

# *Betano*

UK Brand Book

# Brand Blueprint

Our brand blueprint defines the personality and behavior of Betano.  
Every creative decision we make as a brand,  
from campaign ideas to how to write about welcome offers,  
should be influenced by these principles.

Brand positioning

# PLAYFUL CONFIDENCE

Brand positioning

**Confidence**

**Optimism**

**Playfulness**

**For all the players**

**Artistic flair**

## Introduction

### Our brand blueprint

The principles outlined here will help to guide decision making across all of the touchpoints of our brand.

### Our brand idea

'Playful Confidence' is the core idea that our brand should communicate.

### Our attributes

How we do things - our guiding principles and our way of being.

# Tone of Voice

## ***Confidence***

We're leaders at what we do and approach every challenge with unwavering conviction. Our global achievements drive this mindset, and our language should always capture this. Doing so, reinforces our reputation as pioneers in the industry.

## ***Playfulness***

We incorporate a creative edge in our voice, ensuring our communications are both memorable and engaging for our audience. This enhances our brand's appeal and strengthens its overall identity.

## ***Flair***

Our communication is rich with personality, adding a distinctive quality to everything we say. This style ensures we connect with our audience and reinforces our brand positioning, establishing a strong presence in the market.

# Brand Purpose (Mission)

*(our reason for being)*

To give players a modern alternative  
with a brand that embraces innovation

# Brand Vision

*(Where the purpose will lead us)*

To be the first choice for players looking for  
a prestigious, modern gaming brand,  
that's always striving to break new ground

# Brand Positioning

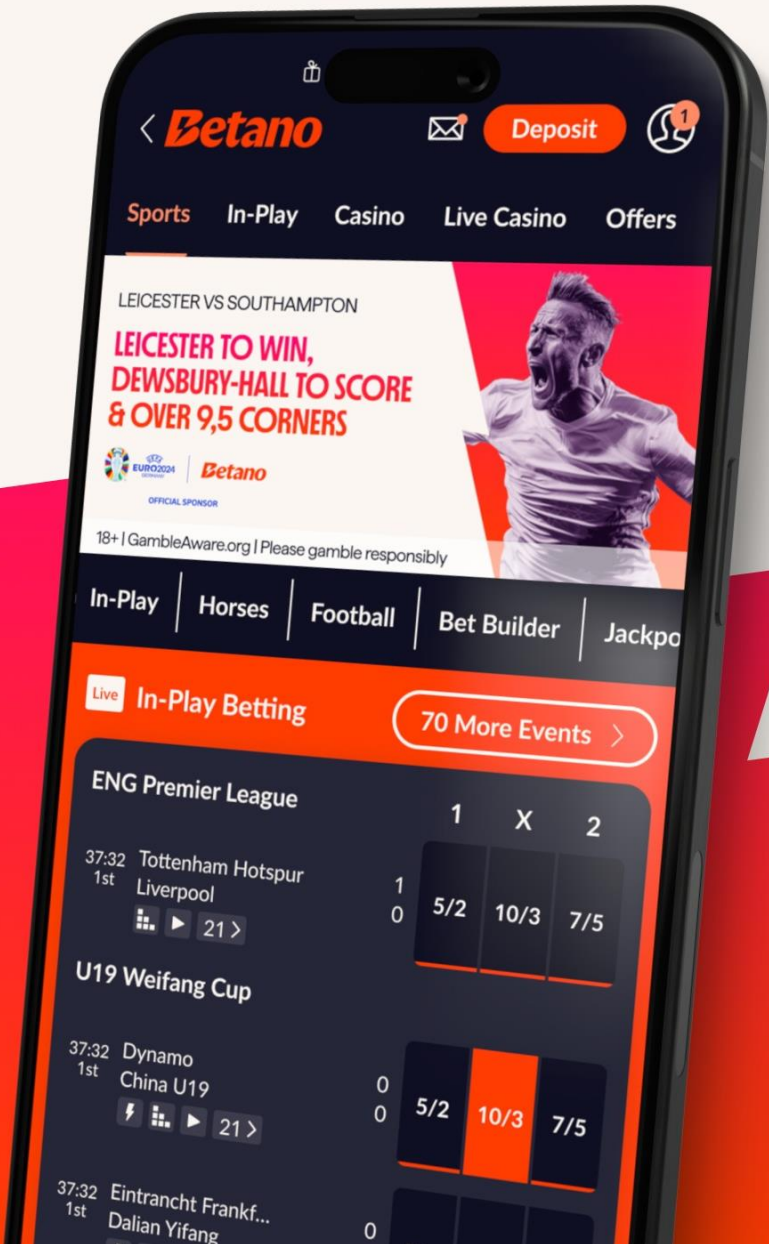
*(Our unique position)*

To invigorate the UK market  
and stand alone as a trailblazing brand

# Brand Promise

*(What customers can expect every time they interact with the company)*

- An online gaming operator for the digital era, that combines innovation with responsibility and delivers a seamless experience to its users





# Brand Values

*(The foundational beliefs that the brand stands for)*

- Our in-house technology gives customers a cutting-edge platform designed for the modern gaming era
- We're a brand you can depend on
- We're committed to the highest standards of integrity in all that we do

# Brand Personality

*(The human characteristics attributed to the brand)*

- We speak to our customers directly and never mislead them
- We're leaders at what we do and approach every challenge with conviction
- We work with and are trusted by some of the biggest names in the sporting world
- Our energy drives us forward and shapes everything we do



# Target Audience

*(The specific group of consumers we will target)*

- Digital enthusiasts aged 25+ wanting a modern gaming platform they can rely on
- Those seeking a brand that pushes boundaries and challenges the status quo

# Identity System

When creating with the Betano brand it's critical that we follow the rules across these pages with consistency and confidence. Each element of our brand has been designed to help us stand out in a crowded market.

# Logo

Betano primary logo orange

The image shows the Betano primary logo in orange. The word "Betano" is written in a bold, italicized, sans-serif font. The letter "B" is stylized with a diagonal slash through it.

Minimum size 15mm / 45px in width

Betano primary logo off white

The image shows the Betano primary logo in off white. The word "Betano" is written in a bold, italicized, sans-serif font. The letter "B" is stylized with a diagonal slash through it.

Minimum size 15mm / 45px in width

# Primary Logos

## Our Identity System

This Betano wordmark is the primary version of the logo that we use in our communications. The presence of orange should always be felt in the logo, either from the colour of the logo itself or by using the off white version on an orange background...

Betano stacked logo orange



Minimum size 15mm / 45px in width

Betano symbol orange



Minimum size 5mm / 15px in width

Betano stacked logo off white



Minimum size 15mm / 45px in width

Betano symbol off white



Minimum size 5mm / 15px in width

# Secondary Logos

## Our Identity System

On applications where we can't use our primary logo, such as a sleeve patch or an app icon, we can use our stacked logo and symbol.

# Logo Clearspace

## Our Identity System

These guidelines ensure there is always enough clear space around the logo.





The Betano logo is displayed in white on a solid orange background.The Betano logo is displayed in orange on a solid white background.The Betano logo is displayed in orange on a solid dark blue background.The Betano logo is displayed in white on a background with a vertical gradient from pink at the top to orange at the bottom.

# Logo Colour

## Our Identity System

The logo colour is determined by the background colour it sits on. When placing the logo on top of the gradient it must always sit on the orange section. The direction of the gradient can be manipulated to accommodate the desired logo placement.

# Colour

# Primary Colour Palette

## Our Identity System

The main colours are orange, blue, and off white, which we use alongside the gradient. The light blue and off grey are used alongside blue and off white to create tonal patterns and effects.

### BLUE

RGB 15 / 15 / 35  
HEX 0F0F23  
CMYK 100 / 95 / 0 / 80  
PANTONE 5255 C

### LIGHT BLUE

RGB 30 / 30 / 55  
HEX 1E1E37  
CMYK 88 / 84 / 48 / 58

### PINK

RGB 255 / 0 / 120  
HEX FF0078  
CMYK 0 / 100 / 20 / 0  
PANTONE 219 C

### ORANGE

RGB 255 / 60 / 0  
HEX FF3C00  
CMYK 0 / 82 / 92 / 0  
PANTONE 172 C

### OFF WHITE

RGB 250 / 245 / 240  
HEX FAF5F0  
CMYK 1 / 2 / 4 / 0

### OFF GREY

RGB 235 / 235 / 235  
HEX EBEBEB  
CMYK 7 / 5 / 5 / 0

### ORANGE

RGB 255 / 60 / 0  
HEX FF3C00  
CMYK 0 / 82 / 92 / 0  
PANTONE 172 C

**Blue - Large use**

Used for dark coloured backgrounds and typography on light coloured backgrounds.

**Off white - Large use**

Used for light coloured backgrounds and typography on dark coloured backgrounds.

# Using Colour

## Our Identity System

This diagram illustrates the ratio of colour that should be used across the brand as a whole.

It is important that we don't overuse the gradient and instead use it as a 'pop' against off white and blue colours.

**Orange - Pops**

Used for logos and backgrounds of logo-only applications, such as LEDs, media backdrops and website navigation bars.

**Gradient - pops**

Used to create stand-out moments within our bolt graphics and to highlight special offers within typography.

**Off grey - Occasional**

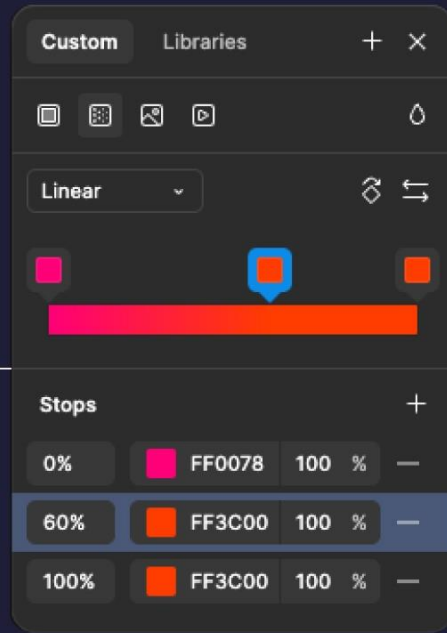
Used to create tonal backdrops alongside our off white.

**Light blue - Occasional**

Used to create tonal backdrops alongside our blue.



Figma Linear Gradient Setting  
Best Practise



# Betano Gradient

## Our Identity System

The gradient is made from pink and orange. In most uses the pink will be used at the top and orange at the bottom.

To keep the emphasis on orange, the pink area occupies 30% of the space and the orange occupies 70% of the space.



1.



2.



3.



4.



5.

# Gradient Uses

## Our Identity System

To ensure brand consistency, our gradient should be adapted to accommodate different situations as outlined here.

### 1. Increasing the weighting of a colour

In this example the pink section of the gradient has been increased to accommodate for the section that is hidden behind the bolt.

### 2. Making orange the most prominent

Orange should usually appear at the bottom of the gradient. However in this example the player's body is blocking most of the bottom, so orange has been moved to the top so that it is the more prominent colour.

### 3. Ensuring the logo is always on orange

In this example the pink section of the gradient has been moved to the bottom so that the Betano logo sits on orange.

### 4. Applying the gradient across a block of text

When applied to a headline, the gradient should be applied across the entire block of text, rather than repeating on every line.

### 5. Avoid small / wide uses of the gradient

This congests the colour and creates a gradient that does not appear smooth. It's best to take a different graphical approach in these situations.

# Typography



LET'S BETANO

WELCOME TO THE CASINO

BORUSSIA  
DORTMAND  
1.8  
PSV EINDHOVEN  
6.3

Enhanced odds on PSV

SAKA TO  
SCORE FIRST  
5.7

SLOTS!  
SLOTS!  
SLOTS!  
SLOTS!

OFFICIAL SPONSORS of EURO 2024

Premier League  
IN-PLAY SPECIAL  
LEICESTER  
SOUTHAMPTON

LEWIS HAMILTON  
X FERRARI

BRASILEIRÃO AGORA É  
BRASILEIRÃO  
BETANO

Saudi Arabian Grand Prix  
28 April 2024

# Typography overview

## Our Identity System

Our typography has been designed to embody the idea of 'playful confidence' across both sportsbook and casino settings.



**Descriptor**  
MD Nichrome Dark

**Headline**  
MD Nichrome Dark

**Subheadline**  
MD Nichrome Regular

**Body**  
Haffer Regular

**Button/CTA**  
Haffer Semi Bold

**Annotation**  
Haffer Medium

BETANO NEWS

# MERCEDES TO FERRARI

## Hamilton shifts gears: Racing icon set to drive for Ferrari next season

Lewis Hamilton, a formidable force in Formula 1, has announced a seismic shift in his career trajectory, signalling a departure from Mercedes to join the iconic Ferrari team for the upcoming season.

[Read More](#)

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# Typography hierarchy

## Our Identity System

### Descriptor - MD Nichrome Dark

Leading: 80-85% of font pt size, Tracking: 0-20

Kerning: Metrics

Uppercase

### Headline - MD Nichrome Dark

Leading: 80-85% of font pt size, Tracking: 0-20

Kerning: Metrics

Uppercase

### Subheadline - MD Nichrome Regular

Leading: 100% of font pt size, Tracking: 0-20

Kerning: Metrics

Sentence Case

### Body - Haffer Regular

Leading: 110-130% of font pt size, Tracking: 0

Kerning: Metrics

Sentence Case

### Button/CTA - Haffer Semi Bold

Tracking: 10

Kerning: Metrics

Title case

### Annotation - Haffer Medium

Leading: 110% of font pt size, Tracking: 60%

Kerning: Metrics

Uppercase

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890@!£\$€\&

MD Nichrome Dark

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890@!£\$€\&

MD Nichrome Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890@!£\$€\&

MD Nichrome Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890@!£\$€\&

MD Nichrome Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890@!£\$€\&

MD Nichrome Regular

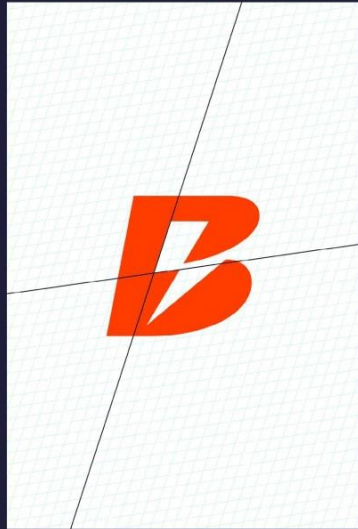
# Fonts

## Our Identity System

MD Nichrome is our headline typeface, used for big moments in small amounts. Its primary usage will be in uppercase but can also be used in sentence case.

Haffer is our secondary typeface, used for smaller text, details and body copy.

# Bolt Graphics



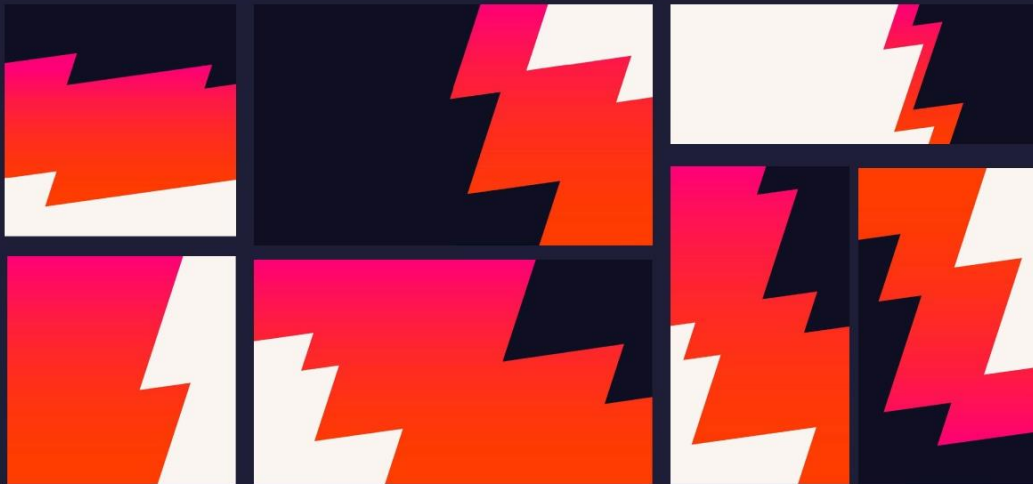
The Betano grid



Bolt graphics are created using the grid



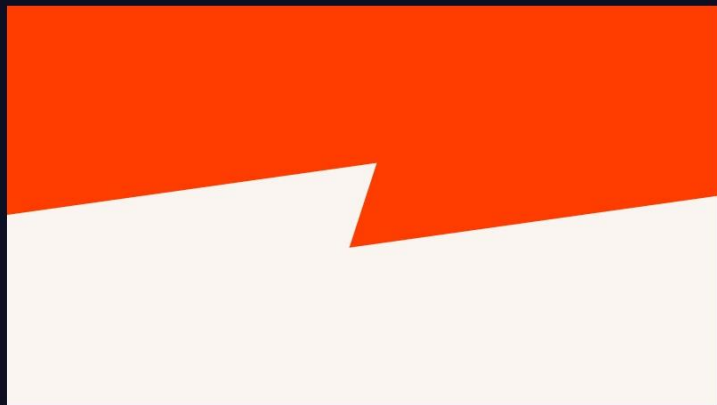
Bolt graphics that don't use the grid are incorrect



# The Betano Grid

## Our Identity System

The bolt graphics are created using the Betano grid to help make them distinctive and consistent to our brand. The grid is defined by two angles from the logo.



Horizontal divider bolt



Vertical divider bolt

# Divider bolts

## Our Identity System

Our divider bolts are used for functional aspects of our brand, such as separating sections of a website page or creating a divide between text and image on an app banner.

The size and proportion of the divider bolts must remain consistent, but colours can be alternated.

# Imagery





Sports Imagery - In Colour

Sports Imagery - Monotone



Casino Imagery

# Photography overview

## Our Identity System

We use three types of imagery in combination with the bold graphics across the brand.

For sportsbook, we use full colour photography as well photography with a monotone effect applied.

For casino we use the various key art supplied by the gaming manufacturers and approved by our compliance team.

The images are always used on a plain background. Either flat Betano colour or it's gradient.

# Example Applications

The examples on these pages give anyone designing with the Betano brand a starting point to create the content they need. The original files can be provided via the Betano brand team.



# Onsite Creatives

## Example Applications

When appropriate sponsorship logos are included in all football banners, and stakeholder templates feature monotone sports imagery. Additionally, a divider bolt graphic is used in all onsite banners, and there are no CTAs included.



# Social Media Creatives

## Example Applications

Many ways to utilize the Bolt graphics. Focus on a more dynamic way of using the grid.

