



# The Idaho Lottery Branding Guide

*Managing and Protecting the Brand*

## AN INTRODUCTION

Welcome to the Idaho Lottery Branding Guide. This booklet was created to provide an introduction to the brand, helpful design tools, and instructions and parameters on working within the Idaho Lottery brand for our marketing partners, designers, and creative professionals. We hope you'll find this guide helpful, and that it will serve as a valuable and efficient design resource and graphic system to aid in maintaining consistency with the Idaho Lottery brand identity.

## TABLE OF CONTENTS

The Idaho Lottery Logo .....	1
Our Colors .....	2
Introducing 'wooh!' .....	3
Our Marks .....	4
Approved Brand Slogan .....	5
Approved Usage .....	6
'wooh!' Family of Characters .....	7
Approved Usage of 'wooh!' Characters .....	8
Graphic Elements .....	9
Approved Logo Cropping .....	10
Incorrect Usage of Logo .....	11
Incorrect Usage 'wooh!' characters .....	12
Our Typography .....	13
Font Limitations .....	14
Approved Usage of Type .....	15
Incorrect Usage of Fonts .....	16
Design Examples .....	17
Product Logos .....	20
Product Taglines .....	21
Approved Statements .....	22
Contact .....	23



## THE IDAHO LOTTERY LOGO

Since its inception in 1989, the Idaho Lottery logo and its mountain-range-of-cash design has grown to become one of the more recognizable and beloved graphic design hallmarks of our great state. The logo over the years, has undergone a few necessary updates and natural modifications. Most recently, the logo shifted from four-color usage to the simplified one-color application, as illustrated to the left. In subsequent pages, we're pleased to share with you a fresh and expanded color palette, logo usage guidelines for design efficiency and a fun new brand personality feature to provide even more creative opportunities.

# OUR COLORS



PANTONE®  
2995  
CMYK  
90/11/0/0  
RGB  
0/164/227  
HTML  
00a4e3



PANTONE®  
376  
CMYK  
50/0/100/0  
RGB  
140/198/63  
HTML  
8cc63f



PANTONE®  
200  
CMYK  
0/100/63/12  
RGB  
190/15/52  
HTML  
be0f34



PANTONE®  
179  
CMYK  
5/93/98/1  
RGB  
226/56/40  
HTML  
e23828



PANTONE®  
7517  
CMYK  
32/79/100/33  
RGB  
131/61/26  
HTML  
833d1a



## INTRODUCING 'WOOH!'

There's only one word to describe the feeling you get when you play.

And, arguably, it isn't even a word. It's 'wooh!' The Idaho Lottery has developed the 'wooh!' tag line thematic and characters to carry out through every facet of our marketing and advertising messaging — to remind players of the excitement of play in each and every game.

Implementing the 'wooh!' brand personality into specific marketing and design applications is made easy when referencing the following pages of this guide. We encourage you to carefully review these guidelines and parameters for proper application and execution of the 'wooh!' brand and style.



## OUR MARKS

By definition, a “mark” is a distinguishing symbol which denotes ownership. It is the foundation upon which all of the branding and design elements are built. Unlike the other brand elements, it can stand on it’s own. The Primary Idaho Lottery mark can work alone without the ‘wooh!’ elements when used in various Lottery corporate and benefits messages.

## WHY DO WE HAVE MULTIPLE MARKS?

Having multiple marks adds visual diversity and a range of communication options and design solutions to our identity system. Think of each as a different tool in your design toolbox.



*Idaho Lottery,  
Primary Logo*



*Idaho Lottery,  
Secondary Logo*



*'wooh!' Mouth Mark*



*'wooh!' Eyes Mark*



*'wooh!' Character Mark*

## OUR APPROVED BRAND SLOGAN

A branding slogan is a short, often memorable phrase used in advertising campaigns which is attached to a brand name. It claims to be the most effective means of drawing attention to one or more aspects of a product. Its purpose is to emphasize a phrase that the company wishes to be remembered by, particularly for marketing a specific corporate image or connection to a product or consumer base. The following slogan is approved for use with our Idaho Lottery brand. Use of this slogan must be in accordance to the design specifications shown in this document. Consistency is an important part of our Idaho Lottery brand.

“wooh!” is the Idaho Lottery’s Brand Slogan and personality all wrapped into one word and sound.

The logo for the Idaho Lottery brand slogan "wooh!" is rendered in a vibrant green color. The letters are stylized and rounded. The 'w' is a simple, thick, rounded shape. The first 'o' is significantly larger than the other letters, featuring a white dot in the center and a thin white ring around it, with a small green arch above it. The second 'o' is smaller than the first, also with a white dot and ring, and a small green arch above it. The 'h' is a simple, rounded shape with a small green arch above it. The exclamation point is a simple, rounded shape with a dot. The entire logo is set against a white background.

## APPROVED USAGE

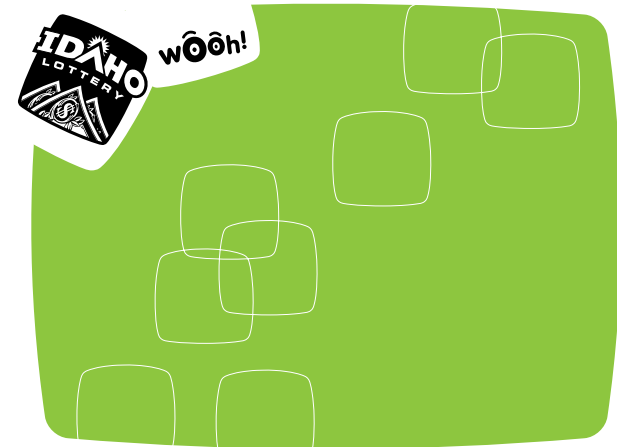
The Idaho Lottery Primary Logo, in many applications, may be tilted off-axis, which adds a fun and dynamic feel in design. Below are a handful of samples to illustrate the possibilities, and how to feature the 'wooh!' Eyes Mark in tandem with the logo.



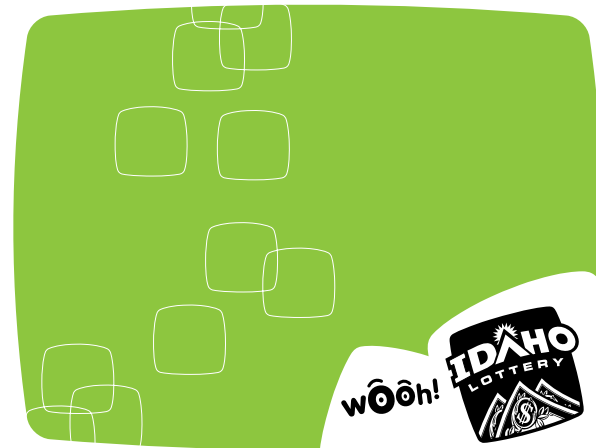
*Primary Logo tilted off-axis, adds a dynamic feel.*



*Combine the Primary Logo and the 'wooh!' Eyes Mark for branding all types of advertising.*



*The combination of the two logos can appear in any of the four corners of the background.*



*Use a white border graphic to create separation from the Lottery logos and the background treatment.*





## INTRODUCING THE 'WOOH!' FAMILY OF CHARACTERS

The Idaho Lottery has also introduced a whole line, or family, of characters to add a more personal and humorous touch to the 'wooh!' brand. Below are samples of pre-approved characters for use in various Lottery branding efforts.



## APPROVED USAGE OF THE 'WOOH!' CHARACTERS

The 'wooh!' branded characters are best used to promote the overall Idaho Lottery brand. They can create a more personalized way to market the Idaho Lottery through branded apparel, stickers and point-of-sale materials.



'wooh!' branded apparel.



'wooh!' branded window stickers.



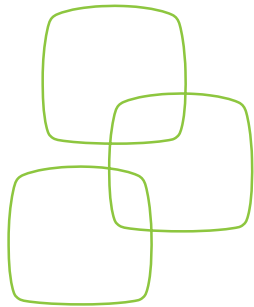
'wooh!' branded point-of-sale signage.



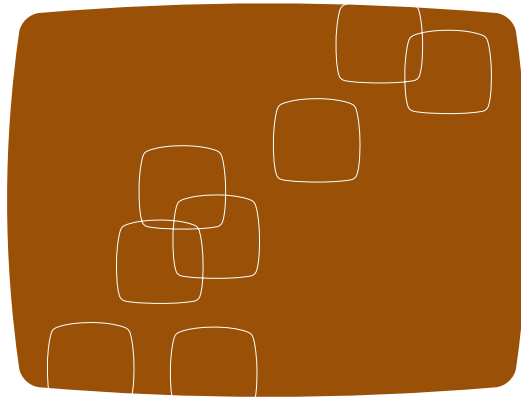
'wooh!' branded point-of-sale stickers.

## GRAPHIC ELEMENTS OR BACKGROUND PATTERNS

The Idaho Lottery logo also works as a consistent background pattern and shape for point-of-sale and official office materials, television commercials, web and other promotions.



*The basic Idaho Lottery logo shape is used as a building block to create varieties of backgrounds, patterns and knock-out shapes.*



*Use the logo shape to create patterns within a Lottery logo shape. The patterns add shape and texture to the designs, but use sparingly so as not to affect the readability of the piece.*



*Use the logo shape to create balloon patterns within the design. This allows for emphasis to advertising headlines and other Lottery sales messages.*

## APPROVED LOGO CROPPING

The logo may be cropped slightly when it is used in the corners of the background. However, the integrity of the logo must still be recognizable. Therefore, "Idaho" must be legible, "Lottery" should not be cropped and the "cash" graphic must be visible.



## INCORRECT USAGE OF LOGO

To preserve the integrity of the Idaho Lottery Marks, it is important that we all recognize and understand when an application is wrong. While not an exhaustive list, the following examples demonstrate uses which do not convey our brand image.



*DO NOT* scale the logo horizontally or vertically to fit a given space. Always scale the logo proportionately.



*DO NOT* mix'n match approved Pantone® colors, or alter the colors with unapproved colors.



*DO NOT* place the logo on busy or distracting backgrounds.



*DO NOT* place the logo on backgrounds that provide little to no contrast.



## INCORRECT USAGE OF 'WOOH!' CHARCTERS

To preserve the integrity of the Idaho Lottery 'wooh!' characters, it is important to recognize and understand when the application is wrong. The following examples demonstrate uses which do not convey our brand image.



**DO NOT** replace white with any of the approved 'wooh!' brand colors or other colors.



**DO NOT** mix'n match approved colors, or alter the colors with unapproved colors.



**DO NOT** reverse the approved colors for a white background and Pantone® colored face.



**DO NOT** place 'wooh!' faces on busy or distracting backgrounds,



**DO NOT** combine 'wooh!' Characters with 'wooh!' Eyes Mark.



**DO NOT** replace the Standard Lottery logo with a 'wooh!' Character.



**DO NOT** use the 'wooh!' Characters in game specific advertising.

## OUR TYPOGRAPHY

Maintaining a consistent style and a unified voice with the Idaho Lottery brand is important. So we have selected typefaces which are personable, fun, flexible, easy to read and lend themselves toward ease of design. Only Vag Rounded and Cookies type families are approved for Idaho Lottery advertising, design, and communications materials for promoting our various products and brands. Unless specifically authorized by the Idaho Lottery marketing department, please only use these approved type families. Contact the Idaho Lottery Marketing Department regarding how to access and use these fonts. Contact information can be found on the last page of this guide.

The following few pages illustrate the design flexibility and limits of each type variety.

headlines / titles

### Vag Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*():"',./<>?

headlines / titles / body copy

### Vag Rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*():"',./<>?

headlines / titles / body copy

### Vag Rounded Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*():"',./<>?

headlines / titles

### Cookies

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*():"',./<>?

## FONT LIMITATIONS

There are occasionally limitations to using some designer fonts. Sometimes they lack some necessary characters needed for complete communications. In the case of the Cookies font, it does not contain characters for apostrophies and quotation marks. To minimize this problem, the Cookies font should be used only for headlines and headers.

With some creativity and logic, apostrophes and quotation marks can be created with the font. Use the comma key and the baseline shift tool within your publishing software to create these marks.

### The Idaho Lottery,s

*To create an apostrophe, type the phrase using a comma where the apostrophe is needed.*

### The Idaho Lottery's

*Use the baseline shift tool in your type toolbox to raise the height of the comma and use the kern tool to tighten the space around it to create an apostrophe.*

### „the Idaho Lottery,s,,

*To create quotation marks, type the phrase using commas where the quotations are needed.*

### “the Idaho Lottery's”

*Use the same method to produce quotation marks only type two commas where the quotes are needed. To produce the left quotation marks may require advanced publishing software to raise and flip the commas.*



## APPROVED USES OF TYPE

We use a approved typefaces to build consistency in the overall look of the Lottery brand, but not intended to be rigid in the ways that designs can be produced. There is freedom to be creative with the font, but must always be done in a tasteful and readable format familiar to the brand.

*Upper and lower case.*

**Play the new game!**

*Lower case.*

**play the new game!**

*Upper case.*

**PLAY THE NEW GAME!**

*Upper case, mixing Bold with Light typefaces.*

**PLAY THE NEW GAME!**

*Lower case, mixing Bold with Light typefaces.*

**play the new game!**

*Mix the size of words.*

**PLAY THE NEW GAME!**

*Slant the words.*

**Play the new game!**

## INCORRECT USAGE OF LOTTERY FONTS

When using the approved fonts, it's important to lay some ground rules for how the font should be treated and how it should not. This is necessary to keep all the graphic treatments consistent throughout all forms of Idaho Lottery marketing efforts.

*DO NOT stretch the type horizontally or vertically.*

**Play the new game!**  
**Play the new game!**

*DO NOT randomly place caps and lower case fonts together.*

**PLAy tHe NeW gAmE!**

*DO NOT mix the approved colors together in one headline.*

**Play the new game!**

*DO NOT use caps, small caps.*

**PLAY THE NEW GAME!**

*DO NOT use all caps with the Cookies font.*

**PLAY THE NEW GAME!**

*DO NOT mix the Vag Rounded and Cookies fonts in the same headline.*

**Play the new game!**

## DESIGN EXAMPLES

Business application for official Idaho Lottery stationery.



## DESIGN EXAMPLES

Design proof for consumer and retailer websites.



Lottery Consumer website.



Lottery Retailer website.

## DESIGN EXAMPLES

Application of Point-of-Purchase materials.



Lottery Brand hanging graphic.



Lottery Brand Scratch Games hanging graphic.



Lottery Brand vinyl cling graphic.



Lottery Brand gas pump topper.

## OUR PRODUCT LOGOS

Our Idaho Lottery brand is divided into different product categories based on how the games are played. These categories include Draw Games™, Scratch Games™ and PullTabs. Each of these product categories has an approved logo and tagline. This document should serve as a guide to product identity and tagline use.

# DRAW GAMES™

*Draw Brandmark*

# SCRATCH GAMES™

*Scratch Brandmark*



*PullTabs Brandmark*

## OUR PRODUCT TAGLINES

Our Idaho Lottery brand is divided into different product categories based on how the games are played. These categories include Draw Games™, Scratch Games™ and PullTabs. Two of these product categories, Draw and Scratch Games, have approved brandmark and taglines. A tagline is a variant of a branding slogan typically used in marketing materials and advertising. The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of a product, or to reinforce the audience's memory of a product.

**DRAW GAMES™**  
**we've got your numbers.**

*Draw Brandmark*

**SCRATCH GAMES™**  
**play can't wait.**

*Scratch Brandmark*

## OUR STATEMENTS

The Idaho Lottery has several statements that may be utilized in marketing and corporate materials associated with our Idaho Lottery brand and our products. Please follow the formatting guidelines as outlined in this document. Use of these statements may depend on distribution and subject. When possible all statements should be included.

### Benefits Statement:

Benefiting Idaho Public Schools and the Permanent Building Fund.

*Vag Rounded Light or Bold. Do not use ALL CAPS.*

### Legal Statements:

PLEASE PLAY RESPONSIBLY.

*Vag Rounded Light. Please use ALL CAPS.*

Must be at least 18 to buy, sell or redeem lottery tickets.

OR

Must be at least 18 to play.

*Vag Rounded Light. Do not use ALL CAPS.*

### URL Statement:

**idaholottery.com**

*Vag Rounded Bold. Do not use ALL CAPS.*

### Disclaimer:

**Must play to win.**

*Vag Rounded Bold. Do not use ALL CAPS.*

### Example of ALL statements in use:

Benefiting Idaho Public Schools and the Permanent Building Fund. Must be at least 18 to buy, sell or redeem lottery tickets. PLEASE PLAY RESPONSIBLY.

**idaholottery.com**



## CONTACT

If you have any further questions, or need to reach the Idaho Lottery Marketing Department for any reason, please contact the following individuals:

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