



Lottofy

CORPORATE IDENTITY MANUAL

THE BIGGEST JACKPOTS
IN THE WHOLE WORLD

TYPOGRAPHY

HEADING TYPEFACE, HIGHLIGHT TYPEFACE

NOTO SANS JAPANESE - EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY TYPEFACE

INTER - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

COLOR PALETTE

PRIMARY

MAIN GREEN

RGB 60 165 127
CMYK 72% 2% 56% 0%
#3CA57F

SECONDARY GREEN

RGB 1 71 55
CMYK 92% 39% 74% 43%
#014737

TERTIARY GREEN

RGB 240 248 245
CMYK 7% 0% 5% 0%
#F3FAF7

ACCENT

VIVID PINK

RGB 214 31 105
CMYK 4% 96% 18% 0%
#D61F69

APPLE GREEN

RGB 214 232 105
CMYK 22% 0% 64% 0%
#D6E869

CTA, BUTTONS

BRIGHT ORANGE

RGB 255 90 31
CMYK 0% 72% 86% 0%
#FF5A1F

SUN YELLOW

RGB 250 202 21
CMYK 1% 22% 91% 0%
#FACA15

NEUTRALS

DARK GRAY

RGB 17 24 39
CMYK 98% 84% 52% 72%
#111827

MEDIUM GRAY

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

LIGHT GRAY

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

VISUAL ELEMENTS

¡NEW PROMO!

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Learn more!

Learn more!

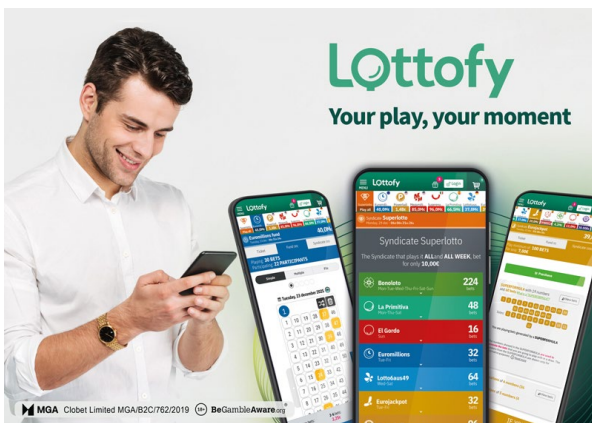
Learn more!

Learn more! 

[Link >](#)

VISUAL APPLICATIONS

IMAGE COMPOSITION EXAMPLES



PRINT APPLICATIONS

CORPORATE STAND - OFFICE MATERIAL

