



Style Guide





STYLE GUIDE

Brand Standards are imperative to project a solid, cohesive brand identity. This style guide is a reference for how the new Missouri Lottery icon should be used, when it should be used and how it should be treated. By following these standards you help maintain the integrity of the Missouri Lottery brand.

MASTER ICON

MOLottery_icon_Master.eps

The master icon is the signature icon. This icon should be used wherever possible in all Missouri Lottery communications.

Please note the proportion of icon to typeface.



MASTER ICON

Clearance Area Guidelines

The icon should always have clearance as indicated in the blue field. Use a proportion equal to the "MO" in the icon typeface.

 Clearance Area





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MASTER ICON ALL BLUE TYPE

MOLottery_icon_Master.Blu.eps

The master icon is the signature logo with all blue type. This logo should be used as the primary icon when contrasting backgrounds don't provide for the word Lottery to appear in gold (as seen in the master icon.)

Please note the proportion of icon to typeface.



MASTER ICON

Clearance Area Guidelines

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 Clearance Area



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MASTER ICON ALL YELLOW TYPE

MO Lottery_icon_Master.Ylw.eps

The master icon is the signature logo with all yellow type. This logo should be used as the primary icon when contrasting backgrounds don't provide for the letters MO to appear in blue (as seen in the master icon.)

Please note the proportion of icon to typeface.



MASTER ICON

Clearance Area Guidelines

The icon should always have clearance as indicated in the blue field. Use a proportion equal to the "MO" in the icon typeface.

 Clearance Area





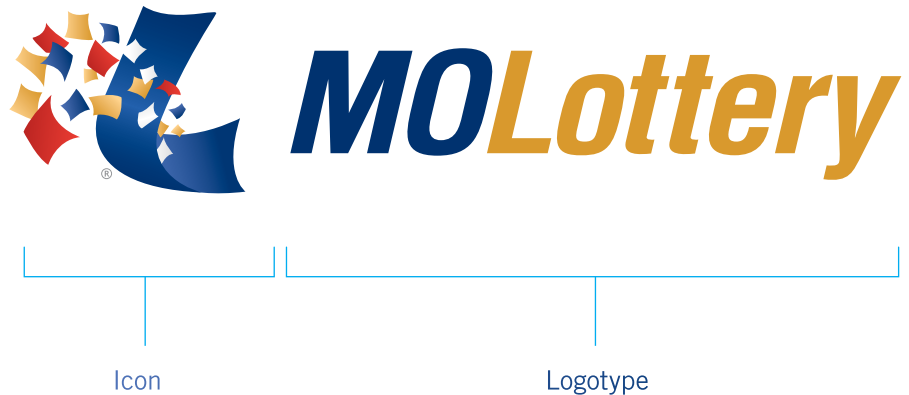
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MASTER ICON HORIZONTAL

MOLottery_icon_horizon.eps

The master icon horizontal is ONLY to be used when the medium only allows for a horizontal imprint area or if it would force the icon to be reproduced smaller than 1.5 inches. this only applies to printed materials such as checks, NOT online applications.



ONE-COLOR ICON HORIZONTAL

MOLottery_icon_horizon1c.eps



MASTER ICON

Clearance Area Guidelines

The icon should always have clearance as indicated in the blue field. Use a proportion equal to the "MO" in the icon typeface.





STYLE GUIDE

COLORS

Strict adherence to the colors outlined here will help project a consistent brand image for the Missouri Lottery. Please do not vary from what is outlined in this manual.

MASTER ICON GRADIENT	PANTONE COLOR SCHEME	C M Y K COLOR SCHEME
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MO Lottery_icon_Master.eps

The gradient should never be altered or disturbed.



PMS 186 C



PMS 186 U



0 / 100 / 81 / 4



PMS 123 C



PMS 7404 U



0 / 24 / 94 / 0



PMS 294 C



PMS 287 U



100 / 58 / 0 / 21

MASTER ICON FLAT	PANTONE COLOR SCHEME	C M Y K COLOR SCHEME
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MO Lottery_icon_PMS.eps

Use this logo for embroidery and screen-printing when the gradient logo can't be used but full-color is available. For example: for promotional materials on Missouri Lottery clothing, posters, shirts and bags.

This logo is also available for use when the line screen is below 133lpi but full-color is available.



PMS 186 C



PMS 186 U



0 / 100 / 81 / 4



PMS 123 C



PMS 7404 U



0 / 24 / 94 / 0



PMS 294 C



PMS 287 U



100 / 58 / 0 / 21



STYLE GUIDE

COLORS

When using the four-color icon is not an option, here is how to use the one-color black and reversed versions.

ONE-COLOR ICON BLACK

MO Lottery_icon_BK.eps

USAGE



100% Black

The on-color icon black should only be used on light value backgrounds as it does not translate well on a dark background.



USE ON LIGHT VALUE BACKGROUNDS



DO NOT USE ON DARK BACKGROUND



ONE-COLOR ICON REVERSE

MO Lottery_icon_REV.eps

USAGE

The one-color icon reverse can be used on dark value backgrounds, but not on light backgrounds.



USE ON DARK VALUE BACKGROUNDS



DO NOT USE ON LIGHT BACKGROUND





STYLE GUIDE

MASTER ICON GRADIENT

MO Lottery_icon_Master.eps



ONLINE COLOR SCHEME

RGB COLOR SCHEME

HEX CODE



196 / 19 / 49



C41331



212 / 160 / 18



D4A012



0 / 85 / 151



005597

COLORS

When using the four-color icon is not an option, here is how to use the one-color and gray-scale versions.

ONE-COLOR ICON

MO Lottery_icon_1c.eps



PANTONE COLOR SCHEME

C M Y K COLOR SCHEME

Colors are listed in the preference of usage.



PMS 294 C



100 / 58 / 0 / 21

Alternate one-color logo options also include the following:



PMS 186 C



0 / 100 / 81 / 4

Gold can be used as an alternate color ONLY if the background allows enough contrast for the icon to be clearly visible



PMS 123 C



0 / 24 / 94 / 0

GRAY-SCALE ICON

MO Lottery_icon_GS.eps



USAGE

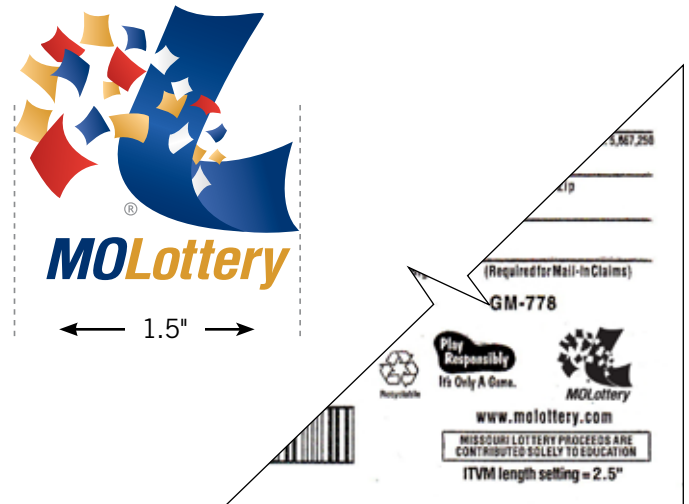
USE ON LIGHT VALUE BACKGROUNDS

DO NOT USE ON DARK BACKGROUND





Always use the master icon on a white or light background.



Avoid scaling the icon smaller than 1.5 inches unless used on tickets.



Never use the MO Lottery logo typeface in body copy or headlines.



Never use the MO Lottery icon typeface by itself.



When scaling the icon, only enlarge or reduce proportionately.
Never skew or stretch it out of proportion.



Don't apply unapproved
color schemes to the icon.



Don't adjust the scale of the relationship
between the icon and typeface.



Don't switch the positions
of the icon and typeface.