



# Brand Guidelines

This guidelines is a reference for our internal design team, vendors, and others who are authorized to work with the Bet Max Action brand.

Use the elements, artwork, and material within this document to make things that look like the Bet Max Action brand, every time.

Though all of the brand elements are listed on this guidelines, they may not be appropriate in every situation. Take great care in selecting the right visual element for the project.

Any visual element, color, typeface, or logo that is not listed on this guidelines requires approval from our design team. As always, please do not distort our graphic elements by changing the aspect ratio, shape, or color.

If you have any questions concerning the content of this guidelines, please don't hesitate to reach out to us.

## Primary Brand Logo



## Typography

**COLLEGIATE**  
PRIMARY TYPEFACE

**BLACK**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 10

**HANLEY**  
SECONDARY TYPEFACE

**BLOCK DISPLAY INLINE**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 10 @ # \* < > ( ) \$ % & !

## Brand Colors



## Logos in Color



## Logo Misuse

