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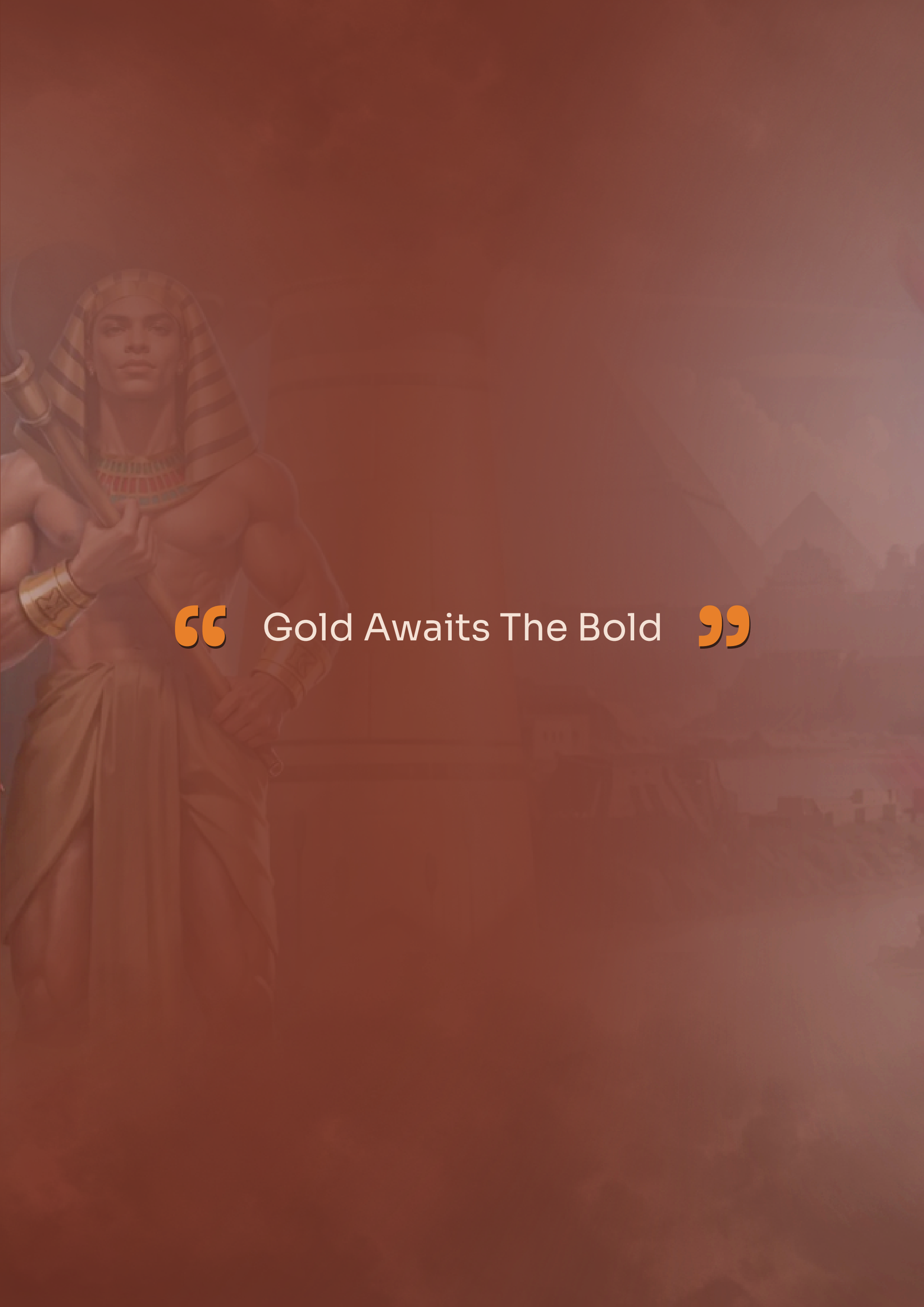
cleobetra.com

CLEOBETRA



Brand Guidelines

▪ Logo ▪ Icons ▪ Typography ▪ Colors



“ Gold Awaits The Bold ”

CLEOBETRA



Brand Guidelines

▪ Logo ▪ Icons ▪ Typography ▪ Colors



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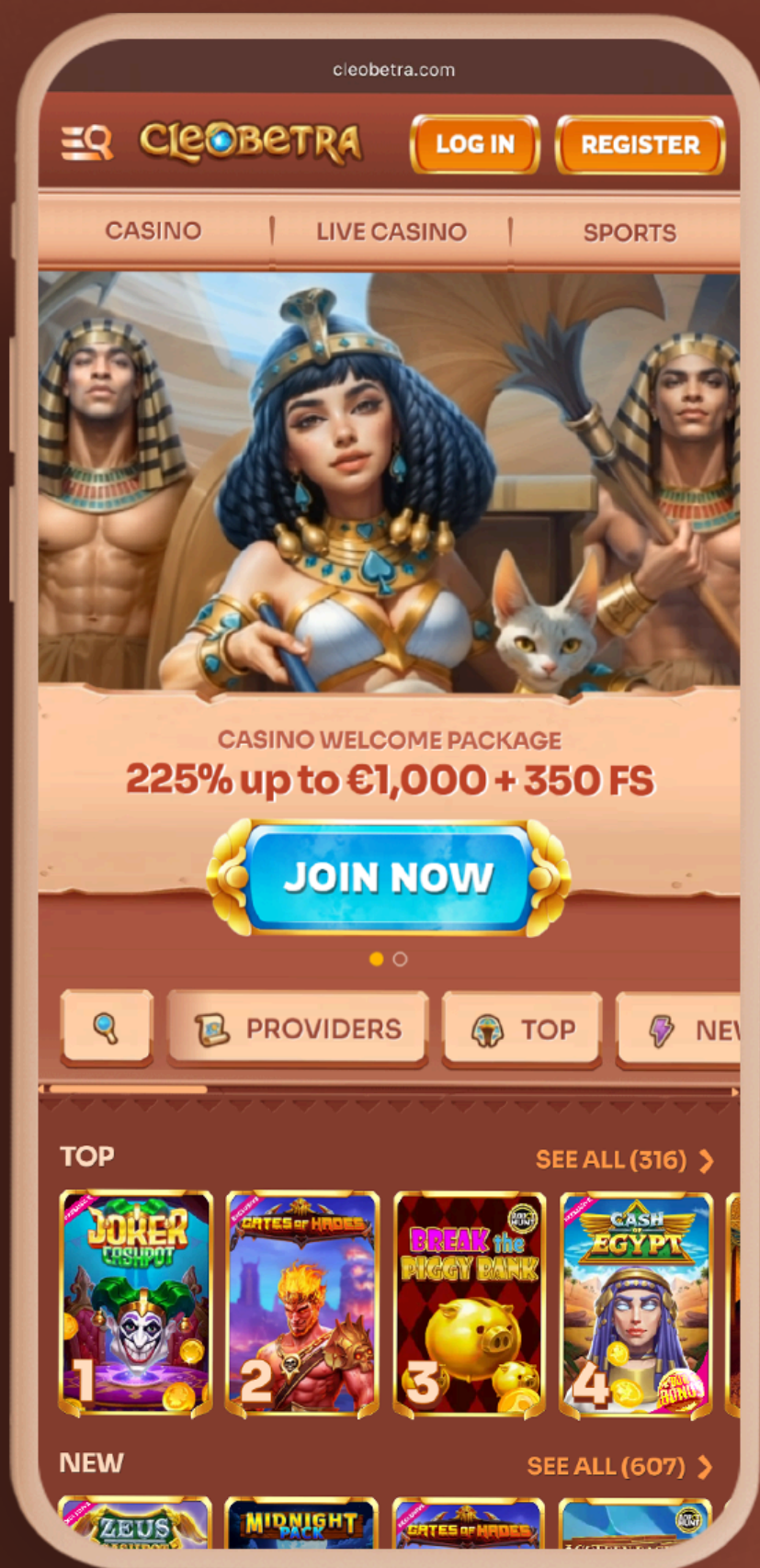
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CASINO





Introduction

Welcome to Cleobetra, where ancient power meets modern play, more than just an Egyptian-themed online casino and sportsbook, this is your gateway to glory.

In a realm where ancient mystique meets modern adrenaline, Cleobetra invites you to step beyond the ordinary and into the extraordinary. Guided by the spirit of the queen herself, we empower players to chart their own course to glory—where strategy, luck and legacy collide.

Step into a world of golden pyramids and hidden treasures, where every bet is a step toward divine fortune. As you journey through sacred temples and sun-soaked pyramids, you'll uncover powerful relics, earn rare collectibles and unlock exclusive rewards that reflect your growing legacy.

At Cleobetra, you're not just playing; you're rising to rule.



Our Vision

At Cleobetra, our vision is etched into the very stone—a legacy of power, fortune and divine entertainment, a sacred temple of chance, where every player has the potential to rise like Ra at dawn.

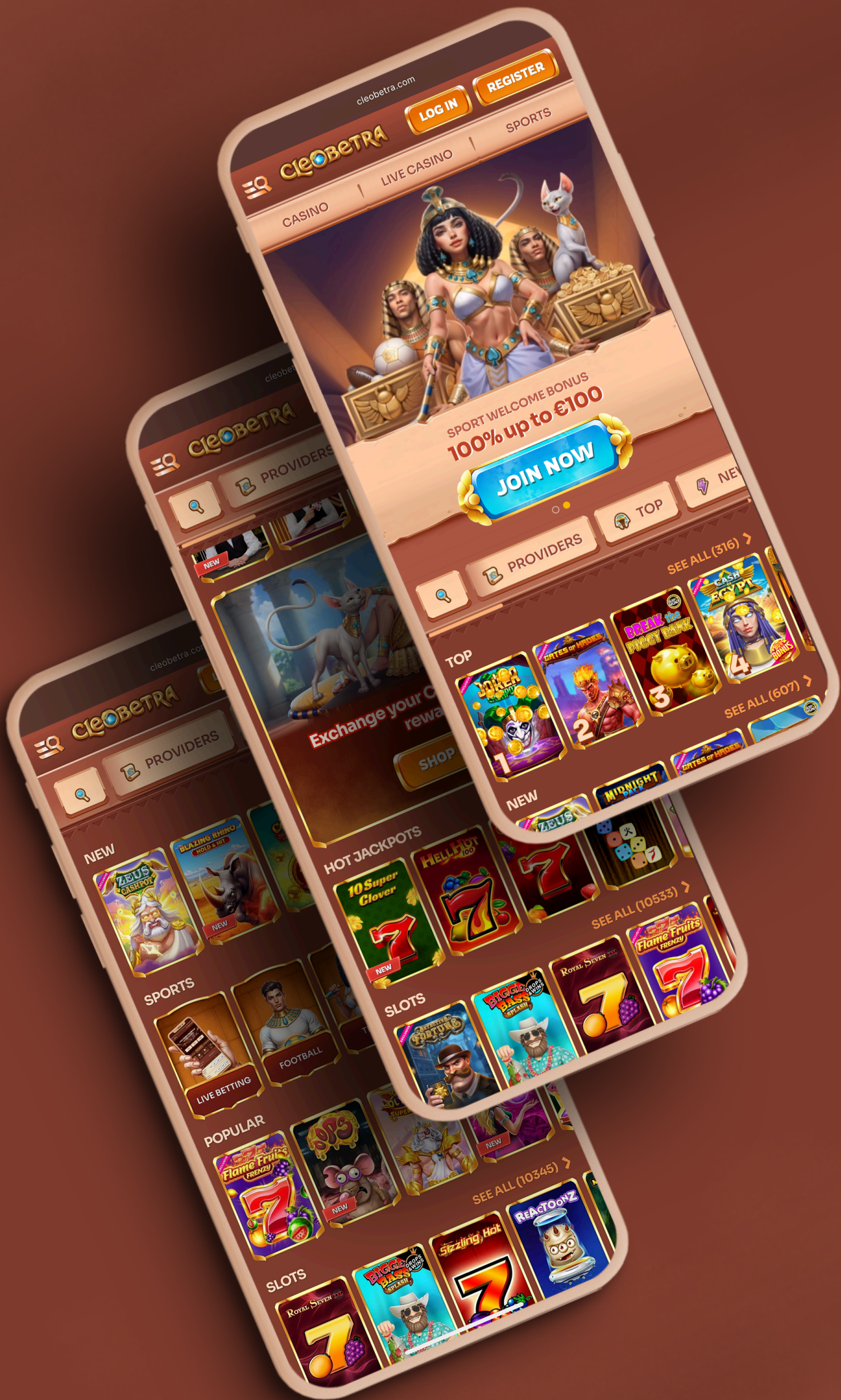
We envision a kingdom where the thrill of the game mirrors the epic quests of pharaohs—where each spin is a journey down the Nile toward untold riches and every wager is an offering to the gods of luck and destiny. From the golden sands to the hidden chambers of ancient tombs, your path is lined with treasures, secrets and the promise of grandure through play.

With the courage of Cleopatra herself, we are building a realm guided by innovation and unwavering devotion to our players. At Cleobetra, you don't just play the game—you walk the path of the divine, ascending to your rightful place among legends.

SPORTS



BOOK





Our Story

In the sacred scrolls of Cleobetra's legacy, every chapter is inscribed with tales of opulence, divine ambition, and an unyielding passion for the game.

Forged beneath the gaze of the gods and inspired by the majesty of ancient queens, Cleobetra rose from the desert as a shining obelisk of possibility—where dreams are not merely imagined, but entombed in gold.

Our journey is one of eternal pursuit—melding the wisdom of the ancients with the marvels of modern technology to create a platform unlike any other. A place where every spin is a hieroglyph of hope, every bet a step closer to a treasure fit for royalty.

We are more than a casino—we are the scribes of your destiny, carving stories of triumph into the stone of time, one divine win at a time.



Our Mission

We do not simply offer games; we unveil experiences that echo through the halls of ancient temples, where every win is a tribute to the gods and every moment pulses with the majesty of victory. With the precision of a scribe and the vision of a pharaoh, we harness fairness, transparency and cutting-edge technology to ensure every player is treated not as a guest—but as divinity.

Our loyalty is immortalized in our rewards—an offering of golden privileges, rare treasures and exclusive blessings reserved for those bold enough to chase glory.

Cleobetra is more than a casino. It is your sanctuary of fortune, your palace of possibility—a realm where legacies are born and every player rises to rule their own destiny.





Our Logo

The Cleobetra logo is more than a name—it's a mark of divine presence and ancient power.

Bold and regal, the stylized golden typeface reflects the elegance of royal inscriptions, while the letter O, shaped as a serpent encircling a gemstone, symbolizes wisdom, transformation, and eternal fortune.

This sacred symbol is not decorative—it's a seal of our brand's promise: to deliver clarity, fairness, and excellence in every interaction.

The logo should be treated with reverence. It is the visual voice of our realm, speaking to players not just as users, but as rulers of their own destiny.

CLeOBETRA

CLeOBETRA

CLeOBETRA



Color Versions

The Cleobetra logo is a distinct emblem of our identity and must remain consistent across all touchpoints.

To protect its integrity, the logo should never be altered, distorted, or redrawn in any way. Its form—especially the iconic serpent-shaped "O"—is sacred and must remain untouched.

Cleobetra does not use a solid monochrome logo. Instead, our logo is designed to adapt through outline color variations, chosen carefully from our official brand palette.

These outline versions allow flexibility across different backgrounds while preserving the logo's clarity, elegance, and recognition.

Avoid adding shadows, gradients, or effects. The logo should always appear clean, precise, and powerful—just like the brand it represents.

The logo for CLEOBETRA is displayed in a bold, golden, 3D-style font. The letter 'O' is replaced by a blue soccer ball with white hexagonal patterns. The letters have a slight shadow, giving them a three-dimensional appearance.

Scribe's Ink Background

The logo for CLEOBETRA is displayed in a bold, golden, 3D-style font. The letter 'O' is replaced by a blue soccer ball with white hexagonal patterns. The letters have a slight shadow, giving them a three-dimensional appearance.

Dark Clay Background

The logo for CLEOBETRA is displayed in a bold, golden, 3D-style font. The letter 'O' is replaced by a blue soccer ball with white hexagonal patterns. The letters have a slight shadow, giving them a three-dimensional appearance.

Desert Silk Background

The logo for CLEOBETRA is displayed in a bold, golden, 3D-style font. The letter 'O' is replaced by a blue soccer ball with white hexagonal patterns. The letters have a slight shadow, giving them a three-dimensional appearance.

White Background

Proportions



Clearspace

Standard Clearspace



Minimum Clearspace



Standart Clearspace

Clearspace is the area of logo, within which other graphic elements should not be placed. The width and height of standard clearspace determine the height of logo. Proper spatial margins ensure a strong presence and show confidence and respect for the brand.

Minimum Size

In situations where the usage of a standard clearspace is not possible, use so-called minimum clearspace. This is the minimum area of logo, within which other graphic elements should not be placed. The width and height of minimal clearspace is determined by width of C letter. Both principles are presented in the diagrams above.



On-screen: 110 px, Print: 60 mm.



Proportions

The Cleobetra logo is the visual embodiment of our brand's essence—a symbol that reflects our vision, values, and divine ambition.

It evokes power, mystery, and majesty, setting us apart in the realm of online gaming.

To preserve its impact across all applications, it's essential that the logo's proportions remain intact.

Each element—from the elegant typography to the serpent-shaped “O” with its gemstone—has been crafted to work in perfect balance.

While certain design contexts may call for resizing, no part of the logo should ever be stretched, compressed, or rearranged. Its strength lies in the harmony between its components, and that harmony must always be respected.



Placement

The Cleobetra logo placement rules are an integral part of our branding strategy.

These rules must always be followed to avoid any confusion in the representation of the Cleobetra brand.

The reason is that there are specific rules you need to focus on when presenting the Cleobetra logo.

These rules are important because they reflect a concept of professionalism in our branding strategy.

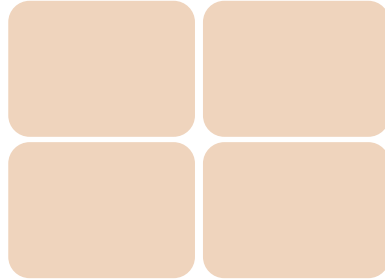
These rules apply to all logo versions as well as the icon described in this Brand Book.

CleOBETRA



Place the logo in places which has great view

CleOBETRA



Place logo in less crowded areas of any pictures

CleOBETRA



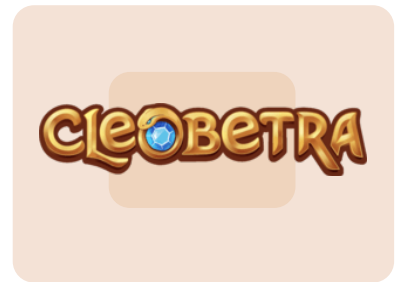
Place the logo in places which has great view



Do not place the logo directly in the middle at every instance possible



Do not place the logo in a busy areas of any photograph



Don't place the logo in a place where there is less contrast between the image and the background photo

CleOBETRA



Do not obscure the logo with imagery that compromises its legibility

CleOBETRA



Do not overlay logo on imagery

CleOBETRA



Do not use the logo twice on same picture

The logo 'CleoBetra' is displayed in its standard, unaltered form. It features a stylized, rounded font with a blue gem-like detail in the 'O'.

Do not crop the logo

The logo 'CleoBetra' is shown distorted, appearing stretched horizontally.

Do not distort, stretch, compress the logo

The logo 'CleoBetra' is shown with altered proportions, appearing more compact and wider.

Do not change the proportions of the logo

The logo 'CleoBetra' is shown with individual elements (letters) slightly offset from their original positions.

Do not change elements respective to each other

The logo 'CleoBetra' is shown flipped horizontally, appearing as a mirror image.

Do not flip the logo

The logo 'CleoBetra' is shown with a semi-transparent or faded effect.

Do not change the opacity of the logo

The logo 'CleoBetra' is shown with a significantly thicker, bolder outline.

Do not make the logo bolder

The logo 'CleoBetra' is shown with a gradient fill and a drop shadow effect.

Do not apply gradients and shadows

The logo 'CleoBetra' is shown re-created using a different, more standard sans-serif typeface.

Do not re-create using any other typeface



Incorrect Use

The Cleobetra logo is one of our most valuable brand assets, and the equity in the Cleobetra identity must not be compromised in any way.

Adhering to these guidelines helps ensure the proper reproduction and application of the Cleobetra brand logo.

To maintain consistency in how our logotype appears across all communications, we've identified several ways we do not want our logotype to be used. The following examples highlight some of the most common application errors.

These rules apply to all logo versions as well as the icon described in this Brand Book.



Icons

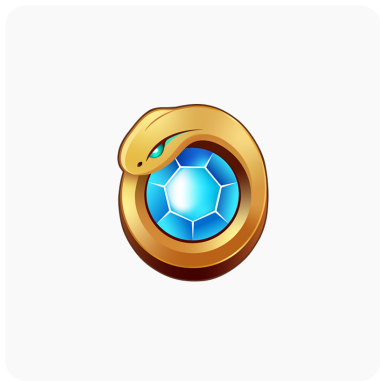
Our serpent mark/icon is synonymous with the Cleobetra brand identity and serves as a key element for recognition. It has been designed to ensure legibility and consistency throughout the visual identity, whether in small or regular sizes.

The serpent icon alone (in all the variations presented in this Brand Book) can be used as a shorthand version of our logo, but it should be applied selectively depending on the context.

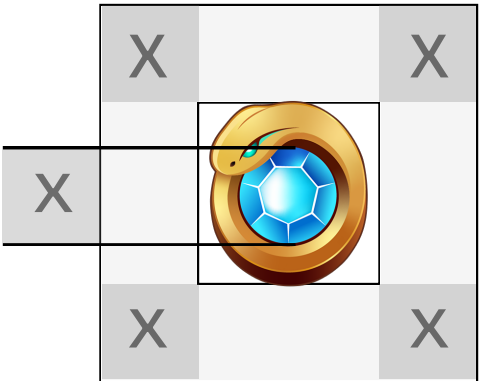
The icon should be reserved for small-scale, digital environments where its clarity and boldness stand out.

We've created a variety of shapes and color options for the icons, giving you choices to best fit your design needs.

Brand Icon



Proportions To ensure consistency and readability, in limited size please do not edit, change, distort, and reconfigure the icon.



Clearspace The crown icon, should be surrounded with clearspace to ensure its visibility and prominence

Shapes



Simple Icon



Circular Icon



Square Icon



Rounded Square Icon



Minimum Width 32px

Colors





Typography

Typography is a core element of our visual identity system. The **Sora** and **Rowdies** typefaces should be utilized for all Cleobetra marketing materials, promotional content, services, and advertising pieces.

The Sora font family brings modern clarity and digital friendliness, while Rowdies adds bold personality and playful energy. Together, they offer the flexibility to support a variety of type treatments that reflect our brand's unique voice.

We can create stronger cohesion across global campaigns by consistently and creatively applying the Sora and Rowdies typefaces in our communications.

Our brand fonts cover a wide range of weights. For Sora, we primarily use Regular, Medium, and Semibold. For Rowdies, we use Regular and Bold to highlight key messages or create standout headlines. Heavier or lighter weights may be used selectively for special design needs or emphasis.



Brand Typeface

Sora

Google font

01 Thin
02 Extra Light
03 Light
05 Regular
06 Medium
07 SemiBold
08 Extrabold

Rowdies

Google font

01 Light
02 Regular
03 Bold

Sora family, should preferably used in all communication materials related to Cleobetra. They may be used together or on their own, in line with the desired result.

Pairings Display

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Most effective is to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Semibold weight should be paired with Regular weight, and Extrabold weight should be paired with Semibold weight.



Brand Colors

Our color system reflects the vibrant, bold, and confident personality of Cleobetra. We embrace a rich palette of expressive and neutral tones that complement each other.

These colors can be combined freely, as long as the visual integrity and recognizability of the brand remain intact.

The Cleobetra logo should be presented in full color on a deep royal purple or similarly dark background to maximize impact and contrast.

When placed on colored backgrounds or photographic images, always use the monochromatic (single-color) version of the logo to ensure clarity and consistency.

If media or print limitations prevent the use of the full-color logo, it is acceptable to use it in approved monochrome colors.

Always use the original logo files when applying the monochrome version, to maintain accuracy and brand consistency.

Ancient Cedar

R 128 C 33
G 59 M 80
B 45 Y 81
 K 34

H 10
S 65
B 50

HEX 803B2D

HEX A76D64

HEX 995345

HEX B2523F

HEX 994636

HEX 662F24

HEX 592216

HEX 592F27

HEX 4D231B

HEX 260E0A

Papyrus Light

R 245 C 3
G 226 M 11
B 214 Y 13
 K 0

H 23
S 13
B 96

HEX F5E2D6

HEX EFD4BE

HEX CEAD91

Sunset Gold

R 241 C 3
G 145 M 50
B 0 Y 100
 K 0

H 36
S 100
B 95

HEX F19100

HEX E8802B

HEX C34A00

Eye of Horus

R 12 C 64
G 204 M 8
B 242 Y 4
 K 0

H 190
S 95
B 95

HEX 0CCCCF2

Golden Scarab

R 67 C 55
G 51 M 64
B 41 Y 72
 K 59

H 23
S 39
B 26

HEX 433329

Pharaoh's Clay

R 135 C 38
G 82 M 70
B 81 Y 59
 K 23

H 1
S 40
B 53

HEX 875251



Branding

Our brand logo is at the core of everything we do—even when words aren't present. It's a symbol of who we are and how we present ourselves to the world. The Cleobetra logo should be prominently featured on all branded merchandise, acting as a visual signature of our identity.

Due to the nature of merchandise formats, we may use the single-color logo or just the serpent icon when space or style demands it—always with purpose and precision.

Cleobetra is a bold, modern brand rooted in the world of online gambling, and this should be reflected in both the types of merchandise we create and the attitude we bring to every item.

As a brand that aligns with excellence and innovation in the iGaming space, our merchandise must embody these same values: high-quality, intentional, and built to last.

We prioritize products that encourage repeated use and forge lasting emotional connections with Cleobetra.

We avoid low-quality, disposable, or poorly made items that could damage our brand's reputation.
Every touchpoint matters.



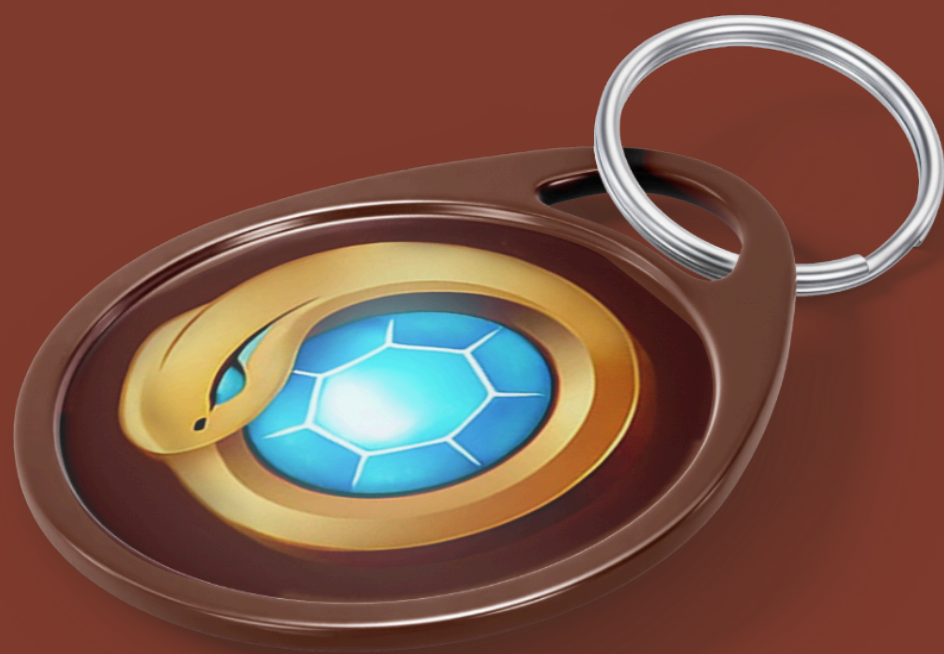














If you have any questions about this guidelines,
please contact the Kingmaker team: **support@cleobetra.com**

For access to brand guidance, resources and assets,
please visit the **<https://kngpartners.com/assets/>**