betcart

BRAND BOOK

Brands Strategy & Guildlines

2018 - 2019

ABOUT
BETCART

betcart is the leading power brand that has been dominating the gaming market for its third year running.
betcart has come from strength to strength and it currently boasts over 50,000 sporting events per month, for over 140 sports.

These include pre and live matches, across mobile and desktop. Multi language and multi-currecy, customers can also enjoy a multitude of Casino Games from some of the top suppliers in the industry.

OUR ROAD MAP

The world is changing all around us. We will also be looking for big changes in our business. It creates a long-term destination for our business and provides us with a "Roadmap" for winning together.

Mission

- Inducing the *feel* of being professional to the audience when entering the website

- Create a betting system for all methods

Vision

- Our Roadmap starts and always is enduring. Our Vision is to change and innovate in our industry

- innovation in gambling industries and create new rules for users.

- become one of the Top 10 bookmakers in the end of 2018 and top 5 in the end of 2019

- Increasing the market to the global reach

Value

- The Bravery to create different future

- Collaboration for make *feel* better

- *feel* accountability

- Passion for Advancement

Why?
Because we are safe, professional and innovator

How?
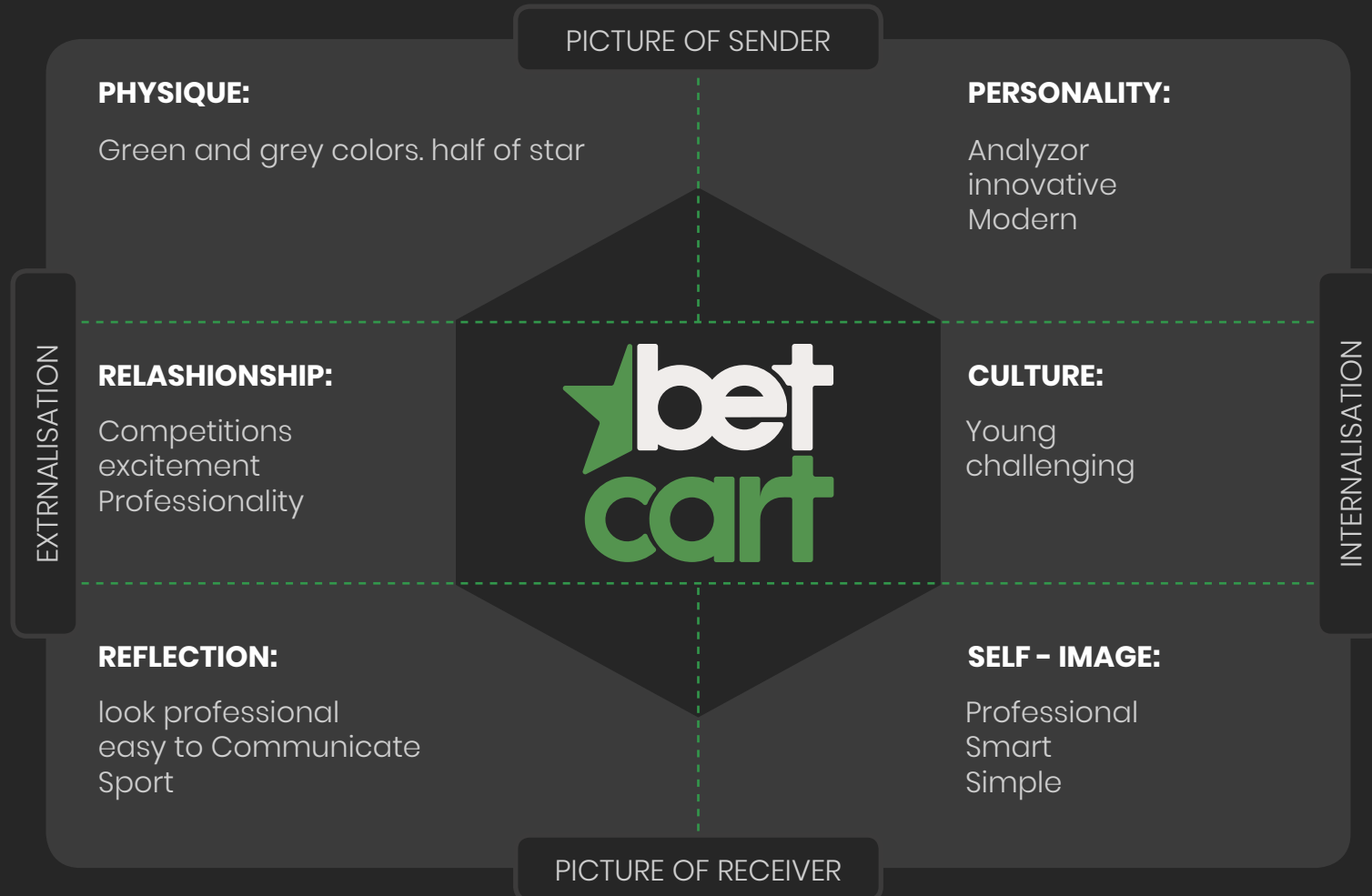with build one of the powerfull platform and create a plan with the detail for all department

Whom?
anybody want to feel professionality and want to change own gambling world

Against Whom?
bet365, ladbrokes, williamhill and other bookmakers

BRAND IDENTITY PRISM

PHYSIQUE:

Green and grey colors. half of star

PERSONALITY:

Analyzor
innovative
Modern

EXTRNALISATION

RELASHIONSHIP:

Competitions
excitement
Professionality

CULTURE:

Young
challenging

INTERNALISATION

REFLECTION:

look professional
easy to Communicate
Sport

SELF – IMAGE:

Professional
Smart
Simple

PICTURE OF RECEIVER

SWOT ANALYSIS

Strengths

- Acceptance providers and suppliers
- Strong Sponsorship
- Innovation in the industry
- Great website platform

Weaknesses

- First Experience in global market
- Without Advertising
- Emails and popup e-commerce plan

Opportunities

- Old Structure in the other brands
- Scam in Iran
- Absence of a professional Platform in Iran
- Other brands don't work on social media

Threats

- Strong Competetors in global market
- Attracting trust in global market
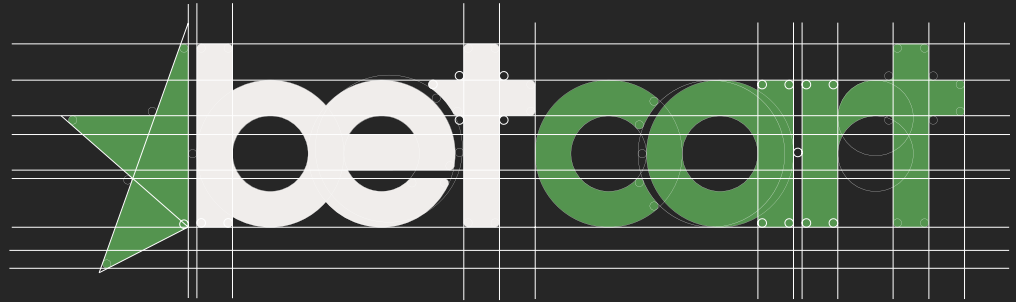- A lot of new small brands

LOGO
STRUCTURE

OUR
LOGO STRUCTURE

In the background of all of our logos, they are detailed plans and organized strategies, which based on these factors, guidelines and designs are prpared. this structure can help you how we designed betcart logo
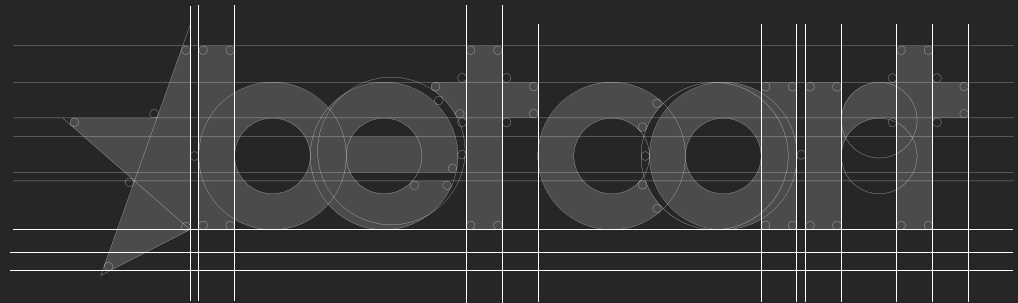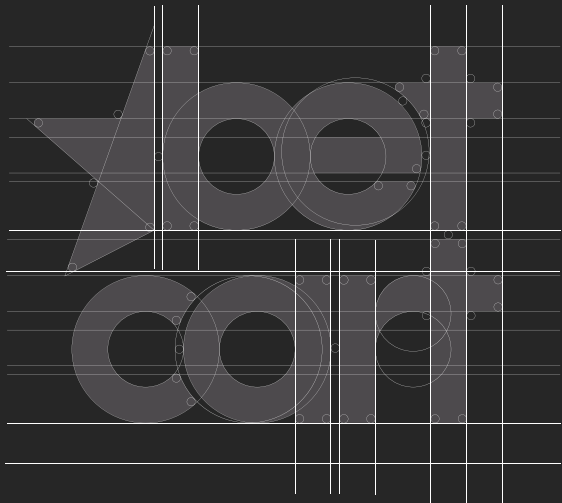
LOGO
COLOR PALLETE

Coated Paper
PANTONE 7740 C

Uncoated Paper
PANTONE 362 U

R 83 G 147 B 79

HEX #53934f

Coated
C 75 M 5 Y 90 K 20

Uncoated
C 75 M 5 Y 90 K 20

Coated Paper
PANTONE BLACK 7 C

Uncoated Paper
PANTONE NAUTRAL BLACK U

R 75 G 72 B 70

HEX #404040

Coated
C 0 M 0 Y 0 K 90

Uncoated
C 0 M 0 Y 0 K 90

Coated Paper
PANTONE 663 C

Uncoated Paper
PANTONE 7541 U

R 241 G 238 B 237

HEX #EFEFEF

Coated
C 0 M 0 Y 0 K7

Uncoated
C 0 M 0 Y 0 K 7

LOGO BACKGROUND COLOR

Our logo or background color may be any color within the betcart color palette. Contrast is important—use a white "bet" logo on dark backgrounds and a Grey "bet" logo on white backgrounds.

MONOCHROME LOGOS

in certain instances, such as on the Demand Media website, a
vibrant color logo may not be
appropriate, and may potentialy clash with other colors. In these
instances, an all gray logo can be used.

In some cases, a full color logo may not be practical or possible due to limitations. For these
instances we may use a gray
version (made as a 75% tint of black) or a one-color black or white logo.

★betcart

White logo on 70% black background

★betcart

White logo on 70% black background

★betcart

70% Black logo on white background

LOGO
DO'S & DONT'S

To maintain the integrity of the betcart logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the betcart logo that should be avoided.

Don't create a logo lockup with text

Don't rearrange the logo elements

Don't change the proportions between the symbol and logo type

Don't rotate the logo

Don't use gradient in logo

Don't use other Color

Don't use symbol alone

Don't add effect or any other graphic filter to the logo

Don't add outline on the logo

Don't add a drop shadow to the logo

Don't create a pattern with the logo

TYPOGRAPHY

TYPE FACE STYLE

Poppins Is Our Typeface in English Language. We Use It In Three Weights: Bold, regular and thin.
Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.
We use poppins in web with 11pt size as smallest and for print 6pt.

FEEL
INNOVATION
PROFESSIONAITY

Our typeface use for printed materials ans web.

for Titles we always use poppins bold

for body-copy we always use poppins Regular or light

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890±!@#$%^&*()_+

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890±!@#$%^&*()_+

POPPINS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
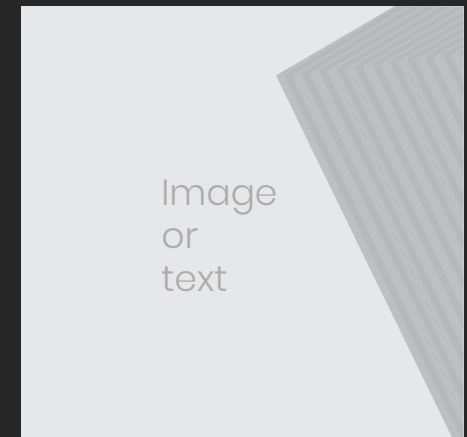abcdefghijklmnopqrstuvwxyz
1234567890±!@#$%^&*()_+

GRAPHIC ELEMENTS

TEXTURE
& FORM

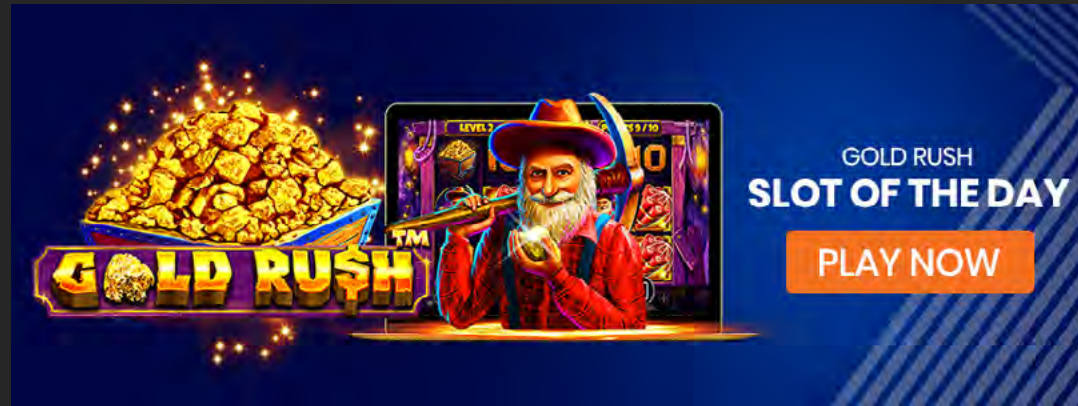Using fixed graphical elements in different types of Media, will remind the customers of the brand.

Besides images, colors and etc... texture and form are part of these element which by their repetition will help the customer to connect with the brand.

By a perfect layout, with specific features the customer is able to recognize the brand before seeing the text and logo.

The following form is created by re-peating the stars of betcart, the internal and external layout area can be used.

Image
or
text

Image
or
text

Image
or
text

SAMPEL

BRAND
COLOR PALETTE

Our Core Colors What Is Give Us Our Personality. We're Dark And Strength.
The betcart logo can in fact appear in one of 3 colors.
for everywhere like website and printed materials we always use your
color palette.

#3A954B	#3A954B	#262626	#3B3B3B	#646464	#CFCFCF	#EFEFEF
R : 205	R : 58	R : 38	R : 59	R : 100	R : 207	R : 239
G: 203	G: 149	G: 38	G: 59	G: 100	G: 207	G: 239
B : 5	B : 75	B : 38	B : 59	B : 100	B : 207	B : 239

IMAGES STYLE

One of the Elements of brands visual identity which leads to engaging of the recipients are images, their style and the usage of them. We use HDR or High contrast images which often have a dark atmosphere and evokes a sense of excellence.

WEB BANNERS

The web banners of the website are in 3 sizes which are followed by specific guideline. 3 different image spaces as shown in the picture can be used.
The position of the texture is fixed and always on the right side. The button size is not changing from width and its according to the picture:

LIVE CASINO

1045 pixel

2/3 x

Image

Sampel Text

Sampel Text

Sampel Text

305 pixel

Poppins Regular
10 pt

Poppins Bold
16 pt

135x35 pixel

Poppins Medium
8 pt

LIVE CASINO

All Promotion

VEGAS

648x357 px

287 px

Poppins Regular
21 pt

Image

Sampel Text

SAMPLE TEXT

SAMPLE TEXT

Poppins Bold
35 pt

35px in height

Poppins Bold
14 pt

TEST
WELCOME TO VEGAS
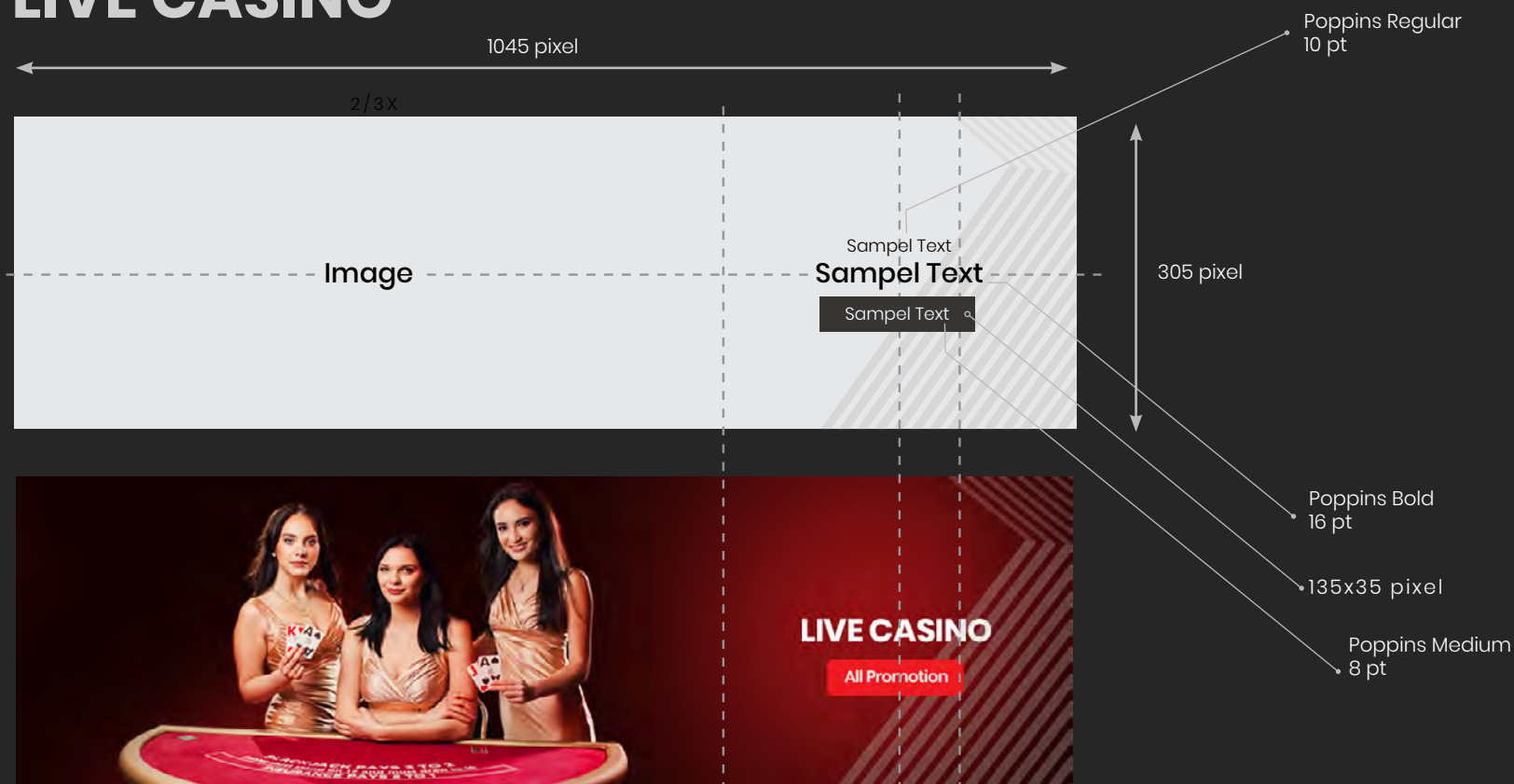
All Promotions
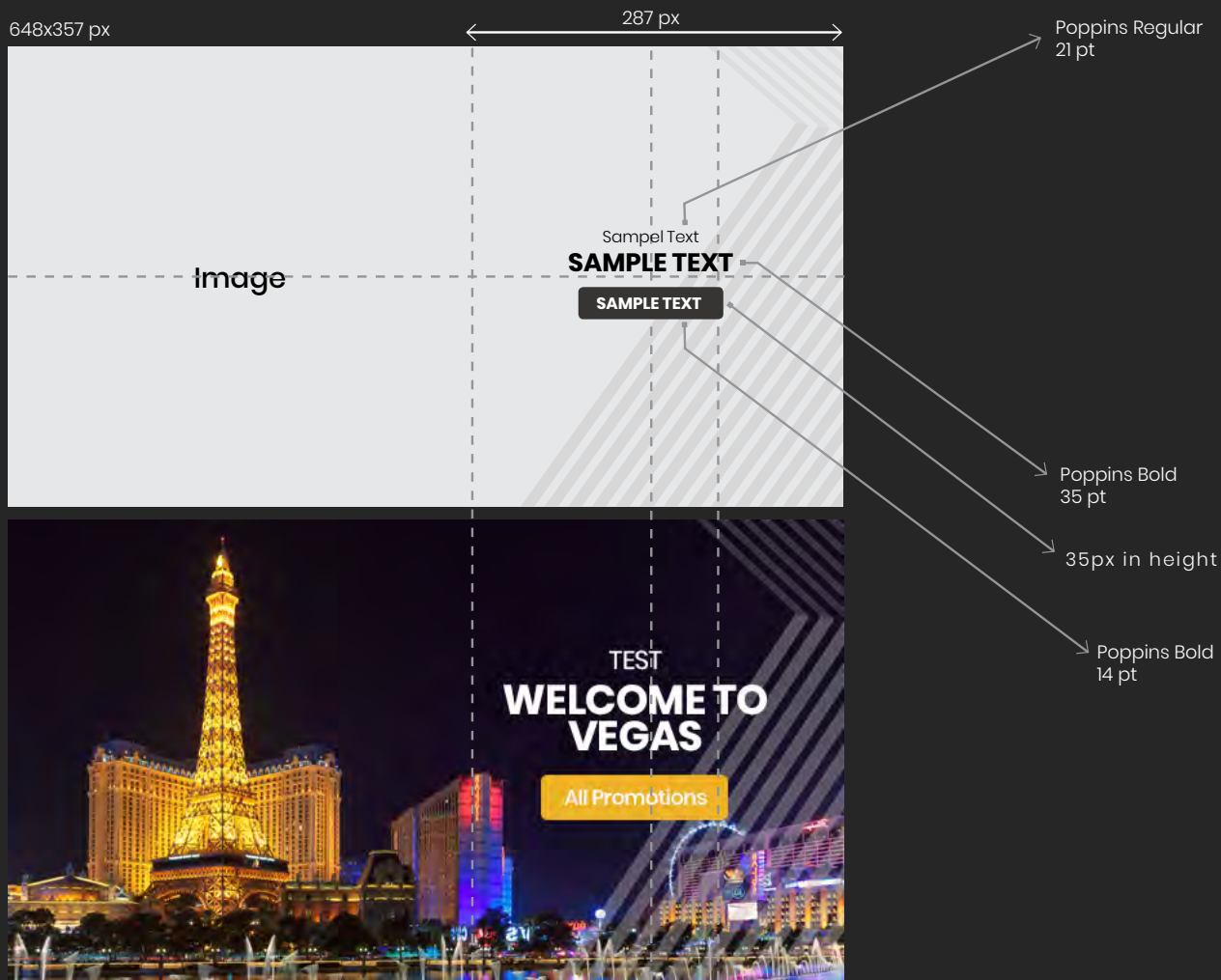
CASINO

868x325 px

Image

Sampel Text

SAMPLE TEXT

SAMPLE TEXT

Poppins Regular
21 pt

Poppins Bold
35 pt

50x200 px

Poppins Bold
30 pt

GOLD RUSH
SLOT OF THE DAY
PLAY NOW

POPUP

All the Pop-ups in the website follow this form:

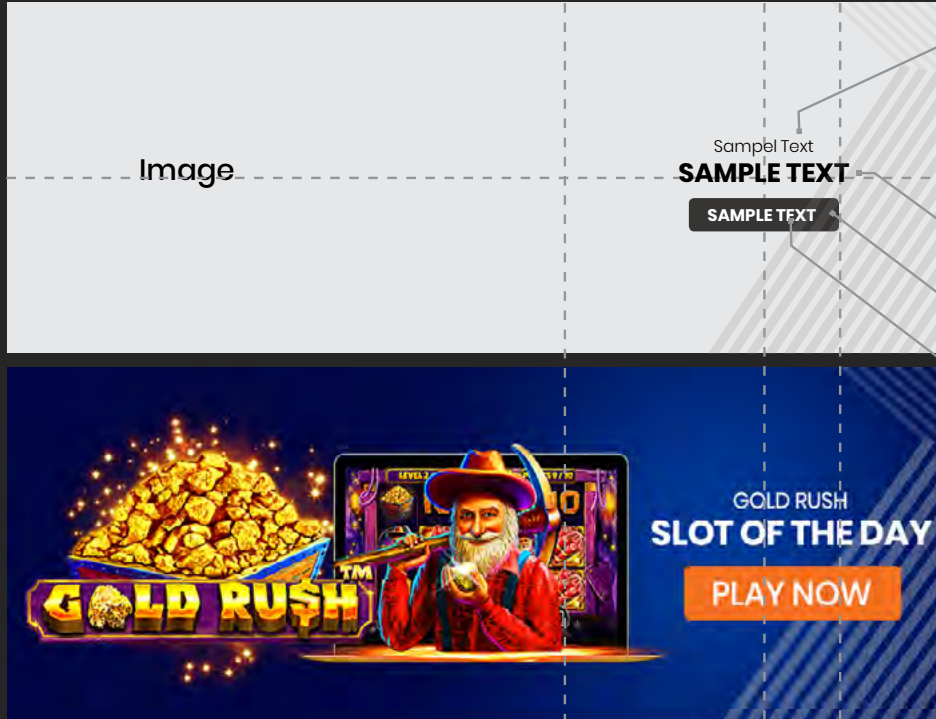Top half of the pop-up is the location for placing the image and the bottom half is the place for the text. (information)

For the background color the color Palette of the brand is used.

For important matches-(events), banners are used in the form of Rectangular. In case of promotion banners, we can use PNG images out of the box.

CTA button is placed in the bottom of the pop- up frame with its defined size.

450 pixel

500 pixel

175x40 pixel
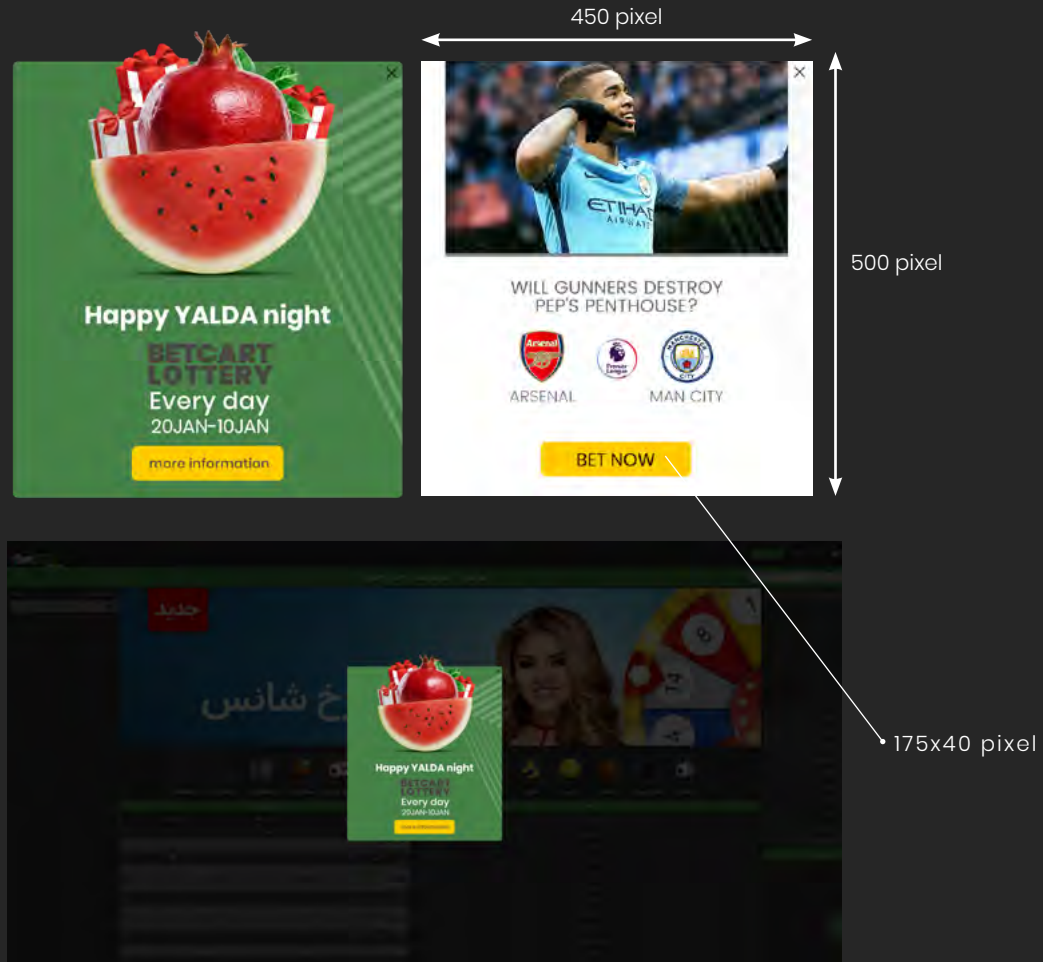
APPLICATION FOR PRINT (STATIONARY)

Includes Office papers, printing materials which are followed by the brand instructions. Such as (letter head, envelop, Business cards and etc.)

www.betcart.com
info@betcart.com

bet cart

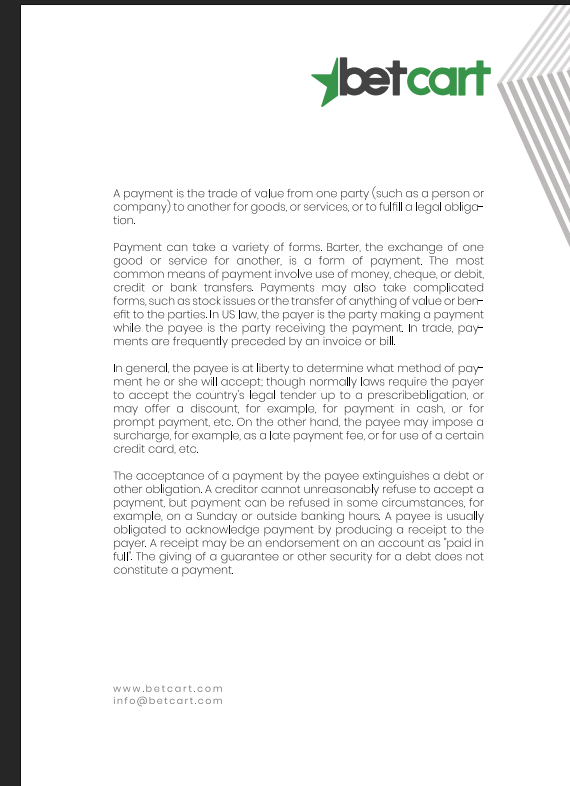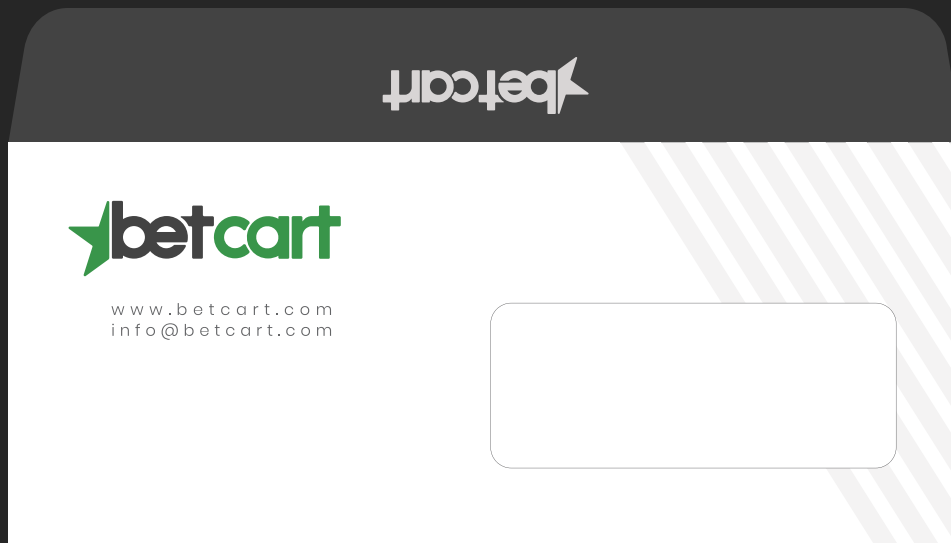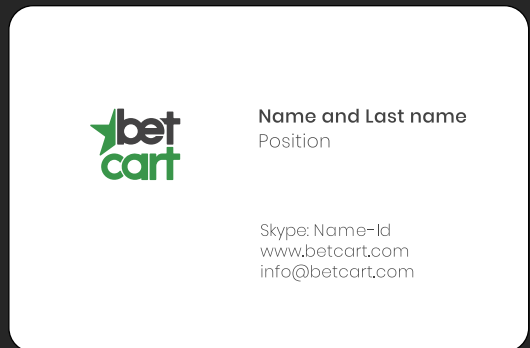A payment is the trade of value from one party (such as a person or company) to another for goods, or services, or to fulfill a legal obligation.

Payment can take a variety of forms. Barter, the exchange of one good or service for another, is a form of payment. The most common means of payment involve use of money, cheque, or debit, credit or bank transfers. Payments may also take complicated forms, such as stock issues or the transfer of anything of value or benefit to the parties. In US law, the payer is the party making a payment while the payee is the party receiving the payment. In trade, payments are frequently preceded by an invoice or bill.

In general, the payee is at liberty to determine what method of payment he or she will accept; though normally laws require the payer to accept the country's legal tender up to a prescribeobligation, or may offer a discount, for example, for payment in cash, or for prompt payment, etc. On the other hand, the payee may impose a surcharge, for example, as a late payment fee, or for use of a certain credit card, etc.

The acceptance of a payment by the payee extinguishes a debt or other obligation. A creditor cannot unreasonably refuse to accept a payment, but payment can be refused in some circumstances, for example, on a Sunday or outside banking hours. A payee is usually obligated to acknowledge payment by producing a receipt to the payer. A receipt may be an endorsement on an account as "paid in full". The giving of a guarantee or other security for a debt does not constitute a payment.

www.betcart.com
info@betcart.com

betcart

betcart

www.betcart.com
info@betcart.com

**bet
cart**

Name and Last name
Position

Skype: Name-Id
www.betcart.com
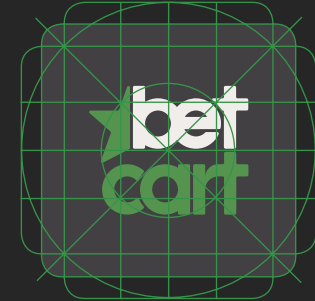info@betcart.com

www.betcart.com
info@betcart.com

APPLICATION

Betcart application is designed for Android and IOS software's and the logo's for these software's are followed by their official guide-lines and are as follows:

IOS and MacOS

Android and Windows

ICONS FOR WEB

The icons are created for the website and mobile version and are based on realistic illustration and semi high contrast.
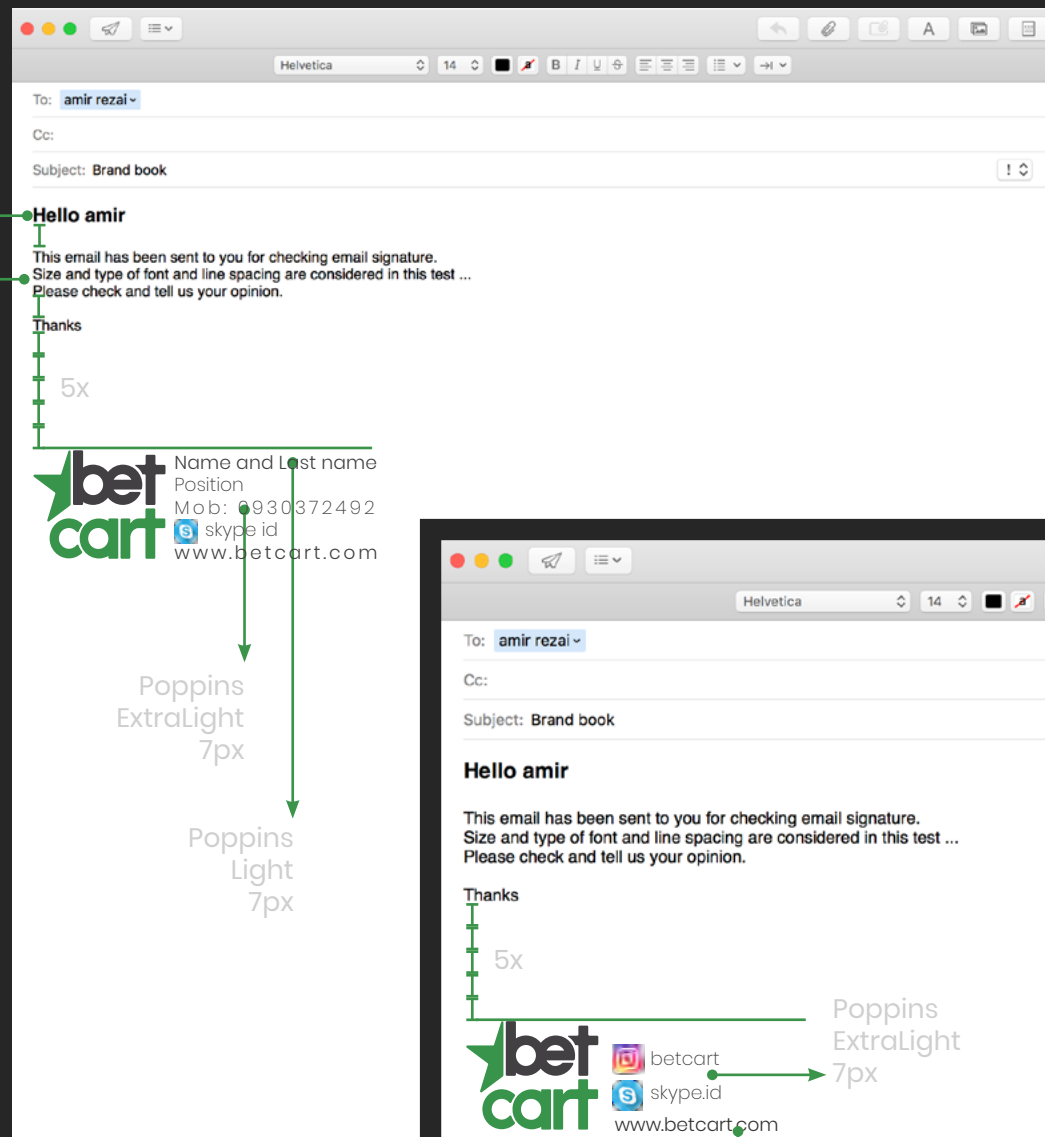
Colorize Icons

EMAILS & SIGNATURES

Having a unified email structure and signature will demonstrate a professional brand to its clients and partners. When the organization uses a fixed form to communicate with its recipients it shows how organized the company is internally.

The font type of the Recipient , body of the email, the space between the lines and the signature are the factors which create the structure of betcart emails.

Furthermore, company emails include Logo, Instagram account and the website address.

Helvetica
Bold
18px

Helvetica
normal
12px

Poppins
ExtraLight
7px

Poppins
Light
7px

Helvetica   14   B I U S

To: amir rezai ⌄

Cc:

Subject: Brand book

Hello amir

This email has been sent to you for checking email signature.
Size and type of font and line spacing are considered in this test ...
Please check and tell us your opinion.

Thanks

5x

bet cart

Name and Last name
Position
Mob: 0930372492
skype id
www.betcart.com

To: amir rezai ⌄

Cc:

Subject: Brand book

Hello amir

This email has been sent to you for checking email signature.
Size and type of font and line spacing are considered in this test ...
Please check and tell us your opinion.

Thanks

5x

bet cart

betcart
skype.id
www.betcart.com

Poppins
ExtraLight
7px

Poppins
Light
7px

SOCIAL MEDIA

One of the best ways to contact the customers for advertisement, development and notifying purposes is social media. Facebook and Instagram are the two-social media considered for betcart which by their different functionality cover the brand needs.

The avatars of these social media are the logo of the brand which are designed according to frame and style of each channel and are fixed.

PROFILE PICTURE

For the graphic of the posts, two styles are considered. Model A: a small box which is designed just to place the Logo in it and the colors for that box are dark grey and light grey. Inside the triangle is betcarts special pattern.

Model B which occupies more space of the frame a part of the information of the post is placed in there. The color of the box and the inside pattern is the same as Model A.

Motion graphic and videos follow Model A and in the flexible part all using different techniques depended on the concept of the subject is free yet general guidelines of the brand should be considered and be loyal to them.

MODEL A

text
or
Image

bet
cart

MODEL B

text
or
Image

bet
cart
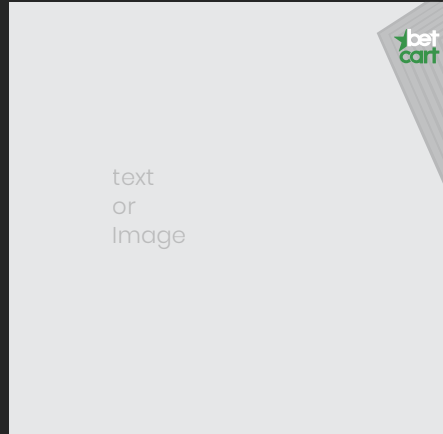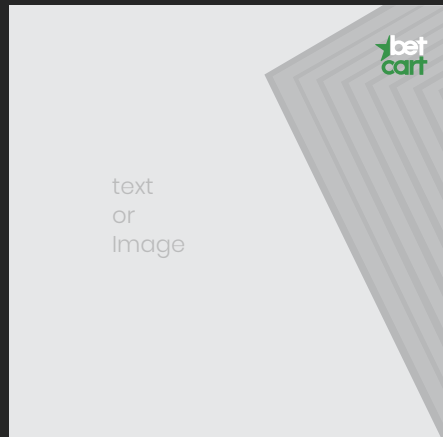
Instagram:
. Inspiration and motivational
. Upcoming matches
. Promotions
. Features
. Entertainments
. Daily Banner
. Statistics

Facebook:
. Promotions
. Features
. Tutorials

STATISTICS

Interesting and usefull information about players and teams. These posts are used when a new record in the performance of a player or team in a personal or worldwide level is broken.

This statistics in addition to being catchy and publishable are informative and help the players for their betting decisions.

The fixed graphical area is following Model A guidelines and the flexible area is free based on the design and yet being loyal to the brands general guidelines.

UPCOMING MATCH

When having an upcoming Important and featured match these posts are used. The upcoming matches in addition to notifying the time of the featured matches which leads the customer to follow that matches could also persuade them for placing bets on that same matches.
The graphic of this posts is following by Model B and the team or player names and the logo of the tournament Is placed in the big box (the fixed area).
The logo of the teams, time and date of the match with a short text about the upcoming match and a related image is placed in the flexible area.

DAILY BANER

PROMOTION

These posts are used to notify about the promotional campaigns, bonuses and sales campaigns. Their graphic can be in three types, Video, Image or motion graphic.

for two types of Image and motion graphic Model B is used. In the triangle box betcart logo and some information related to the post such as time of the event and bonuses are placed.

The main catchy headline is placed in the flexible area and is used as the graphical part of the work.

If using video, Model A is used and the flexible area is free based on the design and yet being loyal to the brands general guidelines.

NEWS

Important and interesting daily news with subjects of sports and casino which other than their notifying side could be effective in betting decisions. The graphic in the fixed area is following Model A. In the flexible area an image related to the news is written close to a catchy headline.
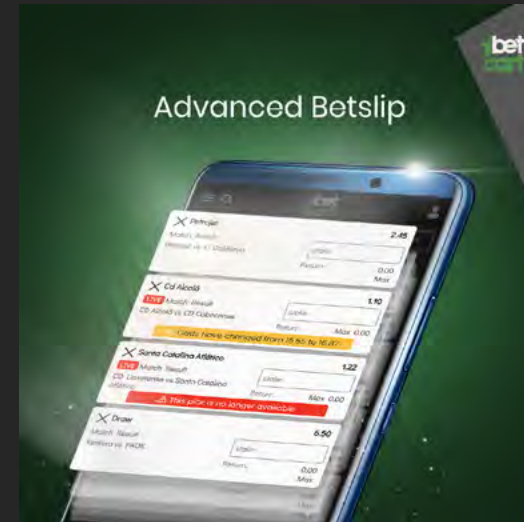
FEATURES

These posts are for introducing new or special features of the website to the customer.
Three types of video, motion graphic and image are considered for these posts.
Model A is used for design of these posts and in the flexible area the features are usually displayed on screen of mobile or website in the form of infographic.

Advanced Betslip

QUOTES AND MOTIVATION

In this motivational post Model A is used. In the flexible area the face of a successful and professional bettor or a motivational image in monochrome related to the brand with the following color format is used.
The related text or quote will be placed as a layout on the image.

It doesn't matter what others are doing. It mattrs what you are doing.

TutorialS

 facebook.

….????These posts are for introducing new or special features of the website to the customer. Three types of video, motion graphic and image are considered for these posts.
Model A is used for design of these posts and in the flexible area the features are usually displayed on screen of mobile or website in the form of infographic.....????

ENTERTAINMENT

I....???? n this motivational post Model A is used. In the flexible area the face of a successful and professional bettor or a motivational image in monochrome related to the brand with the following color format is used.
The related text or quote will be placed as a layout on the image.....????
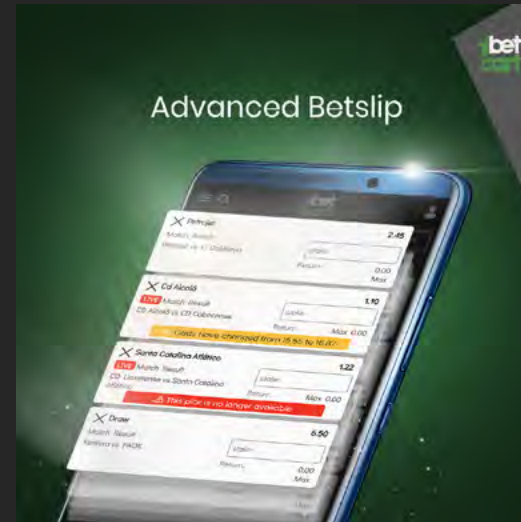
betcart ✓
online betting and casino

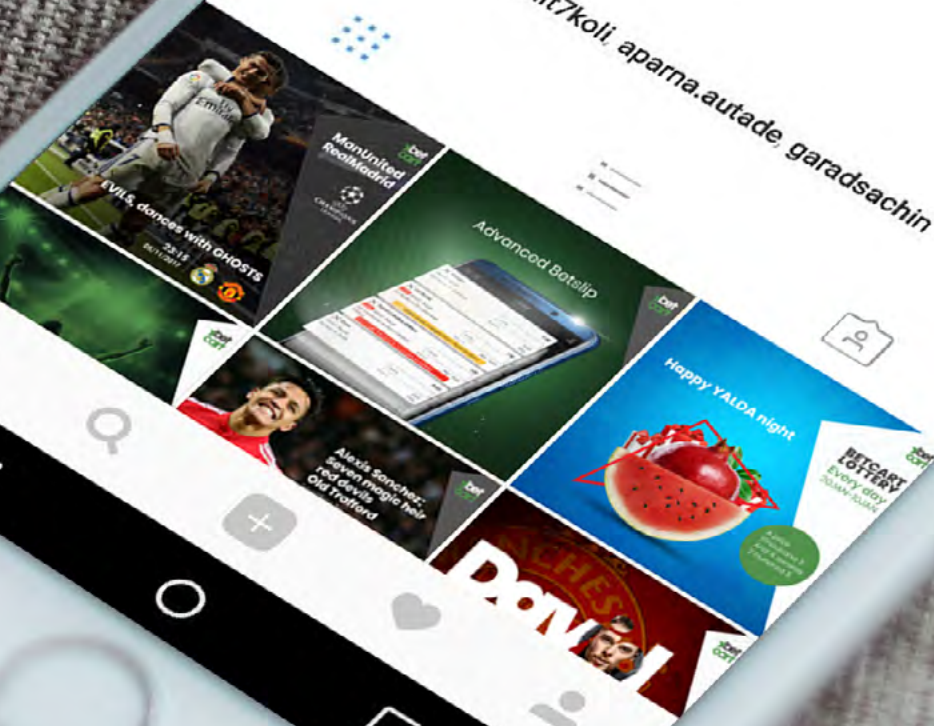Followed by rohit7koli, aparna.autade, garadsachin + 51
more

4623
posts

225m
followers

195
following

Message

ADVERTISING

Betting for the professional players is usually considered an act which is based on logic and calculations also according to the previous performance. Although for the most expert bettors the predictions do not always turn to be right and this is making betting even more exciting. Most of us have confronted a situation which we must make a very important decision and we try to lower the sound and effects of our surrounding and decide through our heart and senses or sometimes we link our decision to our sixth sense.

In any case we are connecting to an act in the future and actually sensing that action.

"Sensing" is considered as the main concept for betcart brand.

betcart expresses its words with its recipients straight and simple.

Feel it!

"Feel it" is a sentence which is always along with the logo in the form of Tagline and reminds the recipient of its message.

SPORT

The Major part of betcart's market is sports betting. Therefore, we studied a set of Advertisements related to sports.

ATMOSPHERE

We have discussed about the type and style of the images in photo style section. Now we will review a few advertisements which are aligned with the mentioned atmosphere.

CONCEPT OF SENSING

Sense and feeling have always been used and are the point of interest in advertisement.
As mentioned previously "Sensing" is the general concept of the brand. Therefore, we took a look to advertisements with this concept.

COPYWRITING