



SASK LOTTERIES

BRAND GUIDELINES

VERSION 1.0 | 03/02/20

Master Logo

This logo version should be used for all internal and external materials whenever possible. With all orientations of the logo, **Master, Horizontal** and **Vertical**, maintain a safe zone of one S distance around the logo's perimeter.



SKLotteries logo col

Additional colour versions have been provided: black, charcoal blue and white. The full colour logo should be used whenever possible. Single colour versions should be used as needed or when visibility requires.



SKLotteries logo blk



SKLotteries logo charcoal blue



SKLotteries logo wht

Additional orientations

Horizontal and vertical orientations have also provided. As with the **Master** logo, use the full colour version whenever possible.



SKLotteries logo HOR col



SKLotteries logo VERT col

Minimum size

Master Logo



Minimum .5" height for
web applications



Minimum .7" height for
print applications

Horizontal Logo



Minimum .2" height for
web applications



Minimum .3" height for
print applications

Vertical Logo



Minimum .6" height for
web applications



Minimum .9" height for
print applications

Usage

Don't s



X Do not separate icon or wordmark



X Do not stretch



X Do not change colour



X Do not resize icon



X Do not change location of icon



X Do not angle



X Do not use on side



X Do not change font



X Do not apply stroke

Partnership mark

A partnership mark should be placed at the bottom of the ad, near the partner's logo, but is flexible depending on design. The sizing of the mark should be no smaller than 50% of the partner's logo. Placement should allow for good legibility and must be approved by Sask Lotteries.

The type used for "FUNDED BY" or "PROUDLY SUPPORTED BY" should be **Univers 67 Condensed**, roughly $\frac{2}{3}$ the size of the Sask Lotteries wordmark, centre justified for vertical logos and left justified for horizontal logos, $\frac{1}{2}$ S height above the icon.



- ← Univers 67 Condensed, centre justified.
- ← Spacing, $\frac{1}{2}$ one S height above the icon.
- ← Maintain safe space of one S distance.

FUNDED BY



- ↑ Left justified for horizontal logo, $\frac{1}{2}$ one S height above.



- ← Univers 67 Condensed, centre justified.
- ← Spacing, $\frac{1}{2}$ one S height above the icon.
- ← Maintain safe space of one S distance.

PROUDLY SUPPORTED BY



- ↑ Left justified for horizontal logo, $\frac{1}{2}$ one S height above.

Multiple logos

For multiple logos ensure baselines or centres are aligned and that both logos take up the same visual weight.



← Ensure proper logo visibility—
use single colour logos on
similar, solid colour backgrounds.

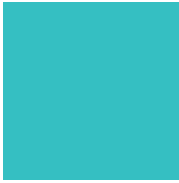
ie: Do not use full colour logo
on a yellow background.

← For mutiple logos, ensure
baselines are aligned and
that both logos take up the
same visual weight.



Colour Palette

The palette consists of three colours aqua, yellow and charcoal blue. **Aqua (PMS 319C)** is the primary colour and should be used most often in designs. Secondary colours **yellow (PMS 142C)** and **charcoal blue (PMS 7545C)** are used as accent colours. Ensure that all creative is vibrant, lively and happy, avoiding overuse of the charcoal blue.



PMS 319C
C67 M0 Y27 K0
R57 G192 B195
HEX 39c0c3
Aqua



PMS 142C
C0 M35 Y88 K0
R251 G176 B56
HEX fbb038
Yellow



PMS 7545C
C75 M50 Y39 K25
R66 G95 B111
HEX 425f6f
Charcoal blue

If you have any questions please contact:
communications@sasklotteries.ca

