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Intro

The purpose of having a LISA style guide is to establish and maintain brand consistency and to protect the brand from misuse. The brand symbolizes the institution in itself and must be kept intact. When the signature is altered in any manner it undermines the integrity of the products and values the brand stands behind and represents.

It is the responsibility of each of us to adhere to these guidelines in order to keep the Lisa identity to the truest form.

Thank you.

Brand personality

LISA as a company wants to convey:

- Trustworthiness
- Dependability
- Stability

Products:

- Easy to use
- Accessible
- Best cost/value ratio
- Fun

Core values:

LISA prides it's self in the delivery of quality modern products within a fully transparent process while offering the most comparative advantages to their customers.



RGB
255 102 0
HEX/HTML
FF6600
CMYK
0 74 100 0

Colors

The full-color positive version of the Lisa Lotto logo is the preferred version and should be reproduced preferably on a white and light-colored backgrounds which provide contrast.

There should be a high degree of contrast between the logo and its background.



RGB
255 102 0
HEX/HTML
FF6600
CMYK
0 74 100 0

Monochrome Logo (k100)

In newspaper ads, low-budget printing and originals for photocopying, use the black-and-white logo, which provides maximum contrast.



RGB
0 0 0
HEX/HTML
000000
CMYK
0 0 0 100

Negative Logo

When the negative logo is being used, please use proper formats examples. No other formats are acceptable. Please use background that provides maximum contrast.



Structure and proportions

A minimum of 1 x of free space that equals to about 1/2 of the size of the dot (lottery ball) on the letter i in the word Lisa that forms the logo, is required all around.

Minimum printable size

Whenever the logo is to be used in small sizes, the minimum required size is equal to 1.125"



Background applications

There should be a high degree of contrast between the logo and its background.

If the logo must appear on a light background color, do not use the full-color logo. The 2-color or black-and-white versions of the logo can be used. The background should also be a solid, neutral color that is equal to or lighter than a 30% value of black.



Incorrect Background usage

Avoid using logo on a background or picture that will not provide enough contrast and makes it illegible. Avoid contrast that creates vibrancy and illegibility.



Prohibited modifications

The logo cannot be modified. Avoid any alterations like disproportionate scaling or warping of any kind. The logo proportions should not be independently modified or scaled.



Prohibited modifications

Avoid any alterations like changing the logo or boxing it. Refrain from putting texts over the logo faded in the background with copy texts over it.

One allowed exception could be on raffle tickets for authentication purposes.

Please check with Lisa marketing and advertising team for proper approval.



Do not put texts over logo except for under very specific situation like on a raffle ticket

Game logos

All the game logos are original proprietary design of Lisa Lotto. They are fun, vibrant and colorful. They should not be altered in any way especially colors, shapes and proportions.

However, effects like 3D elevation or glitters for example are accepted when used in promotional ads and must be reviewed and approved by advertising and marketing department to assure that colors and effects are in line with brand integrity.

Game logos color



Game logos w. effects

Game logos Black

01 02 03
BOLOTO

BÒLÈT

MARYAJ

Lotto **5/5**

Lotto **3**

Lotto **4**

Lotto **5**



RGB
0 0 0
HEX/HTML
000000
CMYK
0 0 0 100



RGB
255 102 0
HEX/HTML
FF6600
CMYK
0 74 100 0



RGB
229 46 47
HEX/HTML
E52E2F
CMYK
4 96 91 0



RGB
43 164 221
HEX/HTML
2BA4DD
CMYK
71 19 0 0



RGB
138 195 64
HEX/ <!--
Generator:
Adobe
Illustrator

MARYAJ



RGB
229 46 47
HEX/HTML
E52E2F
CMYK
4 96 91 0

BÓLÉT



RGB
229 46 47
HEX/HTML
E52E2F
CMYK
4 96 91 0



RGB
236 44 146
HEX/HTML
1E4397
CMYK
1 93 0 0



RGB
255 105 0
HEX/HTML
EC2C92
CMYK
0 64 100 0



RGB
30 67 151
HEX/HTML
1E4397
CMYK
100 86 6 0



RGB
43 164 221
HEX/HTML
2BA4DD
CMYK
71 19 0 0



RGB
30 67 151
HEX/HTML
1E4397
CMYK
100 86 6 0



RGB
229 46 47
HEX/HTML
E52E2F
CMYK
4 96 91 0



RGB
30 67 151
HEX/HTML
1E4397
CMYK
100 86 6 0



RGB
229 46 47
HEX/HTML
E52E2F
CMYK
4 96 91 0

Applications

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