

Affiliate Guidelines



10bet logos

10bet logos

The 10bet Master logo includes the strapline 'For the better' in order to communicate the brand essence. The 10bet marque is the most common logo used on 10bet assets.

10bet have a number of sub-brand logos which should be used appropriately for the branding and marketing of 10bet's gaming sites.

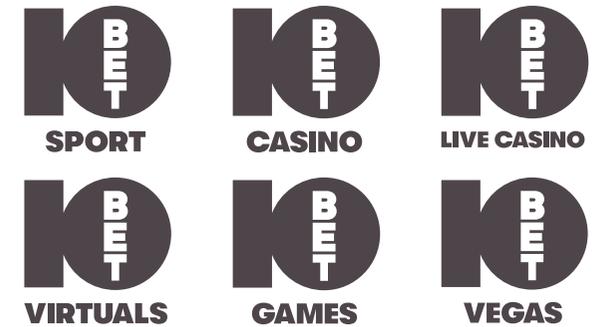
10bet master logo



10bet marque



10bet sub-brand logos



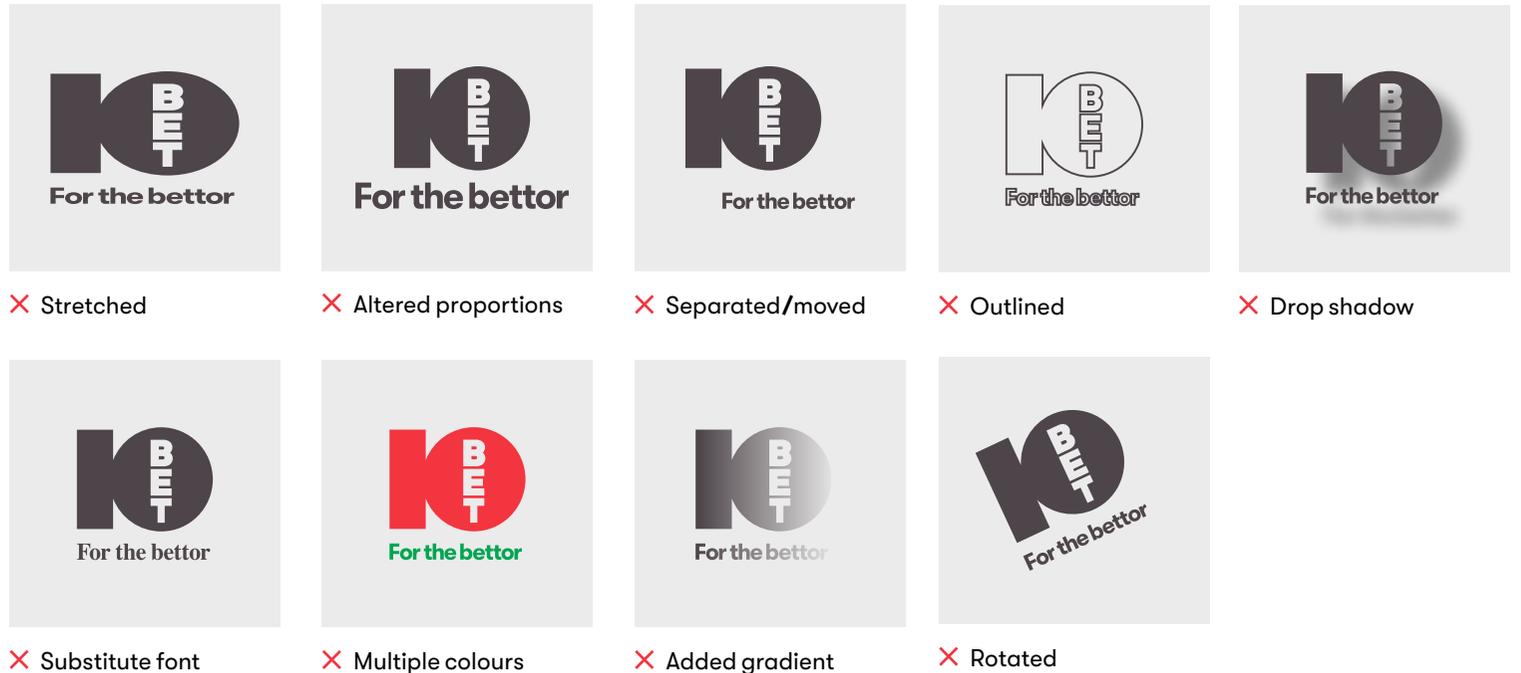
10bet logo usage

Ensuring the 10bet logo is used in the right way is critical.

Consistent application of the logo helps to build recognition.

It must never be modified, warped, stretched, recoloured or used in any other form than that supplied by 10bet.

For the avoidance of doubt, the following examples illustrate correct and incorrect examples.



Colour and Name usage

10bet colours

The 10bet brand has a simple but flexible primary colour palette consisting of Grey, black and white.

It is important to apply the colours intelligently and to make sure it is legible in all instances.

Grey
CMYK 60 / 60 / 50 / 50
RGB 78 / 69 / 74

Black
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0

White
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255

Name usage

10bet do not have a word mark, instead '10bet' should simply be written out in full when it is required.

'10bet' should be written in full on any public facing communications that target new audiences or those unfamiliar with the brand.

10bet

✓ Correct brand name usage

10Bet

✗ Never set 10bet in sentence case

10BET

✗ Never set 10bet in uppercase

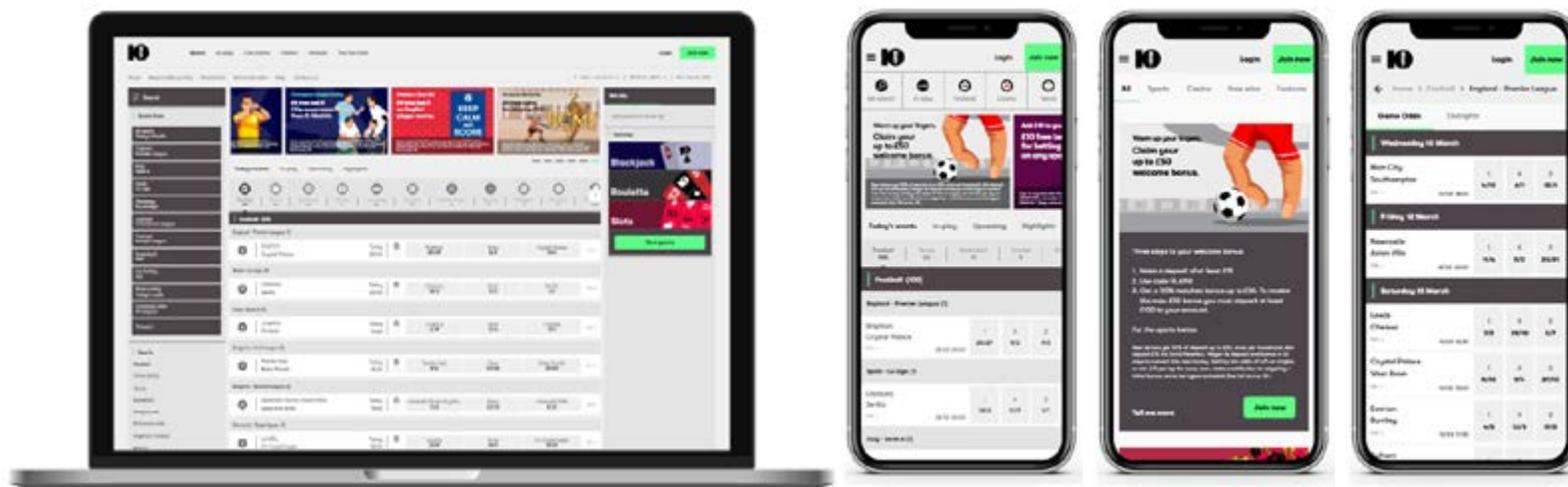
10 bet

✗ Never break 10bet over multiple lines

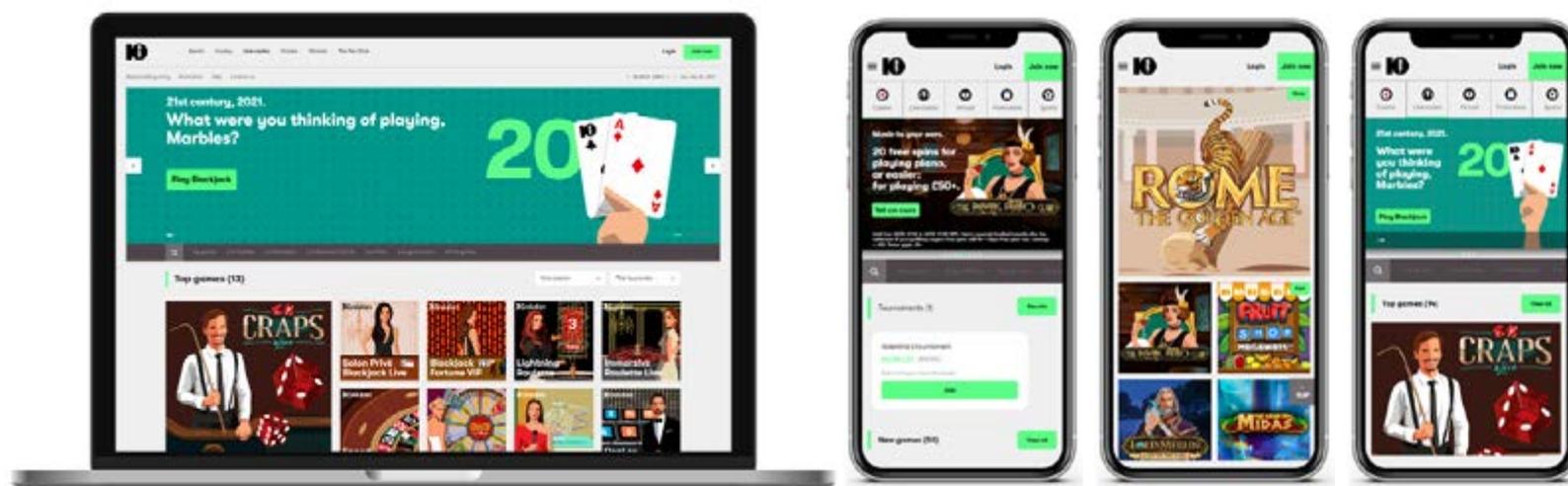
User experience is an important selling point for us and we are proud on how the site looks. That is why we created some mockups of laptops and mobiles screenshots (sports, casino, live casino and casino's top games):

[Click here to mockup folder](#)

Sport



Casino



Thank you

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