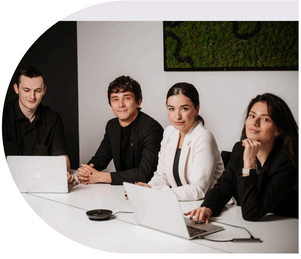
BRAND BOOK

SEO BROTHERS

Who are we

- SEOBROTHERS is a full-cycle SEO agency where search engine optimisation and digital marketing drive everything we do.
- We specialise in building and scaling high-performing iGaming affiliate brands from the ground up.
- Our in-house team delivers end-to-end solutions — from content creation, graphic design, and PR to affiliate marketing and beyond — ensuring sustainable growth and long-term success for every project we take on.



What we do

We grow websites, outpace competitors, and generate profit.

We smash our knowledge in SEO and marketing together with creativity to increase traffic and drive sales. And yeah, our websites reach top positions for relevant search queries – something other companies cannot do in years.

Brand Identity / Mission

Our mission is to build high-performing iGaming brands through expert SEO, affiliate strategy, and helpful, user-focused content. All powered by our in-house talent.

Brand identity / Vision

To be known as the team behind one of the world's most trusted and impactful iGaming affiliate brands, built on expertise, deep industry knowledge, consistent quality of content, and the ambition to keep evolving.

Values

Growth

We're always moving forward with intent by growing our brands, our traffic, and our people.

Responsibility

We take responsibility for our decisions, our work, and each other. No excuses, no shortcuts.

Expertise

We know our craft. We lead with experience, data, and deep understanding of the iGaming space.

Adaptability

We don't panic when things change. We adapt, iterate, and thrive in uncertainty.

Teamwork

We win together. Collaboration, respect, and shared wins are at the heart of how we work.

Logo overview - horizontal

1x

SEO BROTHERS

6.3x

Logo colors

SEO BROTHERS | SEO BROTHERS | SEO BROTHERS

Background colours

SEO BROTHERS | SEO BROTHERS | SEO BROTHERS | SEO BROTHERS

Color 1
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%

Color 2
HEX: #F2F2F7
RGB: 242, 242, 247
CMYK: 2%, 2%, 0%, 3%

Color 3
HEX: #006CEA
RGB: 0, 108, 234
CMYK: 85%, 76%, 0%, 56%

Color 4
HEX: #111315
RGB: 17, 19, 21
CMYK: 19%, 10%, 0%, 92%

Logo. Ground rules

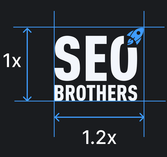
SEO BROTHERS | SEO BROTHERS | SEO BROTHERS | SEO BROTHERS SEO BROTHERS

- Place the logo on any brand color, as long as it's legible.
- When placing on black or white, use the color logo.
- You can place the logo on an image—as long as it's legible.
- Do not use our old logos under any circumstances.

SEO BROTHERS | SEO BROTHERS | SEO BROTHERS | SEO BROTHERS

- Do not recolor the logo, even if using brand colors.
- Do not place a dropshadow under the logo.
- Do not rotate the logo in any direction.
- Do not distort the logo

Logo overview - vertical



Logo variations

SEO BROTHERS | SEO BROTHERS | SEO BROTHERS

Background colours

SEO BROTHERS | SEO BROTHERS | SEO BROTHERS | SEO BROTHERS

Color 1
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%

Color 2
HEX: #F2F2F7
RGB: 242, 242, 247
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HEX: #111315
RGB: 17, 19, 21
CMYK: 19%, 10%, 0%, 92%

Logo. Ground rules

SEO BROTHERS | SEO BROTHERS | SEO BROTHERS | SEO BROTHERS SEO BROTHERS

- Place the logo on any brand color, as long as it has contrast.
- When placing on black or white, use the color logo.
- You can place the logo on an image—as long as it's legible.
- Do not use our old logos under any circumstances.

SEO BROTHERS | SEO BROTHERS | SEO BROTHERS | SEO BROTHERS

- Do not recolor the logo, even if using brand colors.
- Do not place a dropshadow under the logo.
- Do not rotate the logo in any direction.
- Do not distort the logo

Safezone - horizontal

The safe zone is is a required amount of space that needs to exist around the logo or symbols in order to ensure legibility. The zone defines the minimum spacing distance from the page edge, object, text or image.

To determine if the safe zone has been accurately implemenmted measure the height of the standard logo with the shape from the mark.

Logo safezone - vertical

The safe zone is is a required amount of space that needs to exist around the logo or symbols in order to ensure legibility. The zone defines the minimum dpacing distance from the page edge, object, text or image.

To determine if the safe zone has been accurately implemenmted measure the height of the standard logo with the shape from the mark.

Logo icon- the rocket

The rocket in our logotype is used as an emblem for our brand, it's specially designed for SEObrothers and hides a little "easter egg".
The rocket can be used individually, as a favicon, chatbot profile picture, etc.
Do not distort the icon or change the color outside of our brandbook.

Partner Logos

Size relationship – Primary Logotype
When partner logos are longer and more text-based, we prefer them to be at the same height as the logotype.
For symbol-based logos, we prefer them to be 2X the height of the logotype.

Size relationship – Alternate Logotype
When partner logos are longer and more text-based, we prefer them to be at between 30 and 50% the height of the stroke.
For symbol-based logos, we prefer them to be the same height as the logotype.

Relationship with text-based logotypes

Relationship with text-based logotypes

Typography

For titles we use font Inter. It's a modern and symetric font that emphazises the forward-thinking nature of SEOBROTHERS.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Regular	Full-cycle SEO agency
SemiBold	**Full-cycle SEO agency**
Bold	**Full-cycle SEO agency**

Brand Mascot

Our mascot, an astronaut, symbolizes our expertise in SEO, just as astronauts venture beyond ordinary limits, we help brands reach heights that few can achieve..
We use him often in our visuals and below, in "Social Media Design Guidelines" you can read how you can adapt him to suit the specific visual you are designing.

SEO BROTHERS

THANK YOU!