
THE NATIONAL LOTTERY

Logo Guidelines

Hello.

Here are The National Lottery core brand guidelines. They're designed to help us work as one brand, and to make it easier to produce high quality communications and experiences internally and externally.

Contents

4	The Legal Bit	10	The National Lottery Logos	16	Lotto Logos	22	EuroMillions Logos	34	GameStore Logos
5	Manifesto								
6	Our Brand Strategy	11	Our Logo	17	Our Logo	23	Our Logo	35	Our Logo
7	Our Life Changing Proposition	12	Logo Elements	18	Logo Elements	24	Logo Elements	36	Logo Elements
		13	Logo Versions	19	Logo Versions	25	Logo Versions	37	Logo Versions
8	Our Life Changing Personality	14	Logo Placement and Size	20	Logo Placement and Size	26	Logo Placement and Size	38	Logo Placement and Size
9	Our Family of Logos	15	Colours	21	Colours	27	Colours	39	Colours
						28	Set For Life Logos	40	Secondary Games Logos
						29	Our Logo	41	Lotto Hotpicks Thunderball
						30	Logo Elements		
						31	Logo Versions		
						32	Logo Placement and Size	42	Scratchcards Logos
						33	Colours	43	The National Lottery Logo - Scratchcards

The Legal Bit

The aim of the games is to raise as much money as possible to support National Lottery projects (Good Causes). There are two requirements which must be met in fulfilling this objective.

1. To make sure that the games are run with absolute integrity.
2. To ensure that the playing public is properly protected.

The National Lottery logo and the games logos are the property of the Gambling Commission. The Gambling Commission has granted to Camelot UK Lotteries Limited an exclusive licence to use and license The National Lottery logo and the games logos ('the Logos') to promote The National Lottery and the games. The public recognise The National Lottery and the games by their logos. Therefore, correct application of the logos is essential to maintain consistency and to protect integrity of the games.

All logos are trademarks of The National Lottery so, wherever possible, the TM symbol should appear with the logo. If the trademark has been registered, the ® symbol should be used to show that the logo is a registered trademark.

The logos will be featured on a wide variety of items from corporate stationery and merchandise to illuminated signs and TV advertising. They must always be given prominence of display – both in terms of their relative placement within any communication item and position of display for that item. These guidelines have been compiled to assist you in the correct and most effective applications.

The National Lottery logo and the games logos are trade marks of the Gambling Commission, and action (including legal action where appropriate) will be taken against any party who infringes those trade marks, or passes themselves or their business off as having any connection with the National Lottery.

Manifesto

Nothing in Britain changes more lives than The National Lottery.
In dramatic, never-the-same-again ways.
And in essential, life-is-a-little-better ways.
Both through Lottery wins, large and small.
And through Lottery-funded projects, national and local.
We're for life, in all the many flavours of contemporary Britain.
And we're for the excitement of change, that moment of thrill.
The National Lottery. Everyone in Britain benefits in some way.
So join in the games that change everyone's lives.

Our Brand Strategy

Build one brand that links winning and projects to give the brand permission to grow.

Define a brand architecture approach that is future-proofed and will lead to growth.

Transform Instants by re-positioning the category to align it more closely to the masterbrand and address player image issues.

Our Life Changing Proposition

THE NATIONAL LOTTERY

Join in the games that
change everyone's lives

LOTTO

The nation's favourite

Play alongside millions
of us - everyone's favourite
weekly ritual.

Be a part of the nation's
original millionaire maker.

EUROMILLIONS

The biggest prizes

The big one, with a rolling
jackpot and mega millions
to play for

A chance to win the
ultimate jet set lifestyle

GAMESTORE

An amazing choice

Tons of amazing games to
play and win right now

The choice means there's
ways to win for everyone

THUNDERBALL

Boost your chances

Play alongside your main
National Lottery game
for only a pound

Gives you more chances
to win

Our Life Changing Personality

THE NATIONAL LOTTERY

Playful

We make things fun, inviting and simple

Celebratory

Win or lose, playing with us makes brilliant things happen

Decent

We invite lots of people to play a little, rather than a few people to play a lot

Everyone's

We belong to the whole nation – everyone's included

LOTTO

Uniting

The upbeat, bold and familiar game that **gets millions playing every week.**

EUROMILLIONS

Exhilarating

The thrilling, adventurous, blue sky game that **lifts you out of the ordinary**

GAMESTORE

Surprising

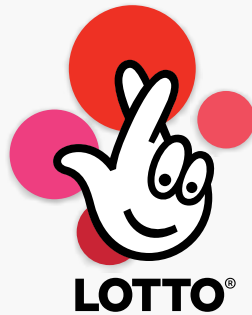
A bright splash of spontaneous that **can be different every time**

THUNDERBALL

Savvy

The smart and savvy game that **ups your chance to win**

Our Family of Logos



This is our family of logos. As you can see they are all related to The National Lottery parent brand – which is why they all bear the crossed fingers logo.

But family resemblances don't stop there. Each game shares the same typeface, and each one is designed along a common theme but has unique shapes and colours.

Although each one has it's own personality, it's clear they are all related to each other.

The aim of all this is simple. We want to build consumer loyalty across the portfolio of games; in doing so we will build overall awareness and understanding of The National Lottery brand.

THE NATIONAL LOTTERY LOGOS

This is The National Lottery brand logo. It is our primary logo and the reason why our games exist. On the next pages you'll see how to use this logo and its colours.

By following the rules correctly, you'll help to create a strong and consistent brand.



The National Lottery Logo Elements

The National Lottery logo is made up of three elements- the 'Shapes' the 'Crossed Fingers', and the 'Logo Type' as shown on this page.

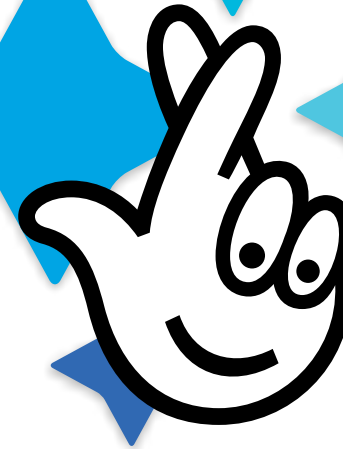
These elements always appear together in a fixed size/position relationship, and must not be separated or distorted in any way.

Our logo has been carefully created - so always use the master artworks supplied and never create your own.

THE SHAPES



THE CROSSED FINGERS



THE LOGO TYPE

**THE
NATIONAL
LOTTERY®**

The National Lottery Logo Versions

To ensure our logo is impactful and legible it is important to use the correct version. Always use the full colour version wherever possible. Black and white versions can be used where necessary

FULL COLOUR



We like this set up best, so please always try to use our logos on a white background whenever possible.

FULL COLOUR WHITE TEXT



In exceptional circumstances if you are concerned about stand-out you can use the version of The National Lottery logo with white text colour version of the shapes.

BLACK VERSION



Although the full colour logo is the preferred version a black logo has been created. This should be used on single colour jobs when the background is too light for the white logo to stand out.

WHITE VERSION

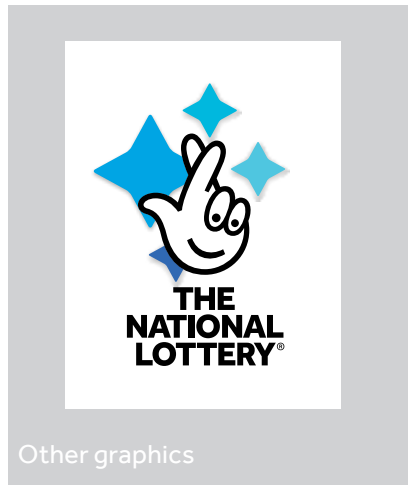


Although the full colour logo is the preferred version a white out logo has been created. This should be used when the background is too dark for the logo to stand out.

The National Lottery Logo Placement and Size

To ensure our logos are always seen at their best always use our size and placement rules.

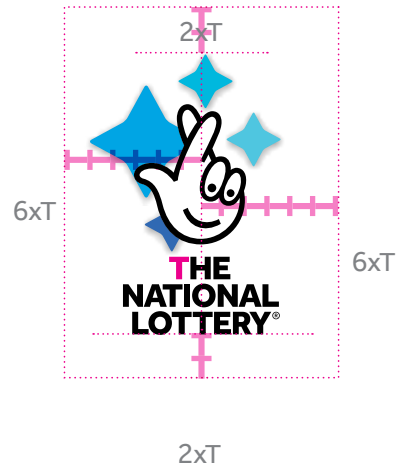
THE EXCLUSION ZONE



The logo will be more visible and have greater impact when it is surrounded by a sufficient amount of clear space.

An exclusion zone has been created within which no type, images or other graphics may appear.

CREATING THE EXCLUSION ZONE



The exclusion zone is defined by the Cap height of the 'T' in The National Lottery logotype.

Additional space should be given wherever possible.

MINIMUM SIZES

Print

10mm



Digital

40px



The crossed fingers are the same size in all of the game logos. The minimum size of the crossed fingers is 10mm in height. The minimum size for digital applications is 40px.

In exceptional circumstances, please contact Camelot Studio.

The National Lottery

Colours

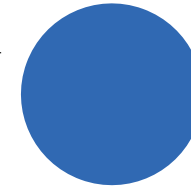
The National Lottery owns a colour palette. That colour palette is always used when that brand is talking.

The primary blue should always be the lead colour, giving our brand a bright, fun feel.

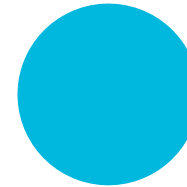
Black and white are also important parts of our brand. They are consistent elements across all applications. They are the platform on which all our bright colours and shapes can show off.

Digital colours are in final development to comply with accessibility guidelines.

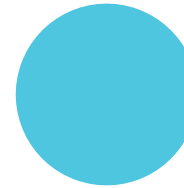
ROYAL
Print 85/60/0/00
SCREEN #1D6EFF
Pantone™ 2132 C



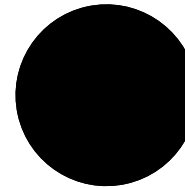
ELECTRIC
Print 80/0/10/0
Screen #44BAFF
Pantone™ 306 C



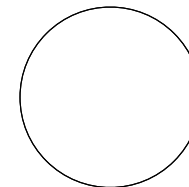
SKY
Print 60/0/10/0
Screen #37DAFF
Pantone™ 2198 C



Black



White



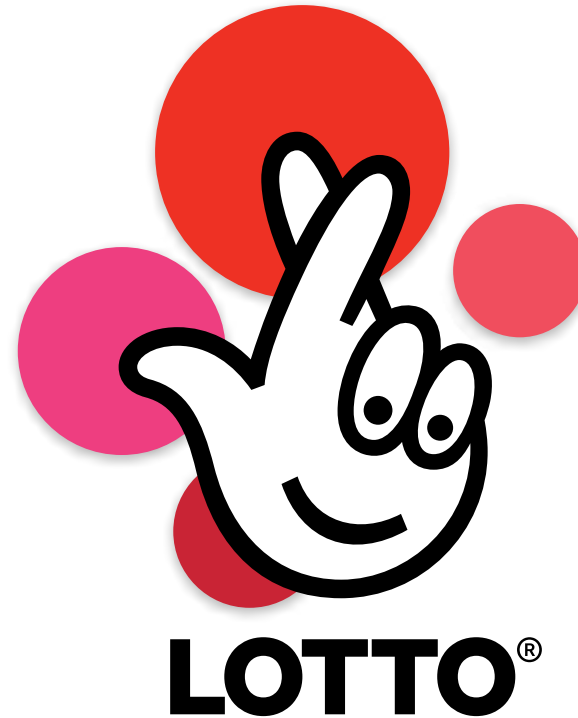
BRIGHT BLUE
Print 90/10/0/0
Screen #4599FF
Pantone™ 299 C



LOTTO LOGOS

This is the Lotto brand logo.
On the next pages you'll
see how to use this logo
and its colours.

By following the rules
correctly, you'll help
to create a strong and
consistent brand.



Lotto

Logo Elements

The Lotto logo is made up of three elements- the 'Shapes' the 'Crossed Fingers', and the 'Logo Type' as shown on this page.

These elements always appear together in a fixed size/position relationship, and must not be separated or distorted in any way.

Our logo has been carefully created - so always use the master artworks supplied and never create your own.



Lotto

Logo Versions

To ensure our logo is impactful and legible it is important to use the correct version. Always use the full colour version wherever possible. Black and white versions can be used where necessary

FULL COLOUR



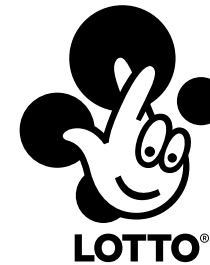
We like this set up best, so please always try to use our logos on a white background whenever possible.

FULL COLOUR WHITE TEXT



In exceptional circumstances if you are concerned about stand-out you can use the version of The National Lottery logo with white text colour version of the shapes.

BLACK VERSION



Although the full colour logo is the preferred version a black logo has been created. This should be used on single colour jobs when the background is too light for the white logo to stand out.

WHITE VERSION



Although the full colour logo is the preferred version a white out logo has been created. This should be used when the background is too dark for the logo to stand out.

Lotto

Logo Placement and Size

To ensure our logos are always seen at their best always use our size and placement rules.

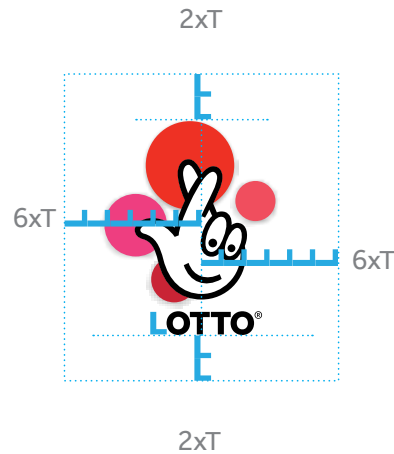
THE EXCLUSION ZONE



The logo will be more visible and have greater impact when it is surrounded by a sufficient amount of clear space.

An exclusion zone has been created within which no type, images or other graphics may appear.

CREATING THE EXCLUSION ZONE



The exclusion zone is defined by the Cap height of the 'L' in The National Lottery logotype.

Additional space should be given wherever possible.

MINIMUM SIZES

Print

10mm



Digital

40px



The crossed fingers are the same size in all of the game logos. The minimum size of the crossed fingers is 10mm in height. The minimum size for digital applications is 40px.

In exceptional circumstances, please contact Camelot Studio.

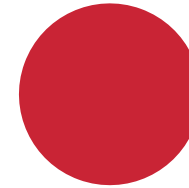
Lotto Colours

Lotto owns a colour palette.
That colour palette is always used
when that brand is talking.

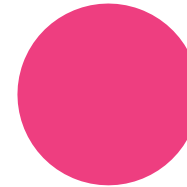
The primary red should always
be the lead colour, giving our
brand a bright, fun feel.

Black and white are also
important parts of our brand.
They are consistent elements
across all applications.
They are the platform on which
all our bright colours and shapes
can show off.

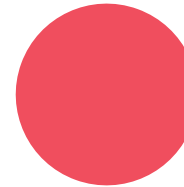
BRICK
Print 20/100/90/0
Screen #BE0000
Pantone™ 200



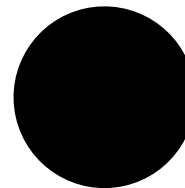
ROSE
Print 0/90/20/0
Screen #FF0082
Pantone™ 212



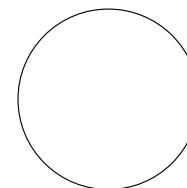
KETCHUP
Print 0/85/55/0
Screen #FF0041
Pantone™ 1787



Black



White



BRIGHT RED
Print 0/95/100/0
Screen #F00000
Pantone™ 485



EUROMILLIONS

LOGOS

This is the EuroMillions brand logo. On the next pages you'll see how to use this logo and its colours.

By following the rules correctly, you'll help to create a strong and consistent brand.



EuroMillions Logo Elements

The EuroMillions logo is made up of three elements- the 'Shapes' the 'Crossed Fingers', and the 'Logo Type' as shown on this page.

These elements always appear together in a fixed size/position relationship, and must not be separated or distorted in any way.

Our logo has been carefully created - so always use the master artworks supplied and never create your own.

THE SHAPES

THE LOGO TYPE

THE CROSSED FINGERS



EuroMillions

Logo Versions

To ensure our logo is impactful and legible it is important to use the correct version. Always use the full colour version wherever possible. Black and white versions can be used where necessary

FULL COLOUR



We like this set up best, so please always try to use our logos on a white background whenever possible.

FULL COLOUR WHITE TEXT



In exceptional circumstances if you are concerned about stand-out you can use the version of The National Lottery logo with white text colour version of the shapes.

BLACK VERSION



Although the full colour logo is the preferred version a black logo has been created. This should be used on single colour jobs when the background is too light for the white logo to stand out.

WHITE VERSION



Although the full colour logo is the preferred version a white out logo has been created. This should be used when the background is too dark for the logo to stand out.

EuroMillions

Logo Placement and Size

To ensure our logos are always seen at their best always use our size and placement rules.

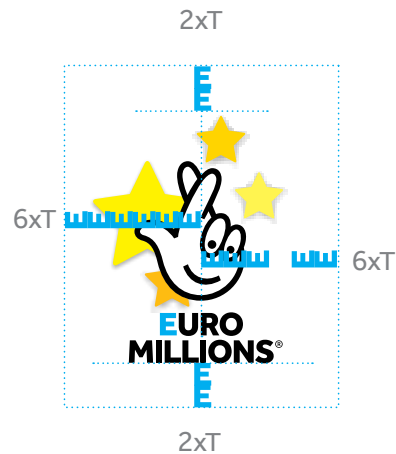
THE EXCLUSION ZONE



The logo will be more visible and have greater impact when it is surrounded by a sufficient amount of clear space.

An exclusion zone has been created within which no type, images or other graphics may appear.

CREATING THE EXCLUSION ZONE



The exclusion zone is defined by the Cap height of the 'E' in The National Lottery logotype.

Additional space should be given wherever possible.

MINIMUM SIZES

Print

10mm



Digital

40px



The crossed fingers are the same size in all of the game logos. The minimum size of the crossed fingers is 10mm in height. The minimum size for digital applications is 40px.

In exceptional circumstances, please contact Camelot Studio.

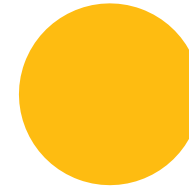
EuroMillions Colours

EuroMillions owns a colour palette. That colour palette is always used when that brand is talking.

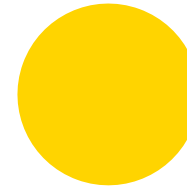
The primary yellow should always be the lead colour, giving our brand a bright, fun feel.

Black and white are also important parts of our brand. They are consistent elements across all applications. They are the platform on which all our bright colours and shapes can show off.

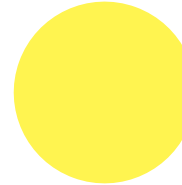
GOLD
Print 0/28/100/0
Screen #FFCE00
Pantone™ 7549 C



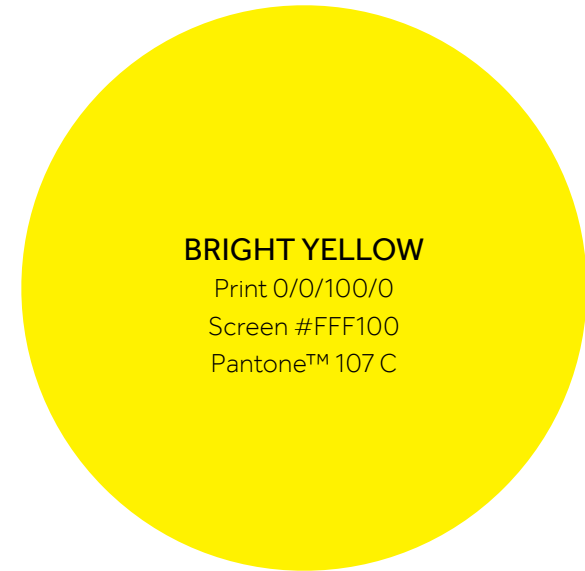
SUNSHINE
Print 0/15/100/0
Screen #FFDE00
Pantone™ 123 C



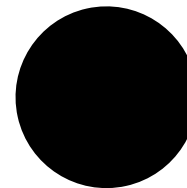
CHAMPAGNE
Print 0/0/80/0
Screen #FFFF00
Pantone™ 100 C



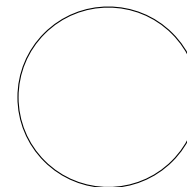
BRIGHT YELLOW
Print 0/0/100/0
Screen #FFF100
Pantone™ 107 C



Black



White



SET FOR LIFE LOGOS

This is the Set For Life logo.

On the next pages you'll see how to use the game logo and colours.

By following the rules correctly, you'll help create a strong and consistent identity.



SET FOR LIFE

Logo Elements

The Set For Life logo is made up of three elements- the 'Shapes' the 'Crossed Fingers', and the 'Logo Type' as shown on this page.

These elements always appear together in a fixed size/position relationship, and must not be separated or distorted in any way.

Our logo has been carefully created - so always use the master artworks supplied and never create your own.

THE SHAPES

THE LOGO TYPE

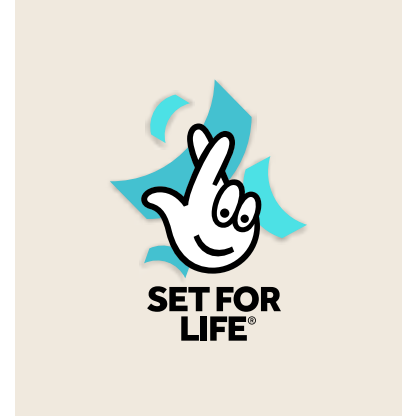
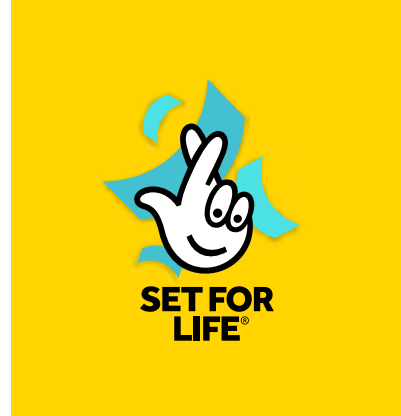
THE CROSSED FINGERS



SET FOR LIFE Logo Versions

To ensure our logo is impactful and legible it is important to use the correct version. Always use the full colour version wherever possible. Black and white versions can be used where necessary

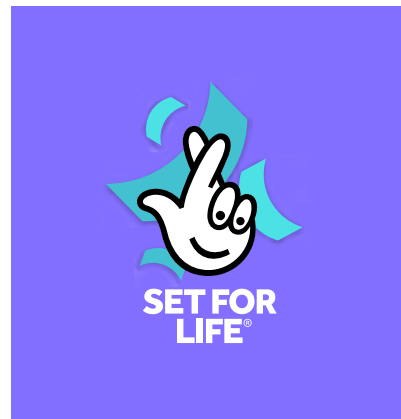
FULL COLOUR



MONO



FULL COLOUR REVERSE



MONO REVERSE



The Set For Life logo is optimised to work best on our predefined primary colour palette. Please avoid creating pockets of white space to hold the logo. When using the logo on top of

photography think carefully about standout and placement.

Note: The full colour version of the logo cannot be used on a Teal background.

Although the full colour logo is the preferred version, a black version and a white out version have been created. These versions should only be used when the background is too light or too dark for the full colour logo to stand out.

SET FOR LIFE

Logo Placement and Size

To ensure our logos are always seen at their best always use our size and placement rules.

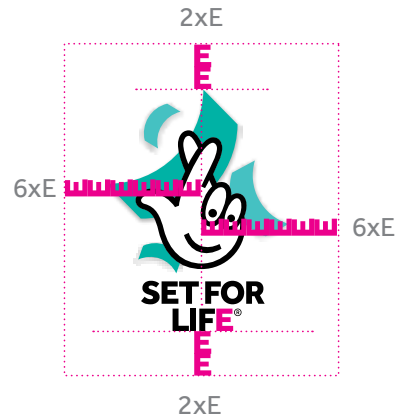
THE EXCLUSION ZONE



The logo will be more visible and have greater impact when it is surrounded by a sufficient amount of clear space.

An exclusion zone has been created within which no type, images or other graphics may appear.

CREATING THE EXCLUSION ZONE



The exclusion zone is defined by the Cap height of the 'E' in Set For Life logotype.

Additional space should be given wherever possible.

MINIMUM SIZES

Print

10mm



Digital

40px



The crossed fingers are the same size in all of the game logos. The minimum size of the crossed fingers is 10mm in height. The minimum size for digital applications is 40px.

In exceptional circumstances, please contact Camelot Studio.

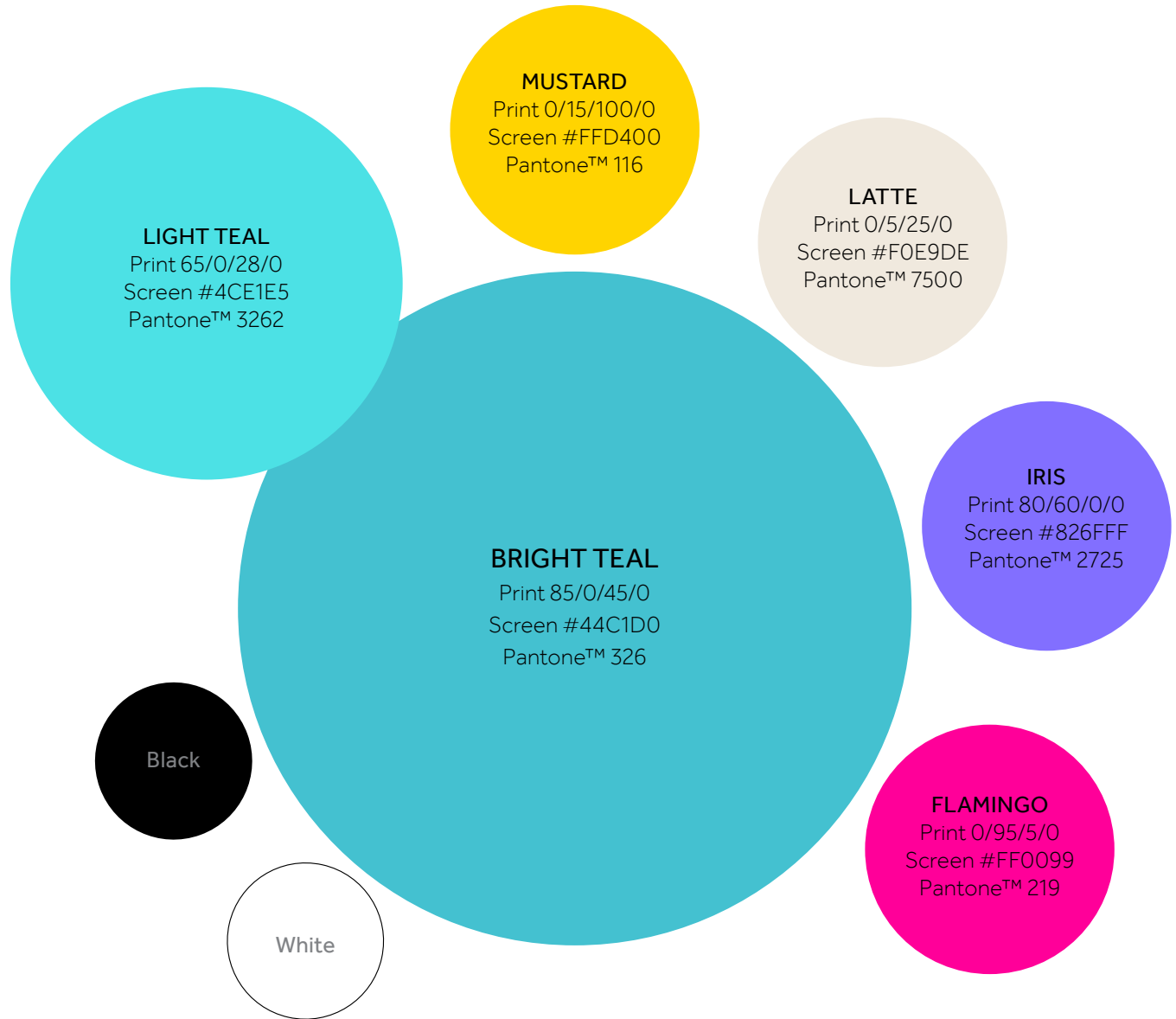
SET FOR LIFE

Primary colours

Set For Life has a primary palette of six vibrant colours. These can be used within creative elements or as backgrounds. Where possible the colours should never be used in isolation.

Bright Teal is the hero colour used to help differentiate from other TNL games when needed.

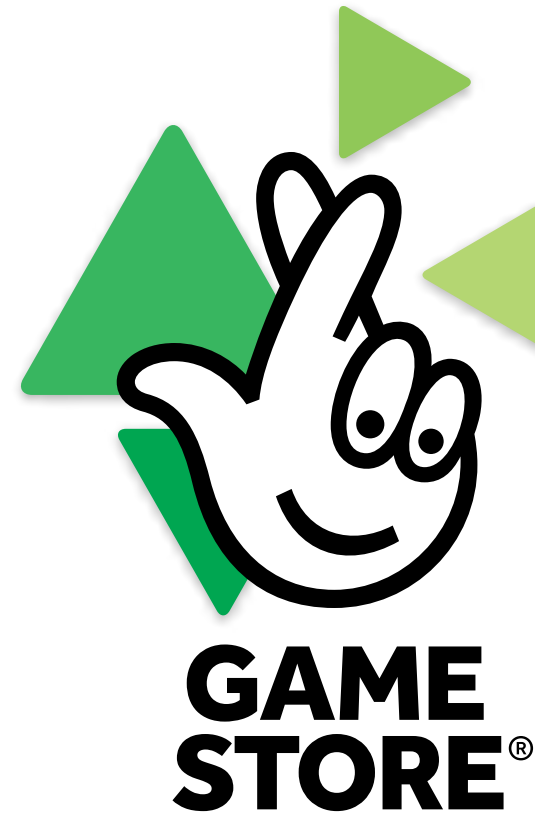
Plain Black or white backgrounds should only be used where necessary.



GAMESTORE LOGOS

This is the GameStore brand logo. On the next pages you'll see how to use this logo and its colours.

By following the rules correctly, you'll help to create a strong and consistent brand.



GameStore Logo Elements

The GameStore logo is made up of three elements- the 'Shapes' the 'Crossed Fingers', and the 'Logo Type' as shown on this page.

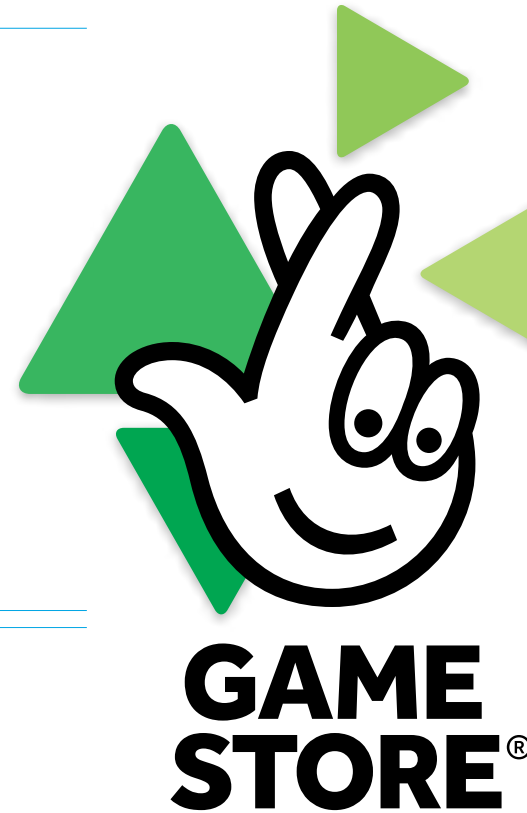
These elements always appear together in a fixed size/position relationship, and must not be separated or distorted in any way.

Our logo has been carefully created - so always use the master artworks supplied and never create your own.

THE SHAPES

THE LOGO TYPE

THE CROSSED FINGERS



GameStore Logo Versions

To ensure our logo is impactful and legible it is important to use the correct version. Always use the full colour version wherever possible. Black and white versions can be used where necessary

FULL COLOUR



We like this set up best, so please always try to use our logos on a white background whenever possible.

FULL COLOUR WHITE TEXT



In exceptional circumstances if you are concerned about stand-out you can use the version of The National Lottery logo with white text colour version of the shapes.

BLACK VERSION



Although the full colour logo is the preferred version a black logo has been created. This should be used on single colour jobs when the background is too light for the white logo to stand out.

WHITE VERSION



Although the full colour logo is the preferred version a white out logo has been created. This should be used when the background is too dark for the logo to stand out.

GameStore

Logo Placement and Size

To ensure our logos are always seen at their best always use our size and placement rules.

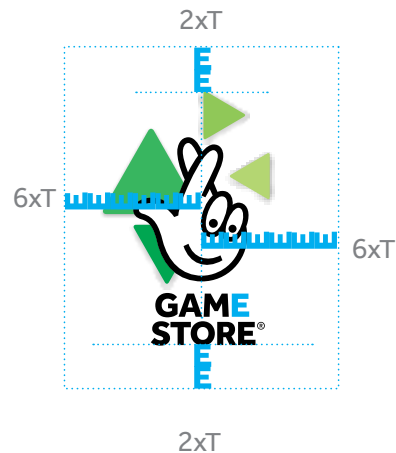
THE EXCLUSION ZONE



The logo will be more visible and have greater impact when it is surrounded by a sufficient amount of clear space.

An exclusion zone has been created within which no type, images or other graphics may appear.

CREATING THE EXCLUSION ZONE



The exclusion zone is defined by the Cap height of the 'E' in The National Lottery logotype.

Additional space should be given wherever possible.

MINIMUM SIZES

Print

10mm



Digital

40px



The crossed fingers are the same size in all of the game logos. The minimum size of the crossed fingers is 10mm in height. The minimum size for digital applications is 40px.

In exceptional circumstances, please contact Camelot Studio.

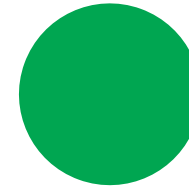
GameStore Colours

GameStore owns a colour palette. That colour palette is always used when that brand is talking.

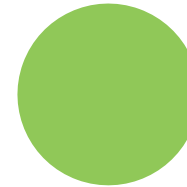
The primary green should always be the lead colour, giving our brand a bright, fun feel.

Black and white are also important parts of our brand. They are consistent elements across all applications. They are the platform on which all our bright colours and shapes can show off.

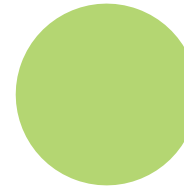
EMERALD
Print 100/0/100/0
Screen #00E100
Pantone™ 356 C



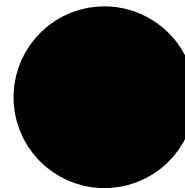
ZOMBIE
Print 48/0/86/0
Screen #7BFF00
Pantone™ 2286 C



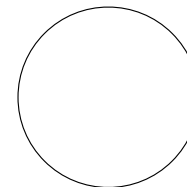
LASER
Print 33/0/72/0
Screen #A6F700
Pantone™ 2298 C



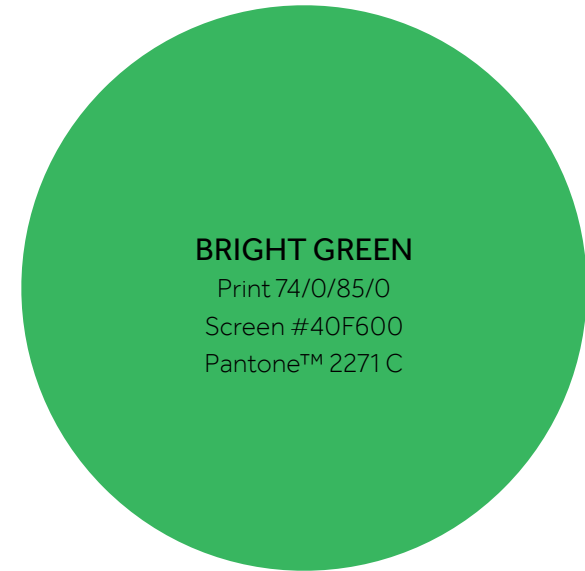
Black



White



BRIGHT GREEN
Print 74/0/85/0
Screen #40F600
Pantone™ 2271 C



SECONDARY GAMES LOGOS

Hotpicks and Thunderball follow the same rules as the Lotto master logo.

By following the rules correctly, you'll help to create a strong and consistent brand.

Thunderball
Colours



BRIGHT PURPLE
Print 45/95/0/0
Screen #B900B3
Pantone™ 253 C



PUNK
Print 25/65/0/0
Screen #E232D1
Pantone™ 245 C



Black



PARMAVIOLET
Print 60/90/0/0
Screen #620ED8
Pantone™ 267 C



PLUM
Print 75/85/0/0
Screen #8B00C1
Pantone™ 7442 C



White



For Hotpicks
colours see Lotto

SCRATCHCARDS

LOGOS

NEW

The National Lottery Logo – Scratchcards

This version of The National Lottery logo has been specifically created to meet the technical requirements of Scratchcard print production.

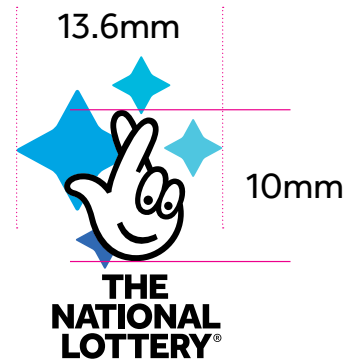
Do not use it in any other circumstances.

SCRATCHCARD LOGO COLOUR PRODUCTION

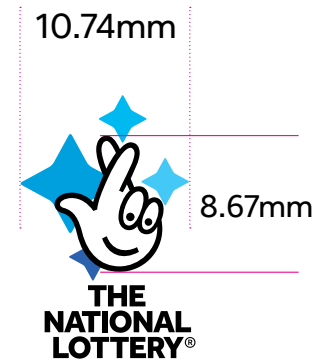


Due to production limitations, 2 spot colours should be used for the stars on the logo.

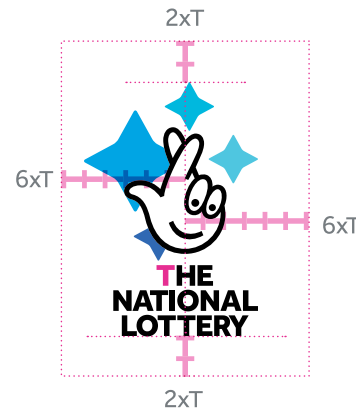
ORIGINAL SIZE



SCRATCHCARD SIZE



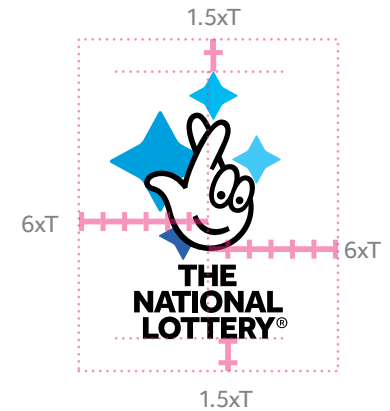
ORIGINAL EXCLUSION ZONE



The exclusion zone is defined by the Cap height of the 'T' in The National Lottery logotype.

Additional space should be given where possible.

SCRATCHCARD EXCLUSION ZONE FOR CORNER TAB AREA ONLY



The above exclusion zone does not apply to usage in the main graphic area.

In exceptional circumstances please contact Camelot Studio.