



# Brand standards

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**The official brand guide of the  
Wyoming Lottery Corporation**

February | 2023



02.

# 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

The WyoLotto logo was created to be memorable, unique, light hearted, and personable. It shapes first impressions and subtly illustrates who we are at a glance. The type embodies the fun and entertaining nature of playing lottery games.



### The icon

The icon is a Wyoming grown symbol, the jackalope. The pose signifies reaching for your dreams and echoes the idea that if you believe it's possible, just maybe, you'll catch what you're looking for.



### The tagline

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—and just maybe, you'll win the jackpot.

JUST MAYBE

Logo Variations



Full color full logo for dark backgrounds



Full color full logo for light backgrounds



One color full logo for dark backgrounds



One color full logo for light backgrounds



Full color wordmark for dark backgrounds



Full color wordmark for light backgrounds



One color wordmark for dark backgrounds



One color wordmark for light backgrounds



Full color icon for dark backgrounds



Full color icon for light backgrounds



One color icon for dark backgrounds



One color icon for light backgrounds



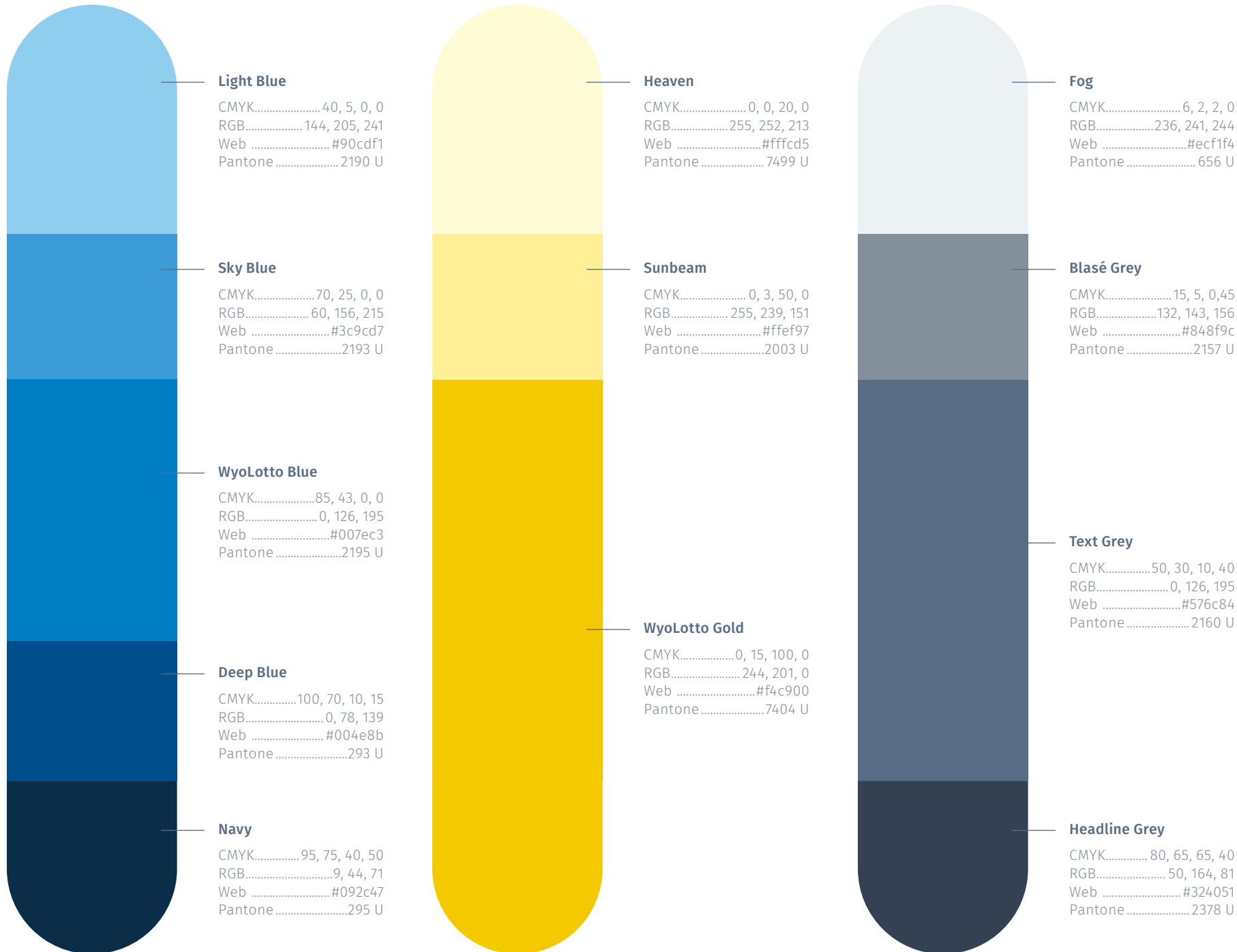
## Clear space

A protected area of clear space must surround the Wyolotto logo. 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 'O' as illustrated.



## Logo use

The logo must not be placed on backgrounds that decrease its legibility, or threaten its integrity. It shouldn't be recolored, stretched, or have effects added—if it's not legible, it is the wrong application. This is extremely critical at smaller reproduction sizes.



## The color palette

The Wyoming Lottery color palette consists of a core (WyoLotto Blue) and a secondary color (WyoLotto Gold.) 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 grey colors are primarily used as text elements in place of black and give a blue tint to standard greys.

### Typography

Fira is the font family we use to evoke approachability, clarity, and credibility. The versatility of this font allows for many uses from major headlines to body copy.

The most important thing to remember when designing is content hierarchy. Use headlines to draw readers to sections of content or to create emotion. Avoid streaming body copy and use sub headings to make content concise and readable.

Internal corporate documents may substitute Helvetica or Arial when Fira isn't available.

**Fira Sans Extra-Condensed Black**  
**Fira Sans Extra-Condensed Extra Bold**  
**Fira Sans Extra-Condensed Bold**  
**Fira Sans Extra-Condensed SemiBold**  
**Fira Sans Extra-Condensed Medium**  
**Fira Sans Extra-Condensed Regular**  
**Fira Sans Extra-Condensed Light**  
**Fira Sans Extra-Condensed Extra Light**  
**Fira Sans Extra-Condensed Thin**  
**Fira Sans Condensed Black**  
**Fira Sans Condensed Extra Bold**  
**Fira Sans Condensed Bold**  
**Fira Sans Condensed Semibold**  
**Fira Sans Condensed Medium**  
**Fira Sans Condensed Regular**  
**Fira Sans Condensed Light**  
**Fira Sans Condensed Extra Light**  
**Fira Sans Condensed Thin**

*Condensed font families also available in italics*

**Fira Sans Black**  
***Fira Sans Black Italic***  
**Fira Sans Extra Bold**  
***Fira Sans Extra Bold Italic***  
**Fira Sans Bold**  
***Fira Sans Bold Italic***  
**Fira Sans Semibold**  
***Fira Sans Semibold Italic***  
**Fira Sans Medium**  
***Fira Sans Medium Italic***  
**Fira Sans Regular**  
***Fira Sans Italic***  
**Fira Sans Light**  
***Fira Sans Light Italic***  
**Fira Sans Extra Light**  
***Fira Sans Extra Light Italic***  
**Fira Sans Thin**  
***Fira Sans Thin Italic***

03.

# Product identities

Each game in the WyoLotto portfolio has a unique brand identity to help promote each game independently while fitting into the WyoLotto family. The games in our portfolio have unique logos, color palettes, and even fonts that are outside of the core WyoLotto brand.

Use the following pages as a guide to designing new materials to promote each game while maintaining the brand equity of previously designed assets.



### 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.



Full color  
(for light background)



One color logo  
(various approved colors)

### Cowboy Draw Disclaimer

The lottery is a form of entertainment. Please 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 Game Page on Web.*

**Preferred logo:** Full Color  
**Clear space:** The height of the ‘D’



WyoLotto Cowboy Draw Color Palette



**Cowboy Brown**  
CMYK.....45, 65, 95, 40  
RGB.....103, 70, 32  
Web .....#674620  
Pantone ..... 731 U



**Cowboy Gold**  
CMYK.....0, 15, 100, 0  
RGB.....244, 201, 0  
Web .....#f4c900  
Pantone ..... 7404 U



**Cowboy Dark Brown**  
CMYK.....55, 65, 80, 65  
RGB.....60, 44, 26  
Web .....#3c2c1a  
Pantone ..... 7519 U

WyoLotto Cowboy Draw Tone of Voice & Visuals

Cowboy Draw is Wyoming’s game and the tone and visuals display just that. Cowboy Draw leans heavily into Cowboy culture past and present. Throw in some “howdy pardners” and “yeehaws” along with silly cowboys and girls and you’re as golden as Wyoming’s amber waves of grain.



WyoLotto Cowboy Draw examples

These materials show how the game appears in marketing materials. While new looks and styles may be created, be sure to follow the intent of these brand assets.

### Powerball® Identity

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



Full color logo



One color logo  
(various approved colors)

### Powerball Disclaimer

The lottery is a form of entertainment. Please 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 Game Page on Web.*



**Preferred logo:** Full Color with PowerPlay

**Clear space:** The diameter of one of the balls



## WyoLotto Powerball Color Palette



### Powerball Red

CMYK.....0, 100, 100, 5  
RGB.....225, 25, 33  
Web .....#e11921  
Pantone .....2035 U



### Powerball Light Red

CMYK.....0, 80, 90, 0  
RGB.....241, 90, 48  
Web .....#f15a30  
Pantone .....485 U

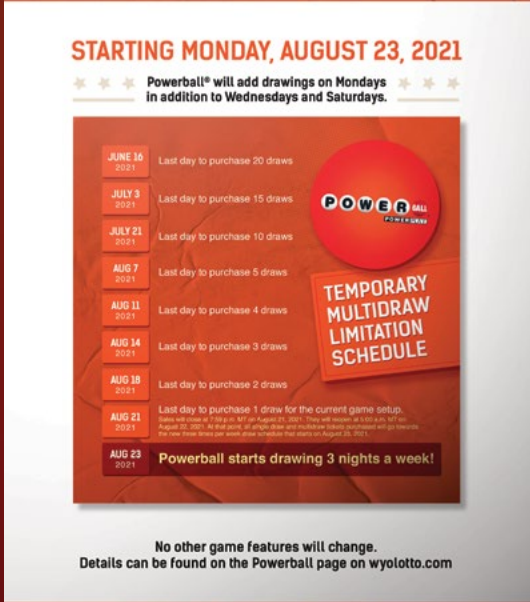


### Powerball Dark Red

CMYK.....25, 100, 100, 30  
RGB.....143, 23, 25  
Web .....#8f1719  
Pantone .....201 U

## WyoLotto Powerball Tone of Voice & Visuals

The Powerball tone of voice is all about thinking and going bigger. Known for big jackpots and big prizes, WyoLotto Powerball stands out among our other games. If you're shooting for the moon, giving away a big truck, or crushing a car with the powerball, you're on the right track.



## WyoLotto Powerball examples

These materials show how the game appears in marketing materials. While new looks and styles may be created, be sure to follow the intent of these brand assets.

## 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.



Full color logo



One color logo  
(various approved colors)

## Mega Millions Disclaimer

The lottery is a form of entertainment. Please 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 Game Page on Web.*

**Preferred logo:** Full Color with Megaplier  
**Clear space:** The height of the ‘M’ in ‘Millions’



## WyoLotto Mega Millions Color Palette



### Mega Millions Green

CMYK.....75, 0, 90, 0  
RGB.....52, 181, 88  
Web .....#34b558  
Pantone .....354 U



### Mega Millions Light Green

CMYK.....50, 0, 85, 0  
RGB.....138, 199, 90  
Web .....#8ac75a  
Pantone .....366 U



### Mega Millions Dark Green

CMYK..... 90, 35, 100, 30  
RGB.....15, 97, 50  
Web .....#0f6132  
Pantone .....357 U

## WyoLotto Mega Millions Tone of Voice & Visuals

Mega Millions is about a life of excess. With huge jackpots, Mega Millions players daydream about living the good life with mounds of money, diamonds, and even gold plated bacon. Although speaking with exuberance the voice remains down-to-earth and relatable as it speaks to the potential millionaire and encourages them to dream.



## WyoLotto Mega Millions examples

These materials show how the game appears in marketing materials. While new looks and styles may be created, be sure to follow the intent of these brand assets.



**Preferred logo:** Full Color with tagline  
**Clear space:** The height of the 'F' in 'Life'

## 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.



Full color logo



One color logo  
 (various approved colors)

## Lucky for Life Disclaimer

The lottery is a form of entertainment. Please 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 Game Page on Web.*



WyoLotto Lucky for Life Color Palette



**L4L Orange**  
CMYK..... 0, 50, 100, 0  
RGB.....247, 148, 30  
Web .....#f7941c  
Pantone .....1375 U



**L4L Green**  
CMYK..... 90, 25, 100, 15  
RGB.....0, 125, 63  
Web .....#007d3f  
Pantone .....347 U



**L4L Dark Green**  
CMYK..... 90, 40, 95, 40  
RGB.....0, 78, 46  
Web .....#004e2e  
Pantone .....343 U

WyoLotto Powerball Tone of Voice & Visuals

Lucky For Life proudly leans on our leprechaun characters. We like using a thick Irish accent in copy, as the game leans into Irish themed visuals and language. Lucky charms, pots of gold, rainbows, lucky socks, and unicorns are all fair game.



WyoLotto Lucky for Life examples

These materials show how the game appears in marketing materials. While new looks and styles may be created, be sure to follow the intent of these brand assets.



## 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.



Full color logo  
(on light backgrounds)



One color logo  
(various approved colors)

## 2by2 Disclaimer

The lottery is a form of entertainment. Please 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 Game Page on Web.*



**Preferred logo:** Full Color on dark backgrounds

**Clear space:** The height of the WyoLotto logo

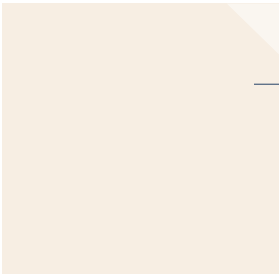
WyoLotto 2by2 Color Palette



**Bright Red**  
CMYK.....7, 80, 81, 1  
RGB.....223, 88, 63  
Web .....#DF583F  
Pantone .....1795



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



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



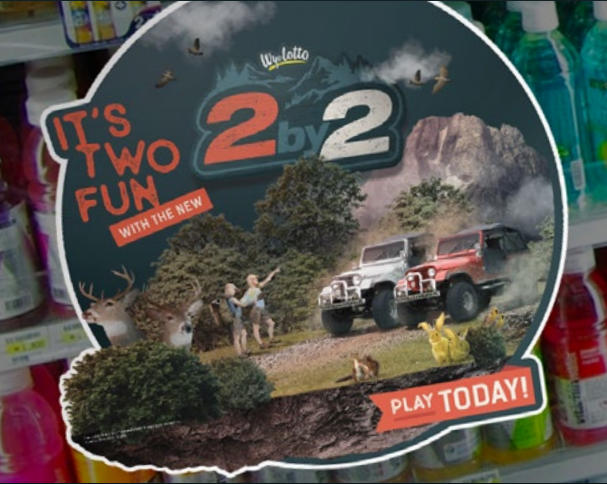
**Light Blue**  
CMYK.....77, 47, 44, 15  
RGB.....67, 107, 118  
Web .....#436B76  
Pantone .....2181



**Warm Grey**  
CMYK.....35, 35, 38, 1  
RGB.....170, 156, 148  
Web .....#AA9C94  
Pantone .....2332

WyoLotto 2by2 Tone of Voice & Visuals

2by2 is inspired by the great outdoors of Wyoming. Relating to players with its visuals of local animals, hikers, Jeeps, dirt bikes, and vast landscapes, 2by2 feels like a Wyoming game. Verbally the game plays up twos and things coming in pairs. It emulates how the game is played in a playful way, all with a Wyoming tone.



WyoLotto 2by2 examples

These materials show how the game appears in marketing materials. While new looks and styles may be created, be sure to follow the intent of these brand assets.

## WyoLotto KENO Identity

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



Full color logo



One color logo  
(various approved colors)

## WyoLotto 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 Game Page on Web.*



**Preferred logo:** Full Color with Ball, Purple Gradient Background  
**Clear space:** The diameter of the inner circle of the ‘O’



WyoLotto KENO Color Palette



Orange

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



Teal

CMYK..... 73, 14, 28, 0  
RGB.....37, 63, 71  
Web .....#32a8b5  
Pantone .....2233 CP



Purple

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



Navy

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



Red

CMYK..... 2, 93, 85, 0  
RGB.....233, 56, 54  
Web .....#e93836  
Pantone ..... 2348 CP



Deep purple

CMYK..... 90, 90, 40, 55  
RGB.....31, 25, 60  
Web .....#1f193c

WyoLotto KENO Tone of Voice & Visuals

As a game best played with friends at the bar or restaurants, KENO feels like a party. It leans on neon lights and an 80’s aesthetic. Our KENO cowboy lights up communications with epic dance moves and charisma. Verbally, KENO is kept simple, light hearted, and embraces the excitement of a game that draws every 4 minutes.



WyoLotto KENO examples

These materials show how the game appears in marketing materials. While new looks and styles may be created, be sure to follow the intent of these brand assets.

### 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.



Full color logo



One color logo  
(various approved colors)

### Ragtime Raffle Disclaimer

The lottery is a form of entertainment. Please 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 Ragtime 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 Game Page on Web.*

**Preferred logo:** Full Color on ragtime red  
**Clear space:** The height of the top flair



WyoLotto Ragtime Raffle Color Palette



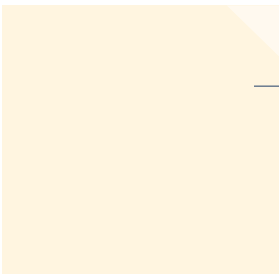
Ragtime Red

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

WyoLotto Ragtime Raffle Tone of Voice & Visuals

Ragtime Raffle relies on an old western saloon aesthetic and way of speaking. As the name insinuates, music is a big part of the brand, whether it’s in a jingle or playful content references. Cancan dancers, garters, saloon doors, and pianos are all in the right key when it comes to the Ragtime Raffle brand.



WyoLotto Ragtime Raffle examples

These materials show how the game appears in marketing materials. While new looks and styles may be created, be sure to follow the intent of these brand assets.





## How we show all our games together

The standard way to show all games in one piece is in game colored balls. This provides consistent treatment and helps the logos stand apart from the rest of the design.

In some cases, other treatments besides game balls may be used. Design each container to the corresponding game identity and ensure they follow established assets.



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