



# BRAND IDENTITY & GUIDELINES

Updated March 2019



## **MISSION**

**To provide, with integrity,  
entertainment options to adults  
to support education in South Carolina.**

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# INTRODUCTION

These standards are to establish rules for maintaining a high brand standard around the South Carolina Education Lottery identity elements. This document outlines an identity standard and application system, regulations and examples specifying acceptable execution of the graphical elements.

The coordination of the South Carolina Education Lottery brand to consumers plays a significant role in their perception of the SCEL brand. This guide serves as a vehicle to maintain uniformity throughout all product, retailer collateral, marketing material, point of purchase and sales collateral.



# LOGO IDENTITY USAGE

## Primary Logo



Primary Usage to establish lottery identity. To be used in areas that can hold the size of the primary without distorting it.

## Secondary Logo



Secondary Usage to be used after primary has been established. To be used in areas that can not hold the size of the primary without distorting it.

## Icon

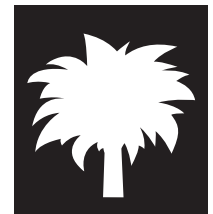
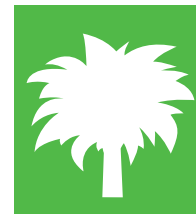


Icon to be used as a design element after either the Primary logo or Secondary logo have been established.



## Use on Color

These rules apply for both the Primary logo and the Secondary logo. Examples are provided for multi-color and one-color logos.



# Improper Usage

These rules apply for both the Primary logo and the Secondary logo.



Do not alter the angle or proportion of the SCEL Logo.

Example 1



Example 2



Do not violate the designated safety zone.

Example 1



Example 2



Example 1



Example 2



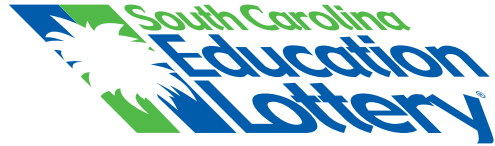
Do not add peripheral elements to the SCEL Logo.





## Improper Usage

Do not skew, distort, outline, blur, rotate, arch, disassemble, distress or fill the logo with images or textures.



Skew



Distort



Outline



Blur



Rotate



Arch



Disassemble



Distress



# BRAND COLORS

## Primary Colors



## Color Codes

Pantone : 286 Blue  
CMYK : C100 M66 YO K2  
RGB : R0 G93 B170  
HEX : 005daa

## Color Codes

Pantone : 361 Green  
CMYK : C69 M0 Y100 K0  
RGB : R84 G185 B72  
HEX : 54b948

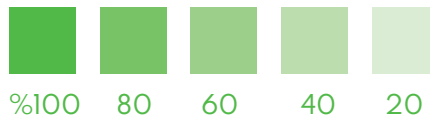
## Color Codes

Pantone : 0  
CMYK : 0  
RGB : 0  
HEX : FFFFFFFF

## Tones



## Tones



Color plays an important role in the South Carolina Education Lottery corporate identity program. Primary colors have been developed and established which comprise of the theme to “play responsibly” and these games are “for fun”.

Constant use of the blue and green colors will contribute to the cohesive and harmonious look of the South Carolina Education Lottery brand identity across all relevant media.