

MINNESOTA LOTTERY[®]

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BRAND

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GUIDELINES

SEPTEMBER UPDATE





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01

MISSION



Minnesota Lottery is about the big wins. And the small wins. And even the better-luck-next-times. It's about office pools and handing out handfuls of scratch games to a carload of road tripping friends. It's about the anticipation before the reveal. The \$20 winner that makes your Tuesday. And the daydream of how you'd spend your Powerball jackpot while you're stuck in traffic.

Minnesota Lottery is about all of that because what it's really about is opting in. Or, as we say around here: I'MN.

I'MN means choosing entertainment, saying yes to excitement, and never missing out on a good time.

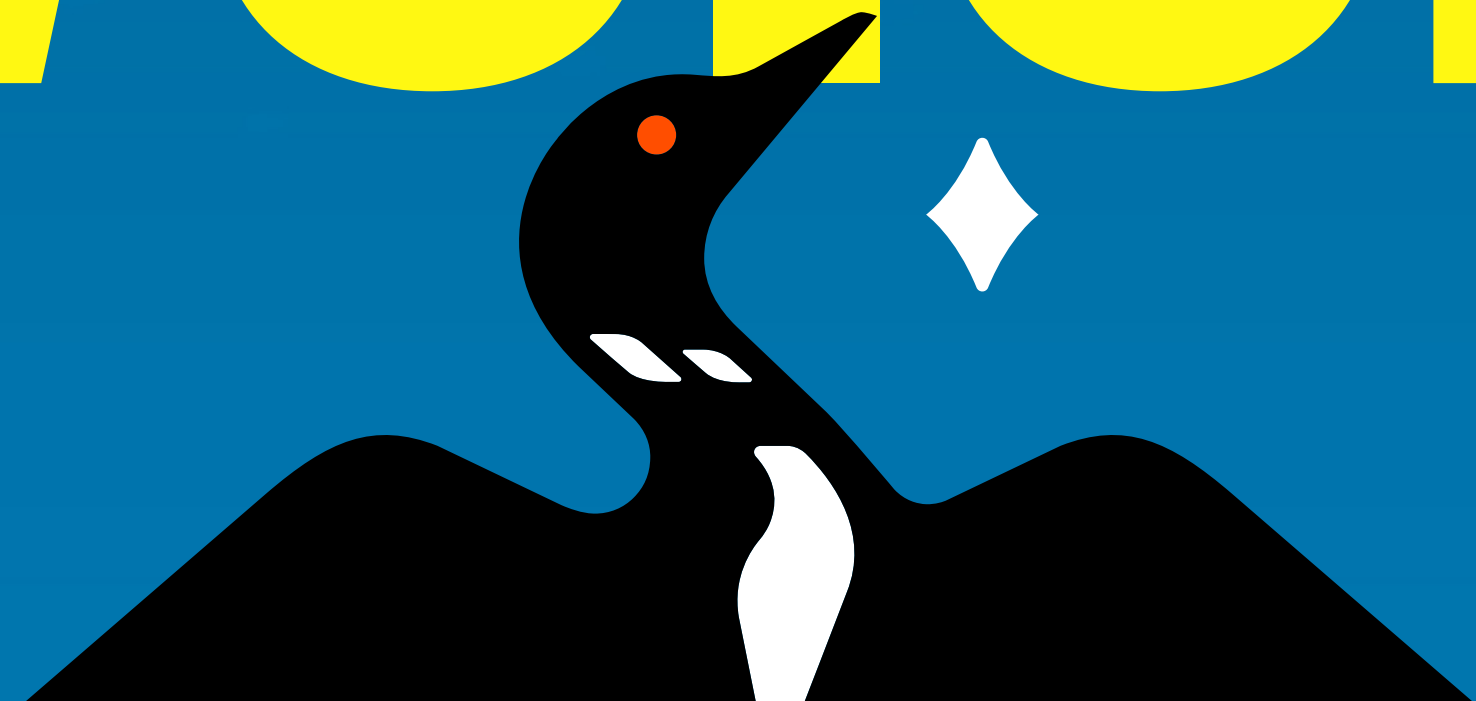
Because the moment you say I'MN, you've already won.

I'MN.



02

BRAND VOICE



ADVENTUROUS

IN MINNESOTA, WHAT WE CALL “A NORMAL SATURDAY” COUNTS AS A FULL ADVENTURE ELSEWHERE. POLAR PLUNGES. LOW-KEY LAKE DAYS. ROAD TRIPS TO THE NORTH SHORE. WE BRING THAT SAME ENERGY TO EVERYTHING WE DO—NEW GAMES, NEW IDEAS, NEW WAYS TO SURPRISE PLAYERS—SHOWING UP WITH CREATIVITY AND NEVER PLAYING IT SAFE WHEN THERE’S A CHANCE TO STAND OUT.

**WE CAN BE DARING
BUT NOT RECKLESS**

**WE CAN BE SURPRISING
BUT NOT CONFUSING**

**WE CAN BE FRESH
BUT NOT TRENDY**

MN PROUD

**WE CELEBRATE WHAT MAKES MINNESOTA
UNIQUE—AND WE DO IT AUTHENTICALLY.
NO PRETENSE. NO PUTTING ON A SHOW.
BECAUSE WE'RE NOT JUST PROUD OF WHERE
WE'RE FROM, WE'RE INVESTED IN MAKING IT
BETTER. LOTTERY PROCEEDS HELP FUND
MINNESOTA'S ENVIRONMENTAL AND GENERAL
FUND PROGRAMS THAT BENEFIT EVERYONE.**

**WE CAN BE LOCAL
BUT NOT EXCLUSIONARY**

**WE CAN BE PROUD
BUT NOT BOASTFUL**

**WE CAN BE AUTHENTIC
BUT NOT STEREOTYPICAL**

ENTHUSIASTIC

PLAYING THE LOTTERY IS AN ACTIVE CHOICE. SOMETIMES IT'S SPONTANEOUS—A SPUR-OF-THE-MOMENT “WHY NOT?” AT THE CHECKOUT. AND SOMETIMES IT'S ROUTINE—PART OF A WEEKLY RITUAL THAT LOYAL PLAYERS LOOK FORWARD TO. EITHER WAY, OUR BRAND SHOULD MATCH THAT ENERGY: QUICK TO ENGAGE, EXCITED TO SHOW UP, AND ALWAYS READY FOR A GOOD TIME. WE'RE HERE FOR THE CASUAL PLAYER GRABBING A SCRATCH GAME WITH THEIR COFFEE AND THE REGULAR PLAYER WHO NEVER MISSES A DRAW. BOTH DESERVE OUR ENTHUSIASM.

**WE CAN BE ENERGETIC
BUT NOT FRANTIC**

**WE CAN BE EXCITED
BUT NOT OVER-THE-TOP**

**WE CAN BE WELCOMING
BUT NOT PANDERING**

COMMUNAL

WE'RE BUILDING A COMMUNITY OF FUN SEEKERS. PEOPLE WHO LOVE THIS TYPE OF ENTERTAINMENT, LOVE THE PRODUCT, AND SHOW UP FOR A GOOD TIME. AND HERE'S THE THING: LOTTERY GAMES ARE BETTER TOGETHER. SCRATCH GAMES GET PASSED AROUND TABLES. DRAW GAMES BECOME OFFICE POOLS. EVERY TICKET SOLD HELPS FUND MINNESOTA'S ENVIRONMENTAL AND GENERAL FUND PROGRAMS, MAKING OUR STATE BETTER FOR EVERYONE. COMMUNITY ISN'T JUST PART OF OUR BRAND—IT'S THE WHOLE POINT.

**WE CAN BE INCLUSIVE
BUT NOT PREACHY**

**WE CAN BE WARM
BUT NOT SACCHARINE**

**WE CAN BE COLLECTIVE
BUT NOT IMPERSONAL**

FUN-LOVING

EASY TO SAY. HARDER TO HOLD OURSELVES ACCOUNTABLE TO. BUT ALWAYS WORTH IT. WE CAN TAKE FUN SERIOUSLY. BUT NOT OURSELVES. SO WE KEEP THINGS LIGHT, PLAYFUL, AND EASY TO DIGEST. NO CORPORATE SPEAK. NO JARGON. NO SENTENCES THAT NEED A SECOND READ. IF IT'S NOT FUN, IT'S NOT US.

**WE CAN BE PLAYFUL
BUT NOT SILLY**

**WE CAN BE LIGHTHEARTED
BUT NOT TRIVIAL**

**WE CAN BE ENTERTAINING
BUT NOT DISTRACTING**

CLEVER

MINNESOTAN HUMOR IS UNDERSTATED AND CHARMING—A LITTLE SMART, NEVER SNARKY, WITH THAT DRY UPPER-MIDWESTERN WARMTH. WE DON'T HAVE TO GO FOR THE BIG LAUGH, AND WHEN WE DO, IT SHOULD FEEL NATURAL AND SHARP. A CLEVER TURN OF PHRASE ON A BILLBOARD. A TICKET NAME THAT MAKES YOU SMILE. COPY THAT REWARDS A SECOND READ. CLEVERNESS IS INTENTIONAL WITHOUT TRYING TOO HARD.

**WE CAN BE WITTY
BUT NOT MEAN**

**WE CAN BE SMART
BUT NOT SNARKY**

**WE CAN BE UNEXPECTED
BUT NOT SLAPSTICK**

BRINGING OUR VOICE TO LIFE

Everything we write should reflect who we are: **ADVENTUROUS, MN PROUD, ENTHUSIASTIC, COMMUNAL, FUN-LOVING** and **CLEVER**. That means keeping things smart, surprising, and unmistakably Minnesotan. Here's what it looks like in practice.

DO

KEEP IT SIMPLE AND SURPRISING

EX: Make today a winner.

DON'T

OVERCOMPLICATE OR OVERSELL

EX: Transform an ordinary day into an extraordinary experience.

DO

LEAN INTO MINNESOTA PRIDE NATURALLY

EX: The luck of the North.

DON'T

FORCE IT OR EXPLAIN IT

EX: Minnesota: where luck meets the Land of 10,000 Lakes.

DO

BE CLEVER WITHOUT TRYING TOO HARD

EX: Fun sold here.

DON'T

BE QUIRKY FOR QUIRKY'S SAKE

EX: Get your giggle on!

BRINGING OUR VOICE TO LIFE

Everything we write should reflect who we are: **ADVENTUROUS, MN PROUD, ENTHUSIASTIC, COMMUNAL, FUN-LOVING** and **CLEVER**. That means keeping things smart, surprising, and unmistakably Minnesotan. Here's what it looks like in practice.

DO

STAY LIGHT AND CONVERSATIONAL

EX: Go ahead, treat yourself.

DON'T

SOUND CORPORATE OR STIFF

EX: Reward yourself with a premium gaming experience.

DO

SHOW, DON'T TELL

EX: A little play goes a long way.

DON'T

STATE THE OBVIOUS

EX: Playing is fun.

03

LOGOS



PRIMARY LOGO

The Minnesota Lottery brand logo is the starting point from which the brand identity is developed. It is essential that the integrity of the logo is never compromised and that it is consistently reproduced at all times without variation.

The logo shown here is the primary logo. It should always be used full color unless otherwise specified.



**MINNESOTA
LOTTERY**

PRIMARY LOGO

On light backgrounds, the wordmark portion of the logo should be black; on darker backgrounds, the wordmark should be white.



PRIMARY LOGO ON WHITE

Avoid using the logo on a white background if possible. If necessary, utilize the 1-color black and white version to ensure the north star is legible.



PRIMARY LOGO ON IMAGES

The logo can be used on the textures and backgrounds to ensure brand flexibility. Shown here are acceptable uses of the primary logo on textured and photographic backgrounds. Use discretion when determining which version is appropriate for the lightness or darkness of a background.



LOON ONLY

The loon can be pulled from the primary logo and used as a graphic element. When doing so, it should live in conjunction with a wordmark somewhere nearby. We'll get into that in the next slide.



LOON ONLY + WORDMARKS

When pairing the detached loon with a wordmark, you may choose from the following wordmark versions.

Wordmark choice is intended to be flexible based on the needs of the layout or piece of content.



**MINNESOTA
LOTTERY®**

**MINNESOTA
LOTTERY®**

**MINNESOTA
LOTTERY®**

MINNESOTA LOTTERY®

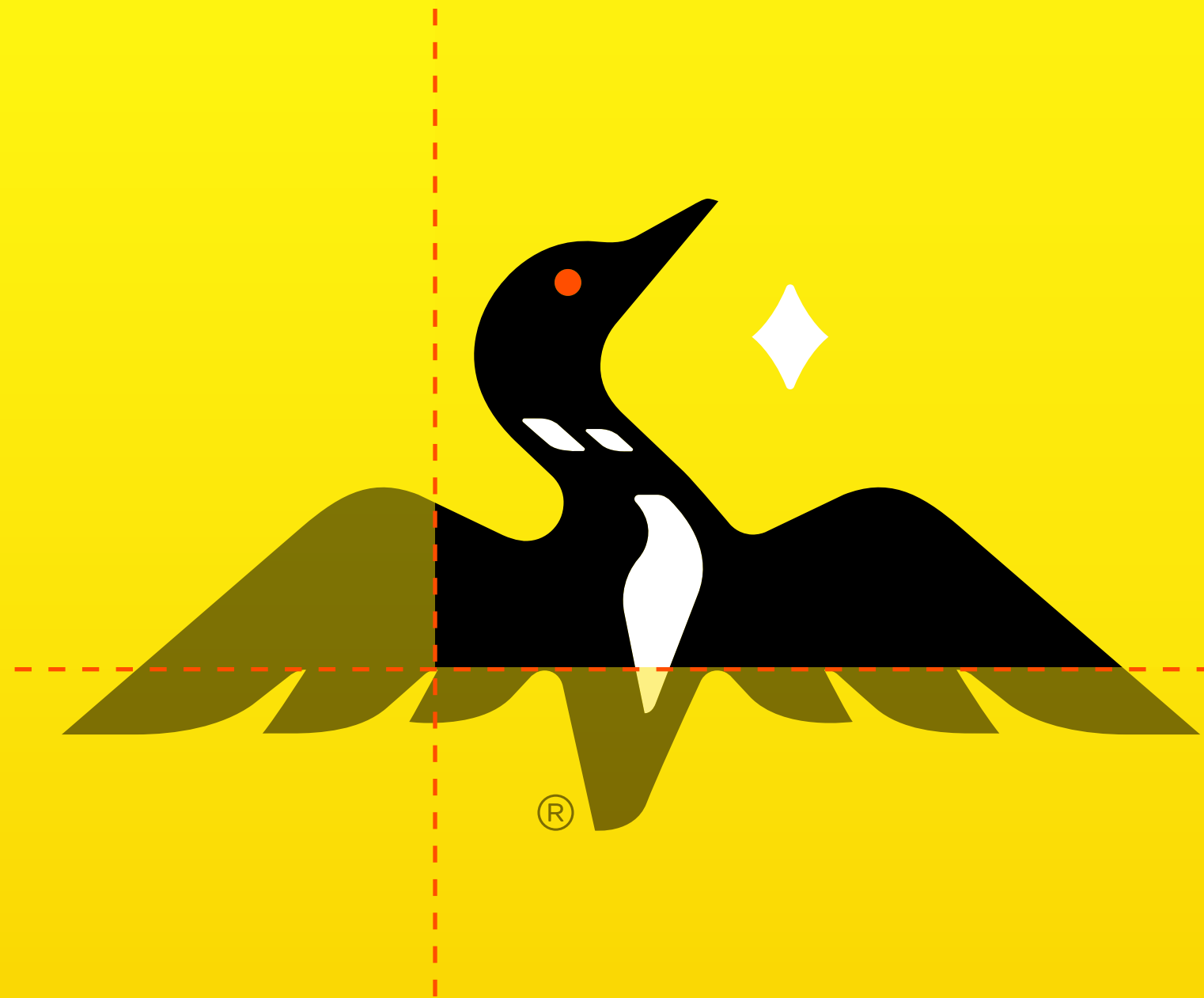
LOON CROPS

When using the loon in layouts detached from the wordmark, you've got the option to crop the loon.

When anchoring to the left, the crop should hit at the point between the second and third wings. The bottom crop should hit at the top edges of the points between the wings.

When centering, the crop should hit at the top edges of the points between the wings.

LEFT CROP



CENTER CROP



LOGOS IN LAYOUTS

Here are a few examples of how the logo can be used as a whole (primary) or as icon and wordmark together in a given layout.



FULL PRIMARY



FULL LOON +
CENTERED WORDMARK



LEFT CROP +
1-LINE WORDMARK



CENTER CROP +
1-LINE WORDMARK

IMPROPER LOGO USES

Our logo may not be modified, altered or corrupted in any manner. Some examples of incorrect usage of the logo are shown here.



Do not use old versions of the logo.



Do not use logo reversed out in all white.



Do not add effects to the logo.



Do not resize elements independently of one another.



Do not modify color relationships between graphic symbol and word mark.



Do not recolor the logo or use alternative colors.



Do not skew or rotate the logo.



Do not add or subtract elements within the logo.



Logo and lockup should not be modified or re-stacked.

SECONDARY LOGO

In certain instances where the primary logo doesn't work, the secondary circle logo may be utilized.

Places where these may be the best option to use include:

- Required legibility over a photo
- Certain small retail pieces
- Certain campaign content, particularly with partnerships and outside IP
- Partnerships & media sends where we cannot influence the background or use

These logos should utilize the primary bright colors from the color palette (noting that the yellow version is slightly adjusted in order for the white north star to be visible).



STATE LOCKUP

As a secondary lockup, our loon is paired with the Minnesota state shape, to celebrate our state pride.

It should be utilized as a brand graphic in conjunction with a logo wordmark, and never solely on its own.



STATE LOCKUP

The state lockup can be utilized in the brand colors shown here. The colors shown ensure the white north star is legible, and also communicate our commitment to Minnesota's natural environment.



LOON PORTAL

As another secondary mark, the loon may pop its head out of this portal. This mark can be used as a sendoff in video, or in spaces where a more contained and/or graphic loon variation is required.

The primary background color should be yellow, which maximizes the contrast between background and loon.



SHORTHAND WORDMARKS

These abbreviated word marks may be used in instances where the following may be true: A vertical mark is needed, space is limited, or the brand can afford to be more fun and casual.

**MN
LOTTERY[®]**

MN LOTTERY[®]

I'MN WORDMARK

It's our motto and the DNA of our brand. In fact, the wordmark was constructed straight from our logo wordmark.

It should never be typed, and should be considered a logo in its own right. The word mark contains a period, reinforcing the fact that "I'MN" is a declarative statement.

I'MN.

I'MN WORDMARK ON PHOTOGRAPHY

When used over a piece of brand photography as a large graphic, the I'MN wordmark should be used in one of the brand primary colors.

The chosen color should coordinate with the colors utilized in the photo while maintaining legibility.



I'MN LOGO LOCKUP

For layouts where it makes sense to sign off with both logo and tagline, the I'MN wordmark can be locked up with the full logo or wordmark in various ways, separated by a thin bar.

In these instances, the I'MN wordmark should be the same color as the Lottery wordmark it's locked up with.



I'MN LOGO LOCKUP SPACING

When locking up I'MN with both the full primary logo and the centered wordmark, the I'MN should be the same width as "Lottery". The bar should be the same width as "Minnesota". Space above and below the bar should be equal to

For the horizontal lockup, utilize the right justified wordmark. The bar should be spaced from either mark using the "O" from "Lottery". And I'MN should be 65% the height of the Lottery wordmark.



**I'MN LOGO
LOCKUP REVERSED**

On darker color backgrounds, use
the reversed out white versions of the-
ses lockups.



**MINNESOTA
LOTTERY**

I'MN.

**MINNESOTA
LOTTERY**

I'MN.

**MINNESOTA
LOTTERY**

I'MN.

04

COLOR



OUR BRAND COLORS

These five colors represent the brand’s primary palette. They’re bright, energetic and derived from the state of Minnesota itself.



BRAND GREEN

#09DB1D
9/219/29
76/0/96/0
PMS 2270C



BRAND CYAN

#1AE6F3
26/230/243
65/0/7/0
PMS 2198C



BRAND BLUE

#0076AF
0/118/175
88/34/2/9
PMS 7690C



BRAND ORANGE

#FF4E00
255/78/0
0/84/100/0
PMS 172C

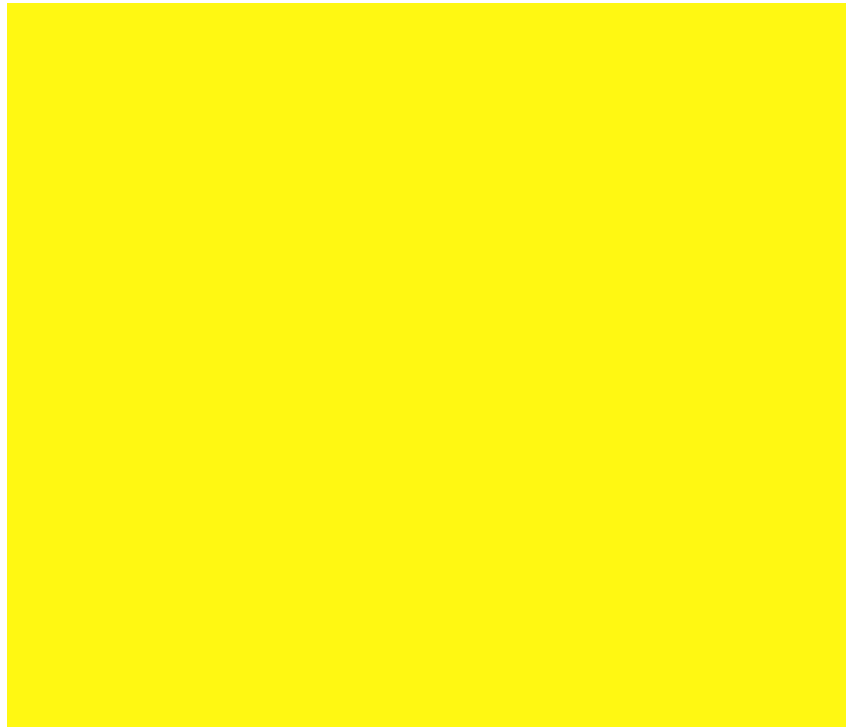
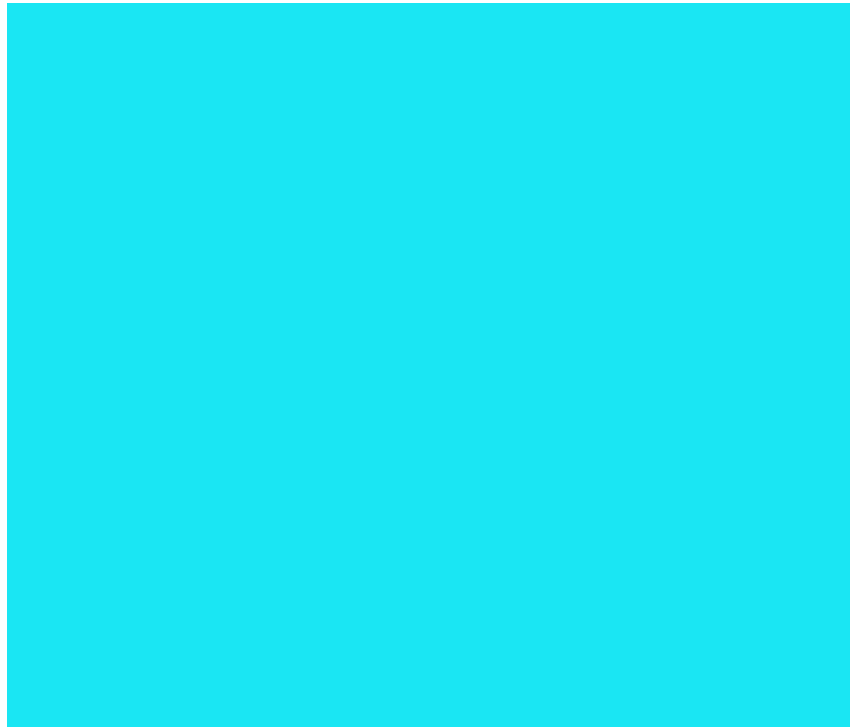


BRAND YELLOW

#FFF812
255/248/18
0/0/92/0
PMS 101C

ACCENT COLORS

Each brand color is paired with a darker accent color that should only be used for shading and gradients (see p 43.).
Darker colors should never be used alone. Exceptions exist to meet accessibility standards and must be approved by the Lottery.



DARK GREEN

#009A18
0/154/24
82/7/100/12
PMS 2272C

DARK CYAN

#009CBC
0/156/188
78/10/10/5
PMS 7703C

DARK BLUE

#004F74
0/79/166
100/19/0/56
PMS 3025C

DARK ORANGE

#D82900
216/41/0
0/92/100/4
PMS 2028C

DARK YELLOW

#F9CF00
279/207
0/12/100/0
PMS YELLOW 012 C

GRADIENTS

When blended together, our primary and secondary palettes (brand colors and their accent colors) create gradients that can be used in layouts and placements that can accommodate them. These gradients help create depth in layouts, especially when combined with our typography, graphic elements and patterns.



Our large, bold headline typography is the only type that should be color on color. The following are approved options for advertising and retail pieces.
For website-specific rules, please consult the web team and double check ADA compliance.



Subheads, body copy, legal copy and logo wordmarks should only show up in either black or white on a brand color background. The following are the appropriate pairings.

LET’S PLAY

Lorem ipsum dolor
sit amet consectetur.

MINNESOTA
LOTTERY®

MUST BE 18+ TO PLAY

LET’S PLAY

Lorem ipsum dolor
sit amet consectetur.

MINNESOTA
LOTTERY®

MUST BE 18+ TO PLAY

LET’S PLAY

Lorem ipsum dolor
sit amet consectetur.

MINNESOTA
LOTTERY®

MUST BE 18+ TO PLAY

LET’S PLAY

Lorem ipsum dolor
sit amet consectetur.

MINNESOTA
LOTTERY®

MUST BE 18+ TO PLAY

LET’S PLAY

Lorem ipsum dolor
sit amet consectetur.

MINNESOTA
LOTTERY®

MUST BE 18+ TO PLAY

05

TYPOGRAPHY



**Our brand typography takes center stage in our design.
It's bold but friendly, and it brings excitement to every layout.**

Our primary typeface embodies the enthusiasm of the brand, and doesn't shy away from making a statement. It lives in all caps, and is predominately used front and center in headlines.

**KAPRA NEUE
PRO BOLD**

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 !

@ # \$ % ^ & * ()

SECONDARY TYPEFACE

Houschka Alt Pro Extra Bold is our secondary typeface. Used as the base of our own wordmark and tagline, integrating Houschka into layouts does a great job of tying everything together.

This typeface should be used in subheadlines and callouts. And when doing so, should be used in all caps. In these instances, letter spacing should be tracked out 140 pts.

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 !
@ # \$ % ^ & * ()**

HOUSCHKA ALT PRO EXTRA BOLD

TERTIARY TYPEFACE

Avenir Next Medium should be used for any body copy or in places where long paragraphs of text appear.

This typeface provides great legibility at small sizes.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

AVENIR NEXT MEDIUM

LEGAL TYPEFACE

Avenir Next Condensed Demi Bold should be used for any legal copy.

This weight will help ensure legibility in layouts. We'll touch on more rules regarding legal copy later in this section.

Legal copy should always be in all caps, and tightly kerned.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

AVENIR NEXT CONDENSED DEMI BOLD

MUST BE 18+ TO PLAY

LEGAL EXAMPLE

TYPE HIERARCHY

HEADLINE

KAPRA NEUE PRO BOLD
CASE: ALL CAPS
TRACKING: TIGHT
SIZE: AS LARGE AS POSSIBLE

SUBHEAD/CALLOUT

HOUSCHKA ALT PRO
EXTRA BOLD
CASE: ALL CAPS
TRACKING: NORMAL
SIZE: ~ 20% OF HEADLINE OR LESS

BODY COPY

AVENIR NEXT MEDIUM
CASE: SENTENCE
TRACKING: NORMAL
SIZE: SMALL BUT LEGIBLE

LEGAL

AVENIR NEXT CONDENSED
DEMI BOLD
CASE: ALL CAPS
TRACKING: TIGHT
SIZE: BODY SIZE OR LESS

YOUR TICKET TO FUN

LET'S PLAY

Aborero tem et event. Tus, ut dolor modis dolorep erci-
mus ut landis eictati cuptume issusant andit unt ut et quas
aditio eni dolupitas expere pa archiliqui dolut omnite con
consequibus aut aliqua ne opta.

MUST BE 18+ TO PLAY

06

PATTERNS & GRAPHICS

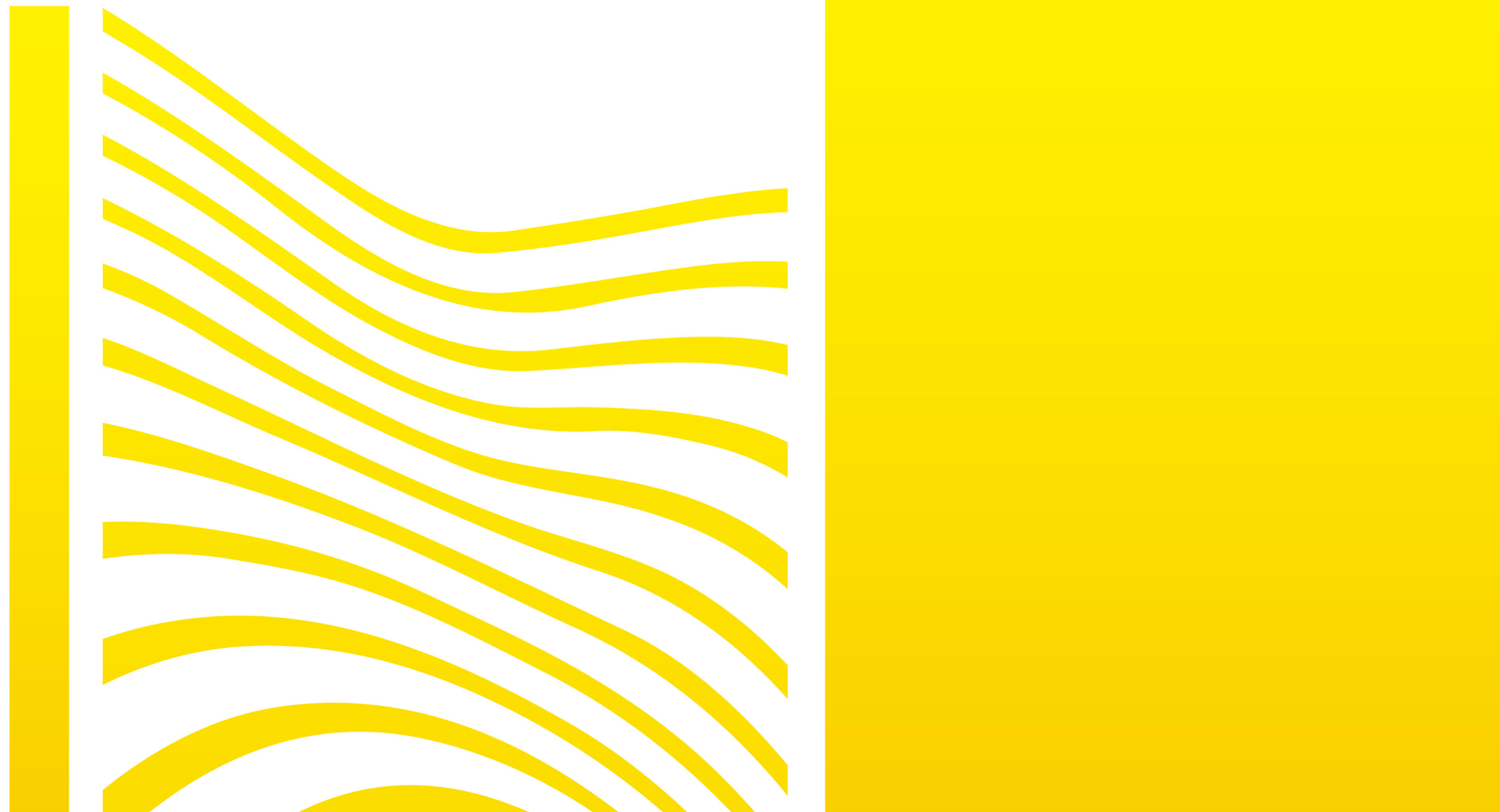


Subtle gradients add depth to layouts without becoming overpowering. In order to ensure cohesion across the board, we'll outline some rules to follow when using these.



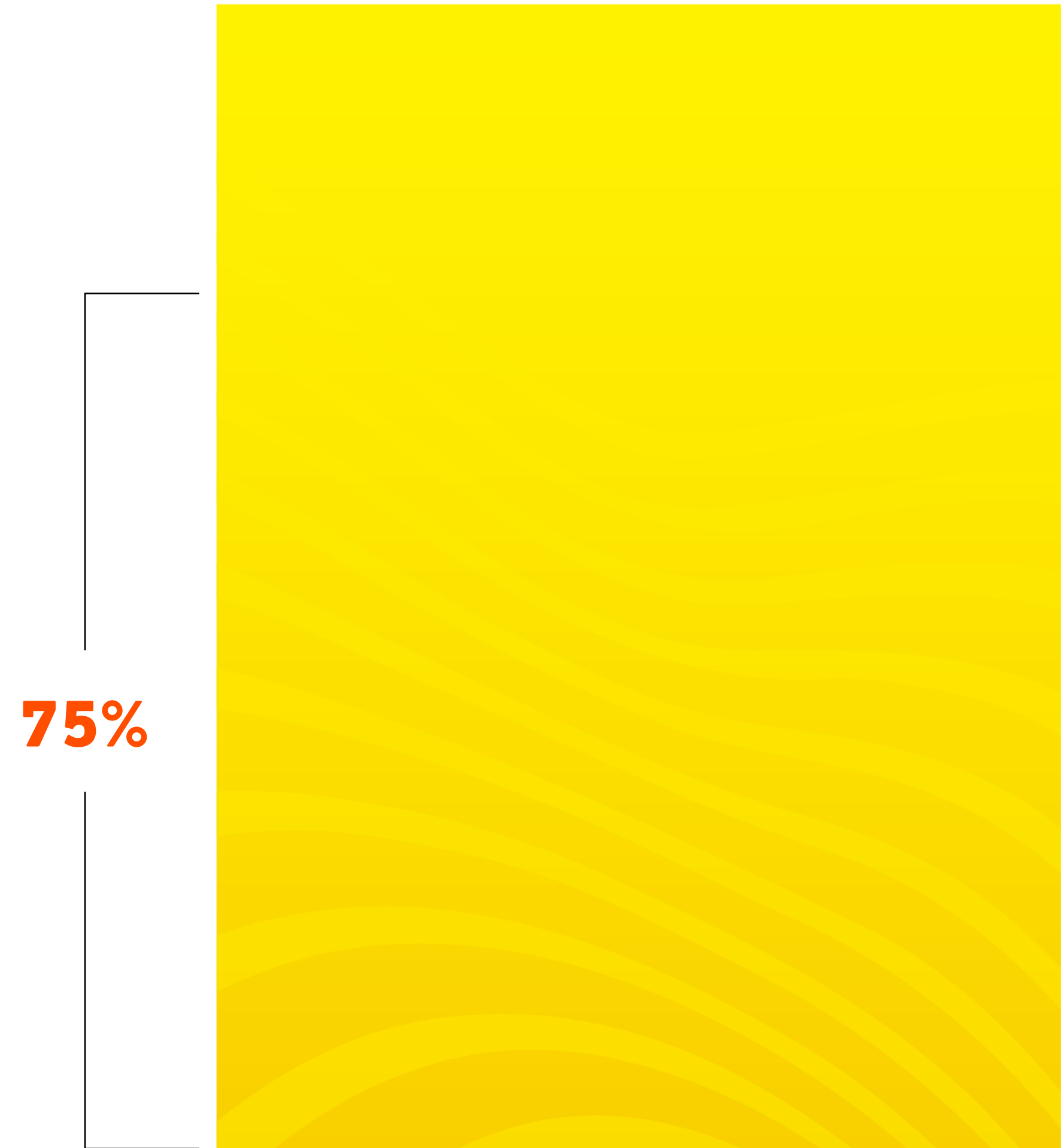
PATTERN COLOR

Like our backgrounds, each pattern is made up of a gradient of color. This allows for some subtlety in the layer as it's positioned on the background gradient.



PATTERN SIZING

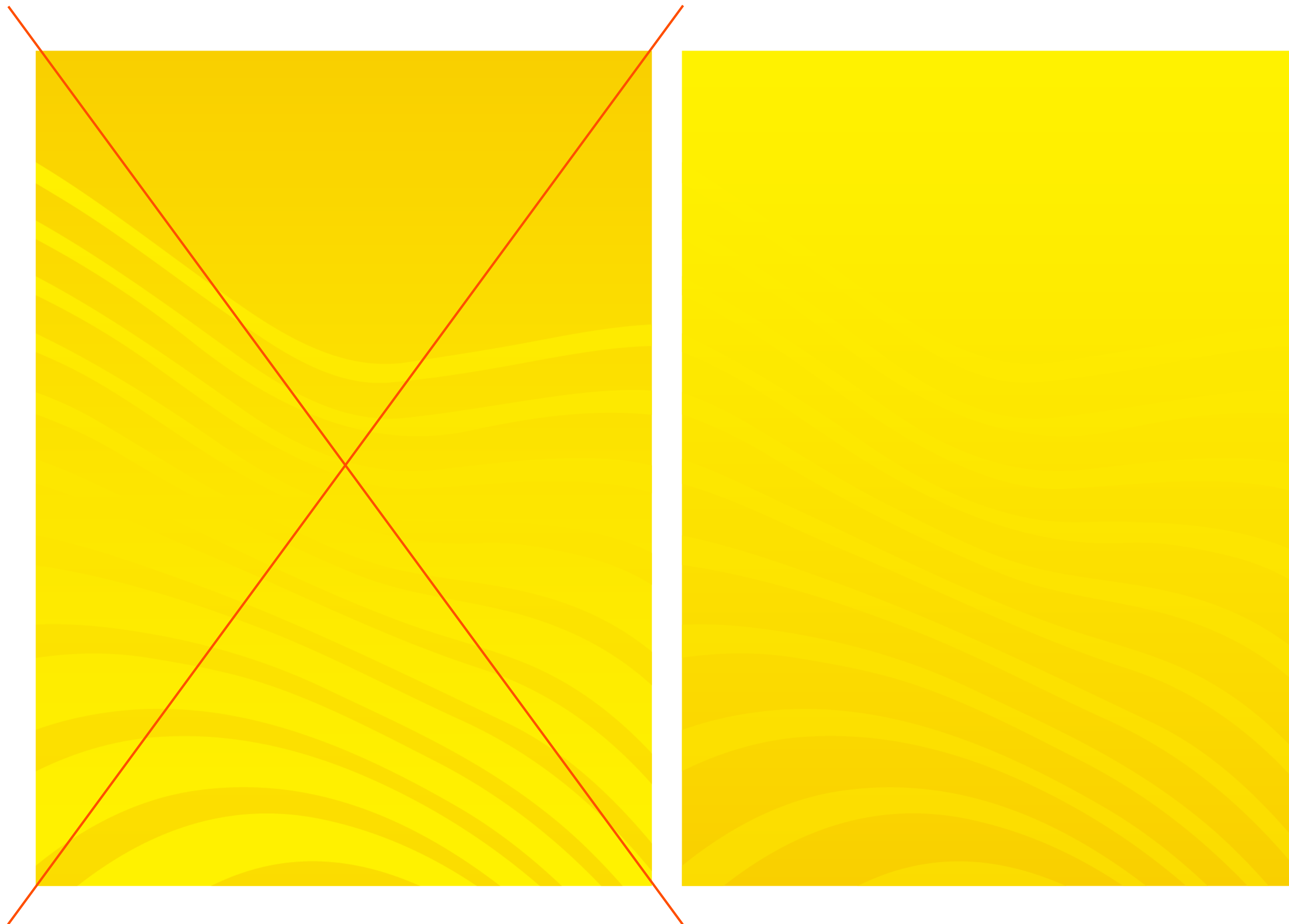
Within a given layout, the pattern should take up roughly 75% (3/4) of the space. This ensures that the far edge of the pattern can trail off into the background gradually.



75%

PATTERN LOCATION

Patterns should be anchored to the darker end of the gradient space, in order to gradually fall off as texture.



PATTERN LOCATION

The pattern has the flexibility to be anchored at either the top or bottom of a vertically oriented layout, and either side of a horizontally oriented one.



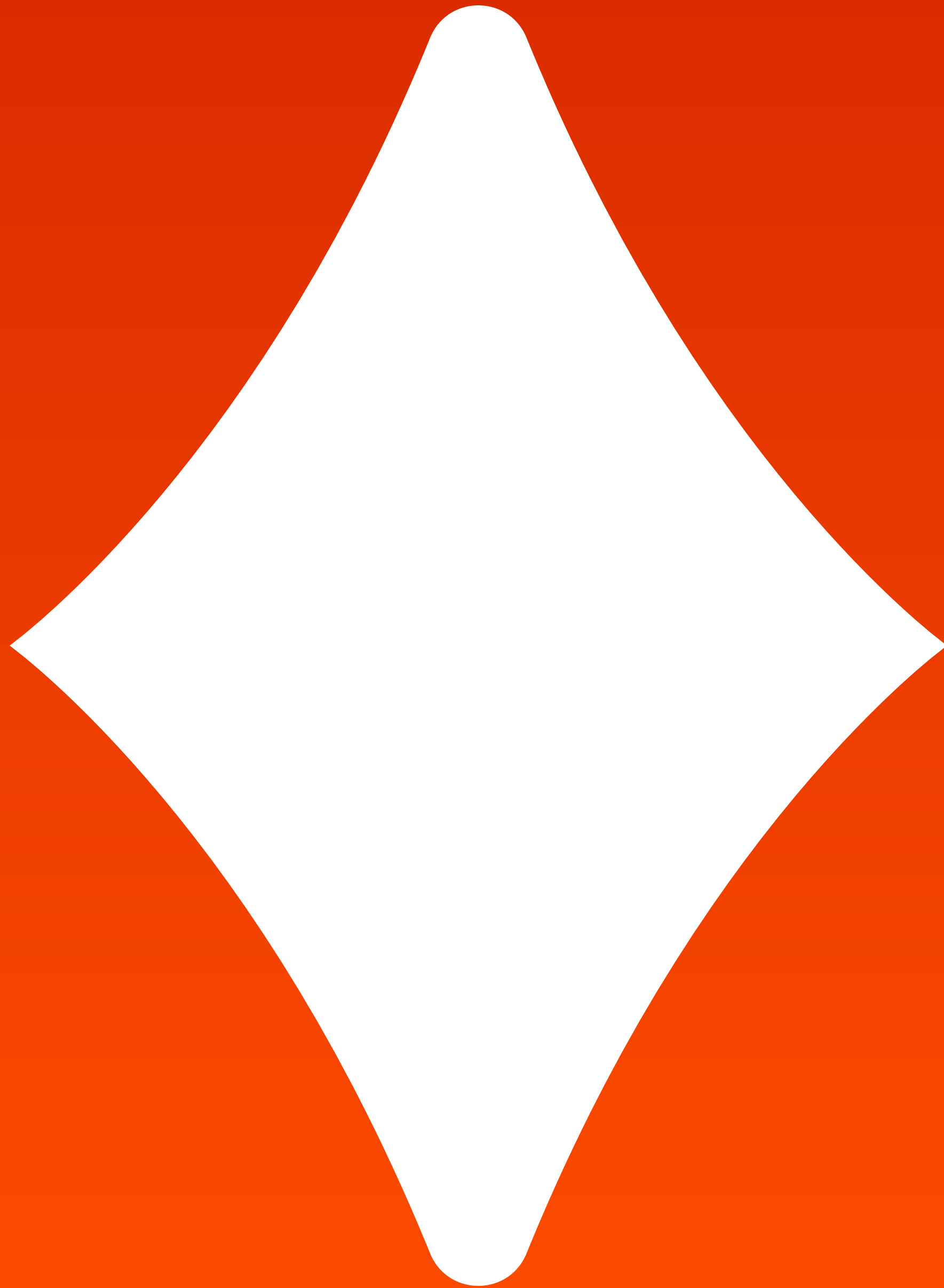
PATTERN EXAMPLES

Here are a few examples of patterns used correctly in layouts.



NORTH STAR

The North Star (diamond shape) from the logo can be pulled out and utilized as its own graphic element.



NORTH STAR AS FRAMING

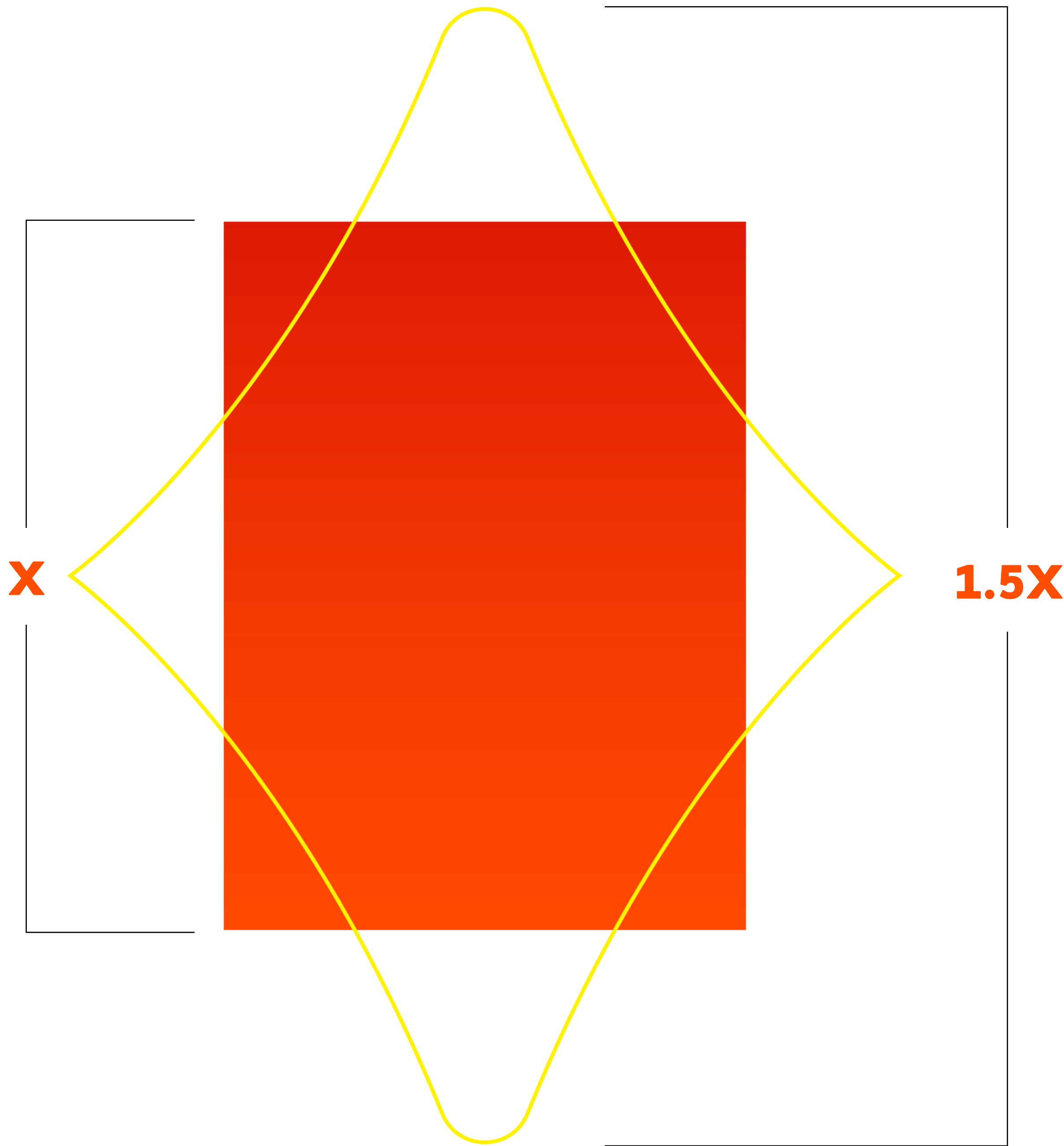
The predominant way to use this shape is as a framing device in layouts with photography. This involves scaling and outlining the shape within the space.

This element draws the eye into the center information while also bringing in a hint of branding in.



NORTH STAR AS FRAMING

When scaling the star for layout, the size of the star should be roughly 150%-160% of the size of the space. Large enough to hug the corners and for all of the points of the star to remain outside the visible space.



NORTH STAR AS HOLDING SHAPE

In certain layouts, the North Star can be used as a holding shape for photography. This works best in places like PowerPoint slides, where the layout is horizontal.

Only the side points of the star should be used for this treatment; never the top or bottom points of the star.

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

- Ut wisi enim ad minim veniam
- Quis nostrud exerci tation ullam
- Suscipit lobortis nisl ut aliquip
- Commodo consequat

MINNESOTA LOTTERY

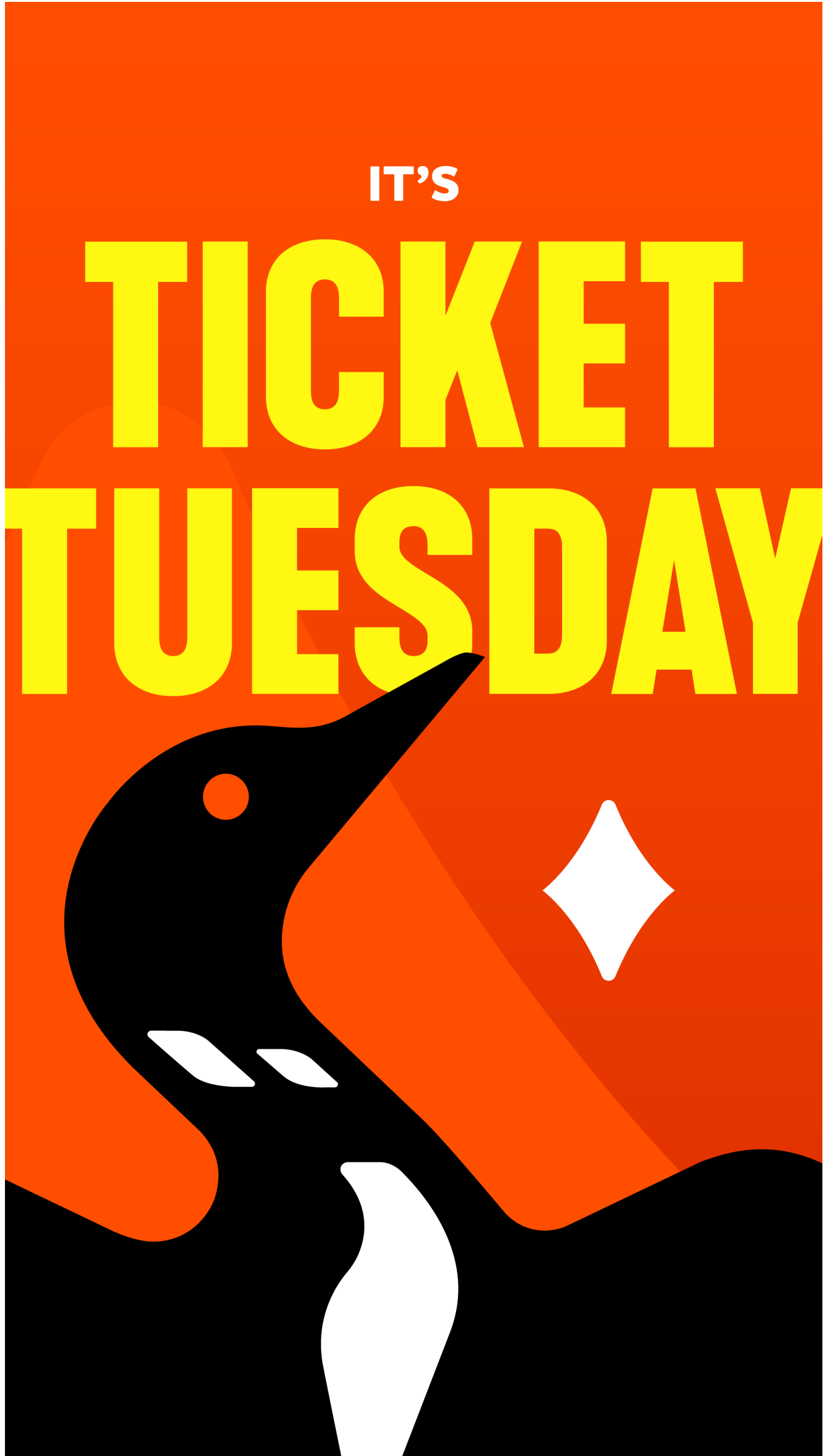
PRESO TITLE • X X X X

A woman with dark hair, wearing a bright yellow tank top and green pants, is sitting outdoors. She is smiling broadly and looking towards the camera. She is holding a yellow lottery ticket in her left hand. The background shows some greenery and a fence. The image is framed by a large orange triangle pointing towards the left, which is part of a larger graphic design.

NORTH STAR AS GRAPHIC

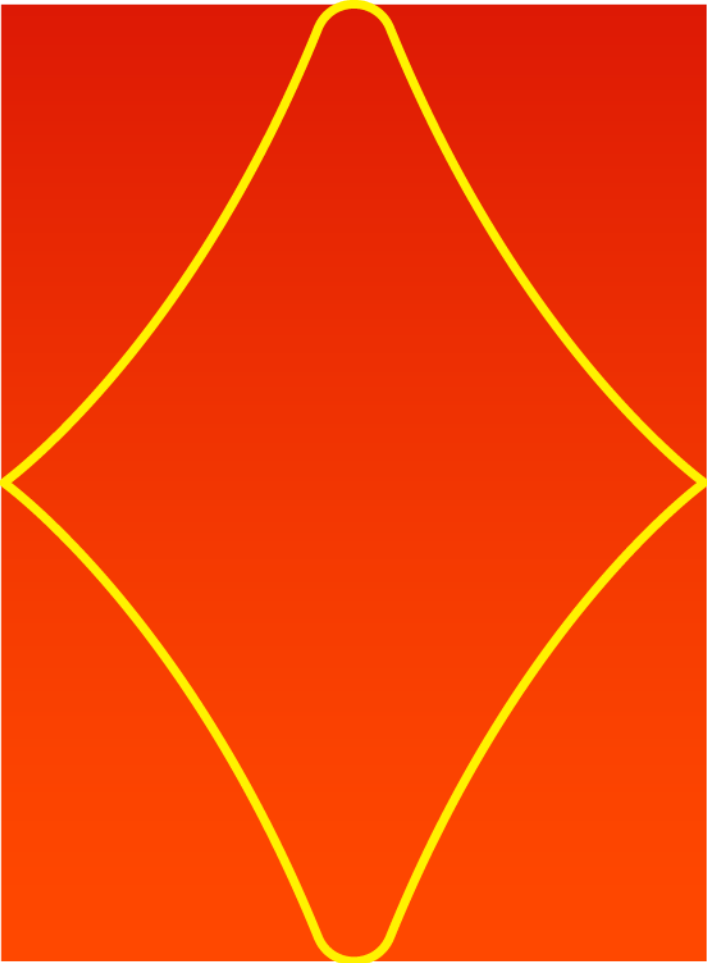
Lastly, the North Star can be used as a layered graphic element in a similar manner to our patterns. It should add subtle visual interest.

In this case, the star should be the brighter of the two colors in the gradient, and avoid any of the “no’s” on the next page.

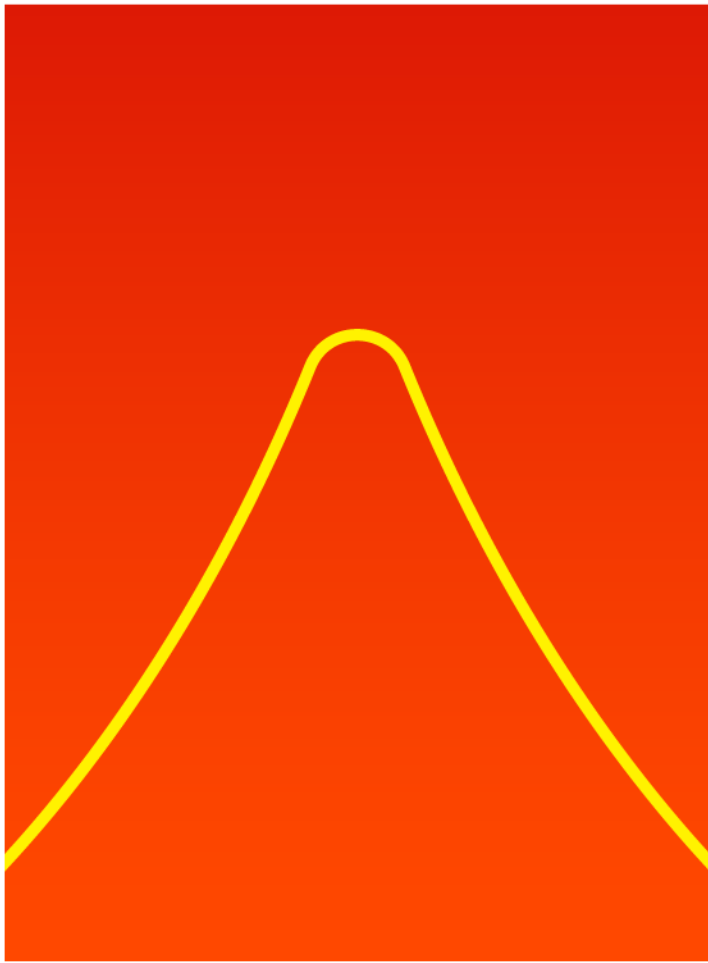


NORTH STAR DONT'S

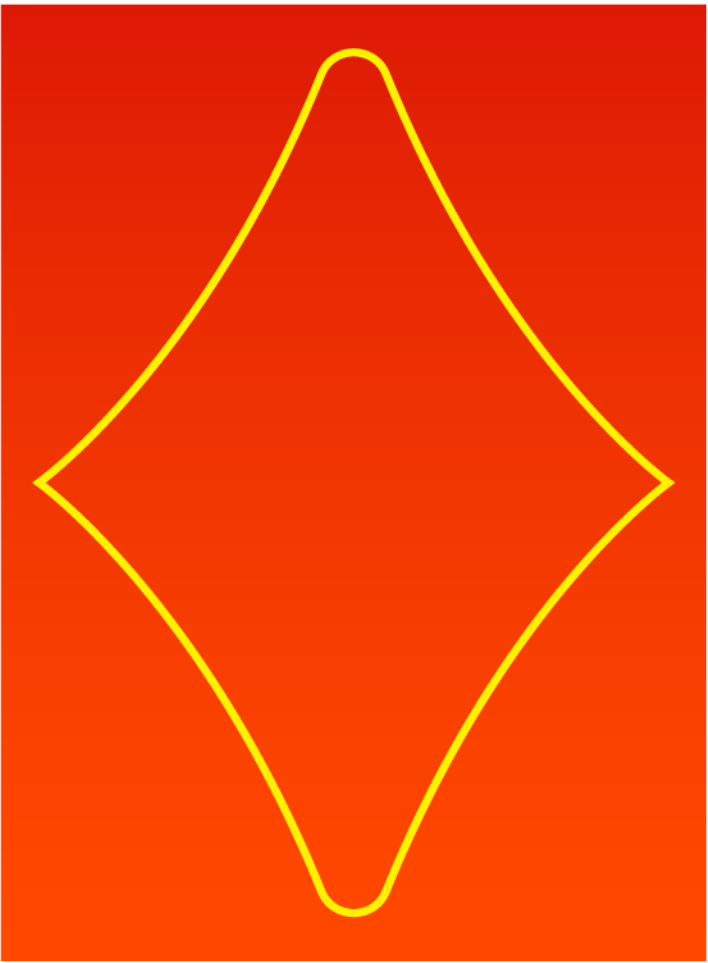
The following uses of the North Star shape are not allowed in designs.



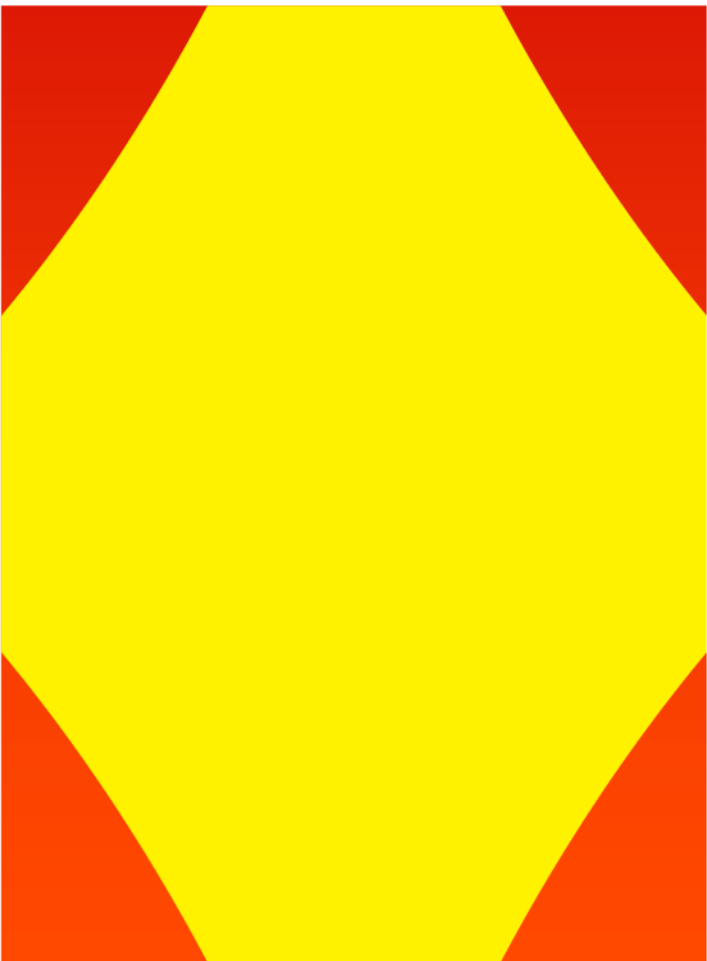
Do not use at 100% scale to the layout size.



Do not anchor to top or bottom.



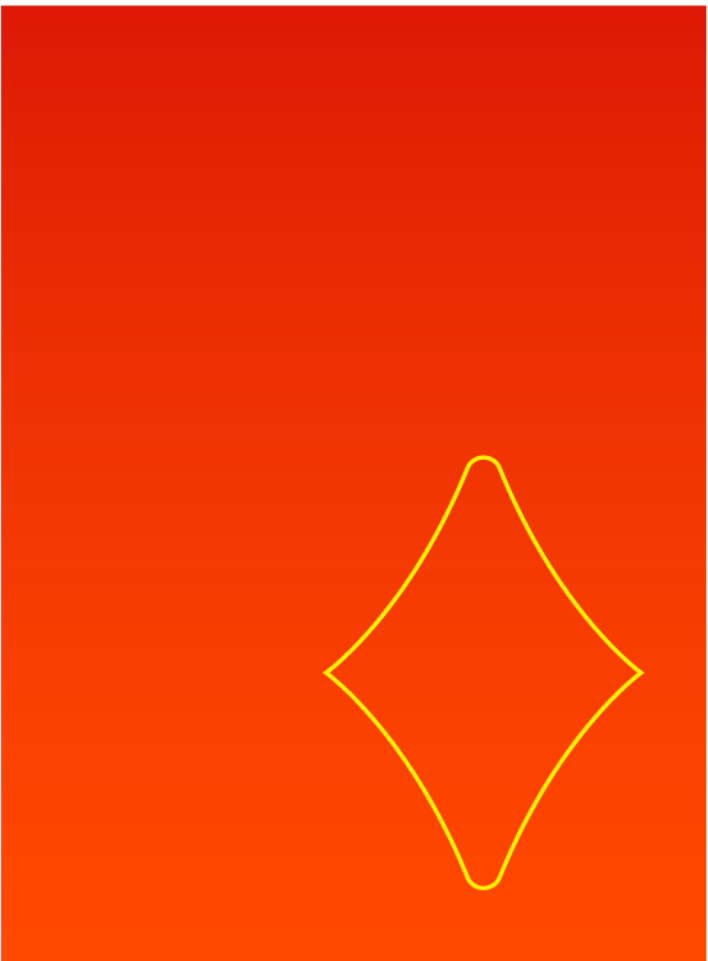
Do not center as a smaller element within the space.



Do not flood the shape with color



Do not tile the shape.



Do not use as a small standalone graphic.

NORTH STAR DONT'S

The following uses of the North Star shape are not allowed in designs.



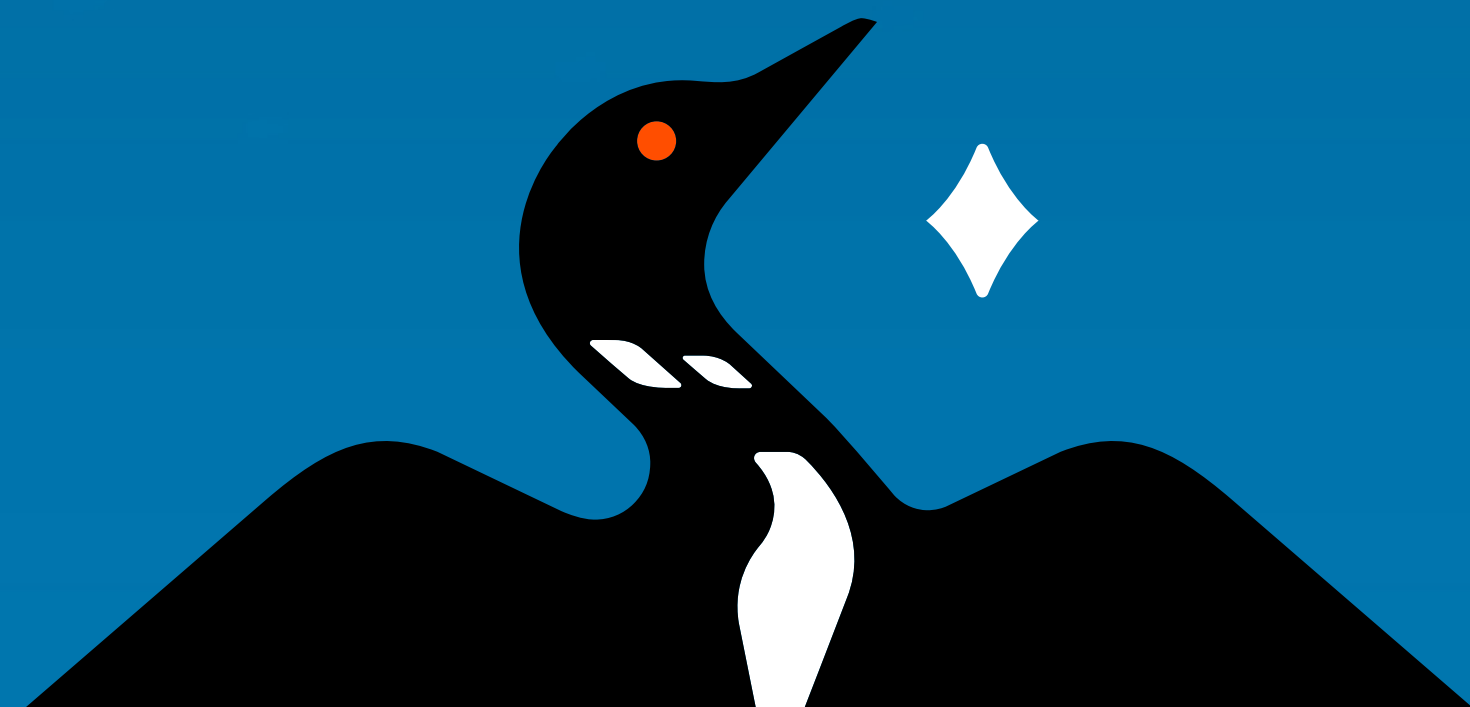
**MINNESOTA
LOTTERY®**

Do not use the star as a graphic element locked up with any part of the logo.



07

PHOTOGRAPHY





Photograph examples used as FPO and are for internal reference only. Image rights have not been acquired.

BRAND PHOTOGRAPHY

In creating a library of photography for the Lottery brand, let's strive for the following visual voice.

COLORFUL

Propping and wardrobe should use the brand color palette intentionally so that all imagery feels vibrant and on brand.

ENERGETIC

Dynamic camera angles and poses create a visual energy that feels both welcoming and exciting.

SPONTANEOUS

Photos should be candid and make the viewer feel like they're in the scene saying I'MN.

UNEXPECTED

Everything from scenarios to propping to angles should feel considered and beyond generic stock imagery you might find.

INCLUSIVE

Our photo library should showcase all kinds of players, including a range of ages, genders, ethnicities and body types.

COLORFUL

Photography styling, props and locations should utilize brand colors intentionally, in a way where we can pair images with graphics and the whole system feels cohesive and instantly Minnesota Lottery.

If exact color matches can't be found, retouching can be an option to bring photos closer to the brand palette.

Note: Ticket colors don't need to be the same color as the wardrobe – we want the colors to compliment and pop and not blend in with the tickets.



ENERGETIC

Saying I'MN means opting in for some excitement. And our brand photography should embody this.

We're entering scenes already in motion. Nothing should feel too staged or rigid.



SPONTANEOUS

A candid, un-staged approach makes our audience feel like they want to be a part of the fun and say I'MN as well.

Even product-only shots should have a feeling as though they're part of an activity or scene already in progress.



UNEXPECTED

We want to draw people in to our photography, rather than gloss over it as something they've seen before.

Let's capture people in spaces that feel interesting, and let's incorporate product in ways that feel fresh and new to our audience.



INCLUSIVE

We take great care in making sure that all types of folks can feel represented, and represented in the best light.

We strive for diverse, relatable people and take care to avoid typecasting or stereotyping.

Diversity here includes ethnicity, age, gender and body type. When showcasing an age range, avoid anyone who may look under 18 years old (even if they're actually 18+).



MINNESOTA LOTTERY®

