

Saskatchewan Lotteries

# Beneficiary Materials Order Form



Qty

## CONFERENCE FOLDERS

9" X 12" Folders with two inside pockets

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## POSTER BLANKS

11" X 17" preprinted posters with Saskatchewan Lotteries logo

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## LOGO / ADS

Let us know if you need color or black (or both), if there's a specific size that you require, and file format you would prefer

Email address: \_\_\_\_\_

## NAMETAGS

Adhesive sheets of 8 blank nametags with green Saskatchewan Lotteries logo

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## PAPER BANNERS

3 1/2" X 1" banner with Saskatchewan Lotteries logo

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## VINYL BANNERS

Various sizes with the Saskatchewan Lotteries logo are available on loan by calling:  
306-780-9300 in Regina  
306-975-0800 in Saskatoon

## PLEASE COMPLETE THE FOLLOWING & RETURN TO:

1870 Lorne Street, Regina, SK S4P 2L7 Fax: 306-781-6021

Association Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_



# Graphic Standards

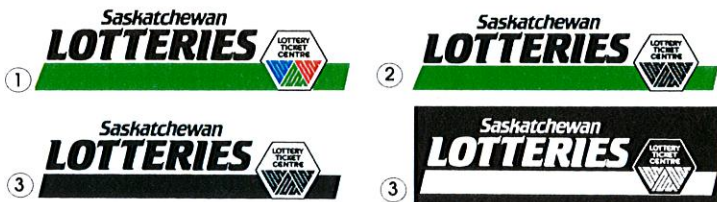
## INTRODUCTION

Saskatchewan Lotteries' corporate identity is more than a logo. It represents 12,000 sport, culture, recreation and community groups who benefit from lottery proceeds. The use of Saskatchewan Lotteries' logo in a unified, consistent manner will help to enhance the positive image that we currently maintain in our province.

## LOGO

The logo is provided in several colour variations to accommodate usage needs:

- ① **Four colour** - the colour bar should be printed in Pantone 355 green, "Saskatchewan Lotteries" should be in black, and the "Lottery Ticket Centre" symbol in black/355 green/032 red/300 blue.
- ② **Two colour** - the colour bar should be printed in Pantone 355 green, "Saskatchewan Lotteries" and "Lottery Ticket Centre" symbol in black.
- ③ **One colour** - if color is not available, print the logo in all black or reversed out in white on a dark background.



When wording is required to accompany the logo please use "SUPPORTED BY:", placed above the logo and lined up with the letter "L" as shown.

**SUPPORTED BY:**



## INCORRECT USE OF THE LOGO

The logo should never be altered or redrawn in any way and only approved digital artwork should be used in documents on the web. By consistently using the logo in its entirety, the organization develops an immediately recognizable image.



**DO NOT** stretch or alter the proportion of the logo.



**DO NOT** use portions of the logo.

## HELP

Please do not download the logo from our website for use in documents. We are happy to provide you with electronic files of our logo and answer any questions you might have about incorporating the Saskatchewan Lotteries logo into your marketing and communications materials.

Please contact:

Nancy Paskewitz  
Communications Coordinator  
306-780-9342  
[npaskewitz@sasksport.sk.ca](mailto:npaskewitz@sasksport.sk.ca)

OR

Tammy Hager  
IT Communications Coordinator  
(306) 780-9382  
[thager@sasksport.sk.ca](mailto:thager@sasksport.sk.ca)