

Graphic Standards

INTRODUCTION

Saskatchewan Lotteries' corporate identity is more than a logo. It represents 12,000 sport, culture, recreation and community groups who benefit from lottery proceeds. The use of Saskatchewan Lotteries' logo in a unified, consistent manner will help to enhance the positive image that we currently maintain in our province.

LOGO

Corporate Colors:

- ① **Four colour** - the colour bar should be printed in Pantone 355 green, "Saskatchewan Lotteries" should be in black, "Lottery Ticket Centre" symbol in green (Pantone 355), red (Pantone 032), blue (Pantone 300) and black.

One colour - if color is not available, print the logo in all black or reversed out in white on a dark background.



When wording is required to accompany the logo please use "SUPPORTED BY:", placed above the logo and lined up with the letter "L" as shown.

SUPPORTED BY:



INCORRECT USE OF THE LOGO

The logo should never be altered or redrawn in any way and only approved digital artwork should be used. By consistently using the logo in its entirety, the organization develops an immediately recognizable image.



DO NOT stretch or alter the proportion of the logo.



DO NOT use portions of the logo.

HELP

Our logo is available to download from our website at:

[www.sasksport.sk.ca/
FundingRecognition.php](http://www.sasksport.sk.ca/FundingRecognition.php)

We are happy to answer any questions you may have about incorporating the Saskatchewan Lotteries logo into your marketing and communications materials.

Please contact:

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www.sasklotteries.ca