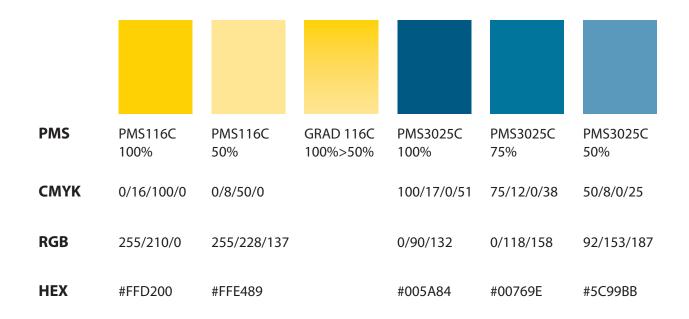


logo guidelines



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.





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



PANTONE (PMS) – PRINT USE



SOLID - BLACK



PROCESS (CMYK) – PRINT USE



INVERTED - WHITE



2COL - PRINT USE



GRAYSCALE



MINIMUM SIZE



This is the smallest usable size.

LOTTERIES YUKON TAGLINE LOGO 2

PROPER WHITESPACE TO BE USED



PANTONE (PMS) – PRINT USE



SOLID - BLACK



PROCESS (CMYK) - PRINT USE



INVERTED - WHITE



MINIMUM SIZE



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

2COL - PRINT USE



GRAYSCALE



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

Lotteries Yukon_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

Lotteries Yukon_TagLogo2_BLACK.eps Lotteries Yukon_TagLogo2_CMYK.eps Lotteries Yukon_TagLogo2_GRAY.eps Lotteries Yukon_TagLogo2_PMS.eps Lotteries Yukon_TagLogo2_2COL.eps Lotteries Yukon_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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