



## WyoLotto Logo Guidelines

v1.0 January 2014



**JUST MAYBE**

WyoLotto Logo with Tagline



WyoLotto Logo

## Guideline Intent

The WyoLotto logo is a trademark of the Wyoming Lottery Corporation. To protect and reinforce the WyoLotto brand, we have created a distinct and recognizable logo for use in identifying and promoting the Wyoming Lottery and its games. When displaying the WyoLotto logo, please follow the guidelines illustrated below.

## Logos

The examples shown are the approved logos for the WyoLotto logo, no other colors should be used.



WyoLotto Logo with Tagline



WyoLotto Logo

## Light Background Logos

The examples shown are the approved logos for the WyoLotto logo to be used on white or light backgrounds, no other colors should be used.



WyoLotto Logo Text Only



YOLO - The Jackpotalope

## Secondary Logos

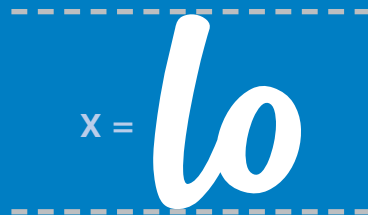
The examples shown are the approved secondary logos for the WyoLotto logo to be used when the full logo is not appropriate.



WyoLotto Logo Text Only



YOLO - The Jackpotalope



## Clear Space

A protected area of clear space must surround the WyoLotto logo in all print and web applications.

The clear space is measured by using the height of the 'L' as illustrated.

The logo should never appear smaller than 3/4" (20 mm) in height.



The WyoLotto logo should be placed on backgrounds with sufficient contrast.



The WyoLotto logo should not be placed on backgrounds with insufficient contrast.



The WyoLotto logo may be placed on images, but should be used in neutral areas.



The WyoLotto logo should not be placed on busy and high contrast backgrounds.



The WyoLotto logo may be placed on backgrounds with sufficient clear space around it.



Do not introduce a shape around the WyoLotto that suggests a logo.

## Background Control

The logo must not be placed on backgrounds that decrease its legibility, or threaten its integrity.

This includes two, three, and four dimensional applications, and is extremely critical at smaller reproduction sizes.

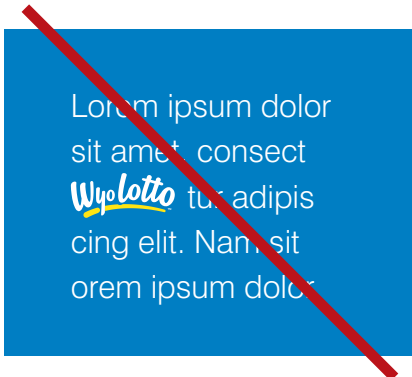
Often, a certain visual effect or meaning is intended at the expense of the brand; ultimately infringing on the integrity of the brand identity.



Never change the logo color outside of the official palette.



Never change the proportion of the logo.



Never place the logo in-line with text.



Never typeset the logo.



Never introduce outside elements to the logo.

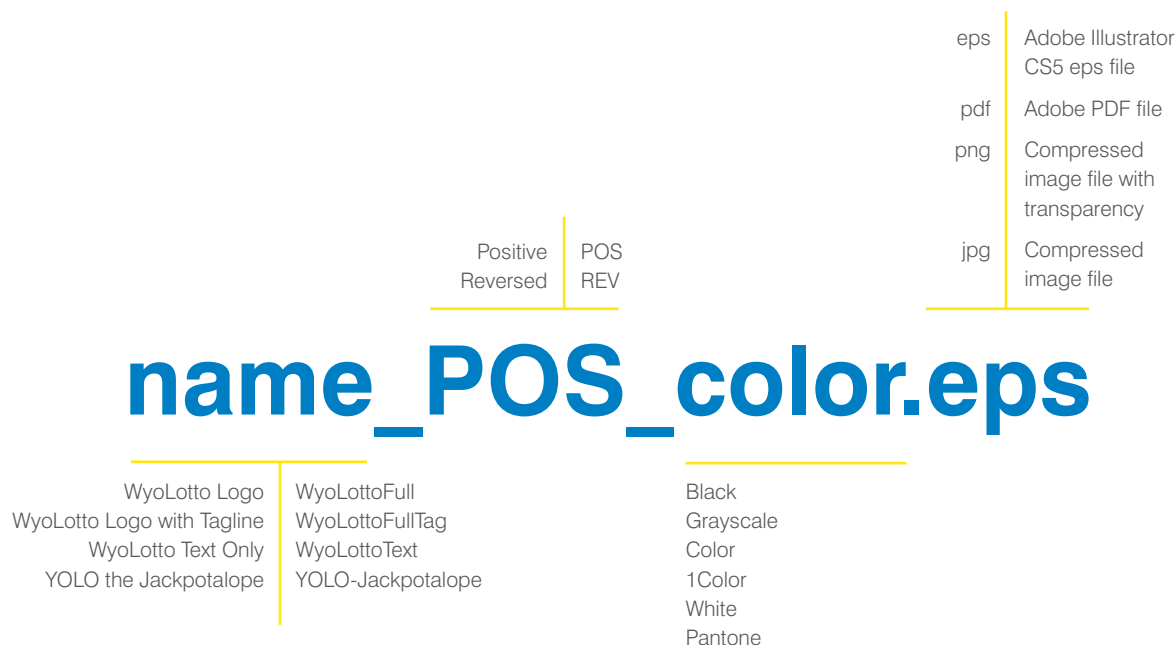


Never lock the WyoLotto logo up to a product name unless using an approved layout.

## Misuse

The logo is not to be adjusted, transposed, warped, manipulated or changed in any way. This includes specialty applications, advertising campaigns and in-house designed materials.

These examples illustrate what not to do. If in doubt, use the original logo.



## File Naming & Formats

Use this naming convention guide to select the appropriate files for reproduction.

### EPS Files

EPS files can be imported into or opened through page layout and illustration software such as Adobe Illustrator, Photoshop or InDesign. The EPS logos should be used for high-resolution print applications.

### PDF Files

PDF files can be used to ensure documents look the same from system to system when sharing files with others that don't have the same software, platform or fonts.

### PNG Files

PNG images are best used with logos, line drawings, icons and photographs with transparency. (In photos without transparency, JPEG can be used for smaller file sizes.)

### JPG Files

JPG images are best used with photographic or bitmap images. Care must be taken when working with JPG images as each time a JPG is resaved, more and more compression artifacts are introduced.





**WyoLotto Blue - PMS 285 C**

CMYK 85/43/0/0 | RGB 0/126/195 | HEX #007EC3



**WyoLotto Yellow - PMS 109 C**

CMYK 0/6/95/0 | RGB 255/229/18 | HEX #FFE512

## Color Palette

The WyoLotto color palette consists of these core colors. The consistent use of these colors will create recognition and strengthen the WyoLotto brand. Generic yellows and blues are unacceptable substitutes for these carefully selected colors. Please use the specifications as they appear for accuracy. Use a Pantone Matching System (PMS) and specify “spot” colors whenever possible.

