

Brand Book

The forward identity for wetten.com, built to be **first to the play.**

THE IDEA

The chevron pushed forward

This direction make players to instantly recognise the opportunity and take the action. The italic lean stays, but now it shapes a triple arrow that **moves forward**.

Three blades, one direction. It reads instantly as speed, edge, and being first to the play.



THE PRIMARY LOGO



Motion in the mark, stability in the word. The forward arrows carry the energy, the upright wordmark keeps the trust.

MARK CONSTRUCTION

Three blades one rule

9° LEAN



01

Identical blades, same width, same height, equal overlap.

02

A constant 9° forward lean carries the original's italic energy.

03

Colour order is always black, red, gold. Never reordered.

CLEAR SPACE & MINIMUM SIZE

≡ = 1 blade height



≥ 24px

Minimum on-screen height for the full lockup.

≥ 10mm

Minimum print height. Below this, use the mark alone.

THE LOGO SYSTEM

Built to move everywhere

PRIMARY LOCKUP



The master mark. Use wherever space allows a single horizontal line.



APP ICON



REVERSED

MOTION PRINCIPLE

Always forward. Always first.



The arrows accelerate left-to-right and leave a trailing echo. Speed lines reinforce momentum, never reverse the direction.

THE PALETTE

The flag calibrated

PRIMARY

Ink

#0B0E1A

ACCENT

Signal Red

#E11226

HERO ACCENT

Verified Gold

#FFC629

SURFACE

Paper

#F4F3EF

Red and gold stay rare and decisive. Accents, never wallpaper.

TYPOGRAPHY

Archivo

Aa Bb Cc · 0123456789 · First to the play

Black 900

Headlines

SemiBold

Subheads

Regular

Body

Plex
Mono

LABELS · ODDS · DATA
LIVE · CASH-OUT
+180 / 2.80 / 72%

Mono carries every number, the texture of in-the-moment betting.

VOICE & TAGLINE

First to the play.

Short. Fast. Sure. Velocity speaks in active lines that move forward, never hype for its own sake, always the confidence of getting there first.



9:41

5G



Live now

Be first on the move.

LIVE · 64'

BVB Bayern

2.80

LIVE · 12'

Madrid Sevilla

1.65



LIVE

CHAMPIONS LEAGUE · 78'

Next goal Inter

CASH-OUT

42,80 €

QUOTE

3.40

SOCIAL · STORY

First to the play

 wetten.com

IN THE WILD · OUT OF HOME

48-SHEET BILLBOARD

First to
the play



 **wetten.com**

STADIUM BOARD



[DROP MATCH /
STADIUM PHOTO HERE]

Arrows sweep across the corner,
always pointing into the frame.



First to the play.

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