

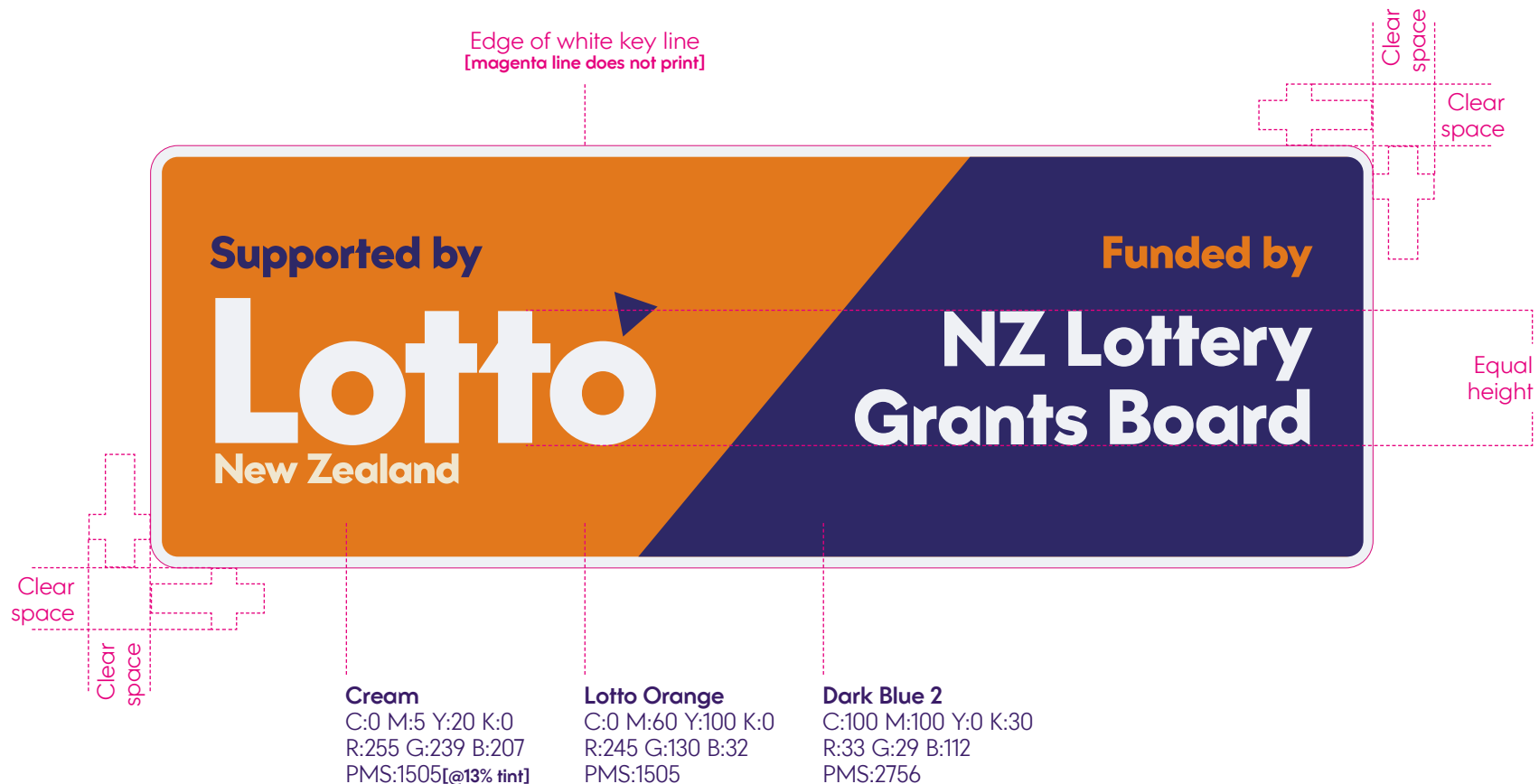


Lotto New Zealand
NZ Lottery Grants Board
Partnership Manual - July 2018

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 't' 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.



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.



1 to 1 ratio [square]



1 to 1.4142 ratio [international paper size]

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



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