

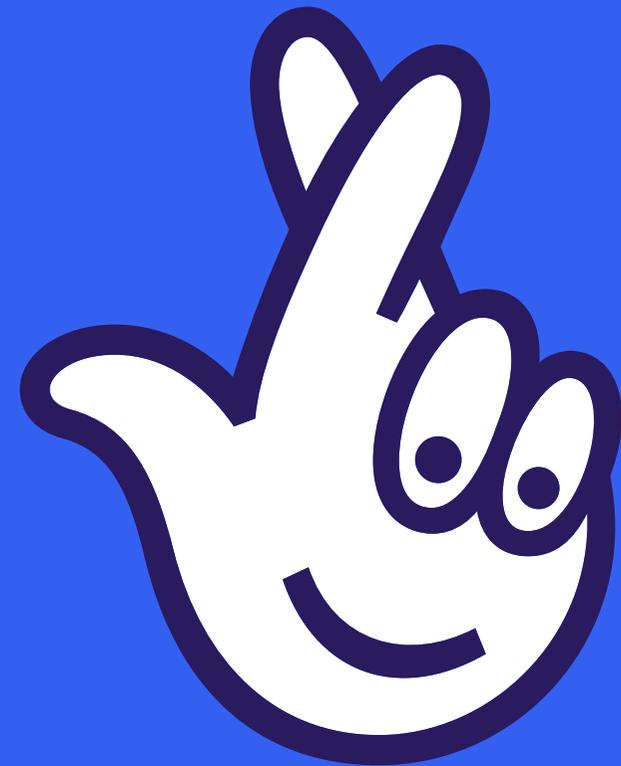
THE NATIONAL LOTTERY

Logos & Colours

More than a logo, the 'Crossed Fingers' are our crown jewels - the distinctive, joyful, reassuring heart of the brand since 1994.

On the next pages you'll see how to use this iconic logo.

By following the rules correctly, you'll help to create a strong and consistent brand.



**THE NATIONAL
LOTTERY®**

The National Lottery (TNL) Logo Versions

These are the logo options for use across TNL branding. They all carry the 'Crossed Fingers' at their heart. The elements of the logos always appear together in a fixed size/position relationship, and must not be separated or distorted in any way.

In most environments the Crossed Fingers logo requires the added context of the type lockup. Only in placements where it is obvious that The National Lottery is speaking should we consider using the standalone crossed fingers.

Our logo has been carefully created - so always use the master artworks supplied and never create your own.

With the crossed fingers logo, colour is vital to create the right level of standout. The logo always appears with a TNL Heritage blue keyline.

The mono version of the logo should only be used where colour reproduction is not feasible.



**THE NATIONAL
LOTTERY®**



**THE
NATIONAL
LOTTERY®**



The National Lottery (TNL) Logo Placement & Size

To ensure crossed fingers logo is always seen at its best always use these size and placement rules.

Clear space

The logo loves its personal space, so give it room to breathe and be seen clearly.

Minimum size

To make sure the logo retains its legibility and stand-out at all times, its minimum size has been set. The stacked logo should be no smaller than 50px or 20mm in height, and the horizontal logo should be no smaller than 50px or 10mm in height.



The National Lottery (TNL) Colour Palette

Born from the original 1994 identity, Blue is our hero colour. We use the more vibrant royal blue in balance with the historical heritage blue. This balance of freshness and modernity versus a richness, credibility and heft to the party brings our brand a fantastic palette to play with.

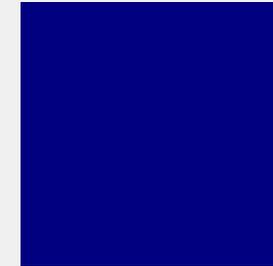
We never use black unless needed for printing in B&W.

Secondary palette

These should be used sparingly, and to provide separation for low priority messaging.



Royal blue
#3460F2
C: 90 M: 48 Y: 0 K: 0
Pantone 285C



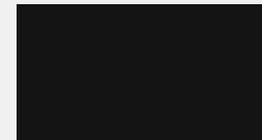
Heritage blue
#000080
C: 100 M: 95 Y: 0 K: 30
Pantone 2748C



Royal blue shadow
#1432C8
C: 90 M: 72 Y: 0 K: 0
Pantone 2728C



Secondary blue
#4F7BF7
C: 70 M: 48 Y: 0 K: 0
Pantone 2727C



Black
#141414
C: 0 M: 0 Y: 0 K: 95



Light grey
#F0F0F0
C: 0 M: 0 Y: 0 K: 5

Need something more?

If you have any questions regarding the content of these guidelines, their application or require access to The National Lottery brand assets, Please get in touch.