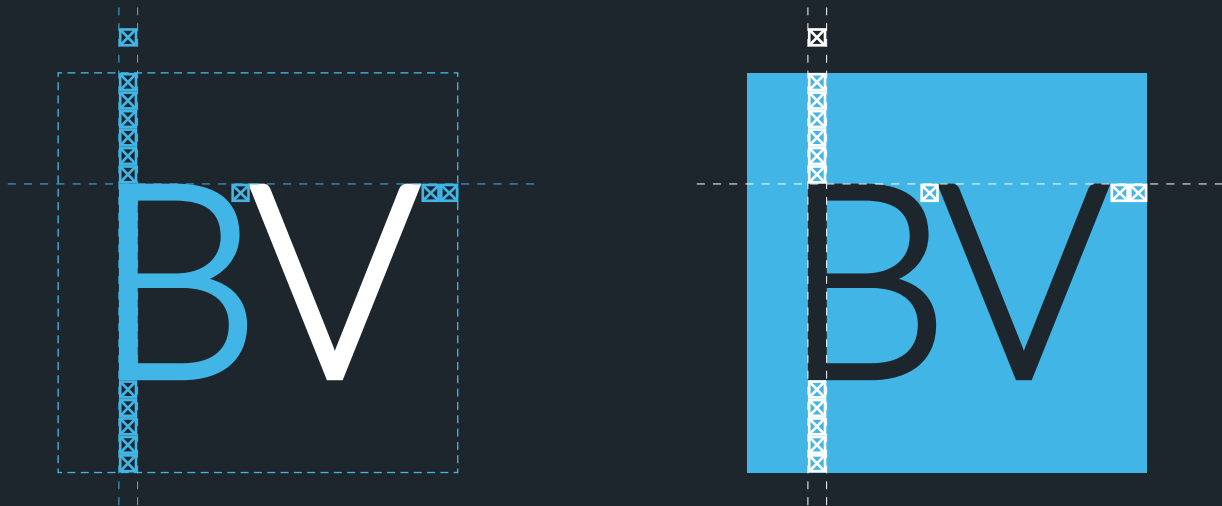
To ensure maximum visibility of our logo, it's important you keep to the defined minimum or preferred amount of clear space that surrounds it.

The clear space guidelines should be adhered to wherever our logo is displayed.

Rounded Shortcut Full Colour Version / One Colour - Stroke Version



Square Shortcut Full Colour Version / Two Colours - No Stroke Version



Stroke Rounded Shortcut

With BetVictor Blue Background Colour



Stroke Rounded Shortcut

One Colour - Positive



Stroke Rounded Shortcut

One Colour - Negative



Brand Shortcuts

To be used in situations where graphical real estate is limited.

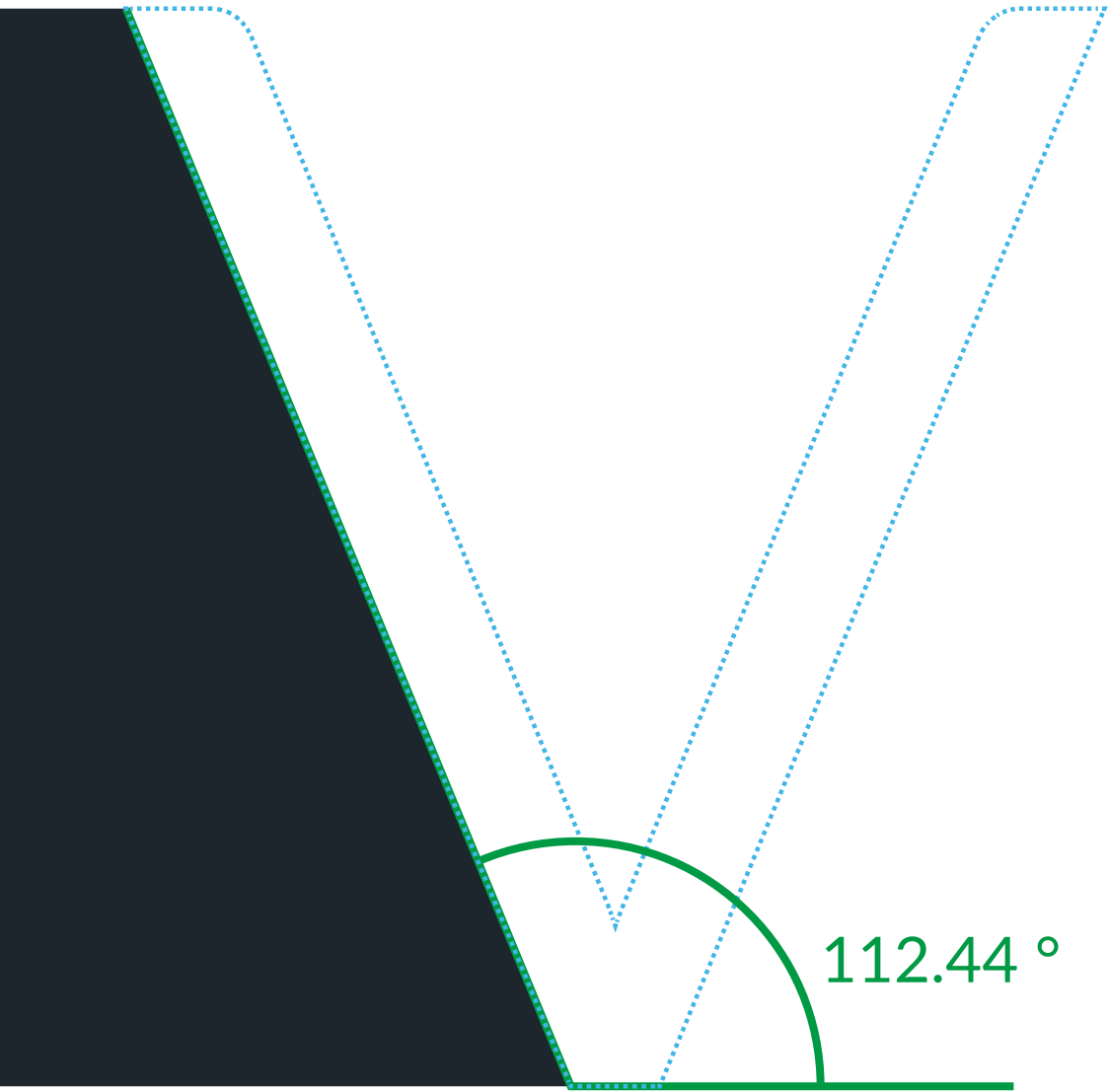
From the icon of our mobile app to the cufflinks of a BetVictor brand ambassador, the BV shortcut is an acceptable alternative to our logotype.

Just as with our primary logotypes, contrast and legibility are the core considerations when choosing the shortcut colour.

Distinctive Brand Assets

The distinctive elements used at every touchpoint to encourage instant brand association.

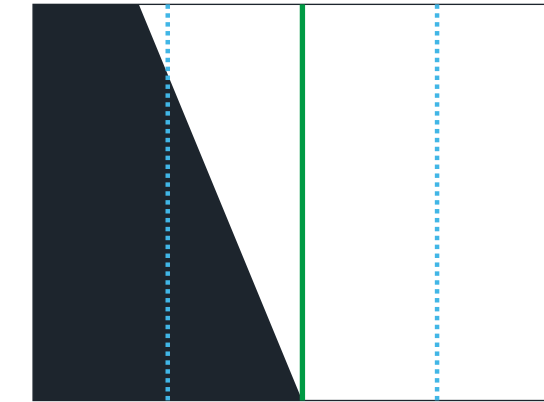
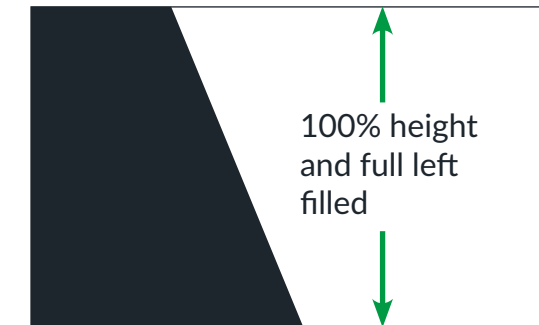
V Distinctive Shape



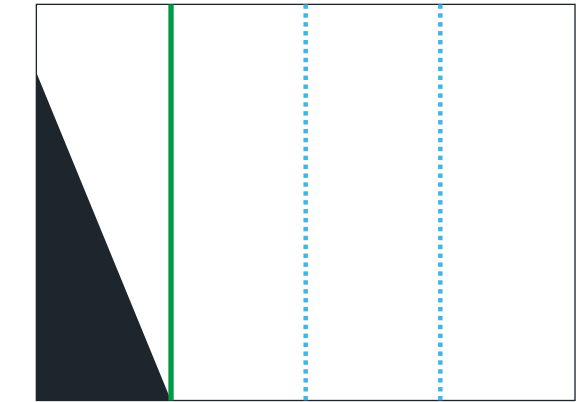
V Distinctive Shape Construction

It is constructed with the V angle of 112.44° inclination.

BV Dark or BV Blue colour. Usage on left side could support text and small graphics like icons.

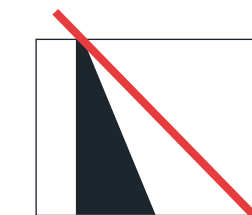


Maximum composition usage:
half left of width application

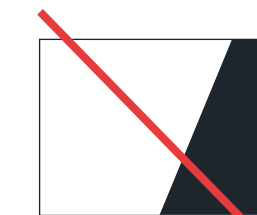


Minimum composition usage:
left quarter width of application

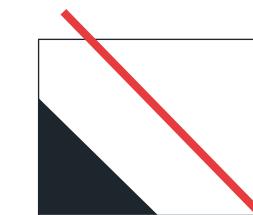
Don't:



Leave blank space
on left side



Flip



Change the angle
or shape form



Pass the minimum
or maximum
composition usage

BetVictor Supporting Elements BV Holding Shape



Holding Shape
Right alignment placement

Alignment placement examples

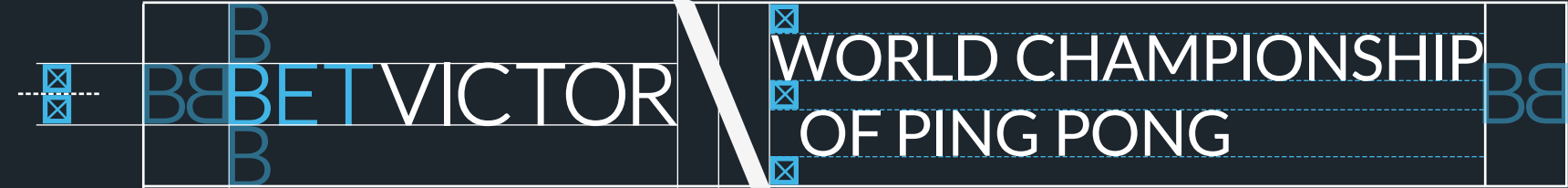


BetVictor Composite Logo

Lato Regular
All Caps
Font Tracking: -20



1 line version



2 line version

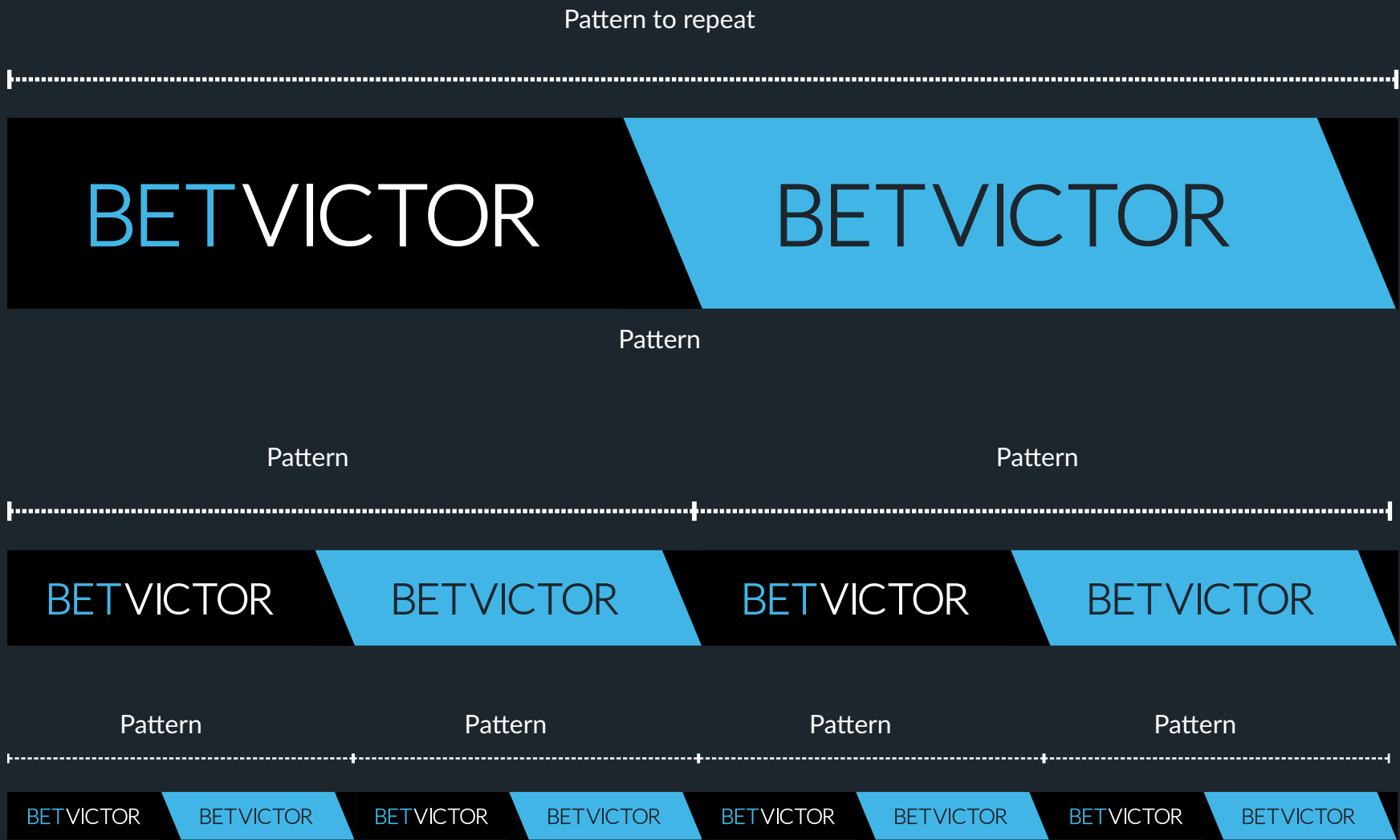


Composite Logo

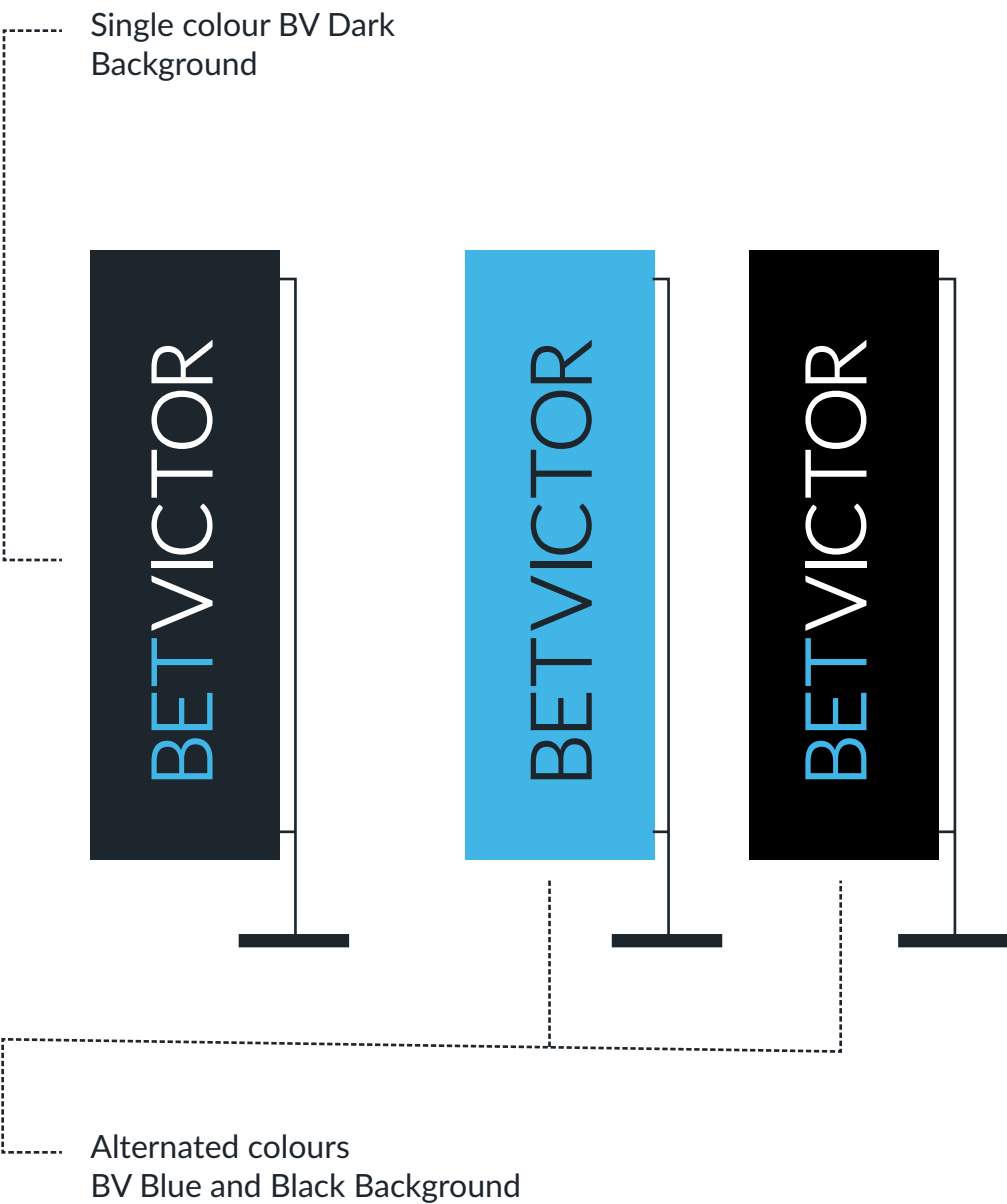
BetVictor is at the forefront of any composite logos, but both brands should have equal prominence so one is never inferior to the other.

It keeps our branding consistent across a range of promotions and shows our respect for any event we sponsor.

BV Sponsorship Boards

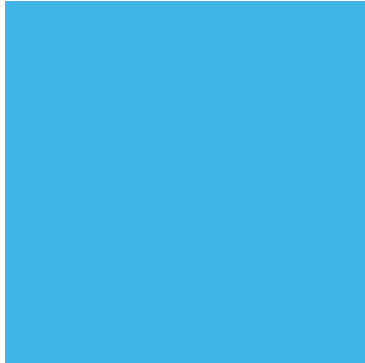


Flags



Brand Colours

A closer look at BV Blue and beyond, and how our accent colours can be used to enrich our creative output and products.



BV Blue

PANTONE	298 C
RGB	65 182 230
HEX/HTML	#41B6E6
CMYK	65 3 0 0

70%

#7CCCEC

80%

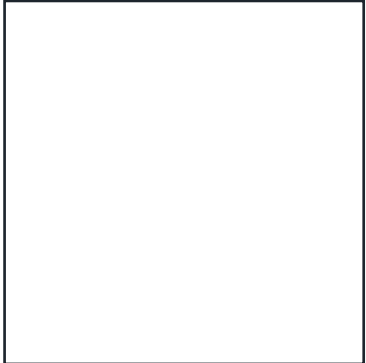
#6BC5E9

90%

#59BFE7


100%

#41B6E6



BV Pure White

PANTONE	--
RGB	255 255 255
HEX/HTML	#FFFFFF
CMYK	0 0 0 0



BV Dark

PANTONE	433 C
RGB	29 37 45
HEX/HTML	#1D252D
CMYK	88 63 40 85

#F4F5F5

10%

#E9E9EA

20%

#DEDFE0

30%

#D2D4D5

40%

#C7C9CB

50%

#777C81

60%

#61676C

70%

#4A5157

80%













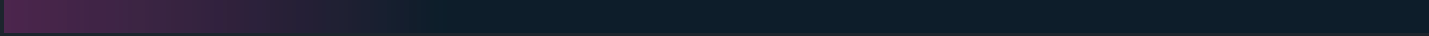







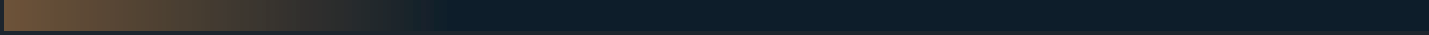



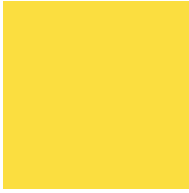



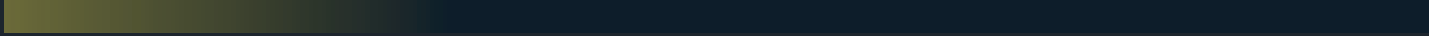







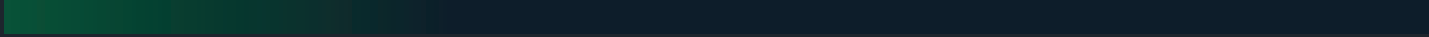











#343B42

90%

#1D252D

100%

BETVICTOR

			Tint	Light	Dark Background	Gradient - Secondary Colours to BV Blue or BV Dark	
	BV Red PANTONE 2034-C RGB 231 60 62 HEX/HTML #E73C3E CMYK 0 89 76 0		50%	#F29E9E	#823137		
			60%	#EE8A8C	#963336		
			70%	#EE7779	#A93538		
			80%	#EB6365	#BE373B		
			90%	#E95052	#D13B3D		
	BV Purple PANTONE 2063-C RGB 165 48 124 HEX/HTML #A5307C CMYK 28 94 0 4		50%	#D197BD	#602B55		
			60%	#C883B0	#6E2C5C		
			70%	#BF6FA4	#7C2D64		
			80%	#B55A97	#882E6C		
			90%	#AC458A	#942F73		
	BV Orange PANTONE 804-C RGB 255 170 77 HEX/HTML #FFAA4D CMYK 0 41 63 0		50%	#FFD3A6	#8E673C		
			60%	#FECB94	#A67441		
			70%	#FFC283	#BC8044		
			80%	#FFB971	#D28E47		
			90%	#FFAA4D	#E89B49		
	BV Yellow PANTONE 114-C RGB 251 222 64 HEX/HTML #FBDE40 CMYK 0 2 80 0		50%	#FDED9F	#8B8237		
			60%	#FAEA8B	#A19438		
			70%	#FC277A	#B7A539		
			80%	#FBE367	#CDB73D		
			90%	#FAE153	#E3C93E		
	BV Green PANTONE 347-C RGB 0 154 68 HEX/HTML #009A44 CMYK 92 0 97 0		50%	#80CBA2	#0F5F3A		
			60%	#67C18E	#0D6A3D		
			70%	#4EB77C	#09743C		
			80%	#34AD6A	#068140		
			90%	#1AA256	#038D42		
	BV Alt Dark PANTONE 433-C RGB 29 37 45 HEX/HTML #1D252D CMYK 81 69 57 66		50%	#959EAA	#293443		
			60%	#808b9A	#293647		
			70%	#6B7889	#2a384a		
			80%	#556578	#2A3A4E		
			90%	#415267	#2B3C52		

BETVICTOR

Accent Colours

Our extended colour palette offers a broad range of vibrant accents to complement our core brand colours.

Typography

The fonts we use in our communications, why we use them, and our information hierarchy.

Lato

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

'?'“!”(%)[#]{@}/&\<
-+÷×=>®©\$€£¥¢::,*

0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

'?'“!”(%)[#]{@}/&\<
-+÷×=>®©\$€£¥¢::,*

0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

'?'“!”(%)[#]{@}/&\<
-+÷×=>®©\$€£¥¢::,*

0123456789

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

**'?'“!”(%)[#]{@}/&\<
-+÷×=>®©\$€£¥¢::,***

0123456789

Our Typeface

Our communications are written in Lato wherever possible.

It's an elegant typeface that's clean, modern and legible across print and digital mediums.

Four different weights are used to ensure our messages are delivered as clearly as possible for maximum impact; Thin, Light, Regular and Bold.

We keep our messaging proportionately balanced by following a structured type hierarchy.

CTAs

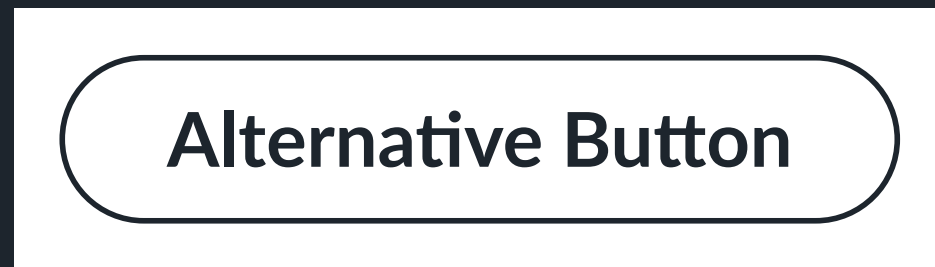
How we help customers navigate our website, apps, offers with clearly signposted CTAs and foolproof sport, products.



Title Case
Font: Lato Bold
Font Colour: Pure White
Background Colour: BV Green
Full Round Corners



Title Case
Font: Lato Bold
Font Colour: BV Blue or BV Black
Background Colour: None
Stroke Border 2px
Stroke Colour: BV Blue BV Blue or BV Black
Full Round Corners



Title Case
Font: Lato Bold

Title Case
Font: Lato Regular
Full Round Corners

Clickable Text Link

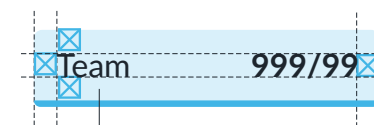


Title Case
Font: Lato Bold
Font Colour: BV Blue

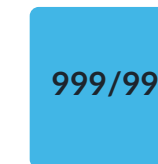
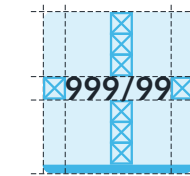
Price Buttons & Action Chips

Title Case
Font: Lato Bold
Font Colour: BV Black
Background Colour: #dceff9 (20% BV Blue)
Background Colour Active: BV Blue
Round Corners: 5px
Bottom Line: 2px
Line Colour: BV Blue

Single Version &
Composed Version



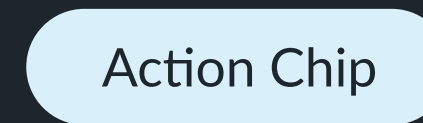
Font weight: Regular
Alignment: Left



Font weight: Bold
Alignment: Right



Active
Bottom Line: 2 px height Left
and Right Bottom Radius: 5px



Inactive
Font: BV Black
Background: #dceff9
(20% BV Blue)

CTA & Price Buttons

Primary CTA

Our primary CTAs prompt customers to perform a specific action, e.g. Sign Up or Deposit. They are always filled with a solid colour.

Alternative CTA

Our alternative CTAs help customers navigate their way around the site, e.g. See More or View Racecard. They always have a border stroke.

Tertiary CTA

Our tertiary CTAs are text based and don't require as much visibility, e.g. Forgotten Password or Show Balance.

Brand Ambassadors

Our stable of sporting legends, established stars and emerging talents that help promote our brand and engage our target audience.



Harry Redknapp

Renowned football manager Harry Redknapp personifies some of the defining characteristics of the BetVictor brand – genuine, likeable, fun and entertaining.

The former Tottenham and West Ham boss was already a legend for his achievements in the dug-out, but it was his exploits in winning I'm a Celebrity 2018 which sent his profile soaring and brought him to the attention of the public at large.

Very much a man of the people and the face of our incredibly popular TV campaign, our association with Harry guarantees brand presence in front of a mass, mainstream audience.



Jamie Snowden

Cheltenham Festival winning National Hunt trainer Jamie Snowden has established himself as one of the very best in the business with 2019/20 being his most successful year to date.

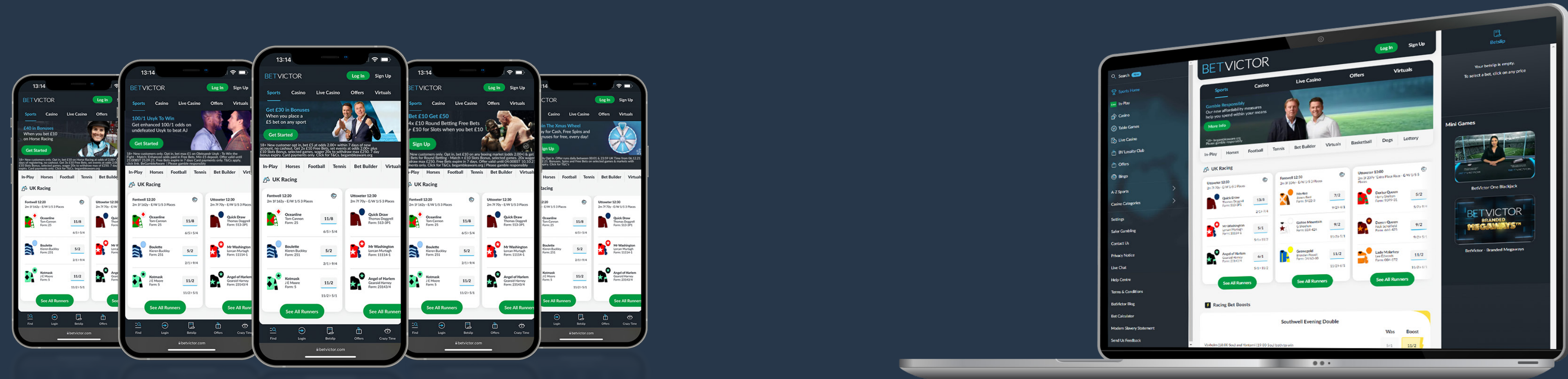
Himself a former amateur jockey, Jamie learnt the ropes under racing titans Paul Nicholls and Nicky Henderson before striking out on his own in 2008.

With his career going from strength to strength, Jamie kindly invited BetVictor behind the scenes to see his Folly House stables in operation at close quarters.

Passionate, committed, cool and clear-headed, there is no-one better suited to partner BetVictor.

Application

How we use our distinctive brand assets across all touchpoints.



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