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

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.
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 ALL BLUE TYPE**

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

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

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**
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 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

PMS 294 C

**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
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
MOLottery_icon_Master.eps
The gradient should never be altered or disturbed.

<table>
<thead>
<tr>
<th>Pantone Color Scheme</th>
<th>CMYK Color Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 186 C</td>
<td>0 / 100 / 81 / 4</td>
</tr>
<tr>
<td>PMS 123 C</td>
<td>0 / 24 / 94 / 0</td>
</tr>
<tr>
<td>PMS 294 C</td>
<td>100 / 58 / 0 / 21</td>
</tr>
</tbody>
</table>

MASTER ICON FLAT
MOLottery_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 133dpi but full-color is available.

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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**
MOLottery_icon_BK.eps

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

**ONE-COLOR ICON REVERSE**
MOLottery_icon_REV.eps

The one-color icon reverse can be used on dark value backgrounds, but not on light backgrounds.
Colors are listed in the preference of usage.

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

Alternate one-color logo options also include the following:

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

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 MOLottery logo typeface in body copy or headlines.

Never use the MOLottery 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.