

betcris

ARIZONA BRAND BOOK




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01. BRAND MARKS



WORDMARK

The wordmark is the primary focus of the brand's identity. It evokes feelings of a premium service, that offers high quality products, with a hint of cleverness. It prioritizes being the best at what we do while acknowledging the market we operate in.

Color used for wordmark: Green

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WORDMARK

The wordmark is available in alternative colors, This can ensure that the brand is covered in all instances. This wordmark will be used only when needed, the previous black wordmark takes priority.

Color used for wordmark: White



SAFE ZONE

The wordmark will be protected from other visual intrusions to maintain its hierarchy and clarity. No other marks should be placed within these boundaries.

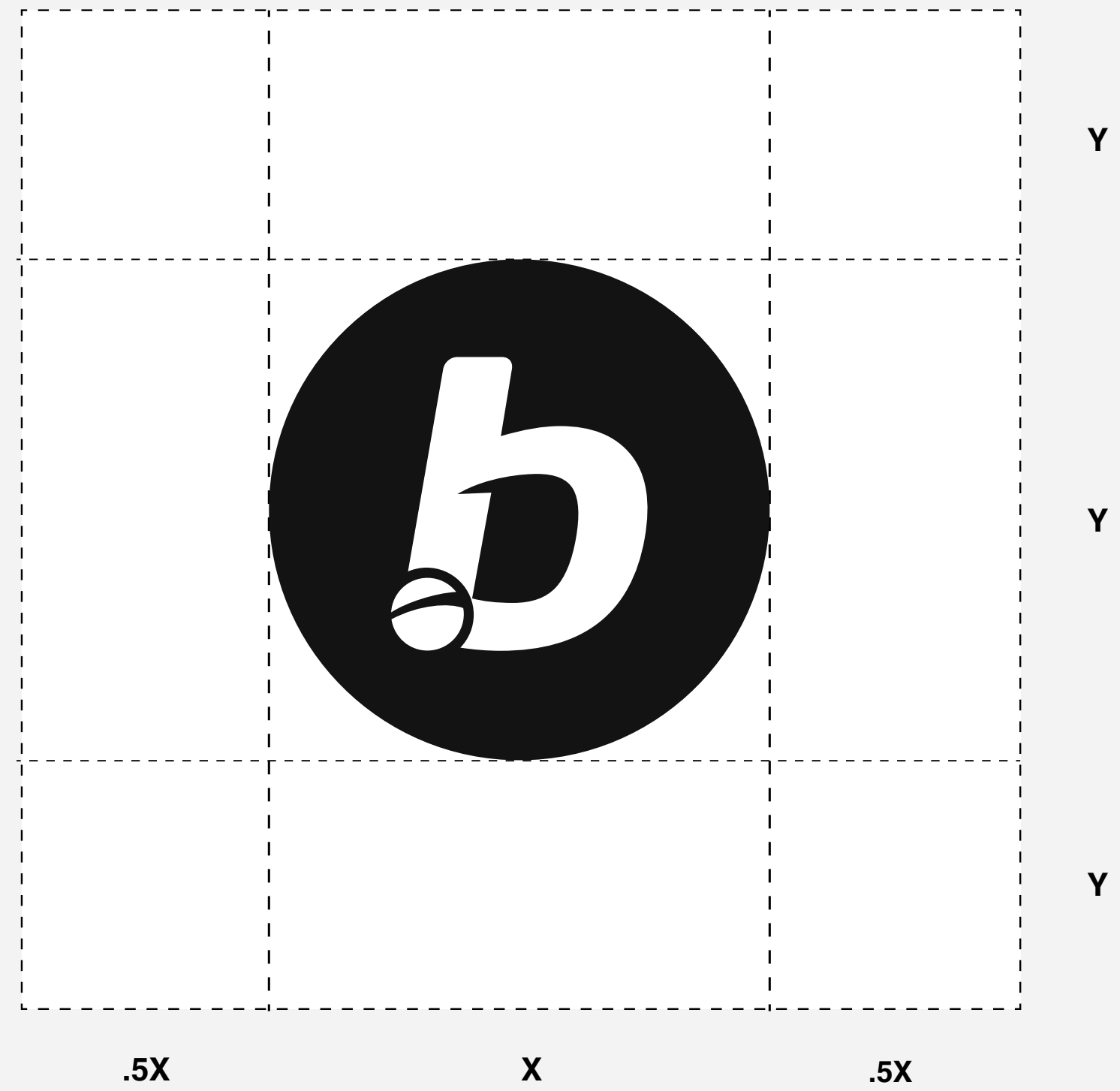


LOGOMARK

The logomark is the secondary focus of the brand's identity. Its chiseled nature speaks to the crafted qualities of a premium experience and sharpness needed to beat the book. It is inspired by the classic sports teams represented by a monogram and looks forward into the future of sports betting.

Colors used for logomark:

White - Green



SAFE ZONE

The wordmark will be protected from other visual intrusions to maintain its hierarchy and clarity. No other marks should be placed within these boundaries.

02. TYPOGRAPHY

Black
BARLOW
SEMI CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%5&*

CHARACTER TRACKING - 20PX

Bold
BARLOW
SEMI CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%5&*

CHARACTER TRACKING - 20PX

Medium
BARLOW
SEMI CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%5&*

CHARACTER TRACKING - 20PX

TYPOGRAPHY

LETTERS & WORDS

Libre Franklin is an interpretation and expansion of the classic Franklin Gothic typeface. It's a versatile sans-serif, suitable for both long-form text and headlines. At large sizes, the distinctive rounded corners of the characters become apparent.

Bold
ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%5&*

CHARACTER TRACKING - 20PX

Medium
ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%5&*

CHARACTER TRACKING - 20PX

Regular
ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%5&*

CHARACTER TRACKING - 20PX

TYPOGRAPHY

NUMBERS

A specific font will be used for numbers to maximize legibility at small sizes.

03. COLOR

WHITE		GREY		GREEN		DARK GREEN		DARK GREY		BLACK	
R 255	C 0	R 241	C 0	R 0	C 89	R 3	C 90	R 27	C 74	R 19	C 74
G 255	M 0	G 241	M 0	G 122	M 28	G 81	M 40	G 27	M 67	G 19	M 67
B 255	Y 0	B 242	Y 0	B 62	Y 100	B 41	Y 100	B 29	Y 64	B 19	Y 64
HEX #FFFFFF	K 0	HEX #F1F1F2	K 5	HEX #007a3e	K 16	HEX #035129	K 42	HEX #1b1b1d	K 76	HEX #131313	K 76

TYPOGRAPHY

BRAND IDENTITY

Green is associated with nature, growth, renewal and health. Green has a calming and relaxing effect. When used in moderation, it creates a balanced, harmonious and positive psychological effect, without evoking any sombre or sinister feelings.

Dark green can be seen as elegant, rich, sophisticated, intelligent, green can mean honesty and trustworthiness.



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COLOR USAGE

The wordmark is allowed on the following colored backgrounds:

White

Grey



COLOR USAGE

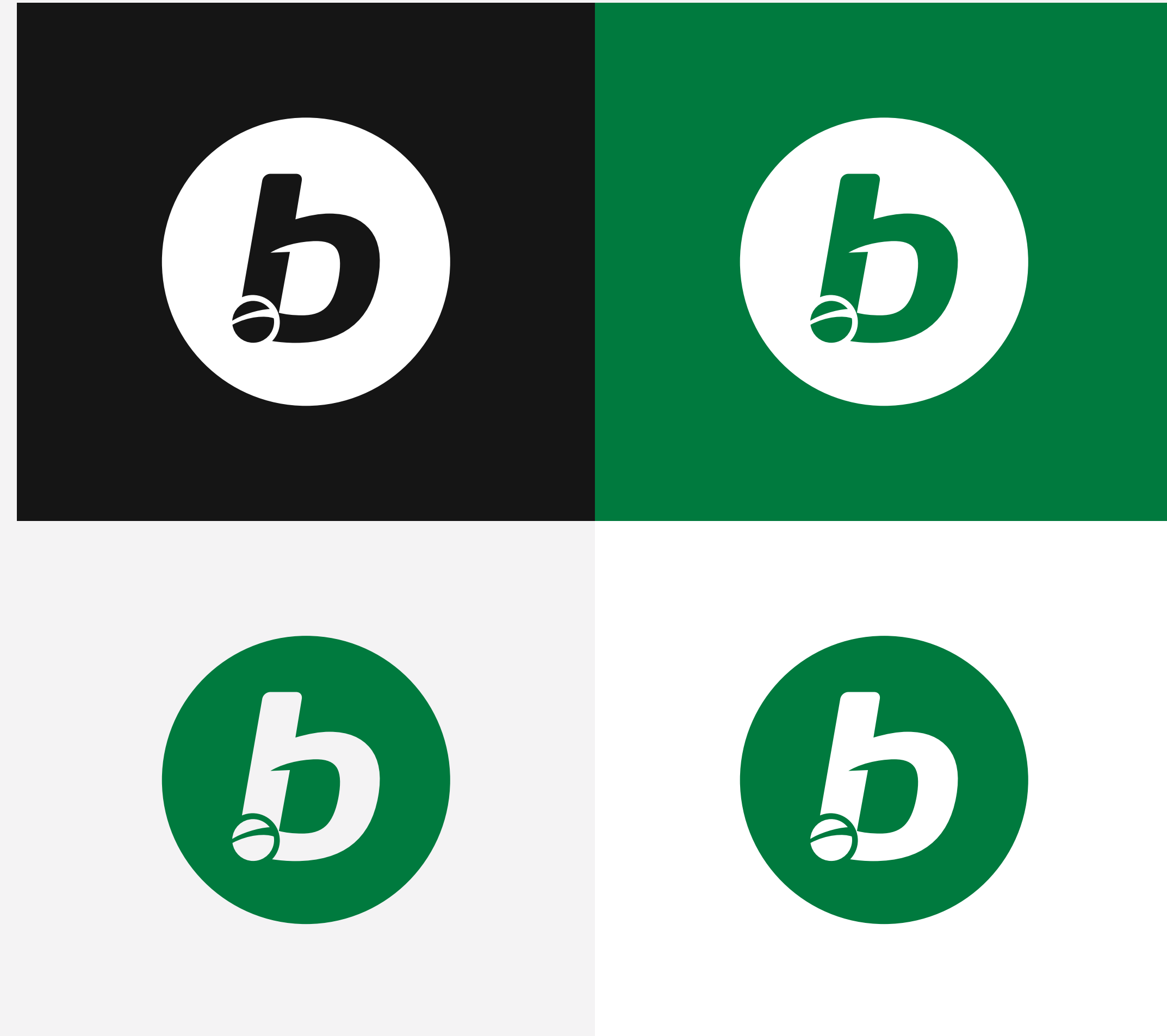
The white wordmark is allowed on the following colored backgrounds:

- Black
- Dark Green
- Green

COLOR USAGE

The logomark is allowed on the following colored backgrounds:

- Black
- Green
- Grey
- White



04. MISUSE

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do not:
Apply outlines

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do not:
Apply dropshadows

betcris

do not:
Apply gradients

betcris

do not:
Skew, stretch



do not:
Place on top of image or gradient

betcris

do not:
Adapt the logo

betcris

do not:
Mix colours

betcris

do not:
Fill with patterns



do not:
Contain in a shape

MISUSE

A strong brand is applied consistently. It is important that none of the brandmarks are ever altered. These examples apply to all marks in the brand's identity.

05. DIGITAL



FACEBOOK
Profile Picture

128px x 128px
(mobile)

170px x 170px
(desktop)



INSTAGRAM
Profile Picture

110px x 110px
(min)



INSTAGRAM
Profile Picture

110px x 110px
(min)



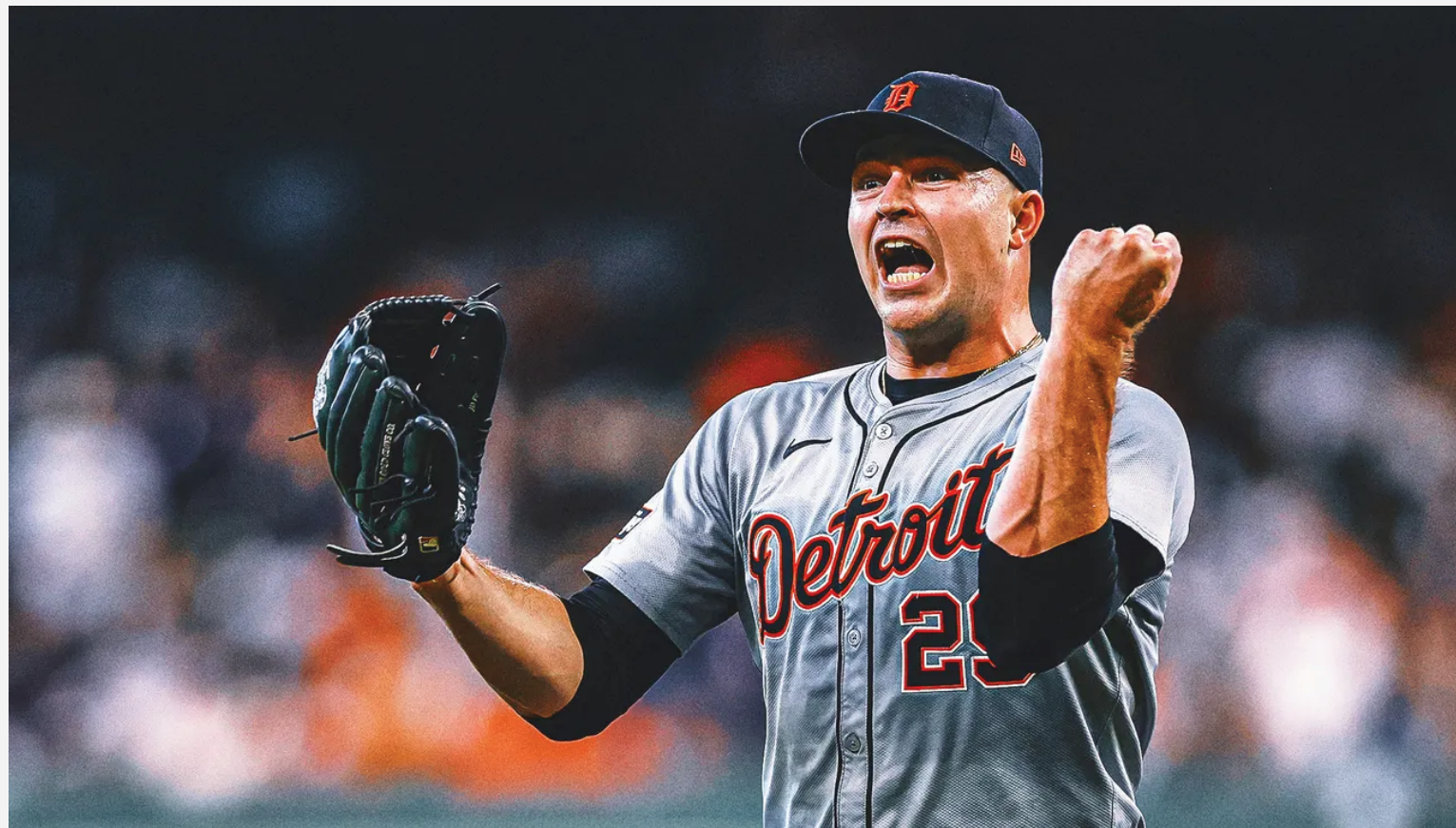
X
Profile Picture

400px x 400px

SOCIAL MEDIA PROFILE

To maintain consistency across all platforms, use the logomark on black background and adhere to these dimensions.

06. IMAGERY



IMAGERY

High quality and aesthetically dynamic photographs will be used.



MISUSE

Do not use cartoony illustrations, low quality photos or generic stock imagery.

07. BRAND IN ACTION

BET ON NBA

INDIANA PACERS VS **OKLAHOMA CITY THUNDER**

+ 55 TOTAL **228.5** **- 55**

PAYCOM CENTER, OKLAHOMA CITY,
JAN 23, 5:30 PM PT

Must be 21 or older and located in the state of Arizona to wager. Play responsible.
If you or someone you know has gambling problem call 1-800-NEXT-STEP

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100% WELCOME MATCH
SCORE UP TO \$250 BONUS BETS

Must be 21 or older and located in the state of Arizona to wager. Play responsible.
If you or someone you know has gambling problem call 1-800-NEXT-STEP

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SOCIAL MEDIA

It is recommended to place the logo in the lower right corner as a closing element, always near the legal notice. The designs should not include a button as a CTA. There must always be sufficient contrast between the text/logo and the background to ensure readability.

WELCOME BACK MATCH 100% MATCH UP TO \$250



HOME > ODDS

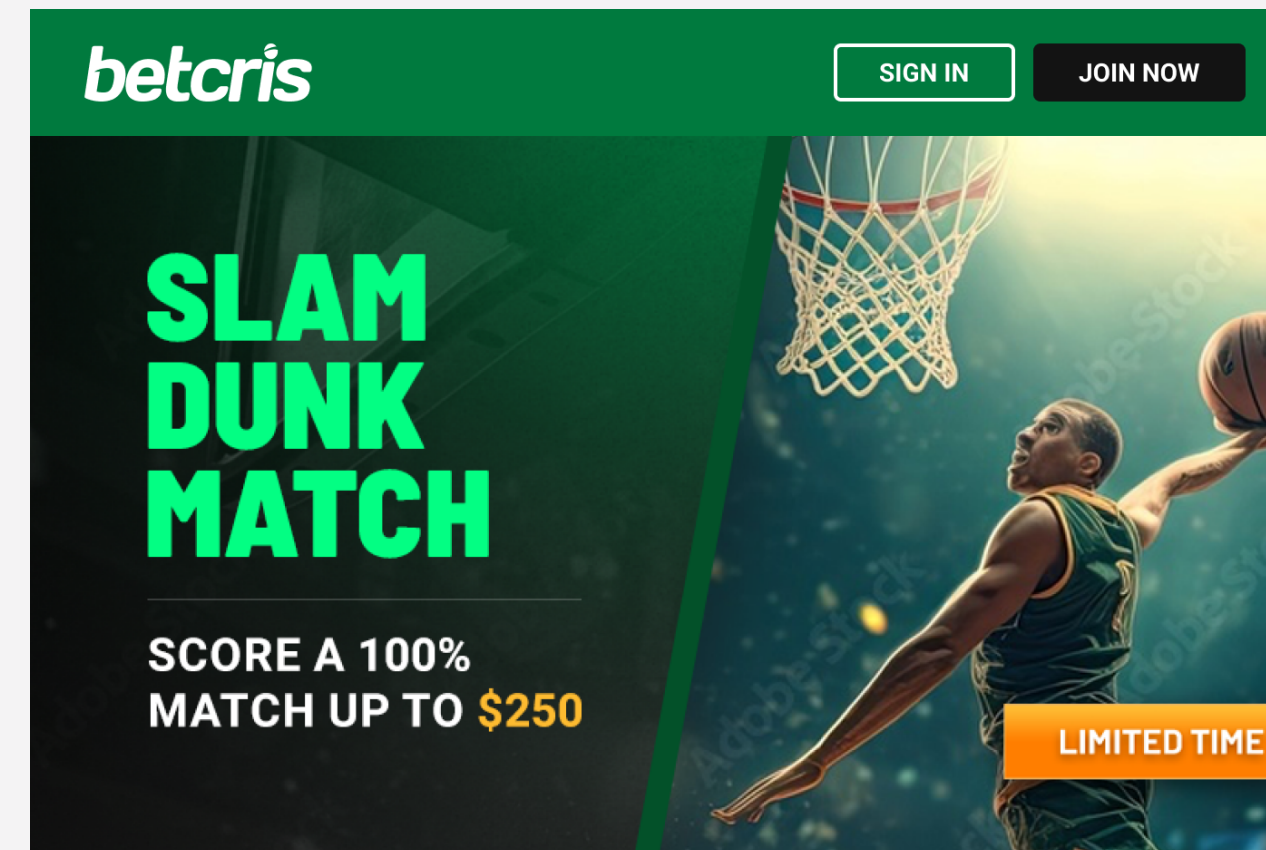
ONLINE SPORTS BETTING LINES

	RUNLINE	TOTAL	MONEY LINE
4/13 1:10pm PT	MLB		
Houston Astros	LIVE	LIVE	LIVE
Seattle Mariners	LIVE	LIVE	LIVE
4/13 3:35pm PT	MLB		
Arizona Diamondbacks	+1½ -192	Ov 9 -105	+110
Baltimore Orioles	-1½ +161	Un 9 -111	-124

WEBSITE & LANDING PAGES

E-MAIL

Emails will always feature the BetCris Arizona logo in the header. You can include static images or GIF animations no larger than 2 MB. A mix of images and text in HTML format will be used to avoid ending up in the spam folder.



Hey Sally

The tournament action is heating up with just 16 teams left in play. Get more bang for your bet with **DOUBLE** BetCris Points on **NCAA Basketball** wagers!

With **2x BetCris Points** you'll earn Bonus Bet twice as fast! Start earning Bonus Bets before the final buzzer!

Get Started with the **100% Welcome Offer** now:

- ✔ **Bet:** Get **2** BetCris Points for every \$1 wagered
- ✔ **Redeem:** Convert your points in the Prime Rewards tab
- ✔ **Get:** Score **Bonus Bets** from the points you convert and enjoy!

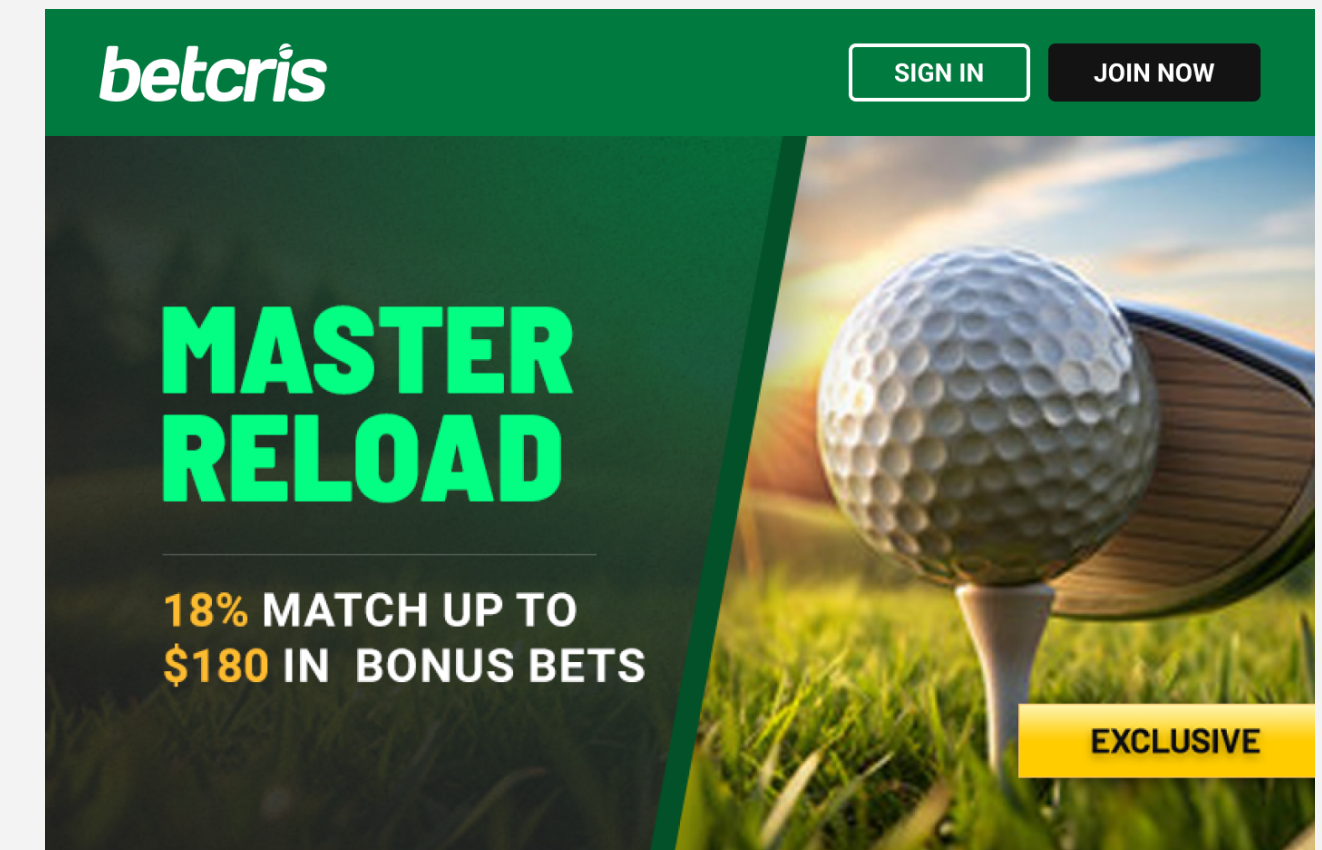
Learn more about BetCris Points in our [FAQ](#)

[CLAIM NOW](#)

Terms apply. Double BetCris Points valid through March 29, 11:59 pm on NCAA Basketball wagers only, BetCris Points awards on the lesser of wager and win amount. Bonus Bets redeemed with BetCris Points wagering requirement equal to 1x Bonus Bet amount.

betcris [f](#) [X](#) [@](#) [Help Center](#)

Only customers 21 and over are permitted to play our games. If you or someone you know has a gambling problem, call 1-800-GAMBLER



Hey Sally

This first major tees of this weekend in Augusta. Make the cut at BetCris with hole-in-one offer. Get an **18% Master Reload up to \$180 in Bonus Bets** this week only!

PLUS: Score **3x Bet Points** on golf wagers and you'll earn Bonus Bets three times as fast! Start earning Bonus Bets now!

Get Started with the **18% Master Reload** now:

- ✔ **Deposit:** Fund your account with \$10 or more
- ✔ **Claim:** Select the **15% Master Reload Bonus** offer in the cashier
- ✔ **Get:** Receive your match up to **\$180 Bonus Bet**

Learn more about BetCris Points in our [FAQ](#)

[CLAIM NOW](#)

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Only customers 21 and over are permitted to play our games. If you or someone you know has a gambling problem, call 1-800-GAMBLER



ON-SITE BANNERS

Ensure that the main message is clear and legible. Content should be tailored to fit the banner’s dimensions. If possible, use animated banners to ensure the message is conveyed effectively. The CTA should be consistent with the website. Keep the logo visible at all times. The amount of content should be proportionate to the banner’s available space.


**100%
WELCOME
MATCH**

SCORE UP TO
\$250 BONUS BETS

**WELCOME
BACK
MATCH**

\$300 MATCH
UP TO **\$250**

CRM BANNERS



SLAM DUNK MATCH

SCORE A 100% MATCH UP TO \$250

BET NOW

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SLAM DUNK MATCH

SCORE A 100% MATCH UP TO \$250

BET NOW




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SLAM DUNK MATCH

SCORE A 100% MATCH UP TO \$250

BET NOW




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SLAM DUNK MATCH

SCORE A 100% MATCH UP TO \$250

BET NOW



ACQUISITION BANNERS

THANKS