BRAND BOOK
DESIGN & BRAND GUIDELINES

SEO BROTHERS

Brand overview

Who we are

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.

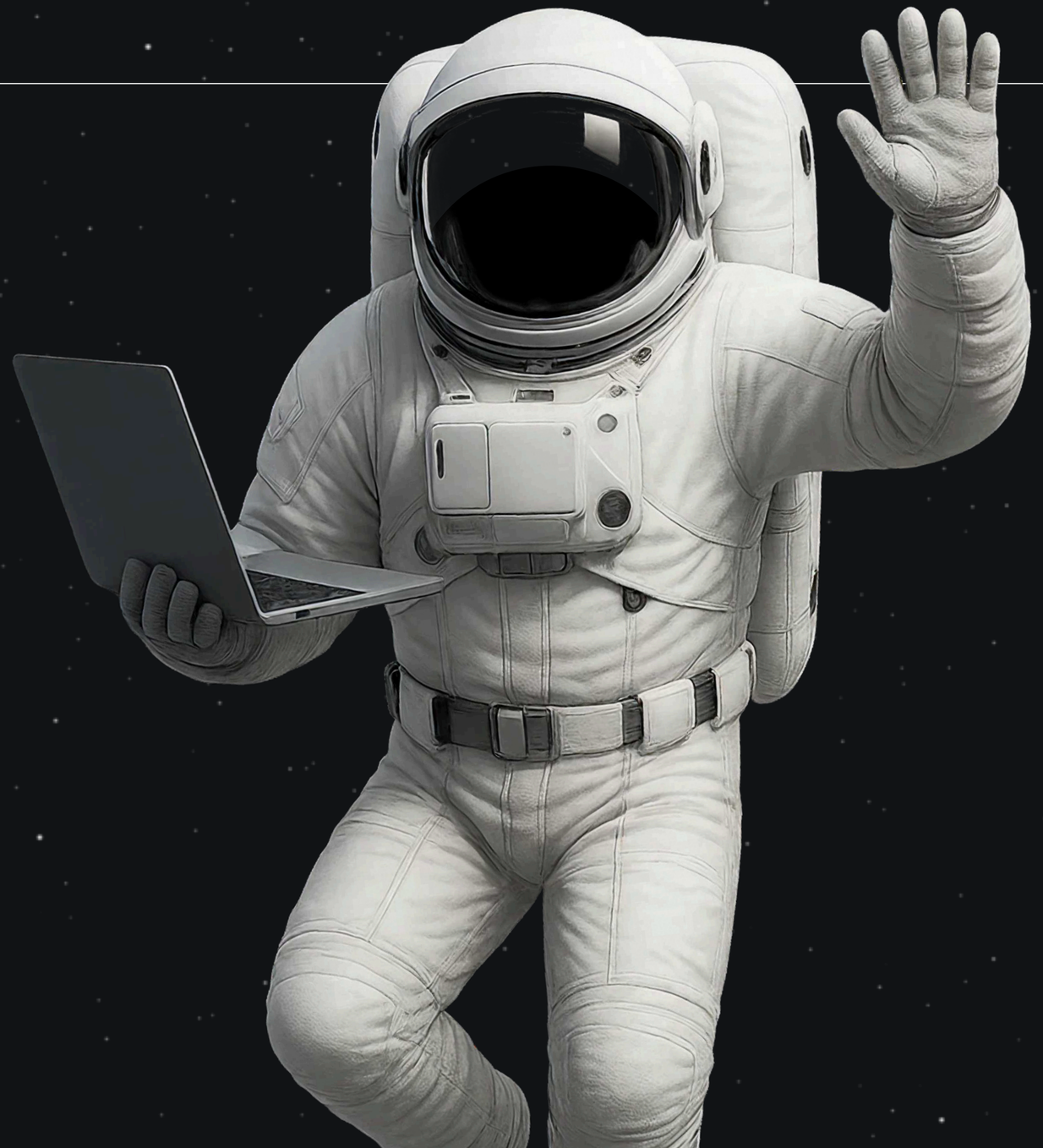
What we do

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. Our websites reach top positions for relevant search queries – something other companies cannot do in years.

Mission

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



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.

Personality

Competent

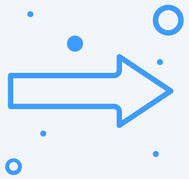
Intelligent, reliable, expert, efficient

Confident

Bold, assertive, self-assured, focused

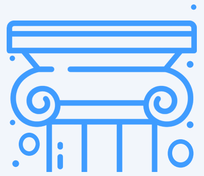
Analytical

Insightful, data-informed, strategic, methodical



Straightforward

Clear, honest, no-fluff, to the point



Trustworthy

Transparent, honest, ethical

Logo

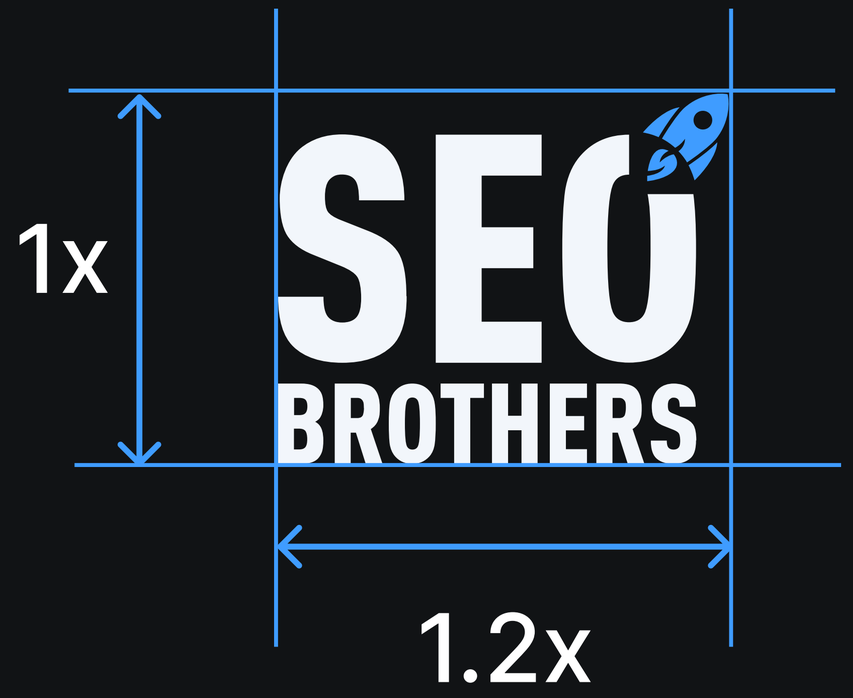
Horizontal

Safe zone

Safe zone is a space around a logo or symbols, required to ensure legibility. The zone defines minimum spacing distance from the page edge, object, text, or image.

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

Compact



Safe zone

Contrast versions

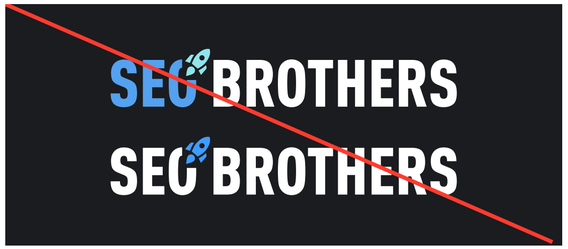
White text and blue rocket.
Use on black/dark background.

Black text and blue rocket.
Use on light/white background.

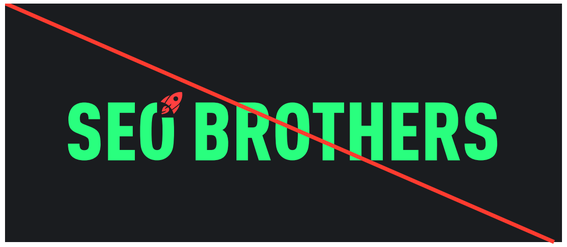
All-white version.
Use on blue background.

Ground rules

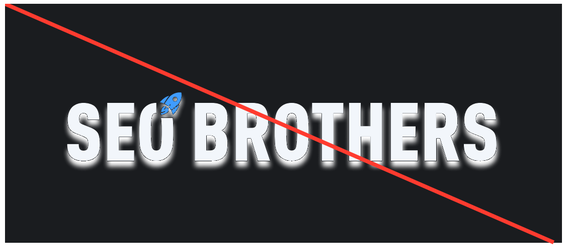
Place the logo on an image, as long as it's legible.



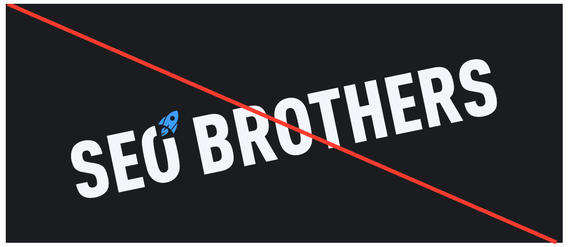
Do not use our old logos under any circumstances.



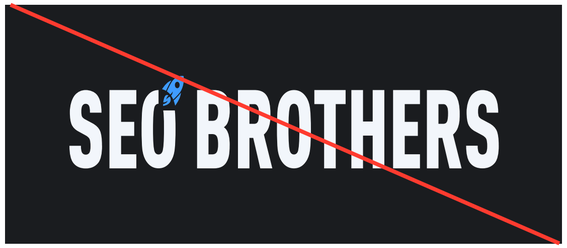
Do not recolour the logo, even if using brand colours.



Do not place a dropshadow under the logo.



Do not rotate the logo in any direction.



Do not distort the logo.

Partner logos

Size relationship – Primary logo

When partner logos are longer and more text-based, they need to be the same height as our logo.

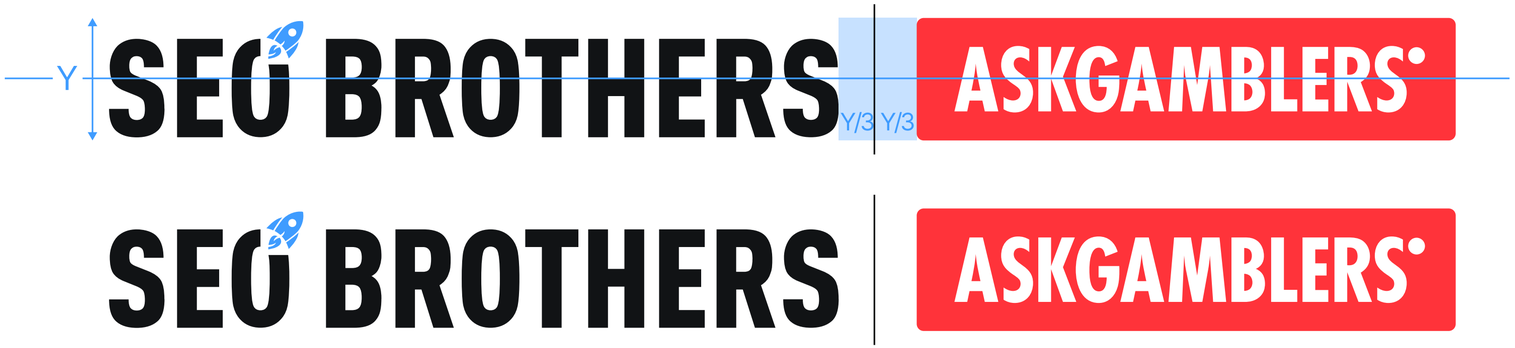
For symbol-based logos, they need to be 2X the height of our logo.

Size relationship – Alternate logo

When partner logos are longer and more text-based, they need to be between 30 and 50 per cent the height of the stroke.

For symbol-based logos, they need to be the same height as our logo.

Relationship with text-based logotypes

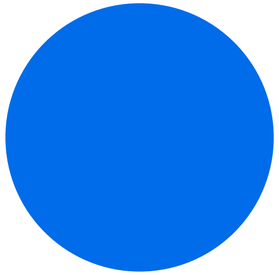


Relationship with symbol-based logotypes

Colour palette

Primary colours

Primary colours form the foundation of our brand identity, embodying our values and creating a cohesive, memorable experience for our audience. Each hue is thoughtfully selected to enhance our messaging.

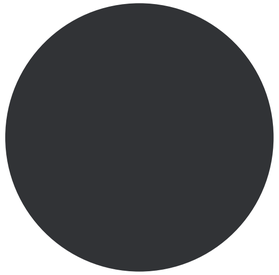


ROYAL BLUE

Navy blue is a deep, rich shade that evokes feelings of trust, reliability, and professionalism.

RGB
108, 238, 100

HEX
006CEA

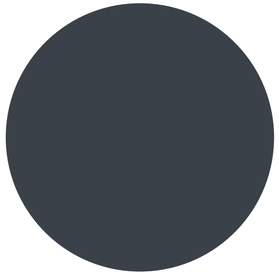


CHARCOAL

The is the main text colour, which adds a touch of sophistication and elegance to the brand.

RGB
49, 51, 54

HEX
313336

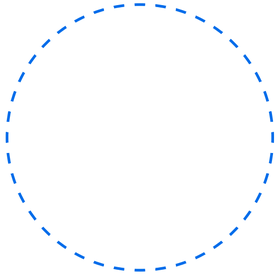


SLATE GRAY

Slate gray is a versatile colour that can complement a wide range of bright colours.

RGB
59, 65, 72

HEX
3B4148



WHITE

Pure white communicates clarity, simplicity, and a sense of openness across all applications.

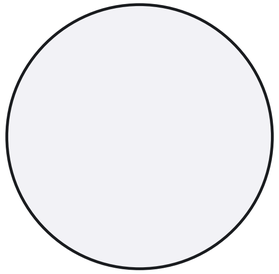
RGB
255, 255, 255

HEX
FFFFFF

Secondary colours

Secondary colours are used sparingly to support the primary palette, typically making up no more than 20–30% of the overall colour usage, and are intended to add visual hierarchy, flexibility, and emphasis without overpowering the brand's core identity.

They exist to enhance layouts, highlight functional elements, and provide contrast where needed, while always reinforcing and complementing the primary colours rather than competing with them.

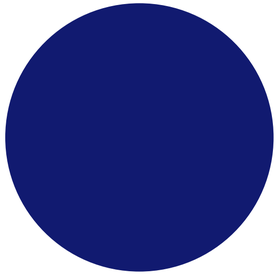


MUTED WHITE

A soft, cool light gray that creates a calm, clean foundation without drawing attention.

RGB
242, 242, 247

HEX
F2F2F7

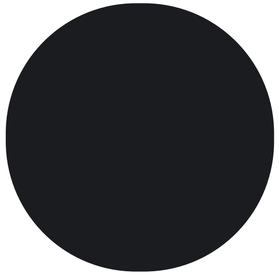


NAVY

A deep, confident blue that conveys trust, reliability, and a strong professional presence.

RGB
17, 27, 113

HEX
111B71



NEAR BLACK

A near-black charcoal tone that adds depth, contrast, and a modern, sophisticated character.

RGB
17, 19, 21

HEX
111315

Icon

The Rocket

The rocket in the logo is an emblem for our brand.
It has been designed specifically for SEOBROTHERS
and has an Easter egg as the "SEO" letters are legible
in the shapes of the flame, nozzle, and window.

The rocket can be used individually as a favicon,
profile picture, etc.

Do not distort the icon or change the colour unless
allowed by this brandbook.

Mascot

The Spaceman

Our mascot, an astronaut, symbolises our expertise in SEO. Just like astronauts venture beyond ordinary limits, we help brands reach heights that few can achieve.

We use him often in our visuals. Read below how to adapt the Spaceman to suit the specific visuals.

Typography

Typography

Our brand identity features a combination of bright creatives and minimalistic typography.

Inter is our go-to font for a unified brand experience. Its versatility and readability make it the perfect choice for body text, ensuring a consistent look and feel, while its bold variables can be easily used in headlines.

It's a modern and symmetric font that emphasises 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**

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