



Betting & Gaming Design Guidelines 2011

sky BET

sky POKER

sky VEGAS

sky BINGO

Contents

Fundamental Elements

Our Names	4
Logos	5
Colours	9
Fonts & Typography	10
Icons	12
Buttons	13
Grids	18

General Image Use

Full-Bleed Images	26
Editorial v Promotional	27
Montages & Trims	28
Borders	29
Frames	30

General Image Use

In The Grid	31
Rule of Thirds	32
Perspective	33
Image Groups	34
Sky Bet Selection	35
Sky Poker Selection	36
Sky Vegas Selection	37
Sky Bingo Selection	38

Brand & Campaign Elements

Consistent Usage	40
Brand Level Elements	41
Campaign Elements	42

Content Design

Sky Bet Hero Examples	44
Cross Promo Adverts	45
Composition	46
Image & Text Panels	47

Email Templates

General Details	49
What To Avoid	50

Fundamental Elements

sky BET

sky POKER

sky VEGAS

sky BINGO

Our Names

✓ Sky Bet ✓ Sky Poker ✓ Sky Vegas ✓ Sky Bingo

Our product names are titles, and they should be written in such a way. They are always written in **title case**, and always written as **two words**.

They should **never be shortened** to Bet, Poker, Vegas or Bingo when presented to external customers.

We can use our website address to help customers get to our online services.

Write them as [skybet.com](#), [skypoker.com](#), [skyvegas.com](#), [skybingo.com](#), [skybet.mobi](#), [skyvegas.mobi](#). Don't add www to the beginning. If we're linking to a subdomain, include it, such as [news.skybet.com](#)

Our names should **never** be written in any of the following ways:

- | | |
|----------|-----------|
| ✗ SkyBet | ✗ sky bet |
| ✗ Skybet | ✗ skyBet |
| ✗ skybet | ✗ sky Bet |
| ✗ skyBET | ✗ sky BET |

 Take particular care to consider whether you're speaking in the context of our business (eg Sky Bet), or a service (eg skybet.com).

Logos

Variations

Full Colour



Two colour



Two colour logos should be used for print below 7mm, and on screen at 14px height and below

Mono



Mono logos can be used in grey and reversed

Logos

Square icons

256px and upwards



Square versions of our logos are used for application icons, such as desktop shortcuts and iPhone apps.

There is a version with extra detail when used at sizes above 256px, and a version with less detail for use below.

Less than 256px



Logos

Exclusion zones



Make sure you observe the exclusion zones around our logos, defined by the height of the 's'.



URLs are written in Sky Text Medium and aligned with the height of the Sky 's'.

Logos

Disallowed usage



✗ Don't Cover Logos



✗ Don't Rotate Logos



✗ Don't Recolour Logos



✗ Don't Crop Logos



✗ Don't Stretch Logos



✗ Don't Alter Logos

Our Colours

Products

				
Primary	 <p>R13 F45 B108 PMS 281 C100 M92 Y29 K18 #132C6C</p>	 <p>R23 G107 B194 PMS 660 C85 M58 YO K0 #176BC2</p>	 <p>R216 G10 B0 PMS 186 C8 M100 Y100 K2 #D80A00</p>	 <p>R93 G44 B171 PMS 268 C77 M91 YO K0 #5D2CAB</p>
Secondary	 <p>R217 G34 B49 PMS 1797 C9 M100 Y90 K1 #D92231</p>	 <p>R217 G20 B108 PMS 226 C0 M100 Y2 K0 #D9146C</p>	 <p>R255 G181 B21 PMS 136 C0 M31 Y87 K0 #FFB515</p>	 <p>R255 G181 B21 PMS 136 C0 M31 Y87 K0 #FFB515</p>
Highlight	 <p>R0 G62 B248 PMS 285 C90 M48 YO K0 #003EF8</p>	 <p>R255 G181 B21 PMS 136 C0 M31 Y87 K0 #FFB515</p>	 <p>R23 G107 B196 PMS 660 C85 M58 YO K0 #176BC4</p>	 <p>R217 G20 B108 PMS 226 C0 M100 Y2 K0 #D9146C</p>
Shadow	 <p>R7 G7 B61 C100 M92 Y29 K48 #07073D</p>	 <p>R0 G38 B106 C85 M58 YO K30 #00266A</p>	 <p>R118 G8 B0 C8 M100 Y100 K32 #760800</p>	 <p>R80 G52 B123 C77 M91 YO K30 #503476</p>

Fonts & Typography

Typefaces

There are 3 primary typefaces we use for our products.

Sky Text

is Sky's proprietary typeface. We use it to help tie us in to the Sky mother brand.

Arial

is a web and email safe font. We use it for text content when Sky Text is unsuitable because it's too small, or we can't embed the font (eg emails).

Georgia

is another web safe font we use specifically for opinions or pull quotes.

Occasionally...

we'll choose to use a different typeface to enhance the design of a specific piece of creative.

In these cases, a sub-brand must be created to ensure that these pieces of creative use enough of our brand elements to remain true to our brand, and instantly recognisable as both Sky, and the product in question.

Fonts & Typography

Type hierarchy

Our typography has a hierarchy chosen to reduce the number of sizes of type in a design.

This gives a [clear hierarchy](#) of headings which make pages [easy to scan](#), and an easy to read body copy font when a customer wants to get into the detail.

- ✓ Don't use stroked text
- ✓ Don't use drop shadows on text

Standard web page

**H1 30px Sky Text Med,
Leading 28px**

**H2 18px Sky Text Med,
Leading 21px**

**H3 13px Arial, bold,
Leading 21px**

Body 13px Arial,
Leading 21px

Opinion 13px Georgia, italic,
Leading 21px

Small 11px Arial,
Leading 14px Small

Lead creative

**H1 36px Sky Text Med,
Leading 35px**

**H2 24px Sky Text Med,
Leading 28px**

**H3 13px Arial, bold,
Leading 21px**

Body 13px Arial,
Leading 21px

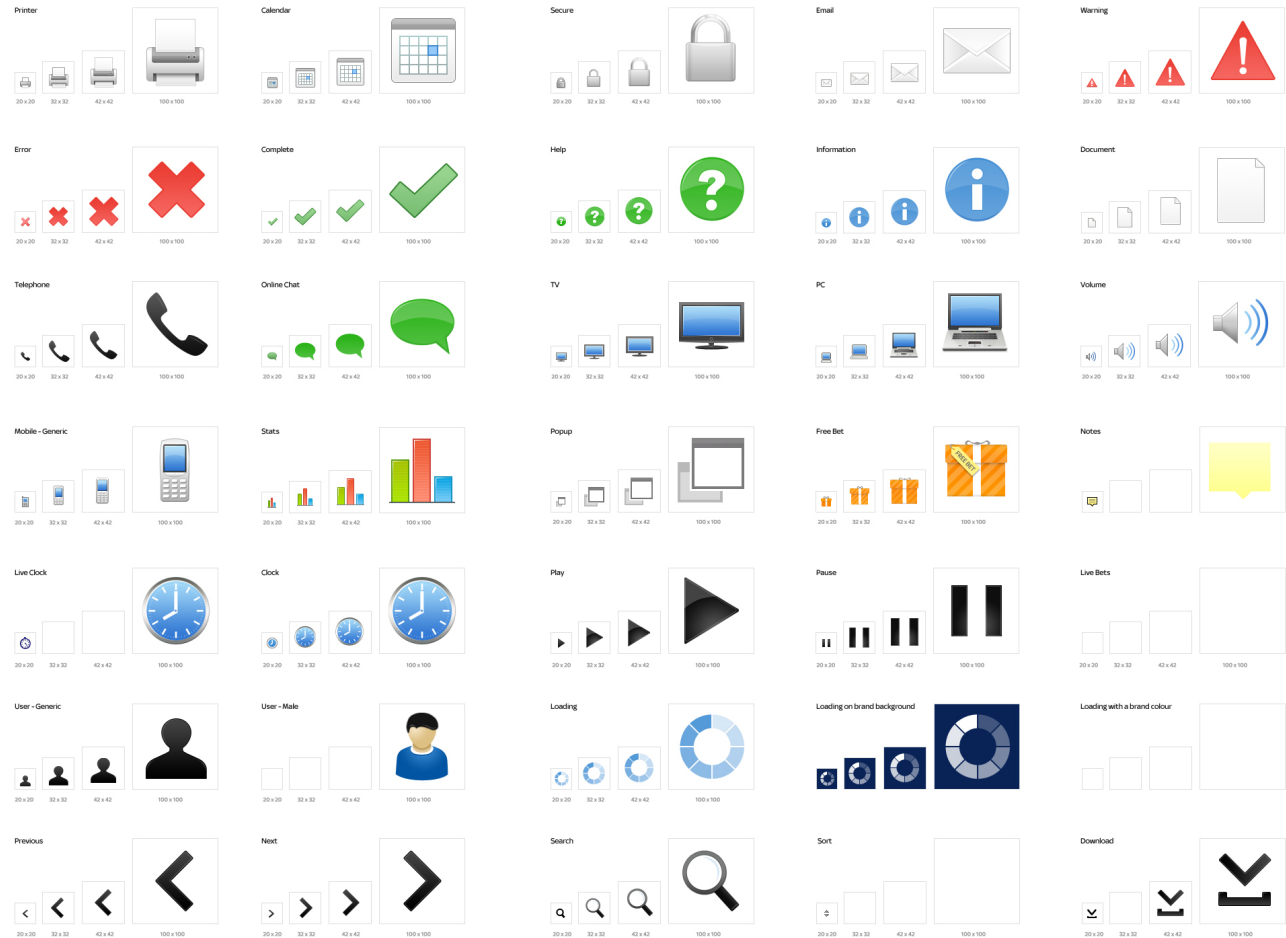
Opinion 13px Georgia, italic,
Leading 21px

Small 11px Arial,
Leading 14px Small

Iconography

Our icons are a work in progress, but help bring some consistency to our product portfolio, which is aligned with the wider Sky group.

There are 4 different sizes, as well as the vector versions which are scalable.



Buttons

Our standard buttons are available in each product's brand colours, and at sizes that align with our baseline grid.

Buttons should be used as the primary call to action in a design and for submitting data in forms.

[Read About Buttons »](#)



Button Colours

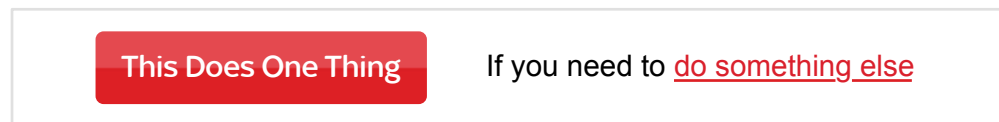
- ✔ Use the secondary colour for the product on colour or image backgrounds



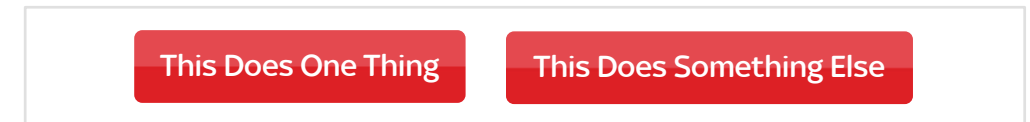
- ✔ Use the primary brand colour for the product on white backgrounds



- ✔ Use text links for secondary calls to action



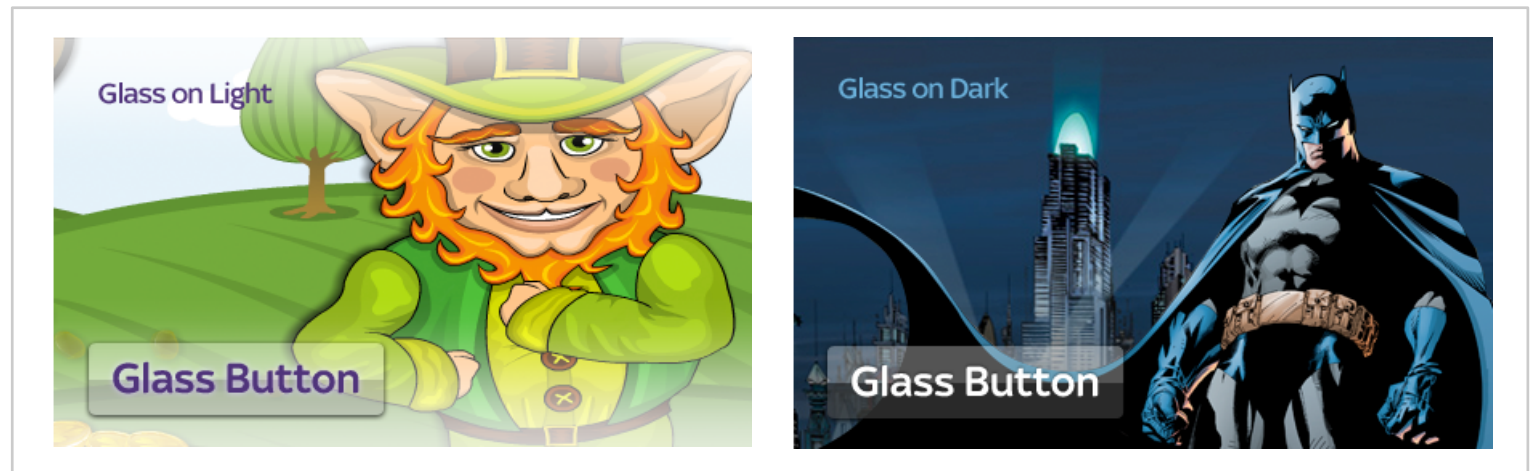
- ✘ Avoid using a button twice in the same area



Buttons

Glass buttons

There are glass buttons that can be used over light or dark content backgrounds. On light backgrounds, the text is the product's shadow colour. On dark backgrounds, the text is white.



- ✓ Use glass buttons for primary action in an area which isn't the hero of the design.



Button Sizes

Options

Buttons are available in 4 sizes.

Shadows are optional according to the aesthetic of the design.

Small and Medium buttons use Arial, whilst Large and Mega use Sky Medium.

Mega (28pt Sky Medium, 16px Side Padding)

Mega Button

Mega White Button

Large (18pt Sky Medium, 12px Side Padding)

Large Button

Medium (Switch to Arial, 13pt, 10px Side Padding)

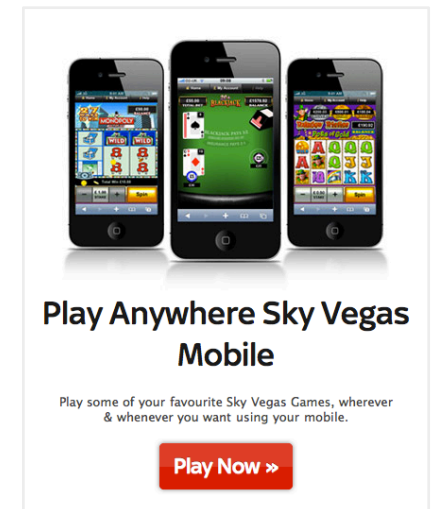
Medium Button

Small (11pt, 8px Side Padding)

Small Button

Choose button size carefully

- ✓ Consider the size of the component the button is for
- ✓ Think about how many buttons are on the screen; too many big buttons will make it more difficult to focus on the content
- ✓ Relate the button size to the content's title size



Button Language

Always write in the active voice

Buttons should only be used for actions. Use a verb to make it clear what task the user performs by clicking.

- ✓ Find Out More
- ✓ Join Now
- ✓ Play Now
- ✓ Bet Now
- ✓ Get Started

When it's difficult to use a verb in a button, it's a good clue that the written content could be more engaging.

- ✗ More Info
- ✗ Loyalty
- ✗ Promotions

Make key elements work together

Bonuses, Cashback & Free Games
Daily offers at our Music Moments page



Get Today's Offer

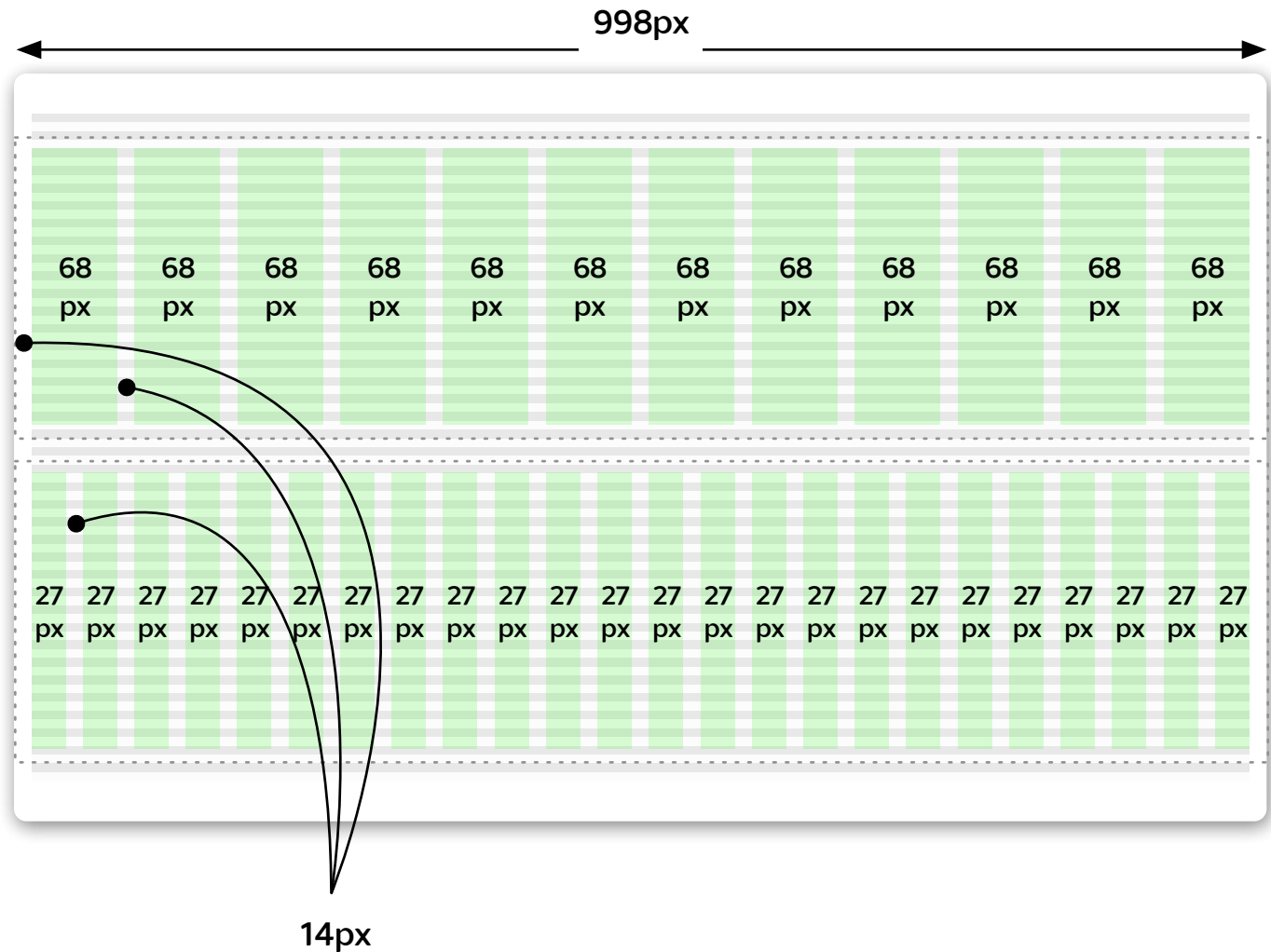
By combining headings and buttons well, you can save customers the hassle of reading extra content.

Grids

The 24 column grid

Our web pages are designed using a 24 column grid with **14px gutters**. These columns can be combined into 12 columns, and other combinations. The 14px gutter always exists.

The **baseline grid is 7px** which can be used in multiples, as in the leading on text sizes, or the height of buttons.

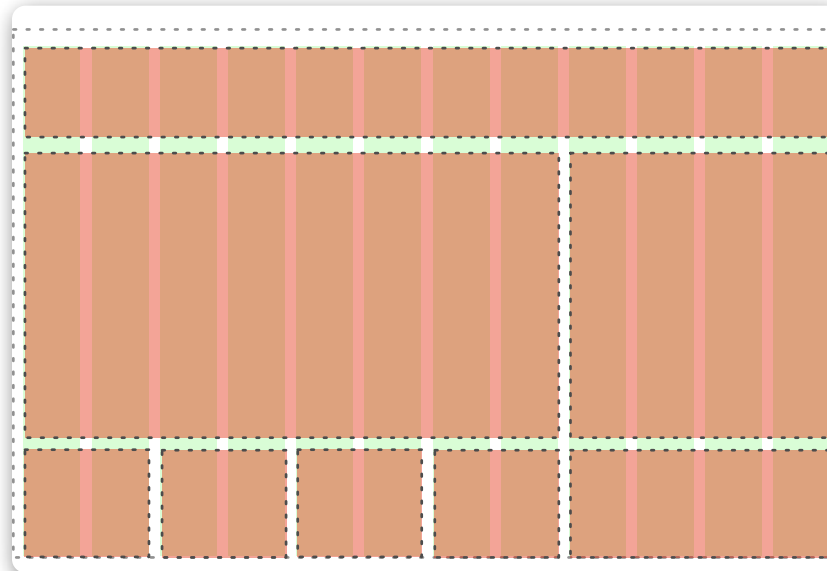


Grids

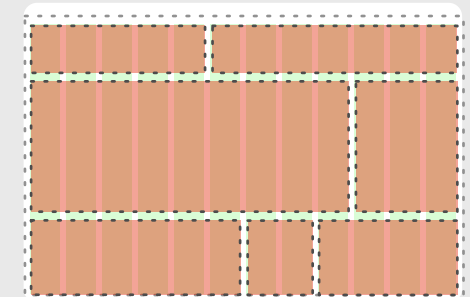
Creating layouts

When combining columns to create a layout, it's important that strong horizontal and vertical lines are maintained to create a clear semantic structure.

This brings a sense of order to the design which makes it easier for the customer to comprehend quickly.



Avoid



Don't create complex layouts just because they're aligned to the grid. Make sure there's a flow to the areas of the page.

Grids

Column divisions

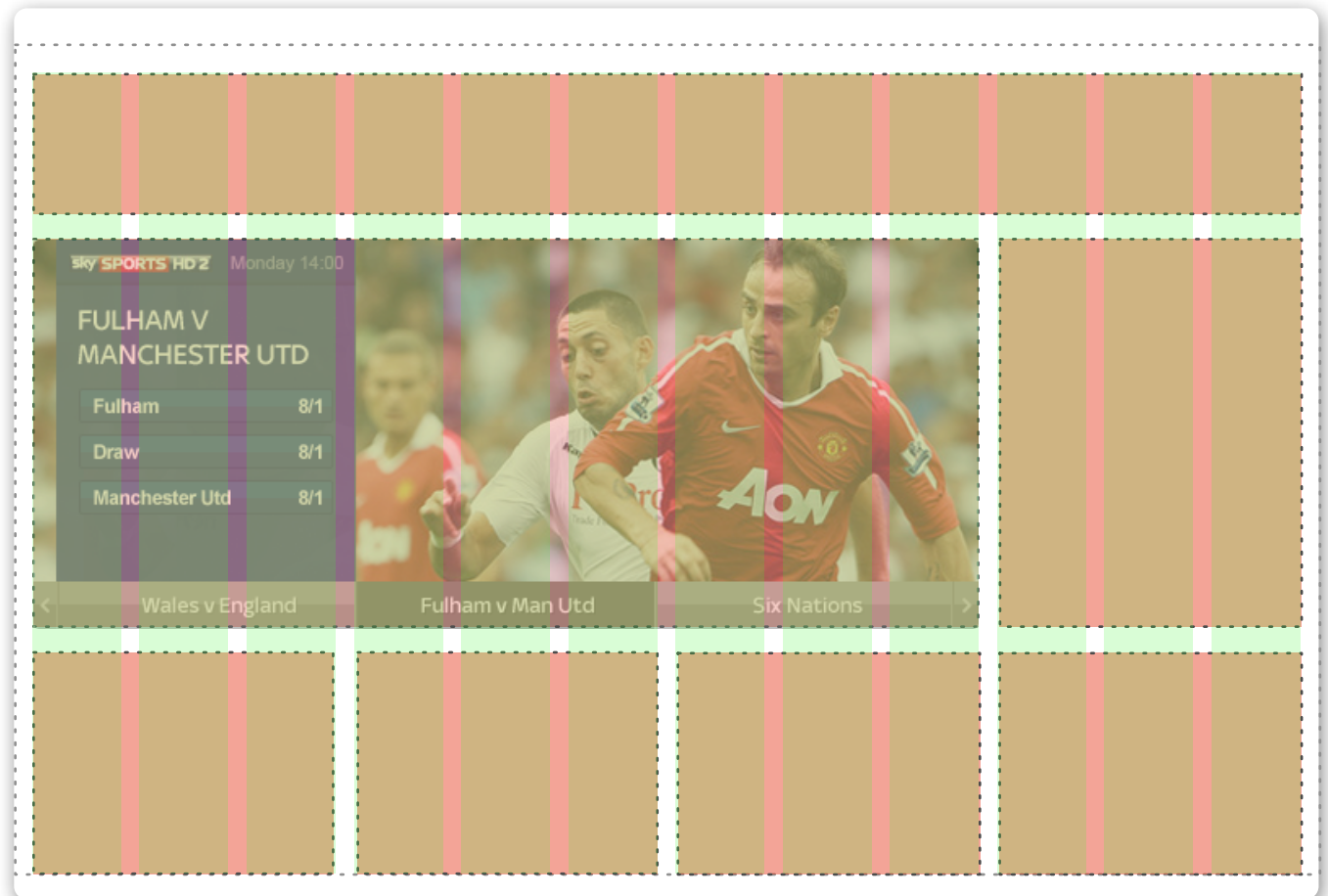
The 24 column grid can be split in any number of ways. Primarily, it is best to focus on a $1/3$ or $1/4$ split, and keep layouts within a combination of these.



Grids

Content alignment

All content, even in self-contained panels, should be aligned with the wider page grid as shown here.



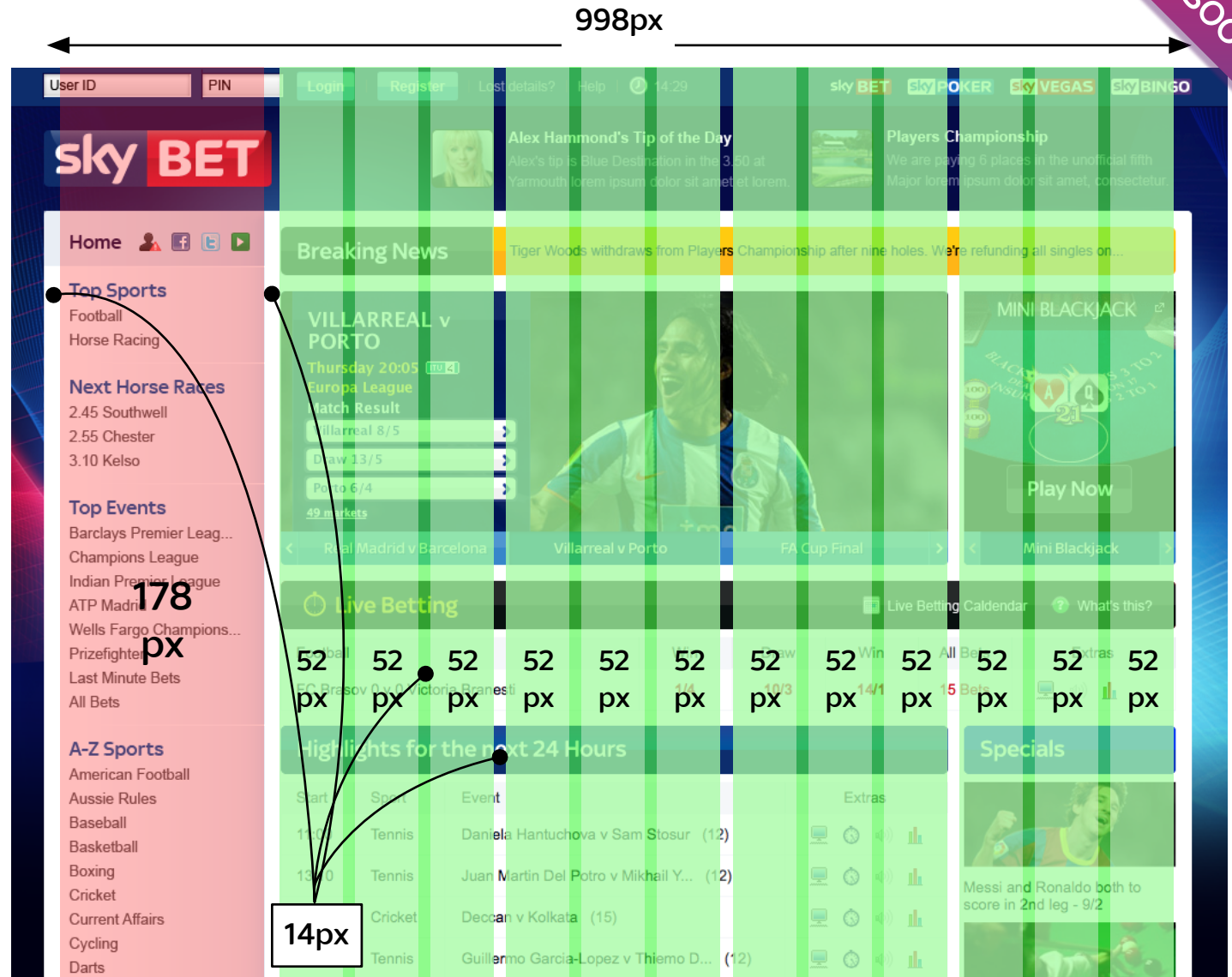
Grids

Sky Bet

When pages have a fixed-width left navigation column, the grid is defined as 12/24 columns with 14px gutters for the remaining areas.

In this example, the 12 column grid is 52px + 14px gutter, with a 178px left column, which keeps the overall page width the same at 998px.

The 12 columns are used in 1/4s in this design.

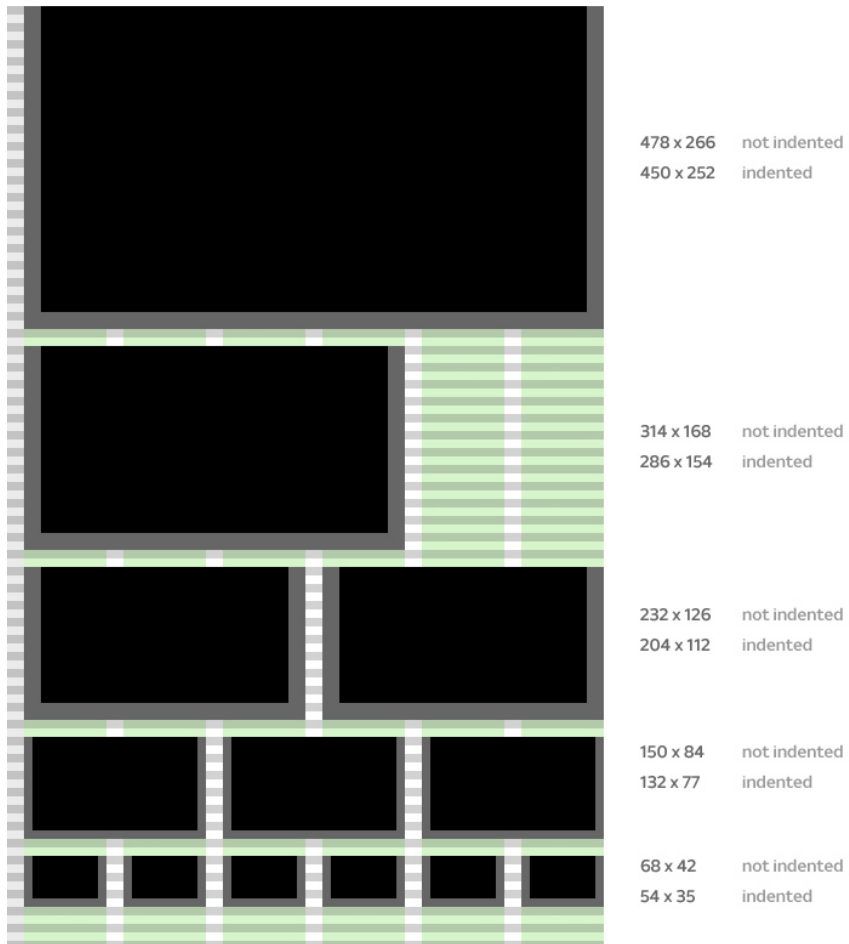


SKY BET REBRAND
COMING SOON

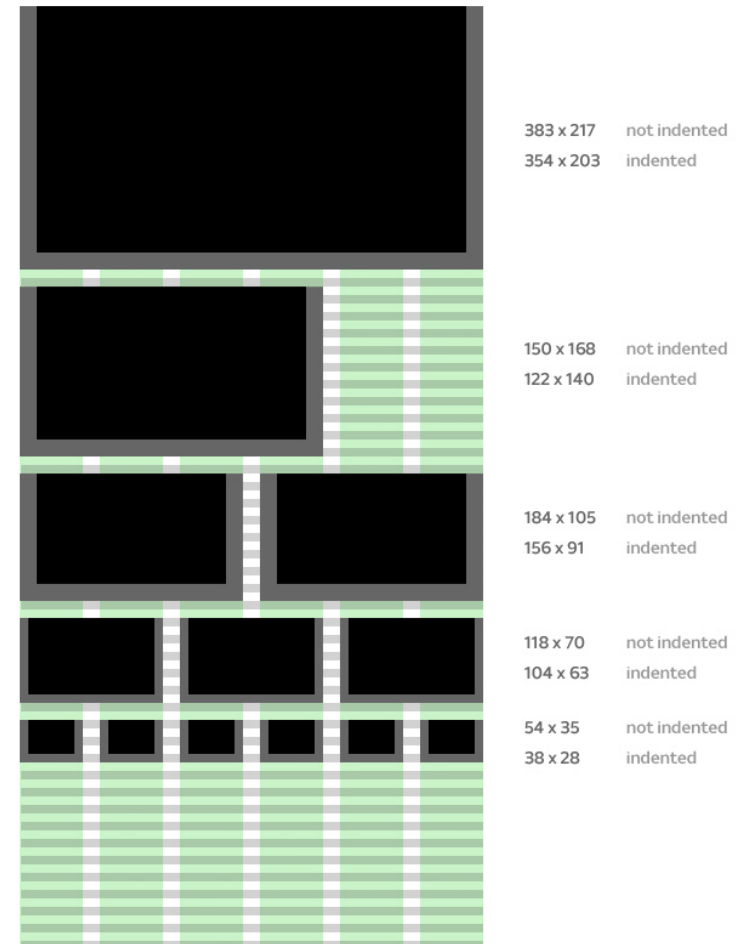
Grids

Landscape editorial image sizes

Full width grid



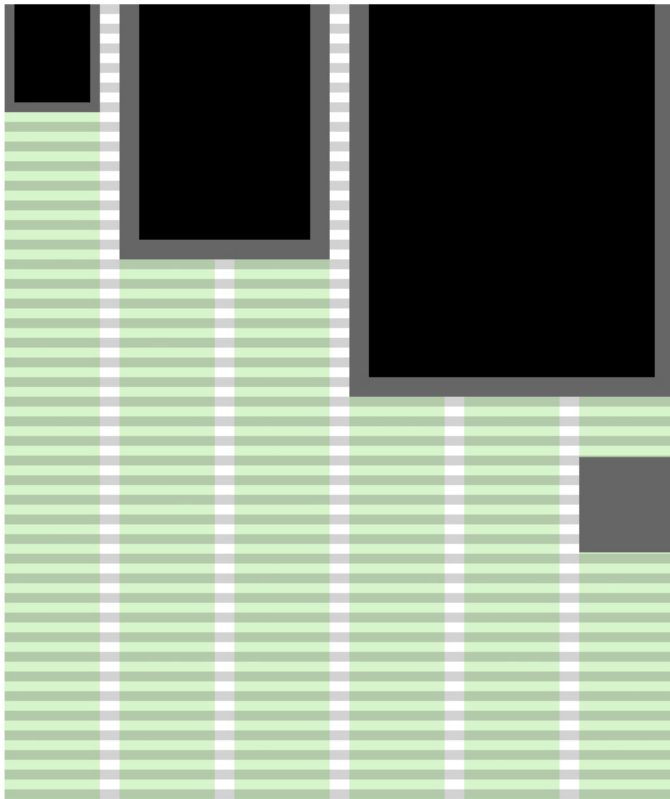
Left col grid



Grids

Portrait editorial image sizes

Full width grid



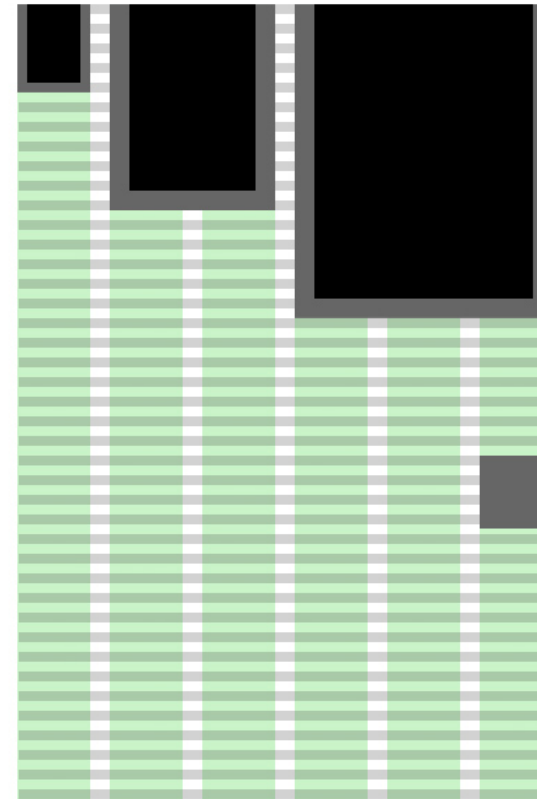
- 68 x 77 not indented
- 54 x 70 indented

- 150 x 182 not indented
- 122 x 168 indented

- 232 x 280 not indented
- 204 x 266 indented

68 x 68

Left col grid



- 38 x 56 not indented
- 52 x 63 indented

- 118 x 147 not indented
- 90 x 133 indented

- 184 x 224 not indented
- 156 x 210 indented

52 x 52

General Image Use

sky BET

sky POKER

sky VEGAS

sky BINGO

Image Use

Bleed

Try to use full-bleed images.
Customers are familiar with Sky
showing content this way.



Image Use

Editorial



- ✓ Editorial images are used to accompany article text. These should not have any graphic design effects applied.

Promotional



- ✓ Promotional images should be dramatic, and can have effects, be cut out, and compiled into montages.

Image Use

Montages and trimmed images



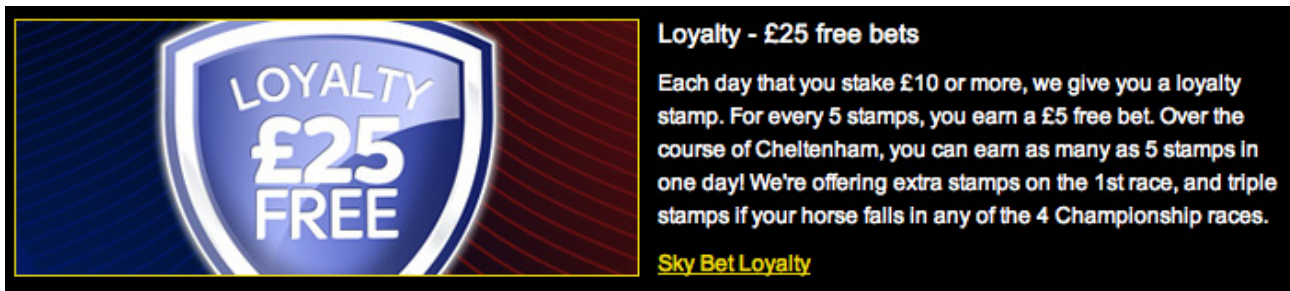
- ✓ Add depth
- ✓ Have a central focus
- ✓ Consistent filters to unify the design

- ✗ No drop shadows or outer glows
- ✗ Keep the background simple
- ✗ Avoid borders on images. Full-bleed images feel much more like Sky

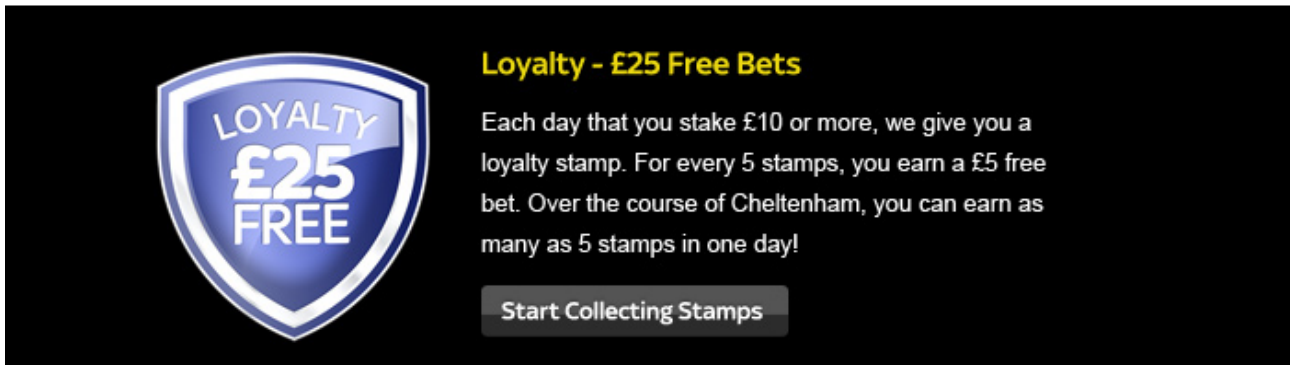
Image Use

Borders

Design pages in context of what asset will be used. You don't need to box in everything.



- ✗ Bad use of a border
- ✗ Bad content hierarchy



- ✓ No border
- ✓ Clear hierarchy

Image Use

Frames

No frame



Rooney to score 1st v
Chelsea & Everton to beat
Reading - **10/1**

Framed



Rooney to score 1st v
Chelsea & Everton to beat
Reading - **10/1**

Inset frame



Rooney to score 1st v
Chelsea & Everton to beat
Reading - **10/1**

Consider the frame that will look best on your page. On pages which are designed in a grid, frames are less

important to define the space of the content. Try to avoid frames as much as possible and use full-bleed images.

When you do use frames, use them to change the pace of the document or design.

Image Use

Reinforce the grid



Our websites are based on a 12/24 column grid.

Try to reinforce the grid wherever possible using images, whether editorial or adverts. Align image elements with elements on the page around them.

Image Use

Rule of thirds

Whilst the transition to grid-based designs is ongoing, it is important to follow basic element position rules.

Elements don't need to be pixel perfect in alignment.



- ✓ Focal point of image at thirds intersection
- ✗ Text should be aligned to 1/3rds



- ✓ Text aligned to 1/3rds



- ✗ Content not at the focal point



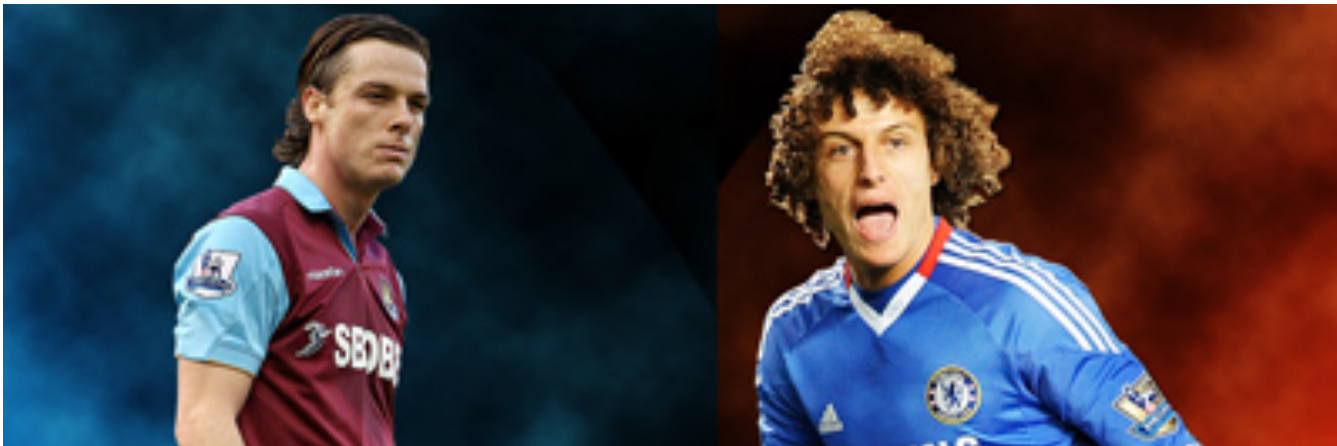
- ✓ Content properly aligned

Image Use

Maintain perspective



✓ Head the same size






✗ The player on the right is bigger than the left

Image Groups




Aim for consistency of style across groups of images.

✓ Good Example

Highlights		Today	Tomorrow	Games	Specials
Sports	Event	Watch	Listen	Stats	
Snooker	Higgins J v Dott G (7)				 Rooney to score 1st v Chelsea & Everton to beat Reading - 10/1
Football	Rangers v Kilmarnock (21)				 Strauss to score a century against Ireland - 4/1
Cricket	Campuses & Colleges v Windward Is... (7)				 Strauss to score a century against Ireland - 4/1
Horse					
Football					
Tennis					
Snooker					
Football					
Cricket					
Football					
Tennis	Rangers v Kilmarnock (21)				
Snooker	Campuses & Colleges v Windward Is... (7)				
Football	The Grand National (21)				
Cricket	Higgins J v Dott G (7)				
Football	Rangers v Kilmarnock (21)				

Keep the subject size and position consistent across a group of images

✗ Bad Example

Highlights		Today	Tomorrow	Games	Specials
Sports	Event	Watch	Listen	Stats	
Snooker	Higgins J v Dott G (7)				 Rooney to score 1st v Chelsea & Everton to beat Reading - 10/1
Football					 Strauss to score a century against Ireland - 4/1
Cricket					 Strauss to score a century against Ireland - 4/1
Horse					
Football	Liverpool v Middlesbrough (21)				
Tennis					
Snooker					
Football					
Cricket	Campuses & Colleges v Windward Is... (7)				
Football					
Tennis					
Snooker					
Football	The Grand National (21)				
Cricket	Higgins J v Dott G (7)				
Football	Rangers v Kilmarnock (21)				

Too close

Image aligned to the right

Too busy for this size

Image Use

Sky Bet image selection



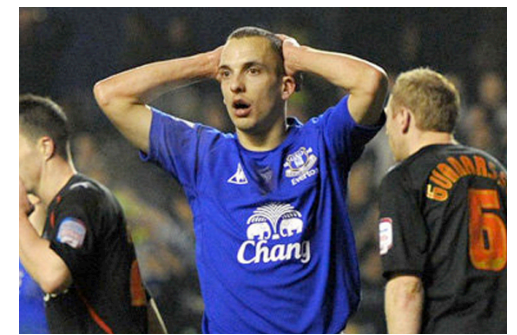
✓ Conflict is good



✓ The money shot



✓ Celebration



✓ Tell a story



✗ Don't lose the context



✗ Try avoid cropping heads



✗ Avoid using staged shots



✗ No blurred photos

⚠ Getty states: Avoid using an image that could be construed as a single player endorsing Betting. In-play or action imagery is best.

Image Use

Sky Poker image selection



✔ Use TV Assets



✔ Staged Shots



✔ The Call



✔ The Winner



✔ Use Sky Poker chips



✔ Presenters



✔ TV Screengrabs



✘ No Focal Point

Image Use

Sky Vegas image selection



✓ Use game brands



✓ Lead with characters



✓ Use game screens



✓ Show bonus features



✓ Show bonus & jackpots



✗ Keep characters in perspective



✗ Mixing certain characters infringes trademarks

Image Use

Sky Bingo image selection



✓ Don't crop



✓ Use TV Assets



✗ Don't crop



✗ Make new assets fit with the TV assets

Brand & Campaign Elements

sky BET

sky POKER

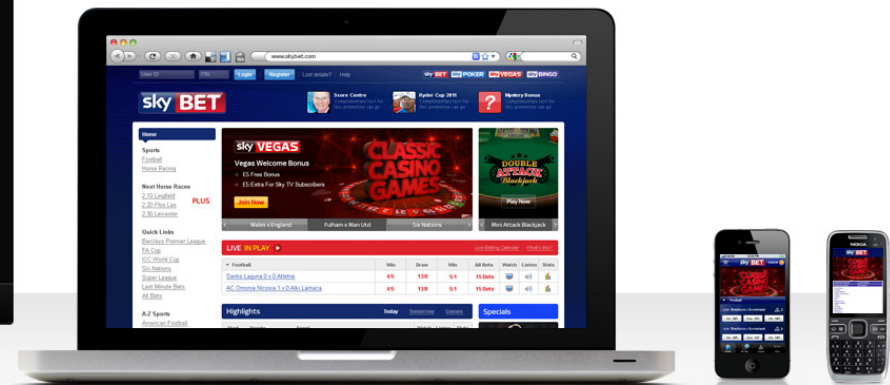
sky VEGAS

sky BINGO

Brand & Campaign Elements



- ✓ Use consistent campaign imagery across all channels
- ✓ Design the campaigns to work on multiple dimensions / layouts



Brand Elements

Sky Bet



Sky Poker



Sky Vegas



Sky Bingo



Glass Football

Glass Poker Chip

Glass Dice

Glass Bingo Ball

This is a selection of glass assets we have previously used in our advertising to help align us with the wider Sky design style.

Campaign Elements

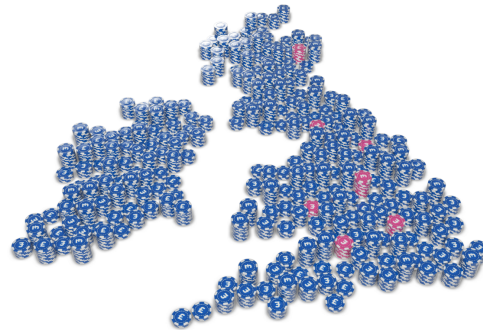
Sky Bet



Stopwatch

For specific advertising campaigns, we create graphics that [support the message](#). In these cases it's important

Sky Poker



UK Chip Map

to ensure the graphics are used consistently so customers can [follow the campaign](#) from TV adverts through

Sky Vegas



Illuminated Text

print adverts and our online services, so the journey is consistent.

Sky Bingo



Springs & Rainbows

Content Design

sky BET

sky POKER

sky VEGAS

sky BINGO

Advert Design

Sky Bet examples

Some examples of redesigned hero adverts for Sky Bet.

sky SPORTS HD2 Monday 14:00

FULHAM V MANCHESTER UTD

Fulham	8/1
Draw	8/1
Manchester Utd	8/1

Wales v England Premier League Treble Six Nations

7.40 KEMPTON

Extra info could go in here

1	Copywood	8/1
2	Bluberry	8/1
3	Another Horse	8/1
4	Red Rum	8/1

34 Markets

Wales v England Premier League Treble Six Nations

BREAKING NEWS ENGLAND WIN ASHES

England to win the World Series 3/1

Wales v England Premier League Treble Six Nations

sky SPORTS HD2 Monday 14:00

ENGLAND V GERMANY

5 v 0

£5 bet wins £50

Add to Bet Slip

Wales v England Premier League Treble Six Nations

SCOTT PARKER

To Transfer To:

Tottenham	8/1
Liverpool	6/5
Aston Villa	20/1
Birmingham	6/1

34 Markets

Wales v England Premier League Treble Six Nations

Racing Cancelled - Why not try one of these?

Fantastic FOUR

BATMAN

DEAL OR NO DEAL

Wales v England Premier League Treble Six Nations

CHELSEA V BLACKBURN

Barclays Premiership

Match Result

Chelsea

2/5

a £10 bet could win £100.43

Add to Bet Slip

Wales v England Premier League Treble Six Nations

SUPER SUNDAY

SUPER STAMP DAY

Earn up to 4 extra Loyalty stamps!

- Birmingham v Aston Villa
- Sunderland v Newcastle
- Tottenham v Man Utd
- Liverpool v Everton

More Info

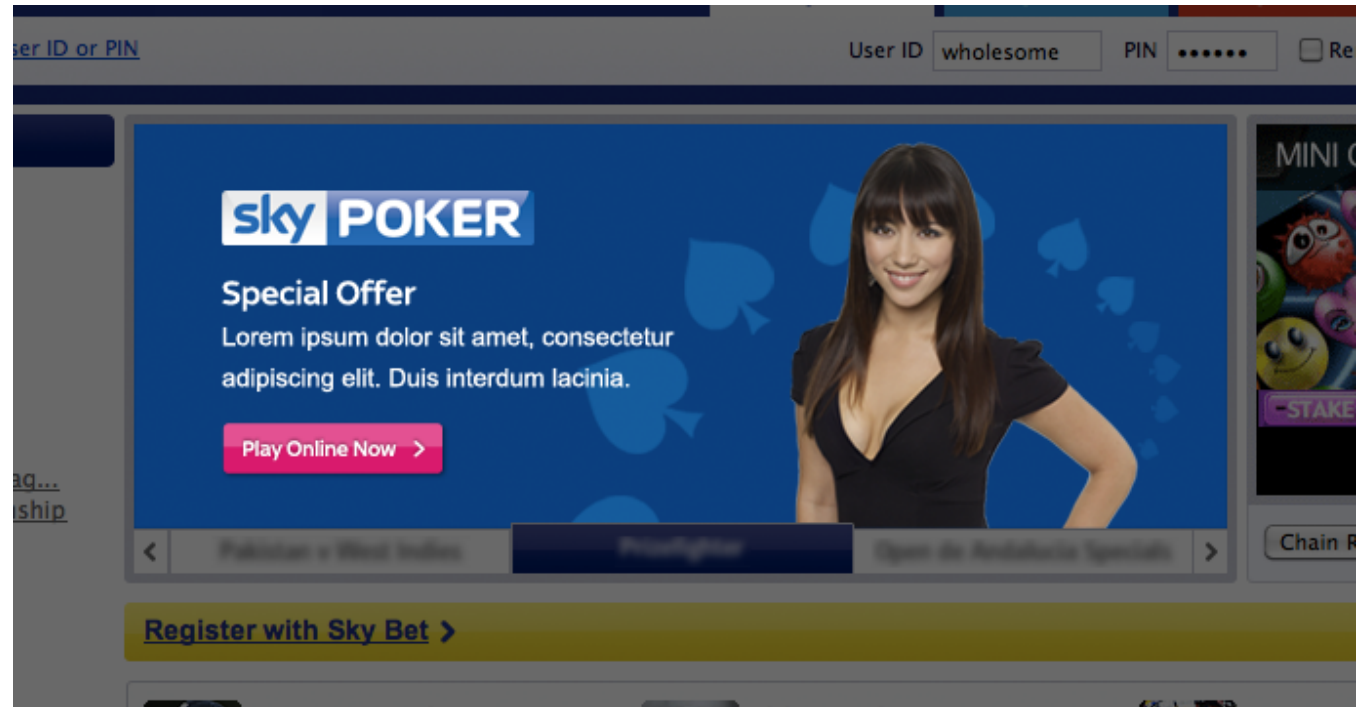
Wales v England Premier League Treble Six Nations

Advert Design

Cross promotion

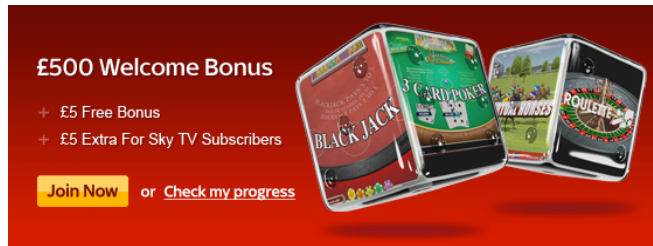
When designing cross-product promotion, always:

- ✓ include the product logo unless it's a Sky Vegas game
- ✓ adhere to the destination brand and design guidelines to provide a coherent customer journey
- ✓ use campaign elements and/or elements that reflect the current audience's interests

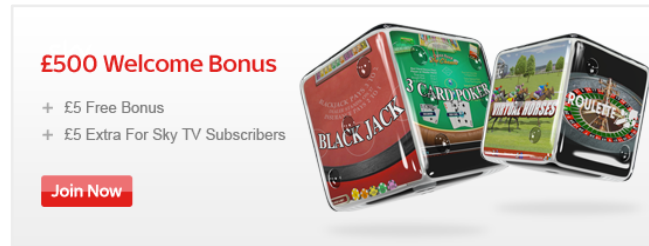


Advert Design

Composition



- ✔ Use a single primary call to action, make others less prominent, but easy to find



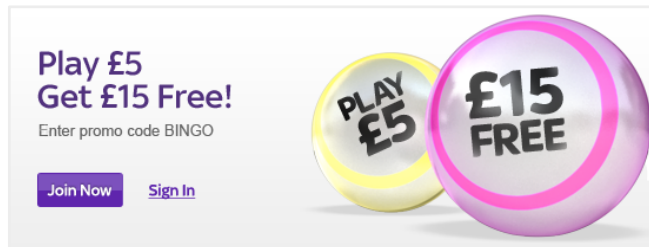
- ✔ White backgrounds are OK as well as brand colours



- ✔ Don't say more than you need to grab attention, but do make sure you say enough



- ✔ Use calls to action that segment customers as quickly as possible



- ✔ Use brand and campaign assets to provide continuity

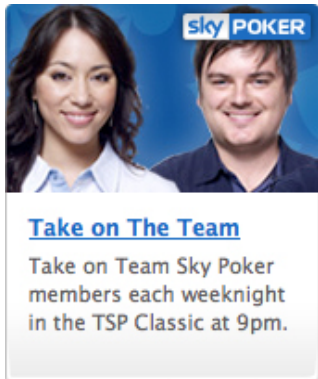


- ✔ Always try to show our products face-on. Sell the product, not the device

Content Design

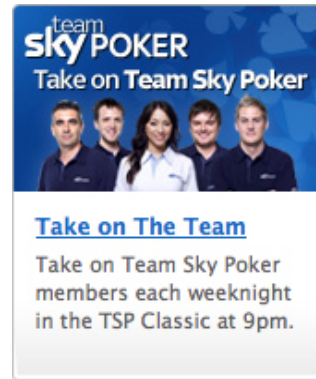
Image & text panels

✓ Do

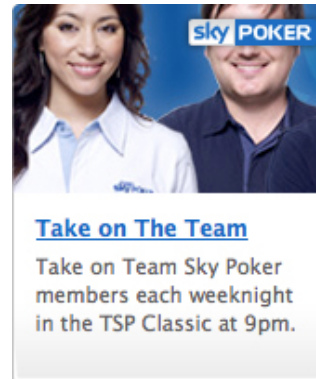


- ✓ Scale images to a sensible size
- ✓ Use clear and concise copy
- ✓ Put brand logos in front

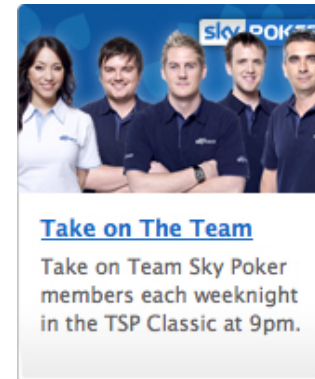
✗ Don't



- ✗ Don't repeat headlines in text and images
- ✗ Don't make customers squint at photos



- ✗ Don't crop people's heads
- ✗ Don't cover the image's focal point with graphics



- ✗ Don't obscure brand logos

Email Templates

sky BET


sky POKER

sky VEGAS

sky BINGO

Email Templates

Clear & simple writing



The image shows an email template for a 'Bonus Stamp Weekend' promotion. The header features the title 'Bonus Stamp Weekend' in large white text on a dark blue background. Below it, the text reads 'Earn stamps betting on Virtual Sports and the Sky Bet Chase.' To the right, there is a laptop displaying a horse race with a jockey on horse number 13. A 'LOYALTY' stamp icon is visible in the top right corner of the laptop screen. The template is annotated with four numbered blue circles: 1 is next to the headline, 2 is next to the sub-headline, 3 is next to the main body text, and 4 is next to the call-to-action link.

Bonus Stamp Weekend

Earn stamps betting on Virtual Sports and the Sky Bet Chase.

It's the final weekend of the January loyalty offer and we're giving you the chance end on high by earning 2 bonus Loyalty stamps. You haven't opted-in to the loyalty offer yet, so click on the link below to opt-in and start earning your free bets.

On Saturday it's the **Sky Bet Chase** at **Doncaster** and we're giving a bonus stamp to anyone who bets £10 or more on the race. That's not all though, as on **Sunday** we're also giving a bonus stamp to anyone who stakes £10 or more on our great new **Virtual Sports** service. With horse racing, football, greyhounds, speedway and motor racing on offer, there's a different event starting at every minute of every day!

All bonus stamps will be credited on Monday.

[Opt-In To The Offer](#)

✓ Write using an **inverted pyramid** style

- 1 The headline draws you in
- 2 A synopsis quickly describes the offer and benefits
- 3 Further details of the offer
- 4 A call to action offers a clear next step

Email Templates

What to avoid



BONUS STAMPS WEEKEND

LOYALTY LOYALTY

Claim 2 Bonus Stamps This Weekend


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[Sky Bet Loyalty Offer](#)

✗ Don't clutter images with too much content



Get Cashback at Sky Vegas This Weekend

In addition to our standard 15% cashback on casino games over the January cashback period (29th and 30th January), we're also giving you the chance to boost this by a further 2% every day before Saturday 29th. That means that you still have the chance to boost your cashback up to 19%!

Don't forget, to qualify for cashback you must enter the promo code **JANUARY** and play over the cashback period of Saturday 29th and Sunday 30th January.

[More Info](#)

✗ Don't allow the text to overflow its natural area