

Sto



## 1 brand traits

- Essence
- Mission
- Vision
- Values
- Unique Value Proposition

## 2 brand voice

- Tone of voice
- Tone of voice approach
- Tagline
- Company descriptor statement
- Key Brand Messages

## 3 smartbet logo

- Primary Logo
- Secondary logo
- Logo with main graphic element
- Graphic element grid
- Correct logo use
- Monochrome & White out
- Incorrect logo use

## 4 visual identity

- The color system and codes
- Corporate fonts & typography
- Branded alphabet - Smartian
- Branded alphabet - Binarian
- Product demonstration
- Products
- Products Wordmarks
- Corporate pattern
- Brand elements: Smart cores

## 5 brand items

- Business card
- Letterhead
- Envelope
- Lanyard
- Badge
- Bag
- Pin
- T-shirts
- Mugs
- Card holder



## **brand traits**

What makes SmartBet unique.  
Our philosophy, ideology,  
the principles we adhere to.

There is a decision. And there is a smart decision. We organize our workflow and business following smart decisions: less effort with more results, simple solutions instead of complicating the process due to ignorance.

Our mission is to combine creativity and deep knowledge of modern digital technologies to provide the smartest solution. The one that your business really needs.

Together we are creating a smart iGaming network. A community based on effective cooperation and mutually beneficial deals. Together we are moving towards **simplicity** and **multifunctioning** to ensure **comfort** and **full control**.

1

## Equality

Building strong business connections for us means being open and supportive

2

## Transparency

We believe in the idea that trust and transparency can help in building empires

3

## Mutual Prosperity

We don't imagine constructing relations without understanding each others' needs



**While others are watching, smart ones are focusing.**

**1** We focus on our work to perform in the smartest way

**2** We focus on our partnership to make it mutually beneficial

**3** We focus on our clients to understand all their needs

**4** We focus on our colleagues to help them self-improve and stay motivated

**5** We focus on everything and every one that opens new horizons and opportunities



## **brand voice**

How our partners and customers perceive us. Our voice, key messages, and style of speaking that make SmartBet unique.

smart | casual | friendly | positive

adventurous | engaging | initiating

Words and phrases that describe Brand and separate products' tone of voice:

## SmartBet Brand

witty | respectful | stylish | confident

smart | offering solutions

Depending on the context can address partners directly: "Together we are creating smart iGaming"

## SmartBet Products

engaging | partnership oriented

offering solutions | call to Action

Can use an emotional tone of voice: “Smart CRM - Know your customers to keep them happy”

Provides numbers and infographics

Says “customers” instead of “players, users”

But still flexible on context, can address customers in official, semi-official or casual form depending on different products, placements, and marketing strategies

## Social Media and Mailing

engaging | informative

friendly | dynamic | trendy

Informative - numbers, infographics, data, comparisons, top charts

Friendly, dynamic - events, new partnership deals, latest news)

Trendy - offers and showcases the latest solutions

Speaks for the narrow and interested audience instead of providing generic information

## **Smarter, Better.**

The tagline expresses the SmartBet ideology of doing business. In order to reach better results, create a firm partnership, and enter a new level of business, we follow smarter decisions.

Being used as the main tagline on the website, social media, and other placements.

## **Smarter iGaming for Better Experience**

The secondary tagline.

Can be used for cases where the company industry or short description is required

SmartBet brand provides dynamic solutions for iGaming. Our main priority is to fulfill all the demands of operators by offering the safest, easiest, and most multifunctional platform in the iGaming industry.

By partnering with SmartBet, businesses accessing themselves to the professional team that produces edge-cutting inbound solutions for the modern iGaming industry. We are the first and yet the only one to offer installation-based API integration. No coding, easy, simple, smart.

SmartBet can also connect the best solutions in the market to your business, bringing new audiences, finding new markets, and expanding your business.

We offer a smart technology you need to stay one step ahead of your niche competitors. But first of all, the most enticing gaming experience to offer your customers!



## **Always offer more.**

Our partners are looking for new solutions and entertainment for their clients. We provide endless possibilities for them to always offer more.

The message is being used in B2B marketing materials: website, social media, landing pages.

## Faster, Higher, Stronger... Smarter

The famous olympic motto is slightly modified and rethought to represent our customers our readiness for new solutions, changes, modifications. In addition to energy, speed and drive, we also offer smart solutions.

The message to be used when offering sports-oriented products including virtual sports and sports-based casino games.

## Sports Emotions Non-Stop

Our offers and solutions allow our customers to provide uninterrupted fun for their players, accessing them to sports games at any time.

The message to be used for sports products, especially for virtual sports and sports-based casino games.

## Be the one.

The message to represent SmartBet qualities as a leader, motivator. The message can be used in combination with other words depending on the context.

For instance:

**be the one** who entertains  
who takes the risk  
who leads

## Experience life through the game

The game, like any other pastime, is an indispensable part of life. Thanks to the most accurate set of tools and games, we offer our customers the highest level of gaming platform.

The message to be used for skill games, sports, casino products. The message can fit outdoor marketing: street banners, events, betshops.



## smartbet logo

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

In this section the main usage of the logo is shown. A custom typeface is used to create the “smartbet” wordmark.

**smartbet**

# Primary logo safe space rule

02

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 height of the letter “a” in the writing.



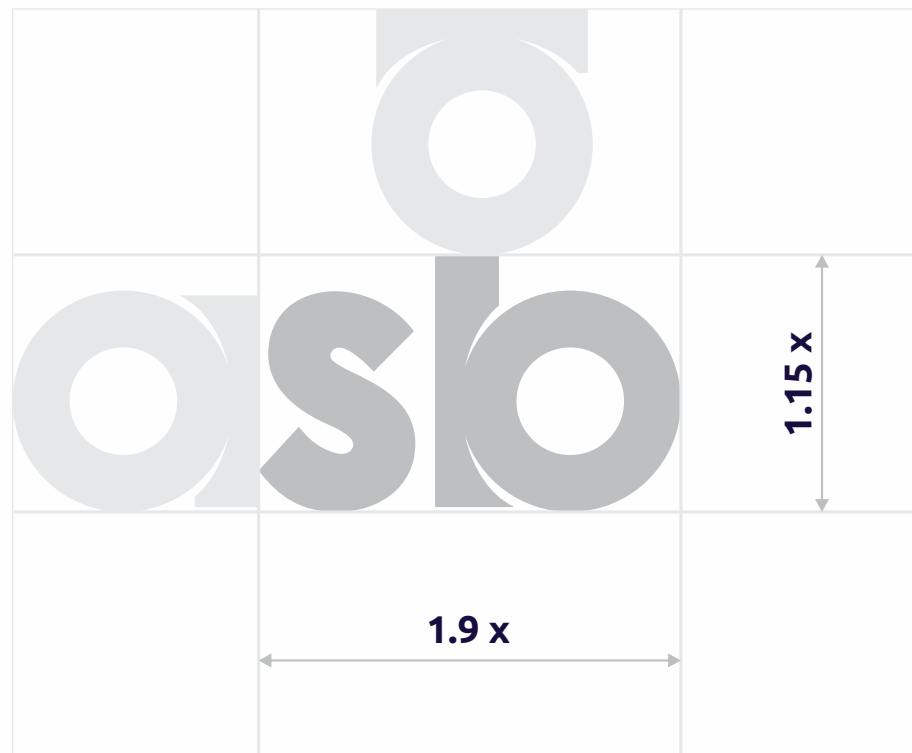


The secondary logo is created by using only the letter “a” and “b” separately form the “smartbet” wordmark.



# Secondary logo safe space rule

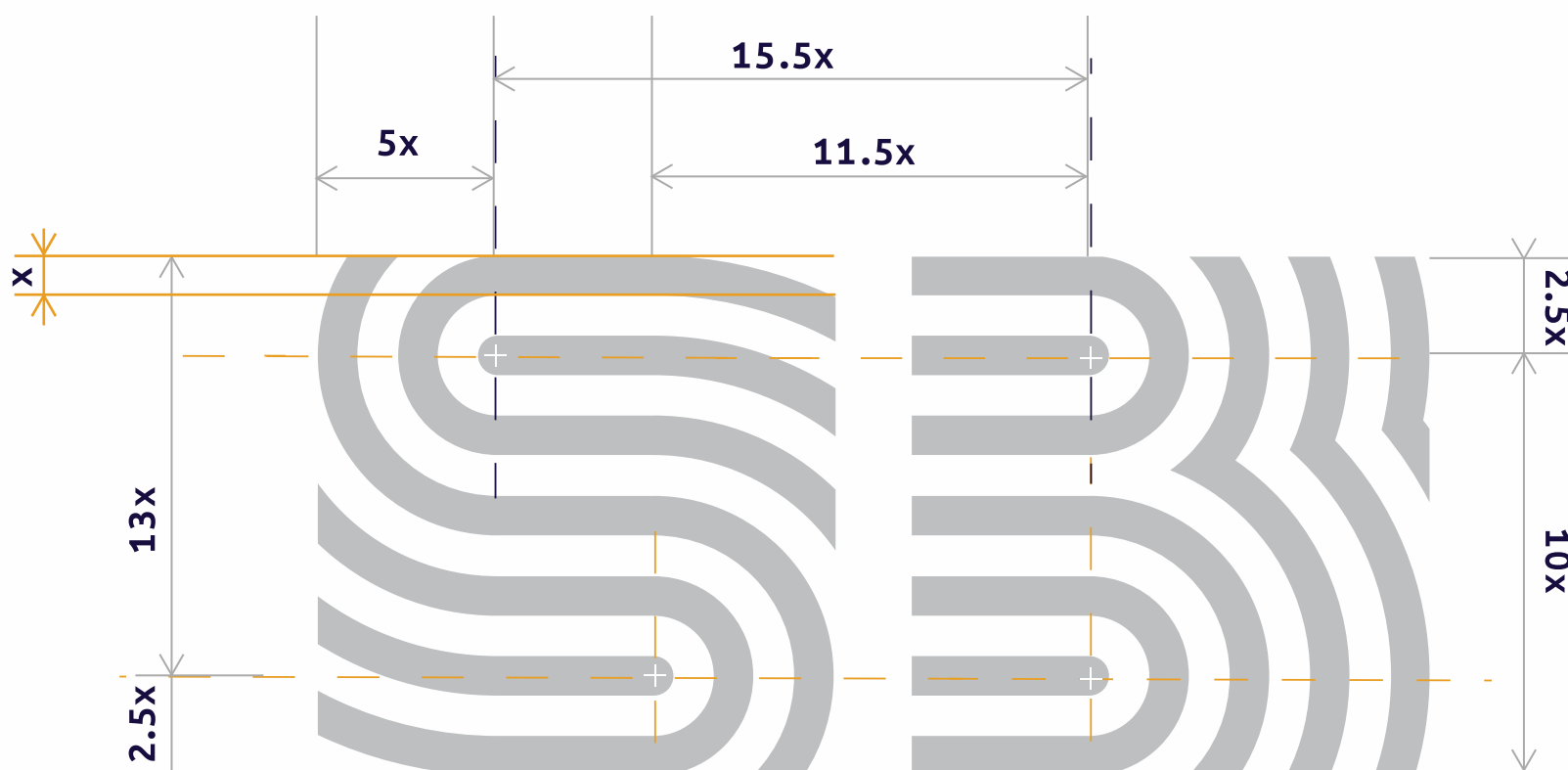
The x-height of the logo is based on the height of the letter “a” (same as “s”) in the writing. The height of the icon is 1.15x. The clear space from the logo to any other visual object is the height of letter “a” size of Smartbet icon.



In this section the usage of the primary logo with main graphic element is shown. The graphic element should be placed in the top of the wordmark.



The graphic element should always be kept in proper proportion to maintain the integrity of the logo. Always use the 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 graphic element is the line weight of the symbol.





Here are the variations of using the logo on different backgrounds. The main color of Smartbet logo background is deep purple and black. In cases when the background is white, the standard colored logo and black logo must be used. And in cases when the background is of darker and brighter purple use the standard one.

**smartbet**

**01**

**RGB** 23 / 10 / 63  
**CMYK** 75 / 74 / 31 / 60  
**HEX** #170A3F

**smartbet**

**10**

**RGB** 234 / 158 / 3  
**CMYK** 2 / 39 / 100 / 0  
**HEX** #EA9E03

**smartbet**

**01**

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

**smartbet**

**01**

*background color*  
**RGB** 23 / 10 / 63  
**CMYK** 75 / 74 / 31 / 60  
**HEX** #170A3F

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 secondary logo and the logo with graphic element.

**smartbet**

**01**

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.

**smartbet**

**01**

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.

**smartbet** 

**smartbet** 

**smartbet** 

**smartbet** 

**smartbet** 

**smartbet** 





## **visual identity**

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

# The color system and codes

01

## DARK PURPLE

RGB 23 / 10 / 63  
CMYK 75 / 74 / 31 / 60  
HEX #170A3F



## LIGHT PURPLE

RGB 86 / 63 / 96  
CMYK 75 / 89 / 37 / 29  
HEX #563E60

## BLACK

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



## WHITE

RGB 255 / 255 / 255  
CMYK 0 / 0 / 0 / 0  
HEX #FFFFFF

## GREY

RGB 190 / 190 / 190  
CMYK 0 / 0 / 0 / 30  
HEX #BEBEBE

## YELLOW

RGB 234 / 158 / 3  
CMYK 2 / 39 / 100 / 0  
HEX #EA9E03

## CYAN

RGB 17 / 255 / 255  
HEX #11FFFF

For Digital design



The typeface of the writing “smartbet” in logotype was modified and designed for this logo in English. The primary font for smartbet is Ubuntu. The structure of the typeface is simple, so it’s easy to read, but it maintains an elegantly modern feel.

## UBUNTU

### In Title

UBUNTU - BOLD

### In Texts

UBUNTU - REGULAR

### In Contact Information

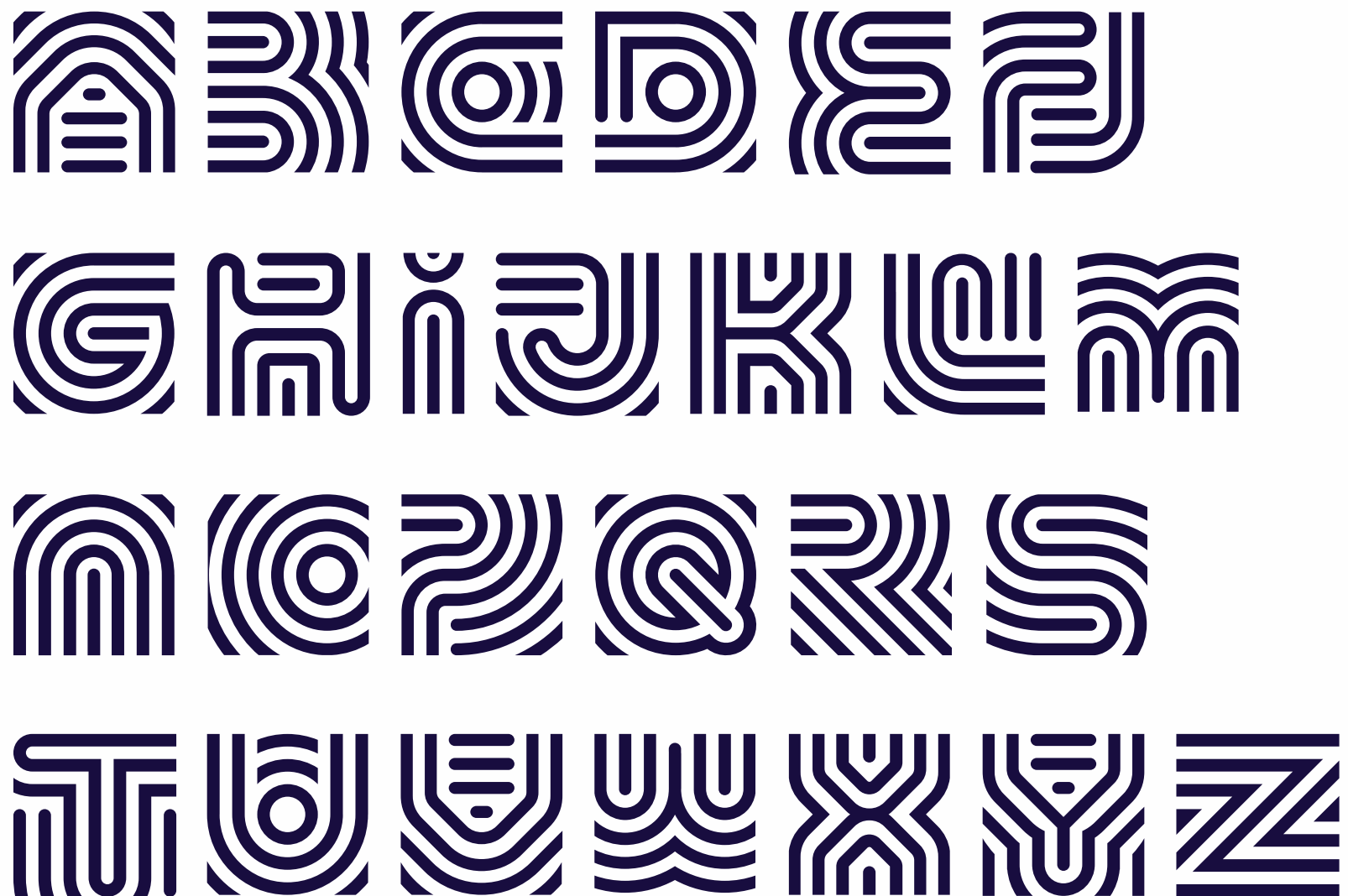
UBUNTU - REGULAR

### In Notes

UBUNTU - LIGHT



The “Smartian” alphabet was designed for usage in graphic elements.



The “Binarian” alphabet of the writing “smartbet” in logotype was designed for this logo in English. The alphabet is also used in products and graphic elements.

d f  
g h i m  
n o p q r s t  
u w x y z

In this section the product is demonstrated with its graphic element usage.



# smartlive

## Logo color

RGB 23 / 10 / 63  
CMYK 75 / 74 / 31 / 60  
HEX #170A3F



# smartlive

## Background color

RGB 0 / 150 / 219  
CMYK 80 / 29 / 0 / 0  
HEX #0096DB

The Product logos are created by using the branded alphabets. 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.



**SMARTSPORT**  
 RGB 75/0/156  
 CMYK 89/100/1/7  
 HEX #4F3B8A

**SMARTGAMES**  
 RGB 145/0/255  
 CMYK 65/82/0/0  
 HEX #9100FF

**SMARTFEED**  
 RGB 41/0/222  
 CMYK 93/86/0/0  
 HEX #2900DE

**SMARLIVE**  
 RGB 0/150/219  
 CMYK 80/29/0/0  
 HEX #0096DB

**VIRTUALSPORT**  
 RGB 0/197/219  
 CMYK 71/0/16/0  
 HEX #00C5DB



**SMARTCASINO**  
 RGB 0/201/178  
 CMYK 72/0/42/0  
 HEX #00C9B2

**SMARTPAY**  
 RGB 234/158/3  
 CMYK 7/42/100/0  
 HEX #EA9E03

**SMARTCRM**  
 RGB 255/102/0  
 CMYK 0/77/100/0  
 HEX #FF6600

**SMARTAPI**  
 RGB 227/2/0  
 CMYK 4/100/100/1  
 HEX #E30200

**PARTNERPROGRAM**  
 RGB 237/21/90  
 CMYK 0/100/56/0  
 HEX #ED155A

The Product logos are created by using the branded alphabets. 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.

smartsport

smartgames

smartfeed

smartlive

virtualsport

smartsport

smartgames

smartfeed

smartlive

virtualsport

**SMARTSPORT**

RGB 75 / 0 / 156  
CMYK 89 / 100 / 1 / 7  
HEX #4F3B8A

**SMARTGAMES**

RGB 145 / 0 / 255  
CMYK 65 / 82 / 0 / 0  
HEX #9100FF

**SMARTFEED**

RGB 41 / 0 / 222  
CMYK 93 / 86 / 0 / 0  
HEX #2900DE

**SMARTLIVE**

RGB 0 / 150 / 219  
CMYK 80 / 29 / 0 / 0  
HEX #0096DB

**VIRTUALSPORT**

RGB 0 / 197 / 219  
CMYK 71 / 0 / 16 / 0  
HEX ##00C5DB

smartcasino

smartpay

smartcrm

smartapi

partnerprogram

smartcasino

smartpay

smartcrm

smartapi

partnerprogram

**SMARTCASINO**

RGB 0 / 201 / 178  
CMYK 72 / 0 / 42 / 0  
HEX #00C9B2

**SMARTPAY**

RGB 234 / 158 / 3  
CMYK 7 / 42 / 100 / 0  
HEX #EA9E03

**SMARTCRM**

RGB 255 / 102 / 0  
CMYK 0 / 77 / 100 / 0  
HEX #FF6600

**SMARTAPI**

RGB 227 / 2 / 0  
CMYK 4 / 100 / 100 / 1  
HEX #E30200

**PARTNERPROGRAM**

RGB 237 / 21 / 90  
CMYK 0 / 100 / 56 / 0  
HEX #ED155A

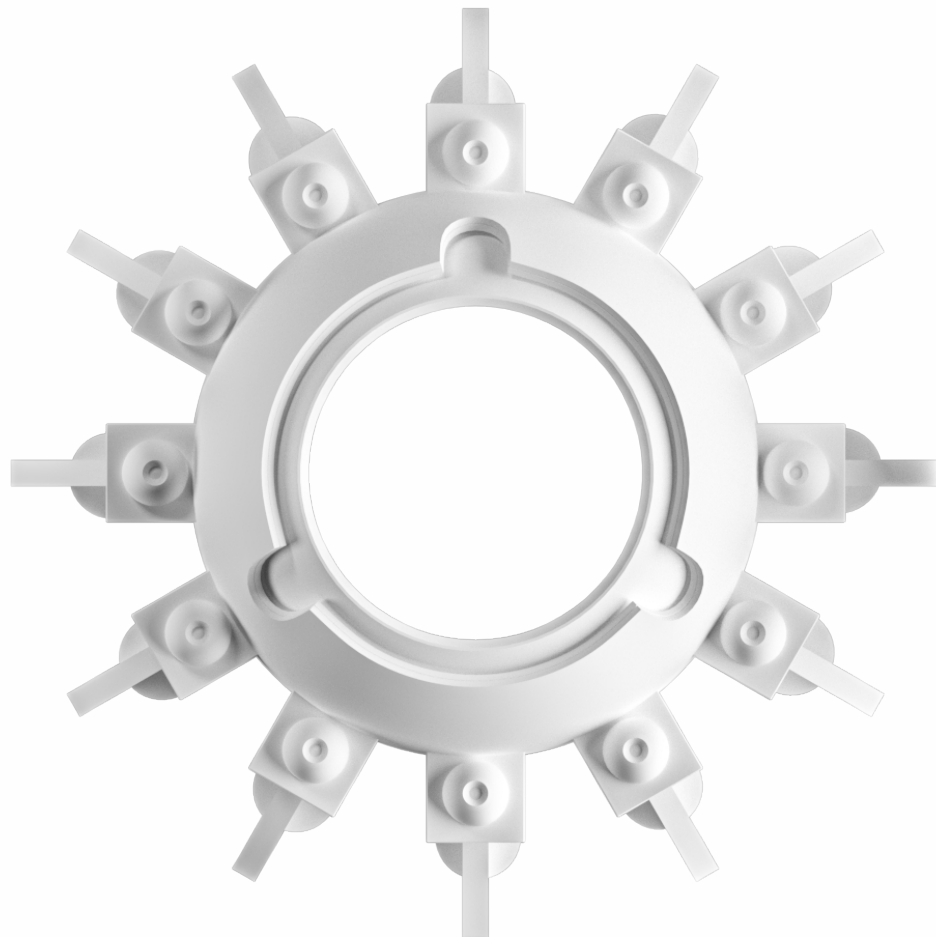
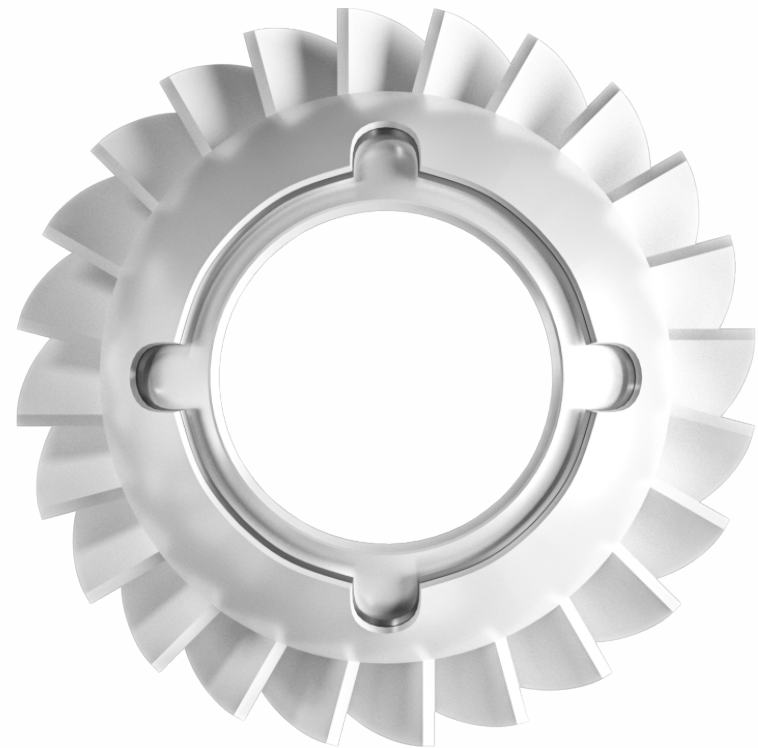
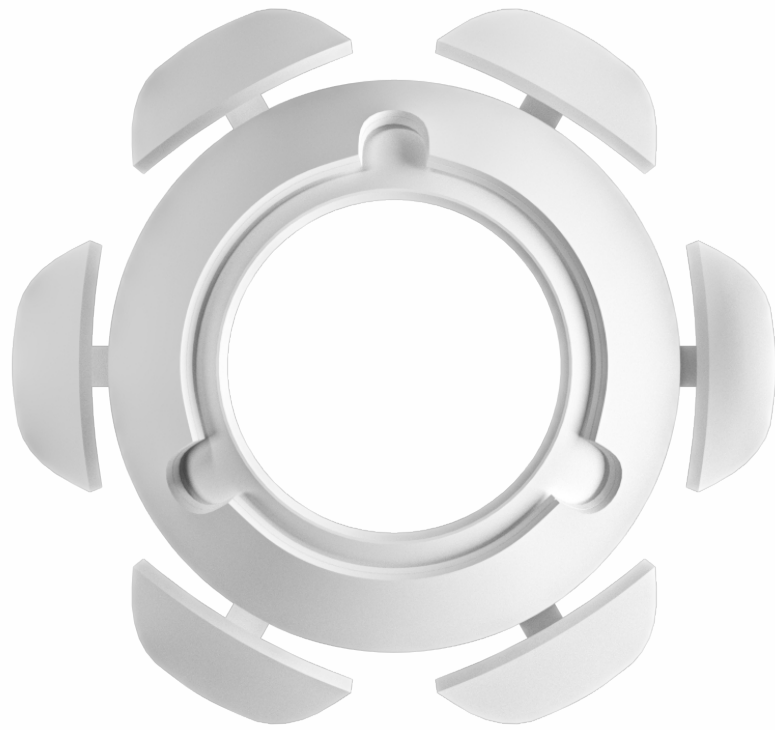














## **brand items**

Company attributes, items,  
physical means of communication  
with partners and clients.

## Specifications

**Size:** 90 x 50 mm

**Paper:** 280gr. matt laminate,  
double side, yellow edges

## Typesetting

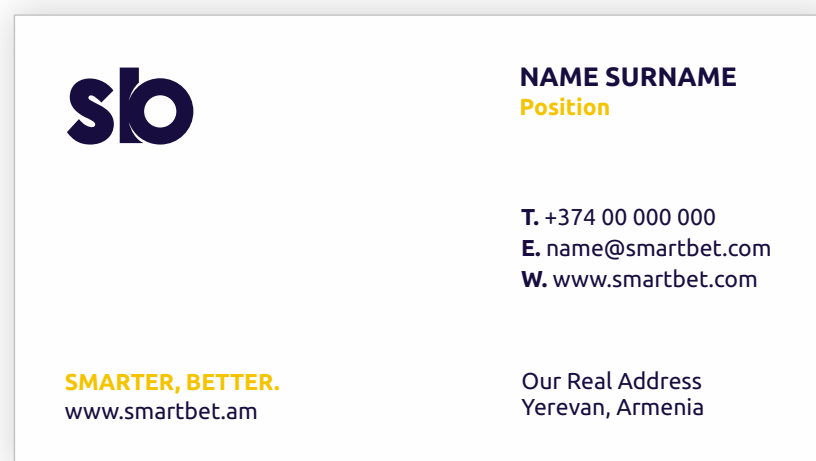
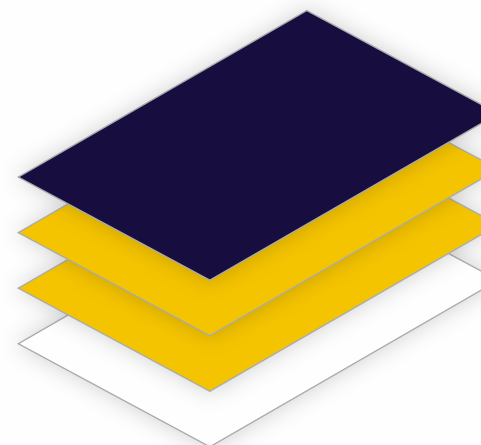
**Formatting:** All copy align left side

**Name:** Ubuntu Bold, 9pt, All Caps

**Position:** Ubuntu regular, 7pt

**Contact:** Ubuntu regular, 7pt

## Layer scheme







size 90 x 50 mm



## Specifications

Size: 210 x 297 mm

Paper: 80gr.

## Typesetting

Font: Ubuntu regular, 7pt







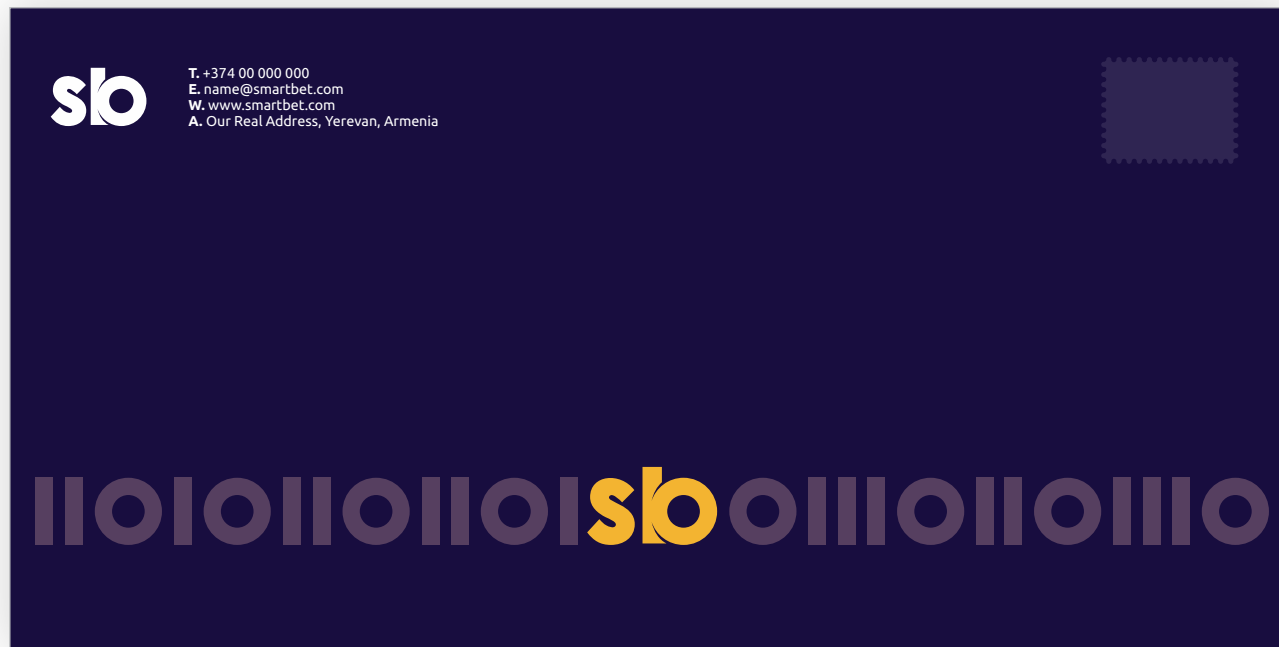
## Specifications

**Size:** 220 x 210 mm, 220 x 310 mm

**Paper:** 110gr., Yellow inside

## Typesetting

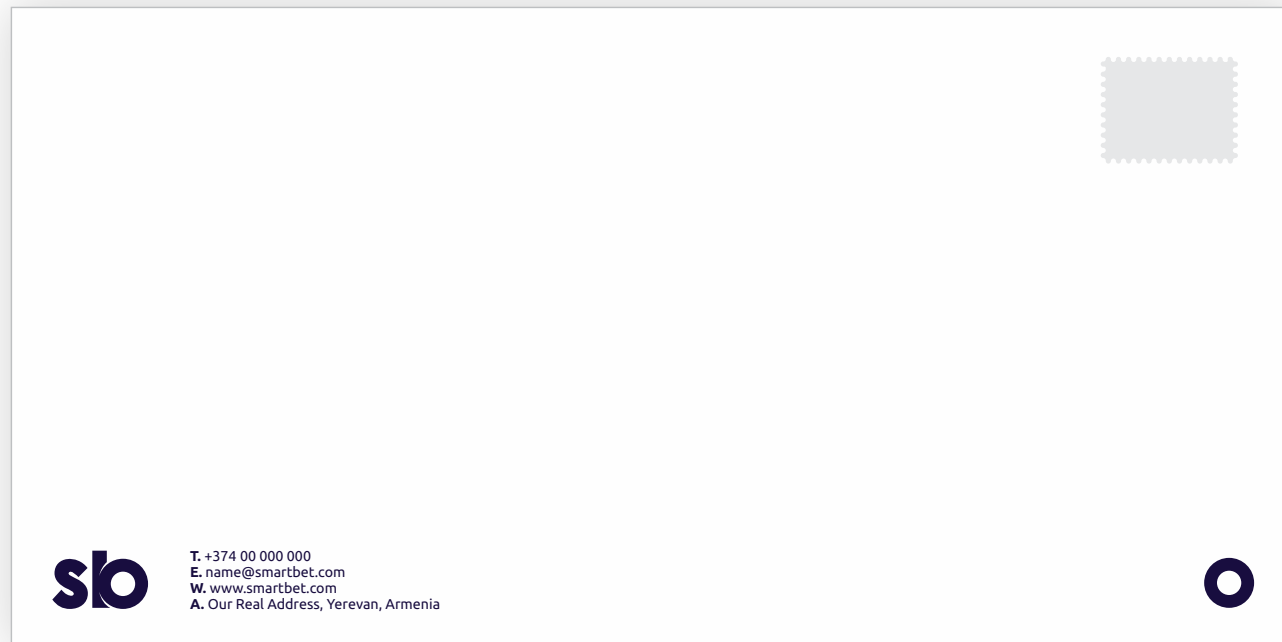
**Font:** Ubuntu regular, 7pt



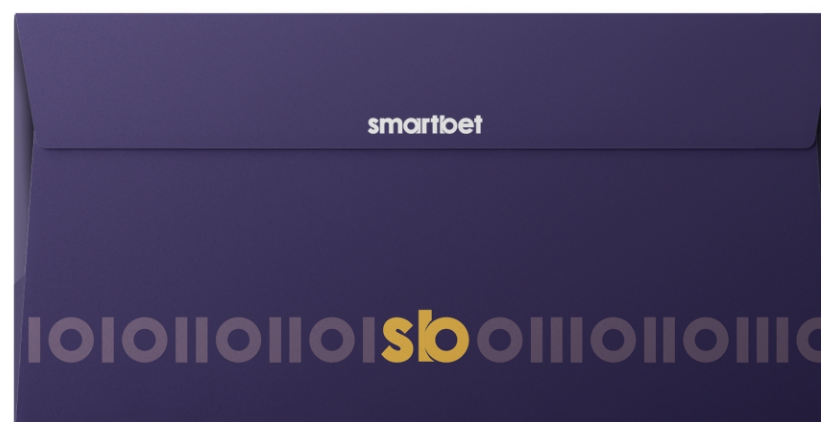
## Custom watermark for standard envelopes

### Typesetting

Font: Ubuntu regular, 7pt

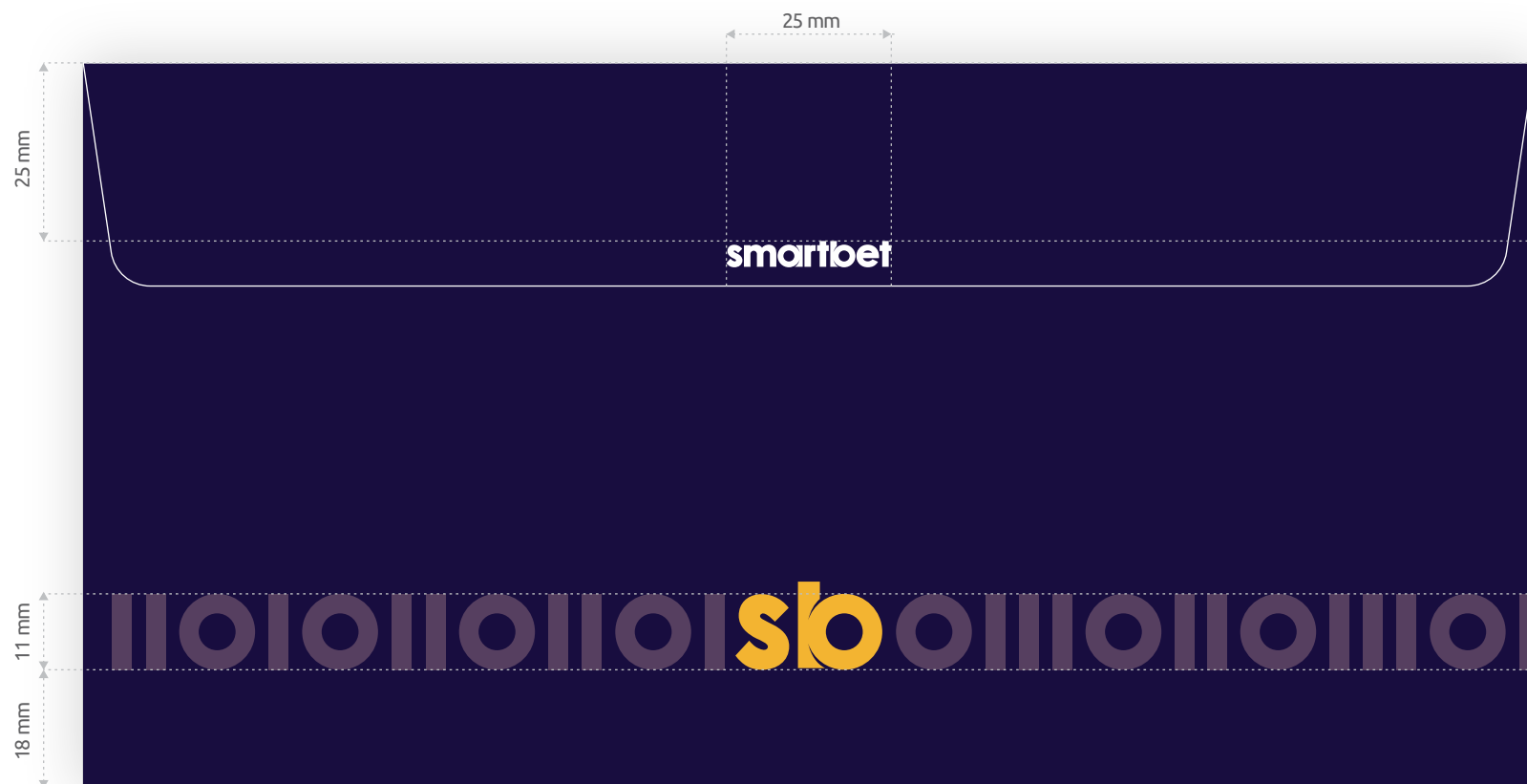
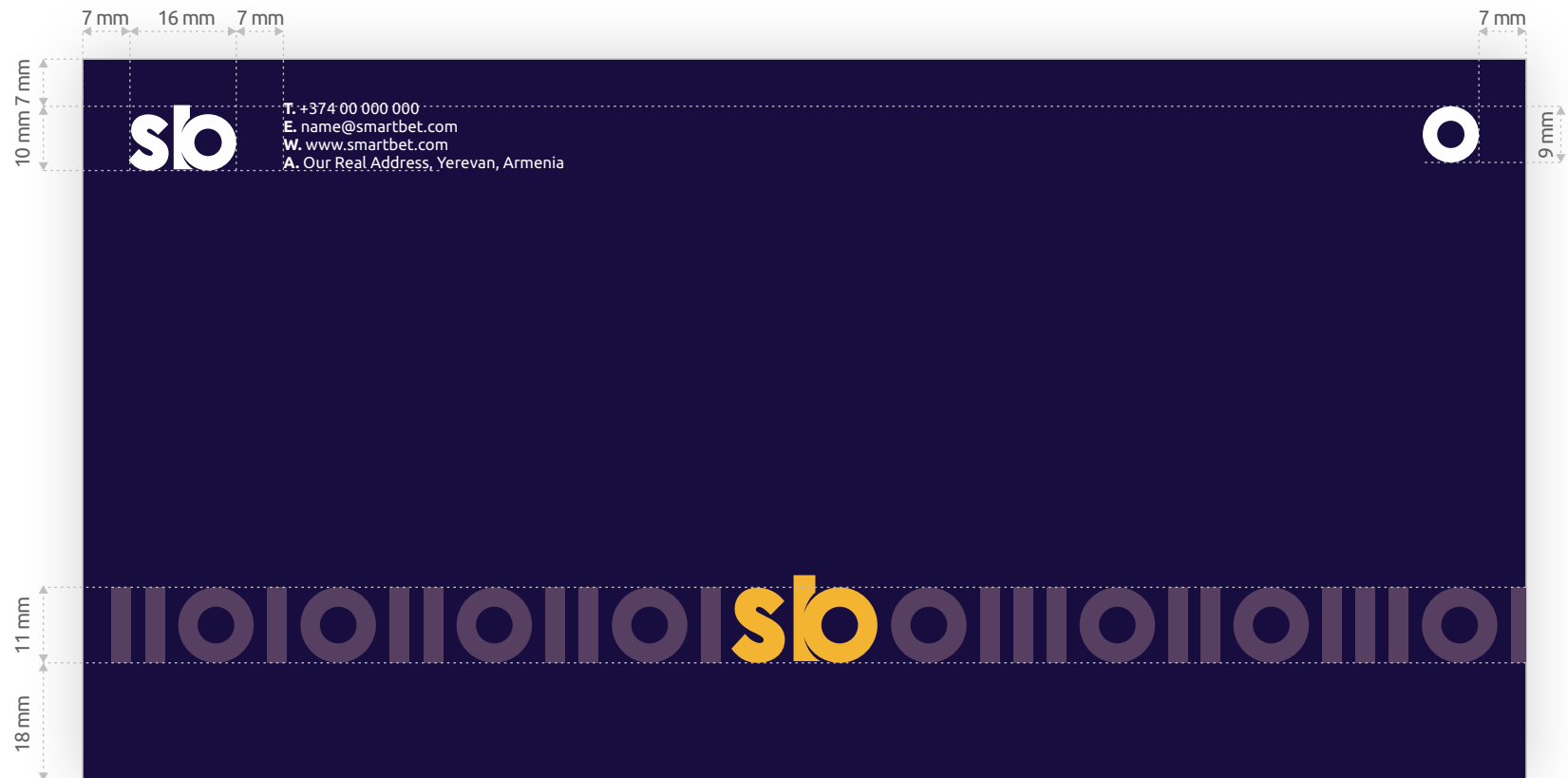


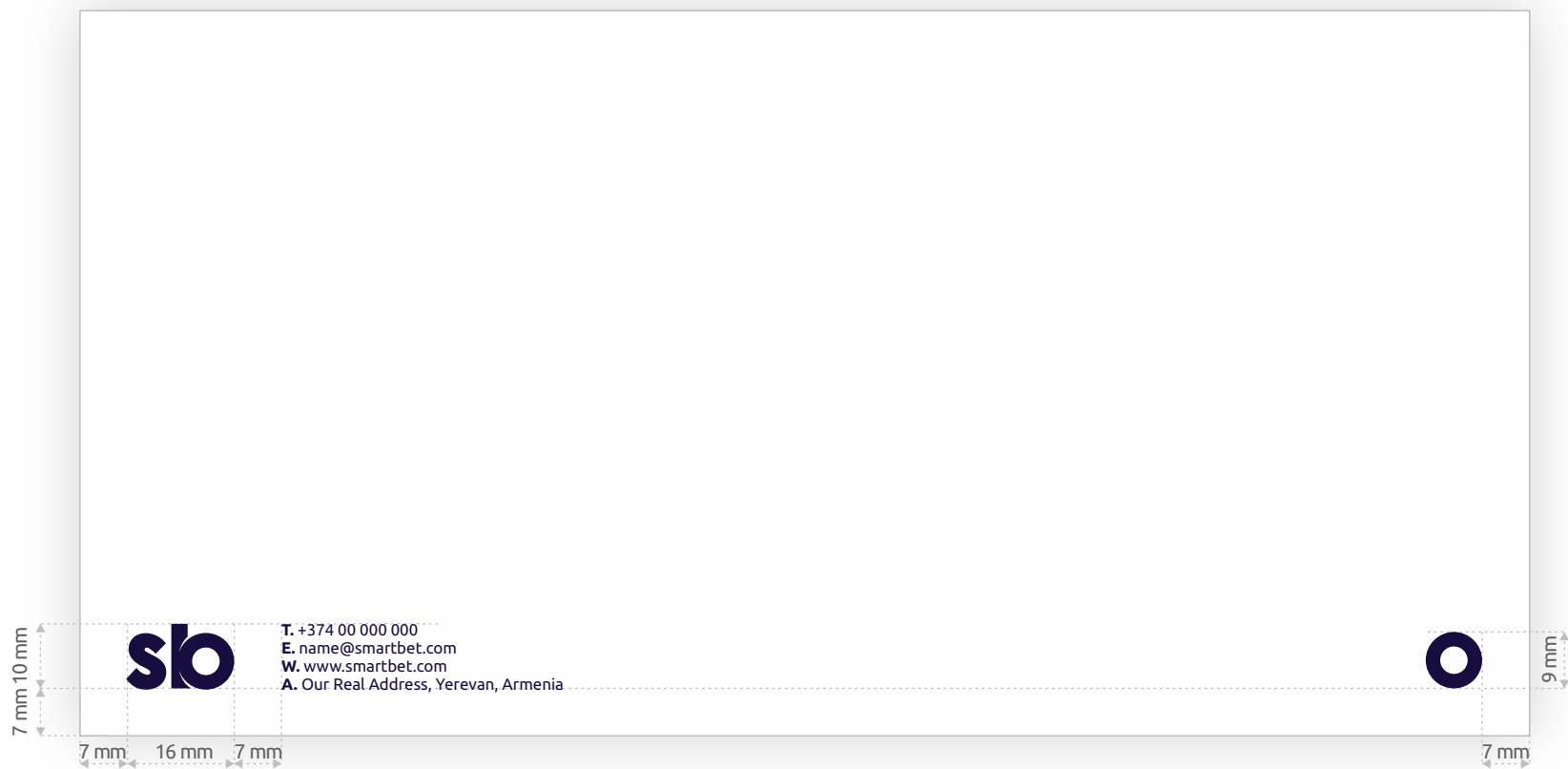






# Envelope construction

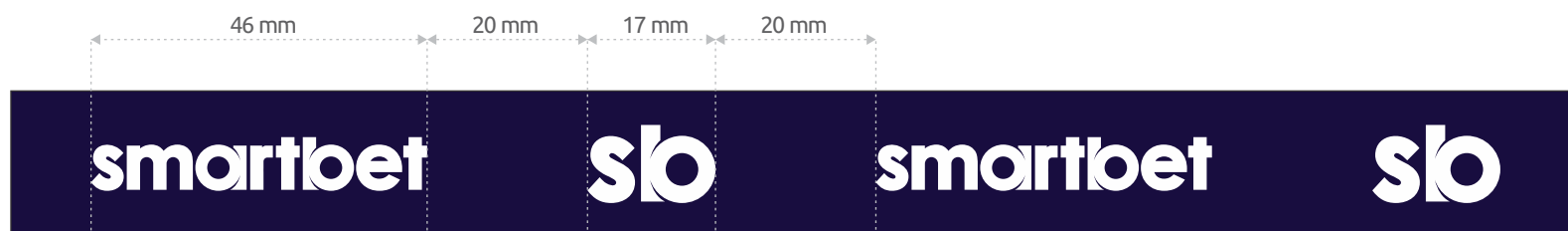




## Specifications

Size: 20 x 1000 mm

Material: Cotton



## Specifications

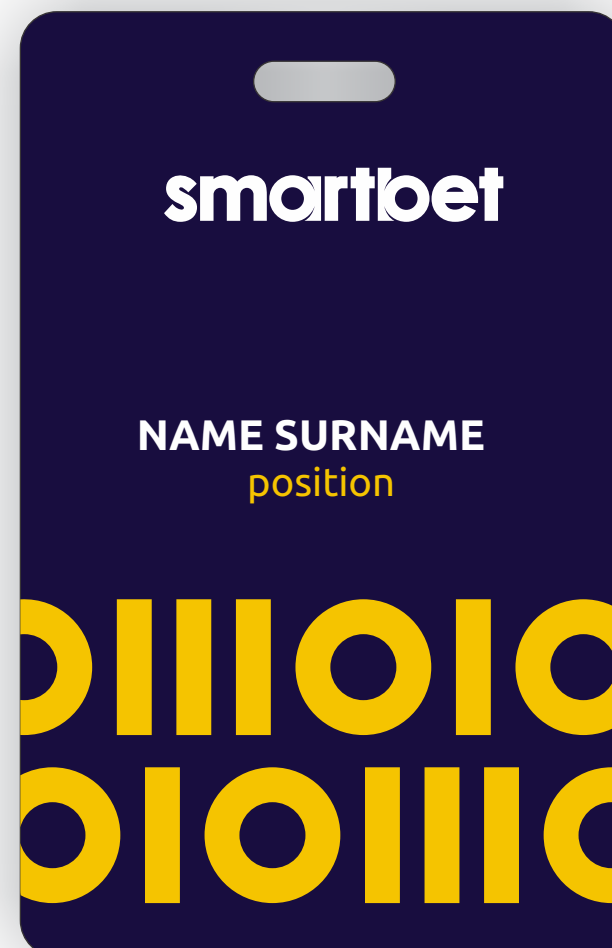
**Size:** 80 x 125 mm

**Material:** plastic

## Typesetting

**Name:** Ubuntu bold, 16pt, All caps

**Position:** Ubuntu regular, 15pt



# Badge

15





## Specifications

Size: 220 x 300 x 80 mm

Material: paper



**Specifications**

**Size:** 20 x 13 mm

**Material:** paper







## Version 1



Version 2



## Printed elements

sb

ceo \ vice \ dealer



Printed elements

