



Brand Book

[Version 1.1.0 – 6 July 2022]

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BIYING



Biying, the
basketball-first
betting company



BIYING



Brand Values

Basketball First

It's where we started and we're 100% dedicated to it.

Authentic

Keeping-it-real, no BS.

Exacting

Like elite athletes, we demand the highest standards from ourselves.

Trustworthy and Respectful

Customer privacy is paramount.



BIYING



Brand Personality

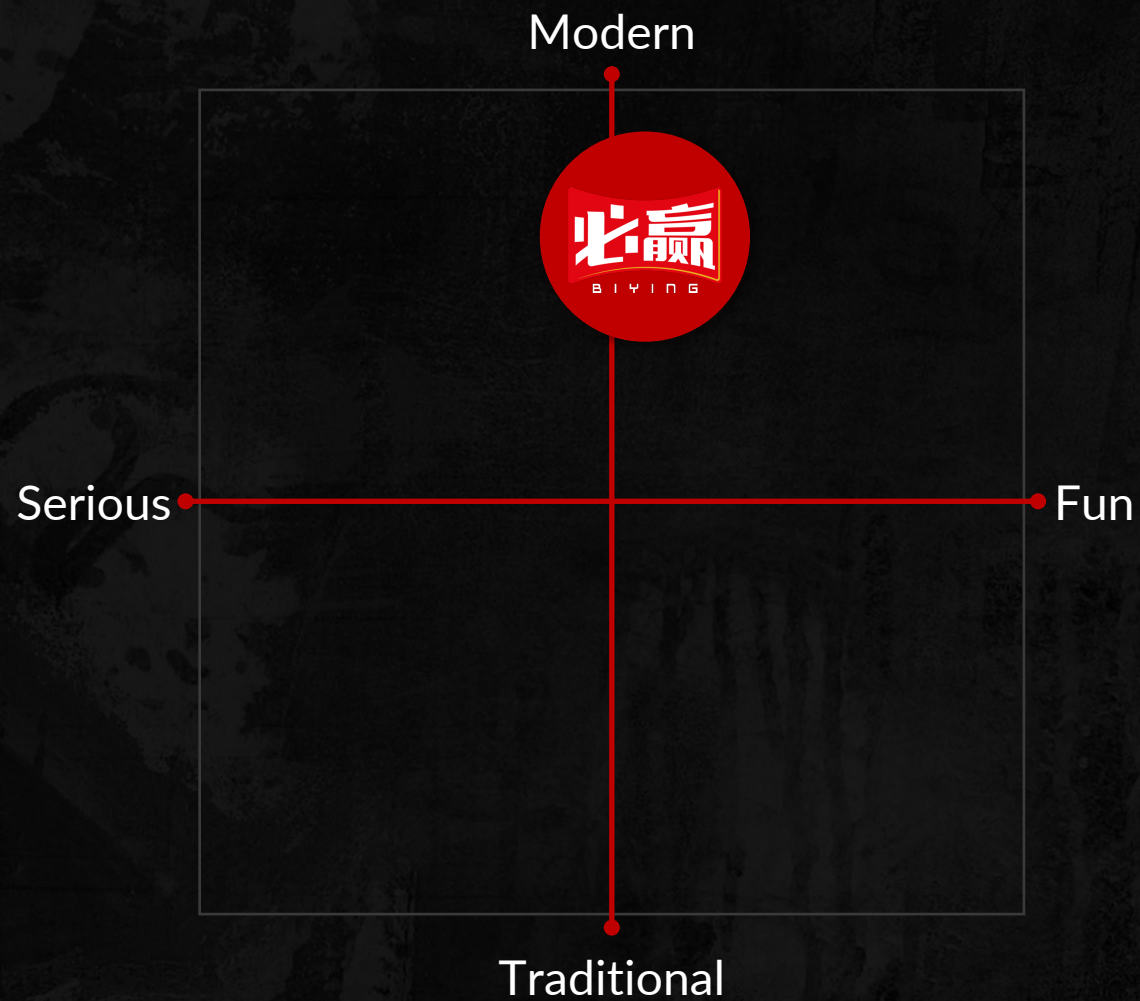
Dynamic, Smart, Streetwise

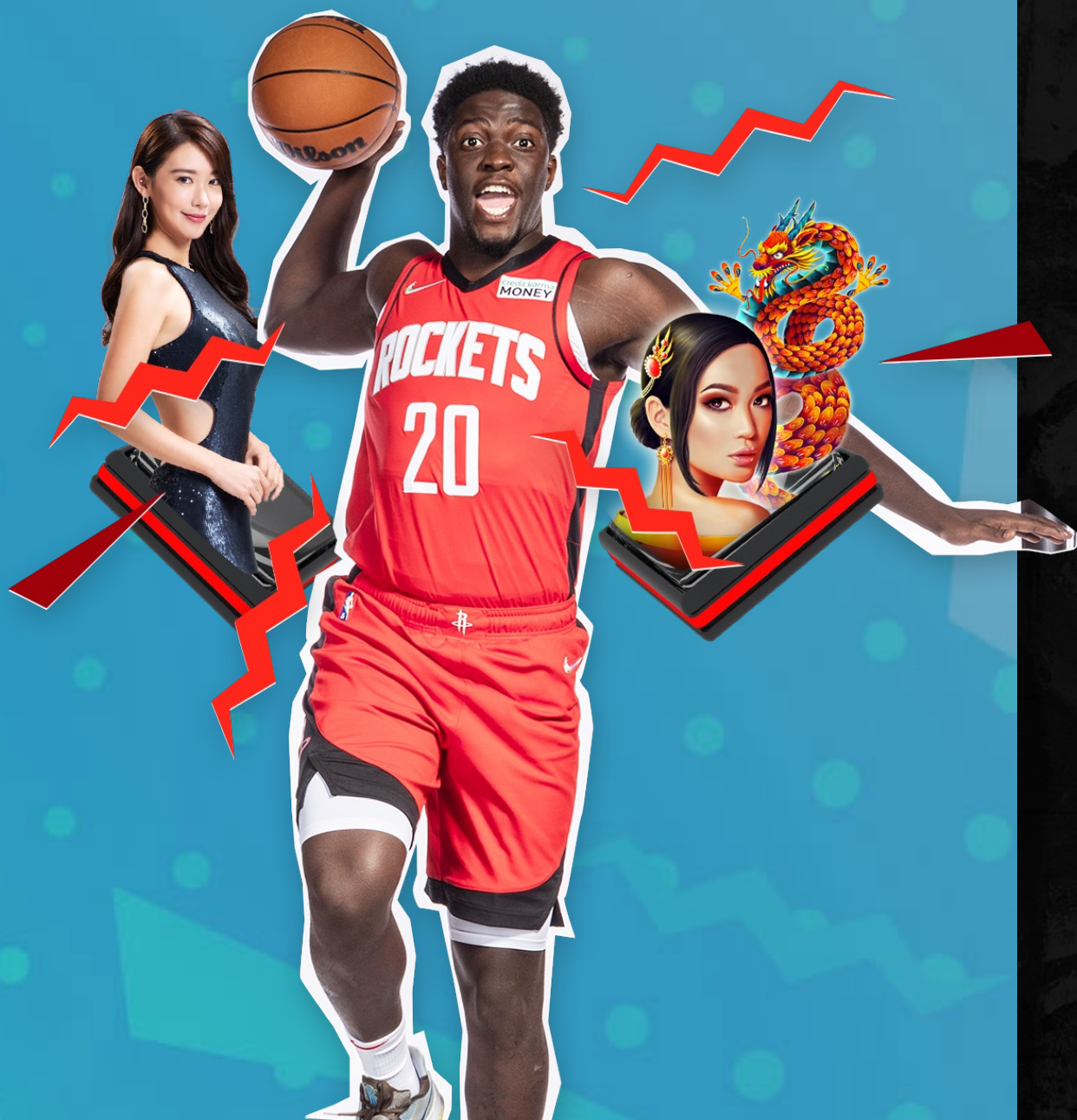
An intelligent 'baller' at the top of their game.

Passionate, a winner, but relaxed after the match.

Very self-assured but not arrogant.

Youthful and stylish - like NBA players - not only big in size and capabilities, also big on fashion.





Tone of Voice

We are basketball experts. We speak stats, with slang, but remain respectful.

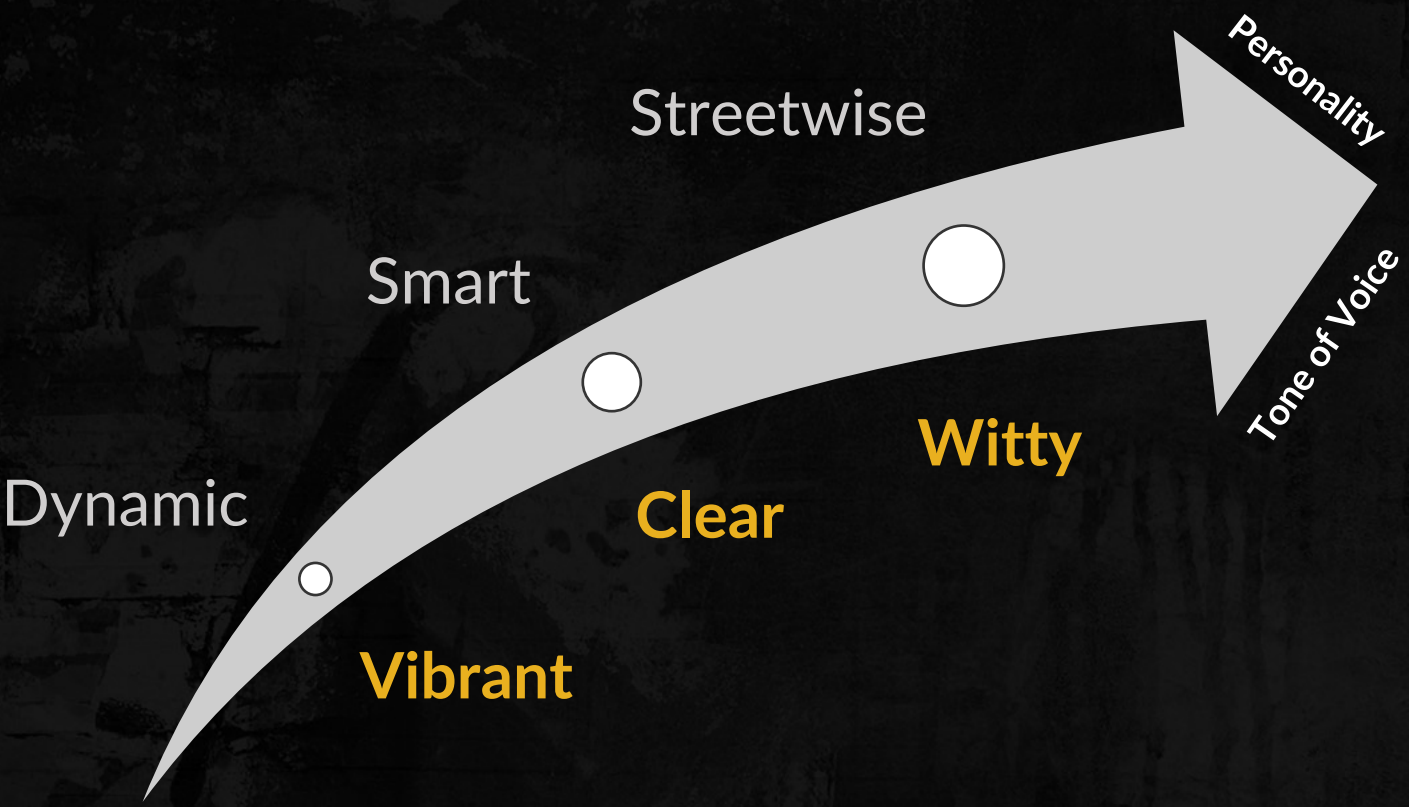
Our customers are also experts, and we speak to them as equals. (We make our customers feel like 'the best'.)



BIYING

Tone of Voice

Our tone of voice is an extension of the brand's personality.



Tone of Voice

Vibrant

Use strong verbs and punchy sentences

Avoid use of *soft* or *warm* words

Avoid passive phrases

Clear

Get straight to the point

Choose short words over longer or complicated ones

Replace adjectives with stronger nouns and verbs

Witty

Authentic use of slang

Avoid offensive humour

Include surprise humorous elements

Tone of Voice

Brand Name

- 必赢 in Mandarin, Biying in English.
- We do **not** combine Mandarin and English in text. (**Never** 必赢Biying.)
- In English we capitalize the first letter: Biying. (**Not** BIYING or BiYing.)

Banner Copy

- Every banner should have two lines header and two lines sub-headers; No CTA
- Maximum characters each header: 5; each sub-header: 11 (举例: 输返输返输返输返输返输; 流水返高达1,888元AB)

Numbers

- All numbers are written in numerals, with units – as words – following:

Date and Time:	2022年3月28日17:00 (北京时间)
Frequency:	10至250次免费旋转
Currency:	60,000元, 1,388元 (Use comma every three digits)



Tracy McGrady

Biying Brand Ambassador

Seven-time NBA All-Star

Seven-time All-NBA selection

Two-time NBA scoring champion



Our Customer Preferences

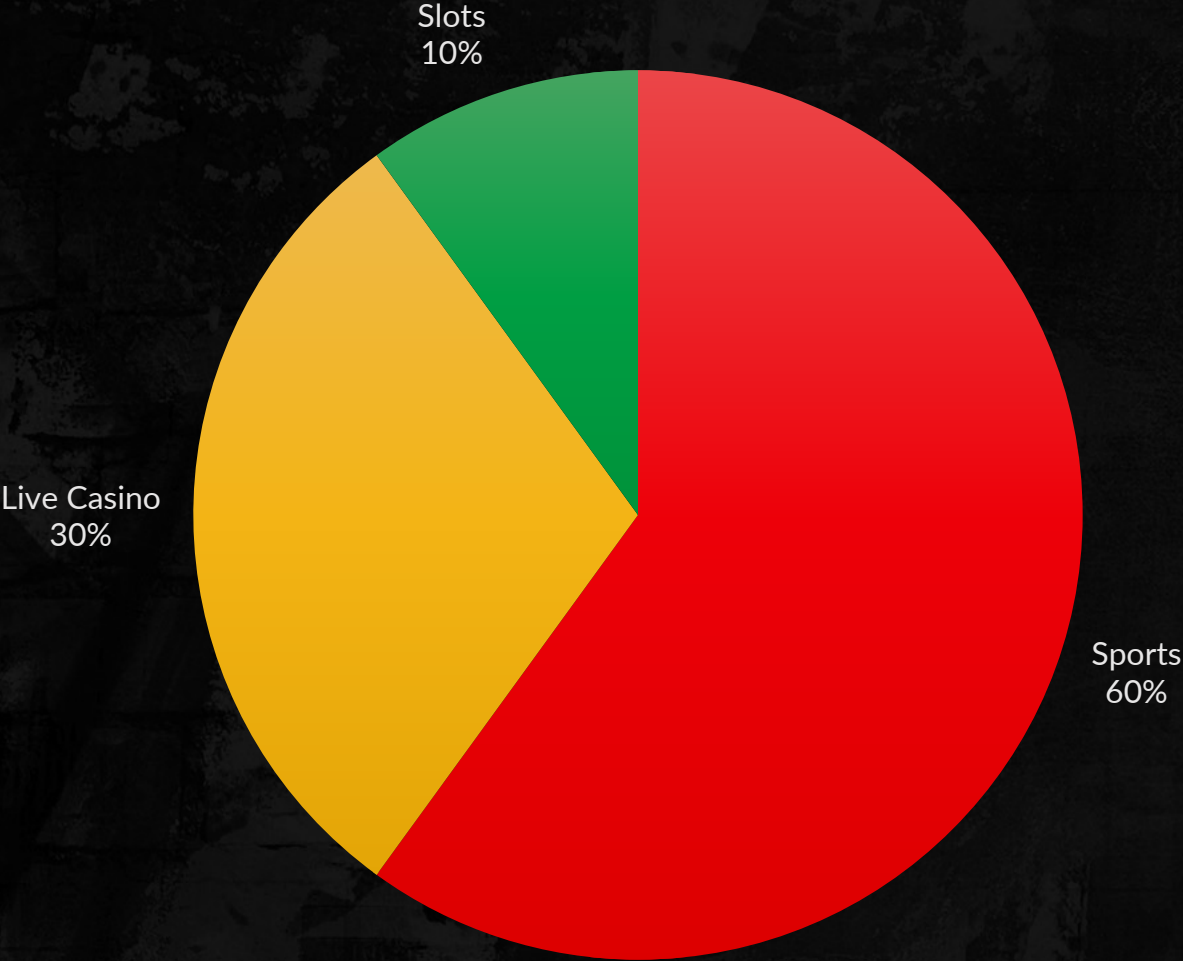
A Two-Slide Overview...



BIYING

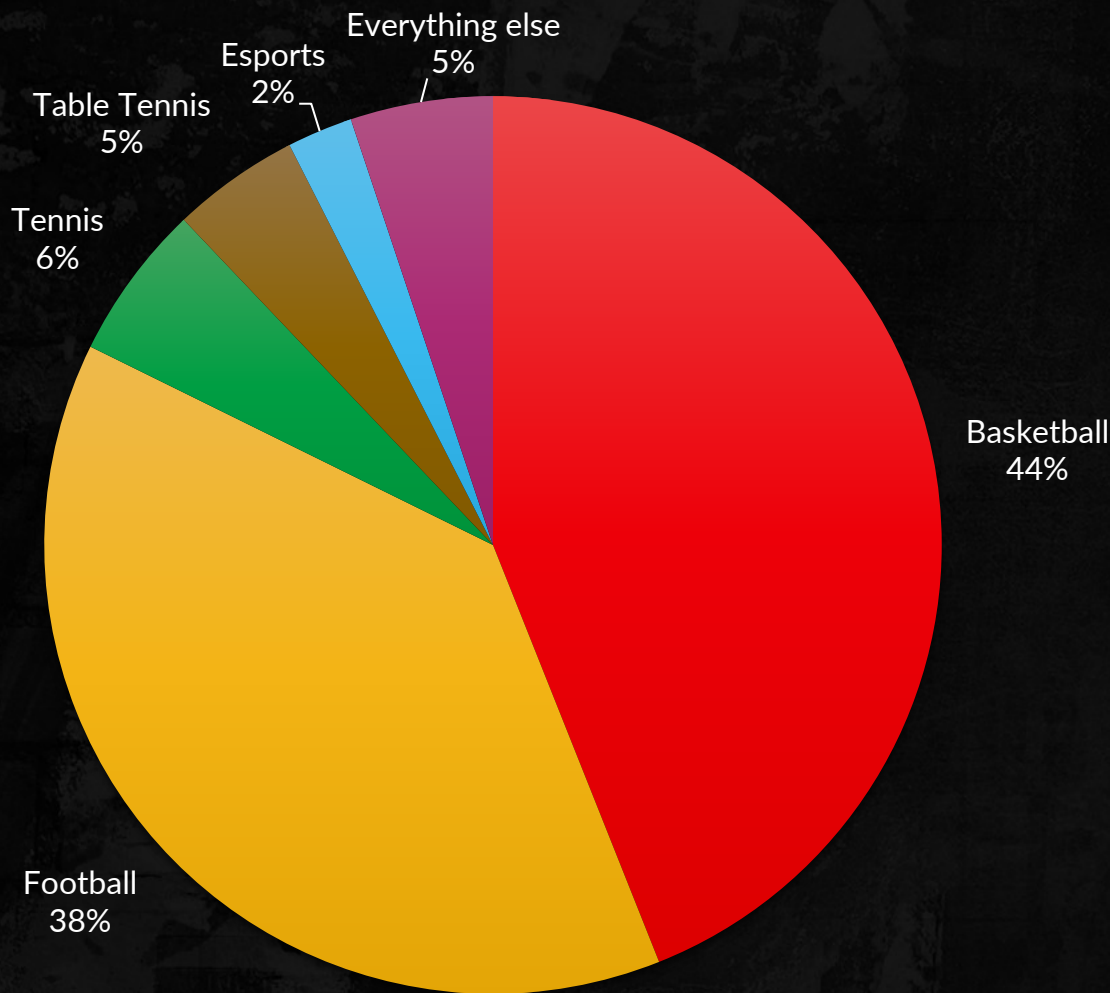
Our Customers' Gaming Preferences

Rough visualisation based
on combined data for
Actives/Turnover/Profit



Our Customers' Sports Betting Preferences

Rough visualisation based on averaged data for Actives/Turnover/Profit



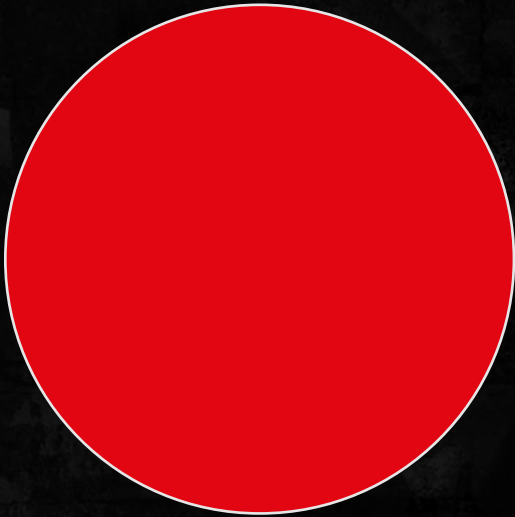
Our Colours



BIYING

Core Colour Palette

Biying Red, Biying Gold, black and white are our core brand colours.



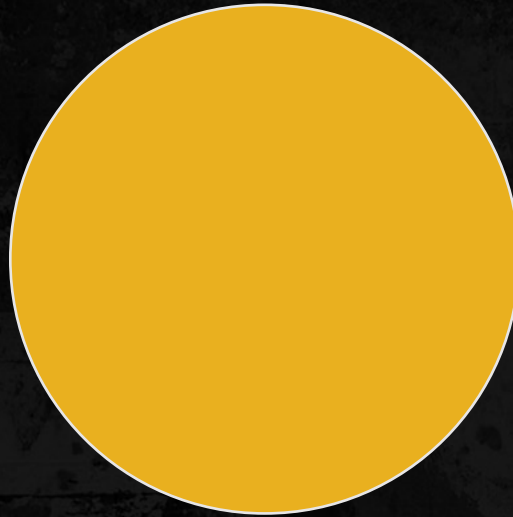
Biying Red

Hex: e20613

RGB(226, 6, 19)

CMYK: C0 M100 Y100 K0

Pantone 485 C



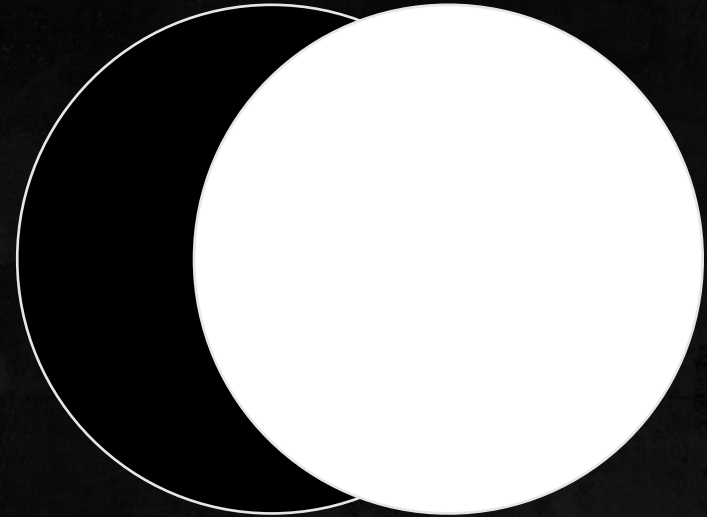
Biying Gold

Hex: e9b01f

RGB(233, 176, 31)

CMYK: C9 M32 Y92 K0

Pantone 7409 C



Black

RGB(0, 0, 0)

CMYK: C60 M40 Y40 K100

White

RGB(256,256,256)



BIYING

Colour Palette: Shades



Hex: c90614
RGB (201, 6, 20)
CMYK: C14 M100 Y100 K5



Hex: ef0717
RGB (239, 7, 23)
CMYK: C0 M100 Y100 K0



Hex: 630209
RGB (99, 2, 9)
CMYK: C34 M100 Y93 K54



Hex: a2050e
RGB (162, 5, 14)
CMYK: C24 M100 Y100 K20



Hex: e0bf7e
RGB (224, 191, 126)
CMYK: C12 M23 Y58 K0



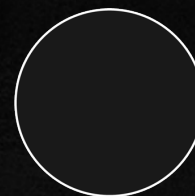
Hex: fcbe21
RGB (252, 190, 33)
CMYK: C1 M27 Y97 K0



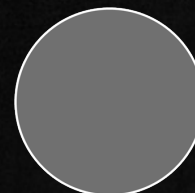
Hex: d6a11c
RGB (214, 161, 28)
CMYK: C17 M36 Y100 K1



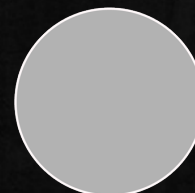
Hex: 855f00
RGB (133, 95, 0)
CMYK: C39 M56 Y100 K25



Hex: 191919
RGB (25, 25, 25)
CMYK: C73 M67 Y65 K79



Hex: 707070
RGB (112, 112, 112)
CMYK: C57 M48 Y48 K15



Hex: b2b2b2
RGB (178, 178, 178)
CMYK: C31 M25 Y25 K0



Hex: e2e2e2
RGB (226, 226, 226)
CMYK: C10 M7 Y8 K0

Accent Colours



Teal

Hex: 06e2d5
RGB (201, 6, 20)
CMYK: C14 M100 Y100 K5



Blue

Hex: 1f58e9
RGB (31, 88, 233)
CMYK: C83 M67 Y0 K0



Purple

Hex: 6706e2
RGB (103, 6, 226)
CMYK: C74 M82 Y0 K0



Light Purple

Hex: b01fe9
RGB (176, 31, 233)
CMYK: C51 M82 Y0 K0



Pink

Hex: e20681
RGB (226, 6, 129)
CMYK: C5 M100 Y9 K0



Orange

Hex: e94b1f
RGB (233, 75, 31)
CMYK: C3 M86 Y100 K0



Lime Green

Hex: bde91f
RGB (189, 233, 31)
CMYK: C31 M0 Y100 K0

Typography



BIYING

Typography

Brand Text Font

Noto Sans CJK SC

Noto Sans Simplified Chinese

人生而自由
任何人不得使为奴隶或奴
人人人生而自由
人人有权享有生命、自由和人身安

Styles

Thin 100
鉴于对人类家庭所有成员的固有尊严及其
鉴于对人类家庭所有成员的固有尊严及其
Regular 400
鉴于对人类家庭所有成员的固有尊严及其
Medium 500
鉴于对人类家庭所有成员的固有尊严及其
Bold 700
鉴于对人类家庭所有成员的固有尊严及其
Heavy 900
鉴于对人类家庭所有成员的固有尊严及其

Regular 400 at 28px

法律之前人人平等,并有权
享受法律的平等保护,不受
任何歧视。人人有权享受平
等保护,以免受违反本宣言
的任何歧视行为以及煽动这
种歧视的任何行为之害

Regular 400 at 36px

鉴于对人类家庭所有成员的固有尊严
及其平等的和不移的权利的承认,乃是世界自由、正义与和平的基础, 鉴于对人权的无视和侮蔑已发展为野蛮暴行,这些暴行玷污了人类的良心,而一个人人享有言论和信仰自由并免于恐惧和匮乏的世界的来临,已被宣布为普通人民的最高愿望,

Regular 400 at 32px

鉴于对人类家庭所有成员的固有尊严及其
平等的和不移的权利的承认,乃是世界自
由、正义与和平的基础, 鉴于对人权的无
视和侮蔑已发展为野蛮暴行,这些暴行玷污
了人类的良心,而一个人人享有言论和信仰
自由并免于恐惧和匮乏的世界的来临,已被
宣布为普通人民的最高愿望, 鉴于为使人类
不致迫不得已铤而走险对暴政和压迫进行
反叛,有必要使人权受法治的保护,

Regular 400 at 21px

鉴于对人类家庭所有成员的固有尊严及
其平等的和不移的权利的承认,乃是世界自
由、正义与和平的基础, 鉴于对人权的无
视和侮蔑已发展为野蛮暴行,这些暴行玷污
了人类的良心,而一个人人享有言论和信仰
自由并免于恐惧和匮乏的世界的来临,已被
宣布为普通人民的最高愿望, 鉴于为使人类
不致迫不得已铤而走险对暴政和压迫进行
反叛,有必要使人权受法治的保护,

Regular 400 at 34px

鉴于对人类家庭所有成员的固有尊严及其
平等的和不移的权利的承认,乃是世界自
由、正义与和平的基础, 鉴于对人权的无
视和侮蔑已发展为野蛮暴行,这些暴行玷污
了人类的良心,而一个人人享有言论和信仰
自由并免于恐惧和匮乏的世界的来临,已被
宣布为普通人民的最高愿望, 鉴于为使人类
不致迫不得已铤而走险对暴政和压迫进行
反叛,有必要使人权受法治的保护,

Headline Font

SJzongyi120

NBA
最新
资讯

Normal

NBA
最新
资讯

Outlined (Figma)
240px/240px [size/leading]
Stroke: 24px (Outside)



B I Y I N G

Image Strategy

Shape | Colour | Texture



BIYING



Image Strategy - Shape



BIYING

Shape

We use the outline of the Biying logo as a holding element behind imagery.

Our Logo



XXXXXXX
XXXXXXX

Its Underlying Shape...



XXXXXXX
XXXXXXX

...As Holding Element



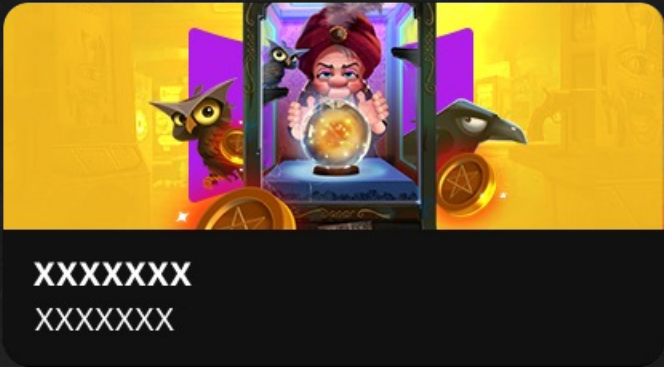
XXXXXXX
XXXXXXX



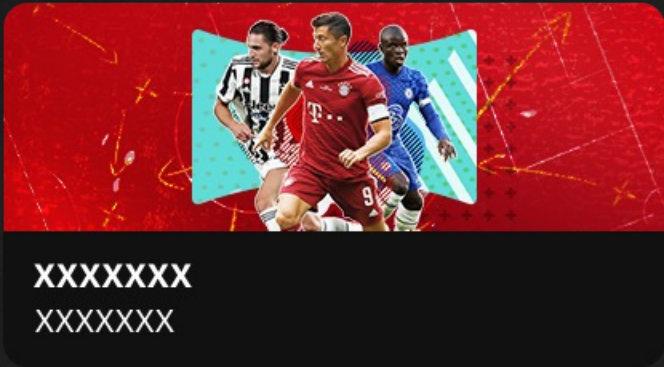
Shape

It is a consistent echo of the brand but can be used in a playful manner...

a) Solid Colour



b) With Texture



c) Multiple, Offset



d) Split (TvT)



e) As Negative Space

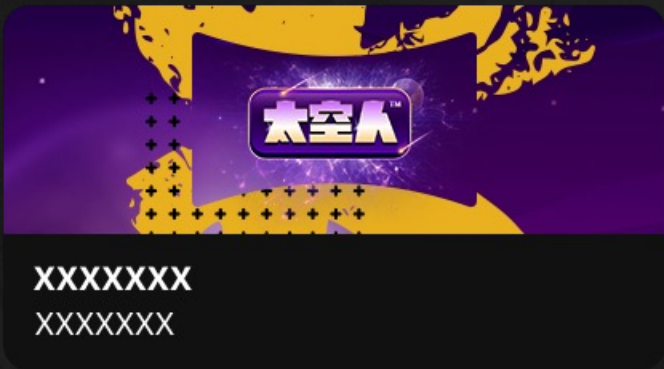


Image Strategy - Colour



BIYING

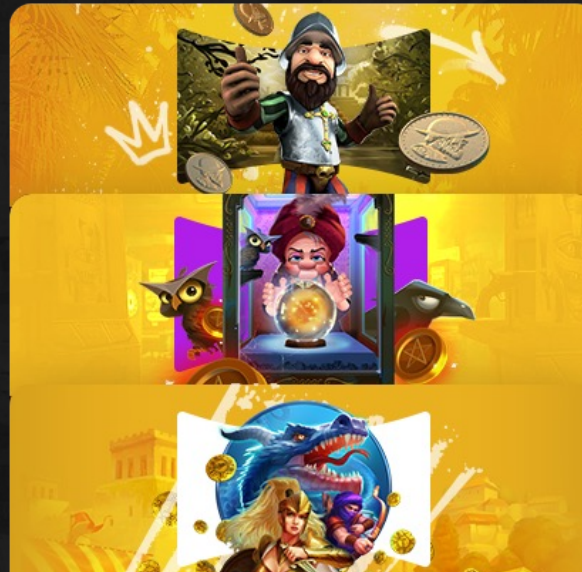
Colour - General

Vibrant and colourful sports/product imagery is *generally* displayed like this:

Sports
Red



Slots
Gold



Live Casino
Black



Colour – Exceptions

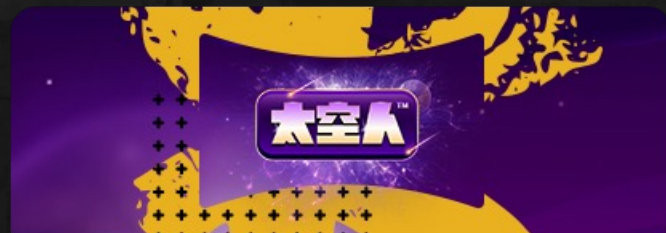
We are *dynamic* – if we need to adapt something – we do.

Below examples where the background colours deviate - but we include the segment colour in the artwork.

(Below left: Australian Open has a strong association with a particular blue but we still include red elements for *sports*. Below right: slot game using its own, purple, background image but we include a gold *slots* element.)



XXXXXXX
XXXXXXX



XXXXXXX
XXXXXXX

Colour – Exceptions

Cross sell

Background to be associated with segment being promoted but we include elements in the from segment colours.



XXXXXXX
XXXXXXX



XXXXXXX
XXXXXXX



BIYING

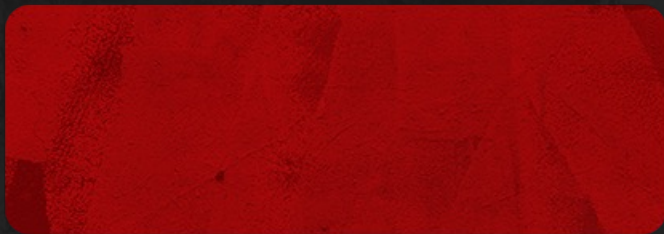
Image Strategy - Texture



BIYING

Texture

We use textures to add richness and variety to the artwork. Textures can be urban (street) or related to the product.
Ground/tarmac/court textures echo our *authentic* brand value.



Texture

We include items from our library of secondary shapes and patterns to add a dynamic feel...

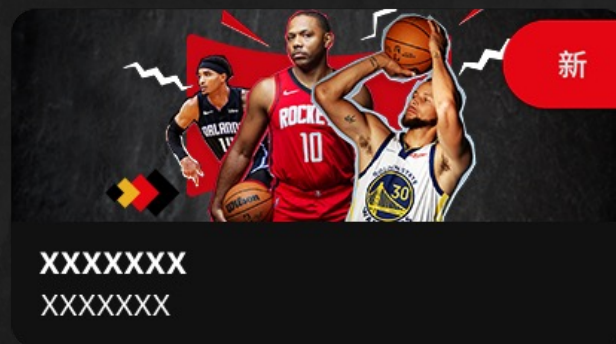
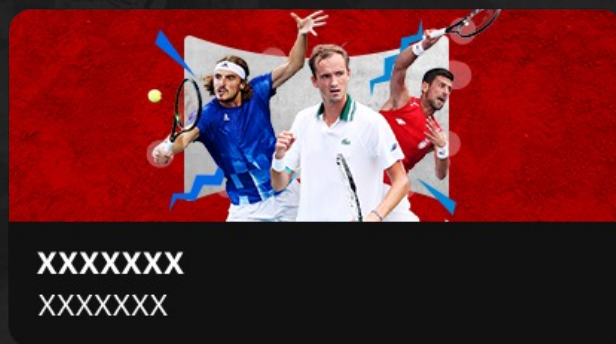
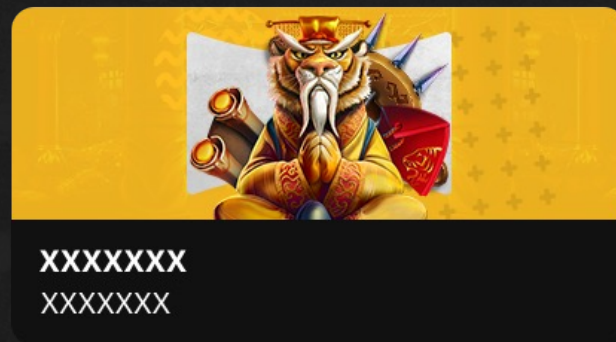
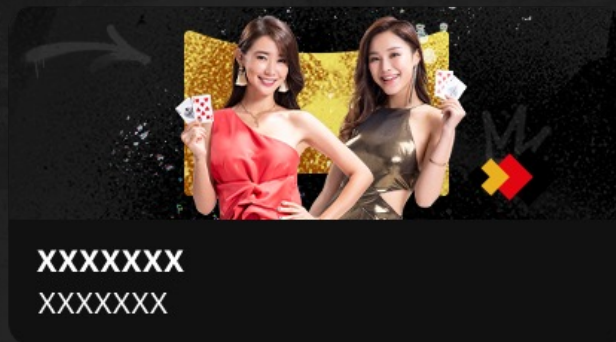
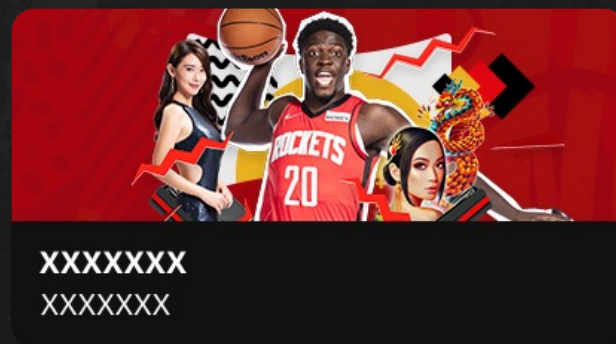
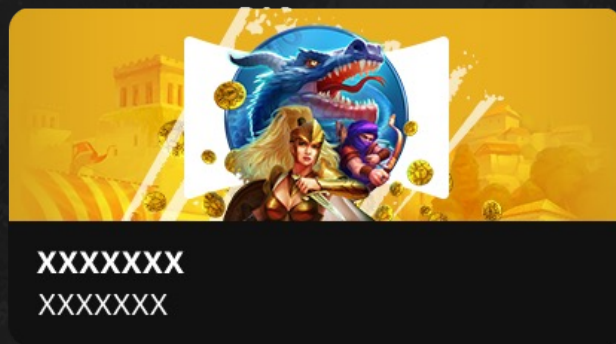
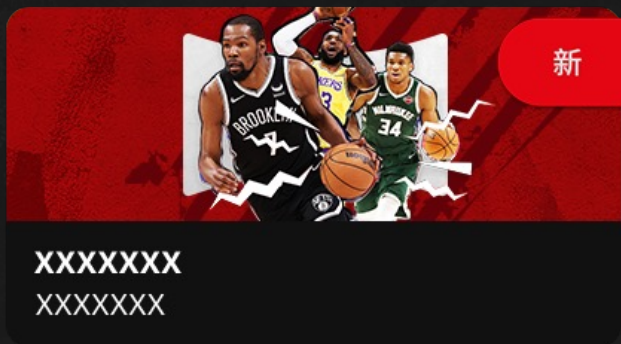


Examples



BIYING

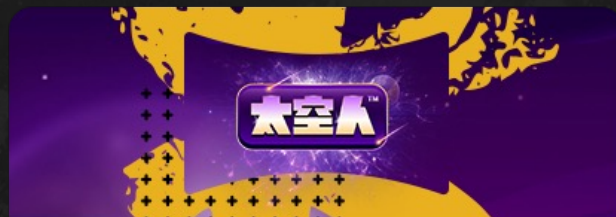
Example Promo Artwork (1 of 2)



Example Promo Artwork (2 of 2)



XXXXXXX
XXXXXXX



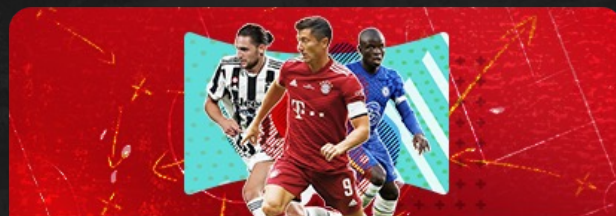
XXXXXXX
XXXXXXX



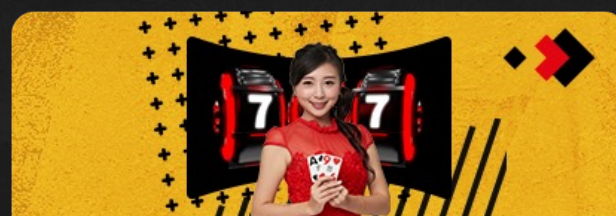
XXXXXXX
XXXXXXX



XXXXXXX
XXXXXXX



XXXXXXX
XXXXXXX



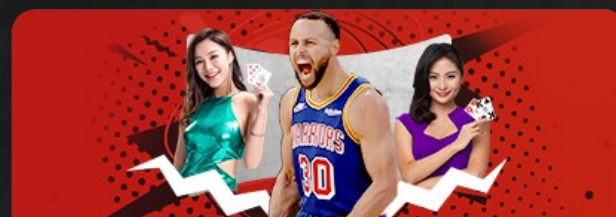
XXXXXXX
XXXXXXX



XXXXXXX
XXXXXXX



XXXXXXX
XXXXXXX



XXXXXXX
XXXXXXX

会员注册期
1至12个月
13至24个月
25至36个月

主要产品

70%

主要产品

次要产品

20%

次要产品

主要产品

20%

主要产品

次要产品

18%

次要产品

主要产品

20%

主要产品

次要产品

5%

次要产品

佣金计划

全新70%佣金计划，推广必赢让您享有业界最高佣金百分比，没有之一！

- 主次产品一旦选定将无法更换。
- 70%佣金来自主要产品的会员净收入

佣金出款条件：

- 当月达到3个新存款会员/维持8名或以上活跃会员/累计佣金1000元以上

简单3步骤
为自己“涨”收入

低门槛且无需任何费用，仅带入会员即可赚取丰厚佣金！立即把握机会成为必赢代理吧！

第1步 🏡 注册代理

第2步 🏡 招揽会员

第3步 🏡 领取佣金

资金安全

隐私保护

快速交易

全新70%佣金计划，推广必赢让您享有业界最高佣金百分比，没有之一！

- 佣金出款条件:

- 当月达到3个新存款会员/维持8名或以上活跃会员/累计佣金1000元以上

低门槛且无需任何费用，仅带入会员即可赚取丰厚佣金！立即把握机会成为必赢代理吧！

- 

资金安全



隐私保护



快速交易



诚信公平



BUYING

VIP



BIYING

Example Artwork

Rose Gold is the colour for VIP comms



[Thank you]



BIYING