



Casino Brand Guidelines



The Story Behind Zetbet Sport

The Zetbet Brand is where adventure and reward begin in Zet! It offers all members the chance to experience the fastest updates and technology while backing their favorite team. What keeps players coming back is the tech savvy atmosphere and fast paced theme, all while providing an ultimate fun experience where everything happens in Zet. With a number of betting markets and competitive odds Zetbet is the one stop spot for all sport lovers!



The day-to-day philosophy of Zetbet sport.

The Zetbet team believes that every player deserves to escape the slow mundane routine of everyday life and experience the latest updates and wide variety of betting markets and odds where everything happens in Zet.



Our Promise

To offer our customers an unmatched sports experience at a world-class sportsbook. By joining Zetbet sport, members experience the latest thing on the internet in a sportsbook exclusively for sports enthusiasts. Having something for every sports fan, regardless of whom they support.

Our Values

Fun:

Zetbet sport offers a wide range of betting markets, as well as some of the best odds available online.

Innovation:

Our betting experience is delicately designed for tech savvy individuals and is supported by reliable payment solutions, customer service, U.K and Maltese gambling commissions.

Respectful:

We respect each and every member who has come to experience Zetbet sport.

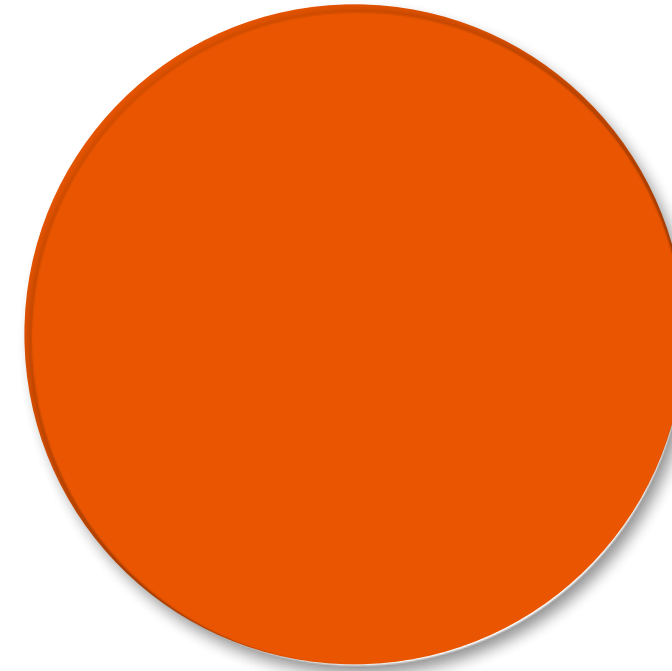
Tone Of Voice

Each communication needs to hint "experience everything in Zet." Our tone of voice is our brand's personality and serves as a constant reminder that when you bet at in Zet, you can take advantage of a fast, updated sportsbook where everything happens in zet.

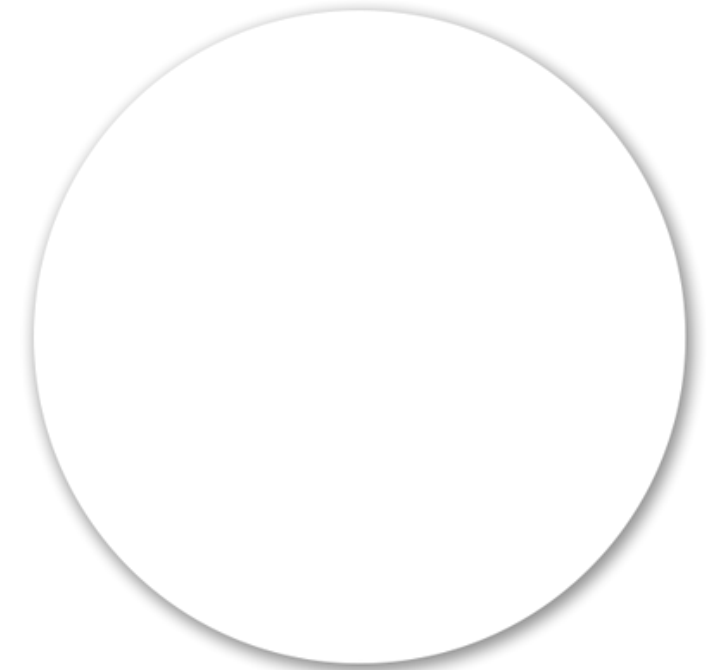


Colour Palette

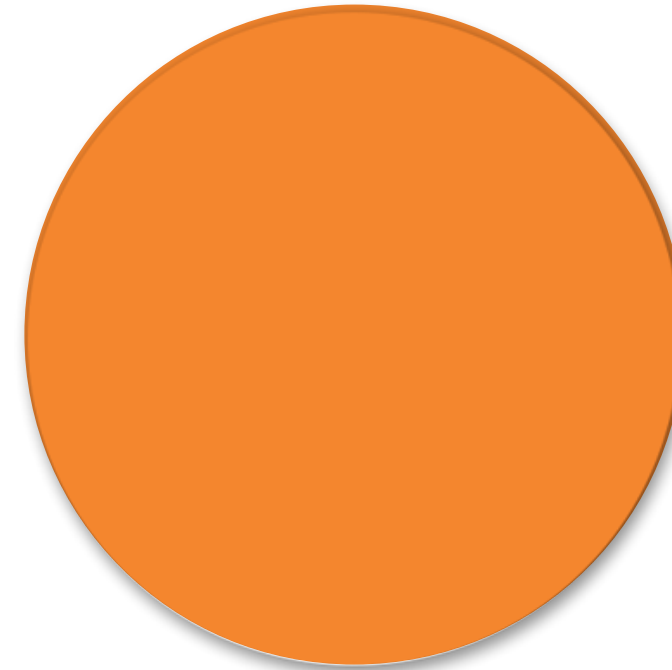
Zetbet



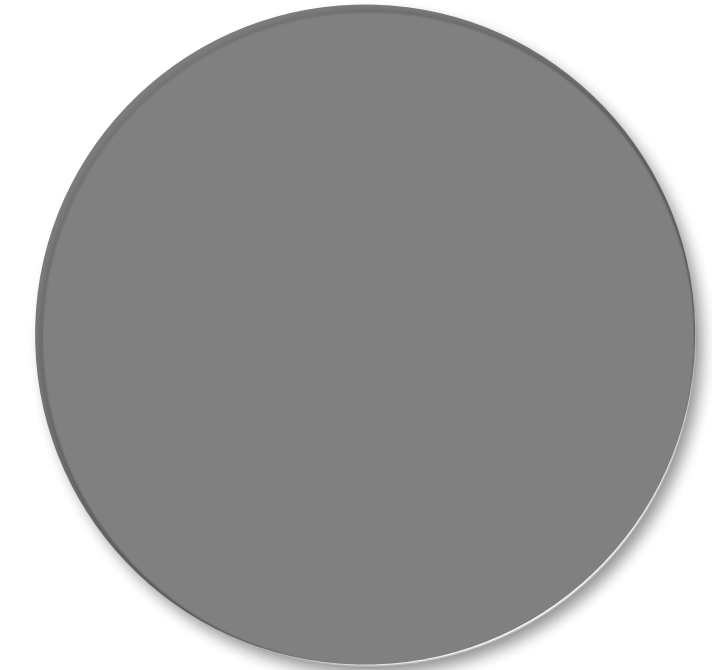
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Fonts

SpinRio

Poppins H1

Poppins H2

Poppins H3



LOGOS