

# Student Loan Lottery

## Brand Guidelines

## Table of contents

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<b>01</b>	<b>Overview</b>	Key brand foundations, including an overview of the company, its voice, vision, and tagline.	03 - 04
<b>02</b>	<b>Logo</b>	This section covers the logo design, including its construction, variations, clear space, and usage guidelines.	05 - 11
<b>03</b>	<b>Colors</b>	Brand's color palette, including primary and Grayscale colors, usage guidelines.	12 - 14
<b>04</b>	<b>Typography</b>	Primary and secondary typefaces, usage hierarchy, and styling guidelines	15 - 17
<b>05</b>	<b>Applications</b>	Applications across various touchpoints, demonstrating how the logo should be used in real-world scenarios	18 - 19

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# Overview

01

# Overview

## Brand Vision

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Student Loan Lottery envisions a world where student loan burdens are alleviated through innovative, community-centric gaming. We harness state-of-the-art technology, regulatory adherence, and social commitment to create a trusted platform for debt relief. By merging entertainment with impactful giving, we foster a transparent, engaging community outreach model that empowers individuals and donors to participate in meaningful philanthropy. Our mission is bold: to offer real, trackable financial freedom and redefine charitable gaming, ensuring accessibility and transparency while building a trusted, ethical culture of giving to transform financial futures.

## Tagline

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“Win Your Future, Relieve Your Debt.”

# Logo

02

# Logo



**Student  
Loan  
Lottery.**

## Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

# Logo



**Student  
Loan  
Lottery.**

## Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

# Logo



**Student  
Loan  
Lottery.**

## Tertiary

The tertiary logo is another color variation of the primary logo, designed to provide additional flexibility across different backgrounds and applications while maintaining brand consistency.

# Logo Mark

Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.



Primary



Secondary



Tertiary

# Logo Clearspace



The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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# Colors

03

# Colors

HEX

#FFFFFF

HEX

#1E1D1D

## Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

HEX

#17FE9B - #24B2FB

# Colors

Grayscale Color - 01

Cloud

HEX  
#EDEEFF

Grayscale Color - 02

Smoke

HEX  
#D3D6E0

Grayscale Color - 03

Steel

HEX  
#BCBFCC

Grayscale Color - 04

Space

HEX  
#9DA2B3

Grayscale Color - 05

Graphite

HEX  
#6E7180

Grayscale Color - 06

Arsenic

HEX  
#40424D

Grayscale Color - 07

Phantom

HEX  
#1E1E24

Grayscale Color - 08

Black

HEX  
#000000

## Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

# Typography

04

# Typography

## Manrope

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

**Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

**ExtraBold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

This font represents the brand's primary typography and should be used across all communications to ensure a consistent and professional visual identity.

# Typography

## Type Scaling

64 Px

# Heading 1

48 Px

## Heading 2

32 Px

### Subheader 1

24 Px

### Subheader 2

18 Px

Paragraph 1

16 Px

Paragraph 2

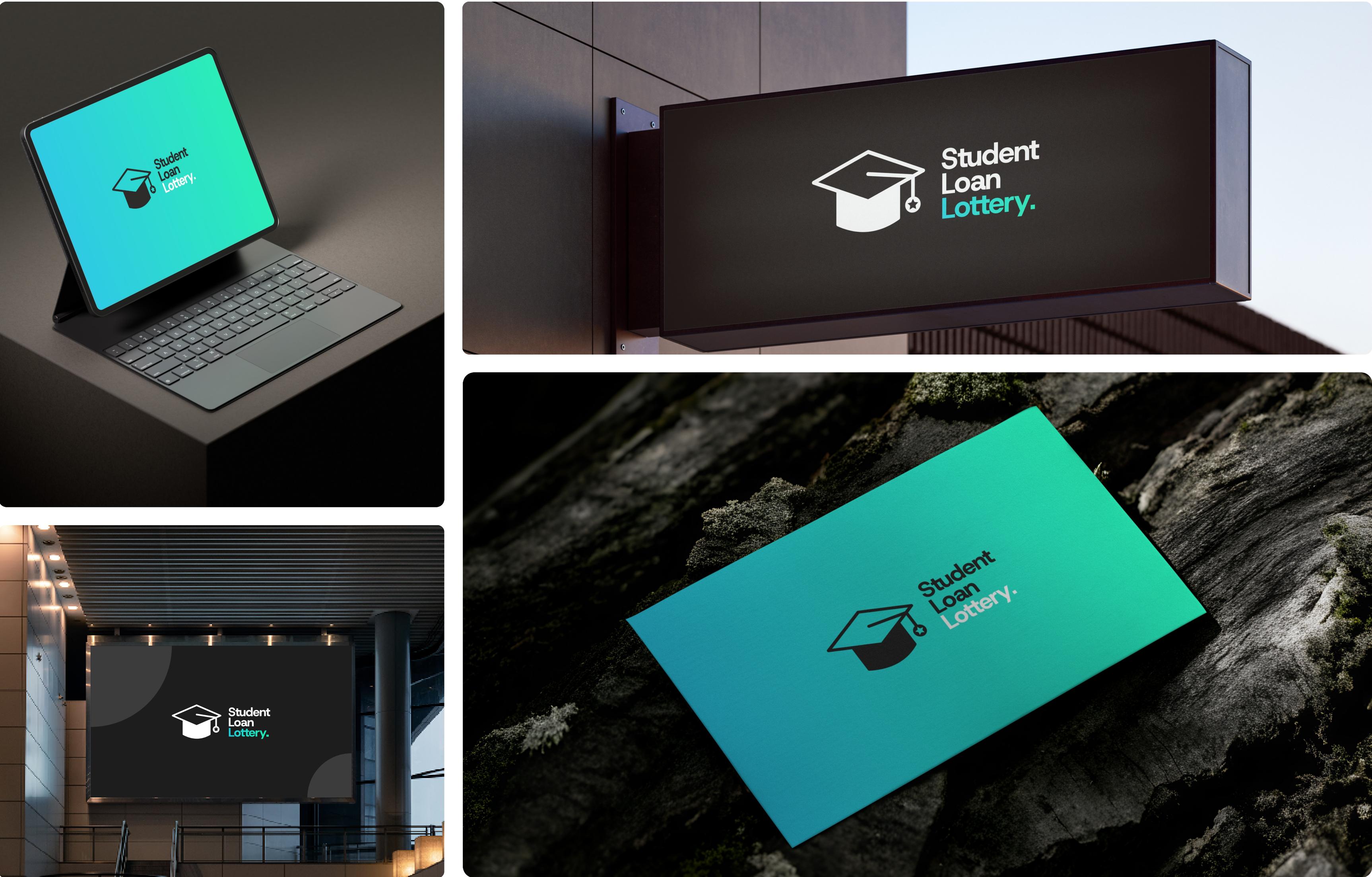
Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

# Applications

05

# Applications

This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.



# Thank You