

COOLBET

LOGO GUIDELINES

CONTENTS

Introduction	1
Typeface Structure 1	2
Typeface Structure 2	3
Color	4
Color Variations	5
Structure Variations	6
Background	7
Things to avoid	8
Tagline	9

INTRODUCTION

ABOUT

This guide is designed for anyone who is planning to use the Coolbet logo. It gives an overview of how the logo was created, the structure of the logo and how to use it.

HISTORY

The logo and this guide were created for Staycool company by graphic designer Lennart Rikk in September 2015. The logo was created for an upcoming gambling website and the client's wish was to see something powerful and colorful, and of course something cool.

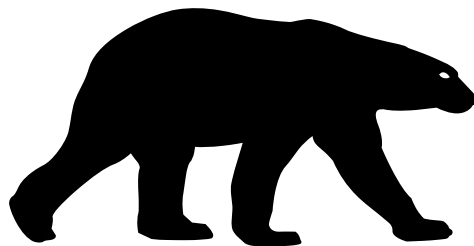
After multiple experimentations with different styles the current shape of the logo was chosen for it's simple and bold typeface.



One of the initial experimentations

SYMBOL

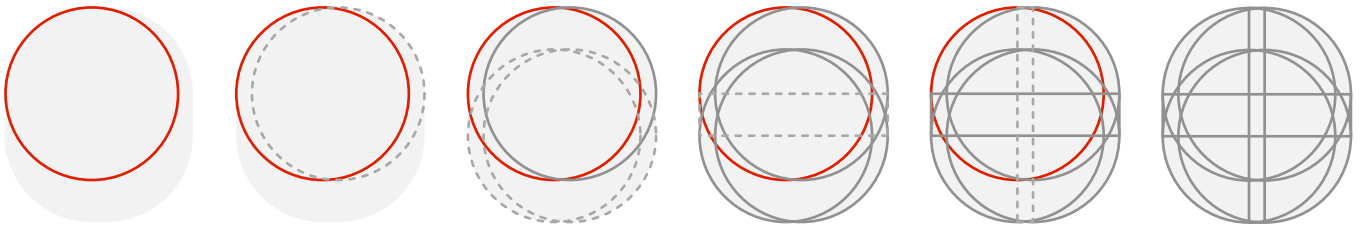
The logo had to be accompanied by an iconic symbol that would represent the company and it's values. From the start there was an inclination towards using an animal as the symbol. Many different animals were considered, but the polar bear seemed to be a perfect fit - it is powerful, playful and cool. Additionally, the company is also of Nordic decent.



Polar bear, the symbol of Coolbet

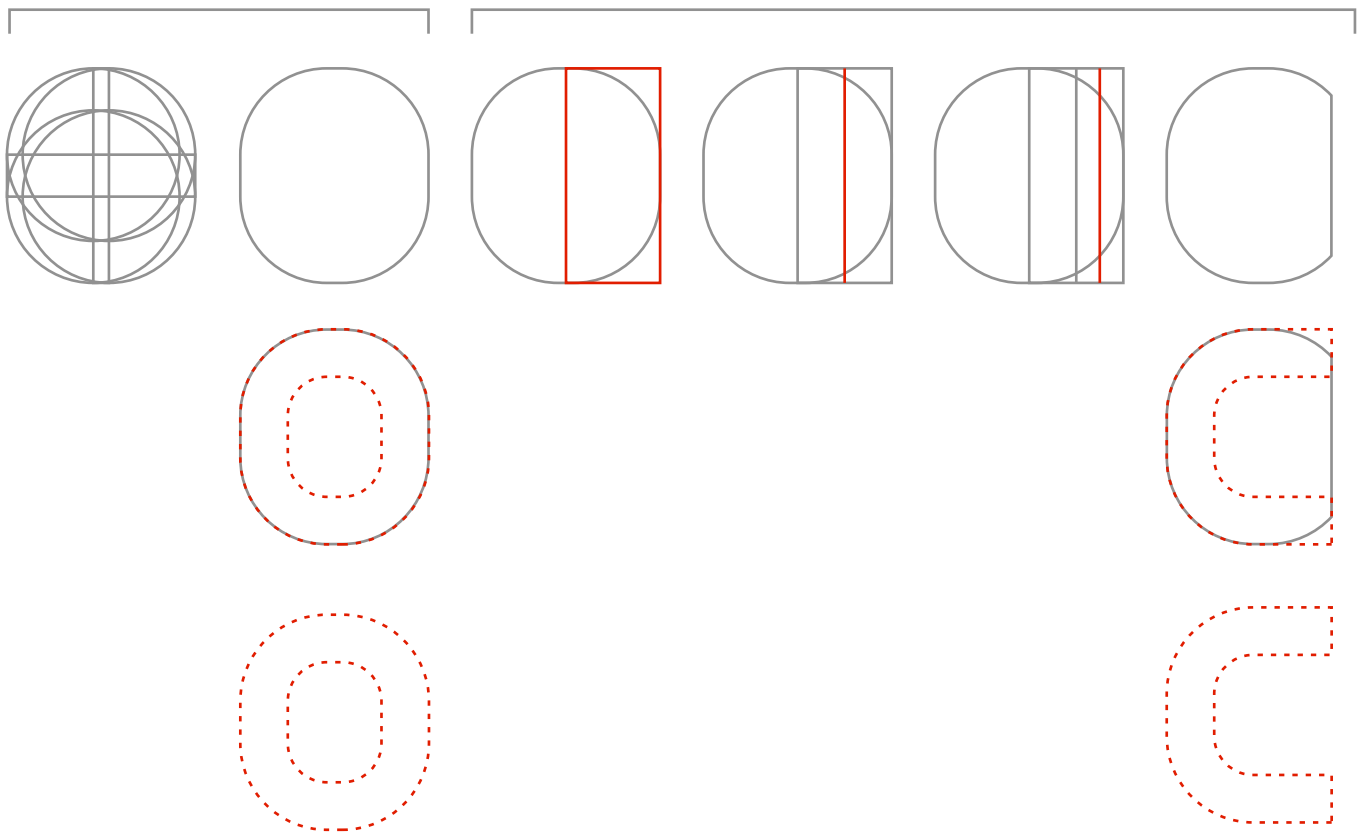
TYPEFACE STRUCTURE 1

Apex shape



Primary shape

Secondary shape

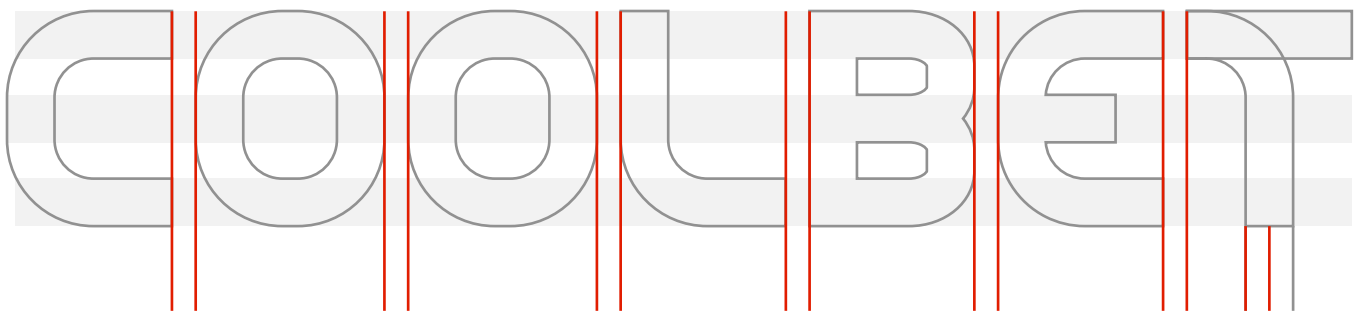


TYPEFACE STRUCTURE 2

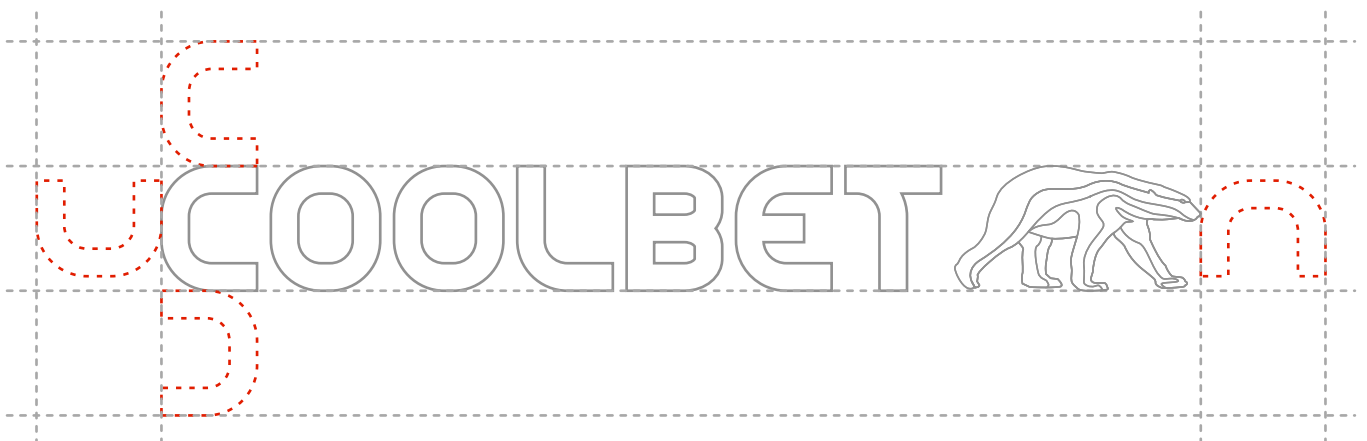
Symmetry



Spacing



Safe area



COLOR



Primary

Secondary

Green



HEX: #6FC529
RGB: rgb(111, 197, 41)
CMYK: 63, 0, 100, 0



HEX: #549520
RGB: rgb(84, 149, 32)
CMYK: 75, 19, 100, 4

Blue



HEX: #17BEFF
RGB: rgb(23, 190, 255)
CMYK: 70, 4, 0, 0



HEX: #118FBF
RGB: rgb(17, 143, 191)
CMYK: 86, 29, 11, 0

Orange



HEX: #FF8E03
RGB: rgb(255, 142, 3)
CMYK: 0, 54, 100, 0



HEX: #BF6B03
RGB: rgb(191, 107, 3)
CMYK: 18, 66, 100, 5

Red



HEX: #E11D00
RGB: rgb(225, 29, 0)
CMYK: 1, 99, 100, 0



HEX: #A91600
RGB: rgb(169, 22, 0)
CMYK: 20, 100, 100, 14

COLOR VARIATIONS

COOLBET 

Black  HEX: #000000
RGB: rgb(0, 0, 0)
CMYK: 50, 50, 50, 100

COOLBET 

White  HEX: #FFFFFF
RGB: rgb(255, 255, 255)
CMYK: 0, 0, 0, 0

COOLBET 

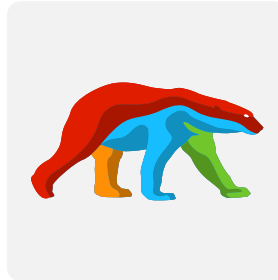
Blue  HEX: #17BEFF
RGB: rgb(23, 190, 255)
CMYK: 70, 4, 0, 0

STRUCTURE VARIATIONS

Text below
Large squares
& rectangles



No text
Small squares
& rectangles



No eye
Very small squares
& rectangles



BACKGROUND



While the logo works on both light and dark backgrounds, the preferred background is dark.



Always place the logo on clearly defined dark or light area.

THINGS TO AVOID



Do not place the logo on a background that has the same tone as any of the logo colors!



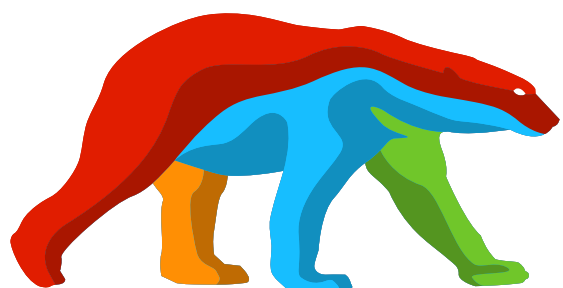
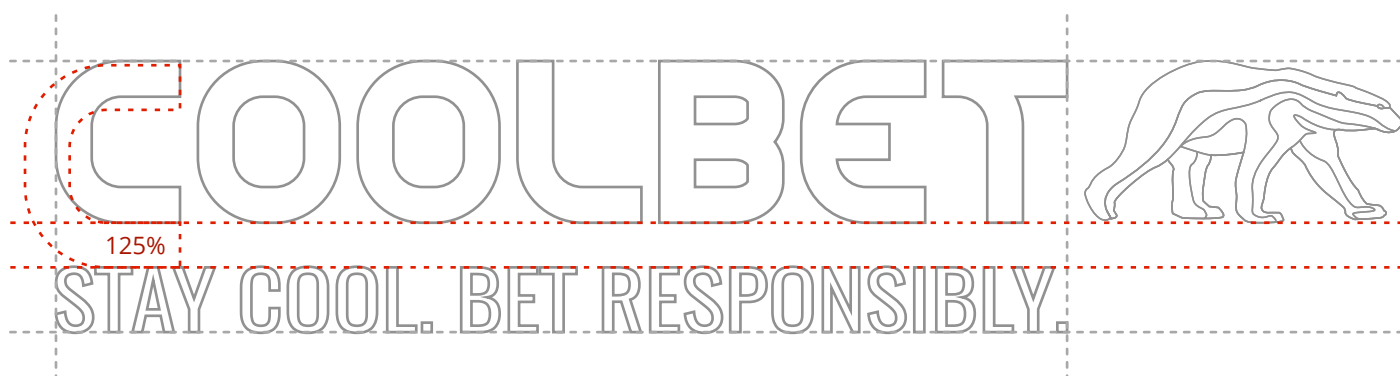
TAGLINE

TAGLINE TYPEFACE

Oswald Regular



STAY COOL. BET RESPONSIBLY.



COOLBET
STAY COOL. BET RESPONSIBLY.

