



# LOGO USAGE GUIDE

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# IMPORTANT COPYRIGHT INFORMATION

**The following guide and the logos contained in it are the property of the World Lottery Association (WLA).**

Any use of the WLA logo by a third party must be done in compliance with the requirements and standards specified in this guide and must be approved by the WLA.

The WLA shall have the right to inspect the manner in which its logo is used by a third party and the latter will promptly effect any changes required by the WLA as to the display and usage of the trademarks.

Any third party who is authorized to use a WLA logo agrees to never directly or indirectly contest its validity or its registration and agrees to indemnify the WLA against any loss or damage incurred by the WLA as a result of third-party usage of the trademark.

## THE WLA LOGO



**The WLA logo is a symbolic representation of the nature, the character, and the scope of the World Lottery Association. Used properly, the WLA logo will enhance and maintain the positive image of the WLA.**

**The WLA logo consists of three elements.**

- **The top of the logo** is adorned with a crown of five golden lottery balls representing the all-inclusive nature of the world lottery community. The five lottery balls also stand for the five regional associations – ALA, APLA, CIBELAE, EL, and NASPL – which form the backbone of the world lottery community.
- **The abbreviation “WLA”** that stands at the heart of the logo in an ultra-bold type, suggests the vitality of the association and the strength and unity of its members.
- **At the base of the logo** the name of our organization, the World Lottery Association, is displayed. This represents the WLA’s support for the global lottery and sports betting industry and underpins our shared values of integrity, transparency, and responsibility.

In order to maintain a strong and effective corporate image, the design integrity and recognition value of the logo must remain intact. In this regard, the guidelines provided in this document advise on the proper use of the WLA logo in print and electronic media.

# THE WLA COLORS

The full-color version of the logo is the preferred option, and should be used whenever possible. The full-color logo can only be used on a white background. If instances occur in which single-color printing is the only available option, then the monochrome version of the logo should be used against a white or a neutral background instead. The contrast between the WLA logo and the background must be optimized to guarantee that the logo always has maximum impact. Please refer to the color control charts on page 6.

## FULL COLOR OR COMPLETE COLOR





The full color logo features the letters 'WLA' in a bold, blue, sans-serif font with a white outline. Above the letters are five gold dots of varying sizes. Below the letters, the words 'WORLD LOTTERY ASSOCIATION' are written in a smaller, gold, sans-serif font.

FOR PRINT	<b>Pantone® 2945 C</b> CMYK: C 100 M 68 Y 11 K 7
FOR WEB	RGB: R 29 G 75 B 146 HEX: #1D4B92

FOR PRINT	<b>Pantone® 871 C</b> CMYK: C 20 M 25 Y 60 K 30
FOR WEB	RGB: R 156 G 143 B 98 HEX: #9C8F62

## MONOCHROME POSITIVE (BLACK) & NEGATIVE (WHITE)



The monochrome positive logo is black on a white background, and the monochrome negative logo is white on a black background. Both versions maintain the same structure as the full color logo.

FOR PRINT	<b>BLACK</b> CMYK: C 0 M 0 Y 0 K 100
FOR WEB	RGB: R 0 G 0 B 0 HEX: #000000

FOR PRINT	<b>WHITE</b> CMYK: C 0 M 0 Y 0 K 0
FOR WEB	RGB: R 255 G 255 B 255 HEX: #FFFFFF

The monochrome versions of the WLA logo are to be used only when use of the full colored version of the logo is not possible.

# THE WLA LOGO ON COLORED BACKGROUNDS OR ON A PHOTOGRAPH

When the WLA logo is applied on a colored background or on a photograph, the monochrome WLA version should be used exclusively. This will ensure optimal visibility and maximum impact of the logo. If the tone of the background is below 40%, the positive monochrome version of the logo should be used. If the background tone exceeds 40%, then the negative monochrome version should be used. Please refer to the example charts below for proper usage.

## EXAMPLES



## CONTROL CHARTS



# PROHIBITED TREATMENT AND REPRESENTATION OF THE LOGO

**Our logo is central to our brand image, please be mindful when using it.** No liberties should be taken with the geometry of the WLA logo, it must never be distorted, misrepresented, elongated or condensed. No decorative elements should ever be added to it or allowed to appear behind or in front of it. The full-color version of the logo should never be placed on a photograph or on a gradient background. Examples of prohibited use of the WLA logo are illustrated below.

## EXAMPLES



# PROTECTION AREA AND MINIMUM SIZE

## FREE SPACE



The WLA logo must always be surrounded by a minimum amount of “breathing space” to protect its visual integrity and ensure effective communication.

No text, graphic, photographic, illustrative, or typographic element should encroach upon this space.

## MINIMUM SIZE



To ensure that the logo is always clear and legible, we ask you to respect the minimum sizes shown here.

The WLA logo should never appear smaller than what is indicated here.



# LOGOS FOR WLA-SCS AND WLA-RGF CERTIFICATION

Lotteries certified to the **WLA Security Control Standard (WLA-SCS)** and the **WLA Responsible Gaming Framework (WLA-RGF)** will also receive specific logos, which indicate that they are either **WCS-SCS certified** or **WLA-RGF certified** and the level of **their certification**. Certified members will receive the logos in various formats for their use in print publications and electronic media. The rules outlined in this guide for the WLA logo are equally applicable to WLA-SCS and WLA-RGF certified logos.

## WLA-SCS



## WLA-RGF



