

BET\$YGAMES

BRAND BOOK



ABOUT

BET\$YGAMES

Betsy Games is a reliable B2B esports & virtual sports betting solution provider that aims to make your revenue grow using market potential to the fullest.



LOGO

The logo is centered within a black circle that has a glowing green border. The text "BET\$YGAMES" is written in a bold, italicized, sans-serif font. The dollar sign (\$) is highlighted in a vibrant green color, while the rest of the letters are white.

BET\$YGAMES

The full-color logos should be used only on black or dark backgrounds

The logo is centered within a white circle that has a glowing green border. The text "BET\$YGAMES" is written in a bold, italicized, black sans-serif font. The dollar sign (\$) is highlighted in a vibrant green color, matching the glowing border of the circle.

BET\$YGAMES

Use monochrome version for bright backgrounds;
Use monochrome reverse version of logos for light backgrounds

LOGO



Clear zone equals the square height of the letter "S" found in the logotype

70 px wide, approx.

BET\$YGAMES

Minimum size for logo



The logo symbol should be used for smaller size

SYMBOL

DARK BACKGROUND



MEDIUM
BACKGROUND



LIGHT
BACKGROUND



SLOGAN

**BET\$YGAMES -
LET'S DO BETTING**



BET\$YGAMES

TYPOGRAPHY

POPPINS REGULAR

"The quick brown fox jumps over the lazy dog"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

POPPINS BOLD

"The quick brown fox jumps over the lazy dog"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

POPPINS MEDIUM

"The quick brown fox jumps over the lazy dog"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

POPPINS MEDIUM ITALIC

"The quick brown fox jumps over the lazy dog"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

COLORS

MINT



WHITE



BLACK



PINK



(only accents)

EXAMPLES OF USAGE



BANNERS