

BETVICTOR 伟德

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# Introduction

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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

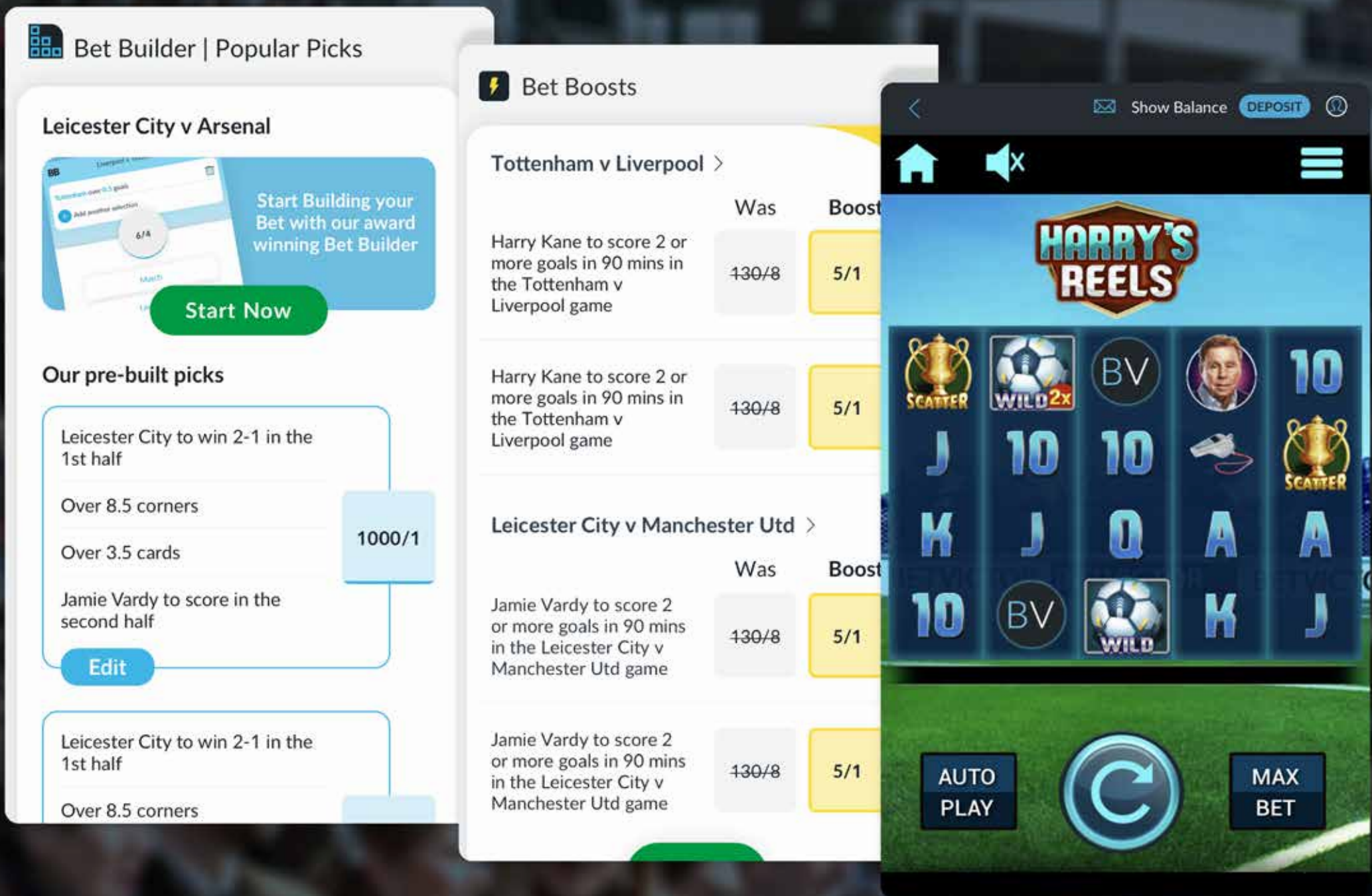
In 2014, Michael Tabor acquired sole ownership of BetVictor.

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.

Today, BetVictor sits at number 2 on the top 10 list of privately-owned bookmakers.





## 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.





## 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

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



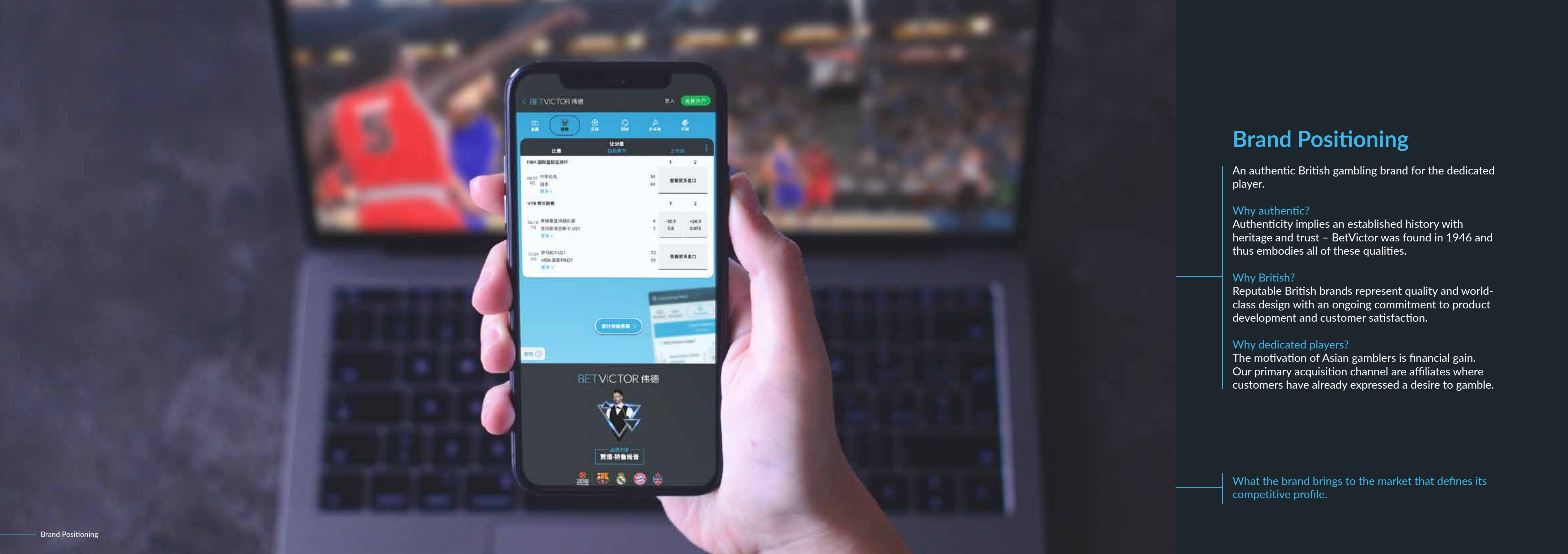


## Brand Purpose

To deliver a reliable and exciting betting experience for Chinese gamblers.

The brand's reason for existing.





## Brand Positioning

An authentic British gambling brand for the dedicated player.

### Why authentic?

Authenticity implies an established history with heritage and trust – BetVictor was found in 1946 and thus embodies all of these qualities.

### Why British?

Reputable British brands represent quality and world-class design with an ongoing commitment to product development and customer satisfaction.

### Why dedicated players?

The motivation of Asian gamblers is financial gain. Our primary acquisition channel are affiliates where customers have already expressed a desire to gamble.

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

# Our Company Values

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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 Excellent.**  
“Good” is not good enough for us. Aim to exceed expectations and achieve perfection in everything you do.
- Be Passionate.**  
Inspire everyone around you with your commitment and enthusiasm. Stay passionate about delivering excellence.
- Be Collaborative.**  
Work closely together to deliver our collective goals. As a united team, we are a powerful force.
- Be Accountable.**  
Accept responsibility for your actions. Have the courage to be proactive, take brave decisions and make things happen.
- Be Dynamic.**  
Be willing and prepared to adapt plans, reprioritize targets and act according to circumstance.
- Be Honest.**  
If it isn't right, don't do it. If it isn't true, don't say it. Be open with customers and colleagues alike.

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

# Our Brand Values

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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.





BetVictor Brand Ambassador  
Judd Trump

## Brand Behaviors

### Personable.

Our communication will be targeted, friendly and down to earth unlike our competitors who talk to people like a marketing machine.

### Realistic.

Our offers are simple, fun and attainable – there are no hidden terms of unreasonable wagering requirements.

### Immersive.

We take you straight to the action – In-Play sports betting and Live Casino.

### Gracious.

We're quick to congratulate our players and even quicker to pay them.

The customer-facing counterpart to our internal Company Values.



BetVictor Brand Ambassador  
Michael Owen.

## Personality

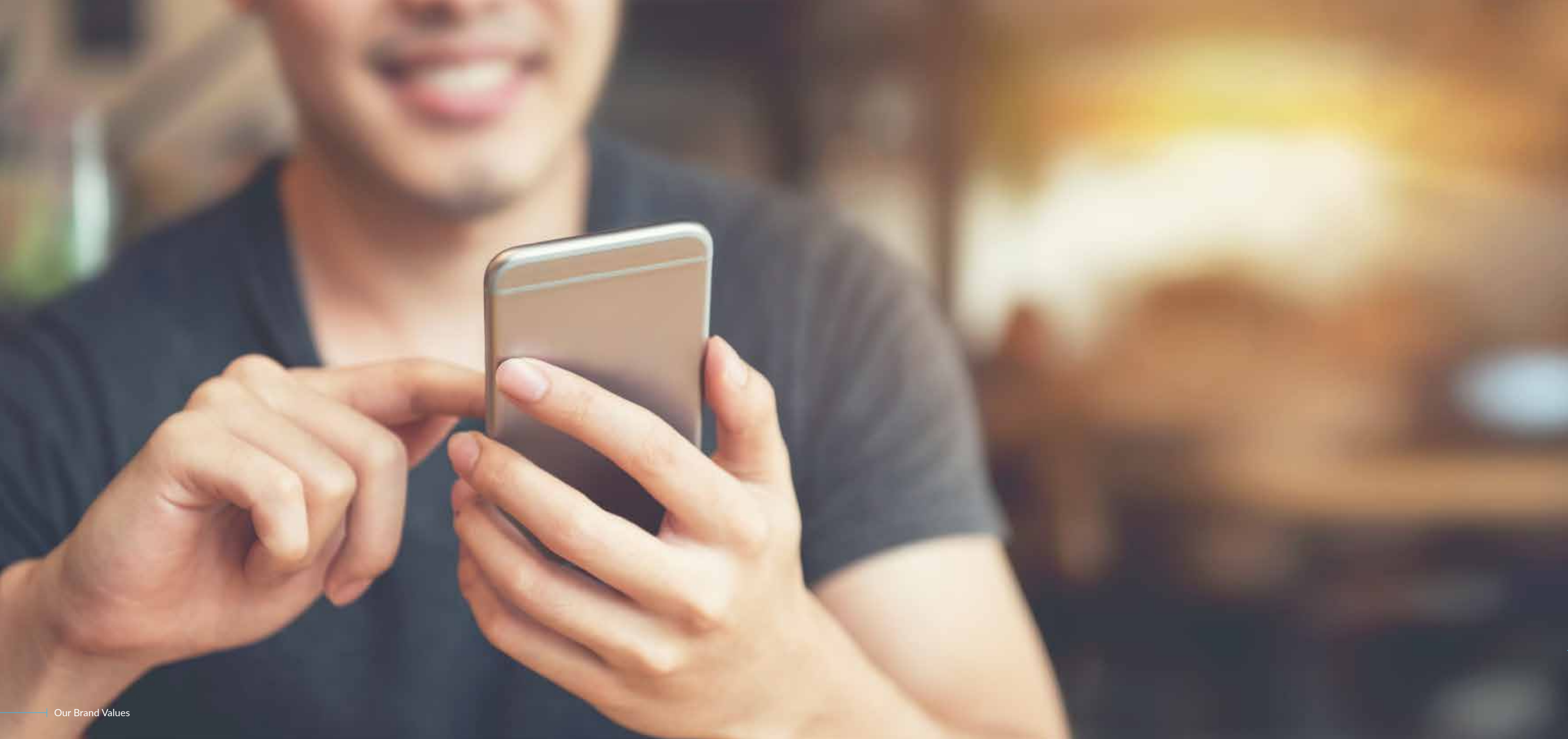
Confident, informed, experienced.

Positive, upbeat, enticing.

Supportive, reassuring, professional.

The principles that define the behaviours.





## External Values

“Experience is everything”.

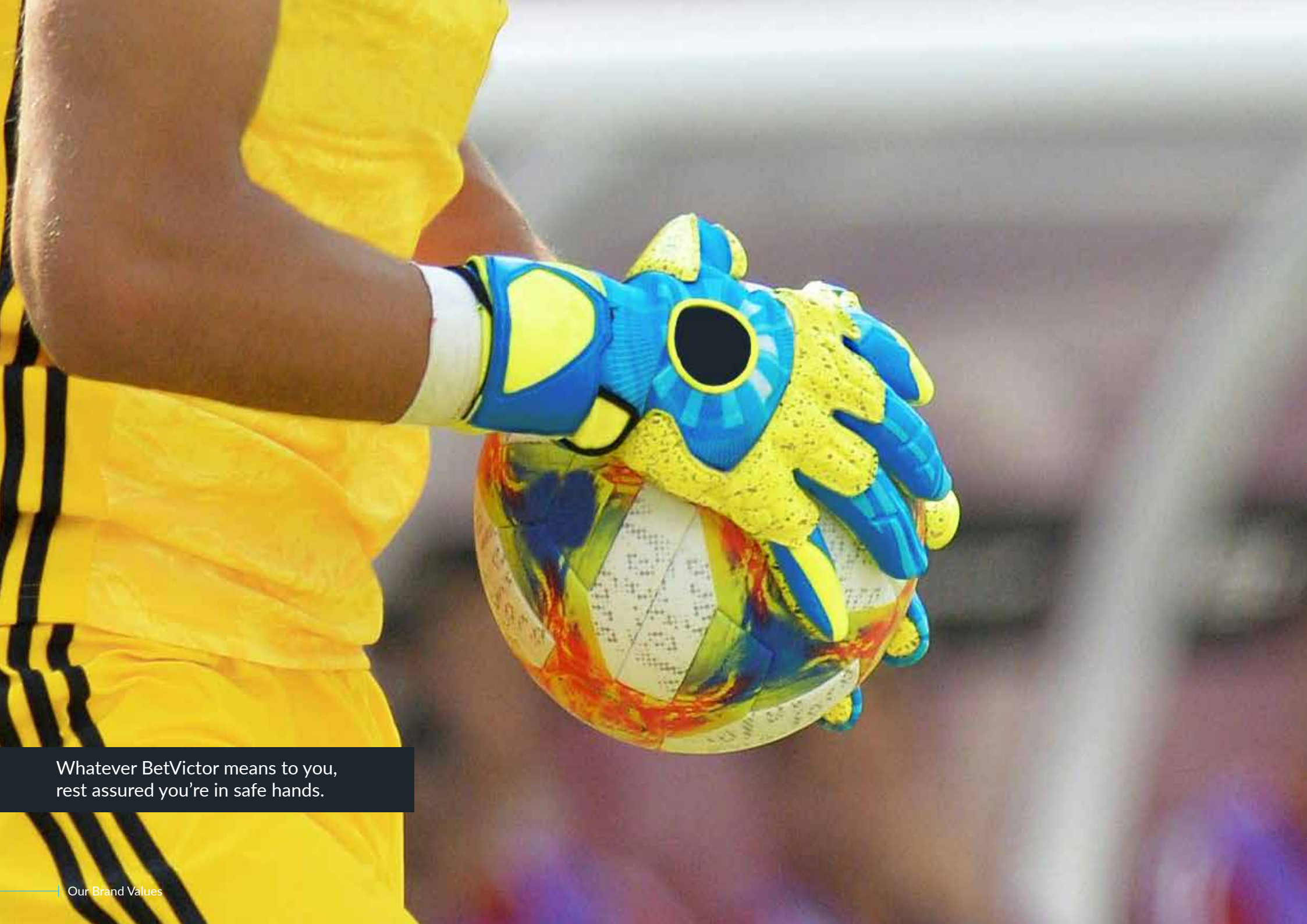
Demonstrate that we value our customers by delivering the best product and consumer experience.

Focus on the common currency of winning, both in tone and visual references.

Provide reassurance that with BetVictor, our customers are placing their best bet.

How should the brand behave.





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.

# Logotype

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



# BETVICTOR 伟德

## 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 伟德

With BetVictor Blue Background Colour

BETVICTOR 伟德

One Colour - Positive  
To use over light background

BETVICTOR 伟德

One Colour - Negative  
To use over dark background

BETVICTOR 伟德

## 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 伟德

Shortcut





# 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.

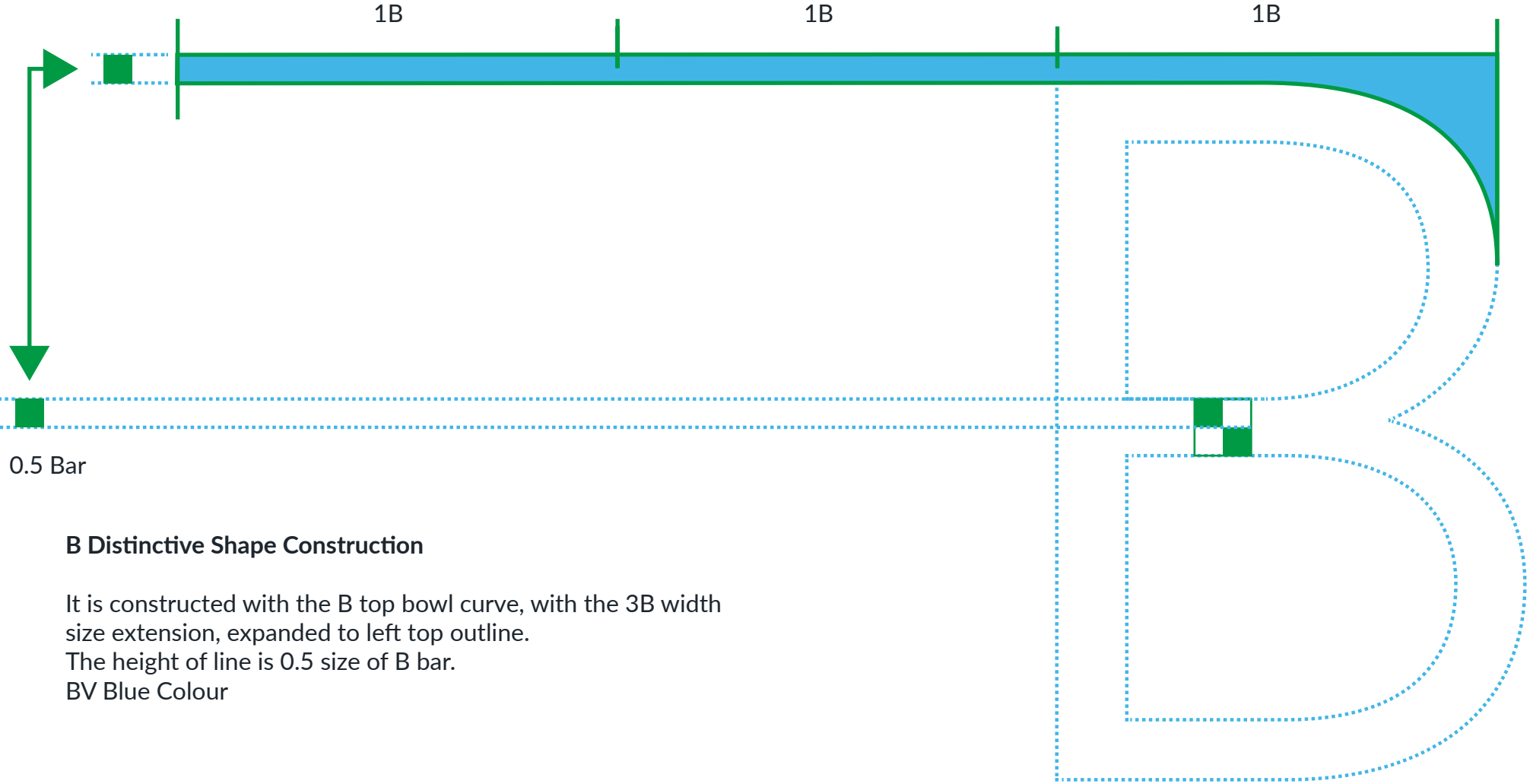
# Distinctive Brand Assets

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



# B Distinctive Shape

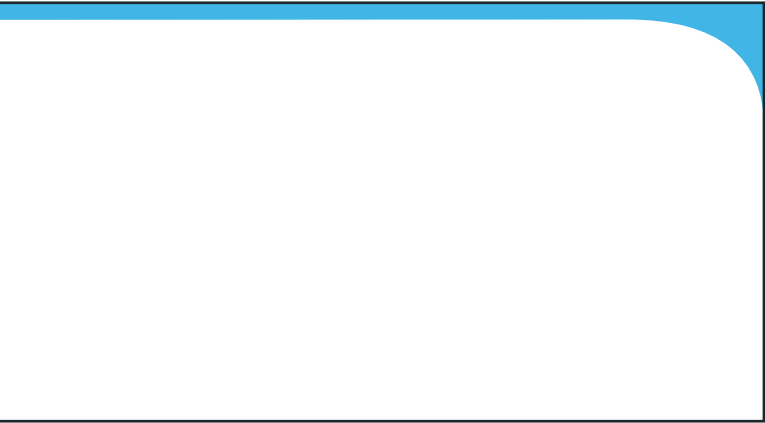


## B Distinctive Shape Construction

It is constructed with the B top bowl curve, with the 3B width size extension, expanded to left top outline.  
The height of line is 0.5 size of B bar.  
BV Blue Colour

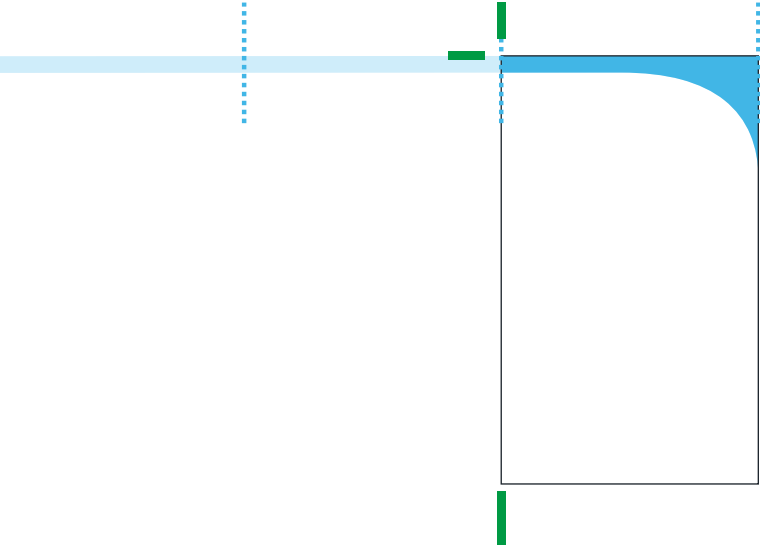
# Top Alignment

B Shape should be always align on top of the application filling all the width size.

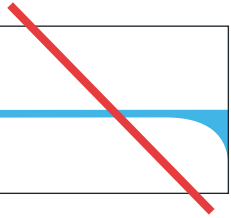


# Cropping

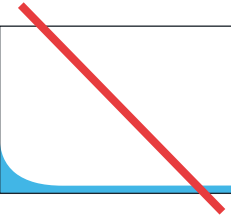
B Shape could be left cropped to 1/3 (1B) width to fit better on vertical/portrait applications.



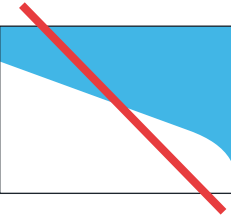
# Don't:



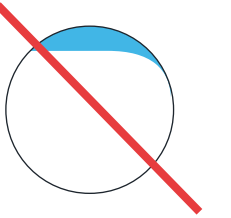
Use different alignment



Flip

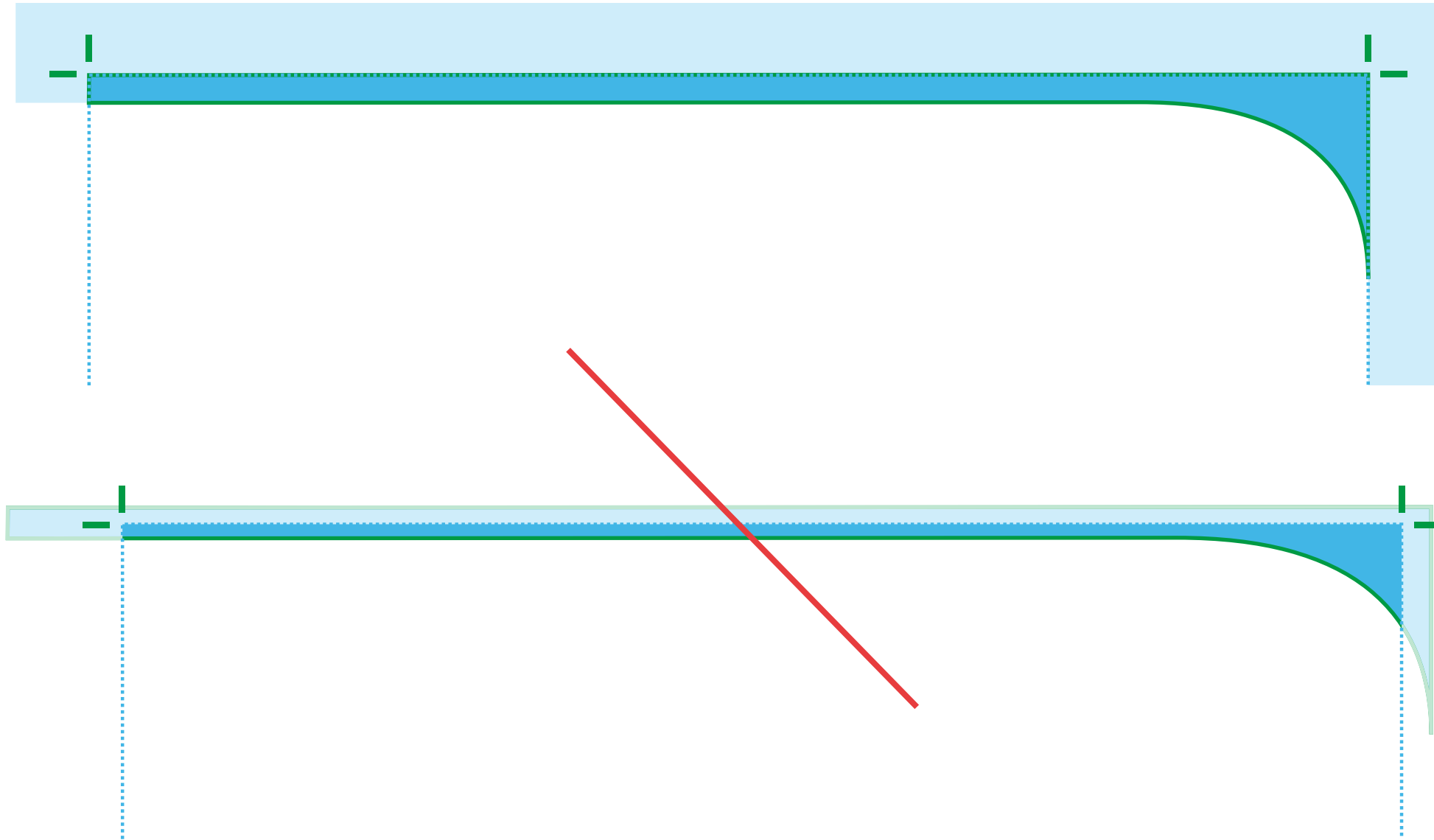


Rotate or change the angle



Use in no square or rectangular formats

## B Distinctive Shape Bleed



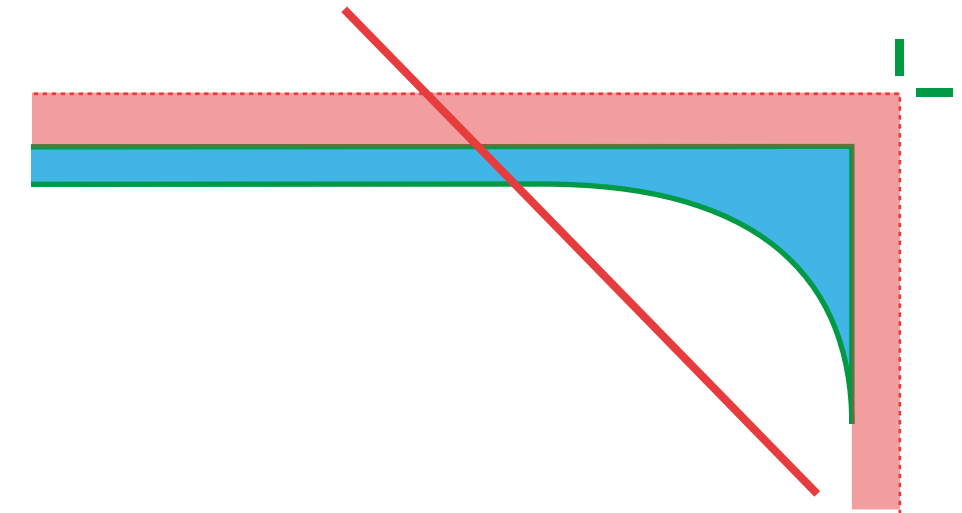
Bleed area should be added when needs.

Fill it with the BV Blue always outside of the BV Distinctive Shape area with no margin space between.

Never increase the B Distinctive Shape outside of the visible/printable area.

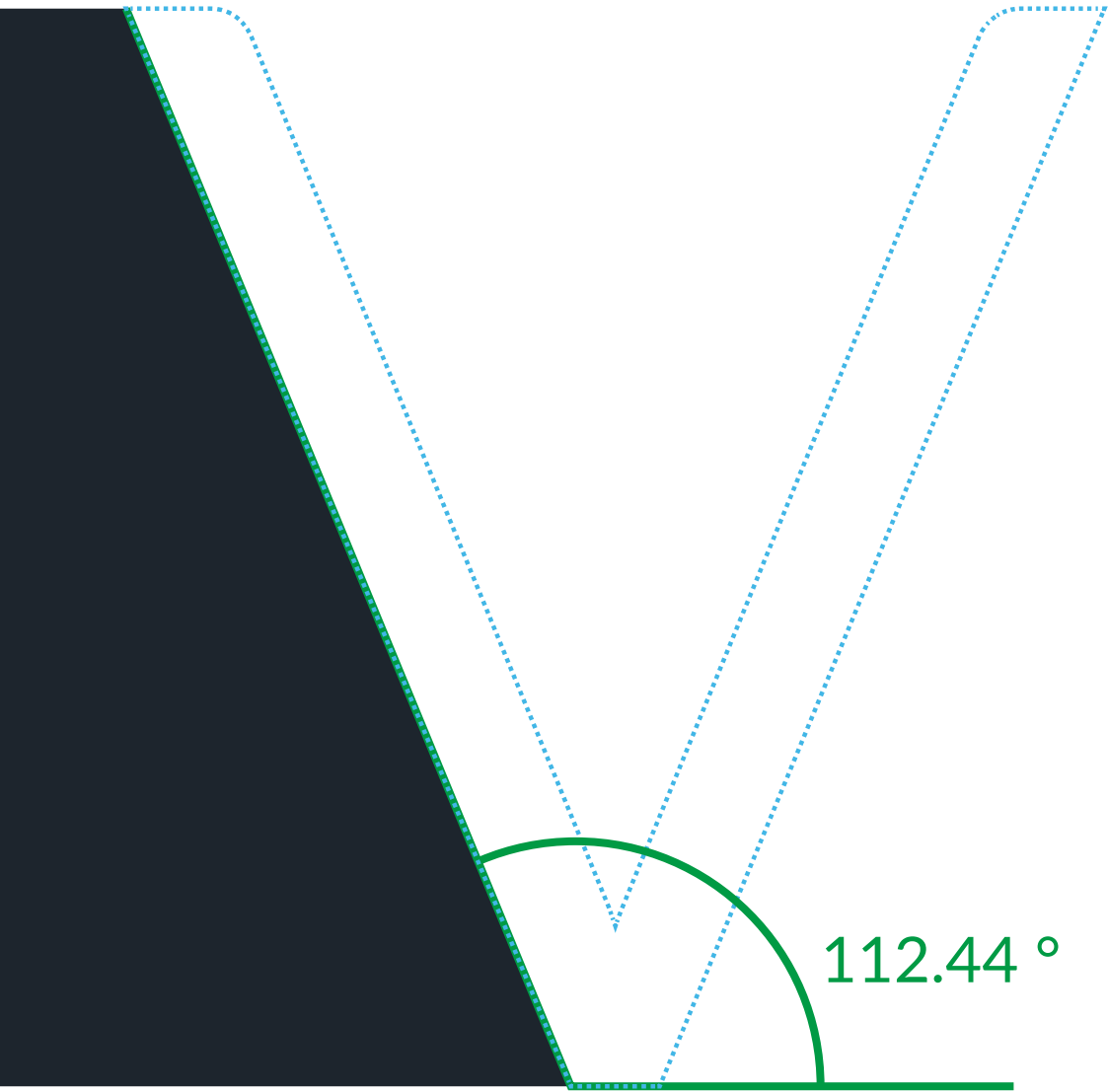
Never leave blank margins between the B Distinctive Shape and the tops.

It should be put on left, top and right.





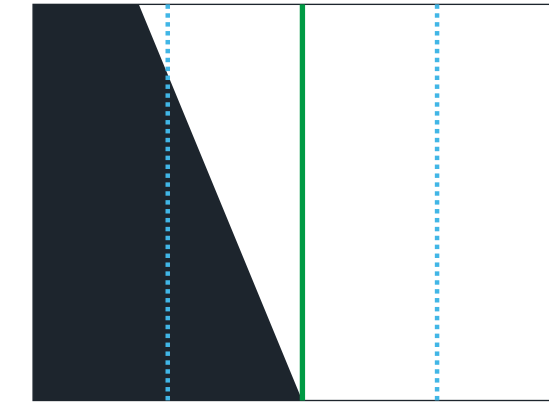
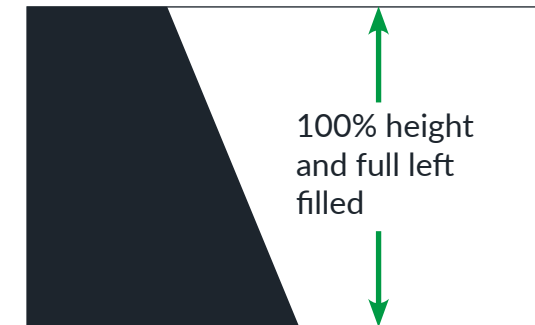
## V Distinctive Shape



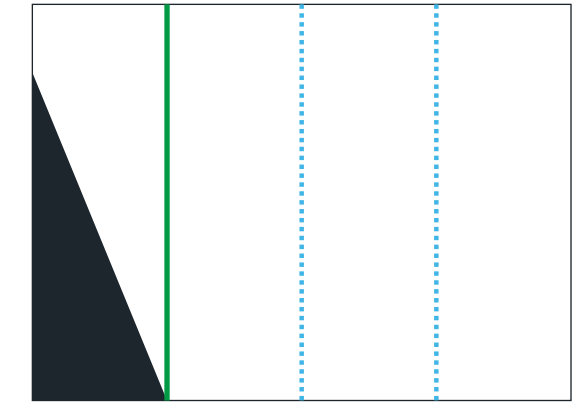
### V Distinctive Shape Construction

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.

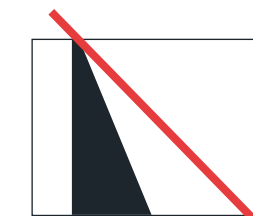


Maximum composition usage:  
half left of width application

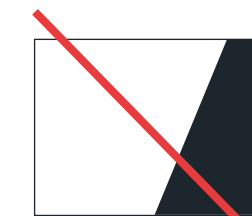


Minimum composition usage:  
left quarter width of application

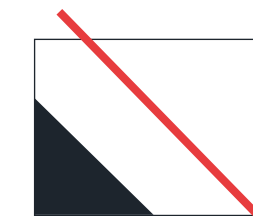
## Don't:



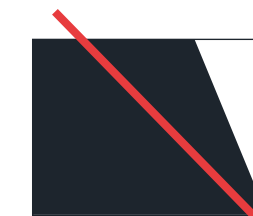
Leave blank space  
on left side



Flip



Change the angle  
or shape form



Pass the minimum  
or maximum  
composition usage

## Composite Logo

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



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.

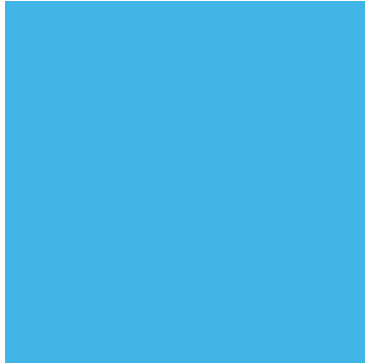
It keeps our branding consistent across a range of promotions and shows our respect for any event we sponsor.

# Brand Colours

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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%

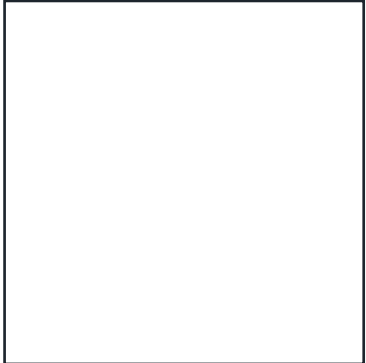
#6BC5E9

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%





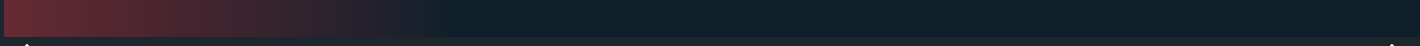







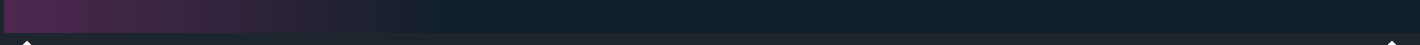







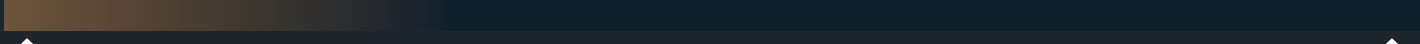



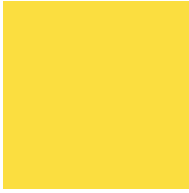



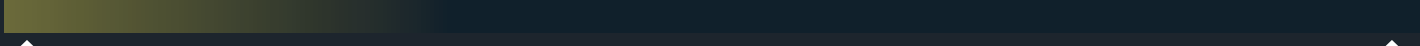







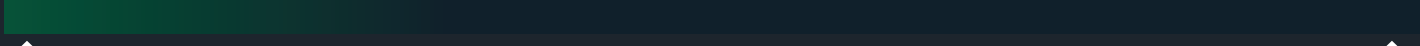







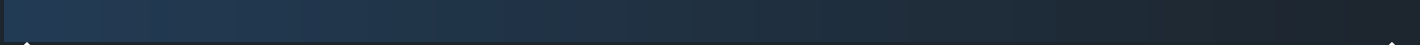



#343B42

90%

#1D252D

100%

BETVICTOR 伟德

			Tint	Light	Dark Background	Gradient - Secondary Colours to BV Blue or BV Dark	
	<b>BV Red</b>  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		
	<b>BV Purple</b>  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		
	<b>BV Orange</b>  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		
	<b>BV Yellow</b>  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		
	<b>BV Green</b>  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		
	<b>BV Alt Dark</b>  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 伟德

## Accent Colours

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

# Typography

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



# Noto Sans SC

Thin	Light	Regular	Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZabcdefghijklmnopqrstuvwxyz - 1234567890?	ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZabcdefghijklmnopqrstuvwxyz - 1234567890?	ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZabcdefghijklmnopqrstuvwxyz - 1234567890?	ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZabcdefghijklmnopqrstuvwxyz - <b>1234567890?</b>
一二三四五六七八九十百千万上中 下左右大小春夏秋冬东南西北金木 水火土天地日月星黑白红橙黄绿蓝 靛紫食住衣行育乐忠孝仁爱信义和 平子曰父母兄弟夫妇君臣马牛羊鸡 犬豕喜怒哀惧恶目耳口手足见闻声 贝车雨赤青言语鱼鸟羽电不乃之乎 人以何俱伦仪先光入具初则匏协去 友同名善器严执孟孙学宜容专少山 师席常幼序从性恩恭情情应成所才 扬择教敬数文断方于族昔时智曾有 朋本杼某梨机次欲此岁温为燕玄玉 琢畜当相知石祖礼稷稻谷穷窶竹梁 素丝纲习老者而能自至与苟菽处融 亲调识让贵身近运过道远迁邻长非 革音顺饲养首香高麦黍龄思源谷歌	一二三四五六七八九十百千万上中 下左右大小春夏秋冬东南西北金木 水火土天地日月星黑白红橙黄绿蓝 靛紫食住衣行育乐忠孝仁爱信义和 平子曰父母兄弟夫妇君臣马牛羊鸡 犬豕喜怒哀惧恶目耳口手足见闻声 贝车雨赤青言语鱼鸟羽电不乃之乎 人以何俱伦仪先光入具初则匏协去 友同名善器严执孟孙学宜容专少山 师席常幼序从性恩恭情情应成所才 扬择教敬数文断方于族昔时智曾有 朋本杼某梨机次欲此岁温为燕玄玉 琢畜当相知石祖礼稷稻谷穷窶竹梁 素丝纲习老者而能自至与苟菽处融 亲调识让贵身近运过道远迁邻长非 革音顺饲养首香高麦黍龄思源谷歌	一二三四五六七八九十百千万上中 下左右大小春夏秋冬东南西北金木 水火土天地日月星黑白红橙黄绿蓝 靛紫食住衣行育乐忠孝仁爱信义和 平子曰父母兄弟夫妇君臣马牛羊鸡 犬豕喜怒哀惧恶目耳口手足见闻声 贝车雨赤青言语鱼鸟羽电不乃之乎 人以何俱伦仪先光入具初则匏协去 友同名善器严执孟孙学宜容专少山 师席常幼序从性恩恭情情应成所才 扬择教敬数文断方于族昔时智曾有 朋本杼某梨机次欲此岁温为燕玄玉 琢畜当相知石祖礼稷稻谷穷窶竹梁 素丝纲习老者而能自至与苟菽处融 亲调识让贵身近运过道远迁邻长非 革音顺饲养首香高麦黍龄思源谷歌	一二三四五六七八九十百千万上中 下左右大小春夏秋冬东南西北金木 水火土天地日月星黑白红橙黄绿蓝 靛紫食住衣行育乐忠孝仁爱信义和 平子曰父母兄弟夫妇君臣马牛羊鸡 犬豕喜怒哀惧恶目耳口手足见闻声 贝车雨赤青言语鱼鸟羽电不乃之乎 人以何俱伦仪先光入具初则匏协去 友同名善器严执孟孙学宜容专少山 师席常幼序从性恩恭情情应成所才 扬择教敬数文断方于族昔时智曾有 朋本杼某梨机次欲此岁温为燕玄玉 琢畜当相知石祖礼稷稻谷穷窶竹梁 素丝纲习老者而能自至与苟菽处融 亲调识让贵身近运过道远迁邻长非 革音顺饲养首香高麦黍龄思源谷歌

# Lato

Thin	Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ- NOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ- NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz- vwxyz	abcdefghijklmnopqrstuvwxyz- vwxyz
0123456789	0123456789
Regular	Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ- NOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ- NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz- nopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz- nopqrstuvwxyz
0123456789	0123456789

## Our Typeface

Our communications are written in Lato wherever possible or Noto Sans SC for simplified Chinese.

These are 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.

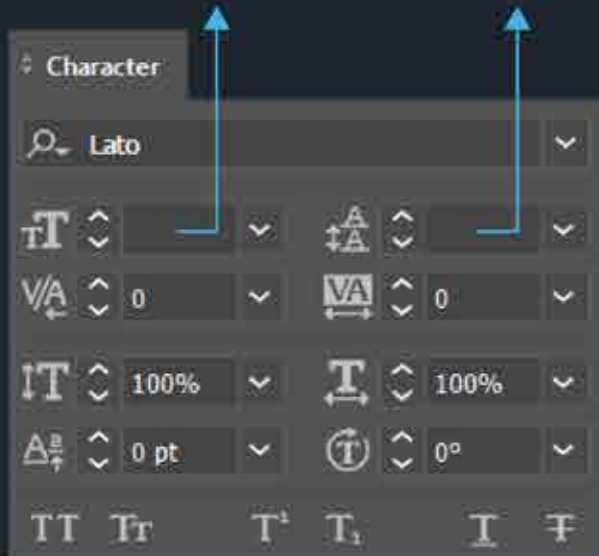
Headlines



**H1**  
Lato Bold and/or Light  
Colour: Bold - BV Blue or White or Dark  
Light - White or Dark

**H2**  
Lato Regular orBold  
Colour: White or Dark

**H3**  
Lato Regular orBold  
Colour: BV Blue, White or Dark



H1 Behaviour

For promotions

Highlight  
Supporting

Lato Bold  
Lato Light

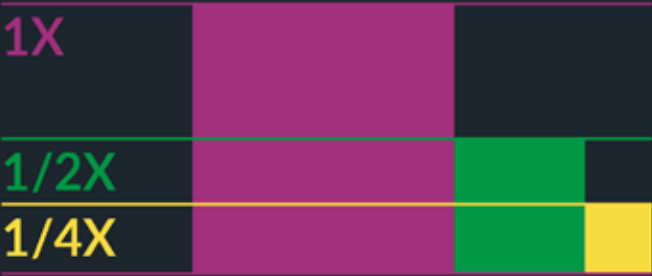
Samples

Get £70 in Bonuses  
When you wager £10

Bet £5  
Get £30

# Base Module Composition

It is the main size reference of the composition.



How to define the module:

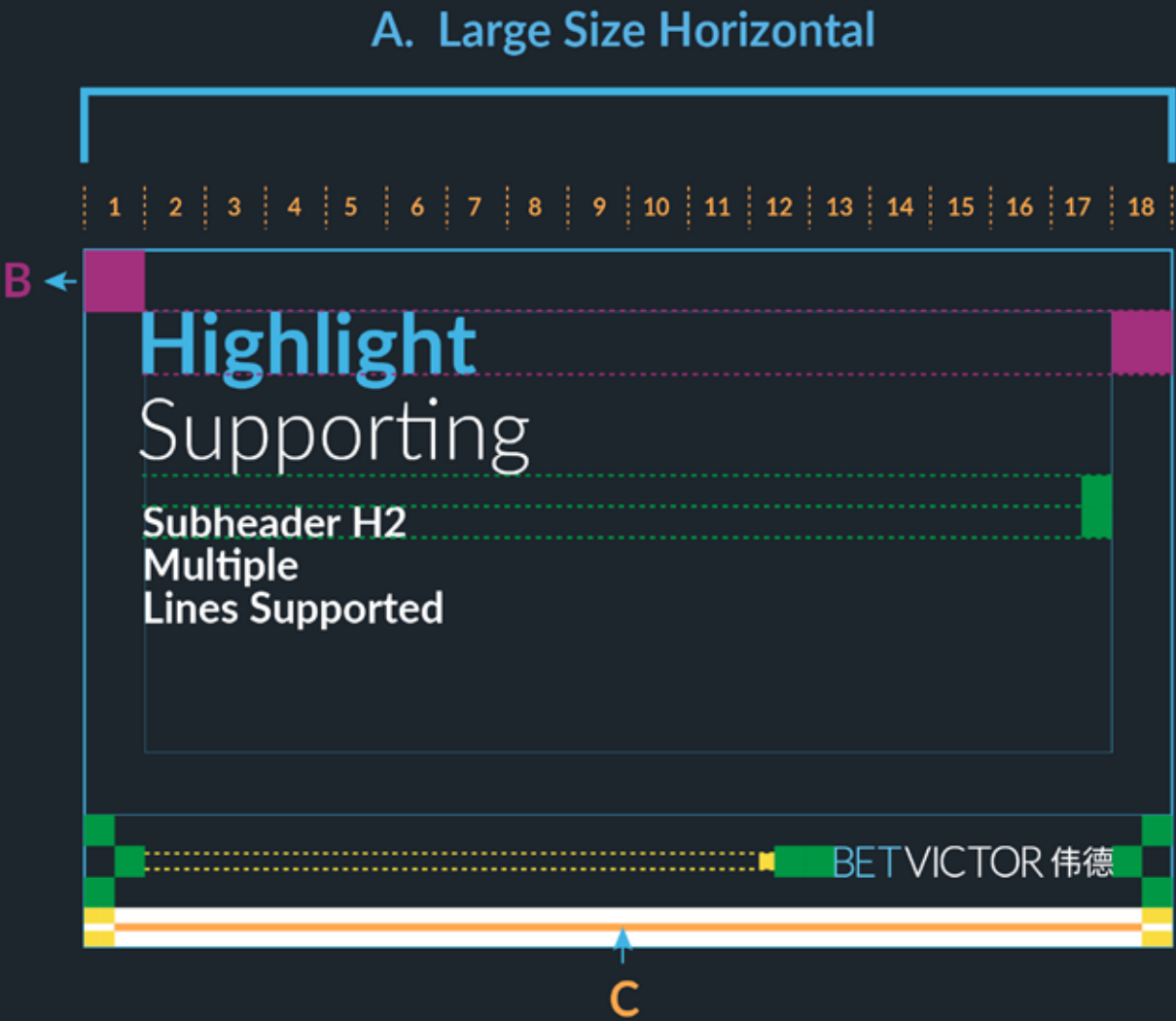
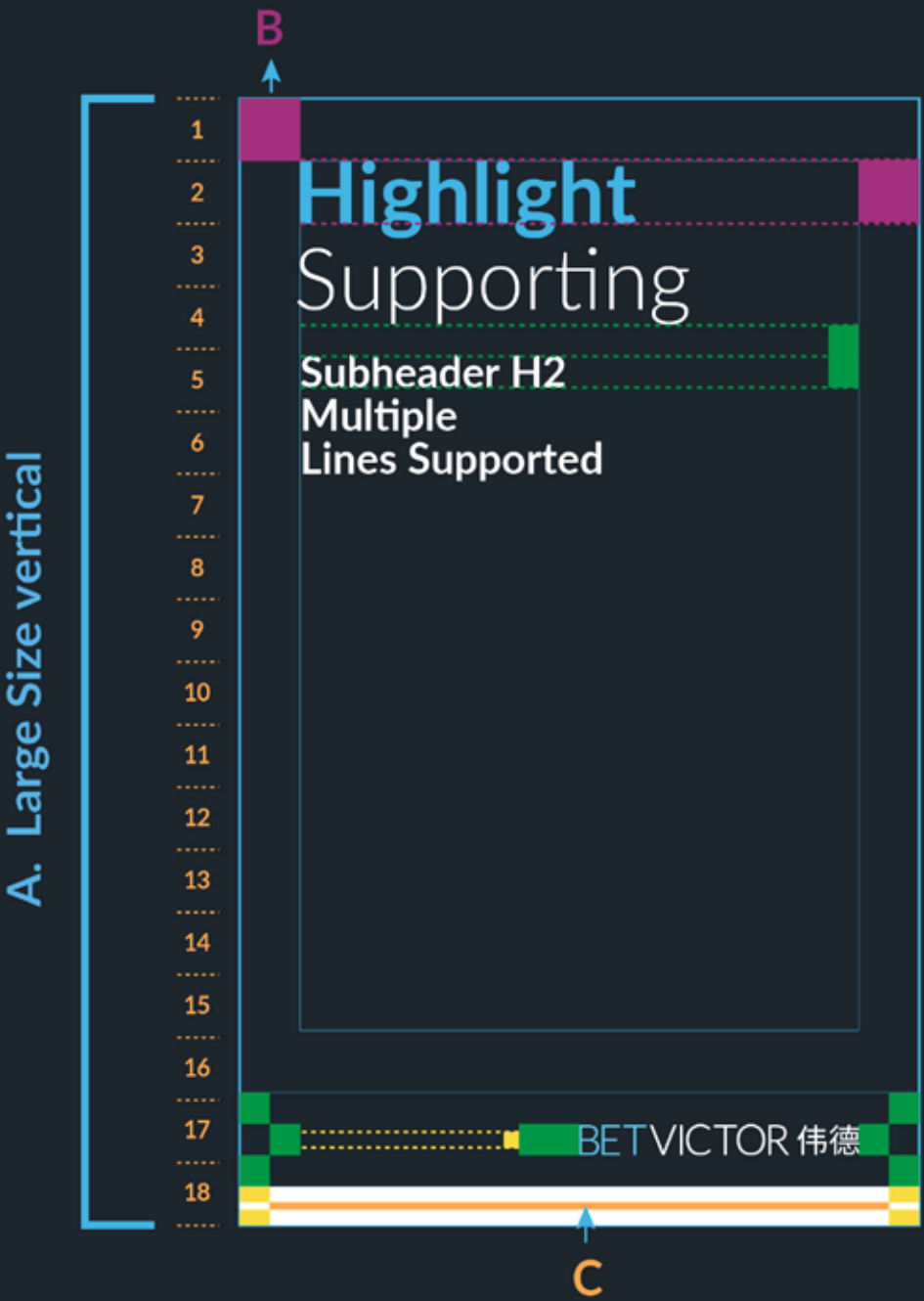
- A. Divide the large side of the composition by 18 equal parts.
- B. Create a square top and left, reaching the size of the first part of the division. It is the base module.

It defines the module size to use in the composition

C. Special box text module:



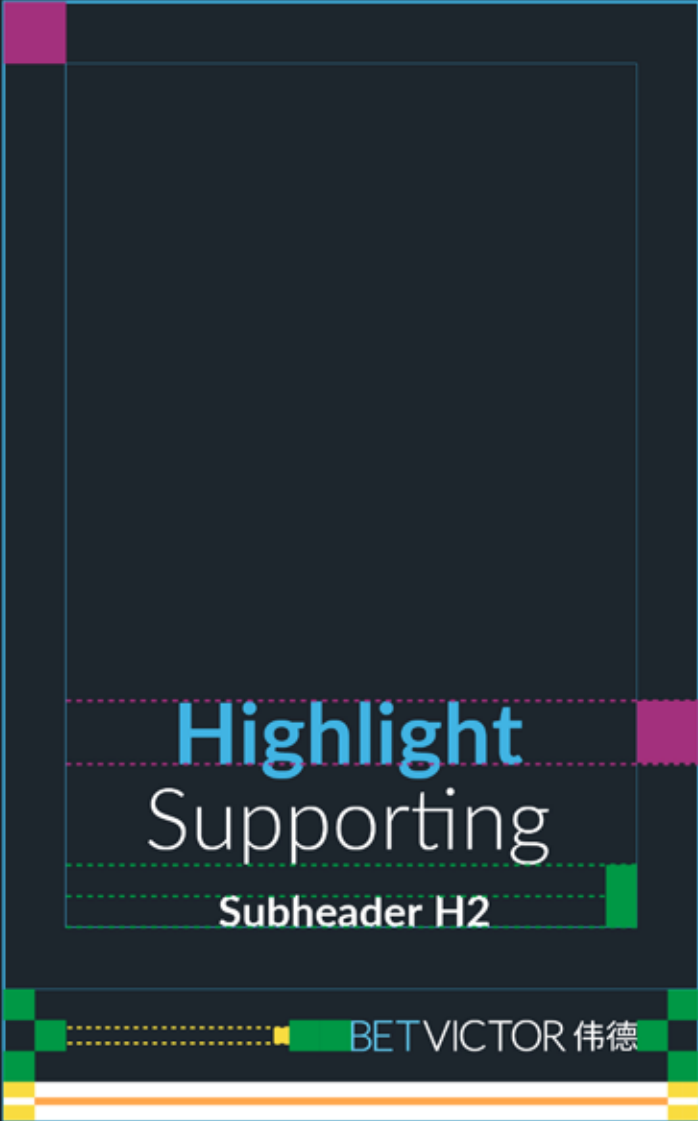
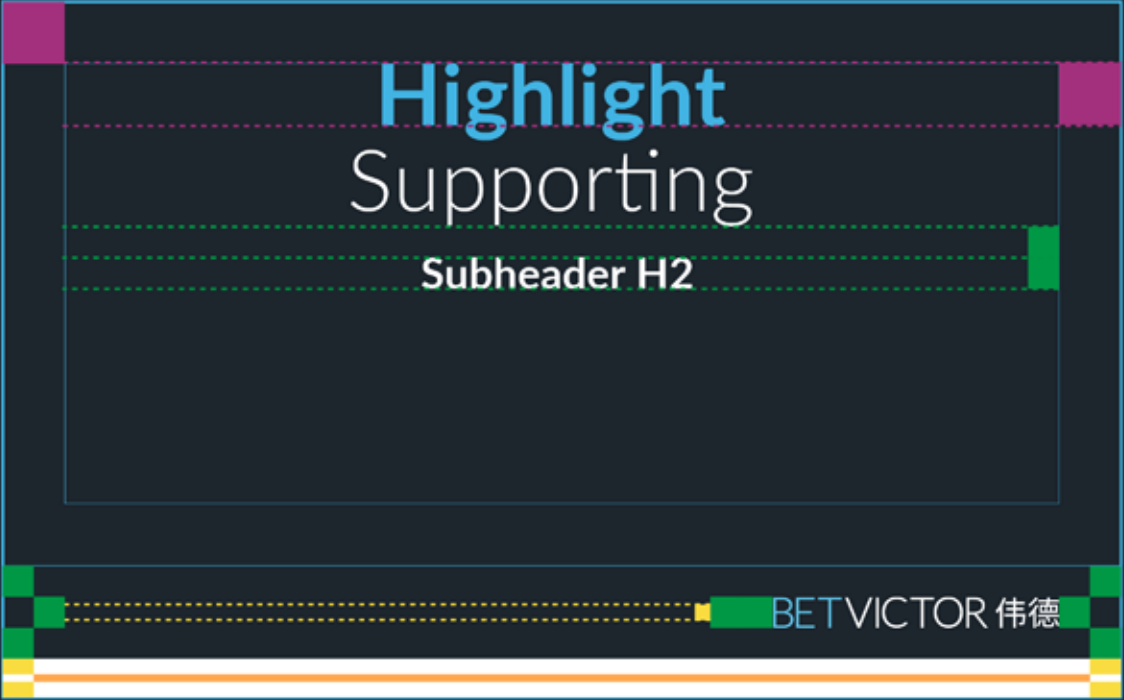
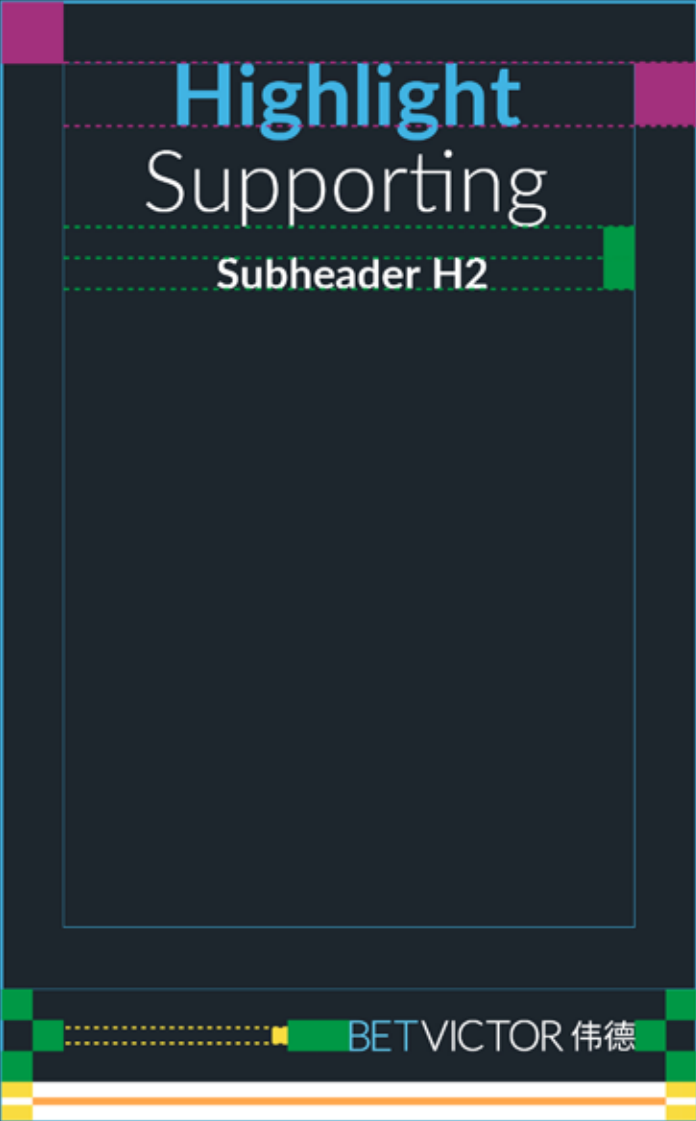
Used for disclaimer text.  
Size of the copy should be defined for legal purposes.  
Centered or justified alignment over solid white colour.  
It should be legible and over clear space area.





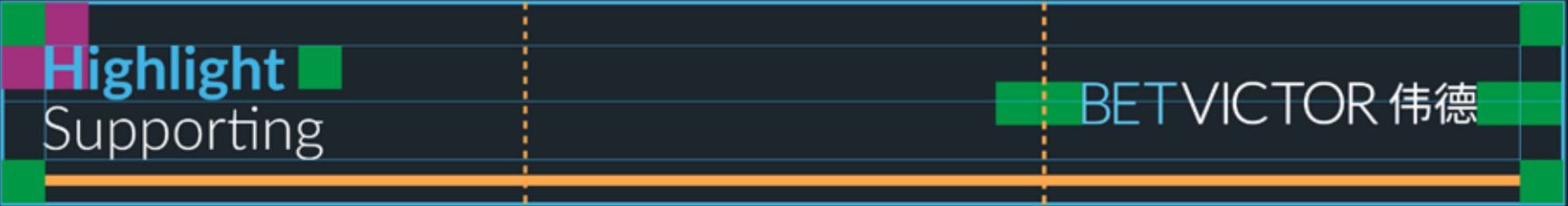
# Centered Versions

BetVictor has the compositions aligned on left side and centered. Centered versions could be on top or bottom grid.



# Exceptions Compositions

Extreme cases, with different proportions or smaller sizes should be adapted for better result.  
The module could be considered half size for margin. Title should be aligned on left and logo on right.  
All content prefereable should be centered on the composition.  
The solid white box for legal text should not be used.



For squared creative or when the content is small we can consider a 1.5 increment for the copy.



# CTAs & Icons

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How we help customers navigate our website, apps, offers with clearly signposted CTAs and foolproof sport, product and In-Play scoreboard icons.





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

**Active**  
Font: White  
Background: BV Blue

**Inactive**  
No Bottom Line

Title Case  
Font: Lato Regular  
Full Round Corners

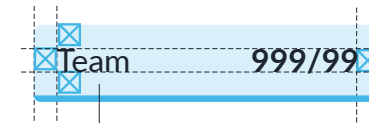
Clickable Text Link

Title Case  
Font: Lato Bold  
Font Colour: BV Blue

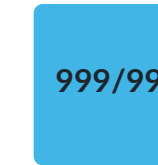
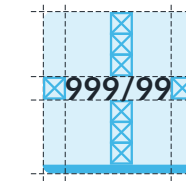
## Price Buttons & Action Chips

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



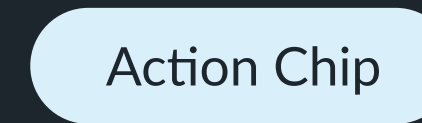
Font weight: Regular  
Alignment: Left



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.

# Tone of Voice

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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 tech-savvy 35-45 year-old. We're talking to adults who know what they want and know their own mind. We speak to them eye to eye, as equals and with respect.

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.

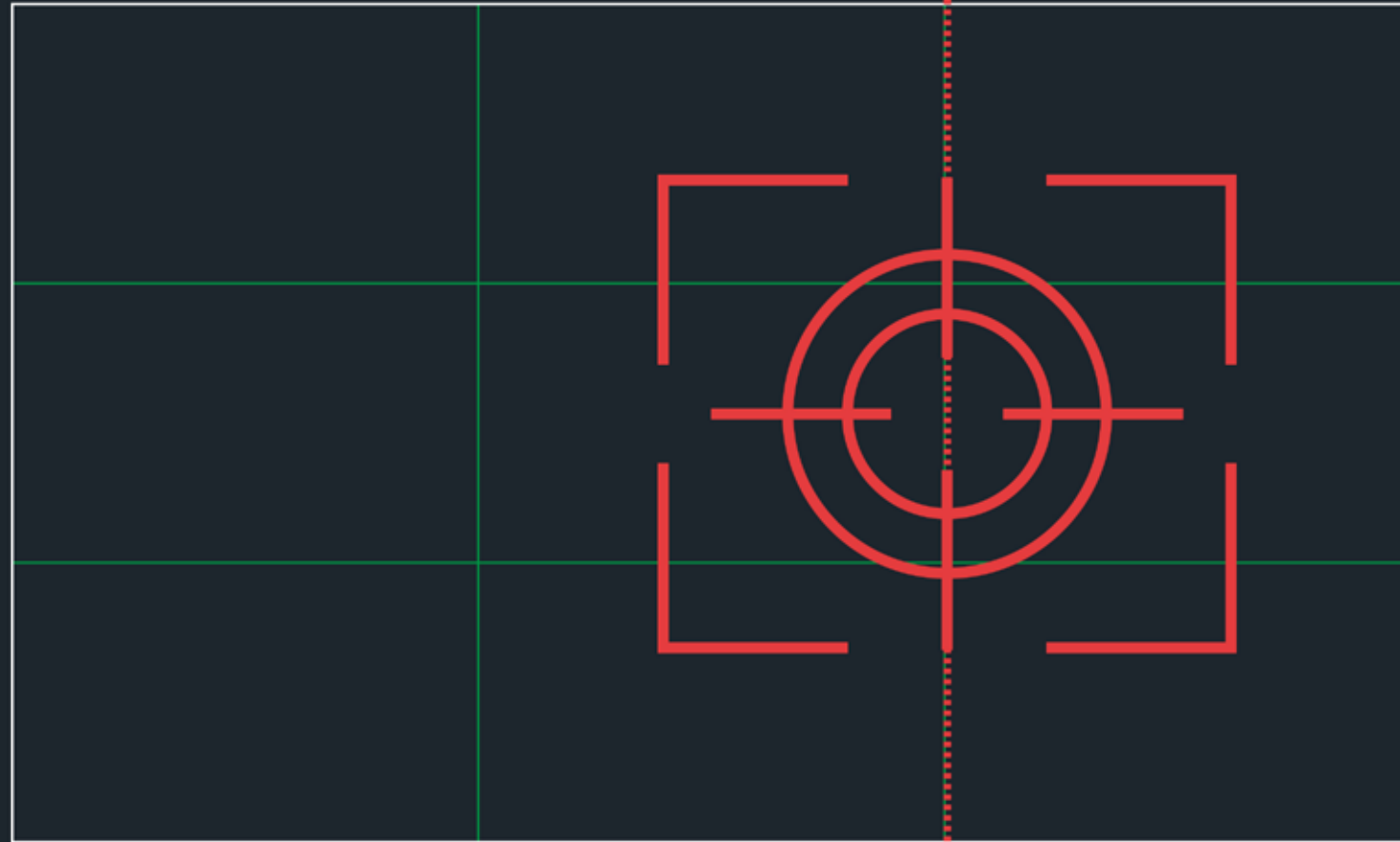


# Photography Treatment

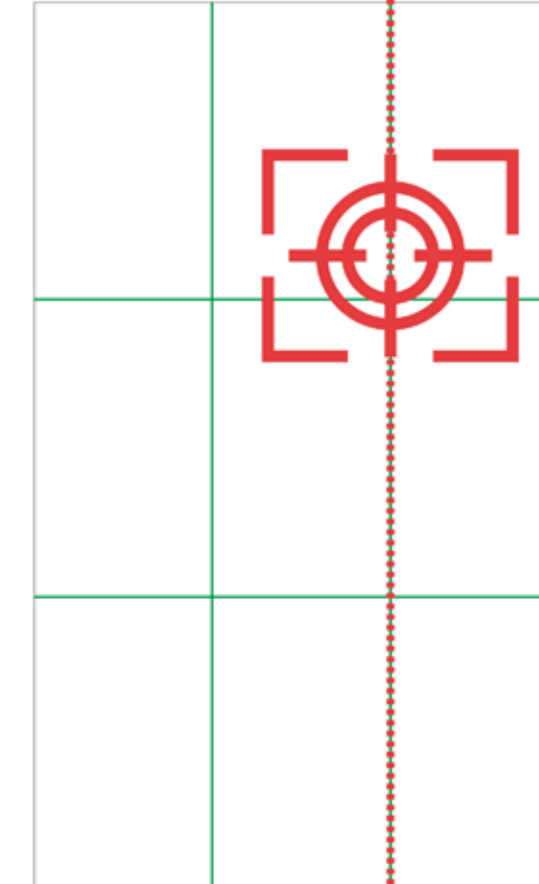
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Using a photo is one thing.  
Treating it for purpose is another.

## Focus Line & Main Focus



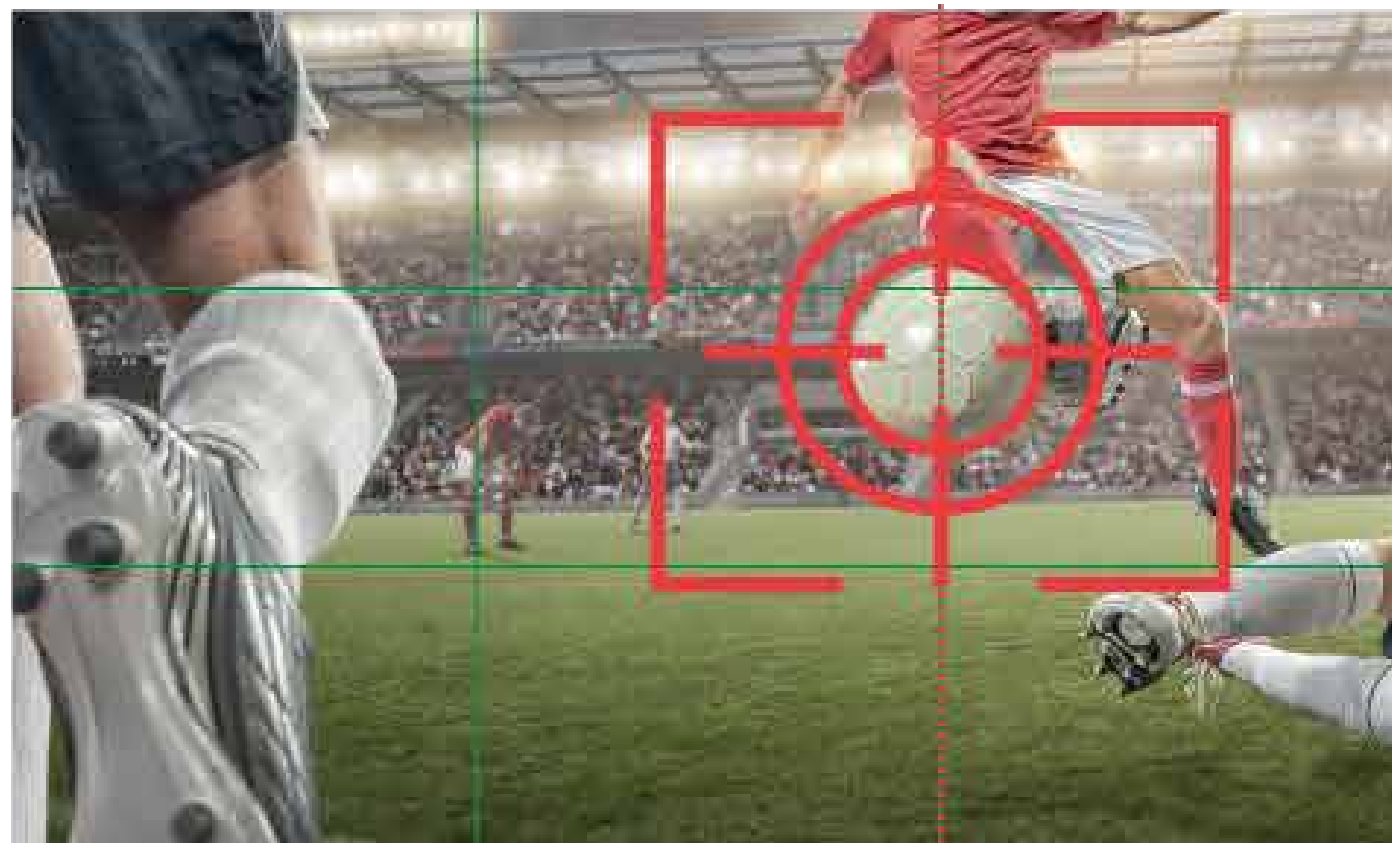
## Portrait



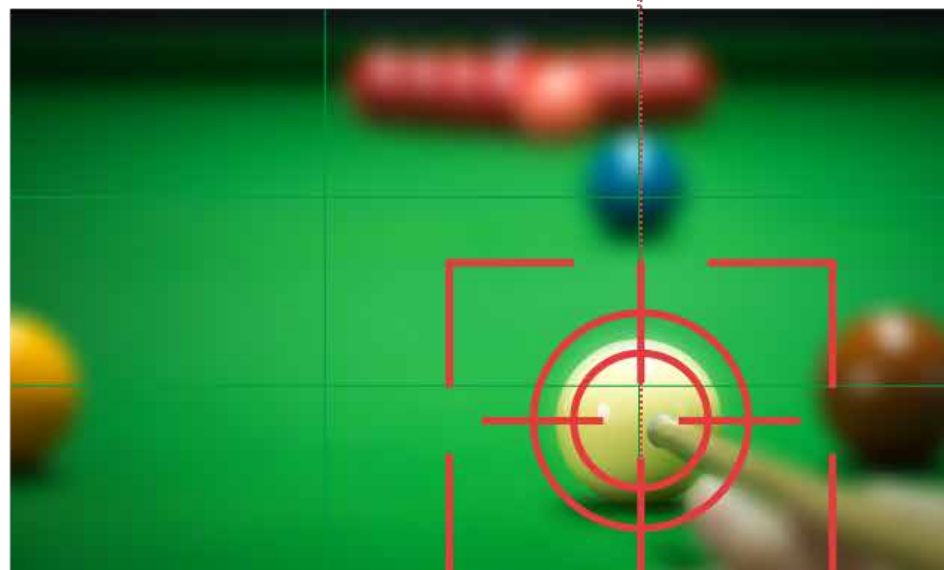
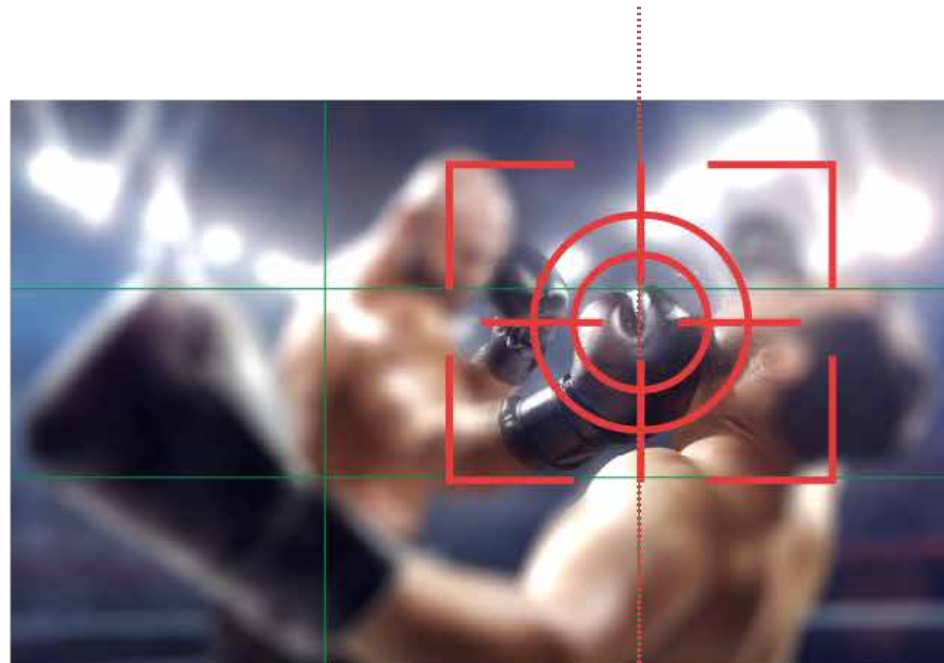
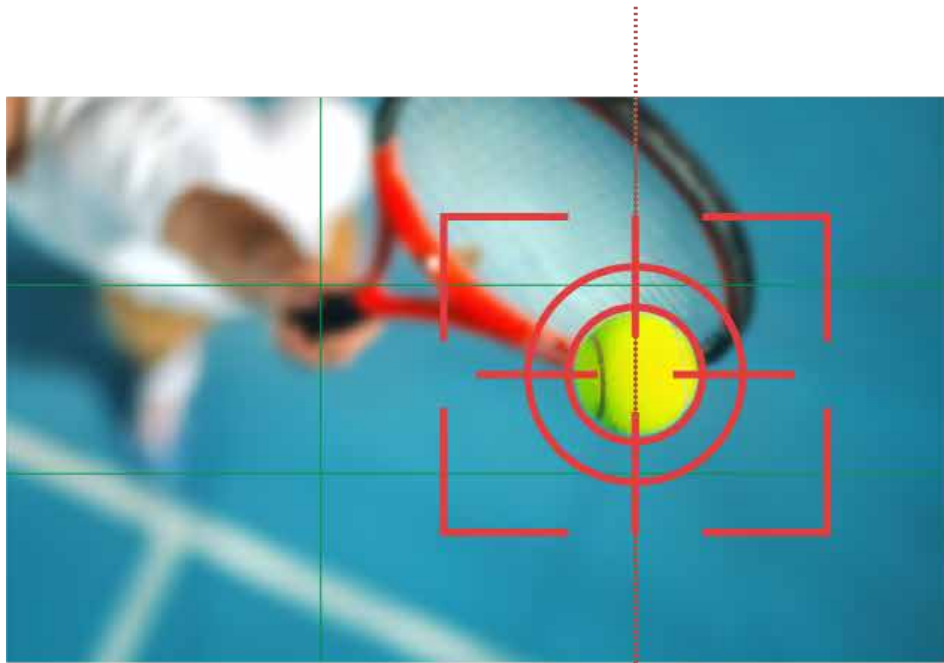
## Focus Line & Main Focus

CinematicLine and Main Focus  
+ Blur Behaviour

- Player rights consideration
- Anyone under 25
- Reputational risk – check that sports person reputation is one of good faith. This includes influencer suitability
- Not able to use logos or images of trophy
- Three persons image rule – to minimise infringement rights.







# Video & Animation Styles

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The application of BetVictor brand assets, either in tandem with our 3rd party sponsored videos or in-house produced motion graphics.



## Video & Animation Styles

Take note of the consistency of brand colours, clean design and uncluttered content shown in these examples. We emphasise our owned colours on every step of a video so people become more familiar with the BetVictor brand.

Supporting copy is used alongside real footage. Your Best Bet is to use split screen.

# Brand Ambassadors

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





## Michael Owen

The one-time golden boy of English football, Michael burst on to the scene as an 18-year-old with a mesmerising solo strike against Argentina at the 1998 World Cup.

Michael's professionalism and class were always evident as he represented Liverpool, Real Madrid and Manchester United with distinction.

A horse racing fanatic, Michael is now both a race horse owner and an amateur jockey; his love for both racing and football make him the perfect fit for BetVictor.



## Judd Trump

Turning pro at just 16, Bristol's Judd Trump has long been regarded as the heir apparent to Ronnie O'Sullivan as the biggest draw in snooker.

Known for his rapid-fire, exuberant style and spectacular shot play, Judd crowned a magnificent 2019 with his first ever World Championship title. It's unlikely to be his last.

The new kid on the block has developed into one of the most formidable players on tour and could be the dominant force in the game for years to come.

Just like BetVictor, he guarantees excitement.

# Application

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How we use our distinctive brand assets across all touchpoints.

BETVICTOR

Make Your Best Bet