

Supabets Gaming Group
Illovo Edge
37 Fricker Rd, Illovo,
Sandton, 2196

supabets.co.za
betwith.supabets.co.za
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Brand Manual

CORPORATE IDENTITY GUIDELINES FOR SUPABETS GAMING GROUP

* BUILDING BLOCKS OF THE
VISUAL IDENTITY



CI MANUAL 02

ADDRESS

Supabets Gaming Group
Illovo Edge
37 Fricker Rd, Illovo, Sandton, 2196

CONTACT

studio@supabets.co.za

2024

Just like in sport, there are lines to stay within, but those margins aren't meant to stop the exceptional; they simply frame it.

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Official wordmark

SUPABETS GAMING GROUP

This logotype is used on all overarching Corporate Identity elements; such as stationary, websites, uniforms, branches, signage etc. to identify all the various touchpoints of the encompassing brand itself.

Unframed

Use when the logo does not need to compete with other design elements or there is fairly limited space available.

COLOUR



Against a white background

Use the full colour logo

REVERSE DARK



Against a solid light background

A black logo may be applied

REVERSE LIGHT



Against a solid dark background

A white logo may be applied

SIGNAGE ETC.

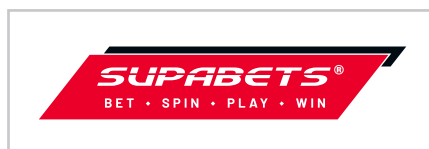


A red and white logo may be applied against black if there is enough contrast.

Framed

Use this version when the logo needs to be anchored (so it doesn't float in the space) or is against a photo or graphical background.

COLOUR ON LIGHT



Against a light image/graphic background

The red framed logo to be used

COLOUR ON DARK



Against a dark image/graphic background

The white framed logo to be used

MONOCHROME



Used when printing 1-colour or in a row with other monochrome logos.

Official logotype + tagline

SUPABETS

This is a more consumer-facing logo and signifies our various campaigns and products within the market itself. Please contact us at: studio@supabets.co.za if you are unsure which logo to use.

Unframed

Use the unframed version when the logo does not need to compete with other design elements or there is fairly limited space available.

COLOUR



Against a white background
The full colour logo to be used

REVERSE DARK



Against a solid light background
A black logo may be applied

REVERSE LIGHT



Against a solid dark background
A white logo may be applied

SIGNAGE ETC.

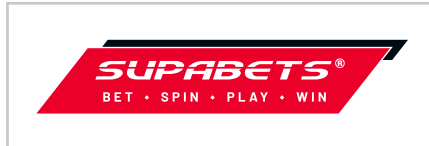


A red and white logo may be applied against black if there is enough contrast.

Framed

Use this version when the logo needs to be anchored (so it doesn't float in the space) or is against a photo/graphical background.

COLOUR ON LIGHT



Against a light image/graphic background

The red framed logo to be used

COLOUR ON DARK



Against a dark image/graphic background

The white framed logo to be used

MONOCHROME



Used when printing 1-colour or in a row with other monochrome logos.



Official logotype - no tagline

Stacked

Use this version when the logo needs to be responsive or used in a square space.

COLOUR



Against a white background

REVERSE DARK/LIGHT



Against a light coloured background



Against black/dark background



Against an image background

Affiliate Wordmark

Preferred version: Red

To be used when the background is light. A white logo is also available for dark backgrounds.



Logo minimum sizes

Limited space for Supabets logo

The name Supabets may only appear without "Gaming Group" or the tagline; when space is very limited (as on an affiliate site with other logos).

GAMING GROUP LOGO

Minimum Size Height:

5 mm (with "Gaming Group")

2.5 mm ("Gaming Group" falls away)



Logo height:
5 mm or 28 px



Logo height:
2,5 mm or 14px

Branded social posts

Our official wordmark always appears top left with any partner/affiliated logo top right. There are options for dark or light backgrounds.



Official initial logo

INITIAL LOGO SYMBOL

This logomark may not be used alone unless it is very clear that the content is branded as Supabets (ie: there is a full Supabets logo elsewhere on the artwork/article).



Against a white background
Red fill



Against a solid light/graphic background
Black fill



Against a solid dark/graphic background
White fill

Minimum sizes

Logomark
Minimum Size: 7 mm x 7 mm



Outline logo: large format only

Outline initial logo version
May only be used when **over 1 metre in size** such as for architectural signage or a large scale mural.



Against a white background
Red fill



Against a solid light/graphic background
Black fill



Against a solid dark/graphic background
White fill

Vertical signage



Product/promo logos

These are acceptable in the following conditions:

RED ON WHITE

BLACK ON LIGHT

WHITE ON DARK/RED ON BLACK



Supabingo

Below are the accepted uses on light or dark backgrounds:



Supanumbers

The Supanumbers logo stacks responsively depending on the space available. It is officially only in white or black.

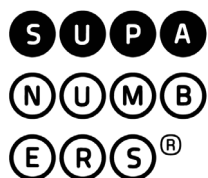
FULL



STACKED



STACKED: SQUARE



MINIMAL SPACE



Play Vegas

These are our official uses for the iGaming division's logo and symbol:

FULL COLOUR ON WHITE



Against a white background

FULL COLOUR ON DARK



Against a dark plain background

REVERSE LIGHT



Against a multi-coloured background.
Use with a hard shadow.

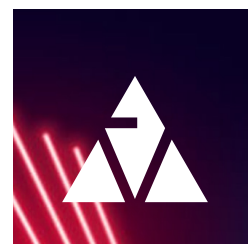
SYMBOL



Against a white background



Against a dark plain background



Against a multi-coloured background.
Use with a hard shadow.

Responsible Gaming



Against a white background



Against a dark plain background

Logo exclusion zone

LOGO CONSTRUCTION & CLEARSPACE

Please always keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name - they have a fixed relationship that should never be changed in any way.

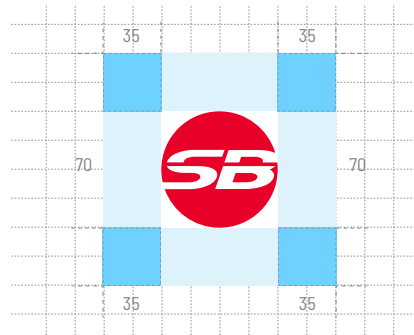
EXCLUSION

Full Logo

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

The logo exclusion zone is equal to half the height of the logo.

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height/2).



CONTACT

Please email: studio@supabets.co.za with any queries or to request these logos

ATTENTION

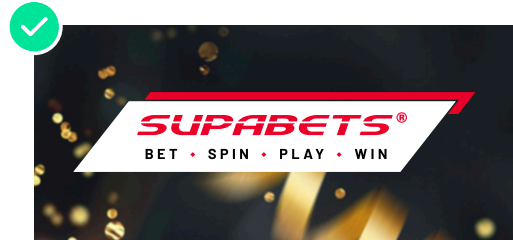
Always use supplied artwork and do not alter in any manner.

Application on a background

This rule applies for both the Gaming Group and Supabets tagline logo. Various examples shown for both logos below.



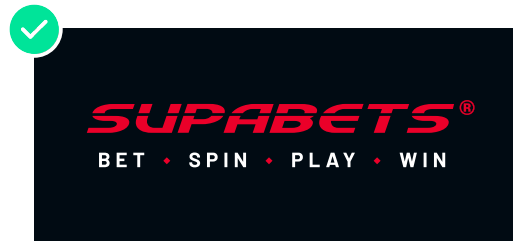
Against a light photo background use the red block version



Against a dark photo background use the white framed version



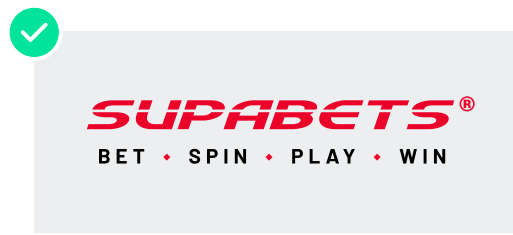
Against a solid, dark background



Against a solid, rich black background



Against a solid, light background



Against a solid, light background



Against a white background



Against a white background

Logo guidelines

These rules apply for both the Gaming Group and Supabets tagline logo. Please ensure the registration symbol is always visible.



Do not apply unauthorised colour versions



Do not apply gradients



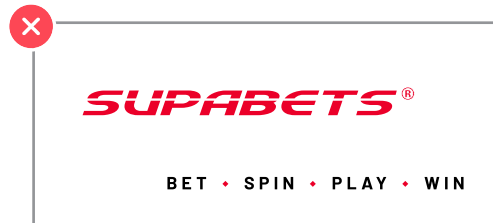
Do not rotate



Do not stretch/squash or alter proportions



Do not apply blurry drop shadows on the unframed, tagline version



Avoid moving or separate any elements in any of the official logos



Do not use the unframed version over a distracting image



Do not use the standalone wordmark unless space is limited

Corporate Fonts

Careful use of typography reinforces our personality and ensures clarity and harmony in Supabets' communications. We have selected Barlow Semi Condensed as our primary typeface, with Barlow for small text and Zuume Cut for Main titles.

PRIMARY FONT
BARLOW SEMI CONDENSED

SECONDARY FONT
BARLOW REGULAR (FOR
SMALL TYPE ONLY)

TITLE FONT
TRANSDUCER BOLD + EXTENDED

MICROSOFT OFFICE DOCUMENTS
SEGOE UI

TYPE WEIGHTS/CHARACTERS
BARLOW SEMI CONDENSED

Barlow Semi Condensed

Barlow Regular

TRANSDUCER

Segoe UI

Bold

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Medium

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Numerals

0	1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---	---

Special Characters

!	"	§	\$	%	&	/	()	=	?	`	;	:
i	"	¶	¢	[]		{	}	≠	¿	'		
«	Σ	€	®	†	Ω	¨	/	ø	π	•	±	'	
æ	œ	@	Δ	º	ª	©	f	ð	,	å	¥	≈	ç
√	~	μ	∞	...	-	≤	<	>	≥	˘	>	<	◊

Typography // Hierarchy

Typographic hierarchy allows users to scan text for key information. Below is an outline of the ratios we would use for hierachial typography in a document set-up. This can be scaled up for digital formats.

COPY AND SUBHEADINGS

Used for small descriptions/captionss

Barlow Regular
8pt type / 11pt Leading / 5pt Kerning

Reserved for body text, paragraphs, articles etc.

Barlow Regular
9 pt Type / 11 pt Leading / 5pt Kerning

THIS STYLE WOULD BE USED FOR SMALL/SUBHEADINGS

Barlow Bold - Uppercase
10pt Type / 11pt Leading / 25pt Kerning

HEADLINES AND TITLES

THIS STYLE IS FOR ATTENTION-GRABBING TITLES

Transducer - Bold
13pt Type / 15pt Leading

Big win headlines

Barlow Semi Condensed - Medium or Semibold
35pt Type / 30 pt Leading

R800 234

Transducer Extended Medium
42pt Type / 41 pt Leading

Color Palette Codes

Primary Colour system

Use colour boldly in application to create space and impact, with big hits of white and colour. Select colours that align with the tone or theme of the communication. For example, white feels more elegant and red more energetic.

The main official colors for Supabets are: Red, Black and White. The colours below are recommendations for various media.

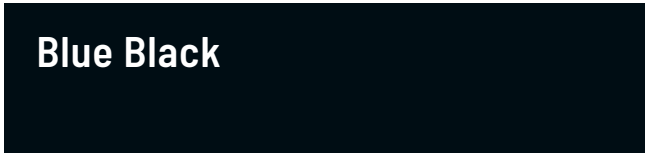
SB RED

CMYK C0 M100 Y81 K0
Lab L50 A77 B49
RGB R234 G0 B41
Spot Pantone 185C
Hex #ea0029



BLUE BLACK

CMYK C95 M79 Y58 K87
Lab L3 A2 B-5
RGB R1 G11 B19
Hex #010b13



WHITE

CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Web #ffffff



Secondary Color system

The updated secondary colours complement our primary colours but are not recognisable identifiers for the Supabets company. Secondary colors should be used to accent and support the primary color palette. Yellow is a supporting colour for buttons and accents. Darker red supports the bright Supabets red and neon green is used for product accents.

CMYK C16 M100 Y86 K6
Lab L42 A65 B40
RGB R194 G3 B37
Hex #c20325



DIGITAL ONLY

Lab L93 A-23 B104
RGB R232 G245 B0
Hex #e8f500



PRODUCT ONLY

Lab L86 A-71 B51
RGB R133 G240 B8
Hex #31fd71



Extended Colour

SUPPORTING COLOURS

The palette below is used for backgrounds, footers and especially print-based elements.

BLUE BLACK

CMYK C95 M79 Y58 K87
Lab L3 A-2 B-5
RGB R1 G11 B19
Hex #010b13



100 %



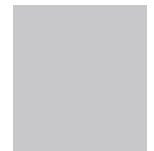
80 %



60 %



40 %



20 %

CHARCOAL

CMYK C89 M72 Y58 K79
Lab L24 A0 B-8
RGB R54 G58 B69
Hex #363a45



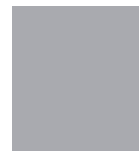
100 %



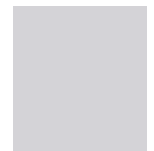
80 %



60 %



40 %



20 %

STEEL

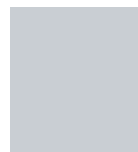
CMYK C40 M23 Y24 K4
Lab L71 A-3 B-5
RGB R164 G175 B182
Hex #a4afb5



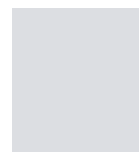
100 %



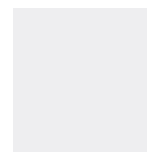
80 %



60 %



40 %



20 %

Digital colour palette

WEB/APP COLOR SYSTEM

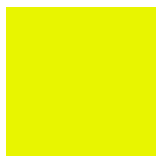
The warm grey tones are for backgrounds and sections in particular on betwith.supabets.co.za. Green is for product and the yellow is used for call-to-actions.



RUBY
#c20325



SB RED
#e90029



ELECTRIC
#e8f500



BLUE BLACK
#010b13



CHARCOAL
#363a45



METAL
#595d67



STORM
#80828a



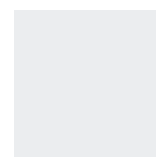
STEEL
#a4afb6



DOVE
#b4bec3



SILVER
#d8dde0



CLOUD
#ebedef

Disclaimers

Our disclaimer must appear legibly below all our material. The minimum font size in pixels in a digital application is 6 pts. The full disclaimer must be used unless there is limited space (as in social media posts), it must appear in the footer with clear space around it and cannot look crowded or squashed.

STANDARD DISCLAIMER

The shortened may be used on all through the line digital/print promotional material.

FULL DISCLAIMER

Must be used on all above the line advertising including Radio/TV commercials, billboards etc.

STANDARD

18+ ONLY | WINNERS KNOW WHEN TO STOP.
NATIONAL RESPONSIBLE GAMBLING PROGRAMME: 0800 006 008

FULL

SUPABETS IS REGULATED BY THE MPUMALANGA ECONOMIC
REGULATOR AND SUPPORTS RESPONSIBLE GAMBLING. STRICTLY
NO UNDER 18'S AND WINNERS KNOW WHEN TO STOP. SOUTH
AFRICAN RESPONSIBLE GAMBLING FOUNDATION TOLL-FREE
COUNSELLING HOTLINE: 0800 006 008

Our brand characteristics are:
**bold, entertaining, exciting and
trustworthy.**

Contact

ANY QUESTIONS?

For more information and to download files:

E: studio@supabets.co.za

T: +27 [11] 215 7000



supabets.co.za
betwith.supabets.co.za
+27 [11] 215 7000



Supabets Gaming
Group
Brand Guidelines

CI//2024.v2
