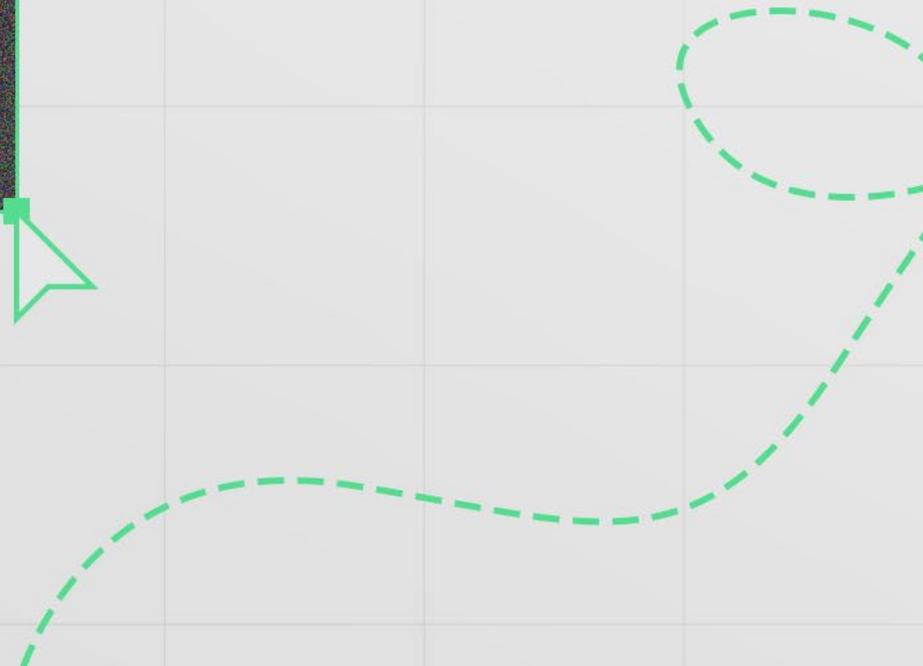


# Dotlab Creative Book





DOTLAB

DOTLAB CREATIVE

# TOWER OF GOD

Client: NGELGAMES

## Concept

Emphasized each character's original story and action, utilizing the unique feature of its original webtoon which has a solid storyline



WELCOME TO TOWER OF GOD  
AGUERO  
TOWER OF GOD  
GREAT JOURNEY  
TOWER OF GOD  
GREAT JOURNEY

Play For Free

Tower of God  
GREAT JOURNEY  
Play For Free

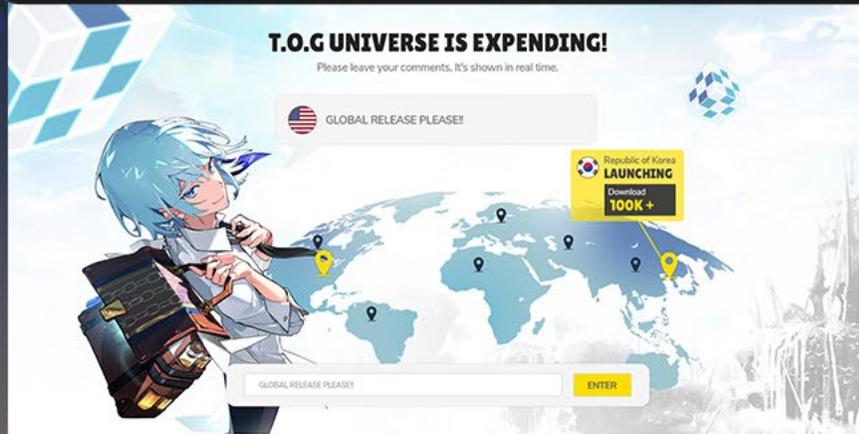
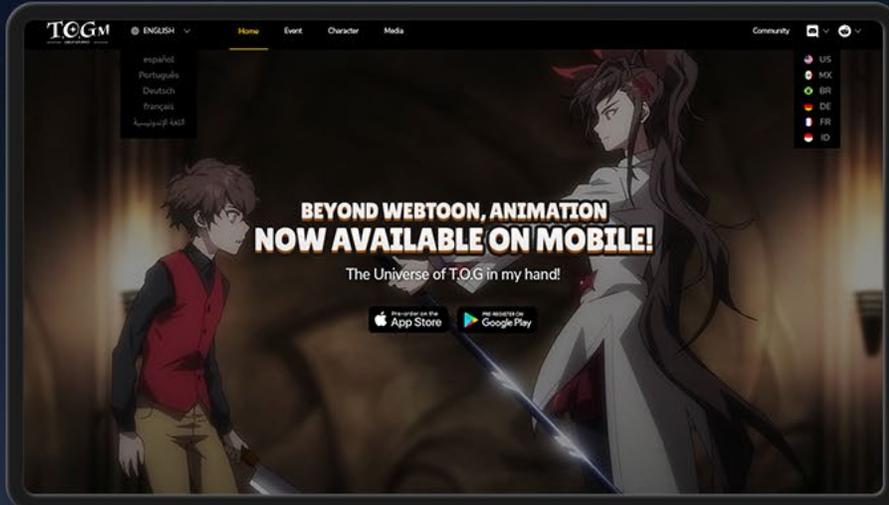
Tower of God  
GREAT JOURNEY  
Welcome to Tower of God  
DOTLAB CREATIVE

Tower of God  
GREAT JOURNEY  
HELL TRAIN UPDATE  
NOW YOU'RE ALL MY PREY  
GET NOW

Tower of God  
GREAT JOURNEY  
We're finally back in the Game!  
PLAY NOW

Tower of God  
GREAT JOURNEY  
Download on the App Store  
GET IT ON Google Play

Tower of God  
GREAT JOURNEY  
WHO WILL BE CROWNED?  
DOWNLOAD NOW



# DUBIUM

Client: MUMO STUDIO





## Concept

Designed copies, minimizing effects to unify the color with the logo  
Highlighted characters by using dark backgrounds and situational scenes to align with the thriller genre

**DUBIUM**

**NO!  
COMPLETE THE MISSION  
AND  
ESCAPE**

**CHOICE FOR SURVIVAL  
COOPERATE  
OR  
ELIMINATE?**

**DUBIUM**



**A TYPICAL  
'FIND-A-TRAITOR'  
GAME?**



**DUBIUM**

**PLAY NOW**

The logo for DOTLAB, featuring a white circle with a stylized 'D' inside, followed by the text 'DOTLAB' in a bold, white, sans-serif font.

DOTLAB

DOTLAB CREATIVE

A detailed illustration of a character with white hair, wearing a green and gold robe, holding a sword. The character has a determined expression. The background is dark with floating orange particles.

# Hero Blaze: Three Kingdoms

Client: Natris



## Concept

Designed to avoid ordinary  
'Romance of the three kingdoms'  
visuals

Arranged character illustrations  
and copies to emphasize actions



때가 왔다!  
**신서버 오픈**  
 지금 바로 합류하라

지금 바로 다운로드



와 주었다

DOT LAB CREATIVE

100%

무엇 특별 보상!

5-7★ 무장 티켓	만두 100개	여의주 200개	금화 300,000개
---------------	------------	-------------	----------------

구한동과 리버스 상국지 LITE

LAUNCHING EVENT

HERO BLAZE  
THREE KINGDOMS

GET BOOSTING!

DOWNLOAD NOW



구한동과 리버스 상국지 LITE

한계가 없는 돌파  
끝을 모르는



구한동과 리버스 상국지

새로운 세상이 열린다



함께 라면 우리는

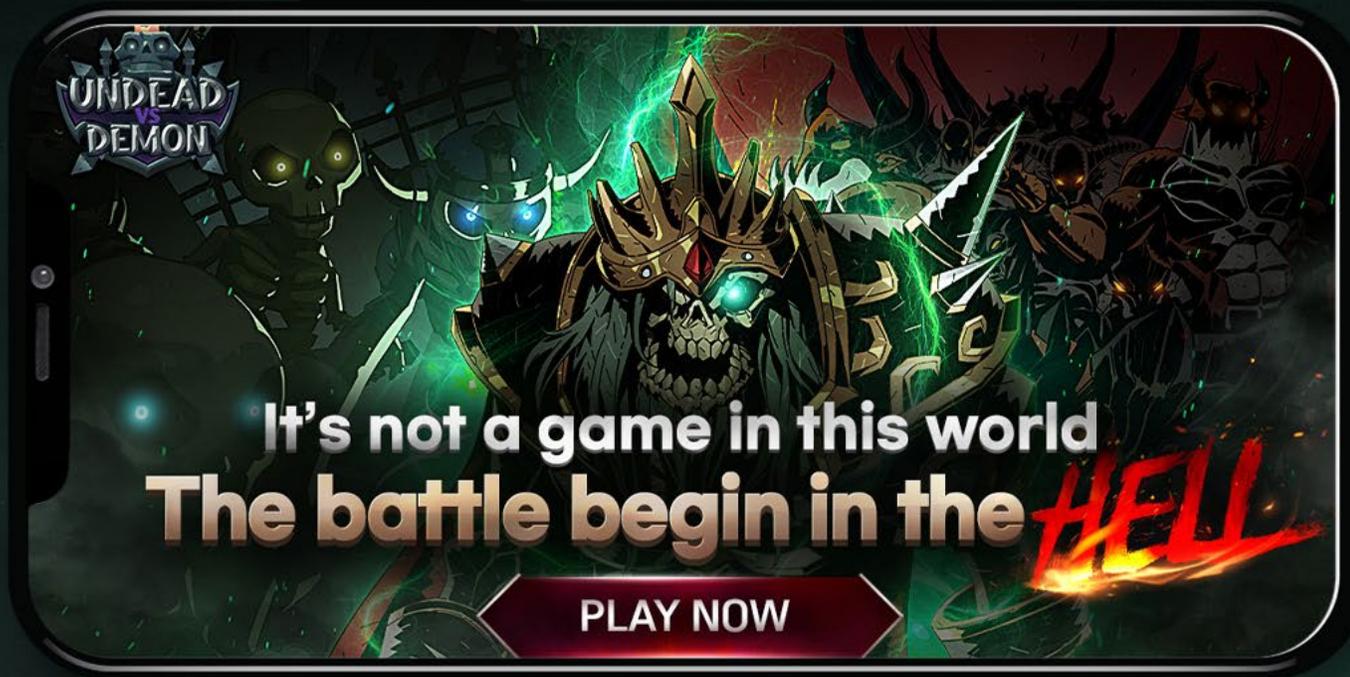
다 각색직접이야



# Undead vs Demon

Client: Funtrigger

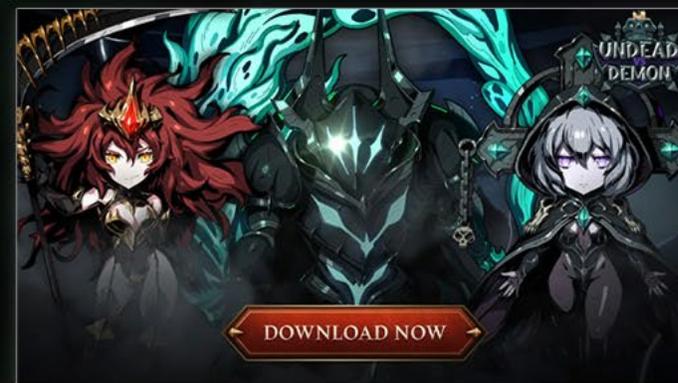




## Concept

Created to build anticipation of the game by placing the demon in the center against the dark background and using characters with auras and bright light effects in their eyes.





Watch the video >



NO INVADE PLS

Client: NEW NORMAL SOFT



## Concept

The game uses a variety of cute graphics and in-game reward elements to create a casual game feel.

# REAL FARM

Client: NeoGames





## Concept

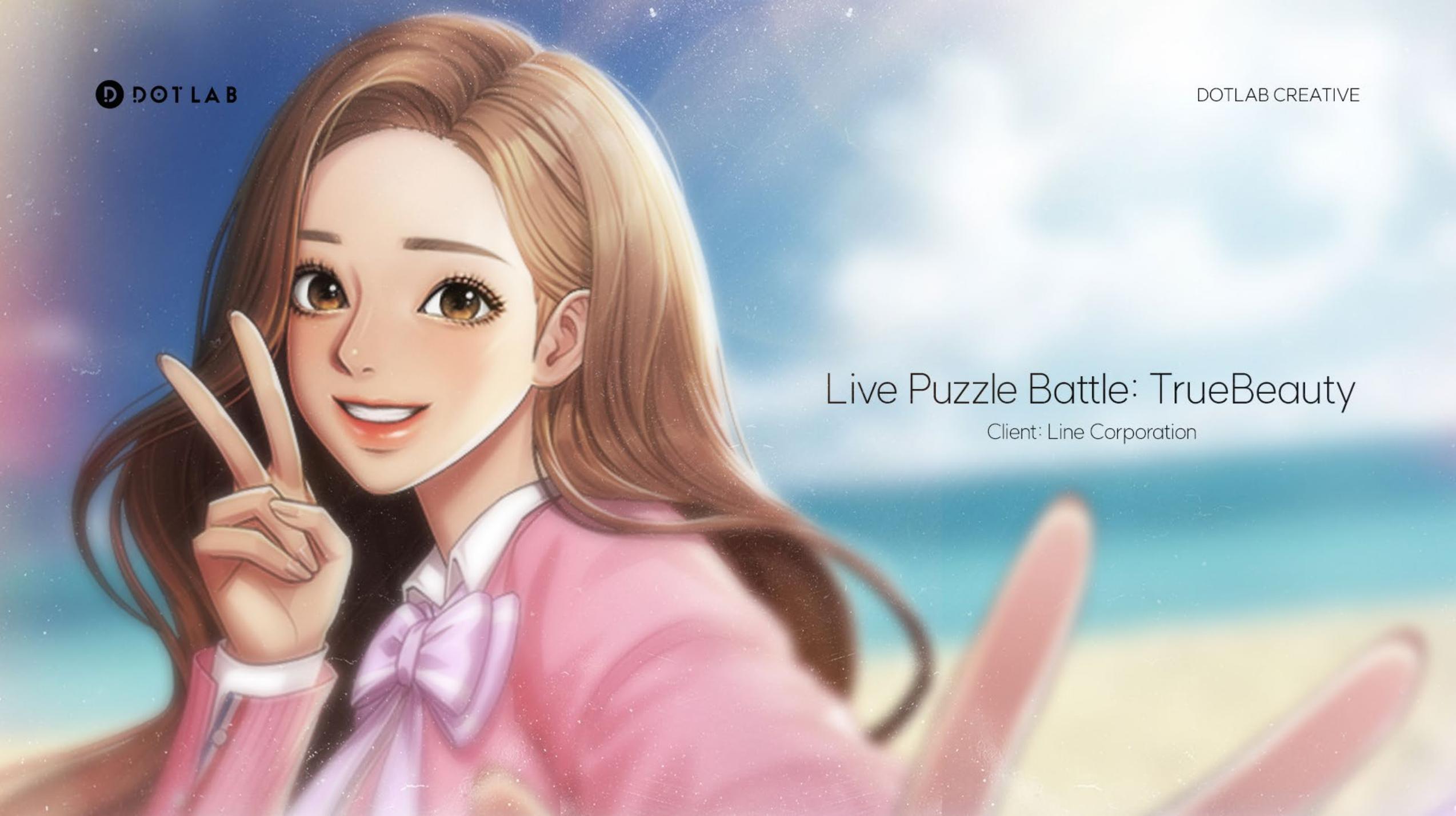
Express a variety of situations in a fun way using fonts and design elements that match cute and lovable characters.





# Live Puzzle Battle: TrueBeauty

Client: Line Corporation





## Concept

Unified colors and emphasized the original IP to create coherence between puzzles and characters







Watch the video >

# Fishing Village Tycoon

Client: Buff Studio



## Concept

Used cute fonts and sea backgrounds to create the cool and refreshing atmosphere



FISHING VILLAGE TYCOON\_BANNER





# HORIZON WALKER

Client: Gentlemaniac



## Concept

The promotional images highlighting various concepts express the charm of each character, raising expectations for the game.

# Pmang New Matgo

Client: NEOWIZ





## Concept

Expressed to harmonize with seasonal and eye-catching creatives for "Hwatu", utilizing adorable characters as the main point while considering its traditional aspect





# SOUL EATER IDLE

Client: KrakenGames



## Concept

Create market images and advertising materials with eye-catching visuals graphic effects based on actual in-game sources, while preserving the unique art style of the character IP.



소울이터  
키우기

**무한 지원**  
뽑기권, 다이아가 게임만 하면 쏟아진다



소울이터  
키우기

**스킬 연계**  
나만의 최강 스킬 조합을 찾아라

# Soulworker

Client: Lion games





## Concept

Placed copies in a torn paper style to align with the game's apocalypse concept

Applied contrasting colors and made a distance between characters to convey confrontation and to give a three-dimensional feeling

# Solitaire: Farm Village

Client: StickyHands

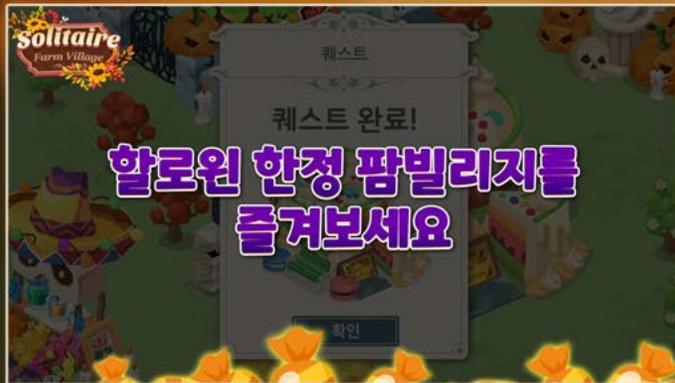




## Concept

Placed small and cute characters and objects alongside other elements  
Used round fonts and applied effects to create a sense of texture







Watch the video >

# Picking The Best Sword

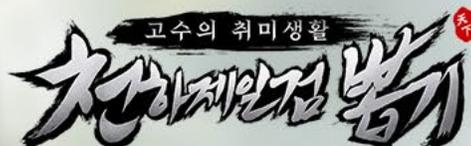
Client: Nexture



Final BI



Candidate BI



## Concept

Used rough brush fonts to align with the "Wuxia" concept

Applied gold and silver colors to the fonts, which are commonly found in Wuxia content

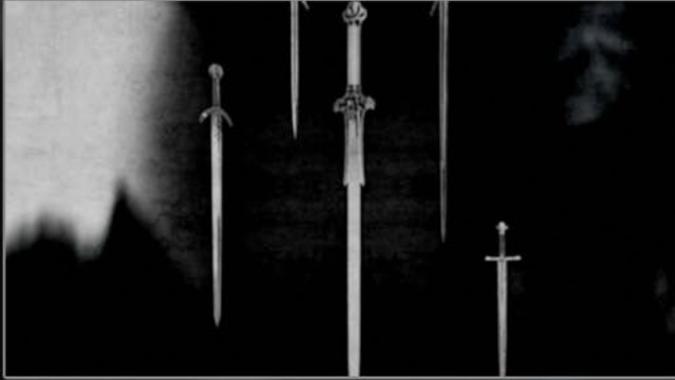
PICKING THE BEST SWORD\_BANNER



## Concept

Combined characters and images related to random draws, reflecting the characteristic of the gacha concept

PICKING THE BEST SWORD\_VIDEO



Watch the video >



# KING SMITH

Client: ACTIONFIT

## Concept

Composed to emphasize the diversity of characters and in-game elements, taking advantage of the characteristics of pixel games.





# Dragon Village

Client: Woncomz





## Concept

Expressed each dragons' elements by using various compositions  
Used hatching dragons' illustrations to show the game's feature

# I LOVE COFFEE

Client : NEXTURE

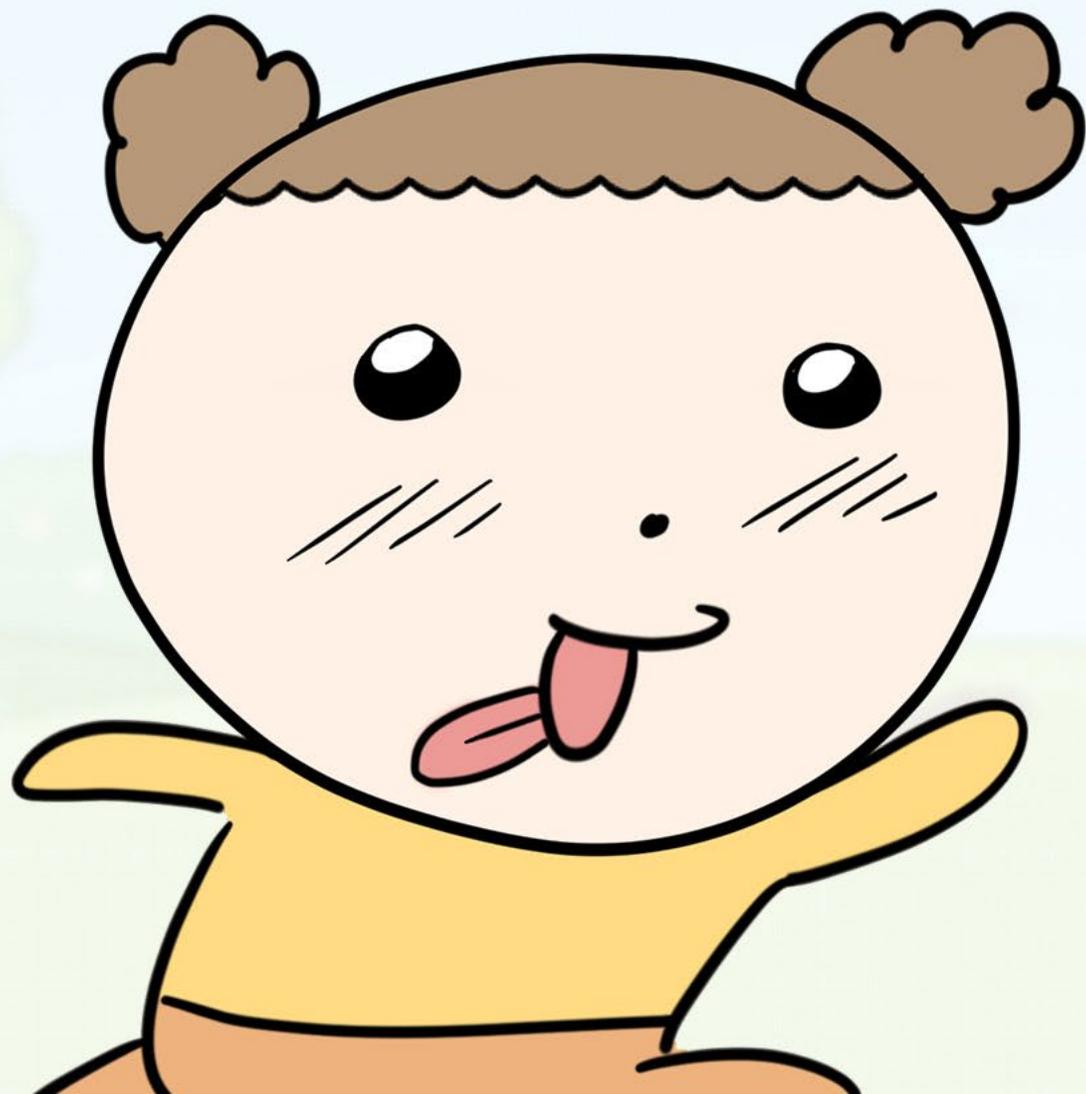




# 아이러브커피

ANNIVERSARY





# MARU IS A PUPPY

Client: NEXTURE

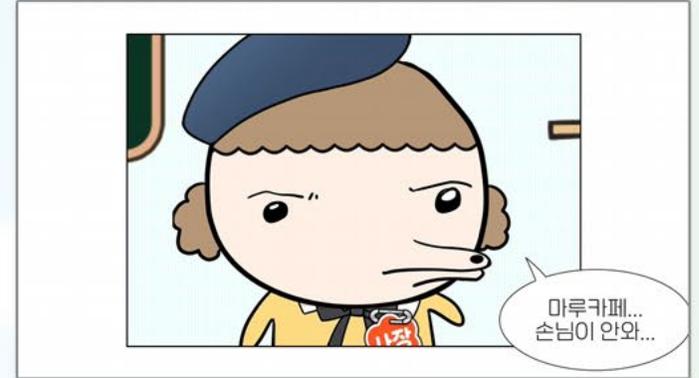


## Concept

This pot selectively captures the warm emotions found on pre-order pages and banners utilizing webtoon IP. It highlights characters that maximize the feel of the central webtoon.







Watch the video>



Watch the video >



# MABINO GI MOBILE

Client : NEXON







# MAPLESTORY IDLE

Client: NEXON

## Concept

New character teaser material shows a weighty tone on a clean background, and uses gold-based colors to make the character's skills stand out.





[Watch the video >](#)

# Magic Tower Rush

Client: ONEPERCENT



KOREAN BI



ENGLISH BI



## Concept

In the case of Korean BI, it is expressed with elements such as a tower, shield, and knife to show that it is a defense game that protects the tower. English BI is designed in a way that shows the atmosphere of a casual and cute game



## Concept

The fun elements of the game and cute characters are expressed in a funny way through memes or parodies. Make the background as simple as possible to focus on the character or situation





# Arcane saga

Client: YJM Games



## Concept

The background is expressed with a sense of space to heighten expectations for the game, and we express the confrontation and character characteristics in color





ARCANE SAGA \_ VIDEO

[Watch the video >](#)

ARCANE SAGA  
THE ORDER OF THE LEGENDS

캐주얼 전략 RPG

피지컬보다  
뇌지컬

지금 다운로드

ARCANE SAGA  
THE ORDER OF THE LEGENDS

무과금 플레이로 무한히 폭풍성장!

100  
메이  
1000  
1000  
3000

ARCANE SAGA  
THE ORDER OF THE LEGENDS

사전에약 보상으로  
더 빠르고 더 강력하게

레벨업 티켓  
오라상자(레어) X 1  
실버 X 100만

# NANOSPACE

Client: Galileo Sky LLC





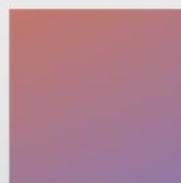
NANOSPACE\_VIDEO

[Watch the video >](#)



## Concept

We designed to focus on the characteristics, expressions, and weapons of each character with a clean background



Seoul Store

Client: BRANDI

# Concept

Created weekly promotion pages to align with the week's concept  
 Used design elements and colors that match the promotions' theme, highlighting copies and titles with them



## #아이돌 착장 리뷰 이벤트

리뷰만 써도  
포인트 팡팡!

- 포토리뷰: 2,000P (상품 사진)
- 코디리뷰: 5,000P (착용 사진)

베스트 리뷰어  
TOP3 선정

- 1등 에어팟 맥스
- 2등 미우미우 카드지갑
- 3등 딥디크 핸드크림

- 이벤트 참여 방법
- 01 아이돌 착장템 구매
  - 02 포토 리뷰 남기기
  - 03 PUSH 알림 허용하기
  - 04 베스트 리뷰어 당첨 기다리기

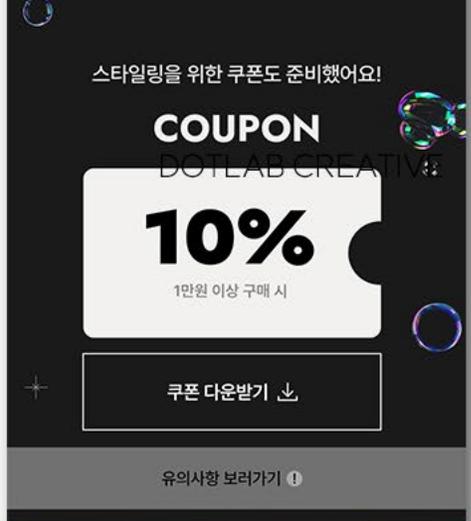
TIP! 코디 리뷰 작성 시, 당첨 확률 UP!

당첨 알림 받기 >

당첨 여부는 알림을 통해 전달되며 꼭 서울스토어 PUSH를 동의해주세요!

스타일링을 위한 쿠폰도 준비했어요!

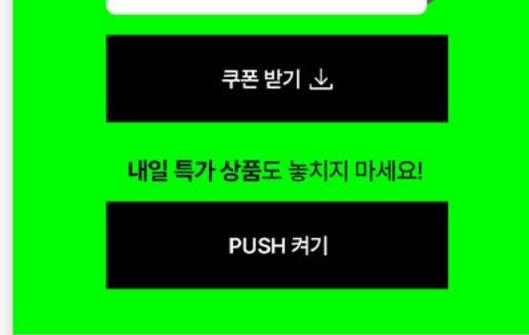
COUPON  
10%





COUPON

최저가 쿠폰팩



유의사항

- 쿠폰 적용 상품 및 유효기간은 마이페이지 > 쿠폰에서 확인 가능합니다.
- 발급되는 쿠폰은 타 쿠폰과 중복 사용이 불가능합니다.
- 해당 쿠폰은 프로모션 기간 동안 하루 1개의 ID 당 1회 사용 가능합니다.
- 기간 내 발급 및 사용 가능하며, 미사용 시 자동 소멸되며 재발급은 불가능합니다.
- 당사 사정에 의해 예고없이 변경/조기 종료 될 수 있습니다.
- 본 프로모션은 운영 기간(23.09.11 ~ 09.17)동안 오전 11시 오픈됩니다.



Today  
오늘의 특가  
09.11 (월)



메종마르지엘라  
가죽 버킷 숄더백

748,000  
**최종 쿠폰가 585,403**

14%



퍼퓸허브  
[랑방/조알론/메종마르지엘라]외  
명품인기향수 특가전

64,000  
**최종 쿠폰가 20,832 ~**

65%

Next

내일의 특가  
09.12 (화)



아미  
스몰 허트 로고 티셔츠 오버핏

285,000  
**최종 쿠폰가 114,187**



레터프롬문  
트리플 나비 자수 스웨트셔츠 (블랙)

60,000  
**최종 쿠폰가 39,360**

※ 재고 소진 시 별도의 안내 없이 이벤트가 종료될 수 있습니다.

더 많은 기획전 보러가기 >



UP TO 76%  
HELLO AUTUMN 새로운 시즌의 뷰티템 할인



UP TO 80%  
Love in Fall, 2023 가을 컬렉션



UP TO 72%  
CASUAL FESTA 가을 데일리 아이템



UP TO 68%  
헬로 어텀, 가을이 왔어텀



이벤트 기간 내 1회 참여 가능 (2개 이상 구매시, 페이백 금액이 높은 상품 기준으로 1회 지급)

고세 고세핸드백 비비 스퀘어숄더백	행사 할인가 42,036원
페이백 포인트	37,833원
최종 혜택가	4,203원

에잇세컨즈 경량 셔링 점퍼	행사 할인가 40,100원
페이백 포인트	20,050원
최종 혜택가	20,050원

오오엠엘 시그니처 신상 맨투맨 세트	행사 할인가 44,400원
페이백 포인트	22,200원
최종 혜택가	22,200원

이벤트 기간 내 1회 참여 가능 (2개 이상 구매시, 페이백 금액이 높은 상품 기준으로 1회 지급)

페이백 받는 방법

- 01 페이백 신청하기
- 02 해당 상품 구매하기
- 03 알림 켜고 기다리기
- 04 포인트 지급 완료!

이벤트 기간 내 1회 참여 가능 (2개 이상 구매시, 페이백 금액이 높은 상품 기준으로 1회 지급)

페이백 받는 방법

- 01 페이백 신청하기
- 02 해당 상품 구매하기
- 03 알림 켜고 기다리기
- 04 포인트 지급 완료!

**포인트 페이백 신청하기 >**  
응모 고객에 한하여 페이백이 지급됩니다.

페이백 받는 방법  
"포인트가 정상적으로 적립되었습니다."  
메시지가 뜬다면정상적으로 신청 완료!

**PUSH 알림 켜기 >**

페이백 유의사항 >

**더 많은 상품이 있어요!**  
(아래 상품은 페이백 미적용 상품입니다.)

**THANK**

**YOU**

