Primary Logotype

The primary logo combines a dynamic handball symbol with the Betclic Championship name.

Its bold composition expresses speed, movement and competition, while the strong red and navy colour scheme creates an immediate connection with the Betclic brand.

This version is designed to act as the main identity of the championship across key brand, media and physical applications.



Logotype Variations

The identity includes three complementary logo formats, designed to perform across different communication environments.

The horizontal version should be prioritised whenever the available space is wider than it is tall, as it provides the clearest reading of the Betclic Championship name.

The stacked version is recommended for vertical or more compact spaces, where the available area is taller than it is wide.

The crest version is reserved for the smallest applications, where a compact and highly recognisable mark is required.







One-Colour Versions

The one-colour identity is available in two versions, selected according to the background on which the logo is applied.

The positive version is intended for dark backgrounds, while **the negative version** is used on light backgrounds. Both versions preserve the clarity, contrast and recognisability of the identity when colour reproduction is limited or unavailable.

They provide flexibility across print, apparel, signage, embossing, engraving, broadcast and other production techniques.







Colour Palette

The colour palette combines Betclic Red with a dedicated Championship Blue.

Betclic Red provides energy, visibility and a direct connection with the brand, while Championship Blue brings depth, contrast and a more premium sporting character.

Together, these colours create a distinctive and highly legible identity, designed to perform consistently across digital, broadcast and physical environments.

Betclic Red

RGB: 225, 0, 20
CMYK: 4, 100, 95, 0
PMS: 2347
RAL: 3000

Copy

Campeonato Betclic Blue

RGB: 0, 0, 37
CMYK: 80, 80, 0, 90
PMS: 19-3831 TCX

Copy

All White

RGB: 255, 255, 255
HEX: #FFFFFF
CMYK: 0, 0, 0, 0

Copy

Minimum Size

Each logo version has been designed to preserve legibility and recognition across a wide range of applications.

The horizontal version should be used whenever sufficient space is available, as it offers the clearest reading of the Betclic Championship name.

The crest version is intended for the smallest applications, where a compact and recognisable mark is required.

