



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.

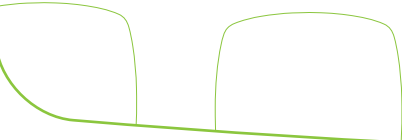
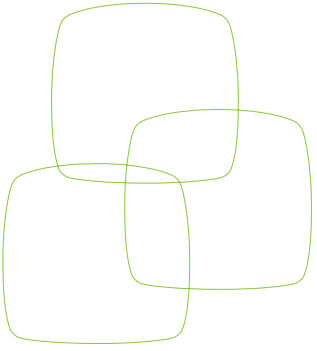


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THE IDAHO LOTTERY LOGO

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®
165
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

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.



wooh!

APPROVED USAGE

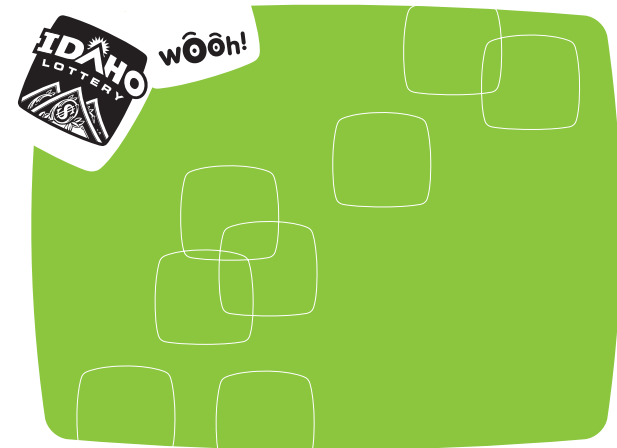
The Idaho Lottery Primary Logo, in many applications, may be tilted off-axis, which adds a fun and dynamic feel in design. Below are a handful of samples to illustrate the possibilities, and how to feature the 'wooh!' Eyes Mark in tandem with the logo.



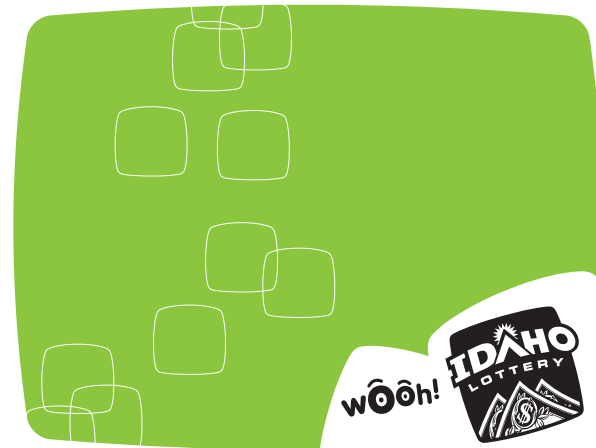
Primary Logo tilted off-axis, adds a dynamic feel.



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.



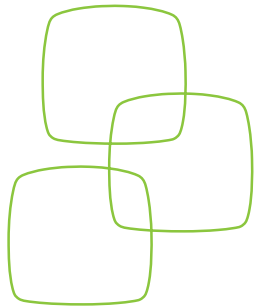
INTRODUCING THE 'WOOH!' FAMILY OF CHARACTERS

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.

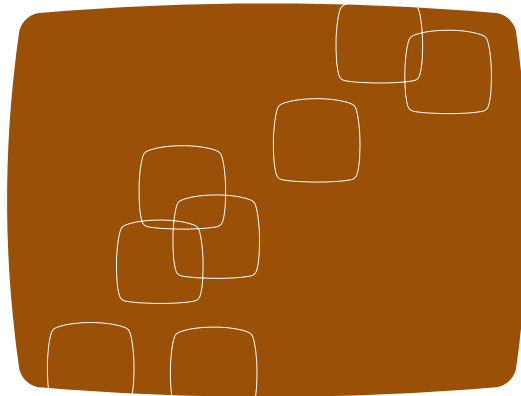


GRAPHIC ELEMENTS OR BACKGROUND PATTERNS

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.



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

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™, InstaPlay, TouchTabs/PullTabs and Raffles. Each of these product categories has an approved logo. This document should serve as a guide to product identity and use.

INSTA*Play*

InstaPlay Brandmark



Example Raffle Brandmark

DRAW GAMES™

Draw Brandmark

SCRATCH GAMES™

Scratch Brandmark



PullTabs/TouchTabs 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.

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

OUR VISION CRITICAL COMMUNITY BRAND MARKS

Our Idaho Lottery research communities are divided into three separate groups. These categories include Game Changers, Lottery Insiders and Play Makers. Each of these groups have an approved logo with two options. This document should serve as a guide to product identity and use.

PMS
165



**GAME
CHANGERS**

**GAME
CHANGERS**

- IDAHO LOTTERY -

PMS
2995



**LOTTERY
INSIDERS**

**LOTTERY
INSIDERS**

- IDAHO LOTTERY -

PMS
367



**PLAY
MAKERS**

**PLAY
MAKERS**

- IDAHO LOTTERY -

The above platforms should utilize the Idaho Lottery brand guidelines as described in this document. There is one additional font approved for use in conjunction with these brands, **CODE PRO BLACK**.

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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