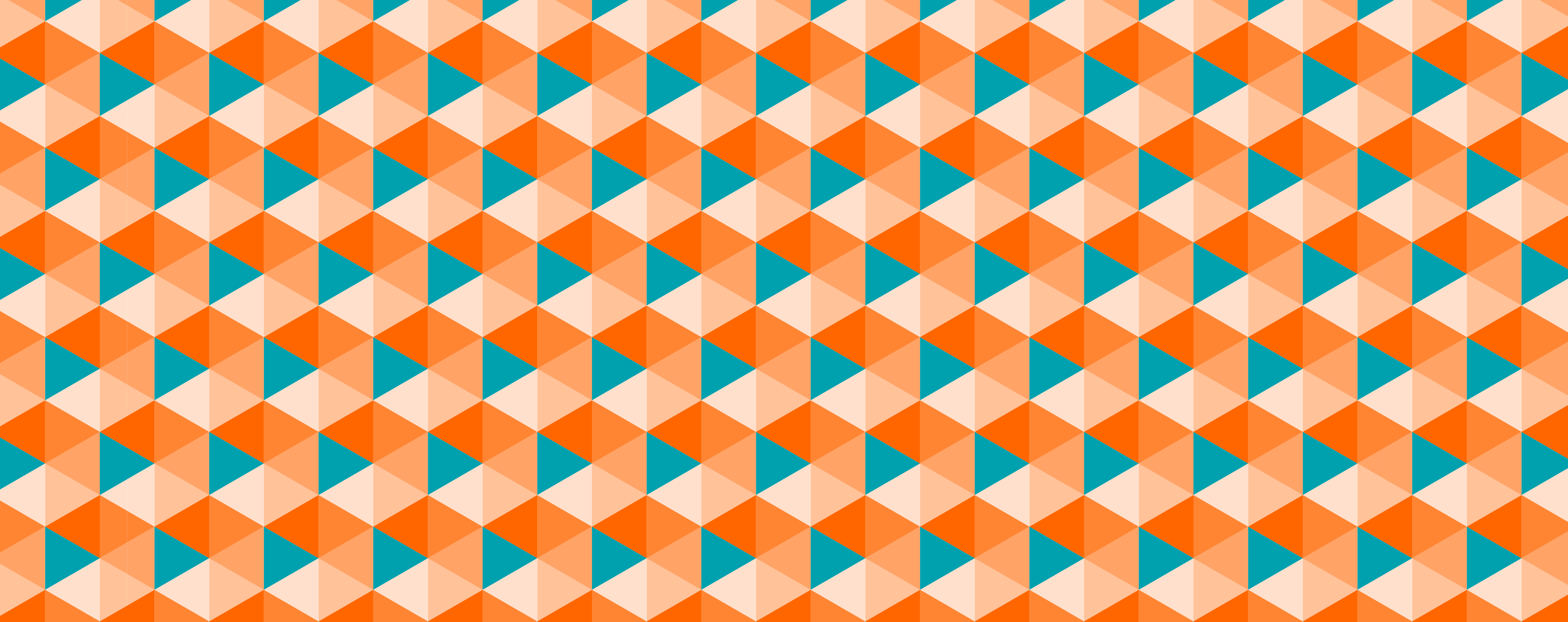




CORPORATE BRANDS

Visual guidelines

betsson**ab**
betsson**group**

LOGOTYPES

Our core visual identifier is made up of our wordmarks. The Betsson AB and Group primary logotypes act as visual signatures of the brands, taking you straight to the action.

There are some basic rules on how to use the logo, such as placement, minimum size, distortion and background colours. The logos should always be used in accordance with these guidelines.

betssonab

betssongroup

betssongroup
AFFILIATES

betsson
group

LOGOTYPE/COLOUR COMBINATIONS

This page demonstrates successful colour combinations using our logotypes. Never cross-over the primary colours of the word 'betsson' and 'group' or 'ab', unless substituted with white or black. Ex. 'betsson' should never be in teal and 'group' or 'ab' should never be in orange.

To use a different variation of the logo other than the primary four, approval is needed from the Lead Designer in charge of the brand.

The primary logo on a light background, featuring the word 'betsson' in orange and 'group' in teal.

Primary Logo (Light Background)

The main version of the logo, ideal for use on white or very light backgrounds for maximum legibility and brand consistency.

The primary logo on a dark background, featuring the word 'betsson' in orange and 'group' in teal.

Primary Logo (Dark Background)

This version is used on dark or black backgrounds to ensure visibility while maintaining brand identity.

The logo on an orange background, with 'betsson' and 'group' in white.

Logo on Orange Background

When placing the logo on an orange background, the white version should be used to create strong contrast and readability.

The logo on a teal background, with 'betsson' and 'group' in white.

Logo on Teal Background

The white logo is also used on an teal background to maintain clarity and ensure a cohesive brand look.

The white logo on a dark background, featuring the word 'betsson' and 'group' in white.

White Logo on Dark Background

The white logo is suitable for monochrome printing or when color usage is limited. It should be used on dark backgrounds.

The black logo on a light background, featuring the word 'betsson' and 'group' in black.

Black Logo on Light Background

This black logo is designed for use on white or very light backgrounds where color is not an option.

LOGOTYPES/CLEAR SPACE

Retaining clarity of our logo is crucial, to best achieve this we keep a minimum area of surrounding clear space.



LOGOTYPES/MISUSE

Our supplied artwork are the only files to be used. The Betsson Group and Betsson AB logotypes has been artworked and supplied. No other version of this should be used, neither should any alterations be made to it.



Do not rotate the logo.



Do not distort or warp the logo in any way.



Do not swap the colours.



Do not outline or create a keyline around the logo.

LOGOTYPE/PALETTE

Our colour palette for the Betsson AB and Group brands are made up of four colours: two primary and two secondary. The primary colours are the vibrant orange recognized from the commercial brand, together with the classic fresh and modern Teal.

We believe that such bright, confident and fresh colours perfectly represent our personality. They're used predominantly for headlines, backgrounds and graphic elements. The secondary colours are used across text and backgrounds. They're the perfect partners to go along the primary colours creating a broader setting.

ORANGE

Pantone: 1505 C
0 | 74 | 100 | 0
#ff6600

BLACK

Pantone: BLACK 6 C
74 | 67 | 66 | 85
#0D0D0D

TEAL

Pantone: 7467 C
79 | 16 | 31 | 0
#00A1AF

WHITE

Pantone: 000 C
2 | 0 | 0 | 2
#F4F8F9