



Sask Lotteries Brand Introduction Frequently Asked Questions

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Why are the Sask Lotteries brand images changing?

Sask Lotteries is the main fundraiser for over 12,000 sport, culture and recreation groups. The Sask Lotteries brand image, which defines how we interact with our stakeholders, players, beneficiary organizations and the general public, is an important part of that offering.

Refreshing our brands will help us achieve several goals:

- **Better tell our story:** Our refreshed brand image is about more than a logo. These pieces will inform all strategy, marketing and communication efforts within the organizations and help to tell the Sask Sport and Sask Lotteries stories in a way that is clear, concise and impactful.
- **Modernize our look:** The previous logos were often difficult to work with when applied to different formats and platforms, which often resulted in a less-than-optimal presentation. The new logos, with vertical and horizontal orientations and variations that can better accommodate coloured backgrounds, provides greater flexibility.
- **Align marketing materials:** The Lottery Ticket Centre (LTC) image that previously featured prominently in the Sask Sport and Sask Lotteries logos has been replaced by the new Lotto Spot! logo. Removing the LTC image from the Sask Sport and Sask Lotteries logos provides brand image alignment with the Lotto Spot! logo in retail locations across our province.



The LTC image is being phased out of retail locations across Western Canada.



The new Lotto Spot! logo is already widely seen at retail locations within Saskatchewan.

What does the new brand communicate?

The overall brand image for Sask Lotteries reflects the experience we want everyone to have when they interact with the main fundraiser for sport, culture and recreation. It emphasizes the integrity of the organization, and also the responsible and genuine approach that the organization utilizes in its operation, communication and promise to deliver “a real, honest chance at winning and a guarantee of supporting your community.”

The yellow conveys a sense of excitement and fun. The charcoal blue wordmark colour anchors the image and illustrates the stability and strength of the entire lottery-funded sport, culture and recreation system.

In the Sask Lotteries logo, you can see the letter “S” and “L” which stands for Sask Lotteries. The pieces of the “S” and “L” come together to form the image and illustrate how the members of the sport, culture and recreation community, come together and collaborate.

Why are there similarities between the Sask Sport and Sask Lotteries logos?

In addition to its role as the provincial federation for amateur sport, Sask Sport operates Sask Lotteries and works in partnership with SaskCulture and Saskatchewan Parks Recreation Association (SPRA) to allocate lottery proceeds to eligible sport, culture and recreation organizations in Saskatchewan. The similarities in the logos convey the operational connection that the two organizations share.

Additionally, both the Sask Sport and Sask Lotteries brands have identified “community” and “integrity” as foundational pillars — which aligns with the province’s entire sport, culture and recreation system.

Why is it “Sask Lotteries” and not “Saskatchewan Lotteries?”

The shape of the previous Sask Lotteries logo made it difficult to accommodate the full name in various marketing and promotional items and platforms. The shortened name provides everyone with a logo that has vertical and horizontal options for greater flexibility in its placement on multimedia platforms. The new image also provides our fundraiser with a vibrant and distinct look that is appealing to the eye and easier to read.

As well, “Sask Lotteries” has informally been adopted by more and more people and has also been used in the website URL for several years.

Why is there no green in the Sask Lotteries logo?

The new Sask Lotteries brand pillars reflected themes that are synonymous with the colours charcoal, blue and yellow in their universal meaning. The charcoal and blue colouring traditionally reflects integrity, responsibility, trust and respect. Yellow reflects community and excitement.

How can I, or my organization, support this brand refresh?

To successfully introduce these new brand images to the public, all of us must be brand ambassadors.

- **Recognize your funder.** Please start using the new Sask Lotteries logo, replace the previous logo, and ensure that your main fundraiser for sport, culture and recreation is recognized in the appropriate ways within your community (i.e., posters, programs, speeches, events, digital platforms, etc.). Sask Lotteries logo files and brand guidelines are available on the Sask Lotteries website (under the About Us tab) where you will also find a selection of new materials that your organization and membership can use to promote Sask Lotteries, including social media ads, a website button, poster and more. A larger selection of marketing materials will be developed for Sask Lotteries beneficiaries later this year.
- **Post on social media or tell a friend.** Remind your community that Sask Lotteries is the main fundraiser for 12,000+ sport, culture and recreation groups across our province.
- **Promote Sask Lotteries ticket sales** at your events, meetings and activities. Proceeds from Sask Lotteries ticket sales help build solid foundations for our communities by supporting volunteer sport, culture and recreation groups in Saskatchewan.

Should I throw out or stop using existing promotional materials? How soon do I need to update my materials?

It is important that the brand refresh is executed in a responsible and cost-effective manner. All organizations are asked to update the Sask Lotteries logo on their website and digital platforms within the first three to six months of the brand introduction. After that, they are asked to take inventory of the other places where these logos are used and update them as new materials are refreshed and ordered.

Where can I access the Sask Lotteries logos and funding recognition marketing materials?

The Sask Lotteries logos and funding recognition materials are available on the Sask Lotteries website under the About Us tab. Please review the brand guidelines document available for detailed instructions on how to display the logo in an optimal way. Contact Sask Sport, SaskCulture or SPRA if you have questions on the proper use of the logo.

The Funding Recognition page also include a selection of new materials that Sask Lotteries funding beneficiaries can use to promote their fundraiser. A larger selection of materials will be developed for beneficiaries later in 2020.

Questions?

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