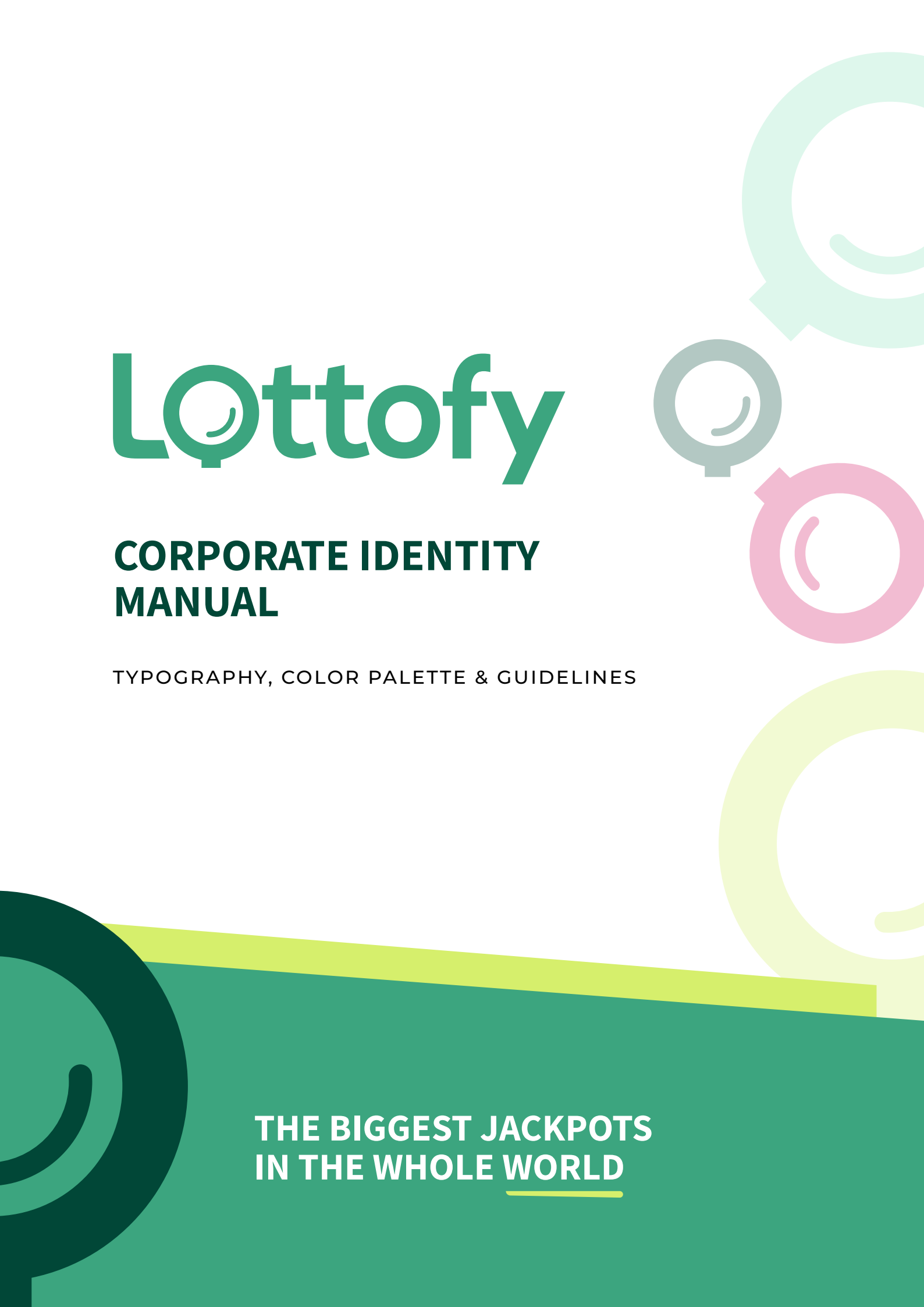




Lottofy

CORPORATE IDENTITY MANUAL

TYPOGRAPHY, COLOR PALETTE & GUIDELINES

THE BIGGEST JACKPOTS
IN THE WHOLE WORLD

TYPOGRAPHY

HEADING TYPEFACE, HIGHLIGHT TYPEFACE

NOTO SANS JAPANESE - EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY TYPEFACE

INTER - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnñopqrstuvwxyz
 0123456789

COLOR PALETTE

PRIMARY COLOR

LOGO, BACKGROUNDS, TITLE SECTIONS

RGB 60 165 127 **CMYK** 74% 9% 61% 0% **#3CA57F**

SECONDARY COLOR

ACCENTS, LINES, DECORATIVE ELEMENTS, BUTTONS

RGB 214 232 105 **CMYK** 24% 0% 69% 0% **#D6E869**

TERTIARY COLORS

TITLES, SUBHEADINGS, HIGHLIGHTS TEXTS, BUTTONS

RGB 1 71 55 **CMYK** 92% 43% 75% 51% **#014737**

LABELS, PROMOS, BUTTONS

RGB 214 31 105 **CMYK** 9% 96% 28% 1% **#D61F69**

SMALL BACKGROUNDS

RGB 222 247 236 **CMYK** 16% 0% 12% 0% **#DEF7EC**

NEUTRALS

RGB 17 24 39
CMYK 97% 84% 52% 72%
#111827

RGB 55 65 81
CMYK 80% 64% 45% 43%
#374151

RGB 243 244 246
CMYK 6% 4% 3% 0%
#F3F4F6

GUIDELINES

ELEMENTS, TEXTS, GRAPHIC BLOCKS

NEW PROMO!

**THE BIGGEST JACKPOTS
IN THE WHOLE WORLD**

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore



**THE BIGGEST JACKPOTS
IN THE WHOLE WORLD**

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incidunt ut labore

**THE BIGGEST JACKPOTS
IN THE WHOLE WORLD**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore

Learn more!

Learn more!

Learn more!

