



# Our Mission

The Lottery's mission has three important fundamentals:

- We conduct our business with the highest standards of integrity and security
- We work to ensure maximum profits
- We are committed to balancing revenue creation commensurate with the public good

# The Brand

The Lottery brand is more than our logo, a tagline, or our products; it's more than our mission statement. It is why we exist, what we will provide and how we will provide it. Everything we do communicates what our brand is about. It's what we want people to say when we're not in the room.

# Our Brand Promise

Oregonians count on us to provide funding to state programs they care about. We collaborate, we listen and we partner. Our gaming products are fair, legal and promote gaming responsibly. We proactively support help and care for Oregonians with gambling issues.

## Why We Do It

Oregonians count on us. The Lottery provides funding for education, outdoor school, state parks and environmental restoration, economic development, veteran services, and problem gambling prevention and treatment services (aka our beneficiaries). Lottery bonds fund a host of state projects designed to promote job creation and market development. And thousands of Oregonians enjoy our games and win prizes.

## How We Do It

We collaborate. We listen. We work with business partners to sell our products in retail establishments across the state, bringing our products directly to customers. We work with our vendors to provide the best games of chance. We make sure that our gaming offerings are the newest in the market. We work with our beneficiaries to promote their programs and the good things they do for Oregon. And we partner with the public health community to promote responsible gaming and help and care for problem gamblers.

# What We Do

We provide legal and secure gaming products to adult Oregonians that are fair, entertaining and fun, guided by a deep commitment to promoting responsible gaming. We proactively support help and care for Oregonians with gambling issues.

# Who We Are

## **Company Attributes**

Trustworthy, approachable, responsive, proactive, data-driven, inclusive, open to new ideas, and transparent about our business.

## **Personality**

Thoughtful and caring, engaging and personable, energetic and dedicated, warm and easy to talk to, respectful, curious, creative and fun.

# Our Values

## **Honesty's Our Policy**

We insist on the honesty and integrity of Lottery people and products, so that Oregonians can know and trust us to operate our games of chance fairly. Honesty and integrity are the foundation of our business dealings and our work with each other. It's our nature to do what we say and say what we do.

## **Oregonians Come First**

We are proud that Lottery revenues fund a host of programs that Oregonians hold dear, from education to environmental restoration. We support these programs through our operations and employee initiatives. We are committed to promoting responsible gambling and proud to partner with the public health community to connect Oregonians who have gambling issues to help and care. Our commitment to Oregonians also means operating the Lottery as cost efficiently as possible to ensure maximum revenue transfers for Lottery supported programs.

## **Together We're Better**

We are stronger and more effective together. By collaborating and partnering with government, community, industry and each other, our relationships help us all meet our financial, community and business goals. We respect our partners and each other and believe that diversity and inclusion make us stronger, better and smarter. When we can trust each other, we can accomplish anything.

# Our Values

## **Data's the Starting Point**

We rely on research and data to help us plan and carry out our business strategies. We are a learning organization where our research results help us improve our work environment, our business operations, and our relationships with customers and stakeholders. We take a thoughtful approach to evaluating data to help us balance risk and innovation in our business decisions.

## **Ready to Listen, Willing to Share**

We are committed to openness and transparency with Oregonians in our communications and our business operations and transactions. We proactively share our business information with stakeholders and the public. We are open to new ideas, listen to our business partners, stakeholders, customers, and Oregonians and are responsive to their requests. We are open minded and willing to learn from the public and each other.

# Brand Voice

## **Conversational, Friendly, Thoughtful and Open**

- Strive for clarity and simplicity. Use shorter sentences, short paragraphs, headings, subheads and bullets
- Avoid sentences with three or more clauses.
- When possible, use words with three or fewer syllables.

## **User-centric. Know Your Audience!**

- Don't leave your audience out of the conversation - avoid acronyms, gaming or legal jargon, and government-speak.
- Talk directly with the user in the second person text: *"You will find a wide selection of games on every Video Lottery terminal."*



# Style Guide

## One Logo, One Voice

We use the logo in the shape of Oregon with great purpose because it proudly communicates our commitment to the citizens of Oregon.

One of our highest priorities is to present a unified and consistent Oregon Lottery brand identity to our customers. This brand identity guideline was designed with your needs in mind. It will help you create consistent, integrated and above all, inspired communications for our customers to reinforce the Oregon Lottery brand.



**OREGON  
LOTTERY™**

Together, we do good things.

## First Option

### LOGO + TAGLINE

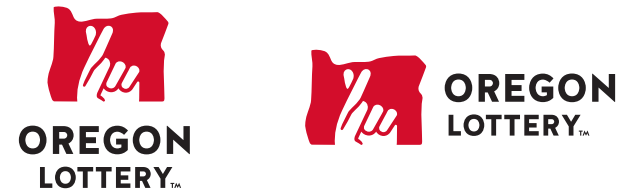
Our preference is to use the logo with the tagline whenever possible.



## Alternate Option

### LOGO ONLY

If image area or readability does not allow for the tagline, use the logo only.



# Single Color Options

Single color options to be used on any color background EXCEPT white.



Single color options to be used only on white background.

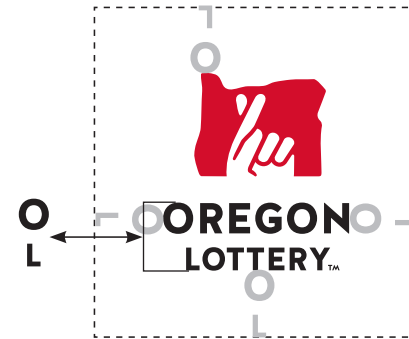


# Options With Tagline In Spanish



## Clear Space

To ensure maximum impact, all applications of the Oregon Lottery logo should include clear space around the logo equal to the height of the stacked “OREGON LOTTERY” text within the logo.



# Brand Logo Colors

## Oregon Lottery® Red

Spot Color:

PANTONE® 186

Process:

12% Cyan

100% Magenta

91% Yellow

3% Black

RGB:

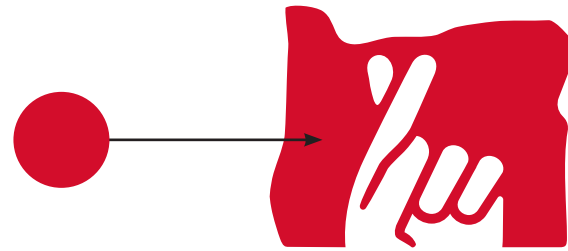
207 Red

16 Green

45 Blue

HEX:

#CF102D



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LOTTERY™**

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PANTONE® and other Pantone, Inc., trademarks are the property of Pantone, Inc. PMS Color Matching Disclaimer: The Pantone® Matching System (PMS) is a system shared worldwide by the graphic arts industry.

# Incorrect Logo Usage

The following are examples of incorrect usage of the Oregon Lottery logos. Do not use these or other treatments that weaken the consistency of our brand identity. Use the artwork exactly as provided. Do not redraw, resize or modify the logo in any way.



Do not change the color of the white version to black and use it on white background



Do not change the color of the black version to white and use it on black background



Do not use logo as pattern



Do not use low resolution art (or any logo pulled from our Web site)



Do not use red on low contrasting background



Allow for required clear space around the logo



Do not change the color of the state



Do not stretch or distort logo

























Do not rotate or tilt logo



# Product Portfolio Logos

In product communications, the product logo will co-exist with our brand identity.

# Product Portfolio Logos

In cases where the brand mark is already used, refrain from duplication and use the product logo only.

**Scratch-its™**

**Raffle™**

**POWERBALL™**

**LUCKY#LINES™**

**KENO**

**OREGON'S  
GAME *Megabucks*™**

**pick4™**

**MEGA  
MILLIONS™**

**VIDEO  
LOTTERY™**

**VIDEO  
LOTTERY™  
PLATINUM SERIES**

**win  
for life™**

# Product Logo Colors

**Scratch-its**



Pantone: 186C  
 CMYK: 13/100/90/4  
 RGB: 204/9/47  
 HEX: #CC092F

**POWERBALL**



Pantone: 186C  
 CMYK: 13/100/90/4  
 RGB: 204/9/47  
 HEX: #CC092F



Pantone: Neutral Black C  
 CMYK: 72/66/64/72  
 RGB: 34/34/34  
 HEX: #222222

**KENO**



Pantone: 297C  
 CMYK: 52/3/4/0  
 RGB: 109/198/231  
 HEX: #6DC6E7



Pantone: 186C  
 CMYK: 13/100/90/4  
 RGB: 204/9/47  
 HEX: #CC092F



Pantone: Neutral Black C  
 CMYK: 72/66/64/72  
 RGB: 34/34/34  
 HEX: #222222

**pick4**



Pantone: 186C  
 CMYK: 13/100/90/4  
 RGB: 204/9/47  
 HEX: #CC092F



Pantone: Process Blue  
 CMYK: 100/33/5/0  
 RGB: 0/133/207  
 HEX: #0085CF



Pantone: YellowC  
 CMYK: 4/6/100/0  
 RGB: 254/224/0  
 HEX: #FEE000



Pantone: 381C  
 CMYK: 26/0/100/0  
 RGB: 201/221/10  
 HEX: #C9DD0A



Pantone: Neutral Black C  
 CMYK: 72/66/64/72  
 RGB: 34/34/34  
 HEX: #222222

**VIDEO LOTTERY**



Pantone: 601C  
 CMYK: 8/2/48/0  
 RGB: 238/234/157  
 HEX: #EEEE9D



Pantone: 7408C  
 CMYK: 4/34/100/0  
 RGB: 244/175/0  
 HEX: #F4AF00



Pantone: Neutral Black C  
 CMYK: 72/66/64/72  
 RGB: 34/34/34  
 HEX: #222222

**VIDEO LOTTERY PLATINUM SERIES**



Pantone: 601C  
 CMYK: 8/2/48/0  
 RGB: 238/234/157  
 HEX: #EEEE9D



Pantone: 7408C  
 CMYK: 4/34/100/0  
 RGB: 244/175/0  
 HEX: #F4AF00



Pantone: Neutral Black C  
 CMYK: 72/66/64/72  
 RGB: 34/34/34  
 HEX: #222222



Pantone: Cool Gray 9C  
 CMYK: 56/47/44/11  
 RGB: 116/118/121  
 HEX: #747679

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Pantone: N/A  
 CMYK: 2/1/11/0  
 RGB: 248/246/227  
 HEX: #F8F6E3



Pantone: 172C  
 CMYK: 0/86/97/0  
 RGB: 254/72/25  
 HEX: #FE4819



Pantone: 7598C  
 CMYK: 17/85/98/6  
 RGB: 194/71/41  
 HEX: #C24729



Pantone: Neutral Black C  
 CMYK: 72/66/64/72  
 RGB: 34/34/34  
 HEX: #222222



Pantone: 021C  
 CMYK: 0/82/100/0  
 RGB: 255/82/0  
 HEX: #FF5200



Pantone: Neutral Black C  
 CMYK: 72/66/64/72  
 RGB: 34/34/34  
 HEX: #222222



Pantone: Neutral Black C  
 CMYK: 72/66/64/72  
 RGB: 34/34/34  
 HEX: #222222



Pantone: Yellow C  
 CMYK: 3/8/100/0  
 RGB: 255/222/0  
 HEX: #FFDE00



Pantone: 311C  
 CMYK: 69/0/11/0  
 RGB: 0/194/223  
 HEX: #00C2DF



Pantone: 485C  
 CMYK: 8/97/100/1  
 RGB: 220/41/30  
 HEX: #DC291E



Pantone: 2738C  
 CMYK: 100/93/9/5  
 RGB: 0/30/150  
 HEX: #0033A1



Pantone: 109C  
 CMYK: 1/15/100/0  
 RGB: 254/210/0  
 HEX: #FFD200



Pantone: 430C  
 CMYK: 52/40/37/3  
 RGB: 130/138/143  
 HEX: #828A8F



Pantone: 520C  
 CMYK: 67/90/23/8  
 RGB: 108/58/119  
 HEX: #6C3A77

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# Lottery Internal Program Logos

These are approved logos that are used internally to identify interdepartmental committees, teams, panels and programs within the Lottery.







## Responsible Gambling Logo

Responsible Gambling content has a specific color palette, indicated at right. Please use in conjunction with Responsible Gambling logo for integration of branded materials.

## Keep Your Entertainment Entertaining



- 
 Pantone: 7576C  
 CMYK: 3/53/69/0  
 RGB: 238/142/92  
 HEX: #ee8e5c
  
- 
 Pantone: 7604C  
 CMYK: 0/6/12/0  
 RGB: 255/238/220  
 HEX: #ffeedc

# Mark Usage for Lottery Product Copy

- Trade and other marks should be used in a large headline every time, even when there is more than one headline per page, and subheads at first mention only.
- Do not use mark in body copy once it is used in the headline and subheads.
- See next page for approved Oregon Lottery mark usage within copy.
- Licensed properties and products not owned by the Oregon Lottery: please research and be sure to use those specific trademarks as required.

## Style Guide for Marks

- Use trademarks only in connection with their related products.
- Use only as provided, do not modify or recreate the trademarks.
- For digital use, trademark can be removed if not legible, typically when the logo is 150px or less.
- Marks should be all caps and superscript.

# Approved Marks

10X<sup>®</sup>

It Does Good Things<sup>®</sup>

Hace Cosas Buenas<sup>®</sup>

Keep Your Entertainment, Entertaining<sup>®</sup>

Megaplier<sup>®</sup>

Mega Ball<sup>®</sup>

Mega Millions<sup>®</sup>

Oregon Lottery<sup>®</sup>

Play, Pause, Stop<sup>®</sup>

Powerball<sup>®</sup>

Power Play<sup>®</sup>



Jackpot Trio<sup>SM</sup>

Kicker<sup>SM</sup>

Lucky Lines<sup>SM</sup>

Oregon's Game Megabucks<sup>SM</sup>

Pick 4<sup>SM</sup>

Platinum Series<sup>SM</sup>

Raffle<sup>SM</sup>

Scratch-it<sup>SM</sup>

Scratch-its<sup>SM</sup>

Video Lottery<sup>SM</sup>

Video Lottery Game Zone<sup>SM</sup>

Win for Life<sup>SM</sup>



Together, we do good things. (in registration process)

Keno (no mark)



# Corporate Fonts: Used for Marketing/Advertising Purposes

## Headlines

Nexa Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                  abcdefghijklmnopqrstuvwxyz  
                  1234567890

Nexa Bold        ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                  abcdefghijklmnopqrstuvwxyz  
                  1234567890

## Body Copy

Nexa Thin        ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                  abcdefghijklmnopqrstuvwxyz  
                  1234567890

Nexa Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                  abcdefghijklmnopqrstuvwxyz  
                  1234567890

Nexa Bold        ABCDEFGHIJKLMNOPQRSTUVWXYZ  
                  abcdefghijklmnopqrstuvwxyz  
                  1234567890

# Corporate Fonts: Internal Communication

We use specific corporate fonts as an extension of our brand to maintain consistency in our communications. The fonts we use become part of our brand personality and are recognized as Lottery font and should never be substituted.

Calibri Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Calibri Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
<b>Calibri Bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</b>
<i>Calibri Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i>
<b><i>Calibri Bold Italic</i></b>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i></b>

# Disclaimers

# Why Do We Need Disclaimers?

We use disclaimers to inform the public of our rules, restrictions, and game play; to protect our brand and our products; and to comply with our vendor partnerships to protect their assets when included in our marketing materials. We are also bound by Oregon statute to display disclaimers for all paid advertising that is not on Lottery-owned advertising real estate.

## Categories

**Beneficiaries**—Disclaimer used when we are promoting our funding areas:

- Education
- Economic development
- Watersheds
- State parks
- Veterans Services and Outdoor School

**Games**—Disclaimer odds and payout used when we are promoting any game in our portfolio.

**Winners**—Disclaimer used when we are promoting anyone who wins playing our games.

**Responsible Gambling & Problem Gambling**—We do not put disclaimers on this type of advertising.

**Event/Promotions Booth (etc.)**—Must be 18 (traditional product) 21 (Video product) or over and eligible to receive Oregon Lottery prizes.

# Broadcast TV :05, :10, :15, :30, :60

## Mandatories

- :05 can be text only, does not require VO
- All :10, :15, :30, :60 requires VO & text
- Does not apply to station read & added value

## Beneficiary Disclaimer:

**VO & Text:** Lottery games are based on chance and should be played for entertainment only.

## Product Disclaimer:

**VO & Text:** Lottery games are based on chance and should be played for entertainment only, not investment purposes.

- If multiple games or Video Lottery, include this line: Odds and payout vary by game.
- If single game, include this line with correct odds: Odds 1:X.X. Payout X%. (See page 21)
- If licensed game, use additional disclaimer as provided.

## Winner Disclaimer:

**VO & Text:** Lottery games are based on chance and should be played for entertainment only, not investment purposes.

# Radio :05, :10, :15, :30, :60

## **Mandatories**

- :05 does not require disclaimer VO
- All radio must contain disclaimer as VO (heard)
- Does not apply to station read & added value

## **Beneficiary Disclaimer:**

**VO:** Lottery games are based on chance and should be played for entertainment only.

## **Product Disclaimer:**

**VO:** Lottery games are based on chance and should be played for entertainment only, not investment purposes.

- If multiple games or Video Lottery include this line: Odds and payout vary by game.
- If single game include this line with correct odds: Odds 1:X.X. Payout X%. (See page 21)
- If licensed game, use additional disclaimer as provided.

## **Winner Disclaimer:**

**VO:** Lottery games are based on chance and should be played for entertainment only, not investment purposes.

## Out of Home (ie: Transit, Outdoor, etc.)

### **Beneficiary Disclaimers:**

Lottery games should be played for entertainment only.

### **Product and Winner Disclaimers:**

Lottery games should not be played for investment purposes.

## Printed Materials (ie: Print Ads)

### **Beneficiary Disclaimer:**

Lottery games are based on chance and should be played for entertainment only.

### **Product Disclaimers:**

Lottery games are based on chance and should be played for entertainment only, not investment purposes.

- If multiple games or Video Lottery, include this line: Odds and payout vary by game.
- If single game, include this line with correct odds: Odds 1:X.X. Payout X%. (See page 21)

### **Winner Disclaimer:**

Lottery games are based on chance and should be played for entertainment only, not investment purposes.

# Digital (ie: Pre-Roll, Flash Banners, Static Banners, Email, Microsite and Larger Size Web Banners, etc.)

## Mandatories

- Digital pre-roll can be text only, does not require VO.
- Most banners will not have enough room for disclaimers.
- This is case-by-case depending on size.
- Any and all click-through landing pages will hold disclaimer information.

## Beneficiary Disclaimer:

Lottery games should be played for entertainment only.

## Product Disclaimer:

Lottery games should not be played for investment purposes.

## Winner Disclaimer:

Lottery games are based on chance and should be played for entertainment only, not investment purposes.

# Spanish Disclaimers

## Beneficiary Disclaimer:

Los juegos de Lotería se basan en suerte y deben jugarse solo por entretenimiento.

## Product Disclaimer:

Los juegos de Lotería se basan en suerte y deben jugarse solo por entretenimiento, no con propósitos de inversión.



# Odds and Payouts

The odds and payouts must be included in addition to the general disclaimers in our advertising when featuring specific games.

## **Scratch-its<sup>SM</sup>**

Overall odds (Game Specific). Payout - (Game Specific). Odds and payouts vary by game.

## **Powerball<sup>®</sup>**

Overall odds 1:24.8671. Payout - 50%

## **Mega Millions<sup>®</sup>**

Overall odds 1:24. Payout at least - 50%

## **Oregon's Game Megabucks<sup>SM</sup>**

Overall odds 1 in 25.53. Payout approximately 70%

## **Keno**

Odds vary by game played. Payout - 68%

## **Raffle<sup>SM</sup> Games**

Overall odds 1:138.8. Payout - 52%

## **Win for Life<sup>SM</sup>**

Overall odds of winning a prize on a \$2 game 1:4.63. Payout - 65%

## **Lucky Lines<sup>SM</sup>**

Overall odds 1:3.96. Payout - 60.95%

## **Pick 4<sup>SM</sup>**

Odds vary by game played. Payout - 60%

## **Video Lottery<sup>SM</sup>**

Odds and payout vary by game played.

# Lottery Beneficiary Funding Messaging

## General Messaging

- Since 1995, Oregon Lottery funds have helped fund public education.
- Since 1999, Oregon Lottery funds have helped protect fish and wildlife and preserve our state parks.
- Since 1985, Oregon Lottery funds have helped support economic development and job creation.
- Since 1992, the Oregon Lottery has provided funds to help support problem gambling treatment programs. These programs are free and confidential.
- Since 2017, a percentage of Lottery yearly net proceeds support veteran services and outdoor school for 5th and 6th graders.
- Since 1985, players have won over \$35 billion in Lottery prizes.

## Other Related General Messaging

- Oregonians count on us to provide funding to state programs they care about.
- Lottery funds help support Connect Oregon, an initiative to invest in air, rail, marine, and bicycle/pedestrian infrastructure to ensure Oregon's transportation system is strong, diverse and efficient.

# Total Transfers (Contributions) Messaging

- Since 1985, the Oregon Lottery has provided over \$11 billion to help fund public education, economic development, watersheds and state parks. (Note: This does not include Problem Gambling dollars.)
- Since 1999, the Oregon Lottery has provided over \$685 million to help preserve fish and wildlife and clean up our beaches, rivers and watersheds.
- Since 1999, the Oregon Lottery has provided over \$685 million to help purchase park land and maintain our state parks.
- Since 1985, the Oregon Lottery has provided nearly \$3 billion to help fund economic development and create jobs.
- Since 1995, the Oregon Lottery has provided nearly \$7 billion to help fund public education.
- Since 1992, the Oregon Lottery has provided nearly \$93 million to help support problem gambling treatment programs.
- The Oregon Lottery provides 1% of net proceeds to help support problem gambling treatment programs.  
(Alternate line)
- Since 2017, 1.5% of Lottery yearly net proceeds support veteran services.
- Since 2017, 4% of Lottery yearly net proceeds support 5th and 6th grade outdoor school.

# Contacts

## Internal Creative Request

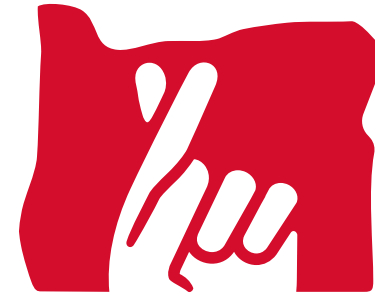
Please use the Marketing Request Form  
to initiate all internal creative requests, found on:  
*Sharepoint/Corporate Affairs/ Marcom/ Marcom Support Form*

## Retailer Branding Requests

Please send questions or approval requests to:  
Andrea Valdez  
Marketing Communications Coordinator  
503-540-1031  
andrea.valdez@state.or.us

## All Other Branding Requests

Please send questions or approval requests to:  
Beth Lloyd  
Creative Supervisor  
503-540-1039  
beth.lloyd@state.or.us



**OREGON  
LOTTERY™**

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