

**BETSSSEN**



# Betssen logo

Standards that need to be followed when using the company logo. Correct and incorrect usage of the logo: rules, elements, nuances.



# Primary logo



In this section the main usage of the logo is shown.

A custom typeface is used to create the "Betssen" wordmark.

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# Safe space rule



The symbols and type should always be kept in proper proportion to maintain the integrity of the logo. Always use the approved logo files and use only vector files of the logo when printing.

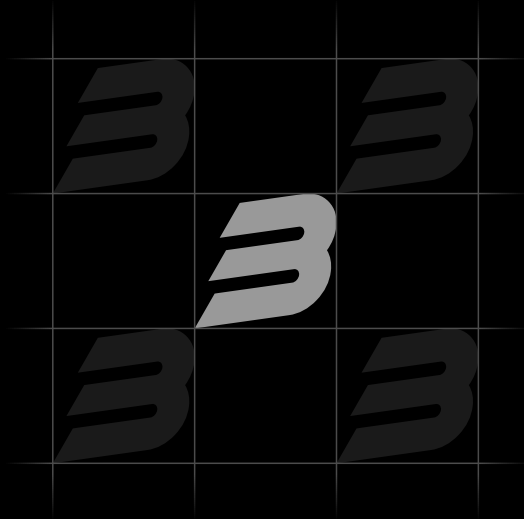
Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions, so the height and width are scaled together.

The x-height of the logo is based on the text height of the wordmark.



# Symbol

The B letter can be used separately in brand items and graphics. Also can be used as a branded icon.



# Correct logo use



## Dark background

Here are the variations of using the logo on dark background. The main version color of Betssen logo is white with the specified gradient on SS letters.

### Main gradient logo version



#### Wordmark color

**RGB** 256 / 256 / 256  
**CMYK** 0 / 0 / 0 / 0  
**HEX** #FFFFFF

#### SS gradient

**RGB** 242 / 201 / 76  
**CMYK** 5 / 20 / 87 / 0  
**HEX** #F2C94C

**RGB** 232 / 138 / 49  
**CMYK** 7 / 56 / 100 / 0  
**HEX** #E88A31

### Flat double color logo version



#### Wordmark color

**RGB** 256 / 256 / 256  
**CMYK** 0 / 0 / 0 / 0  
**HEX** #FFFFFF

#### SS color

**RGB** 238 / 176 / 65  
**CMYK** 5 / 33 / 93 / 0  
**HEX** #EEB041

### Flat color logo version



#### Wordmark color

**RGB** 51 / 51 / 51  
**CMYK** 0 / 0 / 0 / 80  
**HEX** #FFFFFF

# Correct logo use

## Light background

Here are the variations of using the logo on Light background. The main version color of Betssen logo is black with the specified gradient on SS letters.

### Main gradient logo version



### Flat double color logo version



### Flat color logo version



### Wordmark color

**RGB** 0 / 0 / 0  
**CMYK** 0 / 0 / 0 / 100  
**HEX** #000000

### SS gradient

**RGB** 242 / 201 / 76  
**CMYK** 5 / 20 / 87 / 0  
**HEX** #F2C94C

**RGB** 232 / 138 / 49  
**CMYK** 7 / 56 / 100 / 0  
**HEX** #E88A31

### Wordmark color

**RGB** 0 / 0 / 0  
**CMYK** 0 / 0 / 0 / 100  
**HEX** #000000

### SS color

**RGB** 238 / 176 / 65  
**CMYK** 5 / 33 / 93 / 0  
**HEX** #EEB041

### Wordmark color

**RGB** 180 / 180 / 180  
**CMYK** 0 / 0 / 0 / 30  
**HEX** #B3B3B3

### Main gradient logo version



### Wordmark color

**RGB** 256 / 256 / 256  
**CMYK** 0 / 0 / 0 / 0  
**HEX** #FFFFFF

### Background gradient

**RGB** 242 / 201 / 76  
**CMYK** 5 / 20 / 87 / 0  
**HEX** #F2C94C

**RGB** 232 / 138 / 49  
**CMYK** 7 / 56 / 100 / 0  
**HEX** #E88A31

## Monochrome & white out

When monochrome is used, then all elements are to be 100% black. This form of the logo must only be used against background colors light enough to hold enough contrast to maintain legibility. All rules of monochrome also apply to the symbol.



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When white out is used, the logo is inverted to white. This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.



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# Incorrect logo use

This section is aimed to show the improper usage of the logotype. Do not change logo's orientation; add extra effects to the logo. This includes but is not limited to lighting effects and drop shadows; changing the logo colors or making color alterations. It is not acceptable to use backgrounds other than mentioned above; scale the logo disproportionately; make alterations, additions or substitutions of the words or colors contained in the logo; use gradients; change the logo itself or the writing orientation.

do not scale the logo



do not rotate the logo



do not change logo colors



do not change the spacing of the logo



do not change elements color



do not distort the logo





# Visual identity

What makes Betssen look unique, and smart. All the colors, patterns, brand elements that piece by piece create the image of the Betssen brand.



# The color system

This section shows the colors and codes with approximate proportional usage.

Mango

**RGB** 242 / 201 / 76  
**CMYK** 5 / 20 / 87 / 0  
**HEX** #F2C94C



Apricot

**RGB** 232 / 138 / 49  
**CMYK** 7 / 56 / 100 / 0  
**HEX** #E88A31

Black

**RGB** 0 / 0 / 0  
**CMYK** 0 / 0 / 0 / 100  
**HEX** #000000

Coal

**RGB** 51 / 51 / 51  
**CMYK** 0 / 0 / 0 / 80  
**HEX** #FFFFFF

White

**RGB** 256 / 256 / 256  
**CMYK** 0 / 0 / 0 / 0  
**HEX** #FFFFFF

Azure

**RGB** 31 / 221 / 254  
**CMYK** 56 / 0 / 0 / 0  
**HEX** #1FDDFE

Fire

**RGB** 219 / 97 / 0  
**CMYK** 9 / 77 / 100 / 2  
**HEX** #Db6100

Turquoise

**RGB** 10 / 151 / 176  
**CMYK** 84 / 24 / 24 / 0  
**HEX** #0A97B0

Ruby

**RGB** 179 / 27 / 4  
**CMYK** 18 / 100 / 100 / 16  
**HEX** #B31B04

# Typography

The primary font for Betssen is Outfit. The structure of the typeface is simple, so it's easy to read, but it maintains an elegantly modern feel.

weights

example



**Outfit**  
extra light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

**Outfit**  
regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

**Outfit**  
black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

**Outfit**  
black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

title \_\_\_\_\_

**LOREM IPSUM**

lead \_\_\_\_\_

**Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.**

paragraph \_\_\_\_\_

Praesent non sapien nec diam tincidunt et dapibus. Quisque nec porttitor tortor, eu viverra urna. Cras vestibulum, eros in nec iaculis semper, magna neque fermentum libero, sit amet finibus ante sapien rutrum eros. Praesent at ipsum vel metus euismod semper vel et nibh. Integer efficitur augue a magna fermentum, non egestas diam et sagittis. Cras a accumsan ligula, vitae amet luctus ipsum.

button \_\_\_\_\_

**GET STARTED**

link \_\_\_\_\_

learn more

# Banner Treatment

Version 1

This section shows the way various banners and promotions should be treated (colors, styling, elements etc.)



# Banner Treatment

Version 2

This section shows the way various banners and promotions should be treated (colors, styling, elements etc.)



# Social media posts

Version 1

This section shows the way social media posts should be treated (colors, styling, elements etc.)



# Social media posts

Version 2

This section shows the way social media posts should be treated (colors, styling, elements etc.)





