



## Logo User Guide

Issue 2

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# The aim of this user guide

We are very proud of the Lotterywest brand and naturally want to make sure that whenever it's used, it's used properly.

To help you to correctly represent the Lotterywest brand we have developed a version of our logo – 'Lotterywest supported' – especially for use by our grant recipients. This guide relates to this version of our logo.

While grant recipients will generally only need to use this version there may be circumstances where just our corporate logo is more appropriate. If you are in this situation, please contact us to request the necessary artwork.

## Image selection

The image you decide to use will depend on where it is being used and whether you can use colour or black & white only.

There are four image formats of the 'Lotterywest supported' logo for you to choose from (shown on page 2).

When reproducing the logo in colour you should choose between the normal colour version (Lotterywest in blue) or the reversed colour version (Lotterywest in white). The reversed version should be used when there is a dominant or dark background.

If you are using one colour only you should choose between the two black & white versions.

## Which format?

The two electronic formats available are – EPS or JPEG.

- EPS is the format for print reproduction. Use this option for press, general advertising, brochures, leaflets, signage and any other professional printing or high quality reproduction. The eps format is not generally compatible with use on PC's but is a standard format for the printing industry.
- JPEG is a low-resolution format that is suitable for computer screen use, internally printed newsletters (eg using Microsoft Word or Powerpoint). It is also suitable for use on Internet web pages.

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## Downloading the logo (via a computer)

To download a logo file, click on the red EPS or green JPEG button to the right of the required image. EPS images can be saved directly to your hard-drive. JPEG images open in a new window, from where you save them, by right-mouse-clicking over the image and selecting the Save Picture As option from the menu.

## Colours

You should always use the correct Pantone® colours when reproducing a colour version of the 'Lotterywest supported' logo. You simply need to tell your printer or designer that the colours are: Lotterywest blue Pantone® 3135C and Lotterywest yellow Pantone® 7408C. Please note that if you are printing on uncoated paper, you will need to use Pantone® 7406U for the Lotterywest yellow instead of the Pantone® 7408C.



The 'Lotterywest supported' logo – colour positive



The 'Lotterywest supported' logo – colour negative



The 'Lotterywest supported' logo – mono positive



The 'Lotterywest supported' logo – mono negative



Lotterywest blue  
Pantone® 3135



Lotterywest yellow Pantone® 7408C  
(Pantone® 7406U for printing on  
uncoated paper)

# 'Lotterywest supported' logo user guide

## Minimum size

The 'Lotterywest supported' logo should never be reproduced narrower than 15mm wide (as shown on the right).

## Exclusion zone

To ensure that the logo is never 'crowded' with other logos, pictures or symbols please make sure that you follow the exclusion zone guidelines shown on the right.

## Logo placement

The 'Lotterywest supported' logo should be placed appropriately in relation to your own logo or identity. The size of the logo should reflect the level of grant received.

## Other supporters?

If Lotterywest is one of many organisations supporting the grant recipient consider ranking the sponsors according to the level of their support. One way of doing this is through using different sizes, where the principal sponsors' logos are larger than smaller sponsors.

When grouping many organisations' logos together, the final result can look cluttered and untidy. If you have a lot of sponsors, consider using the black and white versions of the logos, for a 'cleaner' look. It can also save on the cost of printing.

## A few 'don'ts'!

You should also be careful not to:

- Change the position of the 'sunset' symbol on the logo;
- Change the size of the symbol;
- Distort the logo;
- Re-create the logo using different fonts;
- Use the 'Lotterywest' word on its own without the symbol; or
- Attach service or product descriptions to the logo.

See the examples on the right.

## If you need help?

We are always happy to help ensure that the 'Lotterywest supported' logo is used properly. If you have any questions about how to use the logo please contact our Public Affairs team, either by email at: [publicaffairs@lotterywest.wa.gov.au](mailto:publicaffairs@lotterywest.wa.gov.au) or by telephone on 9340 5227.



The 'Lotterywest supported' logo – exclusion zone



The 'Lotterywest supported' logo – minimum size

## Lotterywest supported logo 'don'ts'



Do not change the position of the symbol.



Do not change the size of the symbol.



Do not distort the logo.



Do not re-create the wordmark or use other fonts.



Do not use the wordmark on its own without the symbol.



Do not attach service or product descriptors to the logo.