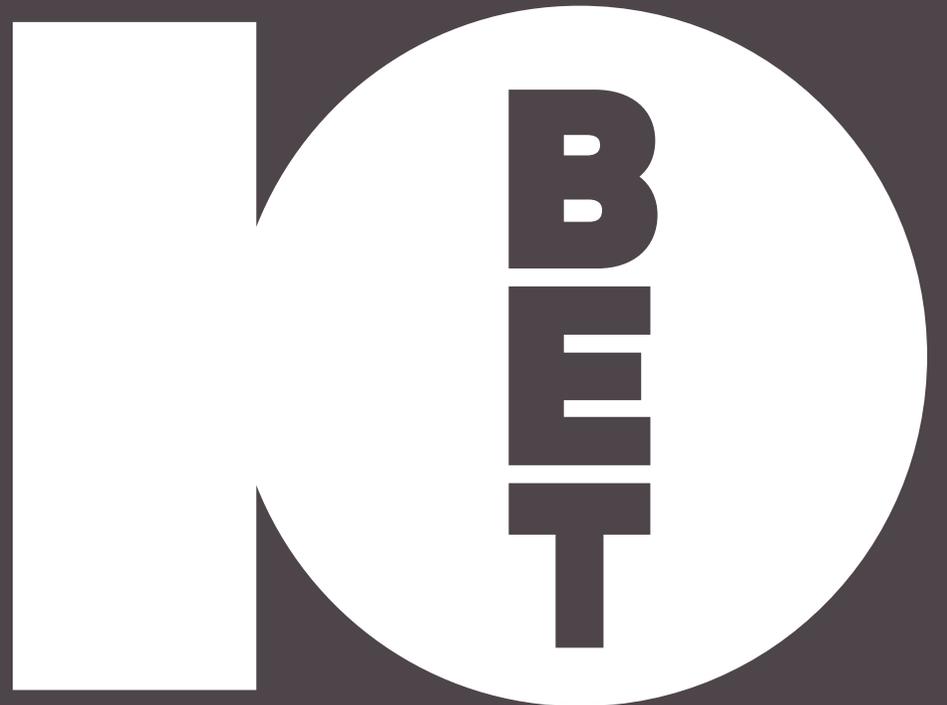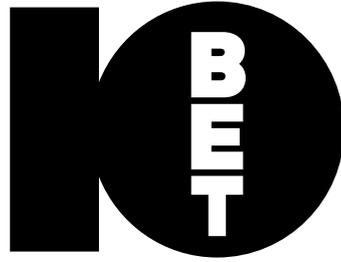# Affiliate Guidelines

10bet logos

10bet logos
The 10bet Master logo includes the strapline 'For the bettor' 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

For the bettor

SPORT CASINO LIVE CASINO

VIRTUALS GAMES VEGAS

10bet Afifiliates logos
10bet also have two official partnership logos, these should be used in instances where a brand is affiliated or partnered with 10bet.

AFFILIATES Official partner

Logo misuse

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

The logo must be black or white depending on legibility against the background colour.

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.

✓ Correct

✗ Stretched

✗ Altered proportions

✗ Separated/moved

✗ Substitute font

✗ Multiple colours

✗ Added gradient

✗ Outlined

✗ Rotated

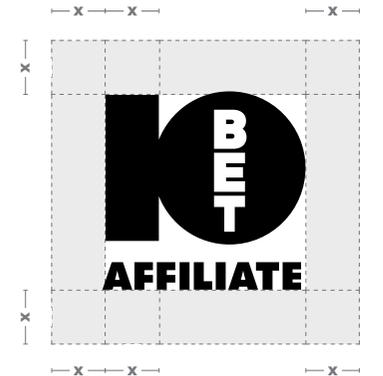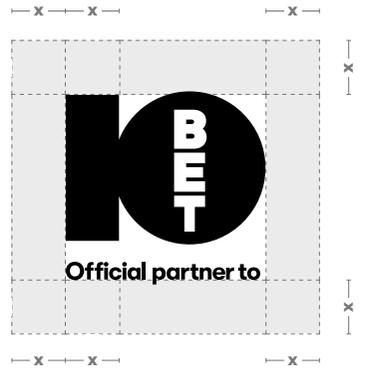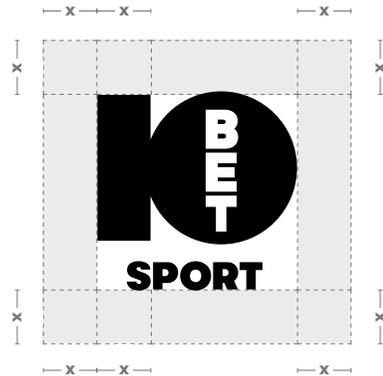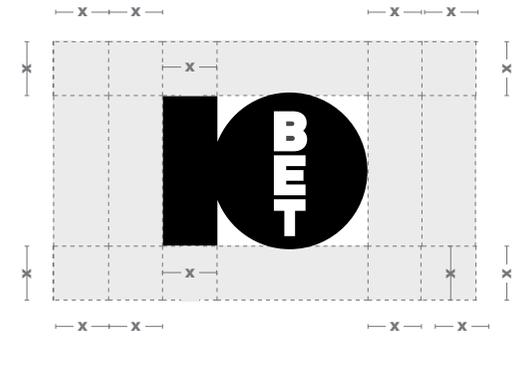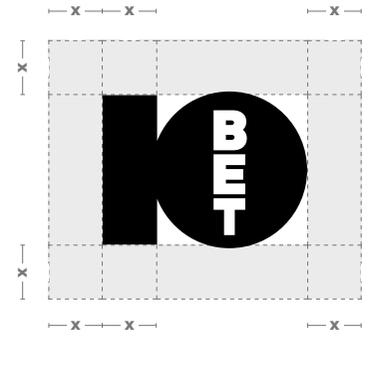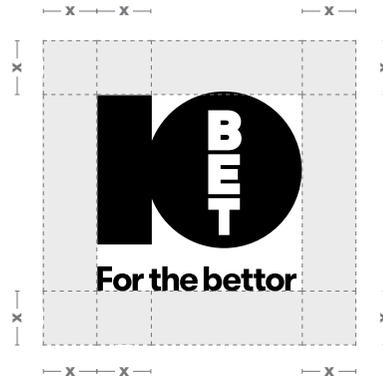✗ Drop shadow

1

Logo exclusion zones

The logo should ideally have as much space around it as possible. This helps it stand out and ensures any secondary material does not undermine its authority.

The logo has a recommended area of clear space around it, based on the width of the '1'.

This area should be left clear of type, pictures, shapes and other logos. Exclusion zones should be maintained each time the logo is used, to prevent any secondary material inhibiting legibility.

Please note—
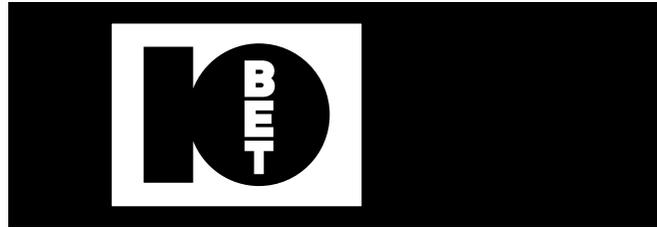All details shown in grey are guides only and should not be printed.

Logo usage - on colour

Logo usage on colour

When placing the logo on an image or coloured background please use common sense to ensure there is sufficient contrast between the logo colour and background.

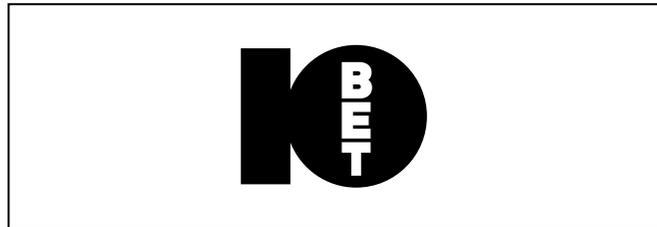It is of upmost importance that the 'BET' within the '0' is fully legible at all times.

For example, when placing the logo on a white background, please use a black logo on a transparent background and when placing the logo on a black baground, please use a negative version of the logo.

✕ Adds a boarder to the logo, not centred.

✕ Adds a boarder to the logo, not centred.
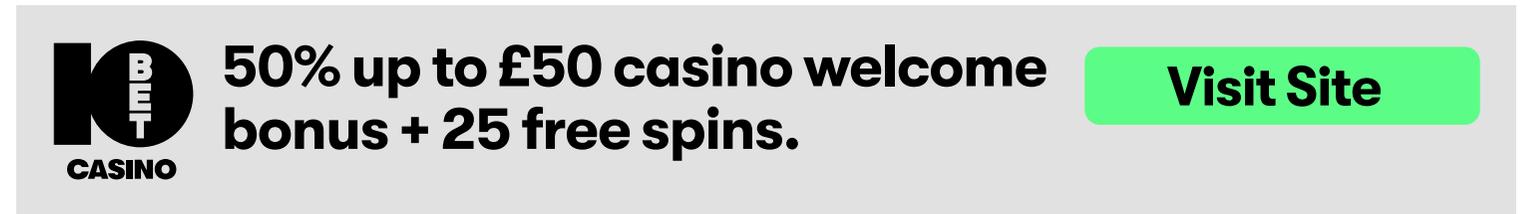

✓ Correct

✓ Correct

Affiliates banner logo usage

When placing the logo on an image or coloured background banner please use common sense to ensure there is sufficient contrast between the logo colour and background.
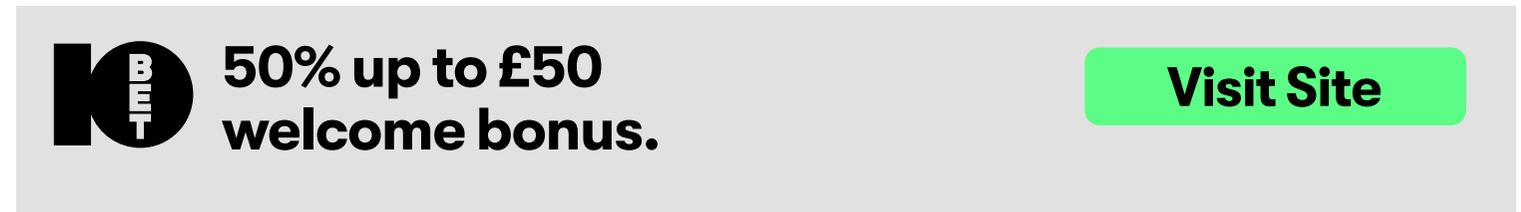
It is of upmost importance that the 'BET' within the '0' is fully legible at all times.

The use of the 10bet sub-brand logos differs between categories. For sports Affiliates, the 10bet masterbrand marque must be used.

For casino Affiliates, the 10bet Casino logo can be used if the safe space allows for it
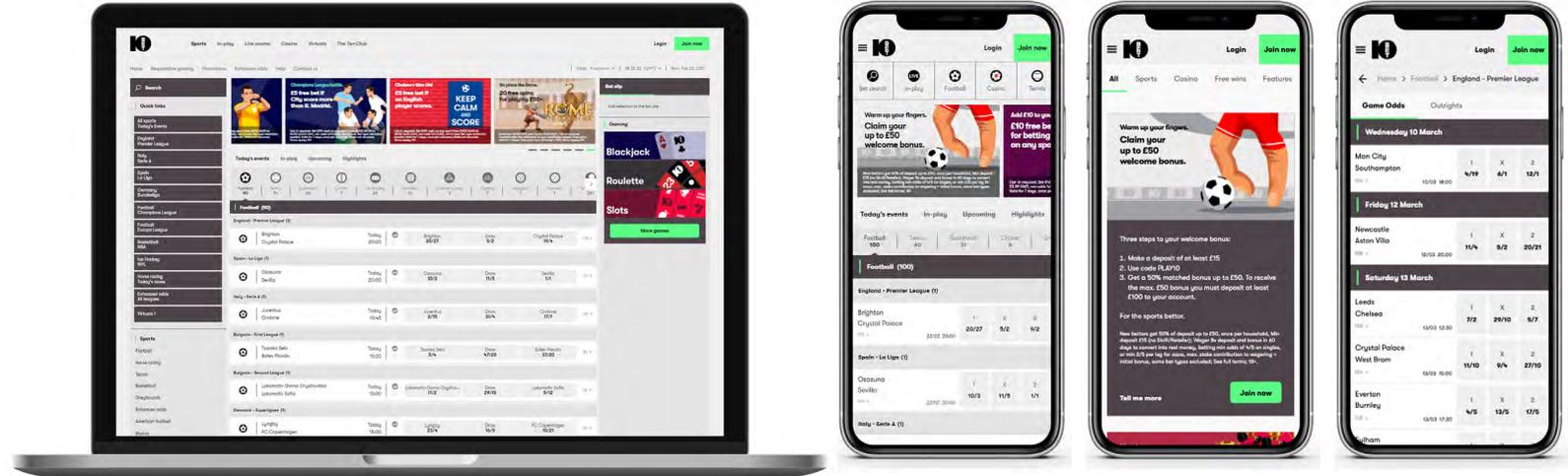

✓ Correct logo use for casino
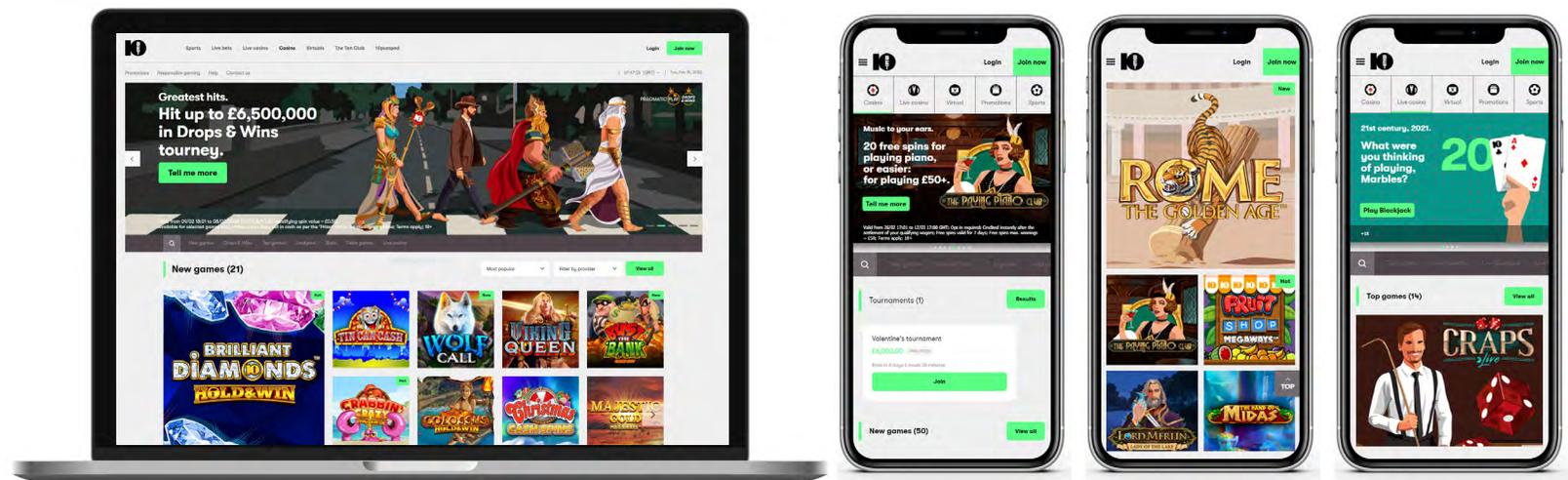

✓ Correct logo use for sport

10bet mockups

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

Sport

Casino

Thank you