

# Maryland Lottery and Gaming Brand Style Guide

August 2024



## TABLE OF CONTENTS

1	<b>Maryland Lottery and Gaming Brand Style</b> 1a. Brand Colors 1b. Brand Fonts 1c. Brand Logos	3
2	<b>Maryland Lottery Logo</b> 2a. Introduction 2b. Standard Usage 2c. Colors 2d. Minimum Size Requirements 2e. Clear Space Requirements 2f. Unacceptable Usage	6
3	<b>My Lottery Rewards Logo</b>	11
4	<b>Maryland Lottery and Gaming Logo</b>	12
5	<b>Maryland Lottery Apps</b>	13
6	<b>Process for Additional Usage of Logo</b>	14
7	<b>Responsible Play Message</b>	15
8	<b>XCAP (Expanded Cashing Authority Program) Logo</b>	16
9	<b>Game Logos</b> Scratch-Offs, Keno, Racetrax, Pick 3 & Pick 4 & Pick 5, Bonus Match 5, CASH POP, Multi-Match, Mega Millions, Megaplier, Powerball, Power Play, Cash4Life and FAST PLAY	17

# 1. MARYLAND LOTTERY AND GAMING BRAND STYLE

## 1a. Brand Colors

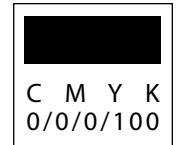
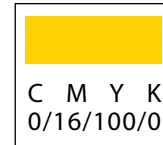
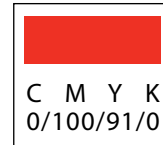
The brand colors for the Maryland Lottery consist of Pantone® 485 (red), Pantone® 116 (yellow) and black at 100%. The CMYK, RGB and hexadecimal equivalents of these colors are shown here.

The Maryland Lottery brand colors do not have a grayscale equivalent. These colors are usually shifted to absolute black or absolute white when used in grayscale media.

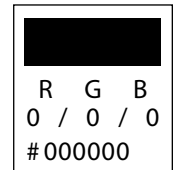
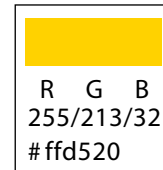
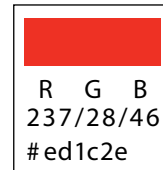
### PANTONE®



### CMYK



### RGB & HEXADECIMAL



# 1. MARYLAND LOTTERY AND GAMING BRAND STYLE (CONTINUED)

## 1b. Brand Fonts

Helvetica Neue Bold Condensed and Futura Medium Condensed are the preferred and approved fonts used in the Maryland Lottery logo and URL.



Type treatments can change based on the design of each specific piece where the brand mark is used. With rare exceptions, type for text and disclaimers on Lottery advertising and sales materials should use a clear, legible, sans serif typeface — such as Helvetica Neue, News Gothic, Trade Gothic, Myriad or Futura. Use of any other fonts not listed here should be approved by the Maryland Lottery Creative Services department, as indicated on page 14, section 6.

### Helvetica Neue — Roman

AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

### Trade Gothic — Medium

AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

### Futura — Book

AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

### News Gothic — Roman

AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

### Myriad Pro — Regular

AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567980

### 1c. Brand Logos

The approved Maryland Lottery logos include (but are not limited to) the following logos. Some of these logos are available in multiple color and layout formats for different uses, which will be explained in detail in this document.



**mdlottery.com**



## 2. MARYLAND LOTTERY LOGO

### 2a. Introduction

The Maryland Lottery logo comes in four basic formats commonly referred to as “Burst,” “Left Burst,” “Centered Burst” and “Stacked Burst.”



Burst



Left Burst



Centered Burst



Stacked Burst

**Registration Mark** — These logos must always appear with a registration mark. The size of the registration mark may vary depending on the size of the logo. The registration mark should always be just large enough to be legible (if the above logos were to be printed 4-feet wide in a shop window, the registration marks would need to be sized down considerably).

**URL** — [mdlottery.com](http://mdlottery.com) is a registered trademark of the Maryland Lottery. When the URL accompanies the logo, it should be positioned as follows.



[mdlottery.com](http://mdlottery.com)

Left Burst with URL



[mdlottery.com](http://mdlottery.com)

Centered Burst with URL



[mdlottery.com](http://mdlottery.com)

[mdlottery.com](http://mdlottery.com)

Stacked Burst with URL

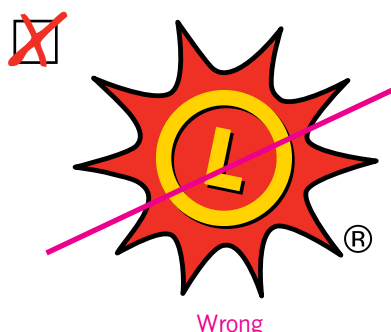
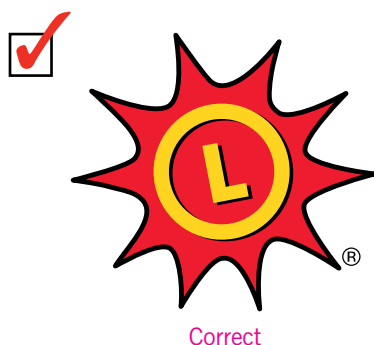
## 2. MARYLAND LOTTERY LOGO (CONTINUED)

### 2b. Standard Usage

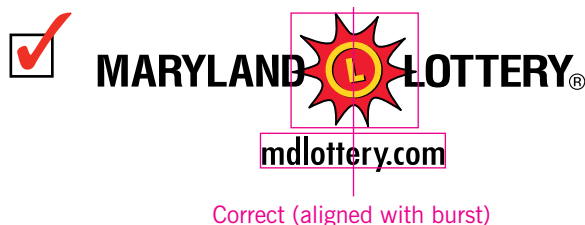
**Do Not Alter the position of the burst** in relation to the letters. It is fixed and must not be adjusted or otherwise altered in any way.



**Do Not Rotate the angle of the burst.** It should always be used as is, with the L tilted 10° to the left and cannot be altered. Do not rotate the logo any more or less.



**Do Not Alter the position of the URL** in relation to the Maryland Lottery logo when used in a lockup. The URL should be either left aligned with the words “Maryland Lottery” when using the left burst (or stacked) version, or centered under the burst if using the centered (or horizontal) version of the logo.



## 2. MARYLAND LOTTERY LOGO (CONTINUED)

### 2c. Colors

The Maryland Lottery logo colors consist of Pantone® 485 (red), Pantone® 116 (yellow) and black @ 100%. The logo may also appear in solid black or solid white. There is no grayscale version of the logo. The logo colors cannot be altered without the express permission of the Maryland Lottery Creative Services department (see page 14).





## 2. MARYLAND LOTTERY LOGO (CONTINUED)

### 2d. Minimum Size Requirements

When printing the logos, the “Centered” and “Left” versions of the Maryland Lottery logo should never be used at a size smaller than 1/2-inch tall, while the “Stacked” version of the Maryland Lottery logo should never be used at a size smaller than 1-inch tall. This is ideal for legibility and function. The logo can only be used at smaller sizes with the permission of the Maryland Lottery Creative Services department.



**Registration Mark Sizing** — When sizing the logo, attention should be given to the size of the registration mark relative to the person viewing it. The registration mark is the only part of these logos that may be altered in size relative to the rest of the logo.

For example, if the logo were being printed 10-feet tall on a sign that people will be walking past, it would be unattractive for the registration mark to be two feet tall — larger than a person’s head.

The Lottery has two commonly used versions of each logo with the registration mark at a “small” and “large” size that works for most print uses depending on whether the logo appears small or large in the design. For other, not so common uses, the registration mark may be custom sized with approval from the Maryland Lottery Creative Services department.

In the usage examples below, notice the relative size of the registration mark compared to the size of the Y in Lottery.



Larger Registration Mark — Appropriate when the logo is used at smaller sizes.

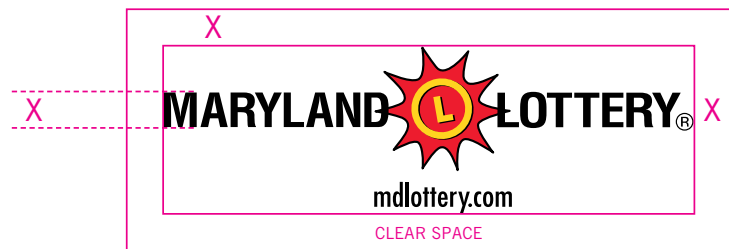


Smaller Registration Mark — Appropriate when the logo is used at larger sizes.

## 2. MARYLAND LOTTERY LOGO (CONTINUED)

### 2e. Clear Space Requirements

For the Maryland Lottery logo, a minimum clear space between the logo and any other text or graphic element is required. This clear space ("X") is relative to the size of the logo that is being used. The clear space is equal to the height of the letters in the logo.



The clear space around the logo also applies the same for the logo and URL lockup.

### 2f. Unacceptable Usage

- **Do not** separate or remove any logo elements
- **Do not** create your own version of the logo using existing elements
- **Do not** stretch, condense or otherwise alter the shape of the logo
- **Do not** produce the logo in any color other than those listed in this Brand Style Guide without express permission from the Maryland Lottery Creative Services department
- **Do not** place the logo on a busy background or any color that does not provide adequate contrast
- **Do not** rotate the logo
- **Must be used in full** without express permission from the Maryland Lottery Creative Services department



### 3. MY LOTTERY REWARDS LOGO





Color Logo




Black Logo


#### CMYK

			
C	M	Y	K
24	100	99	19

			
C	M	Y	K
0	0	0	100

#### RGB & HEXADECIMAL

		
R	G	B
161	30	34
#a11e22		

		
R	G	B
0	0	0
#000000		

**Colors** — The My Lottery Rewards logo colors consist of a red color version and a black color version. The colors do not have a grayscale equivalent — they are shifted to absolute black or absolute white when used in grayscale media.

**Trademark** — The My Lottery Rewards logo must always appear with a trademark. The size of the trademark may vary depending on the size of the logo. The trademark should always be just large enough to be legible.

**Usage** — The My Lottery Rewards logo should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

## 4. MARYLAND LOTTERY AND GAMING LOGO



MARYLAND LOTTERY AND GAMING



MARYLAND LOTTERY AND GAMING

MLG logo horizontal (in color & grayscale)



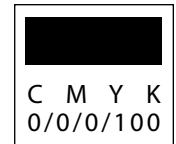
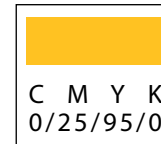
MARYLAND LOTTERY AND GAMING



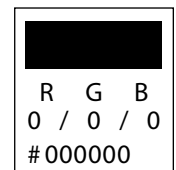
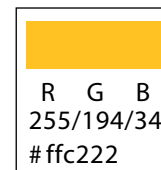
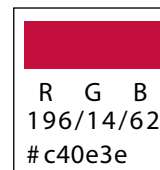
MARYLAND LOTTERY AND GAMING

MLG logo stacked (in color & grayscale)

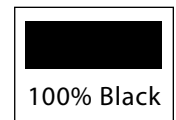
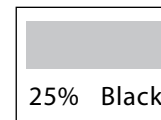
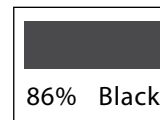
### CMYK



### RGB & HEXADECIMAL



### GRAYSCALE



**Colors** — The Maryland Lottery and Gaming (MLG) logo cannot be recolored in any way, as it contains the Maryland crest, which is not owned by the MLG. The logo has a full color version and a grayscale version.

**Trademark** — The MLG logo does not include a registration mark or a trademark.

**Usage** — The MLG logo should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

## 5. MARYLAND LOTTERY APPS



**Colors** — The Maryland Lottery Core App logo lockup does not have a grayscale or PMS equivalent. It was created primarily for web and 4-color print ad use. The colors cannot be altered without the express permission of the Maryland Lottery Creative Services department.

**Trademark** — The Maryland Lottery Core App logo lockup includes a registration mark as part of the Maryland Lottery burst logo on the Lottery app icon part of the lockup.

**Usage** — The Maryland Lottery Core App logo lockup should be used only as a call-to-action to promote the app and should always be used in a clear and legible manner. The logo lockup cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

### CMYK

C M Y K 11/97/35/0	C M Y K 0 / 0 / 0 / 0
C M Y K 14/80/0/0	

### RGB & HEXADECIMAL

R G B 216/39/108 #d8276c	R G B 255/255/255 #ffffff
R G B 210/88/160 #d258a0	



**Colors** — The My Lottery Rewards App logo lockup does not have a grayscale or PMS equivalent. It was created primarily for web and 4-color print ad use. The colors cannot be altered without the express permission of the Maryland Lottery Creative Services department.

**Trademark** — The Maryland Lottery My Lottery Rewards App logo lockup includes the trademark and the Maryland Lottery Core App starburst.

**Usage** — The My Lottery Rewards App logo lockup should be used only as a call-to-action to promote the app and should always be used in a clear and legible manner. The logo lockup cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

### CMYK

C M Y K 7/100/82/26	C M Y K 0 / 0 / 0 / 0

C M Y K 0/100/91/0

### RGB & HEXADECIMAL

R G B 166/25/46 #a6192e	R G B 255/255/255 #ffffff

R G B 237/28/46 #ed1c2e

Download the  
**FREE**  
MD Lottery  
Mobile App



## 6. PROCESS FOR ADDITIONAL USAGE OF LOGO

- 1) Use the approved logo styles, colors and formats in this guide.
- 2) When a logo is required, or you need guidance in terms of what approved logo to use, contact Barbara Jones-Frederick in the Creative Services department at the Maryland Lottery. If the logo request comes from or is to be used by a retailer/corporate retail account, the District Manager calling on the account should follow the procedure below.
- 3) Exceptions to usage may be granted when:
  - a) A special need occurs.
  - b) A logo or mark that fits the end-use format does not exist.
  - c) A color variation is needed due to the end-use format.
- 4) Exceptions must be expressly approved by the Creative Services department.
- 5) To request an exception, contact Barbara Jones-Frederick with the following information:
  - a) How will the logo be used?
  - b) What size and format are required?
  - c) What design is being proposed or do you require a specialized design?

### Procedure for Retailer Use of Logo

- 1) Submit written request to District Manager, who delivers it to Sales Director, for approval.
- 2) Request is forwarded to Legal department at Lottery.
- 3) A Consent to Use Agreement and cover letter should be sent to the retailer with the Lottery Director's signature.
- 4) The signed agreement must be received from the retailer.
- 5) Creative Services will release logo to District Manager and retailer for use.

## 7. RESPONSIBLE PLAY LOGO AND MESSAGE



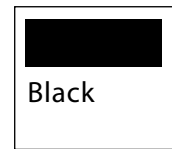
### Responsible Play Messaging:

The following responsible play message should be included on printed materials where possible. Most often, the line should be centered at the bottom of the page.

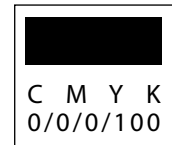
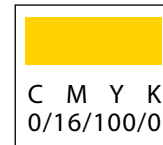
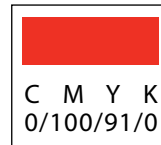
Learn how to play within your limits at [mdlottery.com/playresponsibly](http://mdlottery.com/playresponsibly).  
For help, call 1-800-GAMBLER. Must be 18 years or older to play.

The typeface should be a clearly legible font (preferably one of the fonts listed in section 1b on page 4). The minimum size is 6 point. The type color should be black (on light backgrounds), white (on dark backgrounds) or match other type color in the communication, and it should always be a solid color.

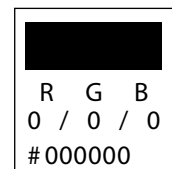
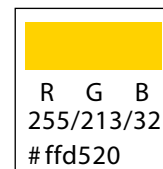
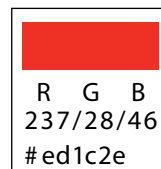
### PANTONE®



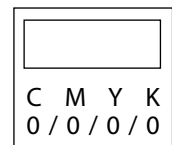
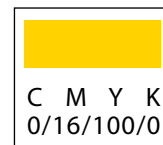
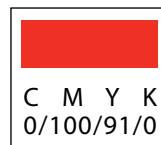
### CMYK



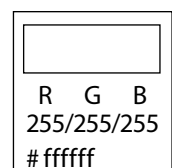
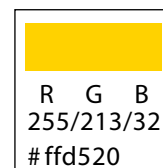
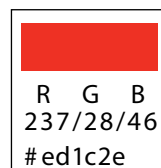
### RGB & HEXADECIMAL



### CMYK REVERSE



### RGB REVERSE



## 8. XCAP (EXPANDED CASHING AUTHORITY PROGRAM) LOGO







Color version







Black version







### CMYK

			
C M Y K 100/0/100/53	C M Y K 100/0/100/32	C M Y K 100/0/100/13	C M Y K 0/15/94/0



### PANTONE®

			
PANTONE® 3435C	PANTONE® 3425C	PANTONE® 3415C	PANTONE® 7404C

### RGB & HEXADECIMAL

			
R G B 0/97/44 #00612c	R G B 0/125/60 #007d3c	R G B 0/149/73 #009549	R G B 255/213/32 #ffd520

### Black & White

	
100% Black	0% Black

**Usage** — The XCAP logo should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.



## 9. GAME LOGOS

### Maryland Lottery Game Logos

The Maryland Lottery game logos include (but are not limited to) the following shown below. Some of these logos are available in multiple color and layout formats for different uses, which will be explained in detail in later sections of this document.



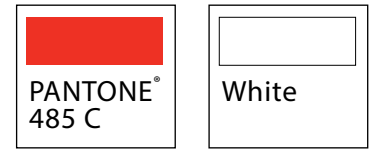


**Colors** — The Scratch-Offs logo colors do not have a grayscale equivalent. These colors are shifted to absolute black or absolute white when used in grayscale media.

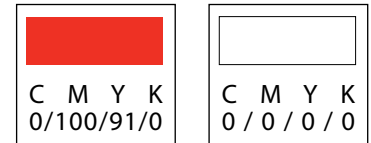
**Registration Mark** — The Scratch-Offs logo does not include a registration mark or a trademark.

**Usage** — The Scratch-Offs logo should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

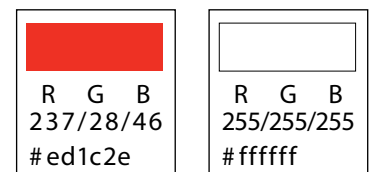
### PANTONE®



### CMYK



### RGB & HEXADECIMAL



## 9. GAME LOGOS — KENO



**Variations** — There are four Keno logos: Keno, Keno Bonus, Keno Super Bonus and Keno Packaged To Go.

**Colors** — The green color of the word “Keno” is the only color with a Pantone equivalent. All other colors only have 4-color builds. The Keno green color does not have a grayscale equivalent. It appears as either absolute black or absolute white when used in grayscale media.

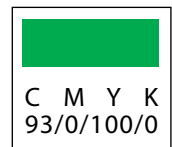
**Registration and Trademarks** — The Keno logo does not include a registration mark or a trademark.

**Usage** — The Keno logos should always be used in a clear and legible manner. The logos cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

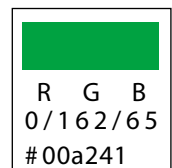
### PANTONE®



### CMYK



### RGB & HEXADECIMAL



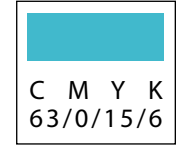
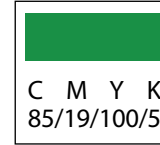
## 9. GAME LOGOS — RACETRAX™ & RACETRAX™ BONUS



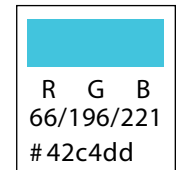
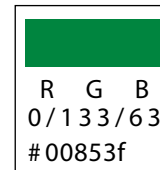
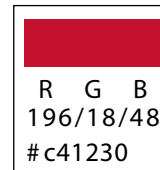
### PANTONE®



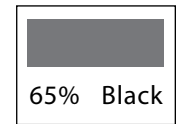
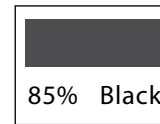
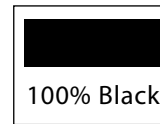
### CMYK



### RGB & HEXADECIMAL



### GRAYSCALE



**Trademark** — The Racetrax and Racetrax Bonus logos must always appear with a trademark. The size of the trademark may vary depending on the size of the logo. The trademark should always be just large enough to be legible.

RACETRAX® is the registered trademark of Tabcorp International Pty Ltd and is used by the Maryland Lottery under license from Tabcorp.

**Usage** — The Racetrax and Racetrax Bonus logos should always be used in a clear and legible manner. The logos cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

## 9. GAME LOGOS — PICK 3, PICK 4 & PICK 5

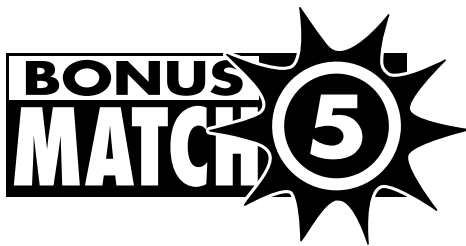
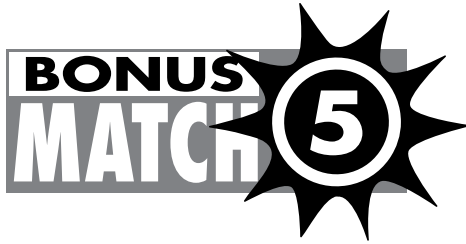


**Colors** — The Pick 3, Pick 4 and Pick 5 logo colors do not have a grayscale equivalent. These colors are shifted to absolute black or absolute white when used in grayscale media.

**Registration Mark** — The Pick 3, Pick 4 and Pick 5 logos do not include a registration mark or a trademark.

**Usage** — The Pick 3, Pick 4 and Pick 5 logos should always be used in a clear and legible manner. The logos cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

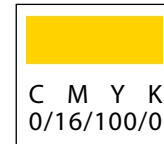
## 9. GAME LOGOS — BONUS MATCH 5



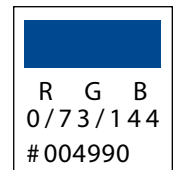
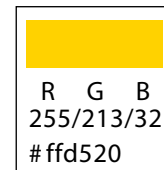
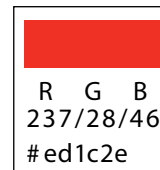
### PANTONE®



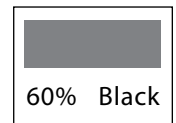
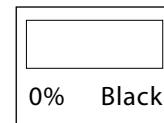
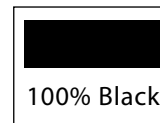
### CMYK



### RGB & HEXADECIMAL



### GRAYSCALE

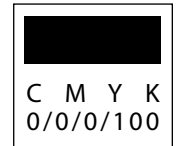
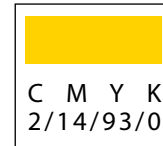
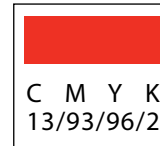


**Registration Mark** — The Bonus Match 5 logo does not include a registration mark or a trademark.

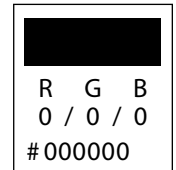
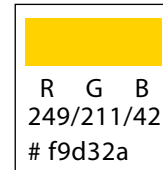
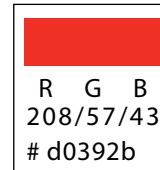
**Usage** — The Bonus Match 5 logo should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.



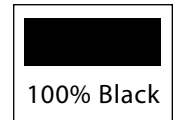
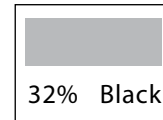
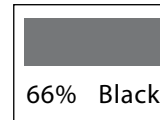
### CMYK



### RGB & HEXADECIMAL



### GRAYSCALE



**Colors** — The Multi-Match logo does not have any Pantone® color equivalents.

**Registration Mark** — The Multi-Match logo must always appear with a registration mark. The size of the registration mark may vary depending on the size of the logo. The registration mark should always be just large enough to be legible.

**Usage** — The Multi-Match logo should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

## 9. GAME LOGOS — MEGA MILLIONS®



Note: The Mega Millions logo will be updated in April 2025. If this logo is to be used on materials past that date, please contact the Lottery.

**Colors** — The Mega Millions logo colors do not have grayscale equivalents. These colors are shifted to absolute black or absolute white when used in grayscale media.

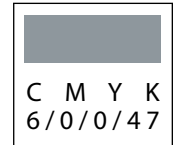
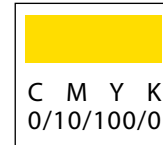
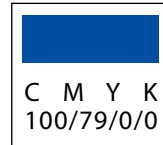
**Registration Mark** — The Mega Millions logo must always appear with a registration mark. The size of the registration mark may vary depending on the size of the logo. The registration mark should always be just large enough to be legible.

**Usage** — The Mega Millions logo should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

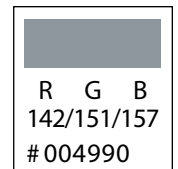
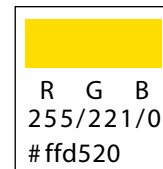
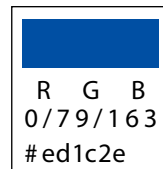
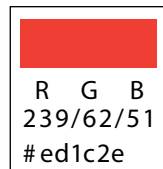
### PANTONE®



### CMYK



### RGB & HEXADECIMAL

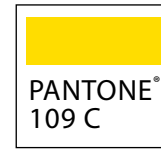




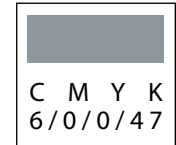
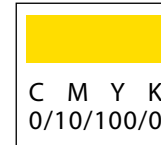
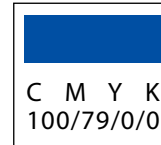
## 9. GAME LOGOS — MEGA MILLIONS® MEGAPLIER®



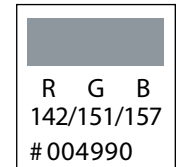
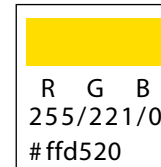
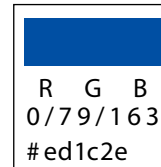
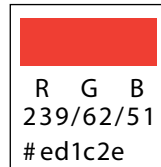
### PANTONE®



### CMYK



### RGB & HEXADECIMAL



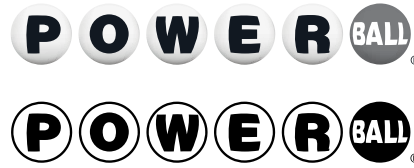
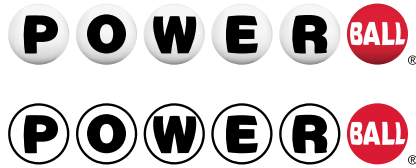
**Colors** — The Mega Millions Megaplier logo colors do not have grayscale equivalents. These colors are shifted to absolute black or absolute white when used in grayscale media.

**Registration Mark** — The Mega Millions Megaplier logo must always appear with two registration marks in the logo (once next to Mega Millions and once next to Megaplier). The size of the registration marks may vary depending on the size of the logo. The registration marks should always be just large enough to be legible.

**Usage** — The Mega Millions Megaplier logo should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

## 9. GAME LOGOS — POWERBALL, POWER PLAY & DOUBLE PLAY POWER PLAY®

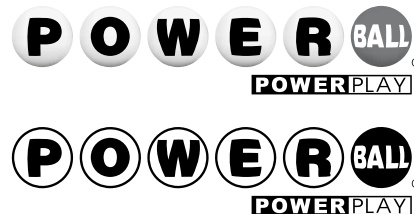
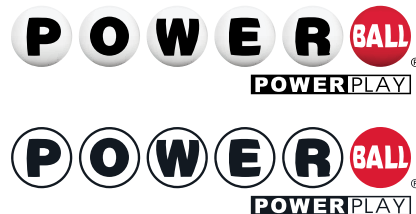
### POWERBALL



### DOUBLE PLAY



### POWER PLAY



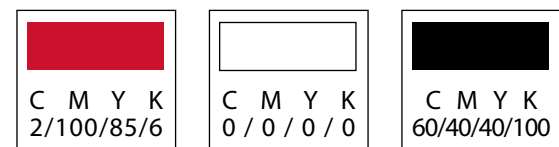
### DOUBLE PLAY POWER PLAY



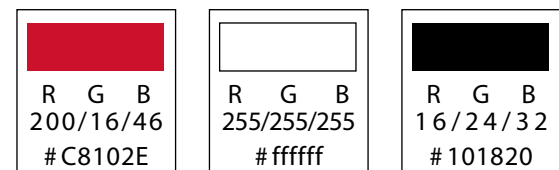
### PANTONE®



### CMYK



### RGB & HEXADECIMAL



**Registration Mark** — The Powerball, Power Play and Double Play Power play logos must always appear with a registration mark. The size of the registration mark may vary depending on the size of the logo. The registration mark should always be just large enough to be legible.

**Usage** — The Powerball, Power Play and Double Play Power logos should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

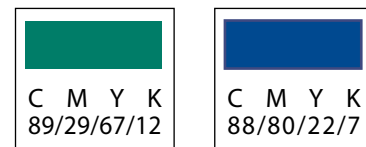
## 9. GAME LOGOS — CASH4LIFE



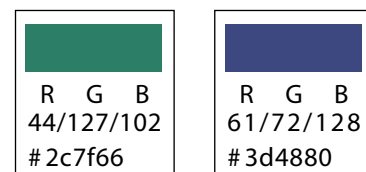
### PANTONE®



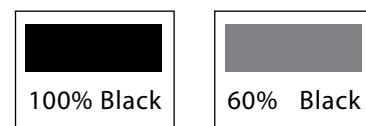
### CMYK



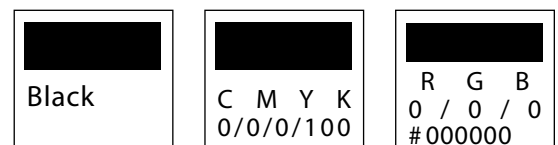
### RGB & HEXADECIMAL



### GRAYSCALE



### Black



**Trademark** — The Cash4Life logo must always appear with a trademark. The size of the trademark may vary depending on the size of the logo. The trademark should always be just large enough to be legible.

**Usage** — The Cash4Life logo should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

## 9. GAME LOGOS — FAST PLAY



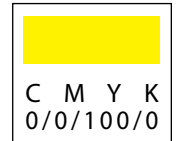
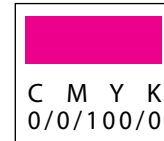
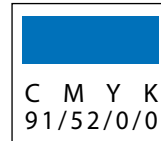
PMS version

### PANTONE®



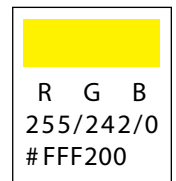
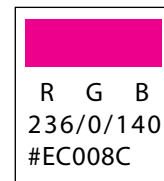
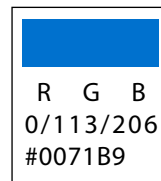
CMYK version

### CMYK



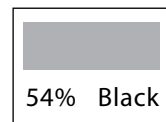
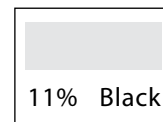
RGB version

### RGB & HEXADECIMAL



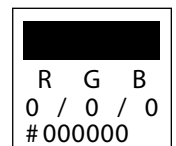
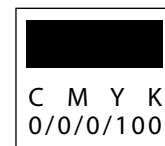
Grayscale version

### GRAYSCALE



Black version

### BLACK



**Copy** — When written, the game name FAST PLAY must be in all caps.

**Usage** — The FAST PLAY logo should always be used in a clear and legible manner. The logo cannot be altered in any way without the express permission of the Maryland Lottery Creative Services department. There are no clear space or minimum size requirements.

## NOTES

[illegible]