

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, and the "Lottery Ticket Centre" symbol in green (Pantone 355), red (Pantone 032), blue (Pantone 300) and black.
- ② **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 in documents on the web. 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

Please do not download the logo from our website for use in documents. We are happy to provide you with electronic files of our logo and answer any questions you might have about incorporating the Saskatchewan Lotteries logo into your marketing and communications materials.

Please contact:

Nancy Paskewitz
Communications Coordinator
306-780-9342
npaskewitz@sasksport.sk.ca

OR

Tammy Hager
IT Communications Coordinator
(306) 780-9382
thager@sasksport.sk.ca

www.sasklotteries.ca

Saskatchewan Lotteries

Beneficiary Materials Order Form



Qty

CONFERENCE FOLDERS

9" X 12" Folders with two inside pockets

POSTER BLANKS

11" X 17" preprinted posters with Saskatchewan Lotteries logo

LOGOS & PRINT ADS

Please indicate file format, color or bw, and size of ad preferred _____

Email address: _____

NAMETAGS

Adhesive sheets of 8 blank nametags with green Saskatchewan Lotteries logo

PAPER BANNERS

3 1/2' X 1' banner with Saskatchewan Lotteries logo

ON LOAN SIGNAGE:

The following items are available on loan by calling 306-780-9300 in Regina & 306-975-0800 in Saskatoon

Vinyl Banners (various sizes)

Pull up Banners (92"H x 33.5"W retractable banner for indoor use)

Flags (10'H use indoors or out)

PLEASE COMPLETE THE FOLLOWING & RETURN TO:

1870 Lorne Street, Regina, SK S4P 2L7 Fax: 306-781-6021 Email: sogilvie@sasksport.sk.ca

Association Name: _____

Address: _____

Contact Name: _____

Phone Number: _____