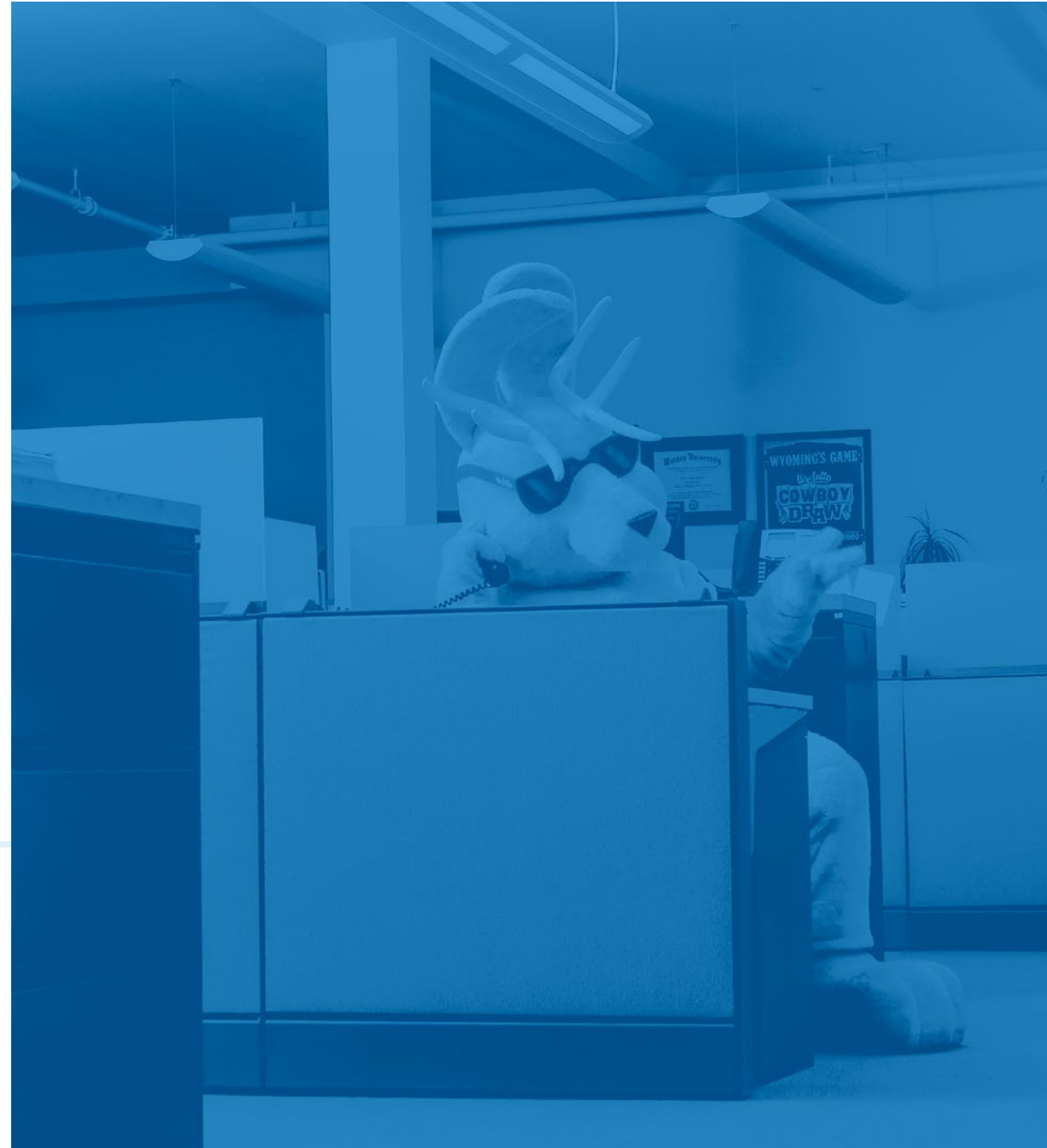




Brand standards

The official brand guide of the
Wyoming Lottery Corporation

February | 2026



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.

<p>Light Blue CMYK..... 40, 5, 0, 0 RGB..... 144, 205, 241 Web #90cdf1 Pantone..... 2190 U</p> <p>Sky Blue CMYK..... 70, 25, 0, 0 RGB..... 60, 156, 215 Web #3c9cd7 Pantone..... 2193 U</p> <p>WyoLotto Blue CMYK..... 85, 43, 0, 0 RGB..... 0, 126, 195 Web #007ec3 Pantone..... 2195 U</p> <p>Deep Blue CMYK..... 100, 70, 10, 15 RGB..... 0, 78, 139 Web #004e8b Pantone..... 293 U</p> <p>Navy CMYK..... 95, 75, 40, 50 RGB..... 12, 45, 71 Web #092c47 Pantone..... 295 U</p>	<p>Heaven CMYK..... 0, 0, 20, 0 RGB..... 255, 252, 213 Web #fffcd5 Pantone..... 7499 U</p> <p>Sunbeam CMYK..... 0, 3, 50, 0 RGB..... 255, 239, 151 Web #ffef97 Pantone..... 2003 U</p> <p>WyoLotto Gold CMYK..... 0, 15, 100, 0 RGB..... 244, 201, 0 Web #f4c900 Pantone..... 7404 U</p>	<p>Fog CMYK..... 6, 2, 2, 0 RGB..... 236, 241, 244 Web #ecf1f4 Pantone..... 656 U</p> <p>Blasé Grey CMYK..... 15, 5, 0, 45 RGB..... 132, 143, 156 Web #848f9c Pantone..... 2157 U</p> <p>Text Grey CMYK..... 50, 30, 10, 40 RGB..... 88, 108, 133 Web #576c84 Pantone..... 2160 U</p> <p>Headline Grey CMYK..... 80, 65, 45, 40 RGB..... 50, 65, 82 Web #324051 Pantone..... 2378 U</p>
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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.



Preferred logo: Full Color
Clear space: The height of the 'D'



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.

WyoLotto Cowboy Draw Color Palette



Cowboy Brown

CMYK.....45, 65, 95, 40
 RGB.....103, 70, 32
 Web#674620
 Pantone731 U



Cowboy Gold

CMYK.....0, 15, 100, 0
 RGB.....244, 201, 0
 Web#f4c900
 Pantone7404 U



Cowboy Dark Brown

CMYK.....55, 65, 80, 65
 RGB.....60, 44, 26
 Web#3c2c1a
 Pantone7519 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
 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.



Preferred logo: Full Color

Clear space: The height of the 'M' in 'Millions'



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.

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.

Millionaire for Life™ Identity

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



Full color logo
(Non-gradient version available for screen printing)

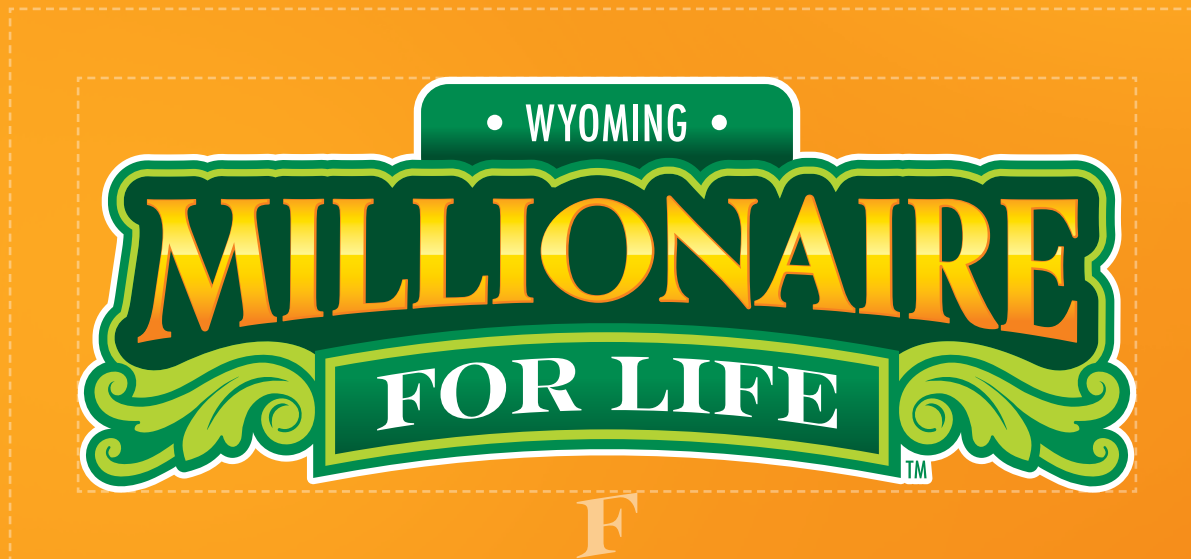


One color logo
(White version also approved)

Millionaire for Life Disclaimer

The lottery is a form of entertainment. Please play responsibly. Millionaire 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 Millionaire 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.



Preferred logo: Full Color with “Wyoming”

Clear space: The height of the ‘F’ in ‘For’

WyoLotto Millionaire for Life Color Palette



Orange

CMYK.....0, 60, 100, 0
 RGB..... 245, 130, 32
 Web#f58220
 Pantone.....151



Yellow

CMYK.....0, 10, 100, 0
 RGB.....255, 221, 0
 Web#ffdd00
 Pantone.....109



Kelly Green

CMYK.....100, 0, 90, 20
 RGB.....0, 140, 79
 Web#008c4f
 Pantone.....348



Sun Yellow

CMYK.....0, 0, 55, 0
 RGB.....255, 247, 143
 Web#fff78f
 Pantone.....106



Dark Green

CMYK.....100, 30, 90, 50
 RGB.....0, 79, 46
 Web#004f2e
 Pantone.....3435



Bright Green

CMYK.....35, 0, 100, 0
 RGB.....178, 210, 53
 Web#b2d235
 Pantone.....382

WyoLotto Millionaire for Life Tone of Voice & Visuals

Millionaire for Life puts being a millionaire on repeat. With its annual grand prize, Millionaire should visually showcase that repetition and how wealth can build upon itself year after year. While the launch campaign for this game focused on cash dispensing mailboxes, that shouldn't limit how this brand expresses itself. But being a millionaire doesn't have to mean lavish luxury or upscale experiences. Sometimes it's treating yourself to something you would never have gotten before winning, plussing up something you already have, or letting your wild side out. The tone and voice of Millionaire should inspire players to dream of what they'd do if they won the big prize.



WyoLotto Millionaire 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
 Pantone1795



Dark Blue

CMYK.....84, 61, 55, 45
 RGB.....37, 63, 71
 Web#253F47
 Pantone2188



Warm White

CMYK.....2, 5, 9, 0
 RGB.....247, 238, 227
 Web#F7EEE3
 PantoneWarm Grey 1



Light Blue

CMYK.....77, 47, 44, 15
 RGB.....67, 107, 118
 Web#436B76
 Pantone2181



Warm Grey

CMYK.....35, 35, 38, 1
 RGB.....170, 156, 148
 Web#AA9C94
 Pantone2332

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.



Preferred logo: Full Color with Ball, Purple Gradient Background

Clear space: The diameter of the inner circle of the ‘O’



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.

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.



Wyolotto[®]

The Wyoming Lottery
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Cheyenne, WY 82001

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