Primary Partnership Lockup

This execution is the favoured and primary Lotto NZ and NZ Lottery Grants Board lockup. It is full colour and has a width to height ratio of 3 to 1.

Whenever possible this is the execution that should be used. It has been created to show a clear distinction but also a balance and synergy between our two brands. When used in conjunction with other logos and devices the clear space around the lockup is equivalent to the width of the full ‘i’ from the Lotto word mark. The lockup also must always appear with the white key line around it at all times as illustrated below. Clear space is measured from the outside of this white key line. The rules shown below apply to all executions of all formats and variants of the lockup device.

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Supported by

Lotto
New Zealand

Funded by

NZ Lottery Grants Board

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Edge of white key line
[magenta line does not print]

Clear space

Cream
C:0 M:5 Y:20 K:0
R:255 G:239 B:207
PMS:1505[@13% tint]

Lotto Orange
C:0 M:60 Y:100 K:0
R:245 G:130 B:32
PMS:1505

Dark Blue 2
C:100 M:100 Y:0 K:30
R:33 G:29 B:112
PMS:2756
Alternative Partnership Lockups

While the 3 to 1 horizontal lockup is the preferred device, other alternate versions are available if required. Below are examples of the 1 to 1 ratio [square] device and the international paper ratio [1 to 1.4142]. The full range of available options is shown on the following pages, take the ratio suitable for your execution and scale it to the required size WITHOUT changing the ratio. If your requirements fall outside of these formats please contact info@lottonz.co.nz

The rules about clear space and colour shown on the previous page apply to all of these alternate versions equally. These files must not be altered or modified in any way, DO NOT change ratios, size or colour of elements.
All Partnership Lockups

If your requirements fall outside of these formats please contact info@lottonz.co.nz

1 to 1 ratio [square]

1 to 1.25 ratio

International paper ratio

1 to 1.5 ratio

2.5 to 1 ratio

4 to 1 ratio

3 to 1 ratio [preferred]

5 to 1 ratio
All Partnership Lockups black and white

If your requirements fall outside of these formats please contact info@lottonz.co.nz