Betclic

LOGOTYPE GUIDELINES

Version 1.0 - 10/2021

INTRODUCTION

The main Betclic logotype is made
from white writing on a bright red rectangle.
It makes it a really strong and easy to use
logotype.
You MUST use this logotype anytime
a colored technique is used - on any color
or photography.

*Note : Betclic logotype always comes
with the name written ON the red board.*

VARIANTS

If your project doesn't enable colours,
you need to use a monochrome version
of the logotype.
It exists with a black board for light backgrounds
and with a white frame for dark backgrounds.

Note : Betclic writing always appears in white.

MAGMA RED

If you are planning to use our red to create commmunication, merchandising or anything else, please make sure to use the right references.
These references assure best result and the more persistant look possible over all communications.

FOR PRINTINGS
You may use CMYK colours for all printed communications but sometimes you may be asked a Pantone© reference, then you can provide this one.

FOR SCREEN DISPLAYS
We have one reference but depending on your contractor he may ask it written as RGB or as Hexadecimal.

FOR PAINTING
Need to do some office staging?
The RAL reference will be a usefull refresh for your walls.
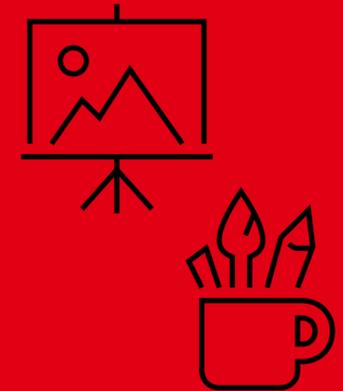
SCREEN
RGB : 225 - 0 - 20
HEXA : #E10014

PRINT
CMYK : 4 - 100 - 95 - 0
PANTONES® : 2347C

PAINT
RAL : 3000

LOGOTYPE PACKAGE

In the archive you can download from our corporate website you'l have all versions of the logotype introduced in this presentation, in multiple format to match the most common needs.

The last letter of the file's name will help you to find the version of the logotype you need:
BC_LogoPrint_X
BC_LogoScreen_X

R stands for red
B stands for black
W stands for the white frame
P stands for Pantones©

DON'T

When using our logotype
YOU MUST FOLLOW ALL the rules
introduced in this document.

Any of the following deformations
and any other are **SCTRICTLY FORBIDDEN.**

Ⓐ deformed board
Ⓑ removed board
Ⓒ deformed logotype
Ⓓ inverted colours

Ⓐ

Ⓑ

Ⓒ

Ⓓ