brand style guidelines

introduction

THE VISUAL BRAND

The Georgia Lottery brand style guidelines set visual standards
to identify and protect our brand. Employing these guidelines ensures
a unified, consistent look for all visual communications to current and
potential players.

These guidelines outline the use of the Georgia Lottery's new identity.
This identity is a unique system of typography, colors, and logo treatments
that distinctly reflects our brand personality.

For questions concerning the proper usage of these guidelines, please contact the
director of marketing at 404 XXX XXXX

typography

FONT USAGE

The Georgia Lottery fonts are intended to create a hierarchy and a level of
understanding for the viewer. The following page contains base guidelines
for achieving this hierarchy; however, other combinations of these fonts may
also be acceptable.

These typographic guidelines do not govern television or point of sale (POS)
usage. In each instance, type is dictated by either concept or the style of the
appropriate Georgia Lottery game.

ITC Avant Garde Gothic Demi **|** HEADLINE FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ITC Avant Garde Gothic Book **|** SUBHEAD FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Adobe Garamond Pro **|** BODY COPY FONT **|** ALTERNATE HEADLINE FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ITC Avant Garde Gothic Book Condensed **|** ALTERNATE BODY COPY FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ITC Avant Garde Gothic Demi Condensed **|** ALTERNATE SUBHEAD FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

palette

All colors are derived from the Pantone Matching System (PMS). PMS is the definitive international reference for selecting, specifying, matching, and controlling ink colors.

Always include a color chip when sending mechanicals to vendors.

For exact color chips, consult the PMS swatch book appropriate for the paper stock.

LOGO COLORS

144

186

106

362

black

ADDITIONAL COLORS

110

360

2915

7462

While using spot colors is ideal when reproducing items that are less than 3 colors, 4-color process (CMYK) is the primary method of employing the palette.

	PMS UNCOATED	PMS COATED	CMYK
	106 U	106 C	0 ▎2 ▎69 ▎0
	110 U	110 C	0 ▎12 ▎100 ▎7
	144 U	144 C	0 ▎48 ▎100 ▎0
	186 U	186 C	70 ▎0 ▎100 ▎9
	360 U	360 C	58 ▎0 ▎80 ▎0
	362 U	362 C	70 ▎0 ▎100 ▎9
	2915 U	2915 C	59 ▎7 ▎0 ▎0
	7462 U	7462 C	100 ▎50 ▎0 ▎10
	black	black	0 ▎0 ▎0 ▎100

logo treatments

When applying the Georgia Lottery logo to printed materials with white backgrounds, please select the appropriate version from the list below. If printing on colored backgrounds, please refer to the following page.

4-color process

When reproduced as 4-color process, the logo must be built from CMYK equivalents to the primary PMS colors.

spot color PMS

When reproduced as 4-color process, the logo must be built from the primary spot PMS colors.

1-color

When reproduced as one-color, the logo must be printed with PMS 144.

black

When printing in color is unavailable, the logo must be printed 100% black.

When applying the Georgia Lottery logo to printed materials with color backgrounds, please select the appropriate version from the list below. Each of these logos has a white outline to allow the logo to stand out from its colored background.

4-color process

When reproduced as 4-color process, the logo must be built from CMYK equivalents to the primary PMS colors.

spot color PMS

When reproduced as 4-color process, the logo must be built from the primary spot PMS colors.

1-color

When reproduced as one-color, the logo must be printed with PMS 144.

black

When printing in color is unavailable, the 100% black or white logo must be used.

white

15

legal line treatments

When applying Legal Lockup to printed materials, please select the appropriate version from the options below.

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