

A guide to the

Colorado Lottery



No. 6
Updated 2.11.2022





Section.01

Logos

CONTENTS

- Primary Logo
- One-color Logo
- Type Logo
- Two-color Logo
- Incorrect Usage

Door Decal



Primary Logo

The Colorado Lottery logo is available in one arrangement and the provided with and without a white outline. Always use the white outlined version on dark green backgrounds. The logo should never be used smaller than .5 inches in height.

The logo may be used with or without the tagline. When using the logo and tagline together, please use one of the logos provided with the incorporated tagline in one of the color options indicated.



.5 in = Minimum Size



PLAY ON

The Play On tagline is to appear in nearly all uses of the Colorado Lottery logo. The acceptable colors for the tagline are displayed here. There are four conditions in which it is appropriate for the logo to appear on its own.

- “Play On” is used as a headline and inclusion of the tagline is redundant.
- The Colorado Lottery logo is too small, rendering the Play On tagline unreadable.
- The Colorado Lottery logo is locked up with a headline or additional text.
- Play On messaging conflicts with the tone of the subject matter, e.g., problem gambling.



PLAY ON®



PLAY ON®



PLAY ON®



PLAY ON®

Point of Sale



Which games can I win today?

Must be 18 to buy. Prizes equal 50% of overall sales. Odds of winning vary by game. Visit coloradolottery.com for details. © 2021 Colorado lottery

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
LUCKY FOR LIFE® CASH 5® PICK 3®	POWER BALL® LUCKY FOR LIFE® CASH 5® PICK 3®	MEGA MILLIONS® LUCKY FOR LIFE® CASH 5® PICK 3®	POWER BALL® COLORADO LOTTO+® LUCKY FOR LIFE® CASH 5® PICK 3®	LUCKY FOR LIFE® CASH 5® PICK 3®	MEGA MILLIONS® LUCKY FOR LIFE® CASH 5® PICK 3®	POWER BALL® COLORADO LOTTO+® LUCKY FOR LIFE® CASH 5® PICK 3®

One-color Logo

Type Logo

SEC.01
Logos

The Colorado Lottery logo is available in a one-color format. The four colors featured here are the only colors that can be used in the one-color format.

The logo may be used as type only for horizontal applications in the provided colors. Use primary logo whenever possible.



100% Black



White

COLORADO LOTTERY

100% Black



PMS 3435



PMS 369

COLORADO LOTTERY

PMS 3435

COLORADO LOTTERY

PMS 369



Reversed Logo

[illegible]

Two-color Logo

The Colorado Lottery logo is also available in an optional two-color format. The black in the logo cannot be changed. The round colored band may be changed to match a primary or complimentary color based on the specific application.*

* The logos below are examples only and do not exist in the files provided. Should you have a specific application that requires a custom two-color logo, please contact the Colorado Lottery Communications Manager.



Proceeds OOH



Incorrect Usage

SEC.01 Logos

Please do not alter the logo, its colors or its proportions in any way other than the files provided. Do not place the logo over complicated backgrounds, photos or textures. Do not place the logo on clashing colors. Do not stretch or apply Photoshop filters to the original logo. Do not add extra elements or clip art to the logo. Do not re-typeset the logo and/or tagline. If you have any questions about a particular arrangement please contact the Colorado Lottery Communications Manager.



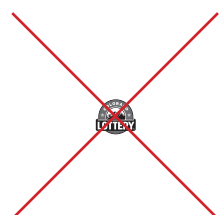
Do not alter the colors.



Do not add elements or clip art.



Do not alter the proportions.



Do not use logo smaller than .5" in height.



Do not apply Photoshop filters.



Do not place on complicated shapes or clashing colors.



Do not place on complicated textures.



Do not use URL with logo without tagline.



Section.02

Corporate Brand Color & Gradient

CONTENTS

Corporate Brand Colors and Gradients
Gradient Rules

Office Poster

The Three Pillars of the Colorado Lottery

Revenue Responsibility Conservation

GOALS FOR THE NEXT FOUR YEARS:

OUR GOALS YOU ASK?

Grow sales revenue to \$1 billion by July 1, 2023, in a responsible manner, thereby increasing the dollars available for outdoor conservation, outdoor recreation and schools in Colorado.

In order to achieve the over-arching goal the Lottery has set these Wildly Important Goals for Fiscal Year 20:

- 1. REVENUE** - Grow Colorado Lottery's annual sales revenue from \$680 million (FY19) to \$750 million by July 1, 2020.
- 2. RESPONSIBILITY** - Achieve World Lottery Association (WLA) level 2 certification in responsible gaming and submit application for level 3 certification by May 1, 2020.
- 3. CONSERVATION** - To increase the Lottery's role as a conservation organization by July 1, 2020.

WHY ITS IMPORTANT THAT WE BECOME A CONSERVATION ORGANIZATION?

Being a conservation organization means we live by the values Coloradans embrace.

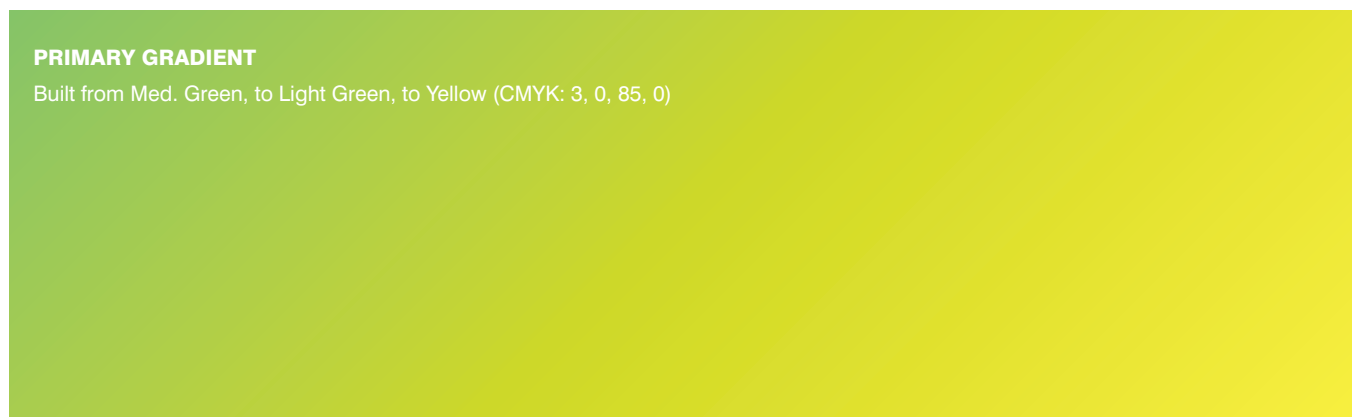
The Lottery strives to not only fund conservation in Colorado, but to also become a conservation organization. To do that we need to implement environmentally-friendly best practices, including ordering sustainable premium items, recycling, practicing conservation and reducing waste. We must also continue to work to build strong relationships with our beneficiaries and communities where we live and work. It's good business, and it's good stewardship. Together we will continue to do great things.

Thanks for your support on all of our goals, if you have any questions feel free to ask! And, don't forget to read the Lottery Lowdown which will provide updates each month on upcoming benchmarks!

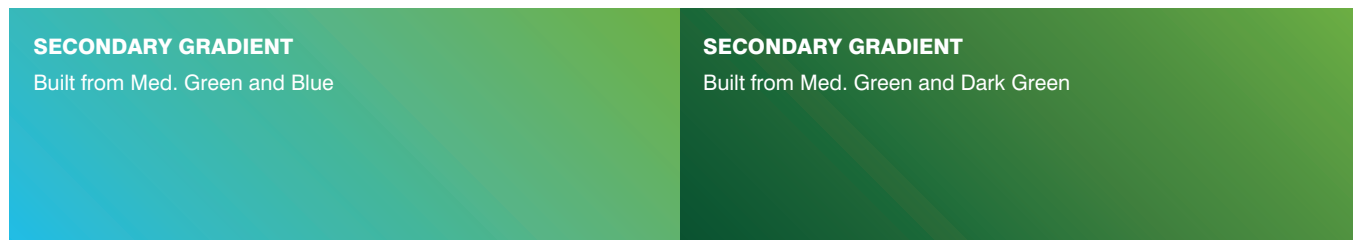
COLORADO LOTTERY
PLAY ON!

The Colorado Lottery has four hero brand colors and a set of hero brand gradients that match the brand colors. The gradients are used in conjunction with the brand color and white to create a flexible set of backgrounds and design patterns. These colors and gradients should anchor all corporate level communications that do not include specific game messaging..

DARK GREEN PMS: 3435 CMYK: 100-0-81-66 RGB: 0-81-47	MED. GREEN PMS: 369 CMYK: 59-0-100-7 RGB: 109-179-63	LIGHT GREEN PMS: 397 CMYK: 20-0-100-0 RGB: 215-223-35	BLUE PMS: 306 CMYK: 75-0-7-0 RGB: 0-188-228
--	---	--	--

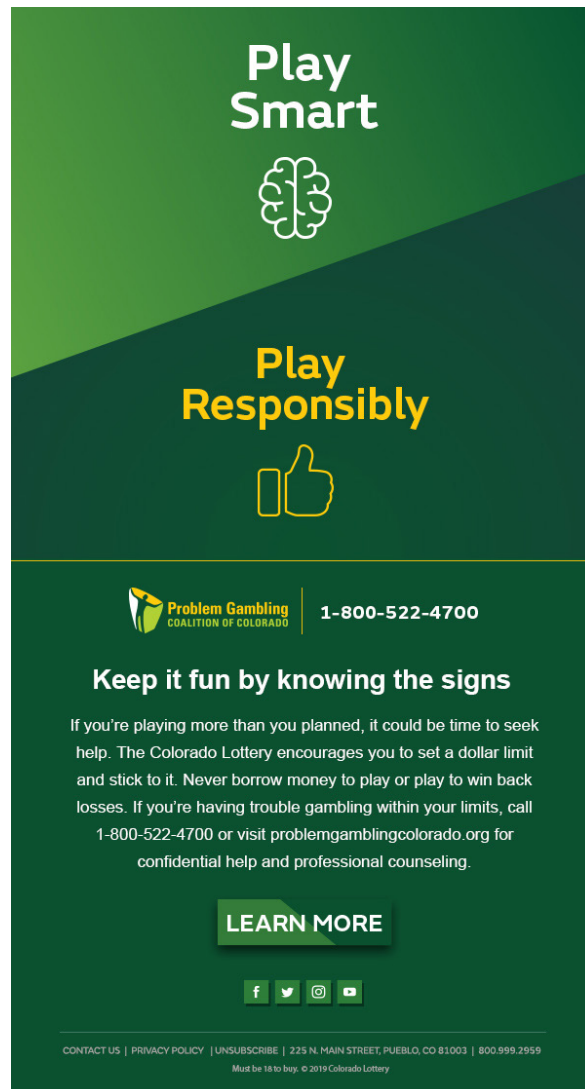


Note: the inclusion of yellow at the light end of the Primary Gradient is necessary to ensure proper contrast when placing elements over a background gradient.




White / CMYK: 0-0-0-0 / RGB: 255-255-255

Email





The email banner features a dark green background with a lighter green diagonal split. The top section, on the lighter green, contains the text "Play Smart" in white, followed by a white brain icon. The bottom section, on the darker green, contains the text "Play Responsibly" in yellow, followed by a yellow thumbs-up icon. Below this, a horizontal line separates the header from the main content. The main content area includes the Problem Gambling Coalition of Colorado logo and the phone number 1-800-522-4700. A bold heading "Keep it fun by knowing the signs" is followed by a paragraph of text. A "LEARN MORE" button is positioned below the text. At the bottom, there are social media icons for Facebook, Twitter, Instagram, and YouTube. The footer contains contact information and a copyright notice.

Play Smart



Play Responsibly







 **Problem Gambling**
COALITION OF COLORADO | **1-800-522-4700**

Keep it fun by knowing the signs

If you're playing more than you planned, it could be time to seek help. The Colorado Lottery encourages you to set a dollar limit and stick to it. Never borrow money to play or play to win back losses. If you're having trouble gambling within your limits, call 1-800-522-4700 or visit problemgamblingcolorado.org for confidential help and professional counseling.

LEARN MORE

CONTACT US | PRIVACY POLICY | UNSUBSCRIBE | 225 N. MAIN STREET, PUEBLO, CO 81003 | 800.999.2959
Must be 18 to buy. © 2019 Colorado Lottery

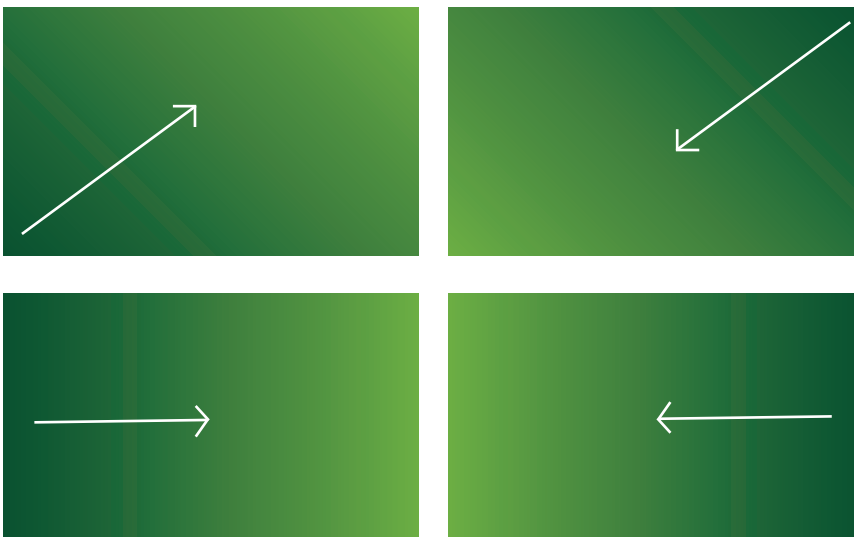
Gradients are meant to be flexible and can be created at varying angles and directions to ensure the design system is dynamic. Gradients should be created to ensure maximum contrast for elements within any given layout.

Here are examples of the ways you can vary the gradients:

Using only a segment of the gradient:



Changing the direction of the gradient (any angle is acceptable):





Section.03

Game Brand Elements

CONTENTS

- Games - Type
- Games - Balls
- Games - Color Palettes
- Games - Gradients
- Games - Look and Feel

Play Slip

COLORADOTM
 LOTTO+

For \$1 per board, add PLUS for a chance to win \$250,000 or other prizes by matching your numbers to the PLUS winning numbers.

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	VOID	

P I C K 6

 ▲ or Q P

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
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25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	VOID	

P I C K 6

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31	32	33	34	35	36
37	38	39	40	VOID	

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25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	VOID	

P I C K 6

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19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	VOID	

P I C K 6

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13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	VOID	

P I C K 6

 ▲ or Q P

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	VOID	

P I C K 6

 ▲ or Q P

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	VOID	

P I C K 6

 ▲ or Q P

BOARD A \$2

BOARD B \$2

BOARD C \$2

BOARD D \$2

BOARD E \$2

ADVANCE PLAY

The game wordmarks are available in their respective game color as well as 100% black and reverse white. For Powerball , Mega Millions and Lucky for Life, alternate arrangements have been provided to accommodate the word length and location restrictions.

POWERBALL®
MEGA MILLIONS®
COLORADO LOTTO+™
LUCKY FOR LIFE®
CASH 5™
PICK 3™
SCRATCH™

**POWER
BALL®**
**MEGA
MILLIONS®**
**COLORADO™
LOTTO+**
**LUCKY®
FOR LIFE**

**POWER
BALL®**
**MEGA
MILLIONS®**
**COLORADO™
LOTTO+**
**LUCKY®
FOR LIFE**

SCRATCH™

Game color

SCRATCH™

100% Black

SCRATCH™

Reversed

Playslip Holder

COLORADO LOTTERY JACKPOT GAMES - IT'S EASY TO PLAY



POWER BALL®

Choose 5 from 69 numbers and 1 from 26 for your Powerball number.



MEGA MILLIONS

Choose 5 from 70 and 1 from 25 numbers for Mega Ball.



LUCKY® FOR LIFE

Choose 5 from 48 numbers and 1 from 18 numbers for Lucky Ball.



COLORADO LOTTO+®

Choose 6 out of 40 numbers for Colorado Lotto+. Add Plus to enter your numbers into an additional drawing.



CASH 5™

Choose 5 out of 32 numbers for Cash 5.



PICK 3™

Choose 3 numbers between 0-9, can be separate or duplicated. Pick a bet type and play the midday drawing, the evening drawing or both.

BUY YOUR TICKET
Select your numbers by filling out a playslip, or ask for a Quick Pick. Add Plus to Colorado Lotto+, Power Play to Powerball or Megaplier to Mega Millions for extra \$1/line, and look for added ways to play on our other games.

ADVANCE PLAY
Never miss a Draw! Play your same lucky numbers for up to 91 consecutive draws. See specific game rules for number of Advance Play allowed for each game.

CHECK YOUR WINNINGS
Check your texts, email, local news, etc. to see if you won big! Winning numbers are also available at coloradolottery.com and on our free mobile app. Must be 18 to buy. Prizes equal 50% of overall sales. Odds of winning vary by game. Visit coloradolottery.com for details. © 2019 Colorado Lottery



PLAY ON™



Download the free Colorado Lottery app and play like a pro.

The game balls are available in one arrangement and color per game. Do not alter the game name or balls, their colors or their proportions in any way.



COLORADO LOTTO+ PLUS COPY

Colorado Lotto+ Plus refers to Colorado Lotto+ with the optional Plus add-on. Colorado Lotto+ refers to Colorado Lotto+ without the optional Plus add on. Unless specifically referring to Colorado Lotto+ with the Plus add on, always use the term Colorado Lotto+.

Gas Station Signage



Each game has a palette corresponding to it. The palettes are comprised of tints and shades of the game ball color. Below shows the gradation of color.

PMS: 186 / CMYK: 0-100-100-0 / RGB: 237-28-36
PMS: 123 / CMYK: 0-20-100-0 / RGB: 255-203-5
PMS: 2995 / CMYK: 70-0-0-0 / RGB: 0-192-243
PMS: 158 / CMYK: 5-60-100-0 / RGB: 198-115-40
PMS: 390 / CMYK: 35-0-100-0 / RGB: 179-211-53
PMS: 266 / CMYK: 79-90-0-0 / RGB: 89-50-131
PMS: Green / CMYK: 100-0-59-0 / RGB: 0-168-144
100% Black

PRIMARY COLOR

POWER BALL®								
MEGA MILLIONS®								
COLORADO LOTTO+™								
LUCKY® FOR LIFE								
CASH 5™								
PICK 3™								
SCRATCH™								

ESMM



Each game palette has a corresponding gradient that can be used when materials feature a single game or combination of multiple games.

	Game Gradient:	Built From:	
POWER BALL®		C: 2 M: 78 Y: 41 K: 0	C: 2 M: 40 Y: 80 K: 0
MEGA MILLIONS®		C: 0 M: 40 Y: 88 K: 0	C: 2 M: 3 Y: 80 K: 0
COLORADO LOTTO+		C: 75 M: 20 Y: 0 K: 0	C: 16 M: 2 Y: 2 K: 0
LUCKY FOR LIFE®		C: 2 M: 64 Y: 100 K: 0	C: 2 M: 10 Y: 90 K: 0
CASH 5™		C: 52 M: 2 Y: 79 K: 0	C: 3 M: 0 Y: 85 K: 0
PICK 3™		C: 56 M: 70 Y: 0 K: 0	C: 18 M: 82 Y: 11 K: 0
SCRATCH™		C: 64 M: 2 Y: 54 K: 0	C: 39 M: 2 Y: 0 K: 0

POS Signage



When focusing exclusively on brand level communications featuring all of the game brands or a single subsidiary game brand, the Colorado Lottery employs a look and feel built to highlight core information while still maintaining a level of playfulness and energy. Allowing for the combination of corporate brand colors and gradients with game level assets ensures a flexible visual system.





Section.04

Typography

CONTENTS

The Lottery Typeface
Stationery Usage



Our new typeface, Emeric, is all about possibilities. With 22 distinct weights this new type will allow us to communicate varying messages with a consistent look and feel. As we develop the specific usage we will continually update this guide with clear direction. If you have any questions about how to use the new typeface please contact the Colorado Lottery Communications Manager.

HEADLINE

Emeric Heavy
Heavy / Heavy Italic

HEADLINE

Emeric ExtraBold
ExtraBold / ExtraBold Italic

HEADLINE

Emeric Bold
Bold / Bold Italic

HEADLINE / SUBHEAD

Emeric SemiBold
SemiBold / SemiBold Italic

SUBHEAD

Emeric Medium
Medium / Medium Italic

SUBHEAD

Emeric Core
Core / Core Italic

SUBHEAD / BODY COPY

Emeric Regular
Regular / Regular Italic

BODY COPY

Emeric Book
Book / Book Italic

BODY COPY

Emeric Light
Light / Light Italic

BODY COPY

Emeric ExtraLight
ExtraLight / ExtraLight Italic

BODY COPY

Emeric Thin
Thin / Thin Italic

Homepage Hero



With 22 distinct weights, the possibilities are endless—and perhaps a little overwhelming. To keep things simple, you should limit usage to three weights for general communications pieces. Follow the guidelines below.

For headlines, use the eye-catching Emeric Heavy.

If you need a subhead, Emeric Medium has enough heft without being too soft.

When it comes to copy, let the words flow with the smooth and easy-to-read Emeric Book.

Terms	Unacceptable Usage	Subsequent References/ Additional Notes
Advance Play	Advanced Play	
annuity or annuitized		
Building Excellent Schools Today (BEST)		
Cash 5	Not Cash5 or Cash Five	
Colorado Lottery	Not Colorado Lotto or any abbreviation of Colorado CO Lottery, CO Lotto. Not capitalized when referring to the industry or other lotteries.	Lottery or the Lottery
coloradolottery.com	Not www.coloradolottery.com; ColoradoLottery.com; Coloradolottery.com	
Colorado Lotto+ Plus	Lotto Lotto +	Never Shorten
Colorado Parks and Wildlife		
Conservation Trust Fund		CTF
Department of Revenue		DOR, CDOR
Department of Local Affairs (DOLA)		
email	Not e-mail	
Fiscal Year	When reporting financial numbers, as in a press release	FY 2014
Great Outdoors Colorado	Not G.O.C.O. or GO Colorado or GOCO	GOCO
jackpot		Refers to actual jackpot amount
Jackpot games	Not on-line or online games	Refers to Powerball, Cash 5 and Lotto
lottery		Reference to noun as in lottery type style games or as in another lottery organization.
Lucky for Life	Not Lucky for life or LuckyforLife	
manual pick		
Mega Millions	Not mega millions or MegaMillions	
Megaplier	Not Mega Plier or MegaPlier	
Multi-State Lottery Association		MUSL
MyLottery	My Lottery; My lottery	
North American Association of State and Provincial Lotteries	Not NAASPL or Naspl	NASPL
online	Not on-line	Used only in reference to activities utilizing the Web. We no longer refer to Jackpot games as On-line games.
pari-mutuel		
partial Quick Pick		
payout		payouts
Pick 3	Not Pick3 or Pick Three	
playcenter		
player base		
playslip		
point of purchase	Not Pop	POP
point of sale	Not Pos	POS
Powerball	Not power ball or PowerBall	PB when referring to the actual ball or number
Power Play	Not power play or PowerPlay	

Terms	Unacceptable Usage	Subsequent References/ Additional Notes
Problem Gambling Coalition of Colorado		PGCC
proceeds partners		
proceeds recipients		
Division of Public Schools Capital Construction Assistance		
Quick Pick		QP
Retailer Link	Retailerlink; Retailer link	
SciScan 2000 or SciScan 500		SciScan
scratch	Not capitalized when referring to the action, the product in other states or product in general.	
Scratch game		
Ticket Vending Machine		TVM
second-chance drawing	Not 2nd-chance or second chance drawing	
ticket checker (generic)		
ticket stock		
touch screen		
Web site	Not website; web site; Website	



Section.05

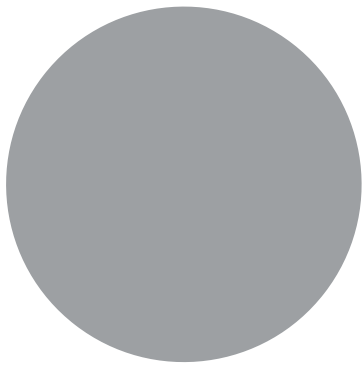
Design Elements

CONTENTS

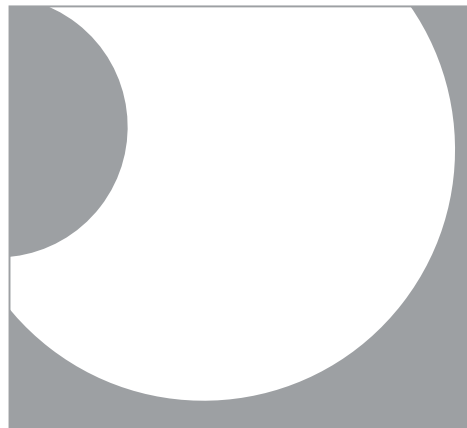
Shape and Pattern
Backgrounds

The design system is built on a set of simple building blocks born out of existing lottery assets: the lottery ball and diagonal angle of the hard drop shadows. Multiple circles are used in flexible ways to bring variety and ease of use to the overall system. This system is complemented with the use of patterns and diagonal shapes.

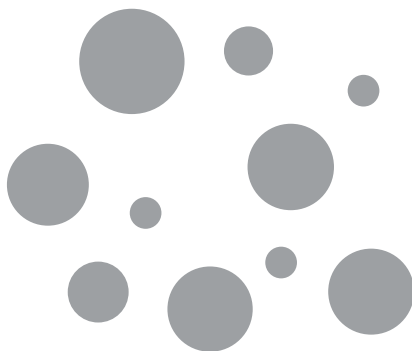
Primary Building Blocks: The Circles



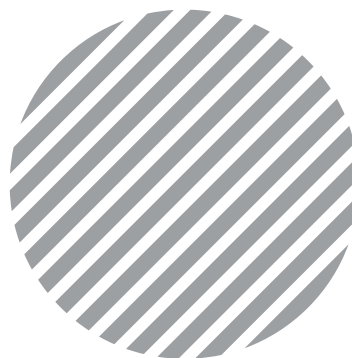
Single circles



Abstract cropped circles

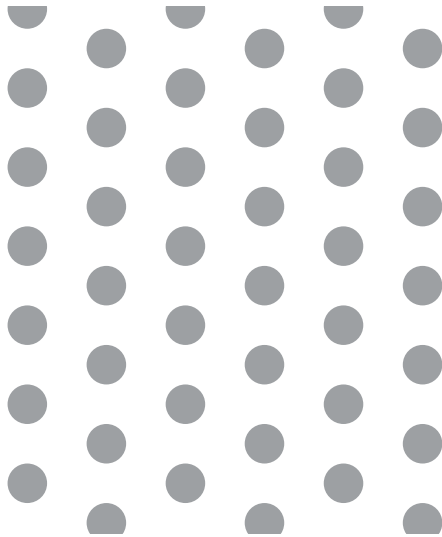


Multiple small circles

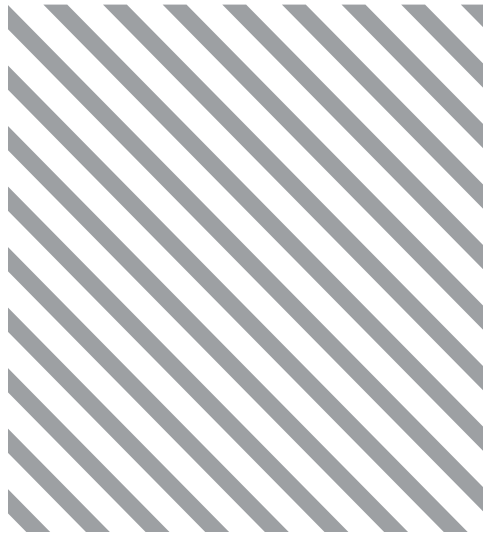


Striped Circles

Secondary Building Blocks: Pattern



Multiple circles



Stripes

POS

CASH IN
WITH THE
CASH 5
BONUS DRAW

Any \$5 Cash 5
ticket purchased
2/24/20 - 3/16/20
is eligible to win \$555

Enter today through the MyLottery app

CASH 5™

COLORADO
LOTTERY
PLAY ON

Must be 18 to buy Lottery products. Odds of winning Bonus Draw dependent on number of entries. See colorado lottery.com for details. ©2020 Colorado Lottery.

Shapes and patterns can be created with solid colors, gradients or white. They can be created with the brand palette of colors or the game palette of colors. They are versatile and can be arranged as needed in a layout, just be aware not to “overload” a design with too many elements to avoid pieces becoming too cluttered or busy.

Some Helpful Tips:

- Backgrounds can be solid, gradient or subtle, low-contrast patterns
- Use white circles in foreground at varying sizes to add fun and energy
- Use solid circles minimally to avoid busyness
- Keep overall color palettes simple and harmonious
- Use high-contrast elements, as minimal accents only

Design “Do” Examples:



Gradient circles over gradient background



Mixture of gradient circles and solid circles over gradient background



Large area of subtle pattern with solid and gradient circles over gradient background



Accent pattern with high contrast used over solid background with gradient circles

Design “Don’t” Examples:



Don't mix too many different colored elements



Don't create overly busy backgrounds or composition

ESMM

\$XXX MILLION
Current Estimated Jackpot

POWER BALL

\$350 MILLION

Now that's what we call a snowball effect

POWER BALL®

Next Drawing:
Wed., Sept. 12, 2020

Must be 18 to buy. Jackpot prize is estimated announced and will be divided equally among all winning tickets. Prizes equal 50% of overall sales. Overall odds of winning 1 in 25. Odds of winning jackpot prize 1 in 292 million. See colorado lottery.com for details. © 2020 Colorado Lottery

\$XXX MILLION
Current Estimated Jackpot

POWER BALL

\$XXX MILLION
Current Estimated Jackpot

MEGA MILLIONS

\$224 MILLION

It's money helping money be more money

MEGA® MILLIONS

Next Drawing:
Wed., Sept. 12, 2020

Must be 18 to buy. Jackpot prize is estimated announced and will be divided equally among all winning tickets. Prizes equal 50% of overall sales. Overall odds of winning 1 in 24. Odds of winning jackpot prize 1 in 246 million. See colorado lottery.com for details. © 2020 Colorado Lottery

\$XXX MILLION
Current Estimated Jackpot

POWER BALL

\$XXX MILLION
Current Estimated Jackpot

MEGA MILLIONS

\$8 MILLION

Win big Colorado style

COLORADO™ LOTTO+

Next Drawing:
Wed., Sept. 12, 2020

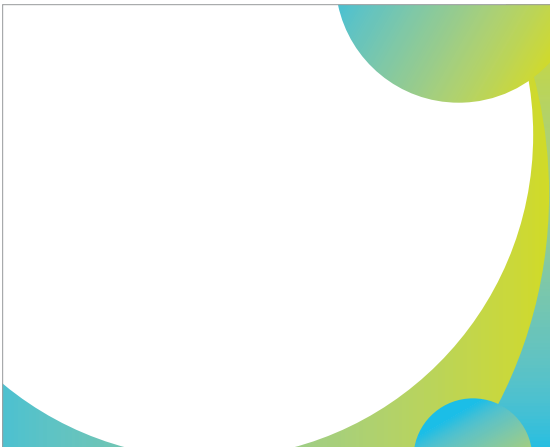
Must be 18 to buy. Jackpot prize is estimated announced and will be divided equally among all winning tickets. Prizes equal 50% of overall sales. Overall odds of winning 1 in 30. Odds of winning jackpot prize 1 in 3.4 million. See colorado lottery.com for details. © 2020 Colorado Lottery

These are the three basic approaches to building backgrounds:



#1 - Gradient Background

Backgrounds built with a flood of gradient color, (note: solid color is acceptable too) with design elements layered on top. Crop design elements off the edge of the composition to ensure plenty of open space for content.



#2 - Large, Abstract Circles

Backgrounds built with by layering large circles that crop out of the composition creating a large blank space for content. White is the preferred color for the open space in this background.



#3 - Diagonally Divided Space

Backgrounds built with gradient, colors and shapes covered by a solid color diagonal shape, creating a large portion of the composition open for content.



Section.06

Proceeds/ Promotional Illustration

CONTENTS

Illustration Style Overview

Dream Machine



Outside of traditional corporate communications, the Colorado Lottery brand is built around conservation. For promotions, sponsorships and evergreen signage, we rely on a more playful, illustration-based look and feel this encourages gameplay while reminding players that the money goes back to protect our states outdoor spaces.



Style - Solid Vector Shape Compositions

Illustrations should be created by layering solid vector shapes to create semi-realistic compositions. Illustrations should be created using the Lottery corporate and game color palettes, but additional colors like browns and tans can be included to represent organic elements of the landscape.



Subject Matter - Outdoors

These illustrations should tell stories that focus on the outdoor spaces funded by the Colorado Lottery. Scenes can feature any outdoor-related subject, activity or landscape found here in Colorado.



Composition and Perspective

Illustrations can be created as top down scenes or more graphically abstract compositions, or they can reflect a more natural, landscape style composition.



Section.07

Photography

CONTENTS

Landscape Photography

Activity Focused Photography

Outdoor Billboard



Landscape-Focused Photography

SEC.07 Photography

We love to show off the beauty of our state and there's no better way to do that than with photography. The Colorado Lottery utilizes two distinct photography styles in our advertising, the first is Landscape-focused.

Landscape-Focused Photography

Here the beauty of Colorado takes centerstage. When we rely on the great outdoors to tell our story, we make every effort to feature photography of a proceeds-funded location. Within the context of a single campaign, be careful to represent the state's geography regions equally.

Photography can be sourced from stock sites with brand approval and location confirmation, or images can be sourced from the Lottery image library found here: <https://drive.google.com/drive/folders/1nw9uxM4NyzzWVxkHxSdfEBOLv2W9hPSw>



Outdoor Billboard



It is also important to show the human benefit of the Lottery proceeds efforts. The second type of photography features that human-centered story.

Activity-Focused Photography

This photography style highlights the benefit of the money that goes back to Colorado by featuring the fun we fund. These activity-focused executions are used when it's deemed necessary to infuse more playfulness. They're also a great opportunity to represent Coloradans from all across the state.

This photography can also be sourced from stock sites with brand approval, or sourced from the Lottery image library found here: <https://drive.google.com/drive/folders/1nw9uxM4NyzzWVxkHxSdfEBOLv2W9hPSw>





Section.08

Vendor Signage Design

CONTENTS

Corporate Brand Colors and Gradients
Gradient Rules

Background Design Examples:



Background designs for all vendor promotional signage should utilize the design systems and elements outlined in previous sections with some notable restrictions.

Utilizing our colors, gradients, and graphic elements with restraint according to these rules will ensure a consistent look across all signage.

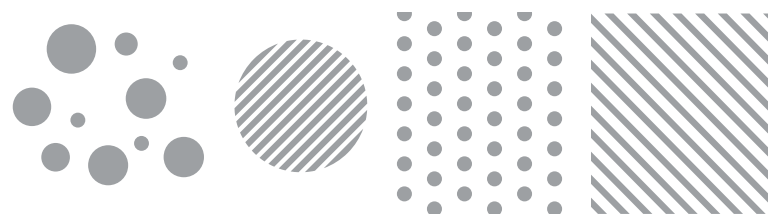
Background Fills

Use only these two corporate brand colors or these two corporate gradients as the background fill for all graphic promotional signage. These colors and gradient will ensure maximum contrast and visual harmony when incorporating game balls, logos and typography into signage design.



Graphic Elements

It is okay to enhance signage design with the Lottery graphic elements, but they should be used with restraint. Keep color palettes restrained by using these elements in greens and white only. Keep elements low contrast, small, or to the edges of the layout.

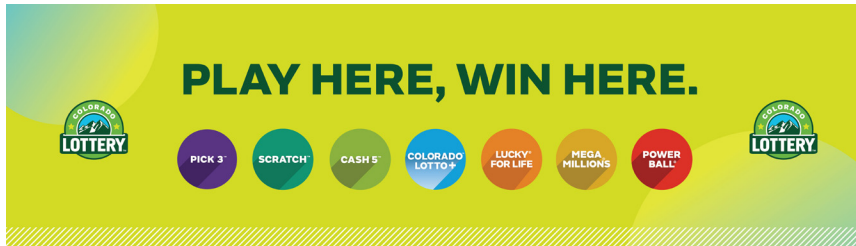


Lottery Balls and Lottery Logo

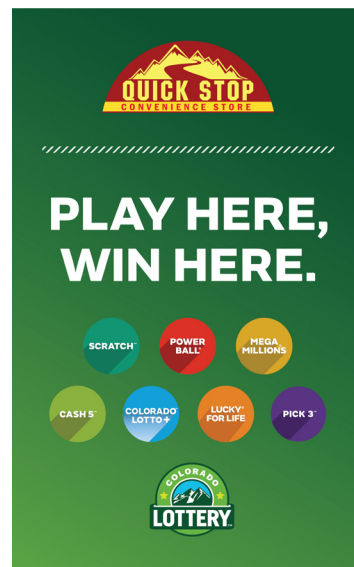
The Lottery logo and Lottery game ball logos should be the main design elements, used in conjunction with the headline.



Examples Without Store Logos:



Examples With Store Logos:



Proceeds Examples



Acceptable Headlines

For all promotional signage featuring the game balls, use only one of the two following headlines:

PLAY ON
PLAY HERE, WIN HERE.

For all promotional signage featuring proceeds photography, use this headline:

PLAY ON

Including Store Logos

When incorporating a retail store logo into the signage, ensure visual separation and clear hierarchy of store logo and lottery logo and choose a background color or landscape photo with sufficient contrast for you logo's visibility.

Proceeds Photography

When using a proceeds message and photographic imagery as the background visual, follow the guidelines outlined on p. 53.

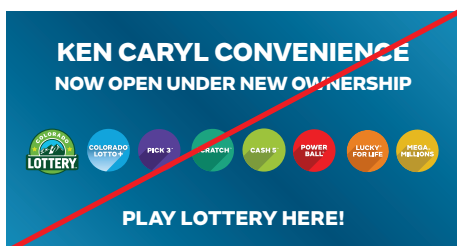
Signage Design Don'ts



Don't use unapproved background colors, gradients or overly busy patterns.



Don't use unapproved photography.



Don't clutter the lottery brand message with any other messaging.



Don't place store too close to or mixed in among lottery and/or game logos.