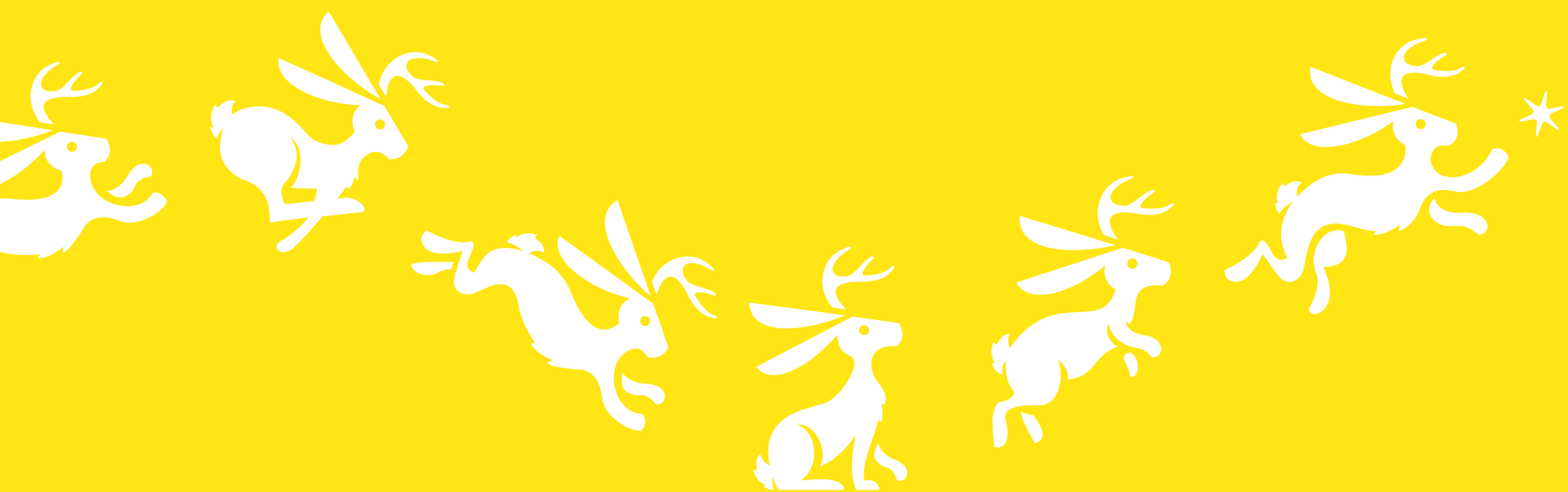




THE WYOMING LOTTERY

BRAND STANDARDS





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



Pantone: Color Match



One Color Print



1 Color Imprint on Blue Alternate



Grayscale



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



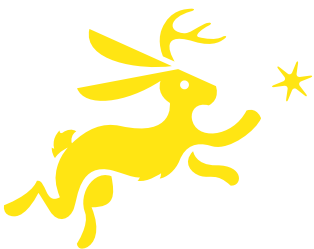
WyoLotto Logo



WyoLotto Logo Text Only



YOLO - The Jackpotalope



Pantone: Color Match



One Color Print



Black Print



Grayscale



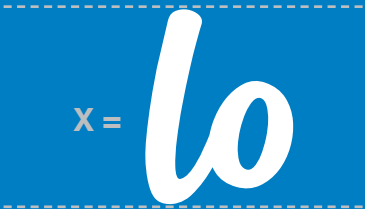
Clear Space

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.



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.

Positive
Reversed

POS
REV

WyoLotto Logo
WyoLotto Logo with Tagline
WyoLotto Text Only
YOLO the Jackpotalope

WyoLottoFull
WyoLottoFullTag
WyoLottoText
YOLO-Jackpotalope

Black
Grayscale
Color
1Color
White
Yellow
Pantone

eps
pdf
png
jpg

Adobe
Illustrator
CS5 eps file
Adobe PDF file
Compressed
image file with
transparency
Compressed
image file

name_POS_color

eps

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.



Never change the logo color outside of the official palette.



Never change the proportion of the logo.



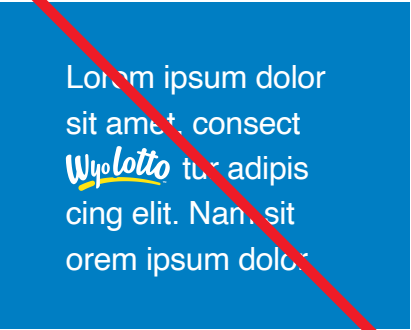
Do not use low resolution art (or any logo pulled from our Web site)



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



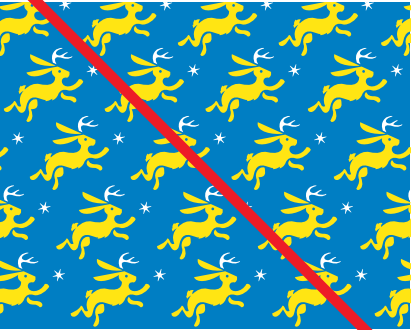
The WyoLotto logo should not be placed on busy and high contrast backgrounds.



Never place the logo in-line with text.



Never typeset the logo.



Do not use logo as pattern



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 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

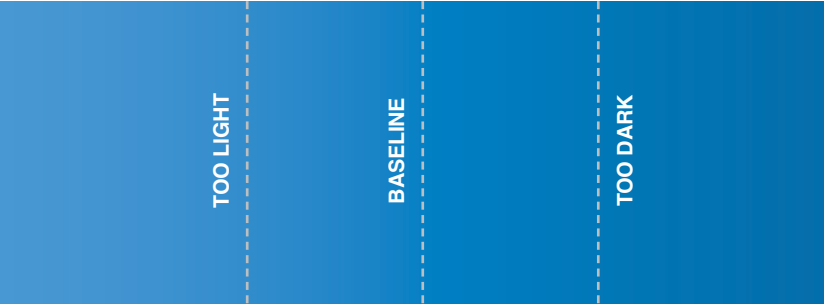
Color Palette

Primary Colors

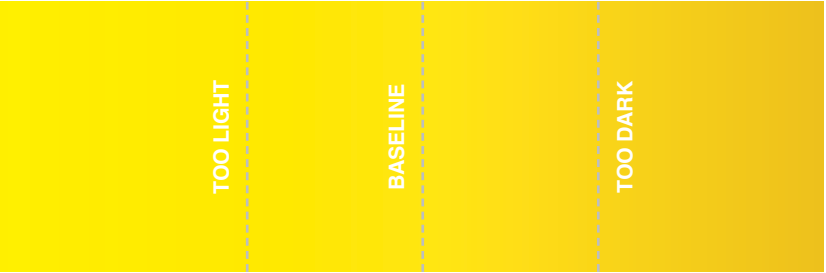
The Wyoming Lottery color palette consists of a core (WyoLotto Blue) and a secondary color (WyoLotto Yellow.) The consistent use of these colors will create recognition and strengthen the Wyoming Lottery brand. Generic blues and yellows are unacceptable substitutes for these carefully selected colors. 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.



Threshold of Acceptance



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

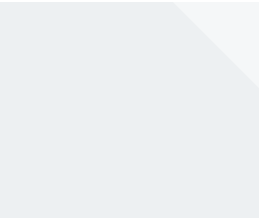
CMYK 78, 36, 0, 0
RGB 39, 138, 202
Web #278ACA
Pantone 7689 C



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 Red

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



Powerball Light Red

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



Powerball Dark Red

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

Mega Millions Colors



Mega Millions Green

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



Mega Millions Light Green

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



Mega Millions Dark Green

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



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

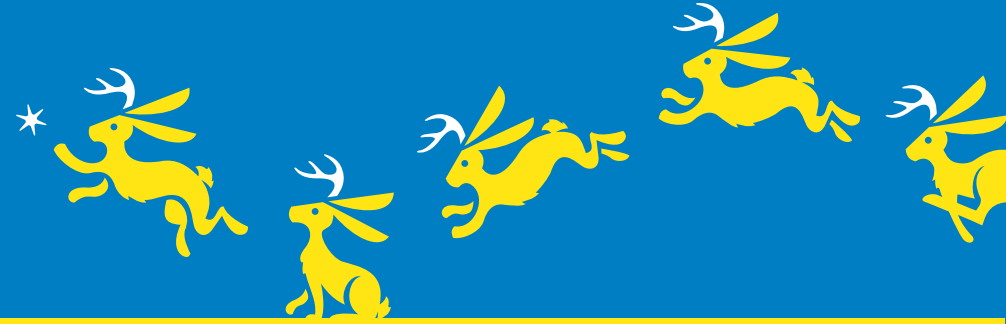
This font is to be used for body copy and may be used in various weights and sizes.

Arial

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

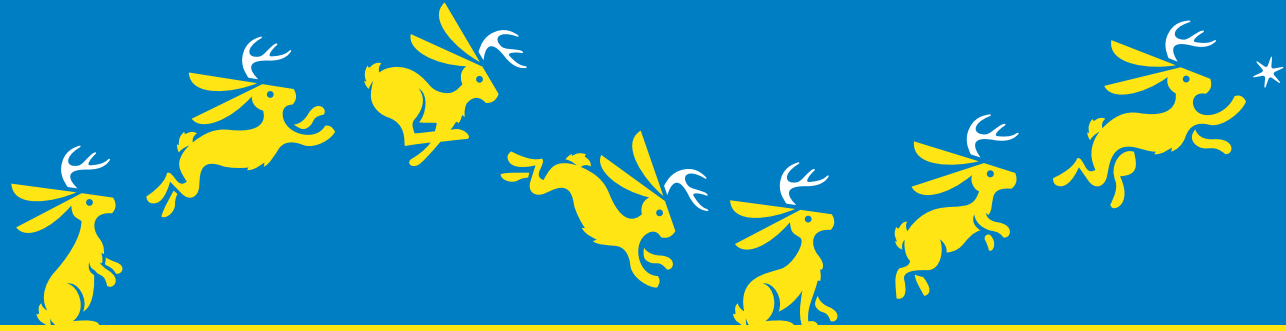
Brand Elements

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.



Jackpotaloopes Poses

Jackpotaloopes 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 swoosh 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

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



Powerball Light Red

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



Powerball Dark Red

CMYK 26, 100, 100, 27
RGB 147, 26, 29
Web #931A1D
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

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



MM Light Green

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



MM Dark Green

CMYK 89, 36, 100, 31
RGB 15, 97, 50
Web #0F6132
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

CMYK 4, 12, 100, 0
RGB 248, 214, 9
Web #F7D508
Pantone 109 C



Cowboy Dark Brown

CMYK 61, 58, 82, 61
RGB 58, 54, 32
Web #3A3520
Pantone 7533 C



Cowboy Brown

CMYK 44, 62, 93, 41
RGB 103, 73, 34
Web #674822
Pantone 463 C



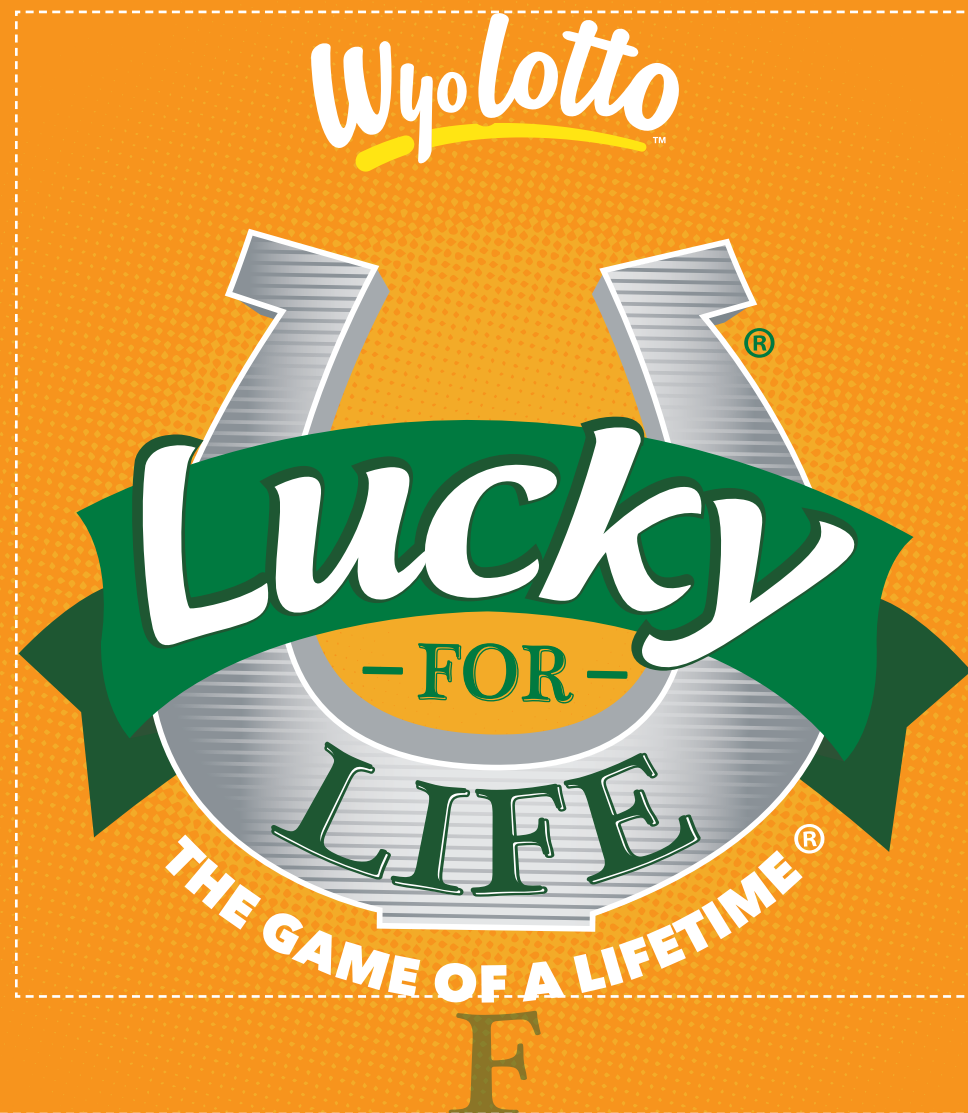
Full Color, Light Background



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 #00794D
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)



Preferred: Full Color Reverse, Dark Blue Background
Clear space: The height of the WyoLotto logo

2by2® Identity

The examples shown are the approved 2by2® logos, no other colors should be used. If “WyoLotto” is not legible then the logo is too small and must be larger.

2by2® Disclaimer

The lottery is a form of entertainment. Play responsibly. 2by2 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 2by2 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.

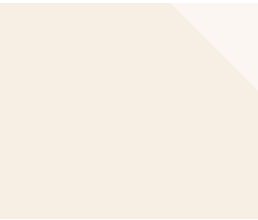
*Game specific small print appears on HTP
Brochure and Play Page on Web.*

2by2 Colors



Bright Red

CMYK 7, 80, 81, 1
RGB 223, 88, 63
Web #DF583F
Pantone 1795



Warm White

CMYK 2, 5, 9, 0
RGB 247, 238, 227
Web #F7EEE3
Pantone Warm Grey 1



Warm Grey

CMYK 35, 35, 38, 1
RGB 170, 156, 148
Web #AA9C94
Pantone 2332



Dark Blue

CMYK 84, 61, 55, 45
RGB 37, 63, 71
Web #253F47
Pantone 2188



Light Blue

CMYK 77, 47, 44, 15
RGB 67, 107, 118
Web #436B76
Pantone 2181



Full Color Positive, Light Background



One Color, Light Background



Preferred: Full Color with Ball, Purple Gradient Background

Clear space: The diameter of the inner circle of the 'O'

KENO Identity

The examples shown are the approved KENO logos, no other colors should be used. If “WyoLotto” is not legible then the logo is too small and must be larger.

KENO Disclaimer

The lottery is a form of entertainment. Please play responsibly. WyoLotto KENO 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 KENO 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.

KENO Colors



Orange

CMYK	2, 40, 100, 0
RGB	244, 164, 49
Web	#F4A41D
Pantone	130 CP



Purple

CMYK	58, 87, 0, 0
RGB	130, 69, 155
Web	#82459B
Pantone	2089 CP



Red Orange

CMYK	2, 94=3, 85, 0
RGB	233, 56, 54
Web	#E93836
Pantone	2348 CP



Teal

CMYK	73, 14, 28, 0
RGB	37, 63, 71
Web	#32A8B5
Pantone	2233 CP



Navy

CMYK	100, 90, 30, 20
RGB	33, 51, 104
Web	#213368



Dark Purple

CMYK	90, 90, 40, 55
RGB	31, 25, 60
Web	#1F193C



Full Color Positive, Light Background



One Color, Light Background



Wyoming Lottery Corporation

1620 Central Ave, Ste 100

Cheyenne, WY 82001

wyolotto.com

