

betsson

Logo Guidelines

Logo & Brand Identity Guidelines

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The Logo

logomark



Clear space 2

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with thelegibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 25% of logomark on each side.



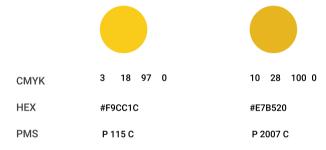
Logo variation

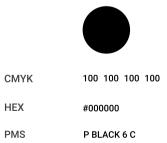
The logo used on an application will often depend on the background and production method. When using the logo on a white/light background, use the black text version and when using the logo on a black/dark background use the yellow text version.





Priamary colors





Do Not: Logomark

Do not resize or change the position of the logomark.



Do not use any other font, no matter how close it might look to the original

Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



















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Thank you!