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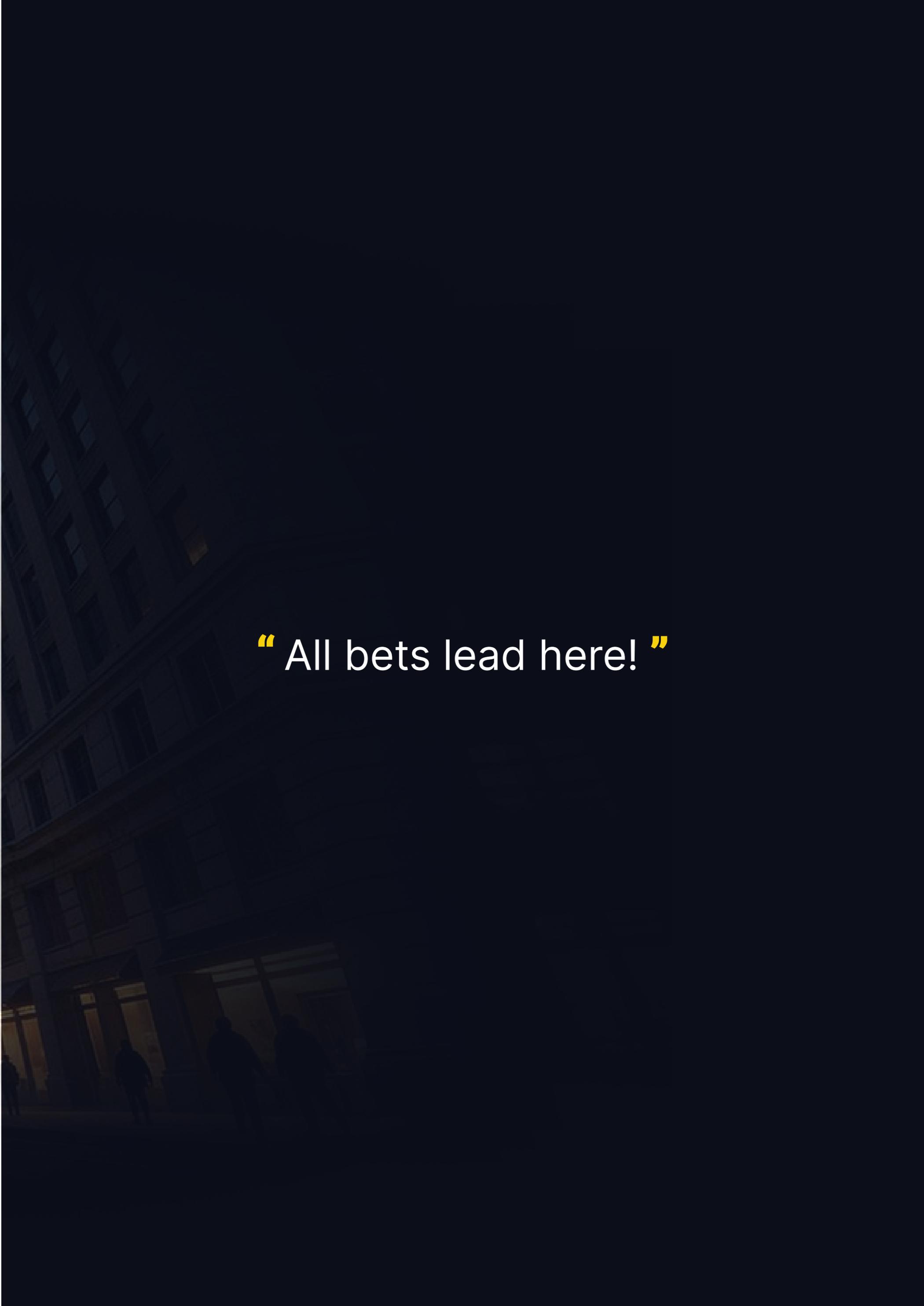
[betrepublic.com](https://betrepublic.com)

# BetRepublic.



# Brand Guidelines

- Logo
- Icons
- Typography
- Colors



“ All bets lead here! ”

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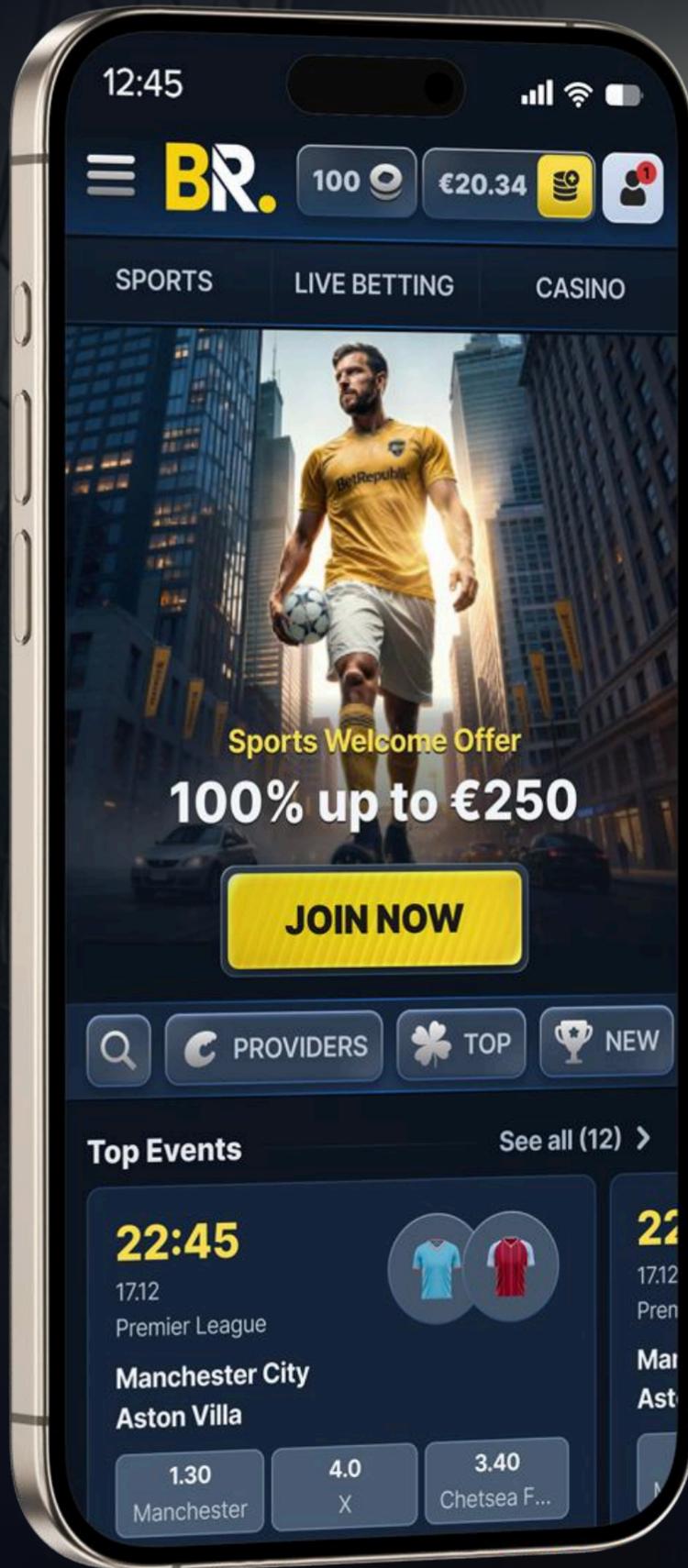
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# Sportsbook



## Introduction

All bets lead here... welcome to BetRepublic, the beginning of a new era of sports betting! Built for fans who demand more, this is our flagship sports brand, created to put you closer to the action than ever before.

We've designed a home where passion, performance and possibility come together, bringing you the most competitive sportsbook odds, across all the sports and markets that matter most.

From top-tier football leagues to global sporting events, BetRepublic is packed with standout promotions, generous bonuses and market-leading value designed to give you an edge every time you place a bet. Place your bet today and be in with a chance to the ultimate prize... tickets for you and a friend to the 2026 World Cup Final!

Big moments start here. Big wins happen here!

## Our Vision

At BetRepublic, we envision a world where sports betting takes center stage, powered by cutting-edge technology, true passion for sports and an unrivaled live betting experience.

Our vision is to become the destination of choice for players who demand speed, action and immersion across every match, race or sporting event.

Alongside our sportsbook, we see casino gaming as a premium extension — offering live tables and slots that meet the same high standards of entertainment and sophistication.

We believe the future of betting lies in seamless experiences, personalized engagement and nonstop live action, redefining what it means to bet, play and win.



# Casino

## Our Story

Our story is one of passion, precision and a relentless pursuit of elevating the sports betting experience. Born from a desire to create a premier destination for true sports fans, BetRepublic is where insight, strategy and the thrill of competition come together.

From the biggest global leagues and sporting events to diverse betting opportunities, every moment is a chance to engage deeper with the action.

While sport is at the heart of everything we do, BetRepublic also offers a refined casino experience designed to complement the main event. From immersive live dealer games to a curated selection of slots, our casino is there when the final whistle blows.

We've built a platform where players aren't just placing bets - they're part of a republic of informed, passionate bettors who appreciate quality, performance and possibility.

## **Our Mission**

Our mission is simple: to deliver a best-in-class sportsbook experience that keeps players closer to the action, every second of the game.

We strive to offer competitive odds, rich live betting and an intuitive platform designed for serious sports fans.

To complement this, BetRepublic provides a high-quality casino experience, giving players more ways to play beyond the pitch.

Through personalized rewards, loyalty benefits and attentive service, we ensure every player feels valued every time they log in. From kickoff to final whistle — and beyond — BetRepublic is here to make every moment count.

A sportsbook-first destination, built for those who live for the game! All bets lead here!

**BetRepublic.**

**BetRepublic.**

**BetRepublic.**

## Our Logo

The BetRepublic logo stands as a symbol of collective strength, clarity and modern competition. It represents a new era of sports wagering, one built on confidence, fairness and the shared passion that unites fans across every arena.

The bold typography reflects authority and stability. White embodies transparency, integrity and trust, core principles that define every bet placed within the Republic.

Yellow, vibrant and unmistakable, symbolizes energy, optimism and momentum, the spark that ignites every match, every decision and every victory.

**BetRepublic.**

Ocean Blue Background

**BetRepublic.**

Dark Charcoal Background

**BetRepublic.**

Black Background

**BetRepublic.**

White Background

## Color Versions

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

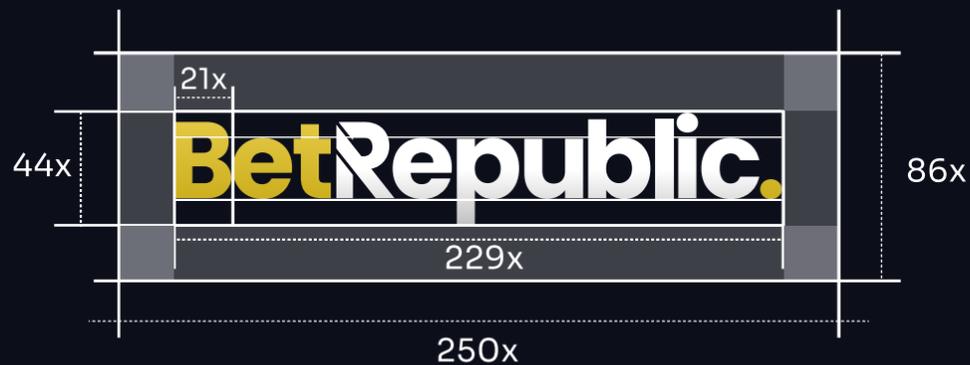
To protect its integrity, the logo should never be altered, distorted, or redrawn in any way. Its form - especially the iconic serpent-shaped "R" - is sacred and must remain untouched.

BetRepublic 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.

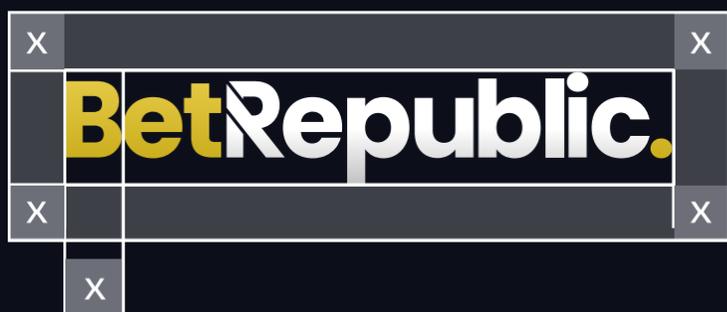
Avoid adding shadows, gradients, or effects. The logo should always appear clean, precise, and powerful - just like the brand it represents.

## Proportions

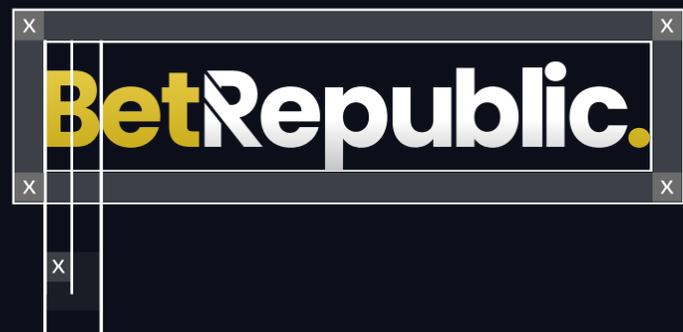


## Clearspace

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.

**BetRepublic.**

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

## Proportions

The BetRepublic 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 "R" 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 BetRepublic logo placement rules are an integral part of our branding strategy.

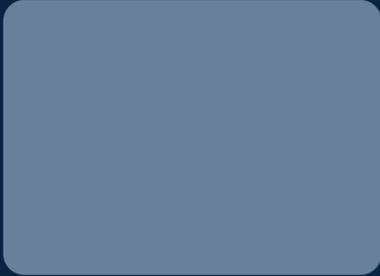
These rules must always be followed to avoid any confusion in the representation of the BetRepublic brand.

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

**BetRepublic.**



Place the logo in places which has great view

**BetRepublic.**



Place logo in less crowded areas of any pictures

**BetRepublic.**



Place the logo in places which has great view



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

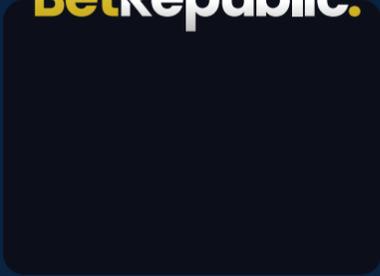


Do not place the logo in a busy areas of any photograph



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

**BetRepublic.**



Do not obscure the logo with imagery that compromises its legibility



Do not overlay logo on imagery

**BetRepublic.**



Do not use the logo twice on same picture

**BetRepublic**

Do not crop the logo

**BetRepublic.**

Do not distort, stretch,  
compress the logo

**BetRepublic**

Do not change the  
proportions of the logo

**Bet  
Republic.**

Do not change elements  
respective to each other

**.iludqerjeb  
BetRepublic.**

Do not flip the logo

**BetRepublic.**

Do not change the opacity  
of the logo

**BetRepublic.**

Do not make the logo  
bolder

**BetRepublic.**

Do not apply gradients  
and shadows

**BetRepublic.**

Do not re-create using any  
other typeface

## **Incorrect Use**

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

Adhering to these guidelines helps ensure the proper reproduction and application of the BetRepublic 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.

## Icon

The BR icon is a focused expression of identity and intent. Its clean, angular form reflects precision, discipline and strategic thinking - the foundations of successful sports betting. The geometry suggests direction and forward movement, capturing the momentum of sport and the importance of timing and informed decisions.

The linear elements evoke motion and progression, symbolizing the fast pace of competition and the continuous pursuit of opportunity. They reflect adaptability and preparation, where insight and execution work in unison.

The yellow dot is the defining moment. It represents clarity, confidence and outcome - the final whistle where anticipation turns into reward. Bold and deliberate, it serves as a signature of decisiveness, confirming that every action leads to purpose.

Together, these elements represent BetRepublic as more than a sportsbook!

## Brand Icon

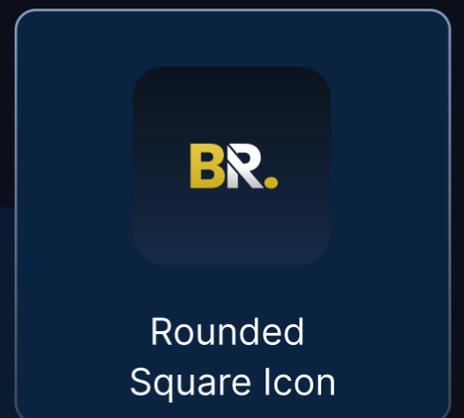
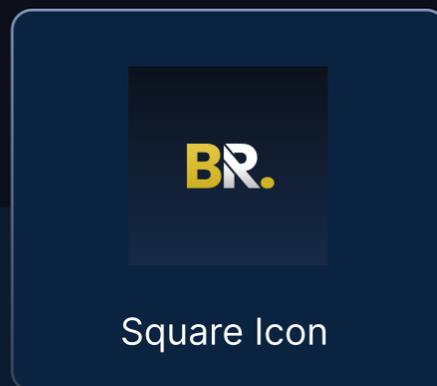
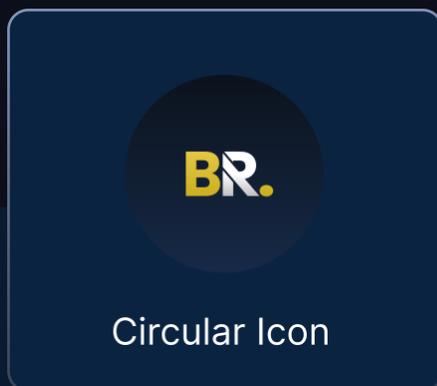
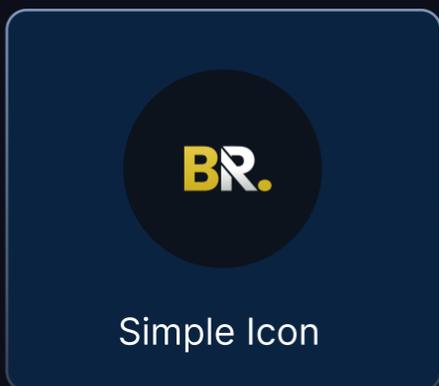


Proportions To ensure consistency and readability, in limited size please do not edit, change, distort, and reconfigure the icon.



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

## Shapes



BR.

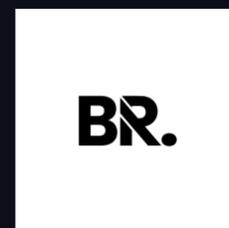
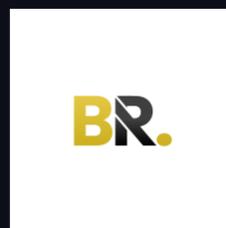
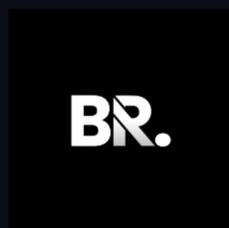
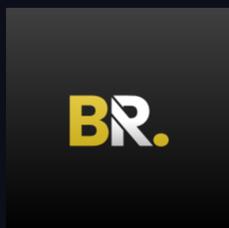
BR.

BR.

BR.

Minimum Width 32px

## Colors



## Typography

Typography is a core element of our visual identity system. The **Inter** typeface should be utilized for all BetRepublic marketing materials, promotional content, services, and advertising pieces.

The Inter font family brings modern clarity and digital friendliness, while Inter adds bold personality and playful energy. Inter font 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 Inter and Inter typeface in our communications.

Our brand fonts cover a wide range of weights. For Inter, we primarily use Regular, Medium, and Semibold.

Heavier or lighter weights may be used selectively for special design needs or emphasis.

If you have any questions about these guidelines, please contact the KNG Partners Team: [affiliates@kngpartners.com](mailto:affiliates@kngpartners.com)

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

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