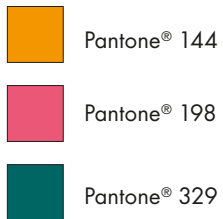


FLORIDA LOTTERY QUICK REFERENCE GUIDE: WORDMARK
















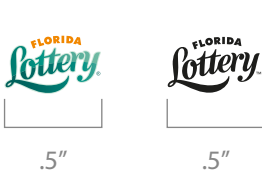
There are two acceptable layouts for our brand logo: the primary brandmark and the wordmark. The 4-color brandmark logo is the preferred for use in Marketing and Sales related materials. The 4-color wordmark can be used in Corporate, Education and Community related materials as appropriate. The wordmark can also be used where the main logo is not possible due to size or reproduction limitations.

To request the wordmark in particular file formats, please contact the Florida Lottery Graphics Department at (850)487-7795.

Official Colors



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.

Color Printing	2-Color	1-Color	Black & White
<p>Use the primary color version of the wordmark whenever possible. The positive logo is to be placed on white backgrounds only. Gradients within the logo should not be altered. 100% opacity preferred.</p>  <p>fl_wdmk_®_4cp_pos.eps</p>	<p>Use the 2-color version when applications can't support gradients or when a simplified wordmark is required for premium items, embroidery etc.</p>  <p>fl_wdmk_®_2c_grd_pos.eps</p>	<p>Use the 1-color versions when applications can't support 2-color gradients, such as embossing. Varying opacities are acceptable.</p>  <p>fl_wdmk_®_PMS144_sol_pos.eps</p>	<p>Use the Black & White versions when the process version cannot be used. Only 100% opacity.</p>  <p>fl_wdmk_®_bw_grd_pos.eps</p>
 <p>fl_wdmk_®_4cp_rev.eps</p>	 <p>fl_wdmk_®_2c_grd_rev.eps</p>	 <p>fl_wdmk_®_PMS198_sol_pos.eps</p>	 <p>fl_wdmk_®_bw_grd_rev.eps</p>
 <p>fl_wdmk_®_4cp_rev_alt.eps</p>	 <p>fl_wdmk_®_2c_sol_pos.eps</p>	 <p>fl_wdmk_®_PMS329_sol_pos.eps</p>	 <p>fl_wdmk_®_bw_sol_pos.eps</p>
	 <p>fl_wdmk_®_2c_sol_rev.eps</p>		 <p>fl_wdmk_®_bw_sol_rev.eps</p>
Clear Space		Minimum Size	
 <p>The clear space around our wordmark is equal to the height of 2Fs from the word "Florida".</p>		 <p>The color wordmark can be scaled down to a minimum size of 0.5". The black & white wordmark can be scaled down to a minimum size of .5". Always maintain the logo's aspect ratio when scaling.</p>	