Lucky 7

Branding Guidelines

#StayLucky

Brand Motives & Future Goals.

L7's motivation is simple. build something we're proud of & something people genuinely want to be a part of and represent. We are all about dedication, passion & building foundations.

For the future, We want L7 to grow beyond just gaming into a global brand across content, esports, Merchandise & Events. while still keeping that community & family feeling we've always had.

We Want To Keep evolving, create opportunities for all people around & build something that remains and stays forever.

Lucky 7 Green

#11973E
RGB: 17, 151, 62
CMYK: 78, 15, 94, 4

80%	60%	40%	20%

Night

#0A0A0A
RGB: 10, 10, 10
CMYK: 78, 15, 94, 4

Baltic Sea

#282828
RGB: 40, 40, 40
CMYK: 62, 52, 50, 71

Gainsboro

#DFDFDF
RGB: 223, 223, 223
CMYK: 15, 10, 10, 0

Seashell

#F1F1F1
RGB: 241, 241, 241
CMYK: 7, 4, 4, 0

Logo Altering

The Lucky7 Logo Shouldn't be altered with.

It should remain
true to itself and it's original
geometric shape.
The Only Time the Logo can be
altered with is the following:

Player AVI's & Banners

Player & Follower AVI's & Banners
are fine to alter with colour variation,
textures & font.
But should't tamper with the shape.
(Example 1.)

Merchandise

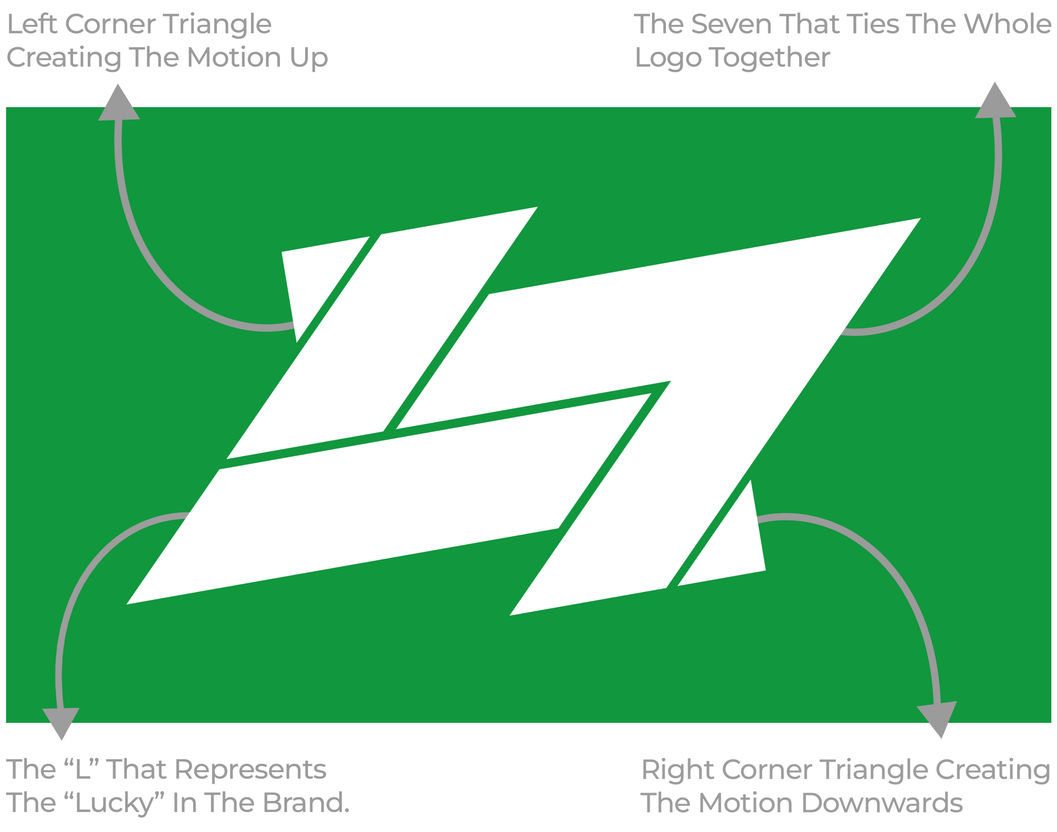
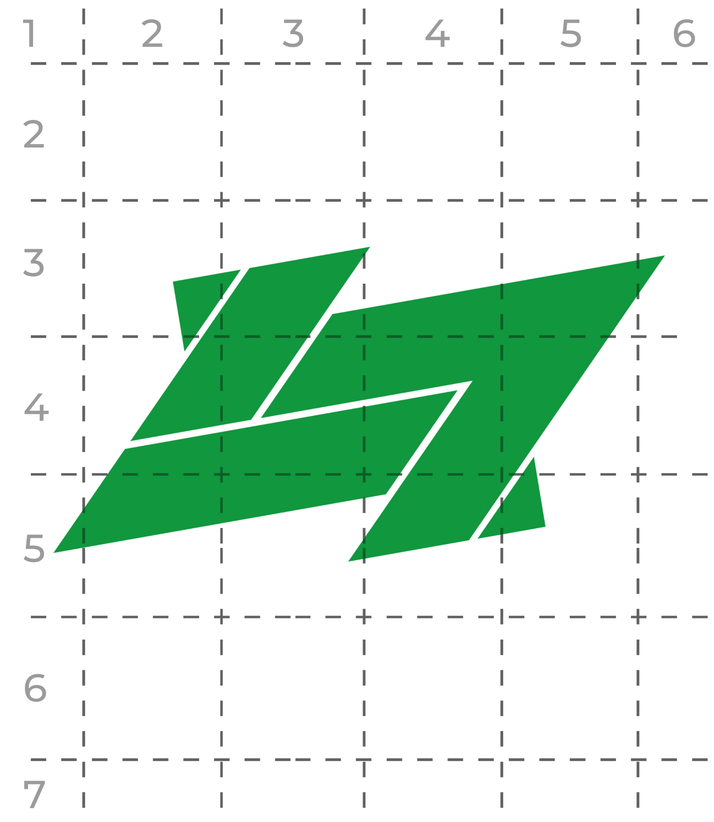
The Logo Can Be Altered With
Merchandise Concepts.
But not past the point where the logo
is unrecognisable. (Example 2.)

Overall:
The Logo Should remain true to itself

#11973E	RGB: 17, 151, 62	CMYK: 78, 15, 94, 4	Lucky 7 Green
#0A0A0A	RGB: 10, 10, 10	CMYK: 63, 52, 51, 91	Night
#282828	RGB: 40, 40, 40	CMYK: 62, 52, 50, 71	Baltic Sea
#DFDFDF	RGB: 223, 223, 223	CMYK: 15, 10, 10, 0	Gainsboro
#F1F1F1	RGB: 241, 241, 241	CMYK: 7, 4, 4, 0	Seashell

Brand Logo Breakdown

Lucky 7 Gaming's Iconic Logo is a display of abstract and minimalist design.

The Key Elements Of The Logo:

Minimal Detail:
Creating a Versatile and Uncluttered Logo For the use for various branding.
Usage Of Triangles:
On The Edges of The L and the Seven there are triangles, which create a distinctive, dynamic and sharp look to the logo.
Balanced Placement:
With It's Diagonal Placement it creates motion to the logo but still retaining it's balanced placement.