

# Using the Lotterywest logo

## A guide for grant organisations



### The aim of this guide

Here you'll find copies of the Lotterywest logo available for download as well as guidelines on using the files appropriately.

### Which format?

- EPS is the format for print reproduction. Use this option for press, general advertising, brochures, leaflets, signage and any other professional printing or high quality reproduction. The EPS format is not generally compatible with use on most PC's but is a standard format for the printing industry.
- PNG is a low-resolution format that is suitable for computer screen use, internally printed newsletters (e.g. using Microsoft Word or Powerpoint). It is also suitable for use on websites.

### Which logo should I use?

Your choice of Lotterywest logo depends on where it is being used, and whether you can use colour or black and white only.

There are four versions of the Lotterywest logo for you to choose from. Wherever possible, our preference is to use version 1 (full colour). Version 2 (reversed) should be used when placing a logo on a dominant or dark background.

### Downloading the logo

To download a logo file, click on EPS or PNG below.



**Version 1** EPS PNG



**Version 2** EPS PNG

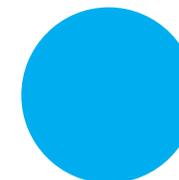


**Version 3** EPS PNG



**Version 4** EPS PNG

### Colours



#### Lotterywest Blue

HEX# 3CB4E7  
RGB 60, 180, 231  
CMYK 100, 0, 0, 0



#### Lotterywest Yellow

HEX# FFC222  
RGB 255, 194, 34  
CMYK 0, 25, 95, 0

# Using the Lotterywest logo

## A guide for grant organisations *continued*

### Minimum size

The Lotterywest logo should never be reproduced narrower than 15mm wide (as shown on the below).



15mm wide

### Exclusion zone

To ensure that the logo is never crowded with other logos, pictures or symbols please make sure that you follow the exclusion zone guidelines shown below.



The Lotterywest logo – exclusion zone

### A few 'don'ts'

- Change the position of the sunset symbol on the logo;
- Change the size of the symbol;
- Distort the logo;
- Re-create the logo using different fonts;
- Use the 'Lotterywest' word on its own without the symbol; or
- Attach service or product descriptions to the logo.

See the examples below.



 Do not put the logo in a box or any other shape



 Do not squash the logo



 Do not stretch the logo



 Do not remove the sunset symbol



 Do not use the sunset symbol on its own



 Do not add a suffix to the logo

### Need help?

We're always happy to help ensure that the Lotterywest logo is used properly. If you have any questions please contact our Grants Partnerships and Activation team. **Email:** [grants.partnerships@lotterywest.wa.gov.au](mailto:grants.partnerships@lotterywest.wa.gov.au) **Phone:** 133 777.