WyoLotto

™

THE WYOMING LOTTERY
BRAND STANDARDS

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GUIDELINE INTENT

Why Brand Guidelines?

This document is a guide to understanding, sharing, promoting and preserving the Wyoming Lottery brand. We've created it to help WyoLotto™ retailers use the WyoLotto brand elements properly so they can leverage the strength of the brand's identity to build awareness and promote ticket sales.

Like any brand, the Wyoming Lottery's brand benefits when it's represented properly and consistently. And we're not just talking logos here. A brand is so much more than that. It's actually an experience. The truth is, how and what someone thinks of a brand is formed by a series of experiences across multiple touchpoints. Visual, aural, written, and even tactile encounters ultimately shape an individual's perception of a brand. That's why it's so important to ensure that not only are those encounters positive, but that they're uniform, too.

We want our retailers to succeed. To help make sure that you do, we place a lot of emphasis on vigorously promoting the Wyoming Lottery and its games. Everything from signage, POP materials, print and online ads, social media postings, website design and content and more, have been specifically created to engage, inform, excite and motivate players and potential players — all for the purpose of building ticket sales traffic for our retailers.

Producing Your Own WyoLotto Materials

Although we've created an extensive library of branded marketing and promotional tools, including a complete retailer point-of-purchase (POP) package, we welcome your suggestions and ideas for developing additional merchandising elements to help support Wyoming Lottery ticket sales. We also know that some retailers may want to create their own promotional items using the WyoLotto logo. We're fine with that (as a matter of fact, we admire your initiative!) — as long as you understand and respect the brand guidelines that follow and you submit your ideas and/or concepts to us for review before you pull the trigger.

Working with The Wyoming Lottery

Before producing your own marketing materials (print ads, posters, banners, signage, etc.) to promote WyoLotto, Powerball, Mega Millions or other games offered by the Wyoming Lottery, please submit your idea and/or graphic concept to:

Retail Marketing Coordinator
c/o Wyoming Lottery
1620 Central Avenue, Suite 100
Cheyenne, Wyoming 82001
Phone: 307–432–4300

We'll review your submission, provide any required feedback and maybe even give you some suggestions to help get your idea off the ground and in front of your customers.

THE WYOMING LOTTERY BRAND STRATEGY

The Wyoming Lottery's mission is to generate revenue for the state of Wyoming through the responsible management and sale of readily available, low-cost, fun and entertaining lottery products.

Sounds awfully corporate, doesn't it? We agree. That's why we want to make sure our public-facing brand identity clearly focuses on the fun, excitement and entertainment value of playing the lottery. After all, the lottery is a game, and games are all about having fun, right?

The Lottery is also about hope. It's about dreaming of what could be, believing that "just maybe" there's a winning lottery ticket in our future. And of course, it's about giving back to Wyoming as a responsible corporate citizen. That's why our brand strategy focuses on positioning the Lottery as Wyoming's very own source of low-cost, high-excitement entertainment that benefits the state's economy, to boot.

TAKE A BREAK from your EVERYDAY LIFE JUST FOR A MOMENT and DREAM ABOUT ALL THE FANTASTIC Possibilities & JUST MAYBE they could be yours

Brand Character

The Wyoming Lottery offers players the chance to imagine the amazing possibilities that winning big could offer — and the chance to actually make it happen. To communicate that message visually, we created a unique and distinctive WyoLotto logo that's casual, playful and fun. White text set against a blue background mirrors the colors of clouds drifting across the blue Wyoming sky. The whimsical yellow jackpotalope brand element is shown reaching for a star, graphically symbolizing the "just maybe" tagline and reinforcing the idea that just maybe, a WyoLotto player will buy a winning ticket.

The words we use to describe the Lottery and its games in our advertising and marketing communications are carefully chosen to reinforce the feeling of fun and excitement that the graphic elements convey.

Add it all up and the brand character of the Wyoming Lottery is best described as approachable, entertaining, trustworthy and respected.

Our Brand Ambassador, Yolo the Jackpotalope

To help reinforce the idea that playing the lottery is fun, that "just maybe" a winning ticket is in every lottery player's future, and to give the Wyoming Lottery a uniquely Wyoming character, we've introduced Yolo, the jackpotalope, as part of our brand identity. Modeled after the legendary jackalope — part hare, part antelope — the jackpotalope fancifully illustrates the concept that it's fun to chase a dream.

The jackpotalope is named Yolo after the combination of adjacent letters that appears in WyoLotto. Note that due to trademark restrictions, the name Yolo cannot be used by itself when referring to our brand mascot. Yolo must always be paired with the descriptive term, jackpotalope. For example, Don't say, "Come see Yolo." Instead, say "Come see Yolo the jackpotalope." or even better, say "Come see Yolo, the WyoLotto jackpotalope."

Note also that jackpotalope is not to be capitalized unless as part of a headline in which the other main words are capitalized; it's not to be hyphenated except at a line break in a body of text; and it's not to be enclosed in quotation marks unless it's actually part of a quote, e.g., The Lottery official referred to the creature as a "jackpotalope."

Trustworthy

Professional

Confident

Credible

Never boring or dull

Unshakeable

Brand Voice

The Lottery has both a corporate voice and a marketing voice. The corporate voice is used when engaging in business-related communications with retailers and stakeholders. The marketing voice is used when promoting the lottery and/or its games. In all cases and across all audiences, the Wyoming Lottery's brand voice is distinctly positive, friendly and enthusiastic.

Not tacky

FRIENDLY

Whimsical

Fun

Exciting

Conveys a hint of sophistication

Doesn't take itself too seriously

DISTINCTLY

Wyoming

The WYOMING LOTTERY CORPORATION
✴ VS ✴
The WYOMING LOTTERY
✴ VS ✴
WYOLOTTO

It tends to get a bit confusing at times, so it's important to understand the important distinctions between "The Wyoming Lottery Corporation," "The Wyoming Lottery" and "WyoLotto."

In the simplest terms, **The Wyoming Lottery Corporation** is the official name of the legal entity that was authorized by legislation to operate lottery games in the state of Wyoming.

The Wyoming Lottery is the descriptive term used to refer to the operational component of the corporation. It is used to refer to all of the lottery games collectively, and to the collection of people at Lottery headquarters who manage them. To help remember the difference, think of the Wyoming Lottery Corporation as a thing (inanimate), and the Wyoming Lottery as people and games (vibrant, fun, friendly, engaging).

In contrast to the previous two terms, **WyoLotto**, is the heart, soul and personality of the Wyoming Lottery. In other words, WyoLotto is the Wyoming Lottery's brand. It serves as a shorthand for all of the fun, excitement and entertainment value wrapped up in playing the Wyoming Lottery's games. In logo form, it graphically expresses and reinforces these brand attributes and provides a unique and distinctive identity for Wyoming's very own lottery. And you have to admit, WyoLotto is just plain fun to say.

Use of ® and ™ Symbols

The registered trademark symbol (®) and the trademark symbol (™) must be used in the first mention of brand names that appear in text. In the context of Wyoming Lottery advertising and marketing materials, the brand names most commonly used are WyoLotto™, Powerball®, and Mega Millions®. Note the use of both lowercase and uppercase letters in WyoLotto.

Editorial Guidelines

To ensure the consistency and quality of our communications, the Wyoming Lottery's written communications, including marketing, advertising, public relations, editorial writing and others, should conform to the guidelines for grammar, spelling, usage and punctuation referenced in the AP Style Guide. As mentioned previously, the tone of voice should be positive, friendly and enthusiastic.

How to use Powerball vs. WyoLotto Powerball vs. Wyoming Powerball.

When referring to the games of Powerball and Mega Millions in general terms (e.g., "The Powerball jackpot is now $200 million," or "Visit wyolotto.com to learn how to view the winning Mega Millions numbers.") do not precede the name of the games with either WyoLotto or Wyoming. When the games are referred to in a marketing context directly relating to the Wyoming Lottery, they may be preceded by either WyoLotto or Wyoming, e.g., "Play Wyoming Powerball," or "WyoLotto Mega Millions is here now."

To avoid excessive repetition, when either the WyoLotto Powerball or WyoLotto Mega Millions logos are displayed prominently, text headlines or major subheads appearing nearby should read Powerball or Mega Millions only.

Disclaimer

The following disclaimer must appear on all customer-facing communications when promoting lottery games. Font size must be no less than 5 point and no larger than the smallest body text.

General Disclaimer

The Lottery is a form of entertainment. Please play responsibly. Must be 18 or older to play.

Disclaimer in campaign

Always include in:	**Never included for:**
• Newspaper	• Digital ads
• Video	• Social posts or ads
• Radio	• Website pages or divs
• Billboard	• Player emails
	• Pads, POP

Disclaimer in campaign brand

Always include in:	
• Player email footers of all emails	• WyoLotto: Bring WRGC brochures to all events
• Website footer	
• Facebook profile	• Updated brand book with all of this
• LinkedIn profile	
• Printed collateral at events/experiential or in-store	• Press Release

VISUAL SYSTEMS

We've developed a formal system of standards that define the logos, colors, patterns, typefaces and other stylistic parameters that best represent our brand. These standards must be followed in the creation of all marketing, advertising and promotional media to ensure brand consistency and preserve the integrity of our brand, the values and characteristics it represents, and the emotions it evokes.

The Logo Mark

The logo is the flag of the organization. It was created to be memorable, unique, light hearted and full of wonder. It shapes first impressions and subtly illustrates who WyoLotto is at a glance. The logo embodies the fun and entertaining nature of playing lottery games. The icon is a Wyoming grown symbol that, if you believe, and you look hard enough - just maybe you'll find one.

The Tagline

Though unlikely, and what would seem like impossible - these two simple words give second thought to what would seem like a long shot. In doing so - customers experience immediate entertainment value in daydreaming the possibilities. If you keep looking, and if you're lucky enough - just maybe the jackpotalope is out there, just maybe you'll catch one, just maybe you'll win the lottery.

When To Use What Logo

To keep consistency, always try to use the preferred logo. When this is not an option or brand quality is sacrificed, you may use the other options.

Preferred

As often as possible - use WyoLotto blue background and the reverse version of the logo.

When Proportions are horizontal use the logo without the icon in it's text form.

When Proportions are square or vertical use the logo with the icon.

Placing Blue on Light Background

It is acceptable to place the logo on a light background when in a circle or rounded rectangle but never a square.

Logo Components and Options

These logo variations may be interchanged based on printing capabilities but never altered.

WyoLotto Logo with Tagline

WyoLotto Logo

WyoLotto Logo Text Only

YOLO - The Jackpotalope

Light Background Logos

When preferred is not an option or on backgrounds like letterhead and corporate apparel, use the light background logos.
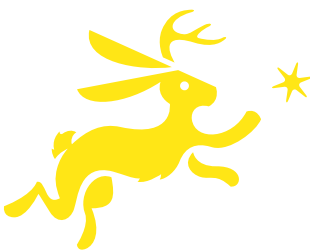
WyoLotto Logo with Tagline

JUST MAYBE

WyoLotto Logo

WyoLotto Logo Text Only

YOLO - The Jackpotalope

| Pantone: Color Match	One Color Print	Black Print	Grayscale

Clear Space

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

Clear space is defined as being void of any text, logos or competing elements - however edge of media, container or color change variations are acceptable.

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.

X

X

X

X

X

Wyo Lotto
™

X = **lo**
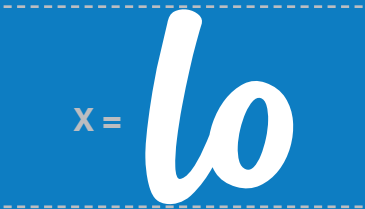
File Naming & Formats

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.

	eps	Adobe Illustrator CS5 eps file
	pdf	Adobe PDF file
	png	Compressed image file with transparency
Positive / POS	jpg	Compressed image file
Reversed / REV		

name_POS_color.eps

WyoLotto Logo	WyoLottoFull	Black
WyoLotto Logo with Tagline	WyoLottoFullTag	Grayscale
WyoLotto Text Only	WyoLottoText	Color
YOLO the Jackpotalope	YOLO-Jackpotalope	1Color
		White
		Yellow
		Pantone

Do's and Dont's

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.

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.

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.

Never change the logo color outside of the official palette.

Never change the proportion of the logo.

Do not use low resolution art (or any logo pulled from our Web site)
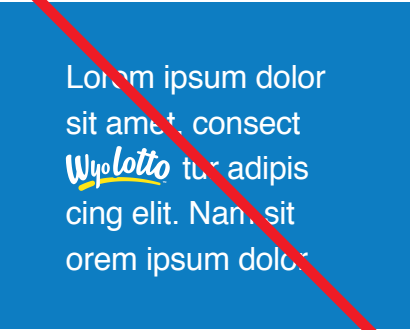
Never place the logo in-line with text.

Never typeset the logo.
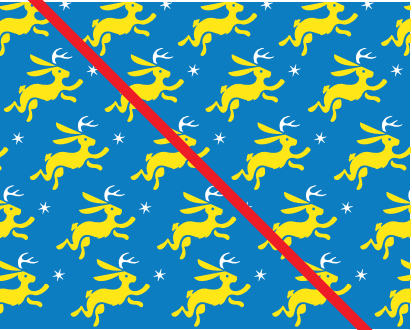
Do not use logo as pattern

Never introduce outside elements to the logo.

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

Do not place a stroke around the logo

Color Palette

Primary Colors

The Wyoming Lottery color palette consists of a core (WyoLotto Blue) and a secondary color (WyoLotto Yellow.) The consistent use of these colors will create recognition and strengthen the Wyoming Lottery brand. Generic blues and yellows are unacceptable substitutes for these carefully selected colors. Please use the specifications as they appear for accuracy - use a Pantone Matching System (PMS). The WyoLotto Light and Dark Blue colors may be used as backgrounds, accents, text and shadow colors.

Secondary Colors

The Wyoming Lottery color palette also contains a group of secondary colors that may be used as accents and backgrounds in select and approved ways.

TOO LIGHT **BASELINE** **TOO DARK**
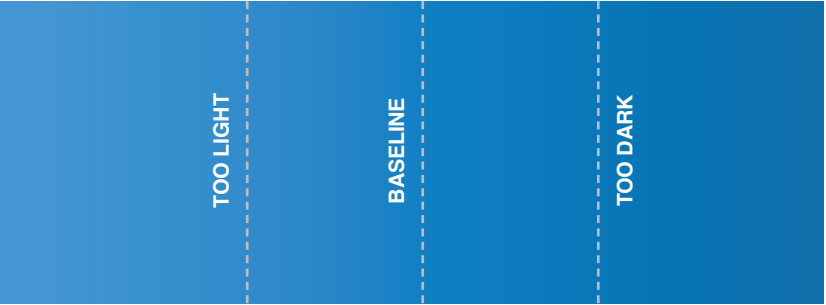
Threshold of Acceptance

TOO LIGHT **BASELINE** **TOO DARK**
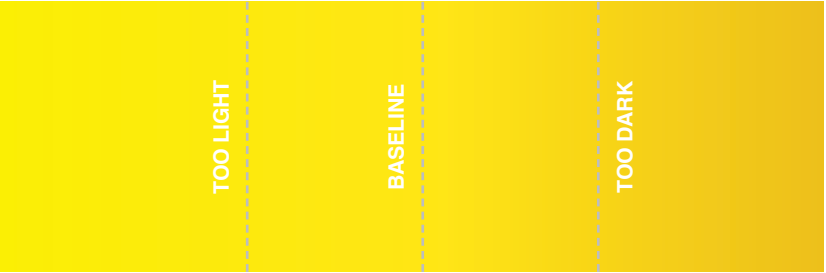
WyoLotto Blue

CMYK 85, 43, 0, 0
RGB 0, 126, 195
Web . . . . #007EC3
Pantone . . . . 285 C

WyoLotto Yellow

CMYK 0, 6, 95, 0
RGB 255, 229, 18
Web . . . . #FFE512
Pantone . . . . 109 C

WyoLotto Light Blue

CMYK 78, 36, 0, 0
RGB 39, 138, 202
Web . . . . #278ACA
Pantone . . . . 7689 C

WyoLotto Dark Blue

CMYK 90, 54, 9, 1
RGB 4, 110, 169
Web . . . . #046EA9
Pantone . . . . 7691 C

Secondary Colors
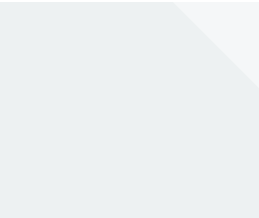
Cloud

CMYK 6, 3, 3, 0
RGB . . . 236, 239, 240
Web . . . . . #ECEFF0

Emerald

CMYK . . . 60, 0, 64, 0
RGB . . . 104, 193, 133
Web . . . . . #68C185

Sunflower

CMYK . . .8, 23, 100, 0
RGB 236, 191, 29
Web . . . . . #ECBF1D

Concrete

CMYK . . .44, 27, 32, 0
RGB . . . 150, 166, 166
Web . . . . . #96A6A6

Turquoise

CMYK . . . 73, 0, 53, 0
RGB 39, 185, 152
Web . . . . . #27B998

Carrot

CMYK . . .0, 60, 100, 0
RGB . . .245, 130, 32
Web . . . . . .#F58220

Wet Asphalt

CMYK . . 83, 66, 44, 29
RGB 54, 73, 94
Web . . . . . #36495E

Green Sea

CMYK . . .80, 14, 59, 1
RGB 22, 159, 133
Web . . . . . .#169F85

Wisteria

CMYK . . . 53, 84, 0, 0
RGB . . .138, 75, 157
Web . . . . . #8A4B9D

Powerball Colors

Powerball Light Red

CMYK 0, 84, 94, 0
RGB 240, 81, 42
Web . . . .#F0512A
Pantone . . . . 172 C

Powerball Red

CMYK 0, 100, 97, 0
RGB 237, 28, 39
Web . . . . #ED1C27
Pantone 185C

Powerball Dark Red

CMYK 26, 100, 100, 27
RGB 147, 26, 29
Web . . . . #931A1D
Pantone . . . . 188 C

Mega Millions Colors

Mega Millions Light Green

CMYK 60, 0, 82, 0
RGB 110, 192, 99
Web . . . . #6EC063
Pantone . . . . 360 C

Mega Millions Green

CMYK 78, 1, 89, 0
RGB 34, 177, 90
Web . . . . #22B15A
Pantone . . . . 354 C

Mega Millions Dark Green

CMYK 89, 36, 100, 31
RGB 15, 97, 50
Web . . . .#0F6132
Pantone . . . . 349 C

Damion Regular

INTRO

INTRO SOLID AND INLINE

KELSON SANS

LIGHT, REGULAR & BOLD

ROCKWELL BOLD

FV ALMELO

✦
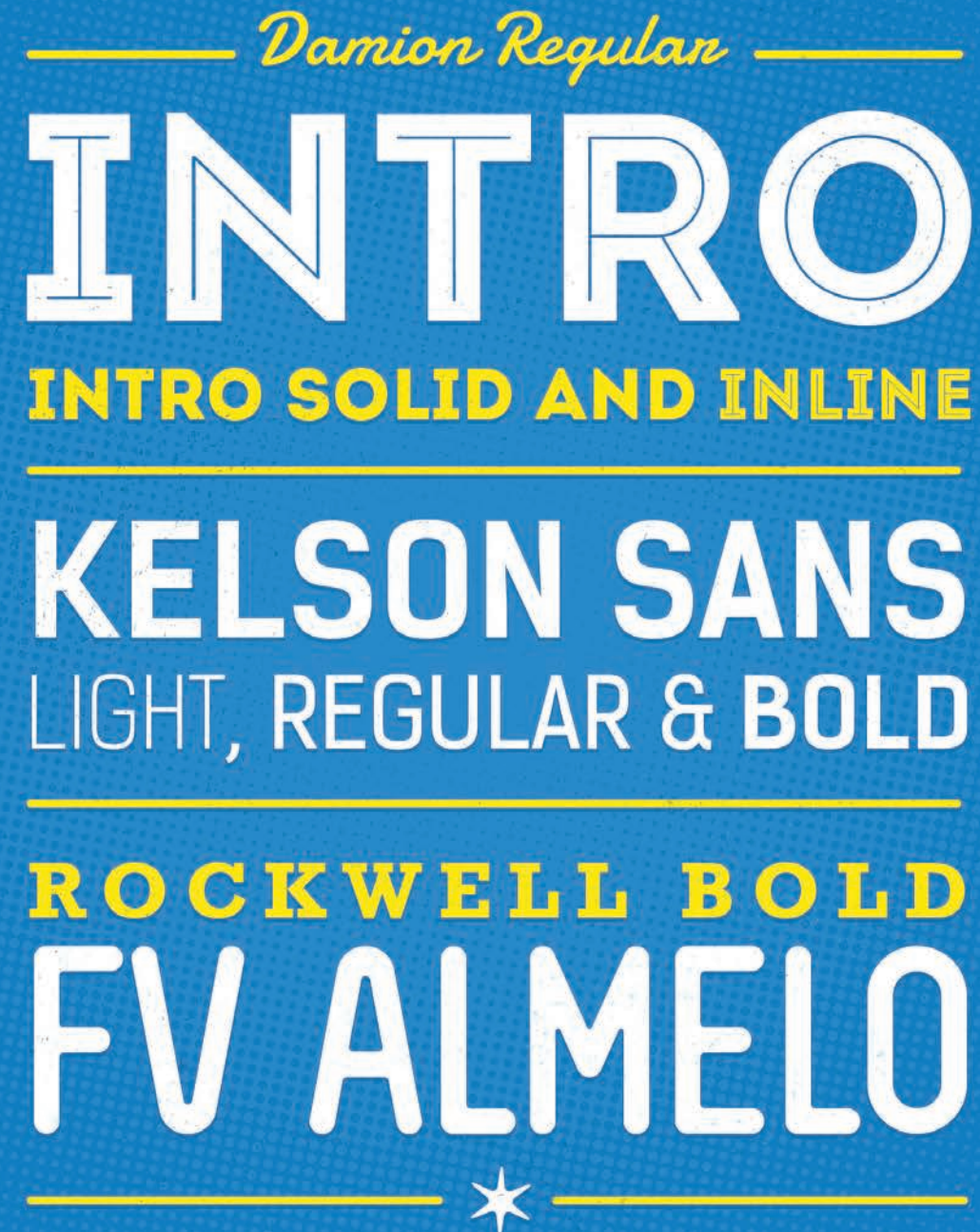
Typography

The most important thing to remember in typography is content hierarchy. Use headlines to draw readers to sections of content or to create emotion. Try and avoid long flowing body copy and use sub headings to break it up into concise readable material. Design fonts should be installed before creating public materials. Internal corporate documents can use Helvetica or Arial as needed as long as brand integrity doesn't suffer.

Damion Regular

This design font is used as accents to larger headlines.

INTRO INLINE

This design font is reserved for large headlines and titles but never body copy.

INTRO

This design font is an alternative to Intro Inline and is used for large headlines and titles.

Kelson Sans Bold, Regular & Light

This font is used as paragraph headings in documents and can be used as a design font but not body copy.

Rockwell

This design font is to be used as accents to other design fonts in layout and can be used in paragraph styles but not body copy.

FV ALMELO

This design font is to be used in conjunction with the others to provide another alternative to layouts but shouldn't be used in body copy.

Helvetica

This font is to be used for body copy and may be used in various weights and sizes.

Arial

This font is to be used as an alternative to Helvetica.

Brand Elements

These elements are the design arsenal for WyoLotto collateral. Everything from the bright colors, animated poses, halftone bursts, bold colors, subtle textures and typography are at your disposal. Take pride in executing the brand to it's full potential.
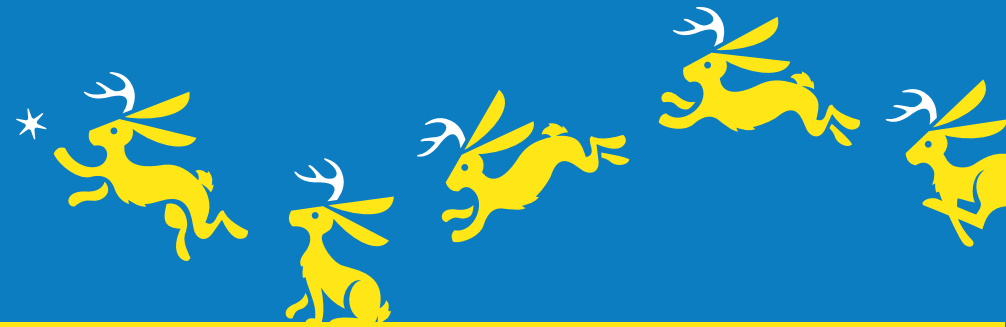
Jackpotalope Poses

Jackpotalope poses may be used as design accents to give personality to the piece. They shouldn't be too large or overpowering and shouldn't be thrown in at random. Any air poses must be used in the animation sequence.

Halftones and Halftone Bursts

The halftone style is inspired by the grit and character of Wyoming and is used to create vibrant backgrounds.

Subtle Textures

Inspired by the textures of Wyoming, these give a bit of Wyoming grit to the piece. Use sparingly.

Text Designs

Use text elements to create excitement through copy and layout.

Balls

The Powerball and Mega Millions balls are the inspiration for using balls as layout elements.

Swoops

To round out the footer or sidebar of documents, a yellow swoop may be used.

Vibrant Long Shadows

To give the call to action or important text more pop - use long shadows with a 3D build.

Flat Illustrations

Flat style illustrations can be utilized to bring visuals to WyoLotto pieces.

Lottery Balls

Lottery balls can be used as design elements to add a lottery look to a piece.

Preferred: Full Color, Powerball Red Background

Clear space: The height of the 'P'

Powerball® Identity

The examples shown are the approved Powerball logos, no other colors should be used. If "Power Play" is not legible than the logo is too small and must be larger.

Powerball® Disclaimer

The lottery is a form of entertainment. Play responsibly. Powerball is governed by state law and the rules, regulations and directives of the Wyoming Lottery Corporation. Ticket purchasers must be at least 18 years of age. The Wyoming Lottery Corporation shall not be responsible for lost or stolen Powerball tickets.

Note that the disclaimers must appear exactly as shown, with no alteration of capitalization or punctuation. Font size must be no less than 5 point and no larger than the smallest body text on a piece.

Game specific small print appears on HTP Brochure and Play Page on Web.

Powerball Colors

Powerball Red		Powerball Light Red		Powerball Dark Red	
CMYK	0, 100, 97, 0	CMYK	0, 84, 94, 0	CMYK	26, 100, 100, 27
RGB	237, 28, 39	RGB	240, 81, 42	RGB	147, 26, 29
Web	#ED1C27	Web	#F0512A	Web	#931A1D
Pantone	185C	Pantone	172 C	Pantone	188 C

Full Color, Light Background

Grayscale, Light Background

One Color, Black, Light Background

Preferred: Full Color, Mega Millions Green Background

Clear space: The height of the 'M'

(Note the spacing on the motion path of the ball is tightened)

Mega Millions® Identity

The examples shown are the approved Mega Millions logos, no other colors should be used. If "Megaplier" is not legible then the logo is too small and must be larger.

Mega Millions® Disclaimer

The lottery is a form of entertainment. Play responsibly. Mega Millions is governed by state law and the rules, regulations and directives of the Wyoming Lottery Corporation. Ticket purchasers must be at least 18 years of age. The Wyoming Lottery Corporation shall not be responsible for lost or stolen Mega Millions tickets.

Note that the disclaimers must appear exactly as shown, with no alteration of capitalization or punctuation. Font size must be no less than 5 point and no larger than the smallest body text on a piece.

Game specific small print appears on HTP Brochure and Play Page on Web.

Mega Millions Colors

Mega Millions Green	**MM Light Green**	**MM Dark Green**
CMYK 78, 1, 89, 0	CMYK 60, 0, 82, 0	CMYK 89, 36, 100, 31
RGB 34, 177, 90	RGB 110, 192, 99	RGB 15, 97, 50
Web #22B15A	Web #6EC063	Web #0F6132
Pantone 354 C	Pantone 360 C	Pantone 349 C

Full Color, Light Background

Grayscale, Light Background

One Color, Black, Light Background

Preferred: Full Color Reverse, Wood Grain Background
Clear space: The height of the 'D'

Cowboy Draw™ Identity

The examples shown are the approved Cowboy Draw logos, no other colors should be used. Texture is an excellent compliment to the Cowboy Draw brand through wood grain and roughened textures.

Cowboy Draw™ Disclaimer

Lottery is a form of entertainment. Play responsibly. Cowboy Draw is governed by state law and the rules, regulations and directives of the Wyoming Lottery Corporation. Ticket purchasers must be at least 18 years of age. The Wyoming Lottery Corporation shall not be responsible for lost or stolen Cowboy Draw tickets.

Note that the disclaimers must appear exactly as shown, with no alteration of capitalization or punctuation. Font size must be no less than 5 point and no larger than the smallest body text on a piece.

Game specific small print appears on HTP Brochure and Play Page on Web.

Cowboy Draw Colors

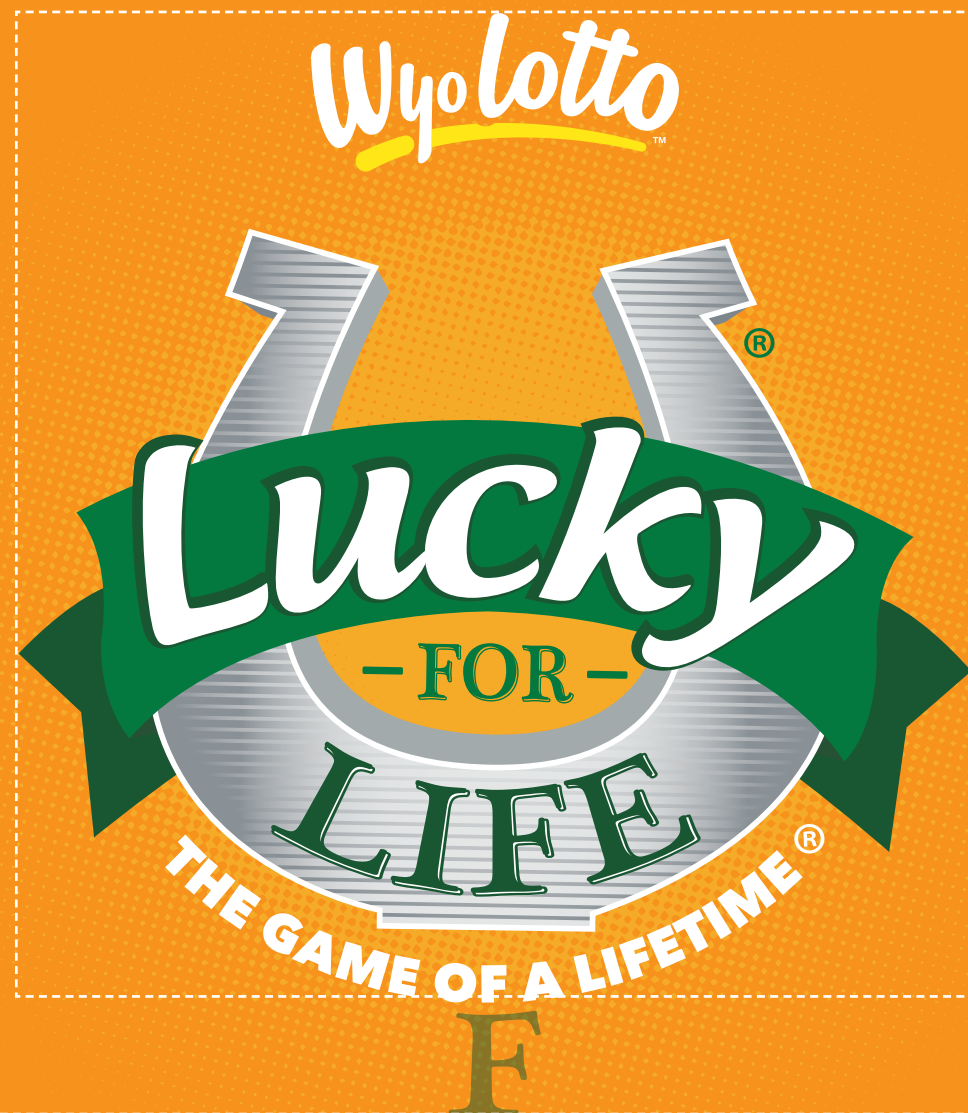| **Cowboy Gold**		**Cowboy Dark Brown**		**Cowboy Brown**	
CMYK	4, 12, 100, 0	CMYK	61, 58, 82, 61	CMYK	44, 62, 93, 41
RGB	248, 214, 9	RGB	58, 54, 32	RGB	103, 73, 34
Web	#F7D508	Web	#3A3520	Web	#674822
Pantone	109 C	Pantone	7533 C	Pantone	463 C

Full Color, Light Background

Grayscale, Light Background

One Color, Black, Light Background

Preferred: Full Color, Lucky for Life Orange Background

Clear space: The height of the 'F'

Lucky for Life® Identity

The examples shown are the approved Lucky for Life® logos, no other colors should be used. If "WyoLotto" is not legible then the logo is too small and must be larger.

Lucky for Life® Disclaimer

The lottery is a form of entertainment. Play responsibly. Lucky for Life is governed by state law and the rules, regulations and directives of the Wyoming Lottery Corporation. Ticket purchasers must be at least 18 years of age. The Wyoming Lottery Corporation shall not be responsible for lost or stolen Lucky for Life tickets.

Note that the disclaimers must appear exactly as shown, with no alteration of capitalization or punctuation. Font size must be no less than 5 point and no larger than the smallest body text on a piece.

Game specific small print appears on HTP Brochure and Play Page on Web.

Lucky for Life Colors

L4L Green

CMYK	96, 26, 100, 15
RGB	0, 122, 64
Web	#007940
Pantone	356 C

L4L Orange

CMYK	0, 50, 100, 0
RGB	247, 148, 30
Web	#F7931D
Pantone	144 C

L4L Dark Green

CMYK	85, 40, 91, 39
RGB	30, 86, 50
Web	#1E5631
Pantone	357 C

Full Color, Light Background (With or without tagline)

Full color in yellow and white balls

One Color (green, black and white)

Preferred: Full Color Reverse, Ragtime Red Background

Clear space: The height of the top decorative flare

Ragtime Raffle™ Identity

The examples shown are the approved Ragtime Raffle™ logos, no other colors should be used. If "WyoLotto" is not legible then the logo is too small and must be larger.

Ragtime Raffle™ Disclaimer

The lottery is a form of entertainment. Play responsibly. Ragtime Raffle is governed by state law and the rules, regulations and directives of the Wyoming Lottery Corporation. Ticket purchasers must be at least 18 years of age. The Wyoming Lottery Corporation shall not be responsible for lost or stolen Rhinestone Raffle tickets.

Note that the disclaimers must appear exactly as shown, with no alteration of capitalization or punctuation. Font size must be no less than 5 point and no larger than the smallest body text on a piece.

Game specific small print appears on HTP Brochure and Play Page on Web.

Ragtime Raffle Colors

Ragtime Red

CMYK	36, 97, 78, 55
RGB	94, 13, 28
Web	#5E0D1C
Pantone	188 C

Ragtime Gold

CMYK	16, 38, 84, 1
RGB	12, 159, 71
Web	#D49F47
Pantone	7563 C

Ragtime Cream

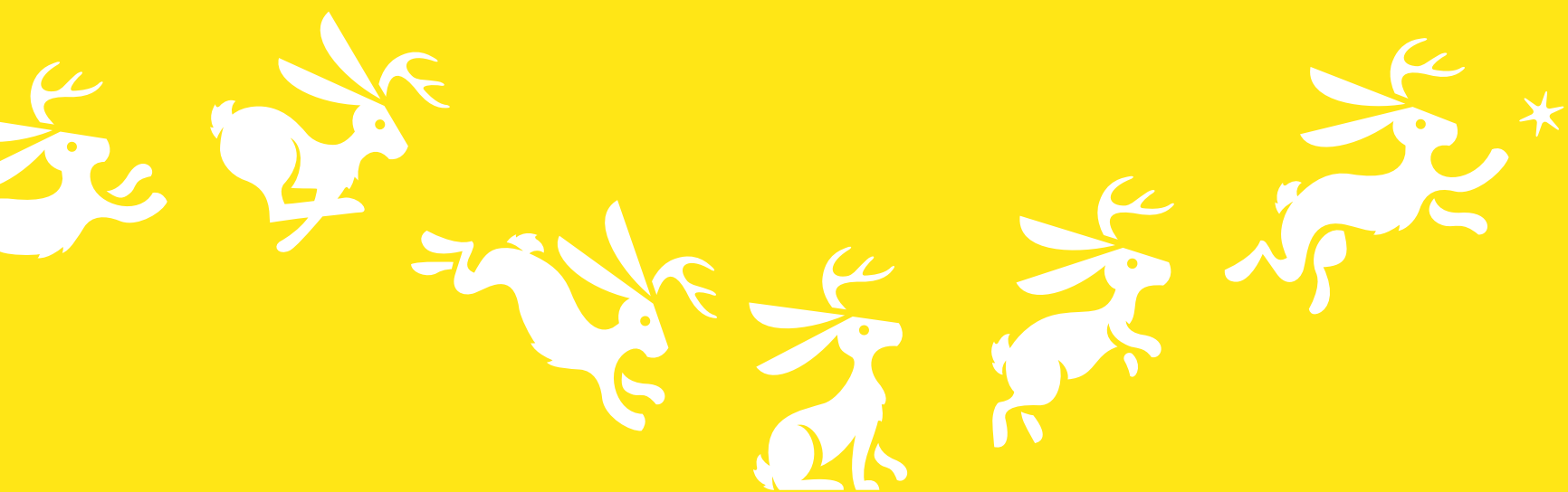|	
CMYK	0, 3, 12, 0
RGB	255, 344, 224
Web	#FFF4E0
Pantone	7506 C

Full Color Positive, Light Background

Two color, Light Background
(only for use when production colors are limited)

One Color (red and cream)

RETAILER SUPPORT

Retailer terminals, point of purchase displays, advertising and merchandise is all supported through WyoLotto headquarters. We would like to work with individual retailers on their specific needs. Before promoting the Wyoming Lottery and WyoLotto ticket sales in your own advertising, please submit your concepts for review/approval to:

Retail Marketing Coordinator
c/o Wyoming Lottery
1620 Central Avenue, Suite 100
Cheyenne, Wyoming 82001
Phone: 307–432–9300

Standing Playstations

Standing Playstations

Playstations should be easily accessible and clearly visible. Since retail environments differ so widely from location to location, your Lottery Sales Representatives will help you determine the best place to install the WyoLotto Playstation in your store.

For illustration purposes only.

Acrylic Playslip & Literature Holder

The holders for playslips and literature should be placed where they provide convenient access to materials. Your Lottery Sales Representative will help you determine the best location for your store.

Brochure System

- Corporate Overview
- Problem Gambling
- Powerball & Mega Millions

1   2   3   4   5

Brochure Placement

The how-to-play brochures should be placed behind the corresponding playslip for each. The WyoLotto brochure and problem gambling brochure should be placed in the center of the game pockets, between the playslips.
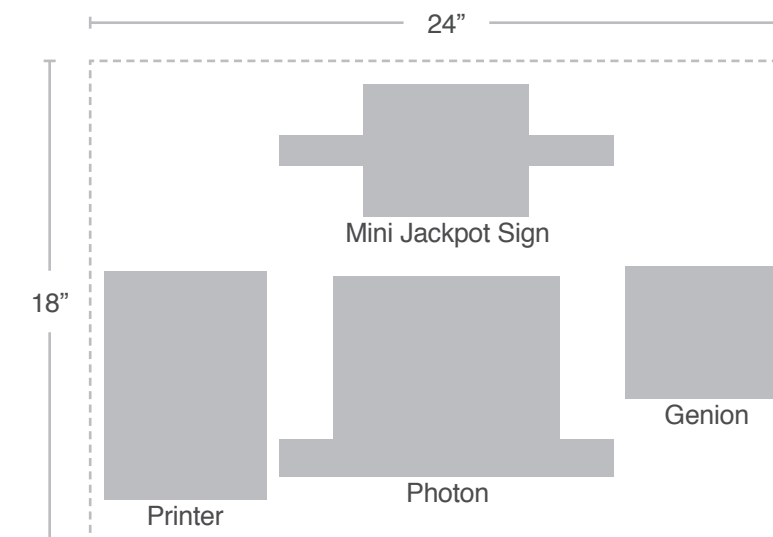
Photon Stickers

Photon

Mini Jackpot Sign

Genion

Printer

24"

18"

Mini Jackpot Sign

Printer

Photon

Genion

Photon Lottery Terminal

The lottery terminal (Photon machine), is delivered and set up in your retail location with WyoLotto branding already installed. Please do not add or remove additional stickers or branding elements. The Photon requires approximately 24" of clear counter space. It must be placed so that it is clearly visible to customers when they're checking out. The customer-facing electric sign placed in front of the machine must be in full view, with no visual obstructions.

A WyoLotto play station may sit below the photon machine if the WyoLotto field team determines that it's the best location. Regardless of its position, it must remain clear of non-WyoLotto marketing materials.

Large Triple Jackpot Sign

24" x 36" - This sign requires electricity and primary placement in forward facing window with 24" of clear space on all sides.

Window Posters

Place posters so that they are visible to customers from the outside as they approach your business's entrance. Position them so that the bottom edge of the poster is between 3.5' and 4.5' above floor level. Maintain a minimum of 2" clear space around the entire poster.

Play Here Stickers

Position door stickers where they are clearly visible to customers as they approach your business's entrance. Maintain a minimum of 2" clear space around the entire sticker.

Layout Options of Signage

Posters should be near the door or line of traffic. Push and Pull stickers should go opposite each other on the entry doors. Play here stickers should be placed on a forward facing window in the line of traffic. All of which should be placed at eye level. If visible wear and tear detracts from the efficacy of the signage, it must be replaced.

8" Play Here sticker to be placed at eye level with minimum of 8" clear space.

Play here poster to be placed in front window near door with minimum of 4" of clear space.

The "Coming Aug. 24th" sticker will be placed below optimal poster placement and removed on August 25th.
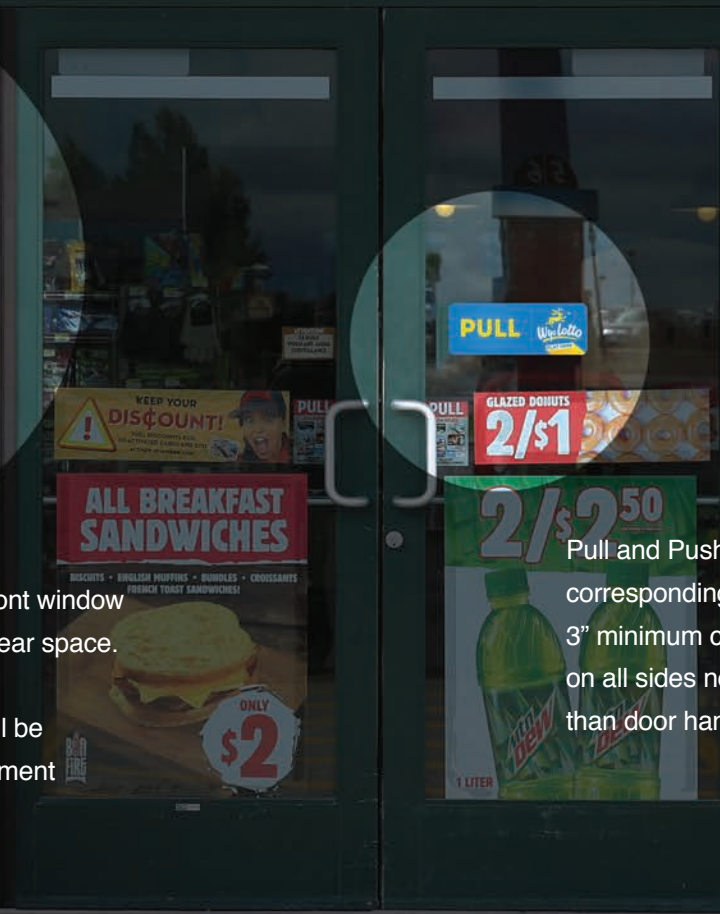
Pull and Push on corresponding doors with 3" minimum clear space on all sides no lower than door handle.

Floorvertisement

The purpose of this colorful mini-kiosk is to attract attention and alert customers that Powerball and Mega Millions tickets can be purchased on site. Place the floorvertisement where it can be clearly seen without impeding traffic flow.

Yard Sign

These 24" x 36" signs should be placed perpendicular to the highest trafficked street adjacent to the retailer location or as a pole sign attached to existing structures with the goal of highest visibility. Using t-posts planted firmly in the ground, attach the sign with zip ties.

Sandwich Boards

One structure is provided that will should be filled 25% with either sand or water. Two graphic boards with two WyoLotto graphics will be provided to place on the front and back of these sandwhich boards. On the reverse side of one will be a WyoLotto Powerball graphic and a Mega Millions on the other. These variations should be displayed when corresponding jackpots reach notable amounts.

Retailer Shirts and Buttons

T-shirts provide an immediate call to action for customers purchasing items within the retail outlet.
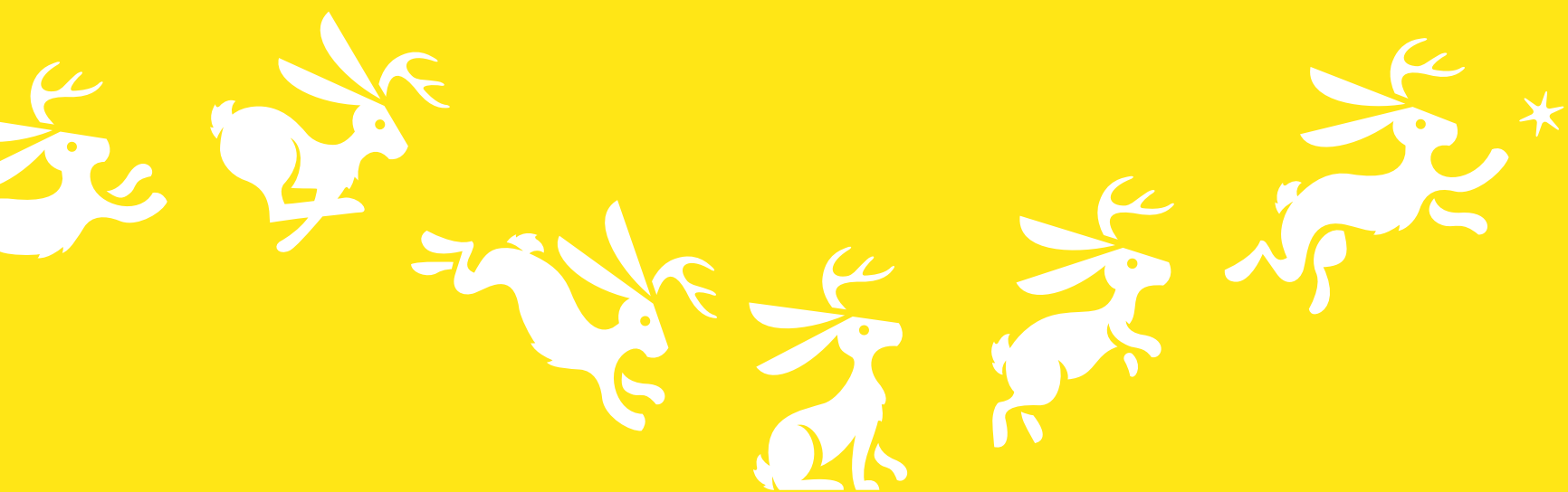
When t-shirts become outdated or sizing is unavailable - buttons are used in the same way to promote playing the Lottery.

Employee Badges

The standard badge design is shown. The inclusion of security chips or other technologies into the badges may require slight shifts in design elements. In this case, this design is to be used as a starting point.

CORPORATE BRAND APPLICATIONS

The Wyoming Lottery identity will come to life for both internal and external audiences in the materials we use to communicate with them. These materials include stationery, presentations, marketing collateral, websites, signage, physical environments and more. Using the visual system correctly and consistently is the key to establishing an identity that is strong, unique and memorable. This section provides samples that illustrate how a myriad of visual elements work in unison to create a distinctive and uniform brand identity for the Wyoming Lottery.

Stationery

Letterhead: - Standard 8.5" x 11" letterhead, 4/0 printed on 100 lb text. A digital version is also to be used when implementing letterhead documents in Microsoft Word.

Business Envelopes: (windowed and windowless) - A standard business envelope is shown. The basic format can be followed for all similar-sizes U.S. and DIN (universal international standard) envelopes.

Business Card: Standard 2" x 3.5" business card, 4/4 printed on 16 point UV coated on the front with rounded corners.

Email Signature

Consistent use of our electronic Microsoft Outlook email signatures will contribute to a consistent brand language and a common voice with our outside customers. Typefaces, colors, hyperlinks and graphics have been carefully chosen to be consistent with our visual identity.

Email Stationery & Fonts - All default fonts in Microsoft Outlook should be set to Arial 10 for brand consistency.

To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipisicing magna aliqua. Ut enim ad minim veniam, quis nos consequat. Duis aute irure dolor in reprehenderit i

JOAN SMITH
Chief Operations Officer

Wyoming Lottery Corporation
ADDRESS: 1620 Central Ave, Ste 100
Cheyenne, WY 82001
OFFICE 307.432.9300
CELL 307.555.9087
FAX 307.555.9087

Corporate Presentations

It is important to project a consistent image of the company through our internal and external communications. The corporate presentation template should be used for all electronic presentations.
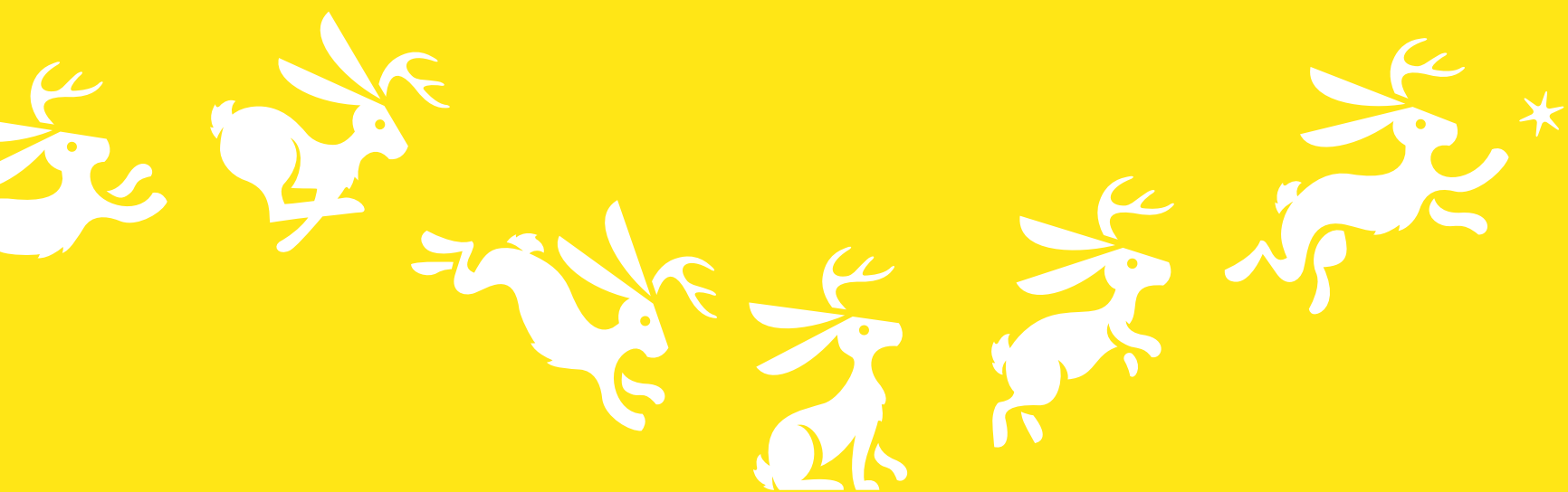
Lapel Pin

Advertising

We've developed a formal system of standards that define the logos, colors, patterns, typefaces and other stylistic parameters that best represent our brand. These standards must be followed in the creation of all marketing, advertising and promotional media to ensure brand consistency and preserve the integrity of our brand, the values and characteristics it represents, and the emotions it evokes.

- Website
- Videos / TV Commercials
- Print Ads
- Billboards
- Radio Commercials
- Statewide Public Relations
- Online Advertising
- Social Communications

EVENTS AND SPONSORSHIPS

The Wyoming Lottery generates public awareness of the Lottery and its games by attending and sponsoring a variety of special events and activities throughout the state. Our events toolkit includes tents, banners, tablecloths, podium, game boards, and branded promotional items.

Although we cannot honor all requests for sponsorship, we encourage WyoLotto retailers to let their Lottery Sales Representative know of upcoming events in their area that may provide an opportunity to promote the Wyoming Lottery.

10' x 20' Exhibit Walls

Exhibit Counter

10' x10' Tent

Interchangeable Walls

Lotto Ball Drop Game

Retractable Banners

Promotional Merchandise

When selecting promotional merchandise for WyoLotto (aside from budget) there are 3 things to keep in mind.

- Is it fun and exciting?
- Is it relevant to the event or promotion?
- Is it within WyoLotto brand colors and guidelines?

Party Beads

Sunglasses

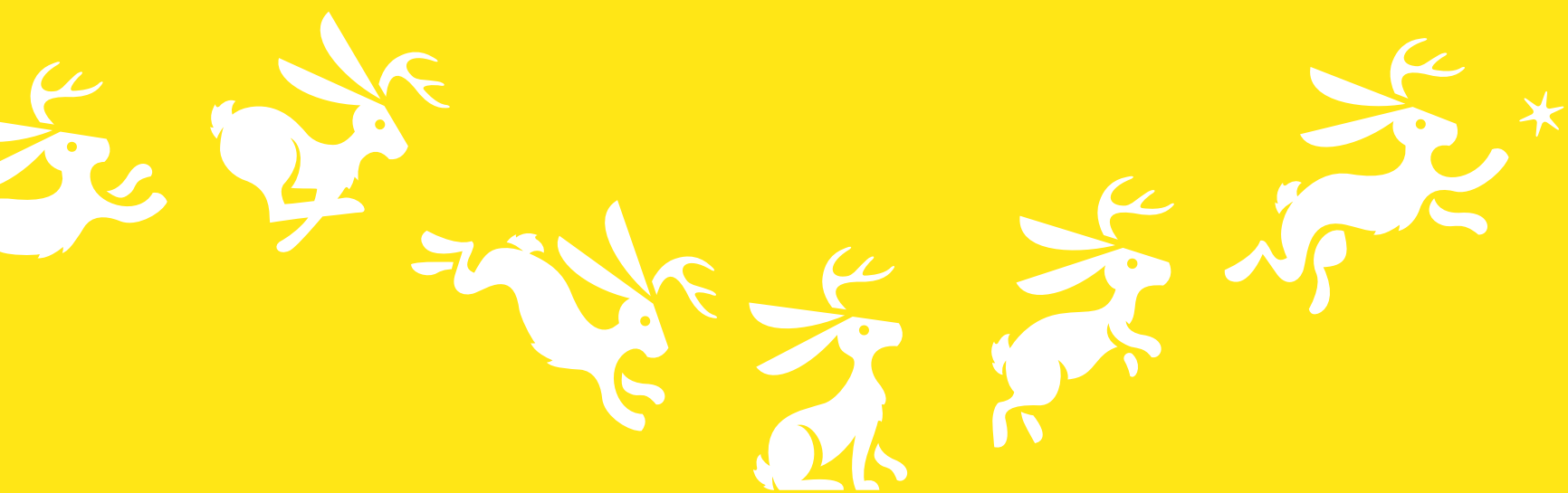Wrist Bands

Phone Wallet

Bandana

T-shirts

WyoLotto