

talkSPORT BET

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talkSPORT BET

Introduction

We provide an entertaining, supportive and down-to-earth betting companion for talkSPORT listeners, allowing them to easily bet on their favourite sporting events.

Our brand book delivers clear and concise guidelines on our purpose, positioning, values, personality, promise and TOV.

Brand Purpose

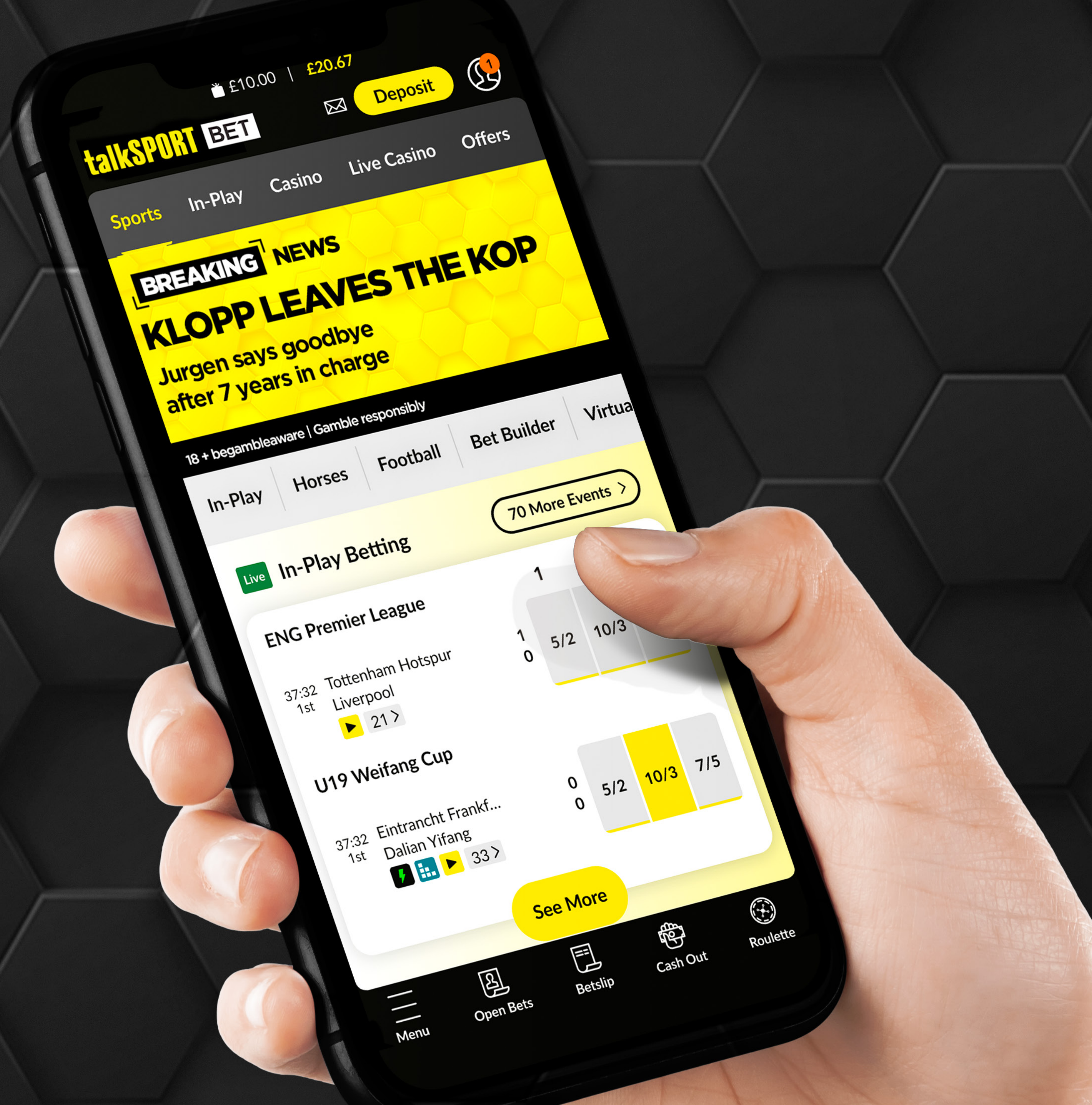
To be the principal bookmaker for talkSPORT consumers who want to bet.
talkSPORT BET will give the brand's radio listeners an equally
entertaining betting experience.

Brand Vision

To be the principal bookmaker for talkSPORT
consumers who want to bet.

Brand Positioning

talkSPORT BET is your essential betting companion from
talkSPORT – the world's biggest sports radio station.



Brand Promise

An entertaining, informed and responsible betting experience brought to you with everything you love about talkSPORT.

Brand Values

Back to Basics - we make betting uncomplicated and fun.

On the Ball - we stay relevant with suitable offers and markets.

Respectful - we speak truthfully and treat everyone with respect.

Keep it Real - we keep gambling casual and safe with effective Safer Gambling tools.

Brand Personality

Entertaining We're topical, enthusiastic and light-hearted.

Down-to-earth We're unpretentious, straightforward and friendly.

Knowledgeable We're sport and betting experts, informed and reliable.

Tuned in We're self-aware, we know what talkSPORT consumers like and we stay on topic.



Target Audience

25+ years old male talkSPORT listeners who love sport, especially football.

Our customers are looking for a betting experience that partners seamlessly with the down-to-earth, light-hearted entertainment they get from talkSPORT radio.

They want an uncomplicated, reliable betting experience that makes betting on their favourite events easy and fun.

They mostly bet on Premier League football, but will also bet on popular events, such as title fights, the Grand National, Wimbledon, the Masters, and of course the major football tournaments, such as the World Cup and the Euros.

Logotype

The specific, customised way we present
our most important fixed asset,
the talkSPORT BET brand logo.

talkSPORT BET

Full Wordmark

By using the talkSPORT logo as part of the full wordmark, the brand is instantly recognisable.

The placement of the word BET in uppercase on a white background replaces the familiar football speech bubble icon used in the talkSPORT radio brand logo.

The full wordmark of talkSPORT BET feels familiar to talkSPORT customers – our target audience.

Horizontal Logo



Portrait Logo



Shortcut /App Icon



Exclusion Area

Main Logo - Horizontal



Secondary Logo - Vertical



Clear Space

Nothing should obscure our wordmark and there should always be enough clear space around it, as specified here.

Typography

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

Gotham

Medium

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklm-
nopqrstuvwxyz

‘?’“!”(%)[#]{@}/&\<
-+=>®©\$£¥¢:;,.*

0123456789

Bold

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklm-
nopqrstuvwxyz

‘?’“!”(%)[#]{@}/&\<
-+=>®©\$£¥¢:;,.*

0123456789

Black

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklm-
nopqrstuvwxyz

‘?’“!”(%)[#]{@}/&\<
-+=>®©\$£¥¢:;,.*

0123456789

Our Typeface

The talkSPORT BET creative work, titles, website interface and body copy uses Gotham. This is a clean, strong, modern font, which is clearly legible across all digital platforms.

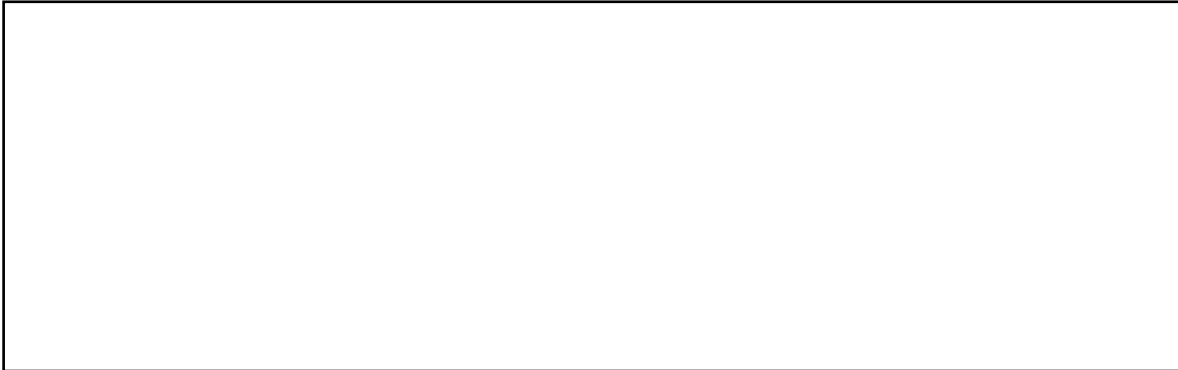
We use Gotham in three font levels to ensure our messages are delivered as clearly as possible for maximum impact – Medium, Bold and Black.

The consistent use of this typeface creates a familiar and coherent look for the brand. We keep our messaging proportionately balanced by following a structured type hierarchy.

Brand Colours

**We're a black, yellow and white brand – strong, simple, contrasting colours.
Our main colours mirror the familiar talkSPORT brand, ensuring consistency.
Our colour palette also contains various complementary secondary colours to help
us enrich our brand.**

Primary Colours



White

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF



Black

R0 G0 B0
C91 M79 Y62 K97
#000000



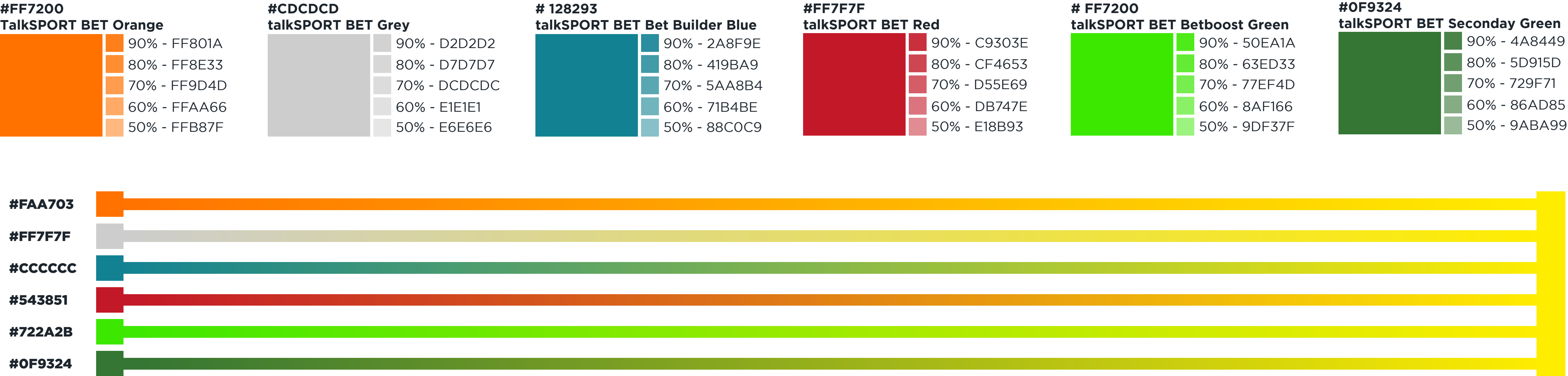
Yellow

R255 G237 B0
C0 M0 Y100 K0
#FFED00



Secondary Colours

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

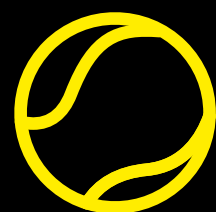


Iconography

Our site navigation icons help our customers find their way around the site quickly and effortlessly.

Icon Examples and Colour Variations

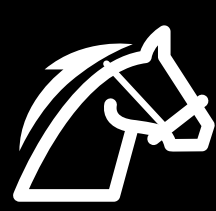
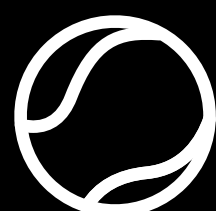
Brand



Dark



Light



Site Navigation Icons

Our icons are in the three core brand colours: yellow, black and white. We use an outline style combined with filled areas.

Tone Of Voice

Defining the way we talk to our customers, conveying our character and brand personality.

Tone of Voice

Our tone is conversational and friendly, down-to-earth and straight-talking, using simple words and concise sentences.

We're confident and fun; we can also be playful and opinionated. But we're always mindful of the need to be serious about issues relating to Safer Gambling and UK gambling regulations.

We're supportive, honest and trustworthy. Our players know we are experts in sports and betting and that they can rely on us to keep them informed.

Our tone of Voice is guided by these 4 principles:

Entertaining

We're enthusiastic, friendly and punchy; we can be playful and opinionated, but we know when to be serious

Down-to-earth

We're straight-talking and unpretentious, using simple language and transparent communication

Knowledgeable

We really know our stuff; customers can rely on us for relevant offers and markets. We're topical, bang up to date and always talk about the latest topics

Respectful

We speak honestly and keep our customers informed. We also support our customers with relevant Safer Gambling information and tools so they can bet safely

Stay On The Ball

With our Safer Gambling tools

Safer Gambling

We make gambling fun, easy and entertaining for our customers, but it's also essential that we make it as safe as possible.

Protecting our customers from gambling-related harm is our top priority.

As a straight-talking and honest brand, we always speak openly about the risks of gambling.

We encourage our customers to use our Safer Gambling tools to help them gamble safely and responsibly. These tools include deposit limits, time reminders, time-out, product restrictions and self-exclusion.

Our Safer Gambling experts are available 24/7. We also run affordability checks to ensure our customers never bet more than they can afford.

Image Strategy

Our impactful images, assets and textures are simple, direct to action and where possible reflect our parent brand.

Lightning Bolt



Bet Boost



Breaking News



Distinctive Assets

Our distinctive lightning bolt is taken from our parent brand, talkSPORT. This icon is instantly recognisable to our customers. We use this to highlight important features and add excitement to our designs.

Our green Bet Boost icon depicts a vibrant lightning bolt. This zap of electricity emphasises the energy and thrill of our Bet Boost feature, which offers our customers enhanced odds to power up their betting experience.

Taken from our parent brand, our Breaking News icon is used to announce an exciting piece of news or relate a betting concept to a breaking news item from the world of sports. The colours mirror our brand logo, while the angular design is styled on a television breaking news announcement.

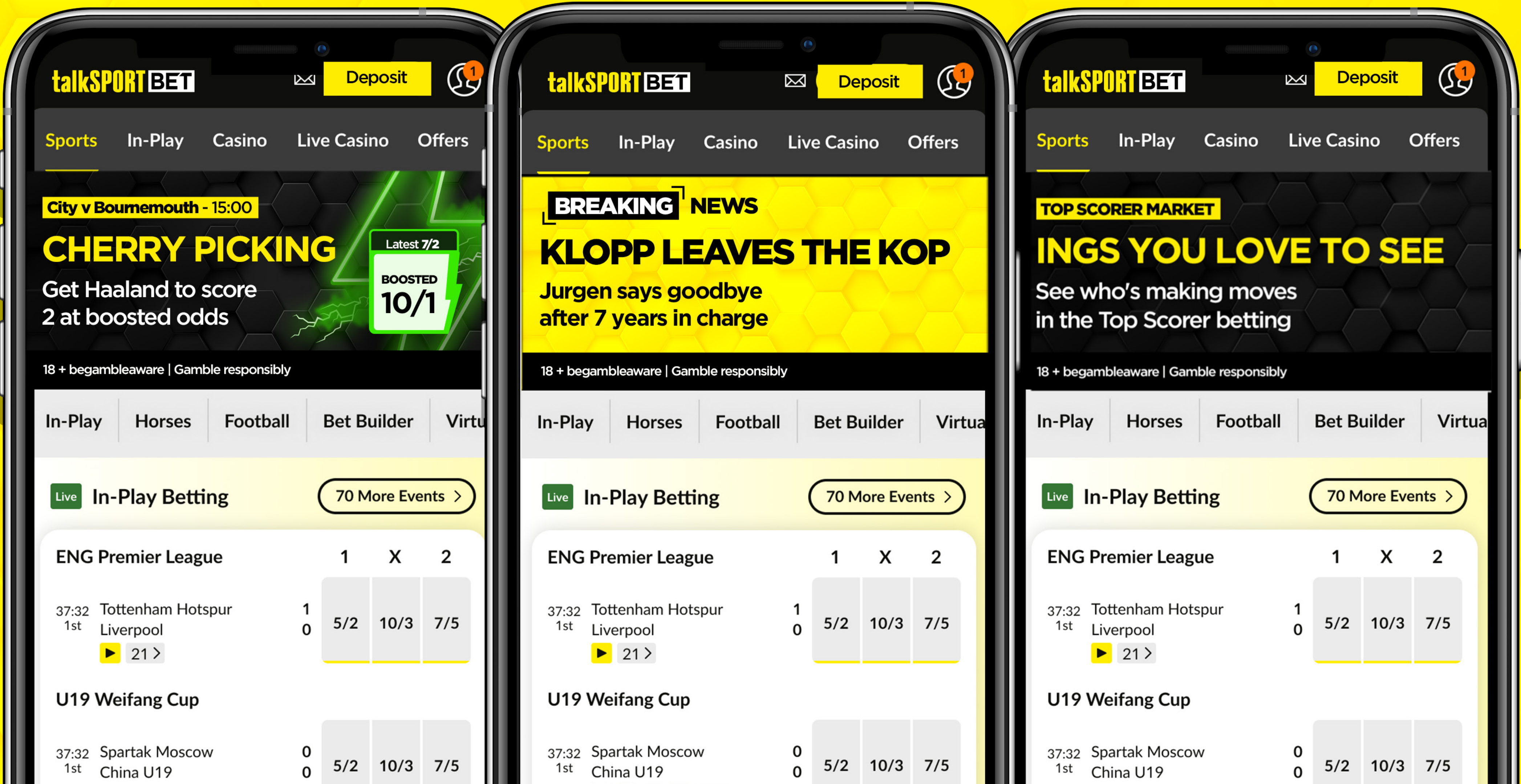


Textures

Reminiscent of the hexagonal stitching on a football, our subtle background texture of black and yellow hexagons ties our brand naturally to our main sports offering, Premier League football.

Display

Whether it's breaking news or trending conversations, we have our finger on the pulse. As such, we don't rely on photography or images. We connect with our audience via succinct, direct copy, further encapsulating talkSPORT's look and feel. This means we can react quickly, and be first to offer odds or promotions on whatever is happening in the world of sport.



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