LOTTERIES YUKON

logo guidelines

LOTTERIES YUKON

The Lotteries Yukon logo was modernized in 2014. It was updated using a clean, modern font called Exo DemiBold. The blue of the original logo was changed to a warmer tone. The warm yellow in the logo depicts the midnight sun. The blue graphic represents people leaping in celebration. The people figures also represent Lotteries Yukon connection to the community through their support of Sport, Recreation and Performing Arts. The arching shape demonstrates movement and is similar to an amphitheater. The three round dots (heads) could also depict lottery balls.

LOTTERIES YUKON

PMS	PMS116C 100%	PMS116C 50%	GRAD 116C 100%>50%	PMS3025C 100%	PMS3025C 75%	PMS3025C 50%
CMYK	0/16/100/0	0/8/50/0		100/17/0/51	75/12/0/38	50/8/0/25
RGB	255/210/0	255/228/137		0/90/132	0/118/158	92/153/187
HEX	#FFD200	#FFE489		#005A84	#00769E	#5C99BB

For spot colour reproduction and matching, the Pantone (PMS) eps version should be used. Visual match to coated swatch/chip ONLY.

For all digital reproduction or 4C process printing, ensure use of CMYK versions to avoid inconsistent colour conversion.

For simplified production where tints and gradients are not supported, please use 2COL spot version.

RGB and raster files should ONLY be used for web or desktop publishing applications.

LOTTERIES YUKON MAIN LOGO

PROPER WHITESPACE TO BE USED

LOTTERIES YUKON

MINIMUM SIZE

LOTTERIES YUKON

0.75"

This is the smallest usable size.

PANTONE (PMS) – PRINT USE

PROCESS (CMYK) – PRINT USE

2COL – PRINT USE

SOLID – BLACK

INVERTED – WHITE

GRAYSCALE

LOTTERIES YUKON TAGLINE LOGO 2

PROPER WHITESPACE TO BE USED

LOTTERIES YUKON

Supporting art, sport and recreation
...one ticket at a time.

MINIMUM SIZE

LOTTERIES YUKON

Supporting art, sport and recreation
...one ticket at a time.

1.5"

If logo needs to be reproduced smaller than 1.5" wide, please use the main logo.

PANTONE (PMS) – PRINT USE

LOTTERIES YUKON

Supporting art, sport and recreation
...one ticket at a time.

PROCESS (CMYK) – PRINT USE

LOTTERIES YUKON

Supporting art, sport and recreation
...one ticket at a time.

2COL – PRINT USE

LOTTERIES YUKON

Supporting art, sport and recreation
...one ticket at a time.

SOLID – BLACK

LOTTERIES YUKON

Supporting art, sport and recreation
...one ticket at a time.

INVERTED – WHITE

LOTTERIES YUKON

Supporting art, sport and recreation
...one ticket at a time.

GRAYSCALE

LOTTERIES YUKON

Supporting art, sport and recreation
...one ticket at a time.

LOTTERIES YUKON INCORRECT LOGO USAGE

Don't place logo on a busy photograph or pattern.

Don't change logo colors.

Don't crop logo in any way.

Don't present logo in "outline only" fashion

Don't place logo on similarly-colored backgrounds.

Don't outline logo in any color.

Don't reconfigure or change the size of any logo elements.

Don't stretch or squeeze the logo to distort proportions.

Don't use colour versions of logo when placed on a dark background.

Use inverted white versions of logo when placed on a dark background.

LOTTERIES YUKON RGB VERSIONS

MAIN LOGO

TAGLINE LOGO 2

LOGO VERSIONS INCLUDED

LOTTERIES YUKON – MAIN LOGO

LotteriesYukon_Logo-EPS

LotteriesYukon_Logo_BLACK.eps
LotteriesYukon_Logo_CMYK.eps
LotteriesYukon_Logo_GRAY.eps
LotteriesYukon_Logo_PMS.eps
LotteriesYukon_Logo_2COL.eps
LotteriesYukon_Logo_WHITE.eps

LotteriesYukon_Logo-JPG

LotteriesYukon_Logo_BLACK.jpg
LotteriesYukon_Logo_CMYK.jpg
LotteriesYukon_Logo_GRAY.jpg
LotteriesYukon_Logo_RGB.jpg

LotteriesYukon_Logo-PNG

LotteriesYukon_Logo_BLACK.png
LotteriesYukon_Logo_GRAY.png
LotteriesYukon_Logo_RGB.png
LotteriesYukon_Logo_WHITE.png

LOTTERIES YUKON – TAGLINE LOGO 2

LotteriesYukon_TagLogo2-EPS

LotteriesYukon_TagLogo2_BLACK.eps
LotteriesYukon_TagLogo2_CMYK.eps
LotteriesYukon_TagLogo2_GRAY.eps
LotteriesYukon_TagLogo2_PMS.eps
LotteriesYukon_TagLogo2_2COL.eps
LotteriesYukon_TagLogo2_WHITE.eps

LotteriesYukon_TagLogo-JPG

LotteriesYukon_TagLogo2_BLACK.jpg
LotteriesYukon_TagLogo2_CMYK.jpg
LotteriesYukon_TagLogo2_GRAY.jpg
LotteriesYukon_TagLogo2_RGB.jpg

LotteriesYukon_TagLogo-PNG

LotteriesYukon_TagLogo2_BLACK.png
LotteriesYukon_TagLogo2_GRAY.png
LotteriesYukon_TagLogo2_RGB.png
LotteriesYukon_TagLogo2_WHITE.png

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