



DISTRIBUTOR AND BENEFICIARY FUNDING ACKNOWLEDGEMENT LOGOS

Version 1 - 03/02/16
USAGE GUIDELINES

CONTENTS

- 3 Introduction
- 4 The National Lottery brand
- 5 Distributor logo
- 6 Beneficiary logo
- 7 Using this guide

BENEFICIARY LOGOS

BASIC ELEMENTS

- 9 Primary lock-up
- 10 Multiple lock-up
- 11 Secondary lock-up
- 12 Colours
- 13 Min size / clearspace
- 14 Messaging
- 15 Messaging examples

DISTRIBUTOR LOGOS

BASIC ELEMENTS

- 17 Distributor logo
- 18 Colours
- 19 Min size / clearspace

MASTER ARTWORK

- 21 Colour logos
- 22 Colour bilingual logos
- 23 Mono logos
- 24 Mono bilingual logos
- 25 Mono reverse logos
- 26 Mono reverse bilingual logos

INTRODUCTION

Our logos are a great way to show how we've worked together to make a big difference across the UK.

So, here's your guide to using the right logos, the right way. It covers those to use as a distributor and as a beneficiary of funding.

THE NATIONAL LOTTERY BRAND

To help raise awareness of National Lottery funding and its impact, it's important to show how the constituent parts work together.

To make it easy for the audience to understand, we have a consistent look and feel across logos.

THE NATIONAL LOTTERY LOGO

Used when talking about The National Lottery games and winners and National Lottery projects.



DISTRIBUTOR LOGO

Used specifically by distributors of National Lottery funding.

However, distributors may also use the beneficiary logo (below) if more appropriate. For example, in public facing initiatives where a higher impact version is required.

Bilingual versions are available.



Awarding funds from
THE NATIONAL LOTTERY®

BENEFICIARY LOGOS

Used by beneficiaries of National Lottery funding in accordance with the Conditions of Grant.

Bilingual versions are available. (Welsh is shown here as an example)



LOTTERY FUNDED



**ARIENNIR GAN Y LOTERI
LOTTERY FUNDED**

DISTRIBUTOR LOGO

This is the distributor logo. Welsh and Gaelic versions are also available as shown here. This logo is specifically for use by distributors of National Lottery funding.

We have supplied you with **full colour** (as shown here), **mono** and **mono reverse** master artworks of these logos

Always use master artworks



Awarding funds from
THE NATIONAL LOTTERY®



Yn dyfarnu arian / Awarding funds from
**Y LOTERI GENEDLAETHOL
THE NATIONAL LOTTERY®**

(WELSH)



A' Toirt Seachad Maoin Bhon / Awarding funds from
**AN CRANNCHUR NÀISEANTA
THE NATIONAL LOTTERY®**

(GAELIC)

BENEFICIARY LOGOS

Here are all the primary versions of the beneficiary logos.

We have supplied you with **full colour** (as shown here), **mono** and **mono reverse** master artworks of these logos. We have also supplied bilingual versions where relevant.

Distributors may also use the beneficiary logo if more appropriate. For example, in public facing initiatives where a higher impact version is required.

Always use master artworks

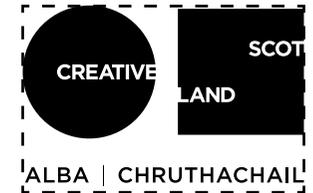


USING THIS GUIDE

We have taken a template approach within this guide and for consistency have used the basic shapes of distributor logos to create boundary boxes as shown here.

These basic shapes should be used when creating beneficiary logo lock-ups as shown in the section labelled: BENEFICIARY LOGOS BASIC ELEMENTS.

Note: The boundary boxes shown here should be used when creating new lock-ups as the height of logos vary.





BENEFICIARY LOGOS BASIC ELEMENTS

Inc.

PRIMARY LOCK-UP

MULTIPLE LOCK-UP

SECONDARY LOCK-UP

COLOURS

MIN SIZE / CLEAR SPACE

MESSAGING

MESSAGING EXAMPLES

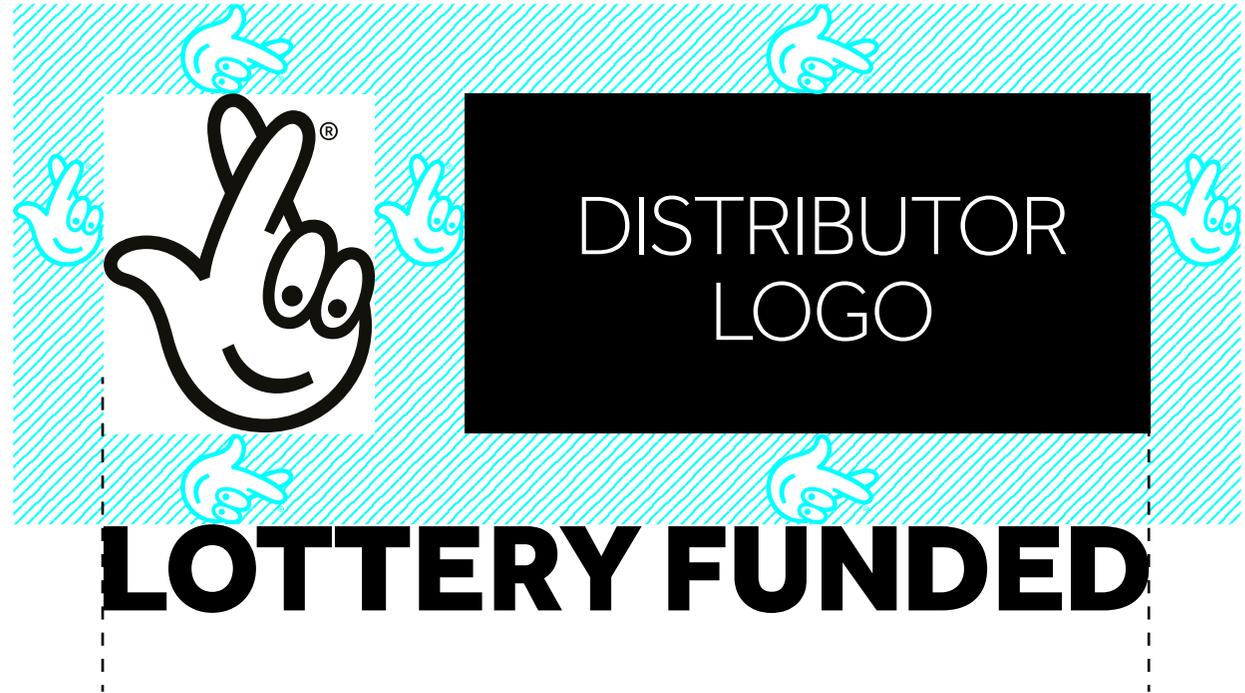
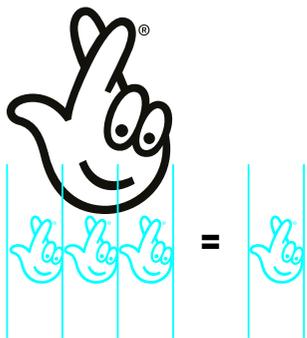
PRIMARY LOCK-UP

The beneficiary logo should be the same height as the Crossed Fingers. Spacing is calculated by using a third of the width as illustrated below.

Typography should align with the width of the overall lock-up.

HEADLINE TYPE SETTINGS

Font: TNL Effra HEAVY
Tracking: -25 (Kerning: Optical)
Leading: 80% of type size
(eg. 100pt type = 80pt leading)



Note: Bilingual versions are available.
(Welsh is shown here as an example)

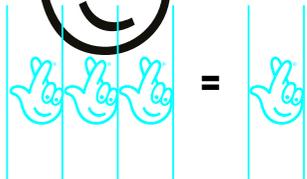
MULTIPLE LOCK-UP

The principles of constructing the primary lock-up also apply to the multiple lock-up as shown here.

When setting the type, if the maximum CAP height is met, the type should be centre aligned with the width of the overall lock-up.

HEADLINE TYPE SETTINGS

Font: TNL Effra HEAVY
Tracking: -25 (Kerning: Optical)
Leading: 80% of type size
(eg. 100pt type = 80pt leading)



Note: Bilingual versions are available.
(Gaelic is shown here as an example)

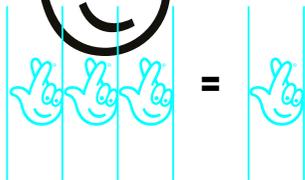
SECONDARY LOCK-UP

The secondary lock-up should be used for horizontal formats when it isn't possible to use the primary version.

Here's how to construct the secondary lock-up. The same principles apply for all variants and languages.

HEADLINE TYPE SETTINGS

Font: TNL Effra HEAVY
Tracking: -25 (Kerning: Optical)
Leading: 80% of type size
(eg. 100pt type = 80pt leading)



= MAXIMUM
CAP HEIGHT



Note: Bilingual versions are available.
(Welsh (middle) and Gaelic (bottom) are shown here as examples)

COLOURS

Full colour on white is the preferred colour way.

Mono and **mono reverse** versions can also be used if full colour on white is not possible.

The National Lottery elements of the lock-up are always **mono**.



LOTTERY FUNDED



LOTTERY FUNDED

FULL COLOUR

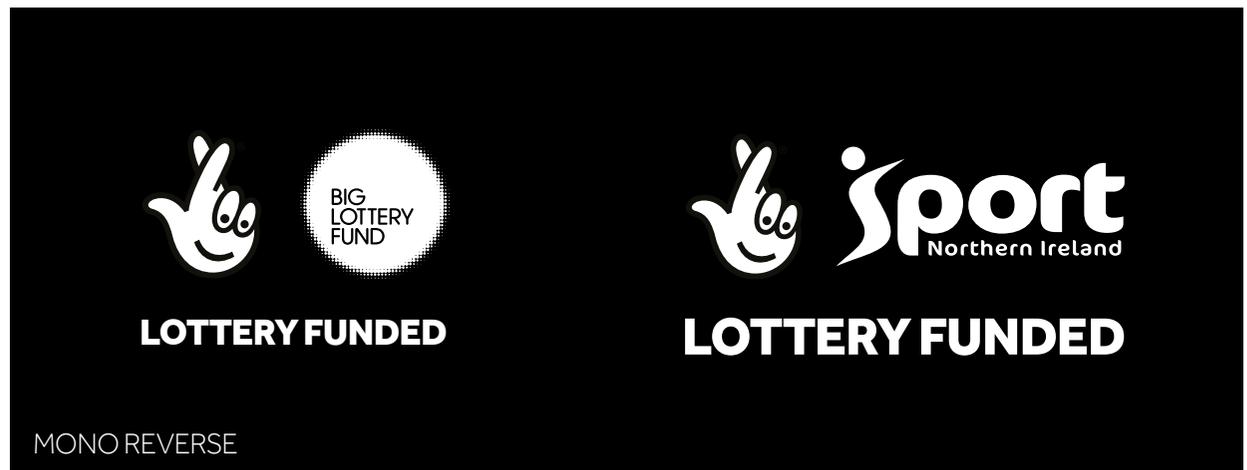


LOTTERY FUNDED



LOTTERY FUNDED

MONO



MONO REVERSE

MIN SIZE / CLEARSPACE

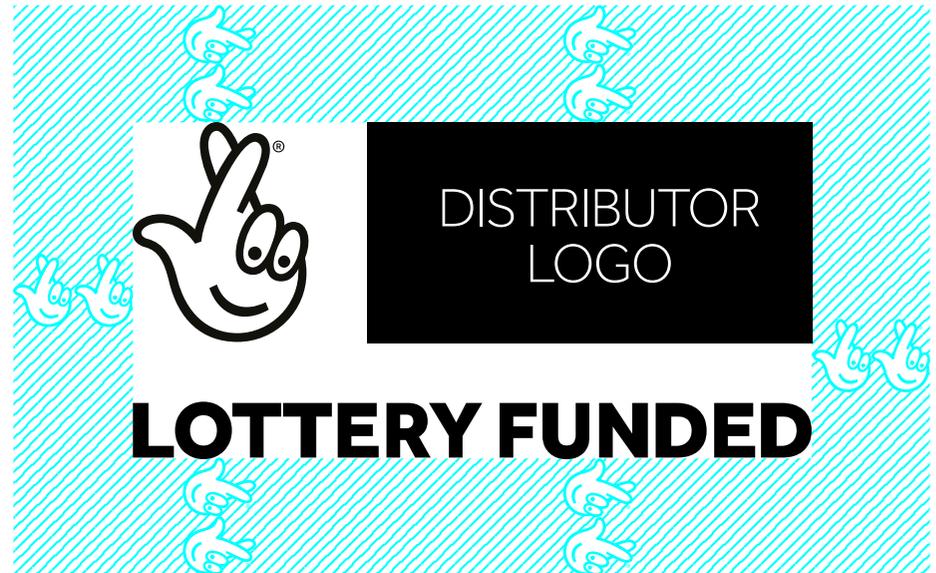
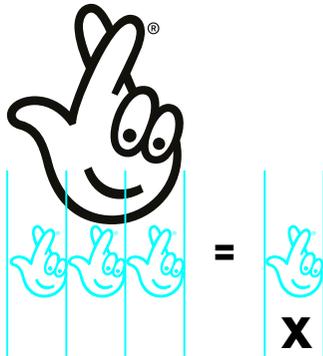
We have defined an exclusion zone to protect the logo from other graphic elements like type, images or lines.

The minimum size of the logo should be taken from the relevant distributor logo minimum size guidelines.

It should not be smaller than the crossed fingers minimum size as shown here.

CLEARSPACE

The clearspace is **2X** around the logo.



CROSSED FINGERS MINIMUM SIZE

Print:



Screen:



MESSAGING

This messaging can be used to supplement the logos on signage that acknowledges the specific roles we all play in delivering life changing projects across the UK.

Use capital first letters when typesetting The National Lottery as shown here; use a capital T, N and L. Never like this: ~~the national Lottery~~ and never like this: ~~the National Lottery~~.

Remember, you can choose to reference either The National Lottery or our players. See examples on the next page for how this messaging can flex.

GENERIC MESSAGING TO ACKNOWLEDGE THE NATIONAL LOTTERY PLAYERS:

Thanks National Lottery players. You helped make this possible.

PROJECT/DISTRIBUTOR SPECIFIC MESSAGING TO ACKNOWLEDGE THE ROLE OF THE NATIONAL LOTTERY (OR NATIONAL LOTTERY PLAYERS) AND THE DISTRIBUTOR:

Funding for [project name] was raised by [The] National Lottery [players] and awarded by [distributor name]

MESSAGING EXAMPLES

It's important to be clear. Make sure the reader understands that we've worked together to deliver life changing projects.

If you want to thank anyone, make sure it's our players – not us. They make it all possible.

You can be playful if you have the space. Headlines are a good chance to unleash some tone.

HEADLINE TYPE SETTINGS

Font: TNL Effra HEAVY
Tracking: -25 (Kerning: Optical)
Leading: 80% of type size
(eg. 100pt type = 80pt leading)

PARAGRAPH TYPE SETTINGS

Font: TNL Effra REGULAR or LIGHT
Tracking: -25 (Kerning: Optical)
Leading: Set solid.
(eg. 12pt type = 12pt leading)

Example of using the generic messaging to acknowledge National Lottery players:



Examples below show how the specific messaging can flex to acknowledge the individual roles of The National Lottery (or National Lottery players) and the distributor:





DISTRIBUTOR LOGOS BASIC ELEMENTS

Inc.

DISTRIBUTOR LOGO

COLOURS

MIN SIZE / CLEAR SPACE

LOGO USAGE

DISTRIBUTOR LOGO

These are the full colour distributor logos - we have supplied English, Welsh and Gaelic versions.

Mono and **mono reverse** versions are also supplied.

Distributors may also use the beneficiary logo if appropriate. In public facing initiatives for example, where a higher impact lock-up is required.

Always use master artworks



Awarding funds from
THE NATIONAL LOTTERY®



Yn dyfarnu arian / Awarding funds from
Y LOTERI GENEDLAETHOL
THE NATIONAL LOTTERY®

(WELSH)



A' Toirt Seachad Maoin Bhon / Awarding funds from
AN CRANNCUR NÀISEANTA
THE NATIONAL LOTTERY®

(GAELIC)

COLOURS

Full colour on white is the preferred colour way.

Mono and **mono reverse** versions can also be used if full colour on white is not possible.



Awarding funds from
THE NATIONAL LOTTERY®

FULL COLOUR



Awarding funds from
THE NATIONAL LOTTERY®

MONO



Awarding funds from
THE NATIONAL LOTTERY®

MONO REVERSE

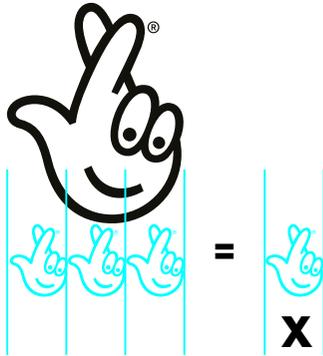
MIN SIZE / CLEAR SPACE

We have defined an exclusion zone to protect the logo from other graphic elements like type, images or lines.

To ensure legibility, the minimum size of the logo is determined by setting the crossed fingers minimum size as shown here.

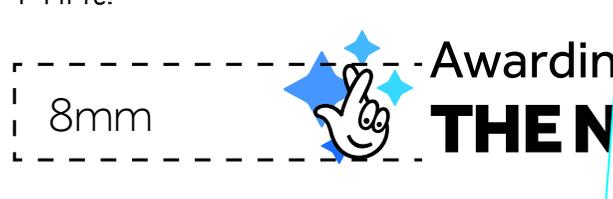
CLEARSPACE

The clearspace is **2X** around the logo.

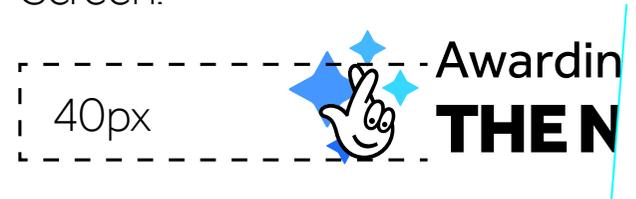


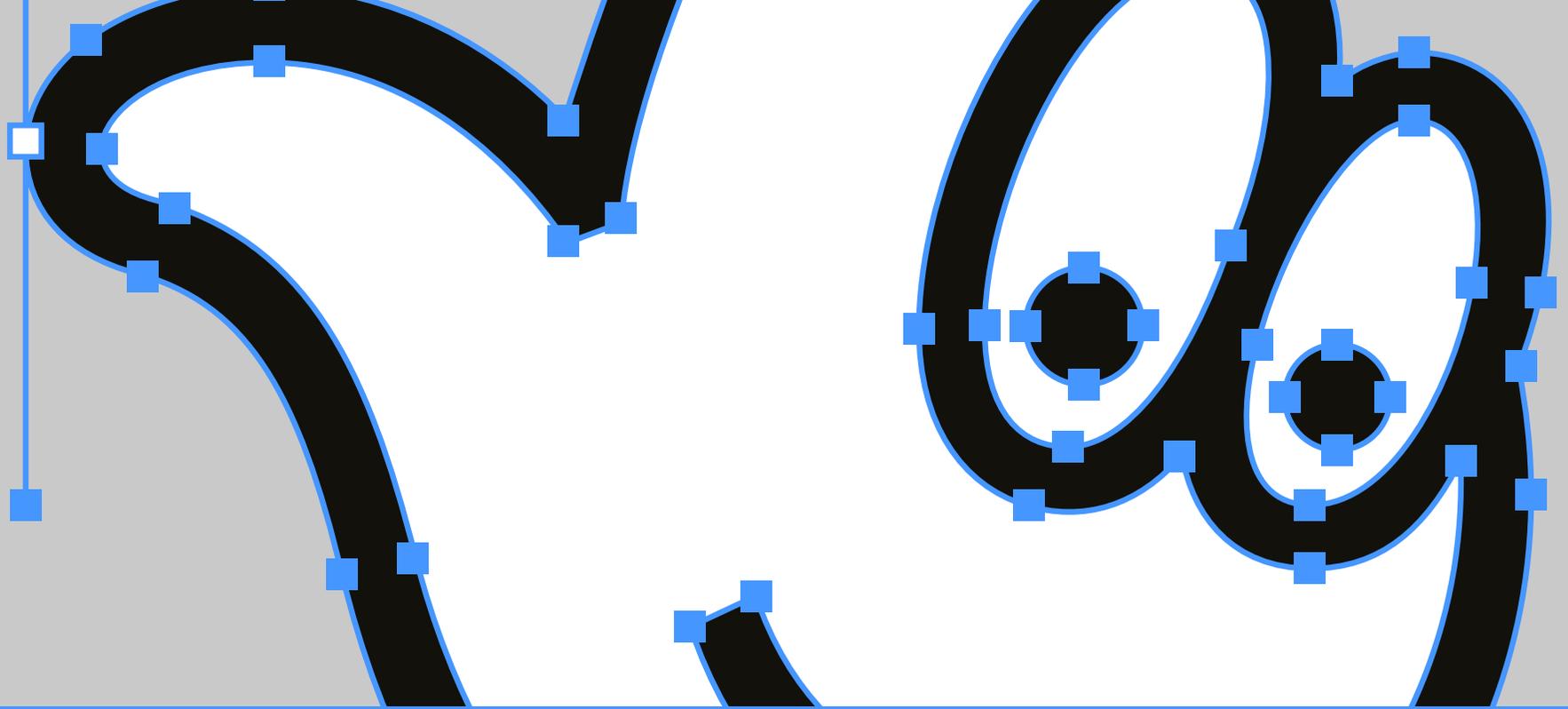
CROSSED FINGERS MINIMUM SIZE

Print:



Screen:





MASTER ARTWORK

Inc.

COLOUR LOGOS

COLOUR BILINGUAL LOGOS

MONO LOGOS

MONO BILINGUAL LOGOS

MONO REVERSE LOGOS

**MONO REVERSE
BILINGUAL LOGOS**

COLOUR LOGOS

Here are all the full colour versions of The National Lottery funding logos.

Always use master artworks



COLOUR BILINGUAL LOGOS

Here are all the full colour bilingual versions of The National Lottery funding logos.

Always use master artworks



(GAELIC)



(WELSH)



MONO LOGOS

Here are all the mono versions of The National Lottery funding logos.

Always use master artworks



MONO BILINGUAL LOGOS

Here are all the mono bilingual versions of The National Lottery funding logos.

Always use master artworks



MONO REVERSE LOGOS

Here are all the mono reverse versions of The National Lottery funding logos.

Always use master artworks



MONO REVERSE BILINGUAL LOGOS

Here are all the mono reverse bilingual versions of The National Lottery funding logos.

Always use master artworks



(GAELIC)



(WELSH)



THANK YOU

We rely on you to help us build a strong brand for The National Lottery and appreciate your work.