



Lottery Grants Board

Te Puna Tahua

LOTTO FUNDS FOR YOUR COMMUNITY

Lottery Grants Board Logo Guidelines

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INTRODUCTION

The New Zealand Lottery Grants Board was set up by Parliament to benefit the community by distributing the profits from the games run by NZ Lotteries. The Lottery Grants Board does this through a system of distribution agencies and committees.

The Lottery Grants Board and NZ Lotteries operate as separate organisations. NZ Lotteries operates a number of lottery and instant games that generate more than \$150 million in profits each year. This profit is transferred to the Lottery Grants Board for distribution.

Lottery grants may be given for projects that contribute to the building of strong, sustainable communities enabling them to be self-reliant, to build their ability and to ensure their stability, to create opportunities for social, civil or cultural participation, to reduce or overcome barriers to such participation, and to encourage community or environmental health.

Apart from direct government contributions, NZ Lotteries profits are New Zealand's most significant source of funding for sport and recreation, arts and culture, and community services.

BRAND IDENTITY

In August 2011, the Lottery Grants Board introduced a new brand identity for use by lottery grant recipients and other organisations.

The brand has been developed to make lottery grant funding more visible and identifiable for New Zealanders and Lotto players. It can be used in conjunction with other agency branding.

This style guide has been developed to assist grant recipients or suppliers with the technical application of the logo options.

It provides information about the different brand options, guidance as to usage, and examples of correct application.

01. HOW TO USE THIS MANUAL

This style guide has been developed to set clear and consistent standards for the presentation of the Lottery Grants Board public image. It is the first point of reference for decision-making on the use of the Lottery Grants Board name and logo, or any of its applications in print and electronic form. It provides rules which, if adhered to, will maintain unity and consistency of the Board's corporate image.

Section two provides information on the Lottery Grants Board corporate identity, with sizes and colour specifications, and some general rules about the corporate image.

Section three provides printer's guidelines for the Lottery Grants Board stationery.

02. SOME GENERAL RULES

FILE FORMATS

The Lottery Grants Board logo has two versions. One version includes a Māori translation and one version incorporates the Lotto logo.

HIGH QUALITY PRINTING

Vector eps: Can be resized without compromising quality with a transparent background.

LGB_logo_293PMS.eps
LGB_logo_CMYK.eps
LGB_logo_CMYKWhite.eps
LGB_logo_BK.eps
LGB_logo_White.eps

Jpeg image: Can only be resized smaller to retain quality with a white background.

LGB_logo_CMYK.jpg
LGB_logo_BK.jpg

WEB QUALITY

Png image: Can only be resized smaller to retain quality with a white or transparent background. 72dpi for screen resolution.

LGB_logo_RGB.png
LGB_logo_RGBWhite.png
LGB_logo_BK.png
LGB_logo_White.png

Jpeg image: Can only be resized smaller to retain quality with a white background. Small file size for web quality.

LGB_logo_WEBRGB.jpg
LGB_logo_WEBBK.jpg

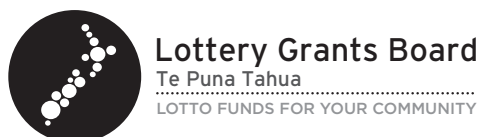
THE LOGO FAMILY

Lottery Grants Board logo (including Maori translation).

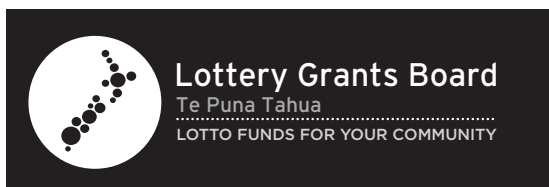
LGB logo colour



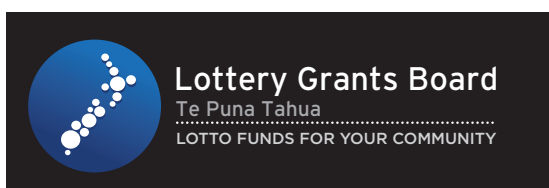
LGB logo black



LGB logo white



LGB logo colour white



Lottery Grants Board logo with Lotto logo
- to show the partnership between the brands.

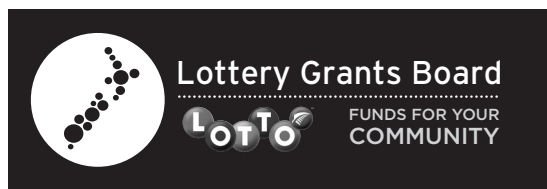
LGB logo Lotto colour



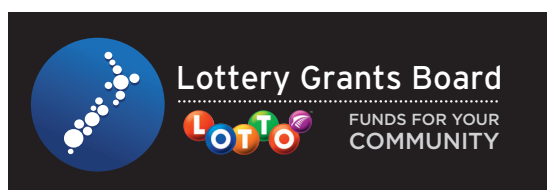
LGB logo Lotto black



LGB logo Lotto white



LGB logo Lotto colour white



PERMITTED LOGO FORMATS AND CLEAR SPACE REQUIREMENTS

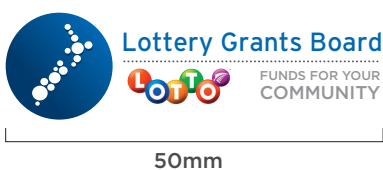
The minimum size for the logo is 50mm.

On corporate stationery the logo is aligned right.

These clear space requirements should be followed for all sides of the logo. Text or graphics should never be closer than the area indicated by the 'LGB' from the logo edges.

As the size of the logo is increased, the amount of clear space between the left hand edge of the page and the top of the page should increase proportionally.

Minimum logo size



Logo clear space requirements



PERMITTED COLOUR USES

The colours used by the Lottery Grants Board are:



Pantone spot colour
293 PMS Blue

Process colour
C/100 M/57 Y/0 K/2



Process colour
C/0 M/0 Y/0 K/80



Process colour
C/0 M/0 Y/0 K/50

TYPEFACES

The approved typeface for letters and other external material is Arial 12 point.

The typefaces used in the Lottery Grants Board logo are Interstate and Gotham.

ARIAL 12PT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

INTERSTATE 12PT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

GOTHAM 12PT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

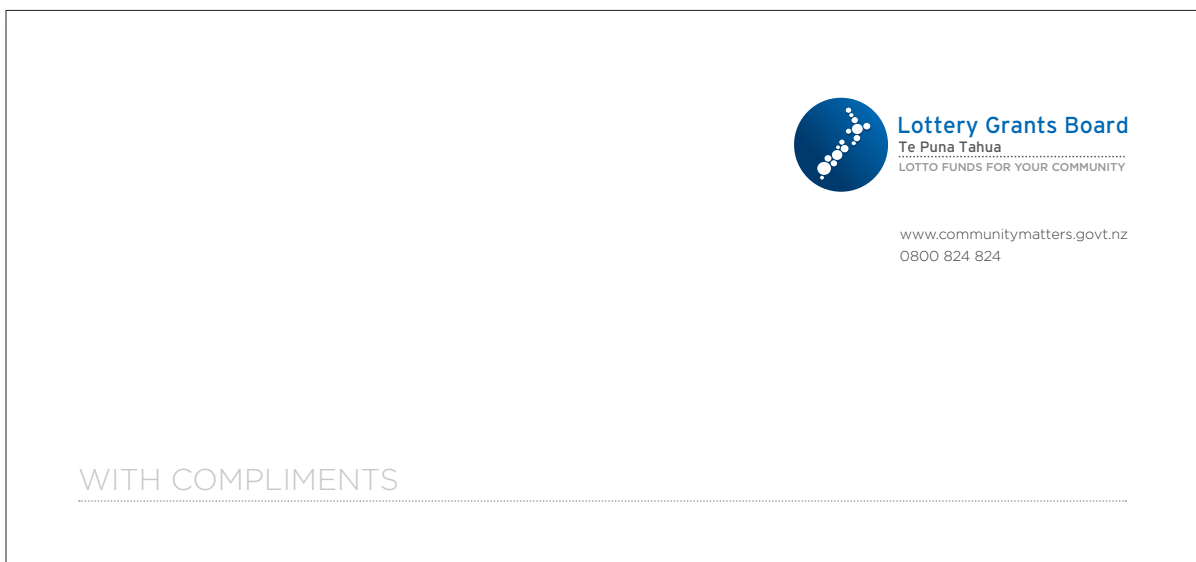
03. PRINTER'S GUIDELINES

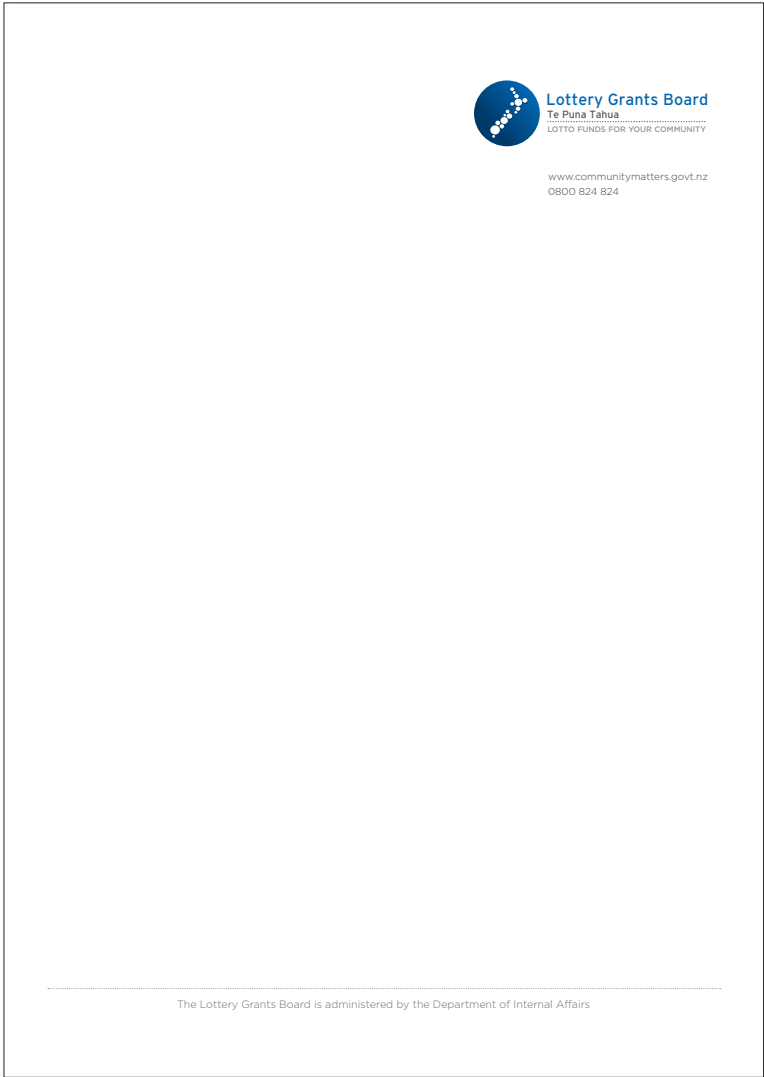
COMPLIMENTS SLIP

The guidelines on the following pages specify the typefaces to be used, and spacing and layout specifications for Lottery Grants Board stationery.

210 x 99 mm

Shown at 75% of actual size





LETTERHEAD

210 x 297 mm
Shown at 50% of actual size

