



Brand standards

The official brand guide of the
Wyoming Lottery Corporation

March | 2025



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



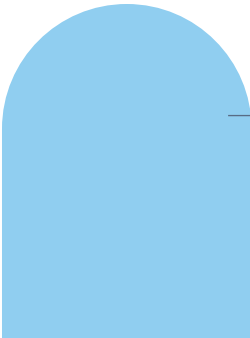
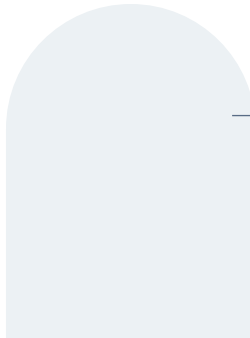
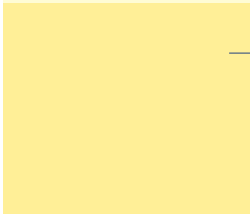
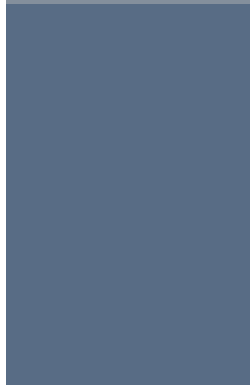
Clear space

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.

	Light Blue CMYK..... 40, 5, 0, 0 RGB..... 144, 205, 241 Web #90cdf1 Pantone 2190 U		Heaven CMYK..... 0, 0, 20, 0 RGB..... 255, 252, 213 Web #ffecd5 Pantone 7499 U		Fog CMYK..... 6, 2, 2, 0 RGB..... 236, 241, 244 Web #ecf1f4 Pantone 656 U
	Sky Blue CMYK..... 70, 25, 0, 0 RGB..... 60, 156, 215 Web #3c9cd7 Pantone 2193 U		Sunbeam CMYK..... 0, 3, 50, 0 RGB..... 255, 239, 151 Web #ffef97 Pantone 2003 U		Blasé Grey CMYK..... 15, 5, 0, 45 RGB..... 132, 143, 156 Web #848f9c Pantone 2157 U
	WyoLotto Blue CMYK..... 85, 43, 0, 0 RGB..... 0, 126, 195 Web #007ec3 Pantone 2195 U		WyoLotto Gold CMYK..... 0, 15, 100, 0 RGB..... 244, 201, 0 Web #f4c900 Pantone 7404 U		Text Grey CMYK..... 50, 30, 10, 40 RGB..... 88, 108, 133 Web #576c84 Pantone 2160 U
	Deep Blue CMYK..... 100, 70, 10, 15 RGB..... 0, 78, 139 Web #004e8b Pantone 293 U				Headline Grey CMYK..... 80, 65, 45, 40 RGB..... 50, 65, 82 Web #324051 Pantone 2378 U
	Navy CMYK..... 95, 75, 40, 50 RGB..... 12, 45, 71 Web #092c47 Pantone 295 U				

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.



Preferred logo: Full Color with PowerPlay

Clear space: The diameter of one of the balls

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.

WyoLotto Powerball Color Palette



Powerball Red

CMYK.....0, 100, 100, 5
RGB..... 225, 25, 33
Web#e11921
Pantone2035 U



Powerball Light Red

CMYK.....0, 80, 90, 0
RGB..... 241, 90, 48
Web#f15a30
Pantone485 U



Powerball Dark Red

CMYK.....25, 100, 100, 30
RGB.....143, 23, 25
Web#8f1719
Pantone201 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.



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

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
Pantone354 U



Mega Millions Light Green
CMYK.....50, 0, 85, 0
RGB.....138, 199, 90
Web#8ac75a
Pantone366 U



Mega Millions Dark Green
CMYK..... 90, 35, 100, 30
RGB.....5, 99, 51
Web#0f6132
Pantone357 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 more with mounds of money, gold bars, lavish vacations, and an excessive amount of cheese. 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
Pantone1375 U



L4L Green
CMYK..... 90, 25, 100, 15
RGB.....0, 125, 63
Web#007d3f
Pantone347 U



L4L Dark Green
CMYK..... 90, 40, 90, 45
RGB.....0, 79, 47
Web#004e2e
Pantone343 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



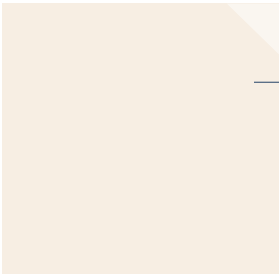
Bright Red

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, 29
Web#F4A41D
Pantone 130 CP



Teal

CMYK..... 73, 14, 28, 0
RGB..... 50, 168, 181
Web#32a8b5
Pantone2233 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.



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.



The Wyoming Lottery
1620 Central Ave, Suite 100
Cheyenne, WY 82001

307.432.9300