Brand Guide

Contents

Hello.

About This Guide

On the pages that follow, you'll find style guidelines for the latest evolution of the North Carolina Education Lottery brand, including everything (or at least pretty darn close to everything) NCEL should and shouldn't be.

Our brand is an extremely valuable asset of our organization. It deserves to be nurtured and protected. What we say, how we look and how we behave can positively impact NCEL's standing with North Carolinians. A consistent projection of tone, personality and philosophy is a must.

We encourage you all to become familiar with this guide and to adhere to the directions within.

Please feel free to contact us at **branding@lotterync.net** with any questions, concerns or requests for approval related to the brand.

Brand
Purpose

Ignite the Power To Dream

Playing and supporting the North Carolina Education Lottery creates a world of winning possibilities for the entire state. Through the fun of play and the billions we raise for education, we provide the fuel for our most important dreams.

Brand
Manifesto

We are among the lucky few who get to
change lives — the lives of North Carolinians.

We are enablers of daydreaming
and facilitators of the what-if.

We are bakers of thrill and possibility,
and deliverymen of surprise and bewilderment.

All while fueling the future of our state.

And it's every bit as fun as it sounds.

It's thrilling.

It's life-altering.

It's the business of igniting the power to dream.

Brand
Elevator Pitch

We're in the business of possibility. We deliver joy and thrill across the entire state of North Carolina. And we help give back millions to education every single day. We are among the lucky few who get to change lives.

Brand
Tone & Voice

Playful. Optimistic. Fresh. Approachable.

Playful
Most everything we say comes with a smile. We have a clever sense of humor. Whether it's physical comedy or a witty joke, as long as it's told in an original, smart way, we're on board. We love to make people laugh, but we can be serious if we HAVE to be.

Optimistic
Being positive is very important to us. Looking on the bright side makes us happy, and it's contagious. It's scientifically proven that people are attracted to optimism. After all, we're in the business of anything's possible.

Fresh
Our communication should be a few steps past the expected. We love to think about what could be and ponder all the different possibilities. We want to come across as original and inventive. We want to inspire imaginations and play in the land of what-ifs. We want to be smarter and more engaging, and to stand out from the ordinary. Waaaaaaaaay out.

Approachable
The right attitude naturally makes you approachable. We're generally pretty conversational when we speak. You could even say colloquial at times. Having a responsible and genuine tone lets people know that our door is always open.

Writing for the NCEL

Copy Principles:

Approachable
Playful
Conversational
Purposeful
Positive
Inclusive

Keep it simple and don't meander. Words can be fun—just not when there are too many of them. We are not lofty or sarcastic. We are conversational and approachable. Slang or colloquialisms must be appropriate to the situation. Finally, we LIKE people, so don't exclude them. Speak to people, not at them or around them. Keep it positive, playful and humble, and have some fun.

Example Headline Copy:

Smart, simple and playful

Good for Play. Play for Good.

Playful, optimistic and engaging

We are enablers of daydreaming and facilitators of the what-if.

Writing for the NCEL

Please Steer Clear of:

Tooting your own horn. It's OK to let people know what you've accomplished; just don't brag about it.

Being a Negative Nelly. We like to be positive and fun-loving.

Being sarcastic. It's not funny. OK, it can be, but it's just not who we are.

Exclamation points and ellipses: Emergency Use Only. They should be reserved for prize copy on ticket art, POS or when they are essential to the lighthearted tone in a piece. They should NOT be used as visual emphasis or to emphasize headlines, body copy or a general statement.

Talking down to people. Not cool. Nooooot cooool. We're an inclusive bunch.
We prefer a backyard soirée to velvet ropes and a judgmental bouncer.

Being an instructional manual. Drop the rules and regulations angle and don't overexplain yourself.
Give your readers some credit: If you say it right, they'll pick up what you're putting down.

Falling into buzz words, laborious terms and complicated speak.
It all has its place, somewhere. Just not here.

No-No's:
Chest-Pounding
Negativity
Sarcasm
Talking Down
Exclamation Points! (unless essential to the lighthearted tone of the piece)
Bureaucracy Speak

Our logos

Logo Overview

The logo is our brand on display, 24/7. It's the manifestation of our brand purpose with purpose. Every corner, curve and serif is thoughtfully crafted to shout **Ignite the Power To Dream** from the rooftops. Our playful and optimistic personality has been attentively baked in. The logo radiates the fun and possibility that come from playing effortlessly. All while tipping our hat to the place where we hang our hat: the mountains, the ocean and the ever-sunny skies of our beloved North Carolina.

Logo Elements

NCEL Logo Lockup
The NCEL logo lockup consists of three main elements — the NC Education wordmark, the Lottery wordmark and the Dream Bubble.

Wordmarks
Both the NC Education and Lottery wordmarks are modifications of the typeface Odudo Slab. Adjustments have been made to the individual letters, adding energy and our playful personality, and making them unique to the lottery.

Dream Bubble
The Dream Bubble represents the endless possibilities that are ignited when people play the lottery.

The highlight in the sky adds depth and structure to represent the lottery draw game balls. The star is a nod to the state flag, as well as to the hopes and wishes that come from playing the lottery. It is also an icon that connects other NCEL games. The mountains and the ocean represent the diverse and beautiful landscape our state is known for.

Dream Bubble

NC Education Wordmark

Lottery Wordmark

NCEL Logo Lockup
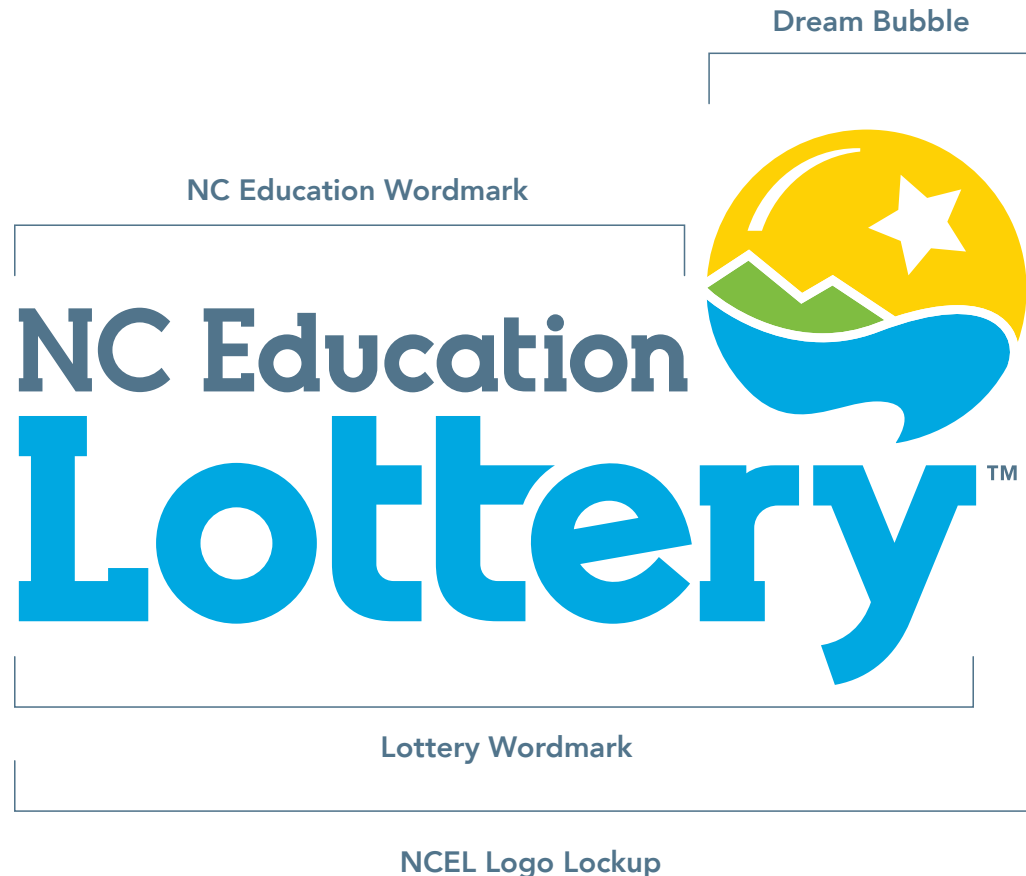
Blue Ocean
PMS 2995 C

Green Mtn.
PMS 376 C

Golden Sky
PMS 109 C

Gray Slate
PMS 5405 C

Logo Variations & Specs

PRIMARY LOGO

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 44)
Gray Slate
Blue Ocean
Green Mountain
Golden Sky

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 0.75" wide.

Usage
The designer has discretion over which logo variation works best for the piece, but the PRIMARY LOGO is the preferred version. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.
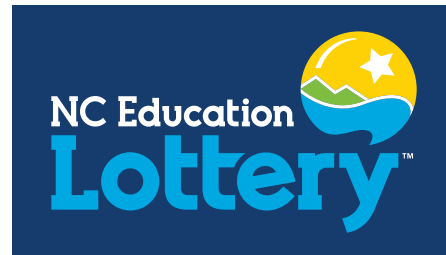
NCEL_new_logo_primary_CMYK.eps
NCEL_new_logo_primary_PMS.eps

NCEL_new_logo_primary_K.eps

NCEL_new_logo_primary_BLUE.eps

NCEL_new_logo_primary_CMYK_white_edu.eps
NCEL_new_logo_primary_PMS_white_edu.eps

NCEL_new_logo_primary_WHITE.eps

NCEL_new_logo_primary_GREEN.eps

NCEL_new_logo_primary_YELLOW.eps

Clear space

The minimum TOP AND BOTTOM clear space of the logo is proportionately equal to the size of the counter in the "O" in the logo, regardless of the size of the logo. The minimum LEFT AND RIGHT clear space of the logo is proportionately equal to 1.5 times the size of the counter in the "O" in the logo, regardless of the size of the logo.

Minimum size

0.75"
(65px @ 72dpi)

Logo Variations & Specs

ALT LOGO

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 44)
Gray Slate
Blue Ocean
Green Mountain
Golden Sky

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 1" wide.

Usage
The designer has discretion over which logo variation works best for the piece, but the PRIMARY LOGO is the preferred version. This version works best for HORIZONTAL applications. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

NCEL_new_logo_alt_CMYK.eps
NCEL_new_logo_alt_PMS.eps

NCEL_new_logo_alt_K.eps

NCEL_new_logo_alt_BLUE.eps

NCEL_new_logo_alt_CMYK_white_edu.eps
NCEL_new_logo_alt_PMS_white_edu.eps

NCEL_new_logo_alt_WHITE.eps

NCEL_new_logo_alt_GREEN.eps

NCEL_new_logo_alt_YELLOW.eps

Clear space

The minimum TOP AND BOTTOM clear space of the logo is proportionately equal to the size of the counter in the "O" in the logo, regardless of the size of the logo. The minimum LEFT AND RIGHT clear space of the logo is proportionately equal to 1.5 times the size of the counter in the "O" in the logo, regardless of the size of the logo.

Minimum size

1"
(75px @ 72dpi)

Logo Variations & Specs

VERTICAL LOGO

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 44)
Gray Slate
Blue Ocean
Green Mountain
Golden Sky

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 0.65" wide.

Usage
The designer has discretion over which logo variation works best for the piece, but the PRIMARY LOGO is the preferred version. This version works best for VERTICAL applications. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

NCEL_new_logo_vertical_CMYK.eps
NCEL_new_logo_vertical_PMS.eps

NCEL_new_logo_vertical_K.eps

NCEL_new_logo_vertical_BLUE.eps

NCEL_new_logo_vertical_CMYK_white_edu.eps
NCEL_new_logo_vertical_PMS_white_edu.eps

NCEL_new_logo_vertical_WHITE.eps

NCEL_new_logo_vertical_GREEN.eps

NCEL_new_logo_vertical_YELLOW.eps

Clear space

The minimum clear space ON ALL SIDES of the logo is proportionately equal to 1.5 times the size of the counter in the "O" in the logo, regardless of the size of the logo.

Minimum size

0.65"
(60px @ 72dpi)

Logo Variations & Specs

EXTREME HORIZONTAL LOGO

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 44)
Gray Slate
Blue Ocean
Green Mountain
Golden Sky

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 0.1875" high.

Usage
The designer has discretion over which logo variation works best for the piece, but the PRIMARY LOGO is the preferred version. This version works best for EXTREME HORIZONTAL applications. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

NCEL_new_logo_xhorizontal_CMYK.eps
NCEL_new_logo_xhorizontal_PMS.eps

NCEL_new_logo_xhorizontal_K.eps

NCEL_new_logo_xhorizontal_CMYK_white_edu.eps
NCEL_new_logo_xhorizontal_PMS_white_edu.eps

NCEL_new_logo_xhorizontal_WHITE.eps

NCEL_new_logo_xhorizontal_BLUE.eps

NCEL_new_logo_xhorizontal_GREEN.eps

NCEL_new_logo_xhorizontal_YELLOW.eps

Clear space

The minimum TOP AND BOTTOM clear space of the logo is proportionately equal to the size of the counter in the "O" in the logo, regardless of the size of the logo. The minimum LEFT AND RIGHT clear space of the logo is proportionately equal to 1.5 times the size of the counter in the "O" in the logo, regardless of the size of the logo.

Minimum size

0.1875"
(35px @ 72dpi)

Logo Variation: Grayscale

FOR NEWSPRINT ONLY

Usage
Sometimes, an all-black or all-white logo won't work because of production limitations or specific creative executions.

Prior approval is needed.

NCEL_new_logo_primary_GRAY.eps

NCEL_new_logo_vertical_GRAY.eps

NCEL_new_logo_alt_GRAY.eps

NCEL_new_logo_xhorizontal_GRAY.eps

Logo Sheet

Full Color	Full Color	Black	White	Blue	Green	Yellow

NCEL_new_logo_primary_CMYK.eps
NCEL_new_logo_primary_PMS.eps

NCEL_new_logo_primary_CMYK_white_edu.eps
NCEL_new_logo_primary_PMS_white_edu.eps

NCEL_new_logo_primary_K.eps

NCEL_new_logo_primary_WHITE.eps

NCEL_new_logo_primary_BLUE.eps

NCEL_new_logo_primary_GREEN.eps

NCEL_new_logo_primary_YELLOW.eps

NCEL_new_logo_alt_CMYK.eps
NCEL_new_logo_alt_PMS.eps

NCEL_new_logo_alt_CMYK_white_edu.eps
NCEL_new_logo_alt_PMS_white_edu.eps

NCEL_new_logo_alt_K.eps

NCEL_new_logo_alt_WHITE.eps

NCEL_new_logo_alt_BLUE.eps

NCEL_new_logo_alt_GREEN.eps

NCEL_new_logo_alt_YELLOW.eps

NCEL_new_logo_vertical_CMYK.eps
NCEL_new_logo_vertical_PMS.eps

NCEL_new_logo_vertical_CMYK_white_edu.eps
NCEL_new_logo_vertical_PMS_white_edu.eps

NCEL_new_logo_vertical_K.eps

NCEL_new_logo_vertical_WHITE.eps

NCEL_new_logo_vertical_BLUE.eps

NCEL_new_logo_vertical_GREEN.eps

NCEL_new_logo_vertical_YELLOW.eps

NCEL_new_logo_xhorizontal_CMYK.eps
NCEL_new_logo_xhorizontal_PMS.eps

NCEL_new_logo_xhorizontal_CMYK_white_edu.eps
NCEL_new_logo_xhorizontal_PMS_white_edu.eps

NCEL_new_logo_xhorizontal_BLUE.eps

NCEL_new_logo_xhorizontal_GREEN.eps

NCEL_new_logo_xhorizontal_K.eps

NCEL_new_logo_xhorizontal_WHITE.eps

NCEL_new_logo_xhorizontal_YELLOW.eps

Logo Usage: Clean

The examples to the right show a number of logo treatments that should be adhered to or avoided. These rules apply to all versions of the logo lockup.

- Only use approved logo files.

- Do not alter the logo in any way.

- Do not use unapproved colors.

- Do not set logo against backgrounds that do not provide ample contrast.

DO place on approved background colors with sufficient contrast.

DO place on approved background colors with sufficient contrast.

DO place on approved background colors with sufficient contrast.

DO place on approved background colors with sufficient contrast.

DO place over imagery in neutral areas with sufficient contrast.

DO place on approved background colors with sufficient contrast.

DO place the approved white logo on a solid color other than White Cloud or Blue Midnight, or use the approved holding shape.

DON'T place on unapproved background colors without sufficient contrast.

DON'T place on unapproved patterns or backgrounds without sufficient contrast.

DON'T place over busy imagery or backgrounds without sufficient contrast or that affect readability.

Logo Usage: Holding Shape

Understanding that the logo will need to work on a variety of different approved images, backgrounds and colors (e.g., POS, PowerBall, Mega Millions, etc.), we have developed a logo holding shape for each logo variation.

- Do not alter the holding shape.

- Only use White Cloud color for the holding shape.

- Use holding shape only when necessary.

NCEL_new_logo_primary_holdingshape_CMYK.eps

NCEL_new_logo_alt_holdingshape_CMYK.eps

NCEL_new_logo_vertical_holdingshape_CMYK.eps

NCEL_new_logo_xhorizontal_holdingshape_CMYK.eps

Logo Usage: Frame

Understanding that the logo will need to work on a variety of different approved images, backgrounds and colors (e.g., POS, PowerBall, etc.), we have developed a frame for the logo to rest in.

• Do not alter the frame.

• Only use White Cloud color for the frame.

• The frame should extend around the piece at a size appropriate to the execution with a larger area for the logo and clear space.

• Use the frame only when necessary.

Preferred placement

PRIMARY Logo — bottom right

ALT Logo — bottom left

VERTICAL Logo — bottom center

EXTREME HORIZONTAL Logo — right
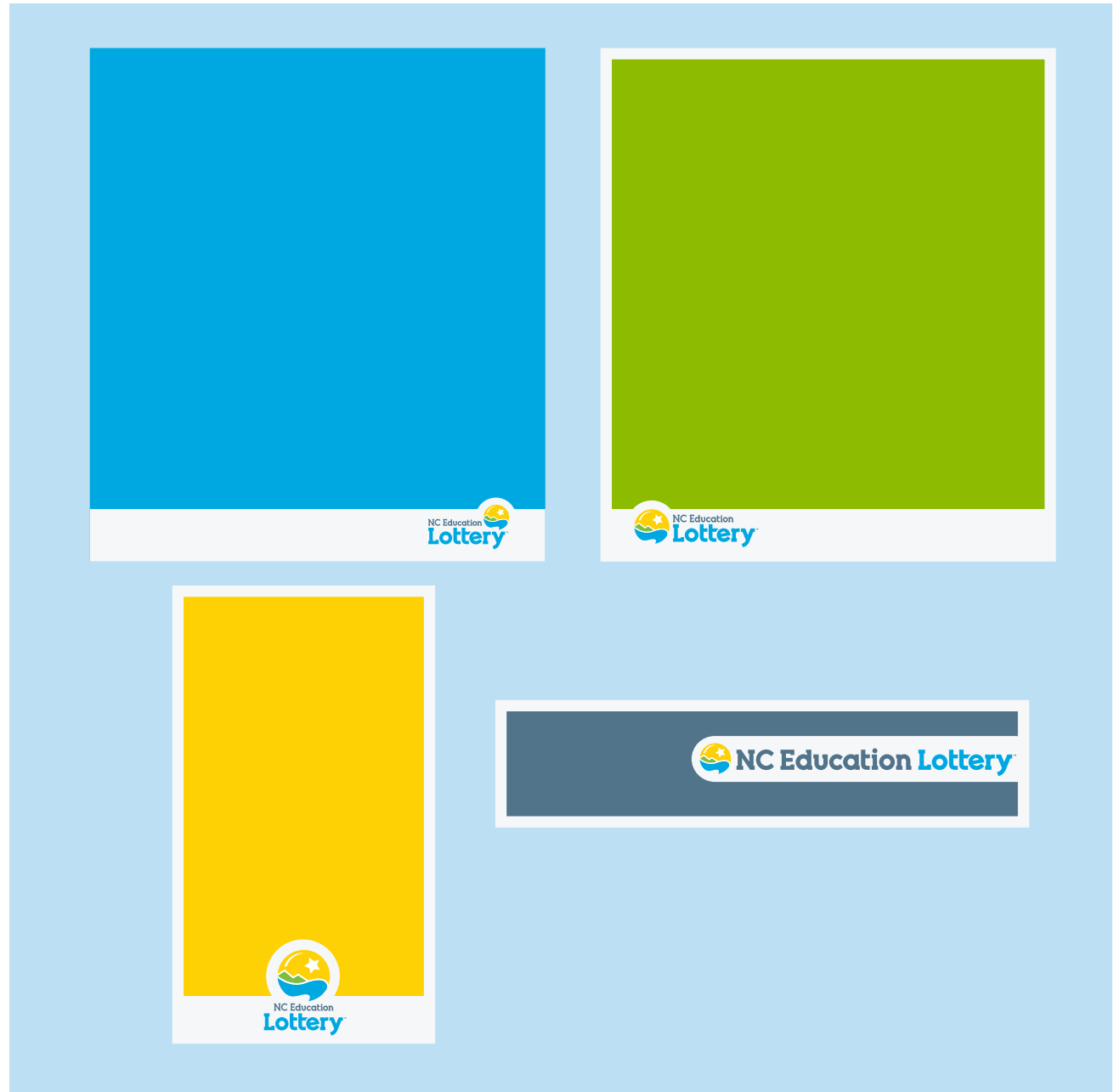
Logo Usage:
Examples

#1 Clean Logo

Use the clean logo when the background has a neutral area and allows enough contrast.

#2 Holding Shape

Use the holding shape when the background doesn't allow enough contrast.

#3 Frame

Use the frame as an alternate. option when the background doesn't allow enough contrast.

#4 All-White Logo

Use the all-white logo when #1 – #3 do not work best with the creative.

Logo Don'ts

The examples to the right show a number of logo treatments that should be avoided. These rules apply to all versions of the logo lockup.

- Only use approved logo files.

- Do not alter the logo in any way.

- Do not use unapproved colors.

DON'T change the color of any piece of an approved logo.

DON'T change the proportions or reorder any elements. Do not remove any elements without approval.

DON'T stretch or distort the logo in any way.

DON'T use low-resolution logos.
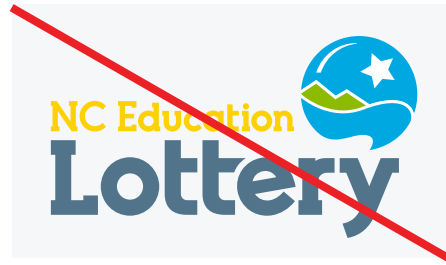
DON'T rotate or flip the logo.

DON'T change or rebuild the font within the logo.

DON'T add unapproved strokes or outline any elements.

DON'T add elements, patterns or graphics to the logo.

DON'T add unapproved visual or 3-D effects.
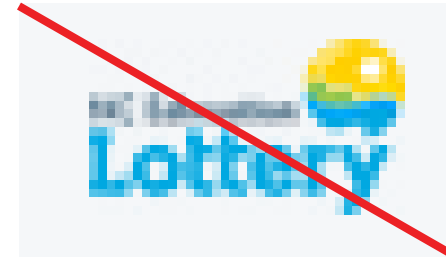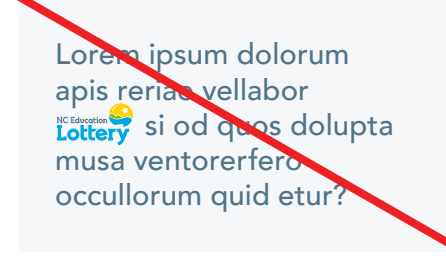
DON'T use the logo in headlines or running copy.

Powerball Logo Overview

We have updated and simplified the North Carolina Powerball logo to a flat style that aligns with the overall brand tone and voice, as well as the style of the logo. We have also updated the North Carolina type treatment and the star to match the new brand logo.

The Powerball and Power Play type treatments are consistent with Powerball's overall brand standards.

Powerball Logo Variations & Specs

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 47)
Power Red
Golden Sky
Power Gray
Black
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 1" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Approved variations

NEW_Powerball_logo_CMYK.eps

NEW_Powerball_logo_GRAYSCALE.eps

NEW_Powerball_logo_CMYK_container.eps

NEW_Powerball_logo_GRAYSCALE_container.eps

NEW_Powerball_logo_CMYK_white_nc.eps

NEW_Powerball_logo_GRAYSCALE_white_nc.eps

NEW_Powerball_logo_WHITE.eps

NEW_Powerball_logo_BLACK.eps

Clear space

The minimum clear space on all variations of the Powerball logo is proportionately equal to the size of the counter in the "P" in the logo, regardless of the size of the logo.

Minimum size

1"
(75px @ 72dpi)

Power Red
PMS 185 C

Golden Sky
PMS 109 C
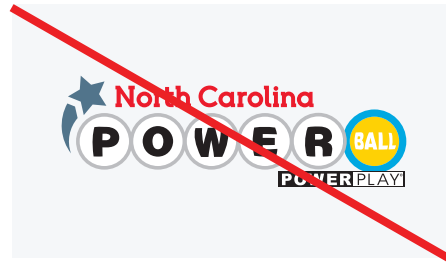
Power Gray
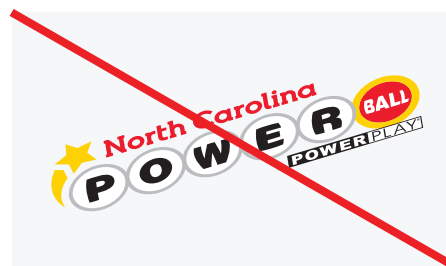PMS Cool Gray 4 C

Black

White

Powerball Logo Don'ts

The examples to the right show a number of logo treatments that should be avoided. These rules apply to all versions of the logo lockup.

• Only use approved logo files.

• Do not alter the logo in any way.
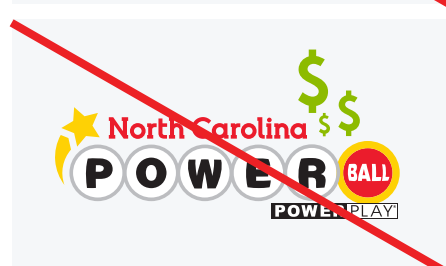
• Do not use unapproved colors.

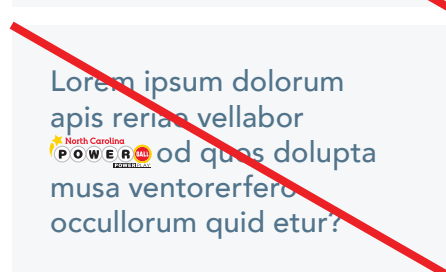DON'T change the color of any piece of an approved logo.

DON'T change the proportions or reorder any elements. Do not remove any elements without approval.

DON'T stretch, rotate, flip or distort the logo in any way. Keep the draw balls round.

DON'T use low-resolution logos.

DON'T add unapproved strokes, outlines or 3-D effects to any elements.

DON'T change or rebuild the font within the logo.

DON'T add elements, patterns or graphics to the logo.

DON'T place on unapproved background colors without sufficient contrast.

DON'T use the logo in headlines or running copy.

DON'T place on unapproved patterns or imagery without sufficient contrast. Use the container version.

Powerball Logo Usage

The examples to the right show a few examples of how the Powerball logo may appear on pieces.

Examples

Mega Millions Logo Overview

We have updated and simplified the North Carolina Mega Millions logo to a flat style that aligns with the overall brand tone and voice, as well as the style of the logo. We have also updated the North Carolina type treatment to match the new brand logo.

The Mega Millions and Megaplier are consistent with Mega Millions' overall brand standards.

Mega Millions Logo Variations & Specs

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 47)
Mega Blue
Mega Red
Golden Sky
Mega Gray
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 1" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Approved variations

NEW_MegaMillions_logo_CMYK.eps

NEW_MegaMillions_logo_BLACK.eps

NEW_MegaMillions_logo_CMYK_white_nc.eps

NEW_MegaMillions_logo_WHITE.eps

NEW_MegaMillions_logo_CMYK_container.eps

Clear space

The minimum clear space on all variations of the Mega Millions logo is proportionately equal to the size of the "O" in the logo, regardless of the size of the logo.

Minimum size

1"
(75px @ 72dpi)

Mega Blue	Mega Red	Golden Sky	Mega Gray	White
PMS 2738 CVU	PMS 032 CVU	PMS 109 C	PMS Cool Gray 4 C	

Mega Millions Logo Don'ts

The examples to the right show a number of logo treatments that should be avoided. These rules apply to all versions of the logo lockup.

• Only use approved logo files.

• Do not alter the logo in any way.

• Do not use unapproved colors.

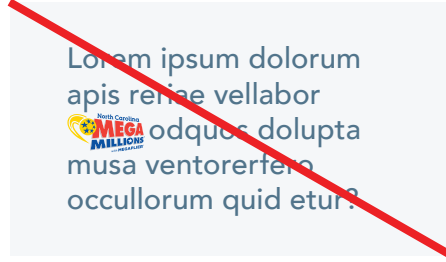**DON'T** change the color of any piece of an approved logo.

DON'T change the proportions, or reorder any of the elements. Do not remove any elements without approval.

DON'T stretch, rotate, flip or distort the logo in any way. Keep the draw balls round.

DON'T use low-resolution logos.

DON'T add unapproved strokes, outlines or 3-D effects to any elements.

DON'T change or rebuild the font within the logo.

DON'T add elements, patterns or graphics to the logo.

DON'T place on unapproved background colors without sufficient contrast.

DON'T use the logo in headlines or running copy.

DON'T place on unapproved patterns or imagery without sufficient contrast. Use the container version.

Lorem ipsum dolorum apis refne vellabor odquos dolupta musa ventorerfero occullorum quid etur?

Mega Millions Logo Usage

The examples to the right show a few examples of how the Mega Millions logo may appear on pieces.

Lucky for Life Logo Overview

We have updated and simplified the Lucky for Life logo.

The Lucky for Life logos are consistent with the Lucky for Life overall brand standards.

Lucky for Life Logo Variations & Specs

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 47)
L4L Green
L4L Dark Green
L4L Gray
L4L Dark Gray
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 0.75" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Approved variations

LFL_new_logo_BALL_wShadow.ai

LFL_new_logo_tagline_CMYK.eps

LFL_new_logo_white_tagline_CMYK_rev.eps

LFL_new_logo_tagline_WHITE.eps

LFL_new_logo_tagline_GREEN.eps

LFL_new_logo_tagline_BLACK.eps

Clear space

The minimum clear space on all variations of the Lucky For Life logo is proportionately equal to the size of the "F" in the "LIFE" within the logo, regardless of the size of the logo.

Minimum size

0.75"
(54px @ 72dpi)

L4L Green PMS 356 C	**L4L Dark Green** PMS 357 C	**L4L Gray** PMS 429 C	**L4L Dark Gray** PMS 430 C	**White**

Lucky for Life Logo Usage

To the right are a few examples of how the Lucky for Life logo may appear on pieces.

NCL1-A-18-11011377-NCEL_Rebrand_Guidelines.indd   35

2/12/19   5:32 PM

Daily Draw Logos Overview

We have updated and simplified the daily draw game logos to a flat style that aligns with the overall brand tone and voice, as well as the style of the logo.

Pick 3 Logo Variations & Specs

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 48)
Pick 3 Green
Pick 3 Dark Green
Golden Sky
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 1" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Approved variations

NCEL_new_PICK3_logo_CMYK.eps

NCEL_new_PICK3_logo_CMYK_yellow_stars.eps

NCEL_new_PICK3_logo_GREEN.eps

NCEL_new_PICK3_logo_WHITE.eps

NCEL_new_PICK3_logo_BLACK.eps

Clear space

The minimum clear space on all variations of the Pick 3 logo is proportionately equal to the size of the star in the logo, regardless of the size of the logo.

Minimum size

1"
(75px @ 72dpi)

Pick 3 Green
PMS 354 C

Pick 3 Dk. Green
PMS 356 C

Golden Sky
PMS 109 C

White

Pick 4 Logo Variations & Specs

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 48)
Pick 4 Blue
Pick 4 Dark Blue
Golden Sky
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 1" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Approved variations

NCEL_new_PICK4_logo_CMYK.eps

NCEL_new_PICK4_logo_CMYK_yellow_stars.eps

NCEL_new_PICK4_logo_BLUE.eps

NCEL_new_PICK4_logo_WHITE.eps

NCEL_new_PICK4_logo_BLACK.eps

Clear space

The minimum clear space on all variations of the Pick 4 logo is proportionately equal to the size of the star in the logo, regardless of the size of the logo.

Minimum size

1"
(75px @ 72dpi)

Pick 4 Blue
PMS 639 C

Pick 4 Dk. Blue
PMS 308 C

Golden Sky
PMS 109 C

White

Cash 5 Logo Variations & Specs

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 48)
Cash 5 Plum
Cash 5 Dark Plum
Golden Sky
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 1" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Approved variations

<No intersecting link>

NCEL_new_CASH5_logo_CMYK_yellow_stars.eps

NCEL_new_CASH5_logo_PLUM.eps

NCEL_new_CASH5_logo_WHITE.eps

NCEL_new_CASH5_logo_BLACK.eps

Clear space

The minimum clear space on all variations of the Cash 5 logo is proportionately equal to the size of the star in the logo, regardless of the size of the logo.

Minimum size

1"
(75px @ 72dpi)

Cash 5 Plum
PMS 513 C

Cash 5 Dk. Plum
PMS 518 C

Golden Sky
PMS 109 C

White

Cash 5 Logo with Daily Jackpots Variations & Specs

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 48)
Cash 5 Plum
Cash 5 Dark Plum
Golden Sky
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 1" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Approved variations

NCEL_new_Cash5_DailyJackpot_logo_CMYK.eps

NCEL_new_Cash5_DailyJackpot_logo_CMYK_yellow_stars.eps

NCEL_new_Cash5_DailyJackpot_logo_PLUM.eps

NCEL_new_Cash5_DailyJackpot_logo_WHITE.eps

NCEL_new_Cash5_DailyJackpot_logo_BLACK.eps

Clear space

The minimum clear space on all variations of the Cash 5 logo is proportionately equal to the size of the star in the logo, regardless of the size of the logo.

Minimum size

1"
(75px @ 72dpi)

Cash 5 Plum	Cash 5 Dk. Plum	Golden Sky	White
PMS 513 C	PMS 518 C	PMS 109 C	

Cash 5 Logo with EZ match Variations & Specs

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 48)
Cash 5 Plum
Cash 5 Dark Plum
Golden Sky
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 1" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Approved variations

NCEL_new_Cash5_EZ_Match_logo_CMYK.eps

NCEL_new_Cash5_EZ_Match_logo_CMYK_yellow_stars.eps

NCEL_new_Cash5_EZ_Match_logo_PLUM.eps

NCEL_new_Cash5_EZ_Match_logo_WHITE.eps

NCEL_new_Cash5_EZ_Match_logo_BLACK.eps

Clear space

The minimum clear space on all variations of the Cash 5 logo is proportionately equal to the size of the star in the logo, regardless of the size of the logo.

Minimum size

1"
(75px @ 72dpi)

Cash 5 Plum
PMS 513 C

Cash 5 Dk. Plum
PMS 518 C

Golden Sky
PMS 109 C

White

Keno
Logo
Overview

We have created a logo lockup for our newest draw game, Carolina Keno. The logo represents the energy, fun and excitement this fast-paced game offers. It's a new game every 5 minutes. It conceptually aligns with the overall brand tone and voice. Its flat style also aligns with the style of brand logo and the entire set of game logos.

2/12/19   5:33 PM

Keno Logo Variations & Specs

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 58)
Keno Red
Keno Orange
Golden Sky
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 0.75" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Approved variations

NCEL_Keno_logo_CMYK.eps

NCEL_Keno_logo_WHITE.eps

NCEL_Keno_logo_BLACK.eps

Approved backgrounds

NCEL_Keno_logo_CMYK_Over_Red.eps

Clear space

The minimum clear space on all variations of the Keno logo is proportionately equal to the size of the star under the "e" in the logo, regardless of the size of the logo.

Minimum size

0.75"
(65px @ 72dpi)

Keno Red
PMS 7621 C

Keno Orange
PMS 1665 C

Golden Sky
PMS 109 C

White

Keno Logo Variations & Specs

ALT LOGOS

Fonts
All fonts are outlined and are considered artwork.

Colors (see pg. 58)
Keno Red
Keno Orange
Golden Sky
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below 1" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Horizontal variations

NCEL_Keno_logo_horizontal_CMYK.eps

NCEL_Keno_logo_horizontal_WHITE.eps

NCEL_Keno_logo_horizontal_BLACK.eps

Approved backgrounds

NCEL_Keno_logo_horizontal_CMYK_Over_Red.eps

Clear space

The minimum clear space on all variations of the Keno logo is proportionately equal to the size of the star under the "e" in the logo, regardless of the size of the logo.

Minimum size

1"
(125px @ 72dpi)

Simplified variations

NCEL_Keno_logo_horizontal_simplified_CMYK.eps

NCEL_Keno_logo_horizontal_simplified_WHITE.eps

NCEL_Keno_logo_horizontal_simplified_BLACK.eps

NCEL_Keno_logo_simplified_CMYK.eps

NCEL_Keno_logo_simplified_WHITE.eps

NCEL_Keno_logo_simplified_BLACK.eps

Keno Logo Usage

To the right are a few examples of how the Keno logo may appear on pieces.

Examples

Lucke-Rewards Logo Overview

We have updated and simplified the Lucke-Rewards logo to a style that aligns with the overall brand tone and voice, as well as the style of the logo. We have also updated the type treatment and font to match the new brand logo.

Lucke-Rewards Logo Variations & Specs

Fonts
All fonts are outlined and are considered artwork.

Colors (see pgs. 45 & 46)
Blue Midnight
Golden Sky
White

Size
The logo should be tastefully sized, depending on the channel, and shouldn't go below .75" wide.

Usage
The designer has discretion over which logo variation works best for the piece. Always be sure the logo is legible and the minimum clear space is maintained. The logo proportions should not be re-created or altered in any way.

Approved variations

NCEL_new_lucke_rewards_logo_CMYK.eps

NCEL_new_lucke_rewards_logo_CMYK_over_yellow.eps

Approved backgrounds

Clear space

The minimum clear space on all variations of the Lucke-Rewards logo is proportionately equal to the size of the small star in the logo, regardless of the size of the logo.

Minimum size

0.75"
(65px @ 72dpi)

Blue Midnight
PMS 654 C

Golden Sky
PMS 109 C

White

Sign Your Ticket Type Treatment Overview

We have created a signature style type treatment that serves as a visual reminder to players to sign the back of their tickets. This treatment can appear on various pieces and aligns with the overall brand tone and voice, as well as the style of the brand logo.

Example brochure usage

Sign Your Ticket Type Treatment Variations & Specs

Approved variations

Sign-Your-Ticket-Type-Vert-Blue_Sign.eps

Sign-Your-Ticket-Type-Vert-Holding_Shape.eps

Sign-Your-Ticket-Type-Vert-White_Sign.eps

Sign-Your-Ticket-Type-Vert-White_Ticket.eps

Sign-Your-Ticket-Type-Vert-All_White.eps

Sign-Your-Ticket-Type-Vert-All_Black.eps

Sign-Your-Ticket-Type-Horz-Blue_Sign.eps

Sign-Your-Ticket-Type-Horz-Holding_Shape.eps

Sign-Your-Ticket-Type-Horz-White_Sign.eps

Sign-Your-Ticket-Type-Horz-White_Ticket.eps

Sign-Your-Ticket-Type-Horz-All_White.eps

Sign-Your-Ticket-Type-Horz-All_Black.eps

Approved background usage

Blue Midnight
PMS 654 C

Golden Sky
PMS 109 C

White

Colorful

Primary Colors

Our brand colors are bright, energetic and playful. They are what make us unique. These are the colors used in our brand logo.

SPOT COLORS
When spot-color printing is available, use the listed Pantone colors for greatest impact.

CMYK COLORS
For process-color reproduction, the CMYK conversions are shown that best match the Pantone colors.

WEB COLORS
For web reproduction, the hexadecimal (hex) and RGB conversions are shown that best match the Pantone colors.

PERCENTAGES
Percentages or tints of the colors in the palette are allowed, but **gradients should be avoided.** Tints can be especially useful in situations such as presentations and projections.

Blue Ocean
PMS 2995 C
C80 M12 Y1 K0
R0 G168 B225
HEX# 00a8e1

Green Mtn.
PMS 376 C
C55 M3 Y100 K0
R129 G189 B65
HEX# 81bd41

Golden Sky
PMS 109 C
C0 M16 Y100 K0
R255 G210 B0
HEX# ffd200

Gray Slate
PMS 5405 C
C73 M47 Y33 K7
R81 G116 B139
HEX# 51748b

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
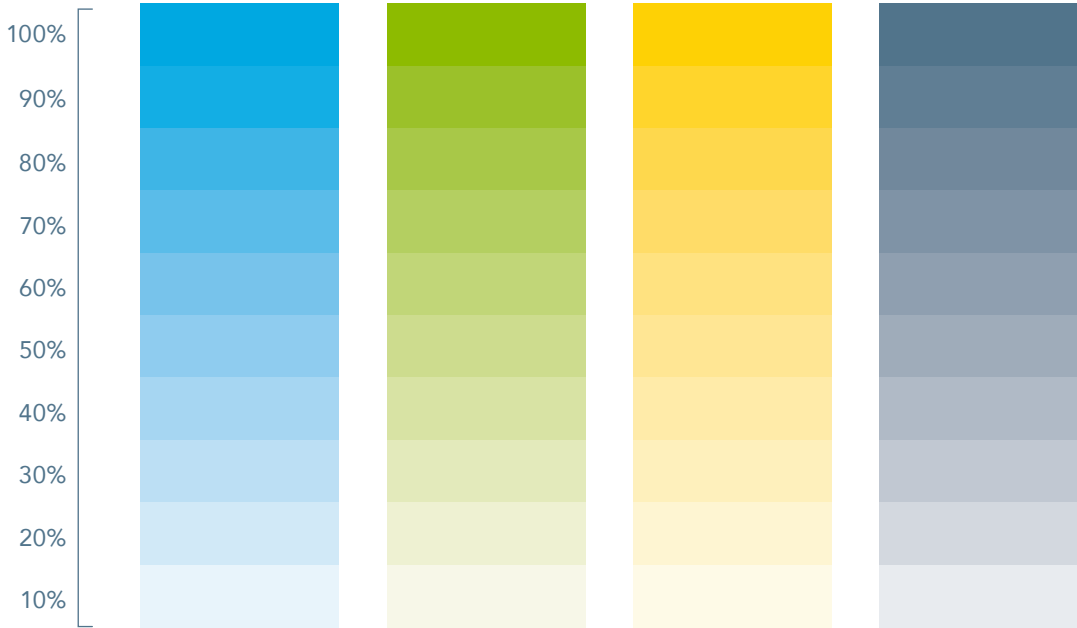
Secondary Colors

Our secondary color palette is used to accent our primary brand color palette. They can also be used as background or holding shape colors behind the logo.

SPOT COLORS
When spot-color printing is available, use the listed Pantone colors for greatest impact.

CMYK COLORS
For process-color reproduction, the CMYK conversions are shown that best match the Pantone colors.
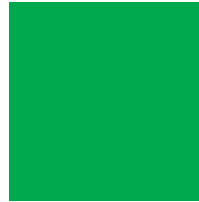
WEB COLORS
For web reproduction, the hexadecimal (hex) and RGB conversions are shown that best match the Pantone colors.

Gradients of colors should be avoided.

Colors may continue to evolve and be defined as the brand campaign and pieces are developed.

Blue Midnight
PMS 654 C
C100 M84 Y30 K16
R27 G62 B111
HEX# 1b3e6f
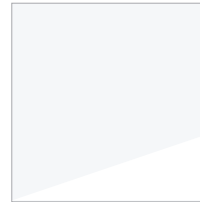
White Cloud
25% Tint of 649 C
C3 M2 Y1 K0
R244 G244 B247
HEX# f4f4f7

Draw Game Colors

These colors are only to be used for specific games or applications as noted.

SPOT COLORS
When spot-color printing is available, use the listed Pantone colors for greatest impact.

CMYK COLORS
For process-color reproduction, the CMYK conversions are shown that best match the Pantone colors.

WEB COLORS
For web reproduction, the hexadecimal (hex) and RGB conversions are shown that best match the Pantone colors.

Gradients of colors should be avoided.

Colors may continue to evolve and be defined as the brand campaign and pieces are developed.

Power Ball
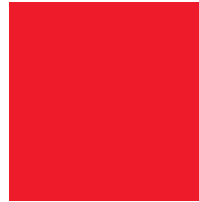
Power Red
PMS 185 C
C0 M100 Y92 K0
R237 G28 B44
HEX# ed1c2c

Golden Sky
PMS 109 C
C0 M16 Y100 K0
R255 G210 B0
HEX# ffd200

Power Gray
PMS Cool Gray 4 C
C0 M0 Y0 K30
R188 G190 B192
HEX# bcbec0

Black

White

Mega Millions

Mega Blue
PMS 2738 CVU
C98 M76 Y3 K0
R7 G83 B161
HEX# 0753a1

Mega Red
Pantone Red 032 CVU
C0 M90 Y84 K0
R239 G65 B56
HEX# ef4037

Golden Sky
PMS 109 C
C0 M16 Y100 K0
R255 G210 B0
HEX# ffd200

Mega Gray
PMS Cool Gray 4 C
C0 M0 Y0 K30
R188 G190 B192
HEX# bcbec0
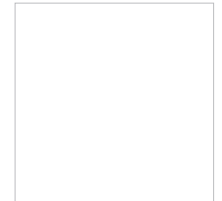
White

Lucky for Life

L4L Green
PMS 356 C
C95 M0 Y100 K27
R0 G133 B63
HEX# 00853f

L4L Dark Green
PMS 357 C
C85 M40 Y91 K39
R28 G86 B49
HEX# 1c5631

L4L Gray
PMS 429 C
C38 M27 Y27 K0
R163 G169 B172
HEX# a3a9ac

L4L Dark Gray
PMS 430 C
C54 M41 Y38 K4
R124 G133 B140
HEX# 7c858c
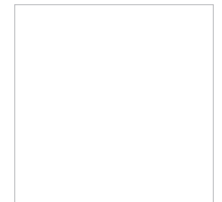
White

Daily Draw Game Colors

These colors are only to be used for specific games or applications as noted.

SPOT COLORS
When spot-color printing is available, use the listed Pantone colors for greatest impact.

CMYK COLORS
For process-color reproduction, the CMYK conversions are shown that best match the Pantone colors.

WEB COLORS
For web reproduction, the hexadecimal (hex) and RGB conversions are shown that best match the Pantone colors.

Gradients of colors should be avoided.

Colors may continue to evolve and be defined as the brand campaign and pieces are developed.

Pick 3

Pick 3 Green	Pick 3 Dark Green	Golden Sky	White
PMS 354 C	PMS 356 C	PMS 109 C	
C94 M0 Y100 K0	C95 M0 Y100 K27	C0 M16 Y100 K0	
R0 G169 B79	R0 G133 B63	R255 G210 B0	
HEX# 00a94f	HEX# 00853f	HEX# ffd200	

Pick 4

Pick 4 Blue	Pick 4 Dark Blue	Golden Sky	White
PMS 639 C	PMS 308 C	PMS 109 C	
C100 M20 Y10 K0	C100 M59 Y35 K16	C0 M16 Y100 K0	
R0 G148 B201	R0 G89 B120	R255 G210 B0	
HEX# 0094c9	HEX# 005978	HEX# ffd200	

Cash 5

Cash 5 Plum	Cash 5 Dark Plum	Golden Sky	White
PMS 513 C	PMS 518 C	PMS 109 C	
C48 M94 Y5 K0	C65 M82 Y46 K42	C0 M16 Y100 K0	
R149 G54 B142	R77 G47 B71	R255 G210 B0	
HEX# 95368e	HEX# 4d2f47	HEX# ffd200	

Just our type

Primary Typeface

Odudo Slab is a slab serif typeface with a whole lotta character. Based largely on geometric shapes, this bold yet playful typeface helps reinforce our conversational and approachable tone.

Use this font in headlines, subheads or other copy areas to draw attention or build emphasis.

Odudo Slab Semi Bold is a great starting weight to use.

Odudo Slab Light

Odudo Slab Light Oblique

Odudo Slab Regular

Odudo Slab Regular Oblique

Odudo Slab Semi Bold

Odudo Slab Semi Bold Oblique

Odudo Slab Bold

Odudo Slab Bold Oblique

Odudo Slab Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz.!?$0123456789

Lottery

Secondary Typeface

Avenir is a san serif typeface that is based on geometric shapes but with a bit of an organic, human touch. The family contains variations with gradual weight changes to satisfy the needs of specific text applications.

Use this font for subheads, call-outs, body copy, captions, legal, etc.

Avenir Heavy is a great starting weight to use.

Avenir Light
Avenir Light Oblique
Avenir Book
Avenir Book Oblique
Avenir Roman
Avenir Oblique
Avenir Medium
Avenir Medium Oblique
Avenir Heavy
Avenir Heavy Oblique
Avenir Black
Avenir Black Oblique

Avenir Heavy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz.!?$0123456789

Microsoft Typeface

Although Odudo Slab Serif and Avenir are always the preferred typefaces to use in NCEL materials, at times they will not be available or practical to use.

When working in Microsoft Office applications such as Word, Excel or PowerPoint, Use Arial as a replacement, only as a last resort when Odudo and Avenir are not available.

Arial Regular

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz
.!?$0123456789

Arial Bold

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz
.!?$0123456789**

Arial Italic

*AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz
.!?$0123456789*

Arial Bold Italic

***AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz
.!?$0123456789***

Typography Usage

An important thing to keep in mind in typography is hierarchy. What do you want the reader to see first? Second? Odudo Slab is a fun, playful and energetic typeface and should be used as such to draw readers in. It's used in headlines and subheads, or in other copy areas to draw attention or build emphasis.

Avenir is a complementary font. It can be used in subheads, call-outs, body copy, captions, legal, etc.

Typography will continue to evolve and be defined as the brand campaign and pieces are developed.

Good for **play.**
Play for **good.**

95% of every dollar the NC Education Lottery earns goes back into the state.

NC Education Lottery

Got a winner?

SIGNED OFF

NC Education Lottery

Scan ticket

MUST BE 18 TO PLAY.
Problem Gambling Helpline: 877-718-5543.

We are enablers of
daydreaming
and facilitators of the **what-if.**

NC Education Lottery

Typography Do's & Don'ts

The examples to the right show a number of logo treatments that should be adhered to or avoided.

- Do not use ANY unapproved typefaces.

- Do not use White Cloud or unapproved colors for type.

- Do not set type against backgrounds that do not provide ample contrast.

- Do not stretch or distort the type in any way.

- Do Refrain from using unapproved drop shadows, outlines or 3-D effects.

- **White type over yellow background**
  - addressed on a case-by-case basis based on readability
  - 14pt minimum for headlines on collateral
  - 24pt minimum for headlines on posters/POS pieces
  - Blue Ocean, Blue Midnight or Green Mountain can be used as alternate colors for smaller type.

White type is a great place to start.	DO use approved colors (use White instead of White Cloud) depending on the background.	~~Pink is the new black.~~	DON'T use colors outside the approved palette and that don't allow enough contrast (use White instead of White Cloud).
Use sentence case for headlines.	DO use sentence case in headlines to show off the playfulness and character of the font.	~~ALL CAPS, ALL THE TIME!~~	DON'T use exclamation points unless they're part of the idea. Consider mixed case first and CAPS second.
Be mindful of kerning and leading.	DO use slightly tighter kerning and leading. There are certain characters that may need special attention.	~~Overtracked type with too much leading.~~	DON'T overtrack type or use too much leading.
Make it readable. and not too small.	DO make sure the type is readable and adhere to the size guidelines of white type over yellow.	~~Check out this new font I'm using.~~	DON'T use unapproved fonts.
Use "Smart Quotes" Not "Dumb Quotes"	DO use smart quotes in all type treatments.	~~3-D type treatment~~	DON'T rotate type or add unnecessary/ unapproved 3-D effects or treatments. Keep type on the flat side.

A li'l bit of background info

Solid Color Background

The overall design feel for our brand has a flat quality to it. Our brand colors are bright, energetic and playful. A great place to start for a background would be a solid color chosen from the approved color palette. It is what makes us unique.

- Do not use Gray Slate or any unapproved colors as solid backgrounds without approval.

- Do make sure type is readable on solid backgrounds.

- Percentages or tints of the colors in the palette are allowed, but **gradients should not be used.** Tints can be especially useful in situations such as presentations and projections.

- When using a background color other than Blue Midnight or White Cloud, be sure to use the container or frame for the logo.

These guidelines will continue to evolve and be defined as the brand campaign and pieces are developed.

Web only

Blue Ocean
PMS 2995 C
C80 M12 Y1 K0
R0 G168 B225
HEX# 00a8e1

Green Mtn.
PMS 376 C
C55 M3 Y100 K0
R129 G189 B65
HEX# 81bd41

Golden Sky
PMS 109 C
C0 M16 Y100 K0
R255 G210 B0
HEX# ffd200

Blue Midnight
PMS 654 C
C100 M84 Y30 K16
R27 G62 B111
HEX# 1b3e6f
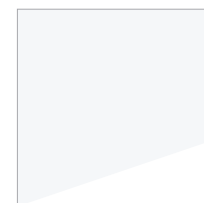
White Cloud
25% Tint of 649 C
C3 M2 Y1 K0
R244 G244 B247
HEX# f4f4f7

Gray Slate
PMS 5405 C
C73 M47 Y33 K7
R81 G116 B139
HEX# 51748b

Good for play.
Play for good.

We are enablers of
daydreaming
and facilitators of the
what-if.

Got a winner?

Win, win.
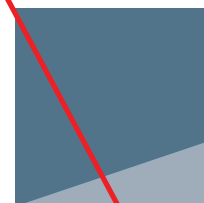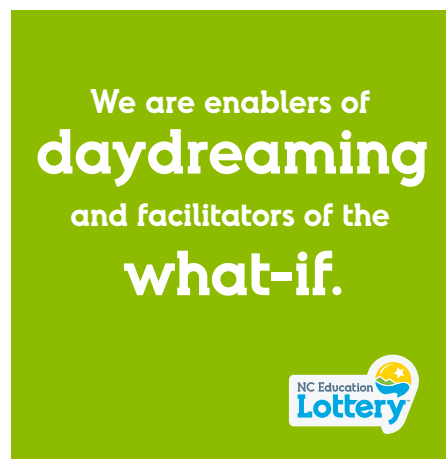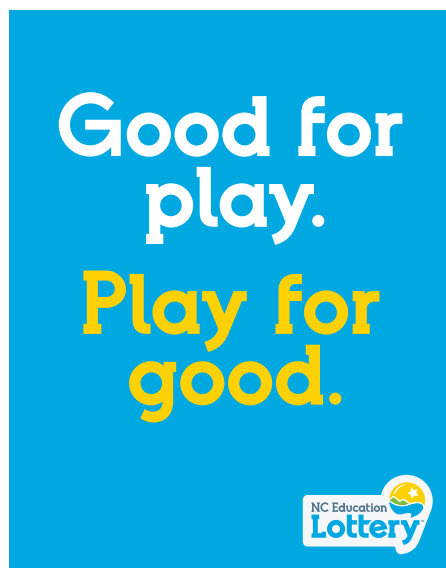
The Wave Background

The wave background is taken directly from the Dream Bubble in the logo. Use this graphic to divide space, add visual interest or anchor a piece. The fluid nature of the wave works better than a straight horizontal break.

These guidelines will continue to evolve and be defined as the brand campaign and pieces are developed.

The Wave Background

To the right are the approved wave background color treatments.

- Do not alter these in any way.

- The preferred placement is to have the wave portion of the background toward the bottom of the piece.

- Do not repeat this background or use as a pattern.

These guidelines will continue to evolve and be defined as the brand campaign and pieces are developed.

White Cloud

The Wave Background Usage

To the right are a few example pieces that show how the wave background can be used.

These guidelines will continue to evolve and be defined as the brand campaign and pieces are developed.

Imagery examples

White Cloud

Terminal elements

The Dream Bubble Background

The Dream Bubble background is taken directly from the dream bubble in the logo. Use this graphic to display type in direct messaging pieces (e.g., POS, terminal graphics, etc.).

These will continue to evolve and be defined as the brand campaign and pieces are developed.

The Dream Bubble Background

To the right are the approved Dream Bubble background color treatments.

• Do not alter these in any way.

• The preferred placement is to have the wave portion of the background toward the bottom of the piece.

• Do not repeat this background or use as a pattern.

These guidelines will continue to evolve and be defined as the brand campaign and pieces are developed.

The Dream Bubble Background Usage

To the right are a few example pieces that show how the Dream Bubble background can be used.

- When placing type inside the Dream Bubble background, a slight arch treatment can be applied to add more personality.

These guidelines will continue to evolve and be defined as the brand campaign and pieces are developed.

Examples
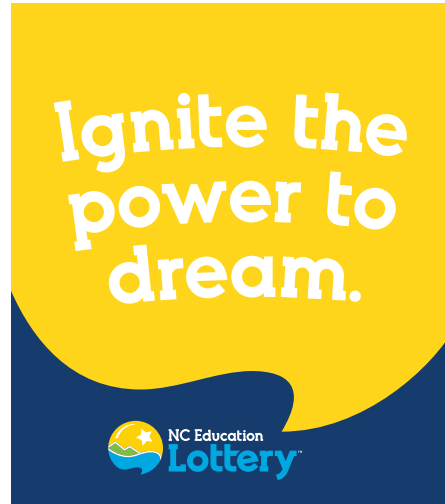
Ticket Checker

Patterns:
Stars

Usage

Our design is clean and flat, and our patterns align with this style. Use these patterns sparingly on collateral pieces or presentations (e.g., brochures, sales materials, newsletters, etc.).

• Don't mix patterns. Use only one pattern per piece and only when you feel a solid color just won't work.

These patterns will continue to evolve and be defined as the brand campaign and pieces are developed.

Patterns:
Halftone 1

Usage

Our design is clean and flat, and our patterns align with this style. Use these patterns sparingly on collateral pieces or presentations (e.g., brochures, sales materials, newsletters, etc.).

• Don't mix patterns. Use only one pattern per piece and only when you feel a solid color just won't work.

These patterns will continue to evolve and be defined as the brand campaign and pieces are developed.
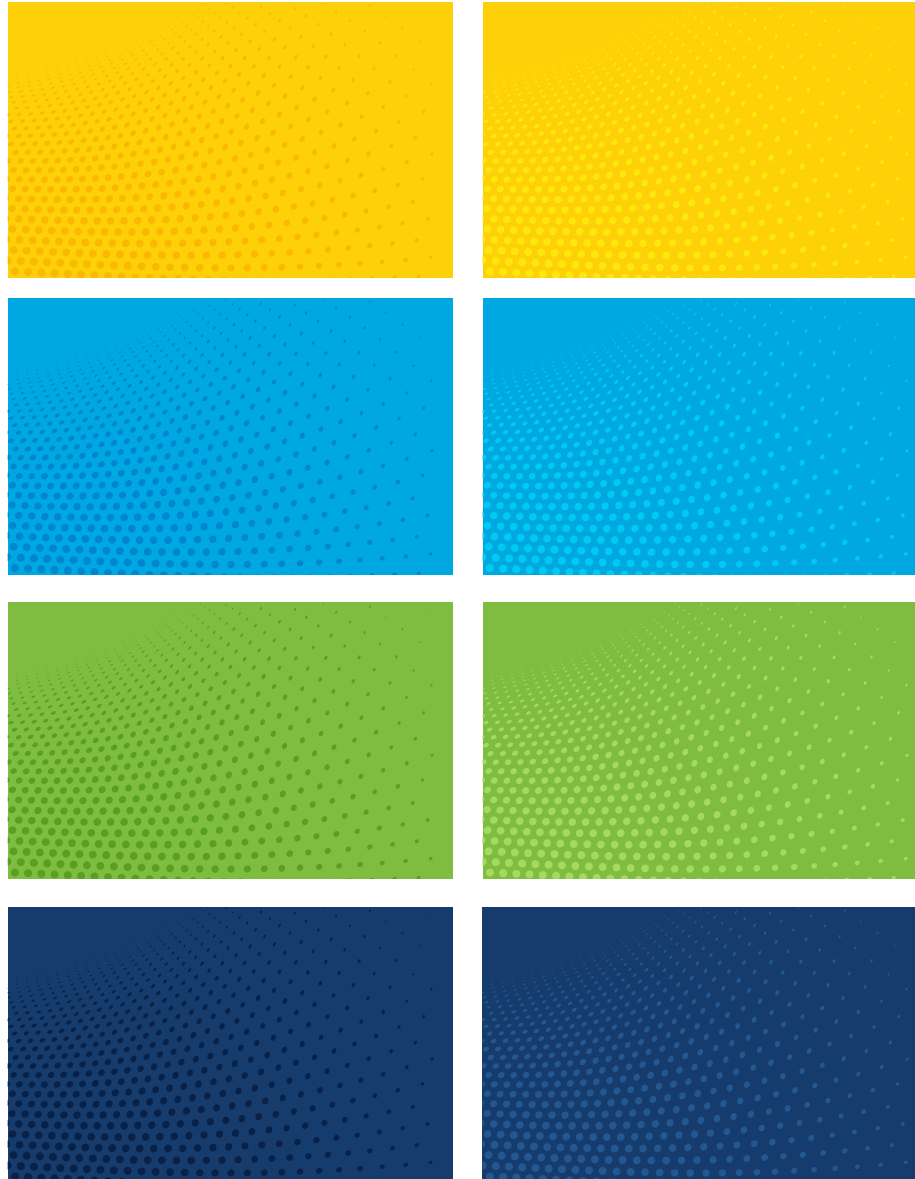
Patterns:
Halftone 2

Usage

Our design is clean and flat, and our patterns align with this style. Use these patterns sparingly on collateral pieces or presentations (e.g., brochures, sales materials, newsletters, etc.).

• Don't mix patterns. Use only one pattern per piece and only when you feel a solid color just won't work.

These patterns will continue to evolve and be defined as the brand campaign and pieces are developed.
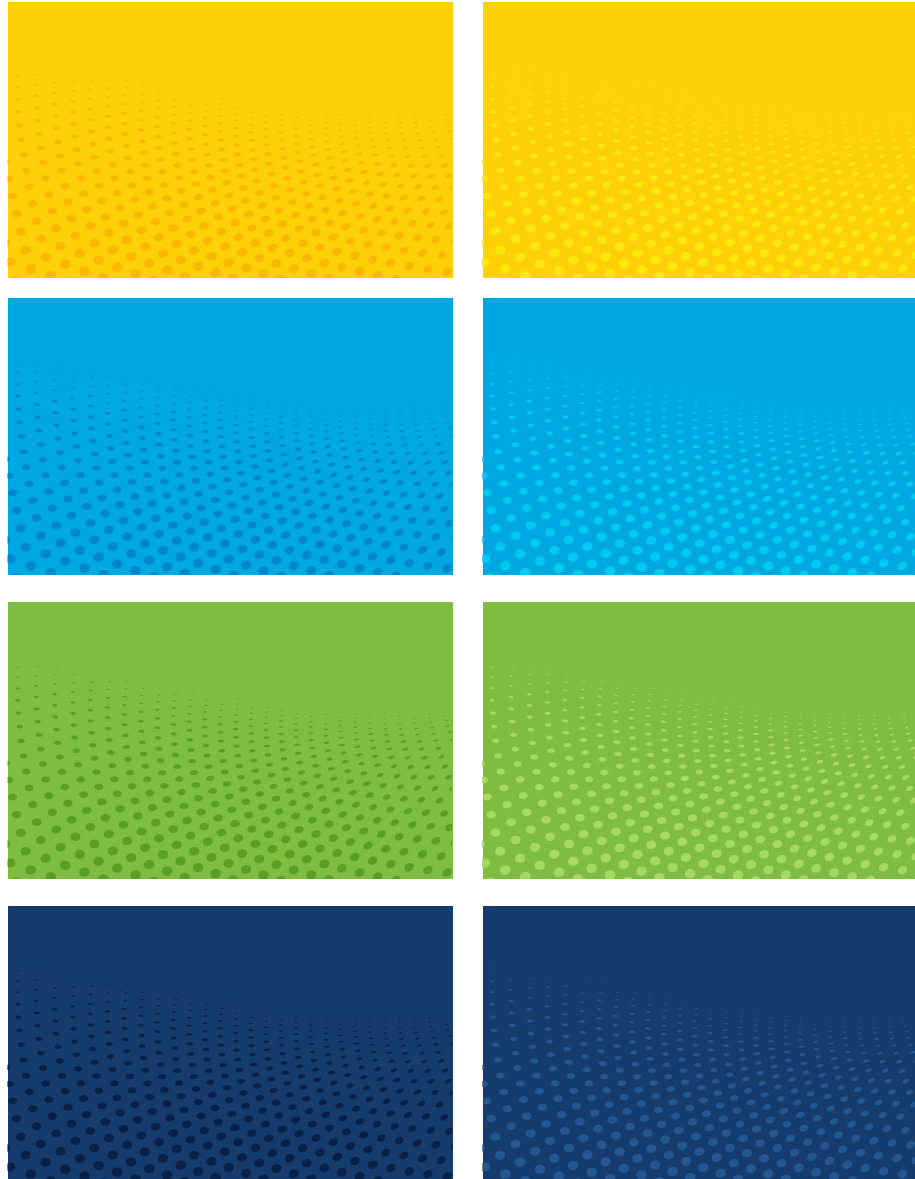
Patterns:
Dots

Usage
Our design is clean and flat, and our patterns align with this style. Use these patterns sparingly on collateral pieces or presentations (e.g., brochures, sales materials, newsletters, etc.).

• Don't mix patterns. Use only one pattern per piece and only when you feel a solid color just won't work.

These patterns will continue to evolve and be defined as the brand campaign and pieces are developed.
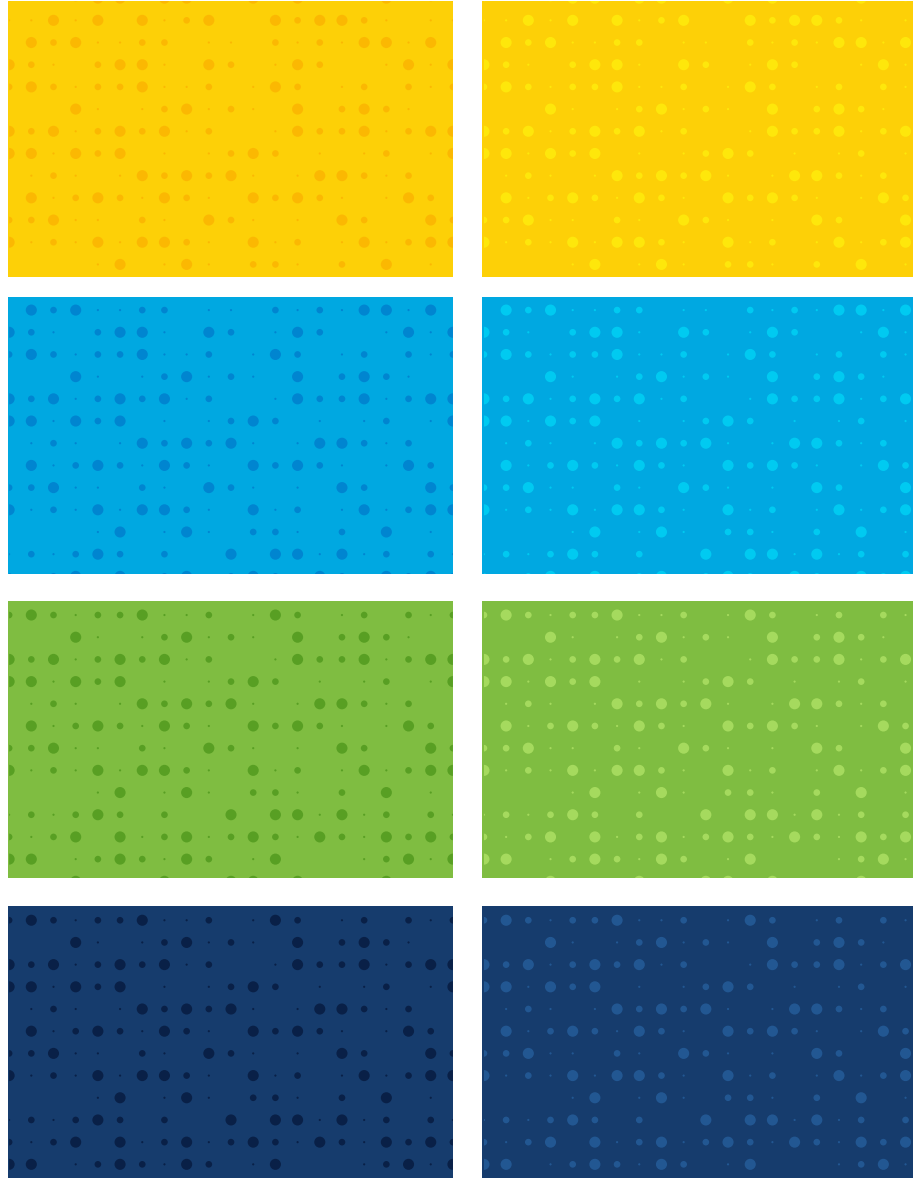
Patterns: Excitement

Usage

Our design is clean and flat, and our patterns align with this style. Use these patterns sparingly on collateral pieces or presentations (e.g., brochures, sales materials, newsletters, etc.).

• Don't mix patterns. Use only one pattern per piece and only when you feel a solid color just won't work.

These patterns will continue to evolve and be defined as the brand campaign and pieces are developed.

Photography

Photography Style

Visuals should be relatable to the audience and not too slick or overproduced. Ambient lighting and natural hues are favored over flashy effects.

Composition

Images should have unique and fresh angles. The angle will do a lot to set the tone and attitude of a piece. Don't feel as though you have to use the image as is, but do not overly "effect" the image. Cropping a photo can make an ordinary image feel a bit more compelling.

Subject

The image should feel real and genuine: a captured moment. Do not use photos that are overly "stocky" or posed. Do not use photos that are overly conceptual or fantastical. Consider diversity in age, gender and ethnicity. Everyone must be at least 18 years old.

Photography Usage: Stock

Stock Photography

Original photography is the preferred source for brand photography. But when budgets or direction don't allow for original photography, stock is the next best thing.

When sourcing stock photography, rights-managed (RM) images can be considered and may offer more flexibility and higher quality. However, when budgets and timing are limited, royalty-free (RF) images are acceptable.

Subject

Search for happy, genuine people living the dream. Try to capture emotion (thrill, excitement, hope, etc.). Consider diversity in age, gender and ethnicity.

Example Sites

gettyimages.com
offset.com
stocksy.com
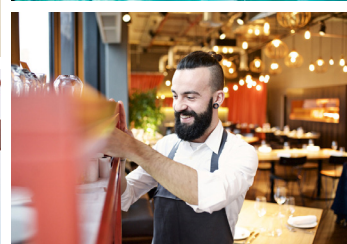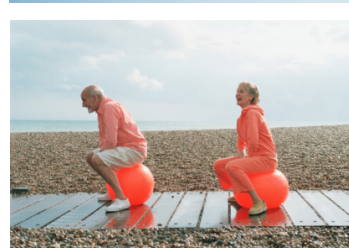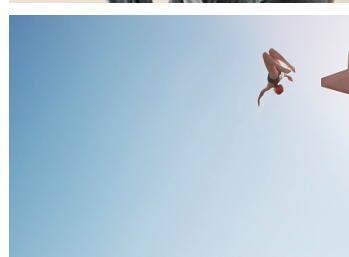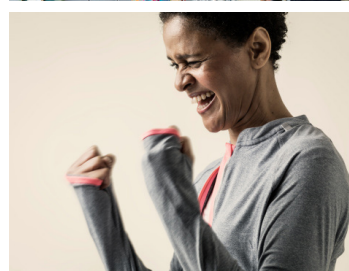
DO
choose imagery that is thought-provoking and ownable by the brand.

DO
consider original photography. RM or RF can be used, depending on the project, timing or budget.

DO
source footage and photography that appear to have natural lighting.

DO
adhere to the overarching brand tone and voice.

Photography Usage: Customer Play & Retail

Subject

Show happy, genuine and hopeful people interacting in-store with lottery touchpoints. Scenes can be, but are not limited to, lottery locations; managers and employees; and customers purchasing and playing scratch-offs, redeeming winning tickets and handing in draw plays.

It is recommended to capture this as original photography and create a library. This library of images can then be used for sales materials, presentations, collateral, website, etc.

Consider diversity in age, gender and ethnicity.

The images to the right are examples of the type of photos to produce. They do not reflect photographic style.
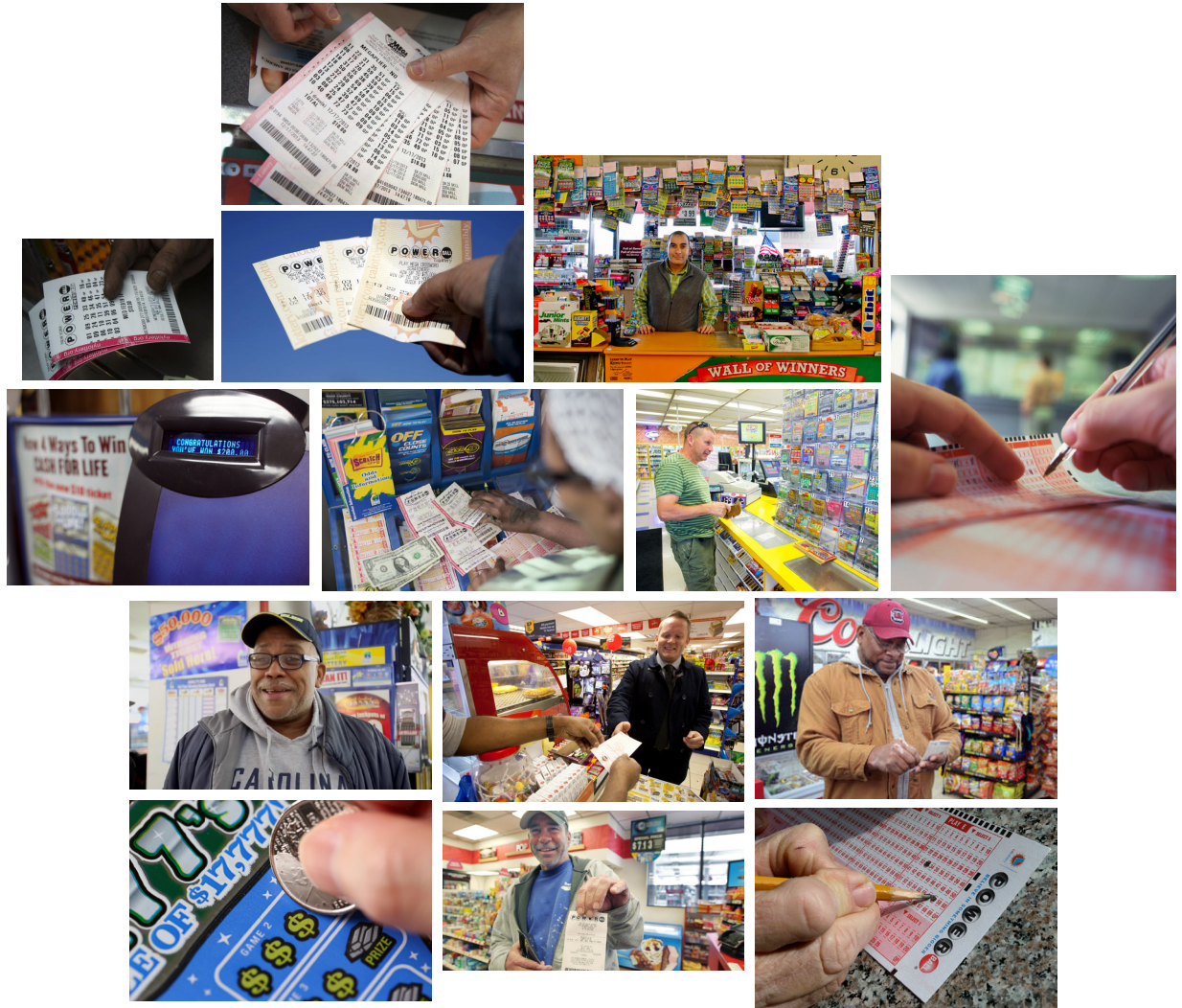
Photography Usage: Winners

Subject

These people are winners and should be treated as such. Nothing short of the "red carpet" treatment should be given.

In this case, looking at the camera is OK and preferred. We want to capture their excitement and emotion of winning.

Crop images to include only the backdrop, removing any extra background elements.

Show from waist up, unless it's a larger group.

Be mindful of sufficient lighting, and make sure there are no harsh shadows or highlights.

Example style for winners against a step-and-repeat
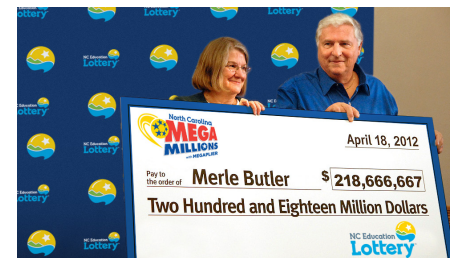
Example style for press conferences to announce large winnings

Photography Don'ts

DON'T
use generic lottery images that don't properly represent our brand or our games.

DON'T
use staged or overly posed shots with artificial lighting.

DON'T
use generic lottery images that don't properly represent our brand or our games.

DON'T
Use images that feel too stocky, such as people looking or smiling at camera *(exceptions can be made if the creative concept calls for this).*

DON'T
use images that depict people "swimming in money" or extreme wealth.
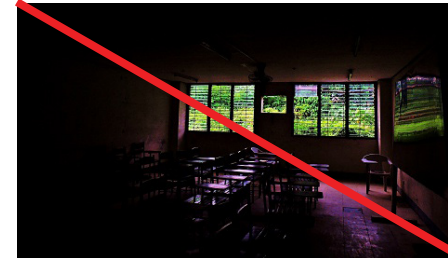
DON'T
use images that are too dark, abstract or unrecognizable.

DON'T
select photos that are overly conceptual or fantastical. *(exceptions can be made if the creative concept calls for this).*

DON'T
stretch or distort the image.

DON'T
select photos that are overly conceptual or fantastical. *(exceptions can be made if the creative concept calls for this).*

DON'T
overcrop an image *(exceptions can be made if the creative concept calls for this).*

Additional graphic content

The Dream Bubble Icon

The Dream Bubble icon can be used by itself, but it is not meant to replace the overall brand logo. The Dream Bubble represents the endless possibilities that are ignited when people play the lottery, **but it should be used sparingly and when there is a purpose.** It is an important element of the brand and should be treated with care.

• Do not alter the Dream Bubble icon in any way.

NCEL_dream bubble icon_CMYK.eps

NCEL_dream bubble icon_wtype_CMYK.eps

Blue Ocean
PMS 2995 C

Green Mtn.
PMS 376 C

Golden Sky
PMS 109 C

White

The Dream Bubble Icon Usage

Size
The Dream Bubble icon should be tastefully sized, depending on the channel.

Usage
The Dream Bubble should be used as a graphic accent on a piece. It should complement the logo and never compete with it. It shouldn't be used as an insignificant graphic, bullet point or container.

It can be used as a stand-alone graphic, background element or on collateral pieces (e.g., pins, stickers, screen savers, etc.).

The Dream Bubble with NCEL type may be used for internal communications.

It's important to protect the overall graphic nature of the icon. Don't get carried away with its use, as this will dilute the overall brand. Don't create your own, make a pattern or group multiple icons together.

Examples

Can be used as a large graphic at 100% to be bold or screened back to 10–20% to be more subtle
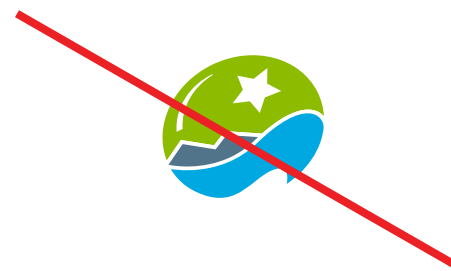
DON'T change the color, rotate or distrort the Dream Bubble icon.
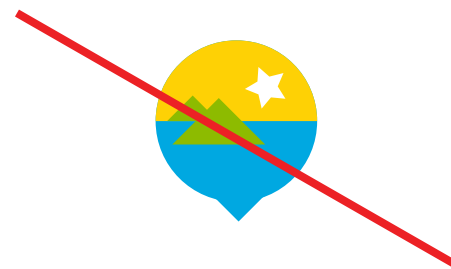
DON'T re-create your own Dream Bubble icon.

DON'T add elements, patterns or graphics to the Dream Bubble icon.
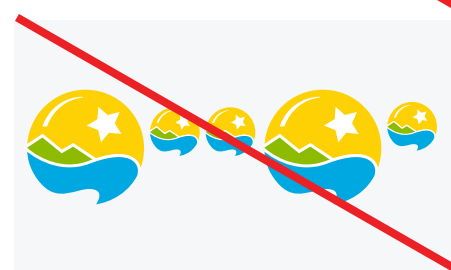
DON'T group together or create an unapproved pattern.
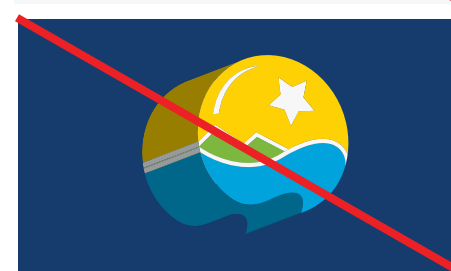
DON'T add unnecessary 3-D effects or treatments. Keep the icon on the flat side.

The Star Icon

The star is a nod to the state flag, as well as to the hopes and wishes that may come true from playing the lottery. It is also an icon that connects other NCEL games. The star graphic is taken directly from the NCEL logo lockup. There is purpose and meaning to the star, and it is important that it be used in the correct way. If you use a star, it must be the NCEL star.

• Do not alter the star icon in any way.
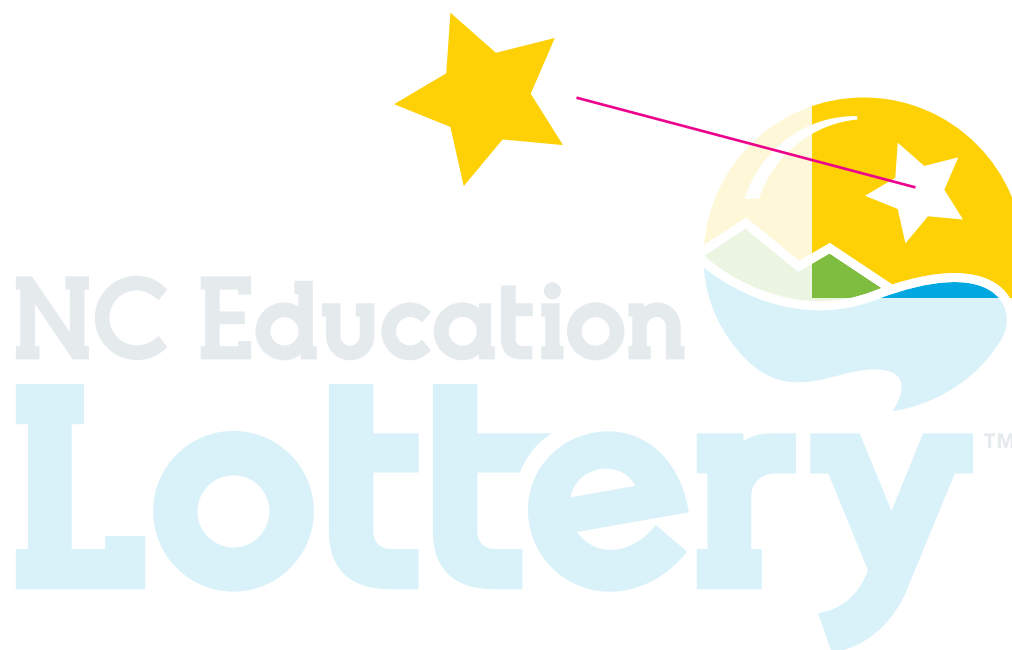
NCEL_star icon_CMYK.eps

NCEL_star icon_WHITE.eps

Golden Sky
PMS 109 C
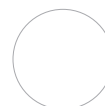
White

The Star Icon Usage

Size
The star should be tastefully sized, depending on the channel, but shouldn't be used as a large background element.

Usage
The star should be used as a graphic accent on a piece. It should complement the logo and never compete with it. The star can be tucked nicely in a corner opposite the logo or even used as a separator or bullet point. Just always be sure not to overuse it on one piece.

Don't re-create or use your own version of the star. It has a specific style and rotation that should be consistent and shouldn't be altered in any way.

Don't create your own star pattern or group multiple stars together, or even use it as a container.

Examples

NC Education Lottery ★ Brand Guide v.1 ★ May 2016

Lorem ipsum dolorum.

apis reriae vellabor si od quos dolupta musa ventorerfero occullorum?

★ *Lorem ipsum dolo. obis prae voluptat.*

★ *Eressim porenim enihici odi dolupta tiorest rumquibus.*

Alictemp orepelit, si occpe soloremquati Lorem ipsum dolorum apis reriae vellabor si od quos dolupta musa ventorerfero occullorum? Obis prae voluptat. Eressim ponim enihici odi dolupta tiorest rumqui-bus. Alictemp orepelit.
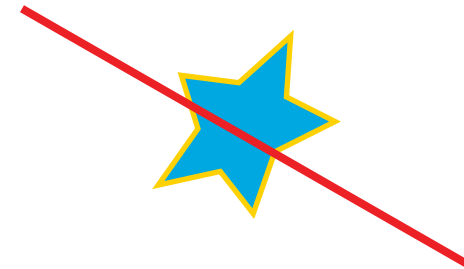
DON'T change the color, rotate or distrort the star icon.
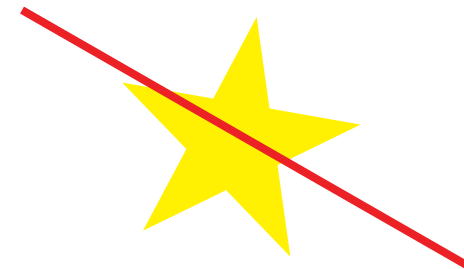
DON'T create your own version of the star.

DON'T add elements, patterns or graphics to the star icon.

DON'T group together or create an unapproved pattern.
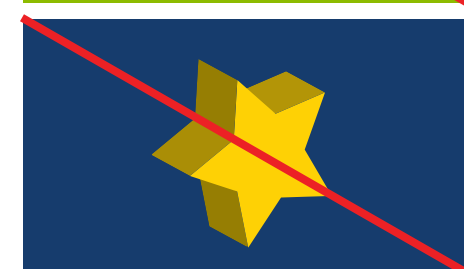
DON'T add unnecessary 3-D effects or treatments. Keep the icon on the flat side.
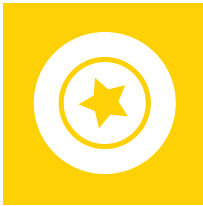
Icon Style

Our icon style is a simple yet playful linear style that aligns with the overall brand tone and voice. When selecting or creating new icons, be sure to keep this in mind, and make sure the icons communicate clearly and fit the overall style and brand.

• Do not use unapproved icons or alter existing icons in any way.

The icons will continue to evolve and be defined as the brand campaign and pieces are developed and as needs present themselves.

Example linear icons

Home	Messages	Cart	Wallet	Account	Info
Points	Enter Tickets	Check Tickets	Buy Subscriptions	My Subscriptions	Options
Enter Drawings	My Drawings	News	Scholarships		

Free samples

Business Cards

Production notes

• 98 Bright White, Domtar Cougar, Smooth Cover 130 lb.

★ **Frank Suarez**
Deputy Executive Director
Brand Management & Communications

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O 919.301.3609
M 919.303.1124

**2728 Capital Boulevard
Raleigh, NC 27604**

nclottery.com

NC Education **Lottery**™

Letterhead & Envelope

Production notes

Letterhead –
98 Bright White, Domtar Cougar, Smooth Text 60 lb.

#10 Envelope –
98 Bright White, Domtar Cougar, Smooth Text 80 lb.
without blind emboss

NC Education Lottery
2728 Capital Boulevard
Raleigh, NC 27604

Kim Griffin, Jr.
Commission Chairman

Alice Garland
Executive Director

2728 Capital Boulevard ⭐ Raleigh, NC 27604 ⭐ nclottery.com
O 919.301.3300   F 919.715.8833

NC Education Lottery

Stationery Set

Business Card
Letterhead
Notecard
Envelope
Pocket Folder
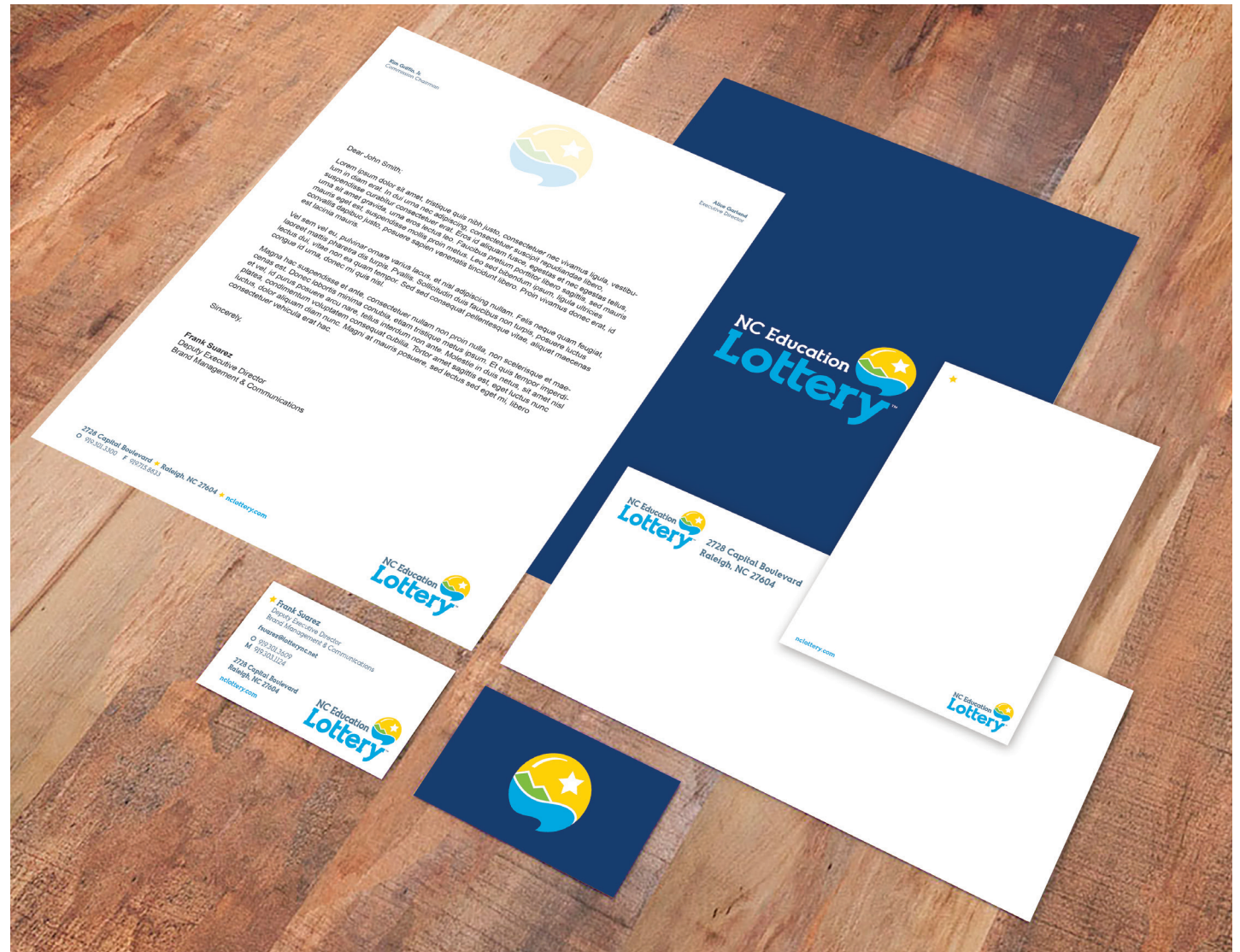
Van
Graphics
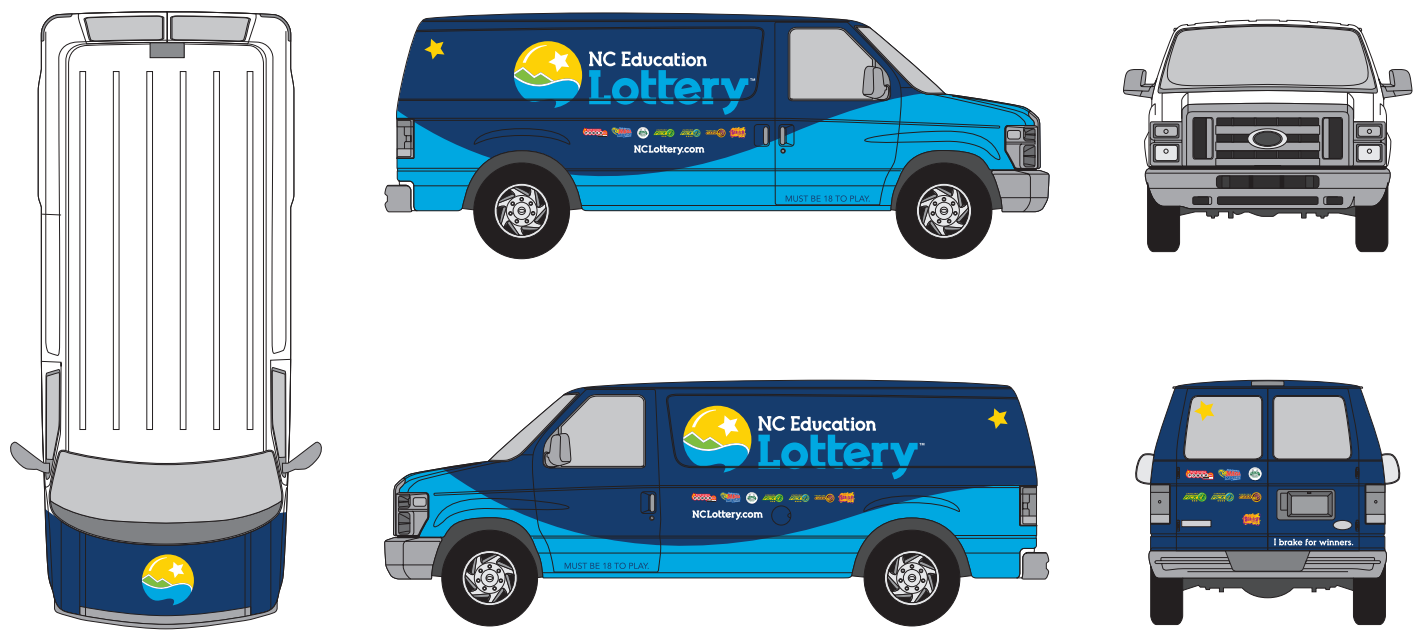
Trailer
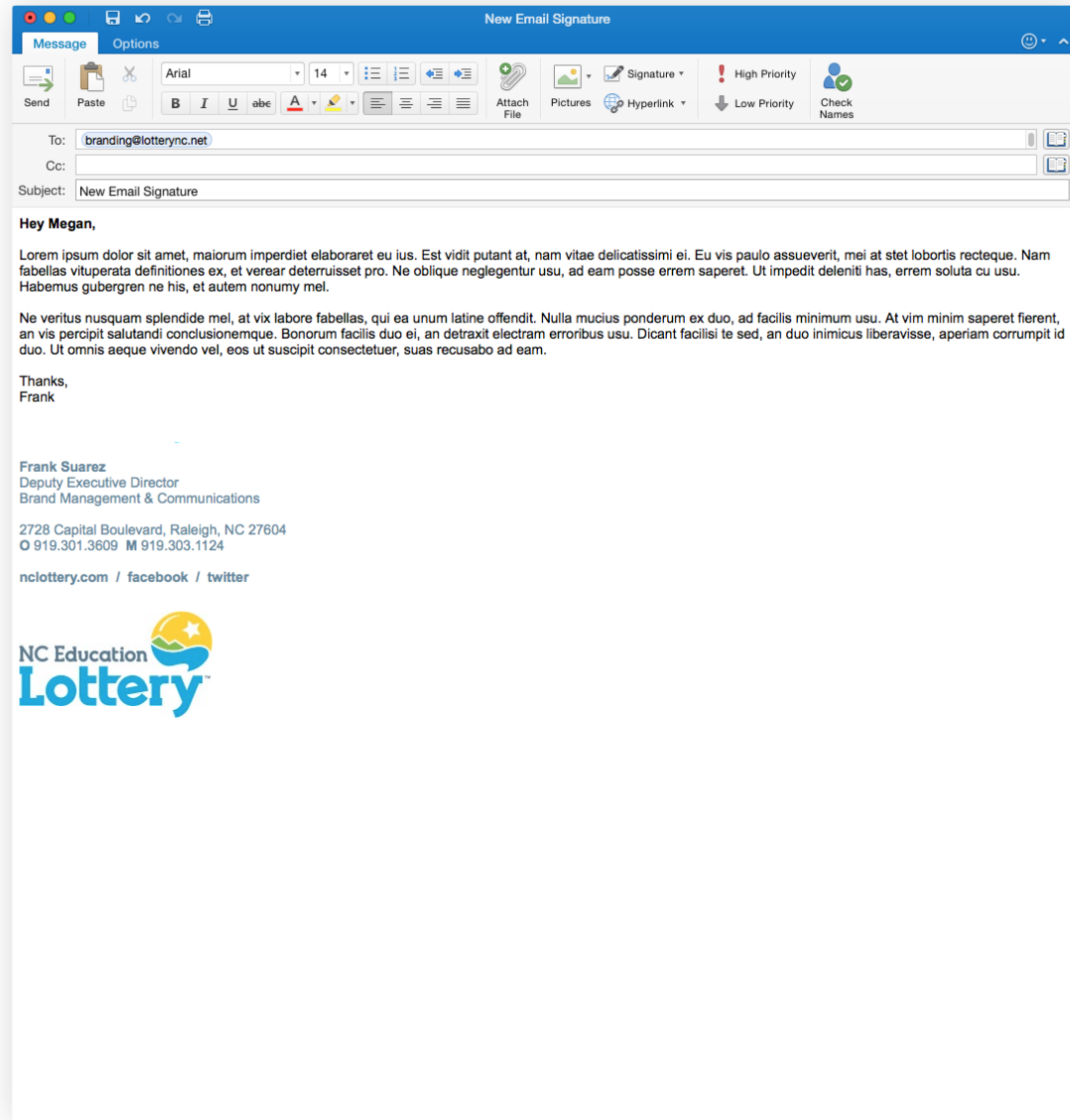# Graphics
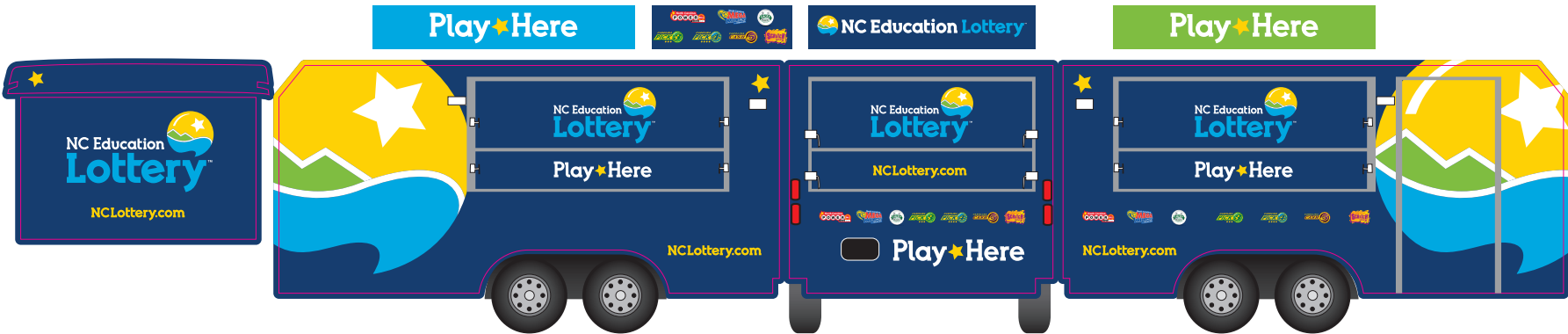
Tent Graphics

Email Signature

Use these guidelines to create a consistent look.

Logo: Primary
Font: Arial
Color: Gray Slate

1. Use your full name on the first line in **Arial Bold.**
2. Use your title on the second line in Arial.
3. Put one line space after your title.
4. Add office mailing address and ZIP code on one line.
5. Add office (and mobile) phone number in Arial and use abbreviations "O" and "M" in **Arial Bold.**
6. Insert one line space after your phone number(s).
7. Add NCEL URL / facebook / twitter on the last line in **Arial Bold.** These should be linked appropriately.
8. Insert 2–3 line spaces after the logo.
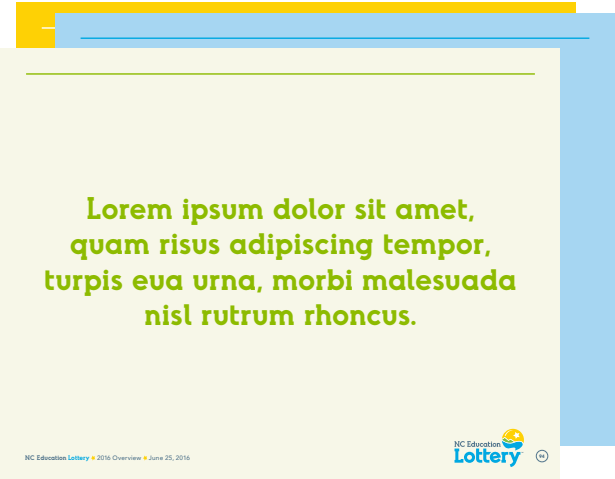9. Place Primary logo left-aligned below contact information.
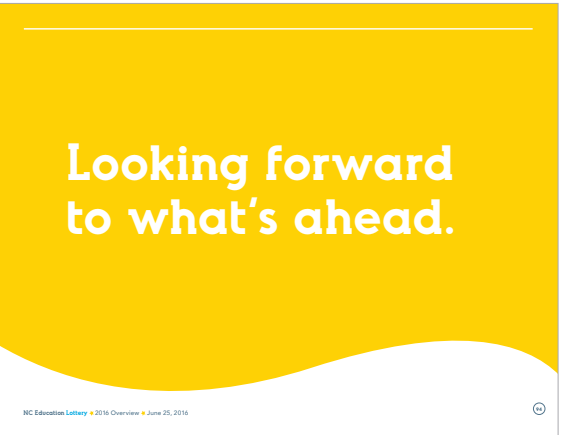
Presentations

Cover slide
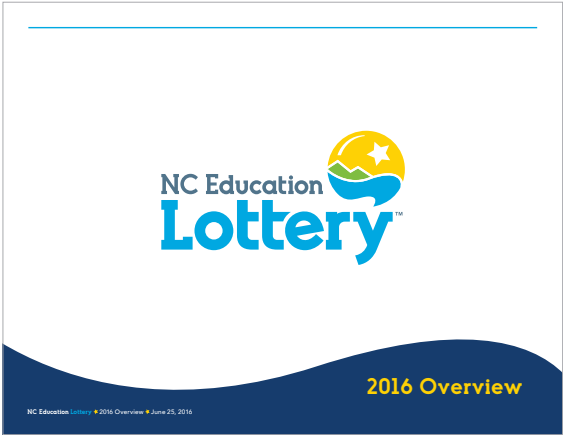
Title slide

Statement slide

Divider slide

Copy slide

Graphic slide