FLORIDA LOTTERY QUICK REFERENCE GUIDE: BRANDMARK LOGO

There are two acceptable layouts for our brand logo: the primary brandmark and the wordmark. The 4-color brandmark logo is the preferred version to be used in Marketing and Sales related materials. The 4-color wordmark can be used in Corporate, Education and Community related materials.

To request the brandmark logo in particular file formats, please contact the Florida Lottery Graphics Department at (850) 487-7795 or visit our logo library at flalottery.com.

Color Printing	Black & White Printing	Digital
Use the primary color version of the brandmark whenever possible. The positive logo is to be placed on white backgrounds only. The reverse logo includes a white holding shape for use on a wide variety of backgrounds. 100% opacity is recommended.	Use the black & white (or grayscale) version when the process version cannot be used. 100% opacity is recommended.	Use the RGB version of the artwork on screen and in digital applications.
Process color (CMYK)	Black & White (BW)	RGB
fl_logo_4cp.eps	fl_logo_bw.eps	fl_logo_rgb.eps
fl_logo_4cp.eps	fl_logo_bw.eps	fl_logo_rgb.eps

Official Colors

 Pantone® 144

 Pantone® 198

 Pantone® 329

Clear Space

The clear space around our logo is equal to the height of 1F (from the word "Florida") away from the white holding shape as shown.

Minimum Size

.5"

.5"

The color brandmark logo and black & white logo can be scaled down to a minimum size of 0.5". Always maintain the logo's aspect ratio when scaling.

Out-of-Home (Over-Sized Printing)

Use this high resolution version of artwork for applications such as billboards and posters. Please contact the Florida Lottery Graphics Department for OOH EPS logo files.

FLORIDA LOTTERY QUICK REFERENCE GUIDE: LOGO INCORRECT USAGE

To maintain the integrity of the Florida Lottery logo, consistent and proper use of all logo components is essential. Avoid any alterations to the logo components, including changes to color, size or placement that are not specifically defined as correct use variations within the guidelines standards.

The examples at right demonstrate some typical graphic mistreatments of the Florida Lottery logo.

Examples of incorrect usage

Do not change the colors of the brandmark.

Do not use logo without the white holding shape.

Do not change the lettering.

Do not use the flamingo as a stand alone graphic.

Do not change the color of the white holding shape.

Do not add glows or shadows.

Do not place on busy or distracting backgrounds.

Turning Dreams into Reality

Do not add taglines or text that violate our clear space.

Do not add an elements to the brandmark.

The Florida Lottery is the owner of all rights, title and interest in and to the above indicia, which includes trademarks, tradenames and logos. The above indicia may not be used, in whole or in part, without the prior written consent of the Florida Lottery.