



BRAND BOOK



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ABOUT US / 01

The Mississippi Lottery offers fun and excitement for all who play, with new games, big prizes and big winners.

The Mississippi Lottery Corporation was established under the Alyce G. Clarke Mississippi Lottery Law, passed during the 2018 Extraordinary Session of the Mississippi Legislature.



02 / LOGO USAGE

We are very proud of our logo, and we require you to follow these guidelines to ensure it always looks its best. Our logo is the combination of a simple and modern wordmark with the Magnolia illustrative icon.



LOGO USAGE: EXCLUSION ZONE



The Mississippi Lottery logo's exclusion zone is equal to the cap height of the M in the "MS" of the logo.





LOGO USAGE:

MINIMUM SIZE

Establishing a minimum size ensures the impact and legibility of the logo is not compromised in application.



The Mississippi Lottery logo should never be smaller than 185px in digital or 32mm in print.

LOGO USAGE: LOGO MISUSE



It is important the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.



Do not apply a gradient to the icon or wordmark.



Do not rotate the logo.



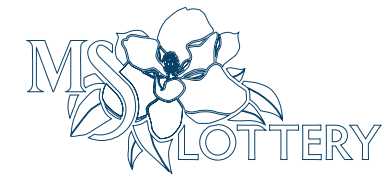
Do not change the logo color/ tone outside the approved brand colors unless approved by the MLC for special usage.



Do not swap the green and blue application on the logo.



Do not distort or warp the logo in any way.



Do not outline or create a keyline around the logo.



Do not change the typeface nor recreate or manipulate the wordmark and the magnolia.



Do not use any of the logo options on a low contrast background.



LOGO USAGE:

PLAY RESPONSIBLY LOGO USAGE

All printed/digital material promoting the Mississippi Lottery must include the following:

- Our Play Responsibly logo
- "You must be 21 or older to play."
- "Gambling problem? Call 888-777-9696."

If the Play Responsibly logo is included elsewhere on the same document, it is not required to be included under the logo. If the Play Responsibly logo is NOT located on the same document, use our Mississippi Lottery logo that incorporates the Play Responsibly logo.

Any advertising or signage utilizing the Mississippi Lottery logo must be submitted to the Mississippi Lottery for approval prior to use.



BRAND COLORS



We have adopted a strict color palette which includes only the colors shown on this page. This gives our brand a very unique look and feel, enabling the Mississippi Lottery to be distinguished instantly.

These colors are never to be used as tints or shades. Only use these colors in the exact mixes/formulas (Pantone, CMYK or RGB) depending upon your medium.



Pantone 382 C
C30 M1 Y100 K0
R194 G213 B0
Web: #c2d500



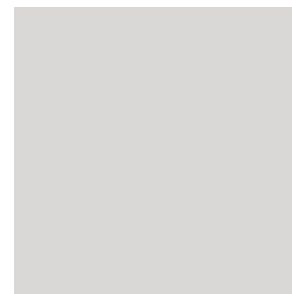
Pantone 7694 C
C100 M77 Y34 K21
R0 G65 B107
Web: #00416b



Pantone 110 C
C16 M31 Y100 K0
R218 G169 B0
Web: #daa900



Pantone Cool Gray 9 C
C56 M47 Y44 K10
R118 G119 B122
Web: #76777a



Pantone Cool Gray 1 C
C14 M11 Y12 K0
R217 G216 B214
Web: #d9d8d6



TYPOGRAPHY:

PRIMARY TYPEFACE

Hypatia Sans Pro is our primary typeface and should be used for all headings and large text uses. It is a geometric sans serif with humanist undertones. Hypatia echoes the basic form of geometric designs from the 1920s and 30s, and adds features derived from classical oldstyle typefaces and inscriptional lettering that give the design a balance between cold geometry and warm organic form. The letters are expressive at larger sizes and are still clear and readable at text sizes in short paragraphs. A wide range of weights increases the family's versatility, and its many alternate glyphs and layout features provide a palette of expressive options.

Hypatia Extra Light

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Hypatia Light

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Hypatia Regular

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Hypatia Semibold

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Hypatia Bold

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Hypatia Black

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

TYPOGRAPHY:

SUPPORTING TYPEFACE



Calluna is our supporting typeface, which should be used for larger amounts of body copy (anything over around 50 words) or for text to be produced at a small size.

Calluna Light

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Calluna Regular

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Calluna Semibold

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Calluna Bold

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Calluna Black

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz



Mailing address:

Mississippi Lottery Corporation
P.O. Box 321433
Flowood, MS 39323

Claims address:

Mississippi Lottery Corporation
1080 River Oaks Drive
Bldg. B-100
Flowood, MS 39232

Telephone:

(601) 487-1155

Toll free:

855-MLC-LOTT (855-652-5688)

Email:

info@mslottery.com

Website:

mslotteryhome.com