bet105

BRAND GUIDELINES

LOGO CLEAR SPACE

To ensure the right amount of breathing space around the BET105 logo the following process should be applied:

Step 1
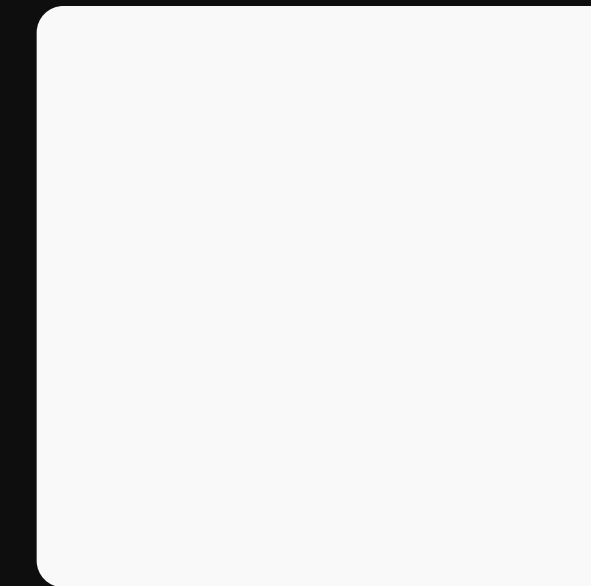Pick the number '0'

Step 2
Duplicate it

x = **00**

BRAND COLOR PALETTE

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.
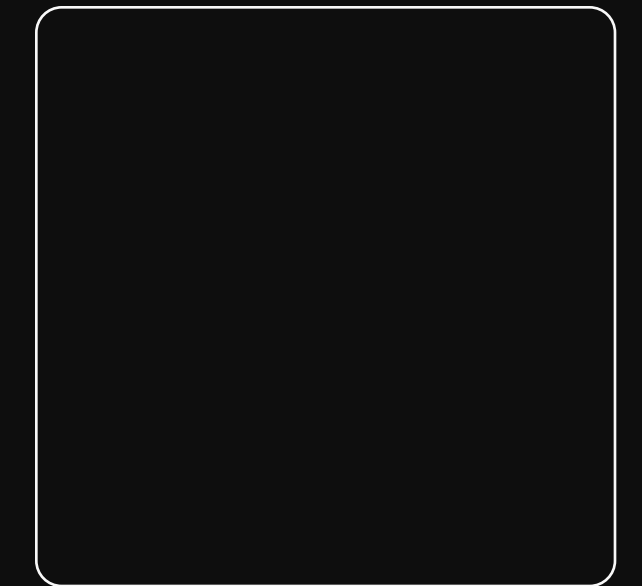
Navy Blue

HEX **3083DC**
RGB **50, 132, 220**
CMYK **67, 35, 0, 14**

Alabaster

HEX **F9F9F9**
RGB **249, 249, 249**
CMYK **0, 0, 0, 2**

Cod Gray

HEX **0E0E0E**
RGB **14, 14, 14**
CMYK **0, 0, 0, 95**

LOGO USAGE

1. White and blue logo on a black background
Preferred option.

2. Blue logo on a white background
To be used when option one is not working out.

3. White logo on a black background
Whenever incorporating blue is not an option, one should always fallback on a white version of the logo on a black background.

4. Black logo on a white background
Used when a white version of the logo is not working.

Same rules apply to the horizontal logo.

1

bet105

2

bet105

3

bet105

4

bet105

BAD LOGO USAGE

Feeling quirky today? Save it for your late night chat, but please don't mess with our logo. Avoid the examples mentioned on the right at all times.

1. Don't go crazy with your color mix
For more guidance around which colors are allowed, see page 03.

2. Don't apply effects
Glowing edges, drop shadows and gradients are forbidden.

3. Don't twist and turn the logo around
Use it within the provided ratios.

4. Don't mismatch colors of the logo
Also no other color combinations are allowed besides the ones provided in these guidelines.

1

bet105

2

bet105

3

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TYPEFACES

Our typography consists of two font families, Lato and Poppins.

Primary Typeface: Lato
Lato Font Family is a versatile sans-serif font family designed by Łukasz Dziedzic in 2010, originally intended for corporate use. Its name, meaning "Summer" in Polish, reflects its warm and friendly aesthetic. Lato combines classical proportions with a modern touch, making it suitable for both body text and larger displays.

Secondary Typeface: Montserrat
Poppins Font Family is a modern sans-serif font family designed by Indian Type Foundry. It features a geometric style with rounded edges, making it both versatile and visually appealing. Poppins is particularly well-suited for digital and print applications, offering excellent readability across various sizes.

LATO

Primary Typeface: Lato

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed et vehicula est. In eget erat quis ex vestibulum pretium in eu augue. Proin fringilla ullamcorper ligula, vitae vehicula lacus vulputate eget. Nunc mauris dui, tristique sed dignissim vitae, dignissim sed orci. Praesent pellentesque, felis sed convallis pellentesque, odio erat vestibulum magna, in pharetra justo metus quis lorem. Morbi nec magna a mi venenatis finibus id ut nulla. Nulla quis lobortis quam, at rutrum diam. Nullam accumsan, tellus in volutpat commodo, dolor sem fringilla ante, in elementum libero est ut odio. Etiam tincidunt metus at diam dictum scelerisque.

Secondary Typeface: Poppins

QUESTIONS?

For any questions regarding the brand guidelines, please contact us.

brand@bet105.eu

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