



Ontario Lottery and Gaming Corporation Corporate Brand Standards

July 2016

Table of Contents

Introduction	3	Logo Lock-Ups	24
OLG Identity	4	Corporate	24
Primary Logo	5	Charitable Bingo & Gaming	41
Secondary English Logo	5	Lottery	48
Secondary French Logo	6	iGaming	57
Bilingual Logo	6	Slots & Casinos	64
Identity Size Variations	7	Applications	76
Clear Space	8	Corporate	76
Colour Palette	8	Charitable Bingo & Gaming	83
Improper Use	9	Lottery	90
Typography	10	iGaming	113
PlaySmart Identity	11	Slots & Casinos	119
Introduction	12		
English Logos	14		
French Logos	16		
Bilingual Logos	18		
Chinese Logos	19		
Clear Space	20		
Colour Palette	21		
Improper Use	22		
Typography	23		

Brand Standards

The purpose of this guide is to establish standards for conveying OLG's corporate identity and to ensure that all communication materials deliver a strong, consistent, instantly-recognizable brand.

Background

The Primary OLG "Patch" logo was developed to allow for OLG co-branding lock-ups with PlaySmart (PS), and a new Ontario horse racing category brand (Spring 2016). The co-branding of the new Horse Racing and PlaySmart brands will signal to consumers that OLG and these brands are connected.

These revised standards have been developed to reflect the OLG brand identity and the all-new PlaySmart (PS) logo, and will provide detailed guidelines regarding their use and overall visual brand style in various applications.

OLG Identity

Primary Logo

The primary logo is the flagship of OLG's brand identity – the principal visual signoff and reference for OLG's audiences. It consists of the corporate blue box and icon. For this reason, consistency of logo use is not only a design imperative, it's a business imperative. To ensure legibility, the OLG logo should appear no smaller than 0.5" wide. All LOBs use the primary logo except for Corporate-Led communications which use the secondary logo (see right).



If space or a specific application does not allow for use of the primary logo, this conditional logo (without the blue box) can be used instead. To ensure legibility, the logo should appear no smaller than 0.35" wide.



In contexts where colour is not feasible or is limited, the black and white, or grey logo may be used. When using these logos, please ensure that there is enough contrast between the logo and the surrounding colour.



Secondary Logo

The secondary English logo is used for Corporate-Led communications. It consists of the corporate blue box, the icon and wordmark. To ensure legibility, the horizontal logo should appear no smaller than 1" wide, while the stacked logo should appear no smaller than 0.5" wide.

Horizontal



Stacked



If space or a specific application does not allow for use of the corporate blue box, this conditional secondary logo can be used instead. To ensure legibility, the horizontal logo should appear no smaller than 0.75" wide, while the stacked logo should appear no smaller than 0.35" wide.



In contexts where colour is not feasible or is limited, the black and white, or grey logo may be used. When using these logos, please ensure that there is enough contrast between the logo and the surrounding colour.



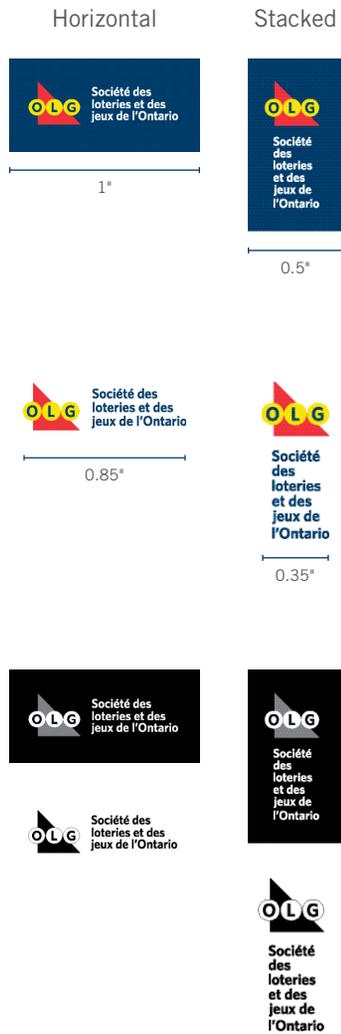
Secondary French Logo

The secondary French logo is used in a French language setting for Corporate-led communications. It consists of the corporate blue box, the icon and wordmark.

To ensure legibility, the horizontal logo should appear no smaller than 1" wide, while the stacked logo should appear no smaller than 0.5" wide.

If space or a specific application does not allow for use of the corporate blue box, this conditional secondary logo can be used instead. To ensure legibility, the horizontal logo should appear no smaller than 0.85" wide, while the stacked logo should appear no smaller than 0.35" wide.

In contexts where colour is not feasible or is limited, the black and white, or grey logo may be used. When using these logos, please ensure that there is enough contrast between the logo and the surrounding colour.



Bilingual Logo

The bilingual logo is used in a dual language setting. It consists of the corporate blue box, the icon and wordmark.

To ensure legibility, the logo should appear no smaller than 1.5" wide.

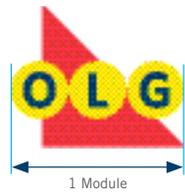
If space or a specific application does not allow for use of the corporate blue box, this conditional bilingual logo can be used instead. To ensure legibility, the logo should appear no smaller than 1.25" wide.

In contexts where colour is not feasible or is limited, the black and white, or grey logo may be used. When using these logos, please ensure that there is enough contrast between the logo and the surrounding colour.



Identity Size Variations

The minimum size of the OLG logo is determined by the *Module*, which is defined by the width of the three *OLG Spheres* within it. Minimum sizes for specific applications are detailed later in this document.



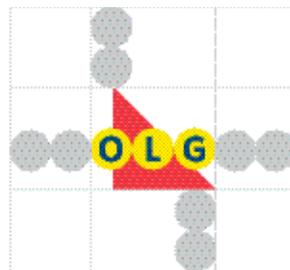
Ontario's
Lottery &
Gaming



Société des
loteries et des
jeux de l'Ontario

Clear Space

The OLG logo should be presented with no interference from surrounding elements. Use the height of the 'OLG sphere' as a visual guide when judging minimum clear space to ensure maximum visibility and brand recognition. These rules apply to all versions of the OLG logo.



Corporate Colour Palette

Colour plays a major role in OLG's brand expression. The colour palette asserts its distinctiveness and differentiates it from other brands in the gaming market.

Be sure that colour fidelity is strictly maintained across all communications. To ensure consistency, use the formulas provided below. They have been carefully selected to achieve optimum results across print and digital media.

Primary Colours

**PANTONE®
541 C**
C100 M58 Y9 K46
R0 G60 B113
HEX 003C71

**PANTONE®
185 C**
C0 M93 Y79 K0
R228 G0 B43
HEX E4002B

**PANTONE®
102 C**
C3 M4 Y100 K0
R250 G2227 B0
HEX FAE300

Complementary Colours

**PANTONE®
285 C**
C90 M48 Y0 K0
R0 G114 B206
HEX 0072CE

**PANTONE®
2965 C**
C100 M63 Y16 K78
R0 G38 B62
HEX 00263E

Improper Use

Never alter the logo in any way (e.g., the proportions of the elements, colour or format). The following examples illustrate common improper applications of the logo.



DO NOT alter the orientation of the logo.



DO NOT use effects or shadows.



DO NOT use unapproved colours.



DO NOT squeeze, stretch or skew the logo.



DO NOT reconfigure the elements of the logo.



DO NOT fill the logo with photography.

Primary Font

The **Trade Gothic** family was designed to be strong and simple. Condensed versions are excellent for headlines and other instances where space is at a premium. It's remarkably clear on paper or in web applications.

The flexibility of **Trade Gothic**, in its many weight offerings, helps us create a clear and consistent visual hierarchy. Used correctly, type will draw readers' attention, lead them to the most important information first, and maintain a sense of clarity, order, legibility, and structure throughout.

Typeset Sample

LOREM IPSUM DOLOR EGATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas nec malesuada libero. Pellentesque gravida, leo at dignissim semper, tellus lacus tempor neque, eu tincidunt velit ante vel orci.

Integer aliquet sapien

Sapien imperdiet faucibus. Nunc non lorem at ante *semper aliquam* nec nunc.*

*Fermentum lorem, *vitae mollis* felis libero a tellus.

Trade Gothic LT Std Bold No.2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Std Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Std Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Std Bold Condensed No. 20 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Complementary Font

Thirsty Rough is a warm and weathered script that captures the authentic qualities of letterpress printing. It should be used sparingly to highlight headlines and where it makes design sense.

Typeset Sample

Lorem ipsum dolor egate

Thirsty Rough Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PlaySmart Identity

Background

OLG's Responsible Gambling (RG) customer education program, It Pays to Know (IPTK), has been successful in delivering high awareness of the platform and its key message for the past 15 years. However, there is an opportunity to evolve the RG communication platform from the one-dimensional "Know your limit. Play within it." focus to a broader, more relevant platform that appeals to the entire spectrum of player types.

To address these areas of opportunity and move Ontarians from awareness to true engagement, RG's core communications platform has been reconceived and revitalized as PlaySmart; an expanded, player-focused, end-to-end education program that empowers players to make informed decisions about their play.

While this new program will be integrated across all OLG touchpoints, its messages and image will stand distinct from OLG's corporate identity. Furthermore, while it must also communicate effectively to public stakeholders, it is inherently targeted to players.

These guidelines provide direction on how the PlaySmart logo replaces the "Know your limit. Play within it." logo, and details how it will be integrated into key communications in order to ensure brand use consistency.



PlaySmart (PS) is Ontario's most comprehensive gambling education resource. The PS dot grid icon is modern and represents progressive movement, while being grounded within the PS brand name. As the visual identity of OLG's responsible gambling brand in Ontario, PS does not discourage play; it's a resource for players to understand games and their play behaviour. The period in the logo is symbolic, designed to remind players to pause and consider their play habits as part of their gaming experience. The strategy of PS is rooted in player education – knowing how to play, and how to play smart.



PS-led Communications Tag



Corporate and LOB Tag

PS-led communications will use the “Knowledge you can bet on.” tagline, while corporate and all lines of business (LOB) will use the “Know your limit. Play Within It.” tagline, as a means to support the transition to the new brand. As the PS logo gains awareness, the tagline will be phased out within approximately one year, at which point the brand will be re-evaluated and new instructions will be provided. When PlaySmart is applied in copy form and in URL, it is one word with no spacing or period separating the words – with the ‘P’ and ‘S’ always capped. When Jouez sensé is applied in copy form it is to appear as two words, ‘Jouez sensé’ - with the ‘J’ capped and the ‘s’ left lowercase.

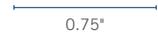
English Logo

The PS logo is the flagship of OLG's responsible gambling brand identity – the principal visual signoff and reference for our audiences. Consistency of logo use is not only a design imperative, it's a business imperative.

In contexts where colour is not feasible or is limited, the black and white, or grey logo may be used. When using these logos, please ensure that there is enough contrast between the logo and the surrounding colour.

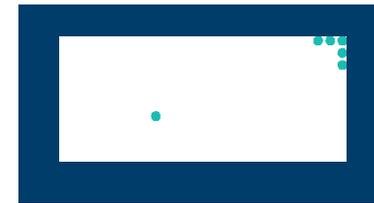
To ensure legibility, the PS logo should appear no smaller than 1" wide.

In applications where a 1" minimum size cannot realistically be achieved, the tagline can be excluded. However, the PS logo should appear no smaller than 0.75" wide.



Reversed English Logo

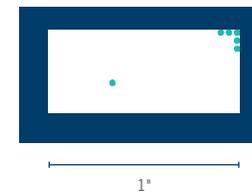
The reversed logo can be used floating on a darker blue background.



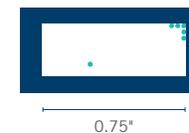
In contexts where colour is not feasible or is limited, the white logo may be used. The background grey is optimally set at 60% black or darker for logo legibility.



To ensure legibility, the PS logo should appear no smaller than 1" wide.



In applications where a 1" minimum size cannot realistically be achieved, the tagline can be excluded. However, the PS logo should appear no smaller than 0.75" wide.



English Logo

The PS logo is the flagship of OLG's responsible gaming brand identity – the principal visual signoff and reference for our audiences. Consistency of logo use is not only a design imperative, it's a business imperative.



In contexts where colour is not feasible or is limited, the black and white, or grey logo may be used. When using these logos, please ensure that there is enough contrast between the logo and the surrounding colour.



To ensure legibility, the PS logo should appear no smaller than 1" wide.

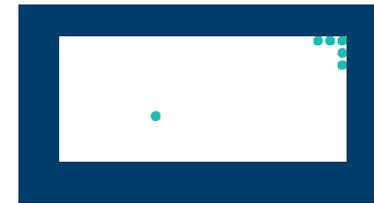


In applications where a 1" minimum size cannot realistically be achieved, the tagline can be excluded. However, the PS logo should appear no smaller than 0.75" wide.



Reversed English Logo

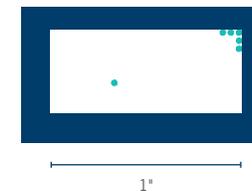
The reversed logo can be used floating on a darker blue background.



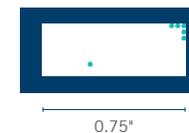
In contexts where colour is not feasible or is limited, the white logo may be used. The background grey is optimally set at 60% black or darker for logo legibility.



To ensure legibility, the PS logo should appear no smaller than 1" wide.



In applications where a 1" minimum size cannot realistically be achieved, the tagline can be excluded. However, the PS logo should appear no smaller than 0.75" wide.



French Logo

The French PlaySmart logo, or Jouez sensé (JS) logo should only be used in the French language market. When Jouez sensé is applied in copy form it is to appear as two words, 'Jouez sensé' – with the 'J' capped and the 's' left lowercase.



In contexts where colour is not feasible or is limited, the black and white, or grey logo may be used. When using these logos, please ensure that there is enough contrast between the logo and the surrounding colour.



To ensure legibility, the JS logo should appear no smaller than 1" wide.

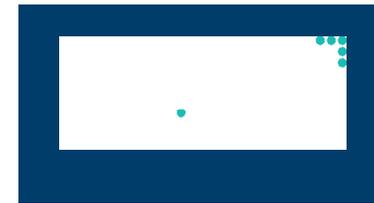


In applications where a 1" minimum size cannot realistically be achieved, the tagline can be excluded. However, the JS logo should appear no smaller than 0.75" wide.



Reversed French Logo

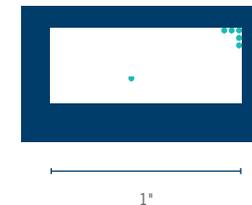
The reversed logo can be used floating on a darker blue background.



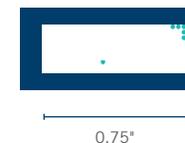
In contexts where colour is not feasible or is limited, the white logo may be used. The background grey is optimally set at 60% black or darker for logo legibility.



To ensure legibility, the JS logo should appear no smaller than 1" wide.



In applications where a 1" minimum size cannot realistically be achieved, the tagline can be excluded. However, the JS logo should appear no smaller than 0.75" wide.



French Logo

The French PlaySmart logo, or Jouez sensé (JS) logo should only be used in the French language market. When Jouez sensé is applied in copy form it is to appear as two words, 'Jouez sensé' – with the 'J' capped and the 's' left lowercase.



In contexts where colour is not feasible or is limited, the black and white, or grey logo may be used. When using these logos, please ensure that there is enough contrast between the logo and the surrounding colour.



To ensure legibility, the JS logo should appear no smaller than 1" wide.

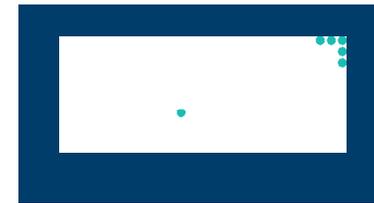


In applications where a 1" minimum size cannot realistically be achieved, the tagline can be excluded. However, the JS logo should appear no smaller than 0.75" wide.



Reversed French Logo

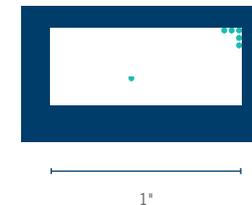
The reversed logo can be used floating on a darker blue background.



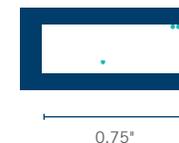
In contexts where colour is not feasible or is limited, the white logo may be used. The background grey is optimally set at 60% black or darker for logo legibility.



To ensure legibility, the JS logo should appear no smaller than 1" wide.



In applications where a 1" minimum size cannot realistically be achieved, the tagline can be excluded. However, the JS logo should appear no smaller than 0.75" wide.



Bilingual Logo

The bilingual PS logo will be used for all bilingual communications (English and French). The words are stacked with the dot grid positioned above.

The bilingual PS logo will not include any tagline due to a lack of space (incorporating the tagline with the bilingual logo set-up would mean reducing the tagline to an illegible size).



In contexts where colour is not feasible or is limited, the black and white, or grey logo may be used. When using these logos, please ensure that there is enough contrast between the logo and the surrounding colour.

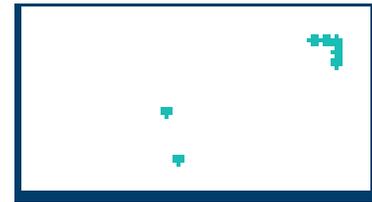


To ensure legibility, the bilingual logo should appear no smaller than 0.75" wide.

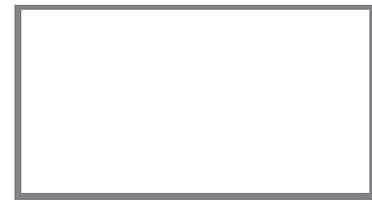


Reversed Bilingual Logo

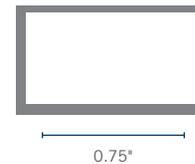
The reversed logo can be used floating on a darker blue background.



In contexts where colour is not feasible or is limited, the white logo may be used. The background grey is optimally set at 60% black or darker for logo legibility.



To ensure legibility, the bilingual logo should appear no smaller than 0.75" wide.



Chinese Logo

The Chinese PS logo should only be used in the Chinese language market. It will not include any tagline.



In contexts where colour is not feasible or is limited, the black and white, or grey logo may be used. When using these logos, please ensure that there is enough contrast between the logo and the surrounding colour.



To ensure legibility, the Chinese PS logo should appear no smaller than 0.75" wide.



Reversed Chinese Logo

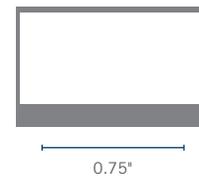
The reversed logo can be used floating on a darker blue background.

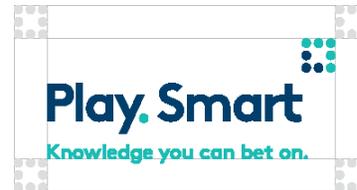
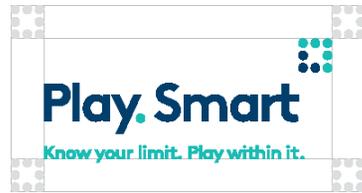
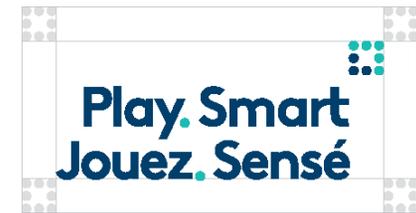


In contexts where colour is not feasible or is limited, the white logo may be used. The background grey is optimally set at 60% black or darker for logo legibility.



To ensure legibility, the Chinese PS logo should appear no smaller than 0.75" wide.





The PS logo should be presented with no interference from surrounding elements.

Using the height of the dot grid icon as a visual guide when judging minimum clear space ensures maximum visibility and brand recognition.

These rules apply to all versions of the PS logo.

PlaySmart Colour Palette

Primary Colour Palette

Colour plays a major role in PlaySmart's brand expression. The PlaySmart colour palette asserts its distinctiveness and differentiates it from other brands in the gaming market.

Be sure that colour fidelity is strictly maintained across all communications. To ensure consistency, use the formulas provided here. They have been carefully selected to achieve optimum results across print and digital media.

**PANTONE®
541 C**
C100 M58 Y9 K46
R0 G60 B113
HEX 003C71

**PANTONE®
2398 C**
C71 M0 Y36 K0
R0 G186 B179
HEX 00BAB3

Complementary Colour Palette

Complementary colour plays a major role in the extension of PlaySmart's brand expression. These colours should be used as an accent on communication pieces in conjunction with the primary colours.

**PANTONE®
381 C**
C21 M0 Y85 K0
R203 G219 B47
HEX CBDB2F

**PANTONE®
1575 C**
C0 M66 Y100 K0
R244 G119 B33
HEX F47721

**PANTONE®
7409 C**
C0 M31 Y100 K0
R253 G183 B20
HEX FDB714

**PANTONE®
545 C**
C21 M2 Y0 K1
R193 G224 B244
HEX C1E0F4

**PANTONE®
408 C**
C12 M19 Y19 K40
R147 G136 B132
HEX 938884

**PANTONE®
444 C**
C45 M16 Y25 K50
R82 G109 B111
HEX 526D6F

Improper Use

Never alter the PS logo in any way (e.g., the proportions of the elements, colour or format). The following examples illustrate common improper applications of the logo.



DO NOT alter the orientation of the logo.



DO NOT use effects or shadows.



DO NOT use unapproved colours.



DO NOT squeeze, stretch or skew the logo.



DO NOT reconfigure the elements of the logo.

Primary Font

The **Trade Gothic** family was designed to be strong and simple. Condensed versions are excellent for headlines and other instances where space is at a premium. It's remarkably clear on paper or in web applications.

The flexibility of **Trade Gothic**, in its many weight offerings, helps us create a clear and consistent visual hierarchy. Used correctly, type will draw readers' attention, lead them to the most important information first, and maintain a sense of clarity, order, legibility, and structure throughout.

Typeset Sample

LOREM IPSUM DOLOR EGATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas nec malesuada libero. Pellentesque gravida, leo at dignissim semper, tellus lacus tempor neque, eu tincidunt velit ante vel orci.

Integer aliquet sapien

Sapien imperdiet faucibus. Nunc non lorem at ante *semper aliquam* nec nunc.*

*Fermentum lorem, *vitae mollis* felis libero a tellus.

Trade Gothic LT Std Bold No.2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Std Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Std Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Std Bold Condensed No. 20 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Complementary Font

Fairway was chosen because the shape of the font, particularly in italics, is highly reminiscent of American and British tabloid newspapers, delivering the required urgency and newsworthiness to the headlines in the campaign.

It's a relatively soft sans font but with some movement at the top of the x-height line. Even though it's a bit casual and quirky, it can still be used as a text face and is ideal for longer headlines.

Typeset Sample

LOREM IPSUM DOLOR EGATE

FAIRWAY BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Logo Lock-Ups

Corporate

Logo Lock-Up • Corporate – Usage Instructions

The preferred lock-up will incorporate a blue band, and is to be used in the majority of circumstances. In rare instances when business requirements don't allow for the blue band, the conditional lock-up (e.g., transparent band) will be employed. The conditional lock-up cannot be used on a distracting background (e.g., patterned), and the logo must always be clear and distinguishable. All protected areas of the lock-up will be calculated by the OLG Sphere. Furthermore, if a live area is specified, all elements must be within the live area.

NOTE: Never alter the proportional relationship between the OLG identity and PS identity.



Preferred Lock-Up using primary corporate blue band (see PlaySmart Colour Palette for details).



Conditional Lock-Up



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

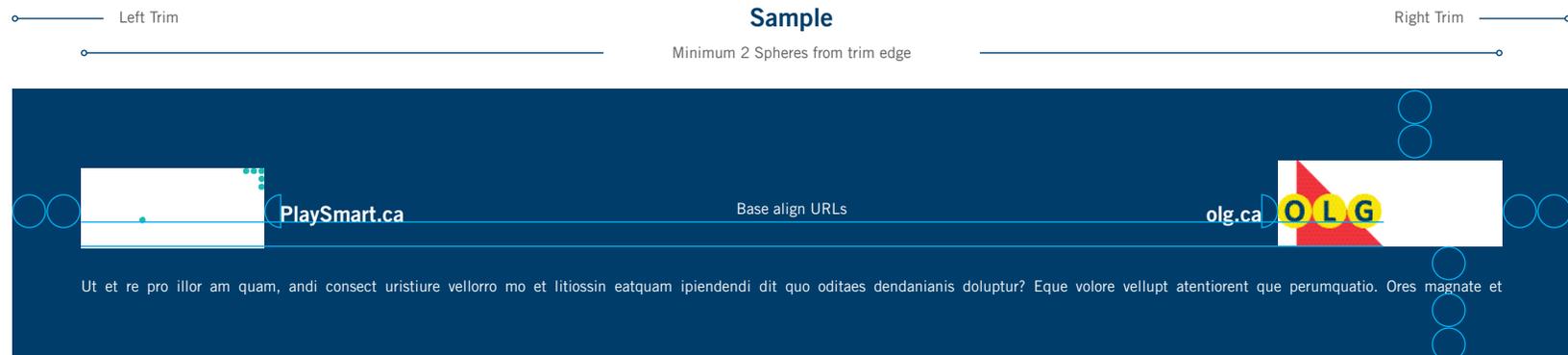
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity. All URLs on a dark coloured background should be set in white.

PS Identity

- **Identity:** PS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area.
- **PS URL:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

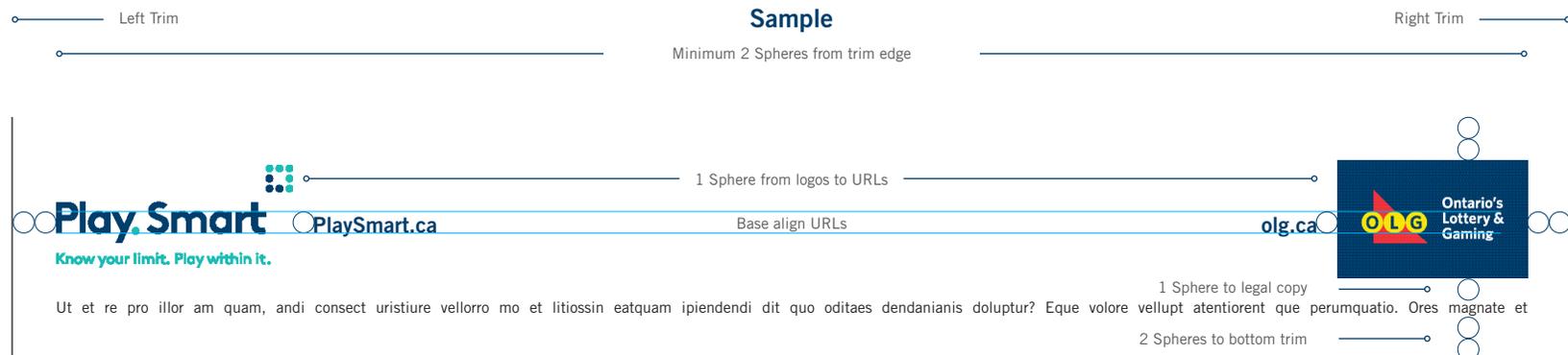
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **1 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

PS Identity

- **Identity:** PS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area.
- **PS URL:** Placed **1 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

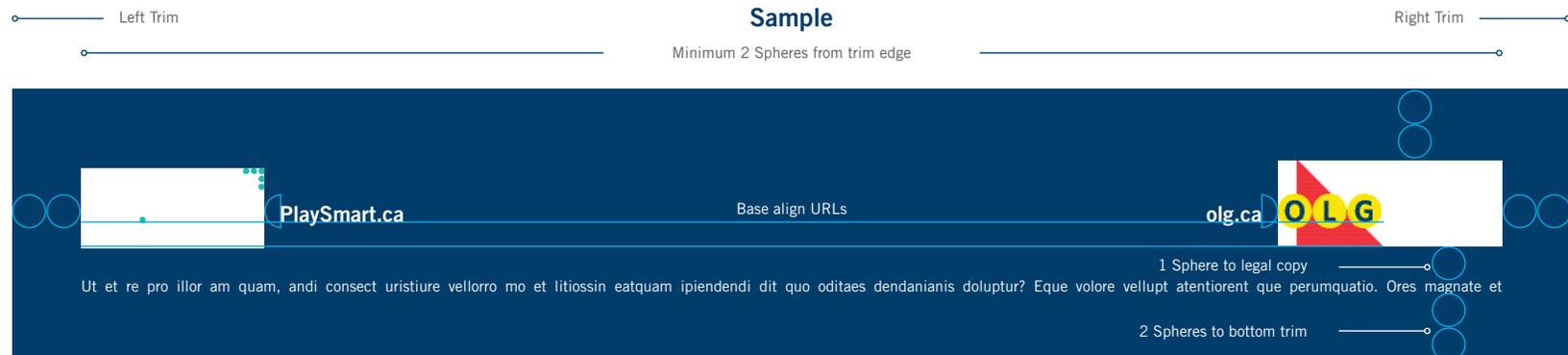
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity. All URLs on a dark coloured background should be set in white.

PS Identity

- **Identity:** PS identity must be placed **2 x Sphere** from the left trim and with the bottom of the OLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area.
- **PS URL:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

PS Identity

- **Identity:** PS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area.
- **PS URL:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

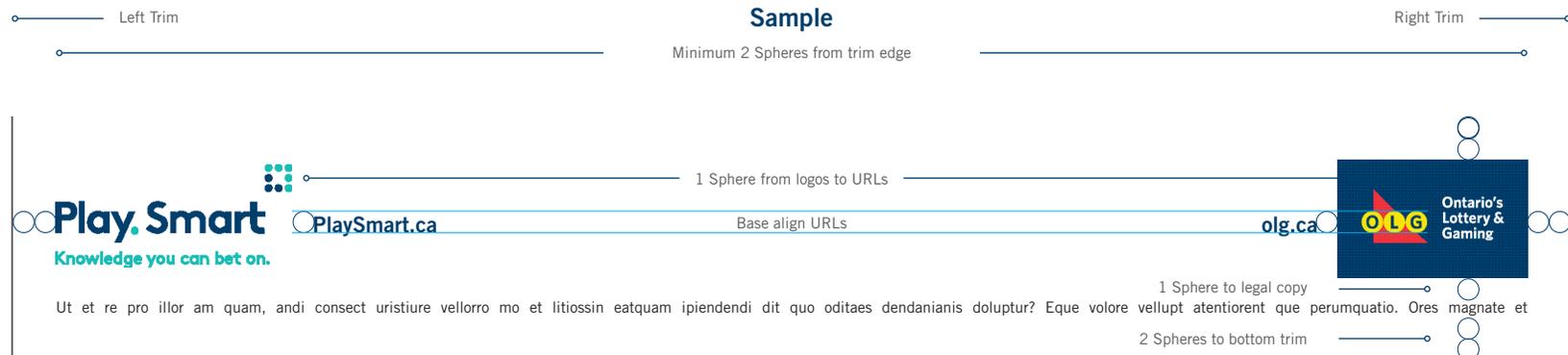
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **1 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

PS Identity

- **Identity:** PS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area.
- **PS URL:** Placed **1 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity. All URLs on a dark coloured background should be set in white.

JS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place th JS identity in the bottom left corner of the live area.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/ promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

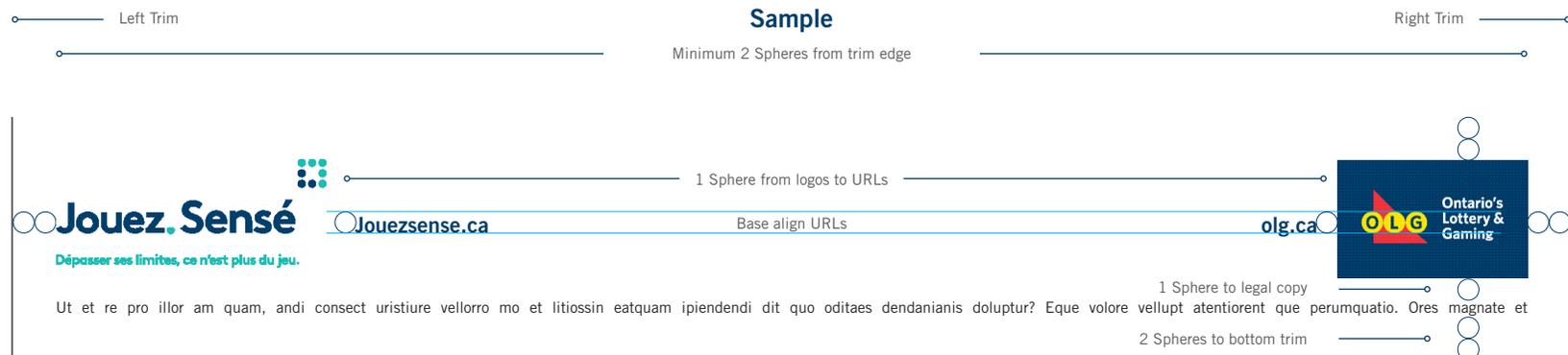
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **1 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

PS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the JS identity in the bottom left corner of the live area.
- **JS URL:** Placed **1 x Sphere** from the PS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.
- **Background:** Identities should not be featured on textured, coloured or graphic backgrounds. When identity is used on a solid background it must be legible and clear.

JS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the JS identity in the bottom left corner of the live area.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

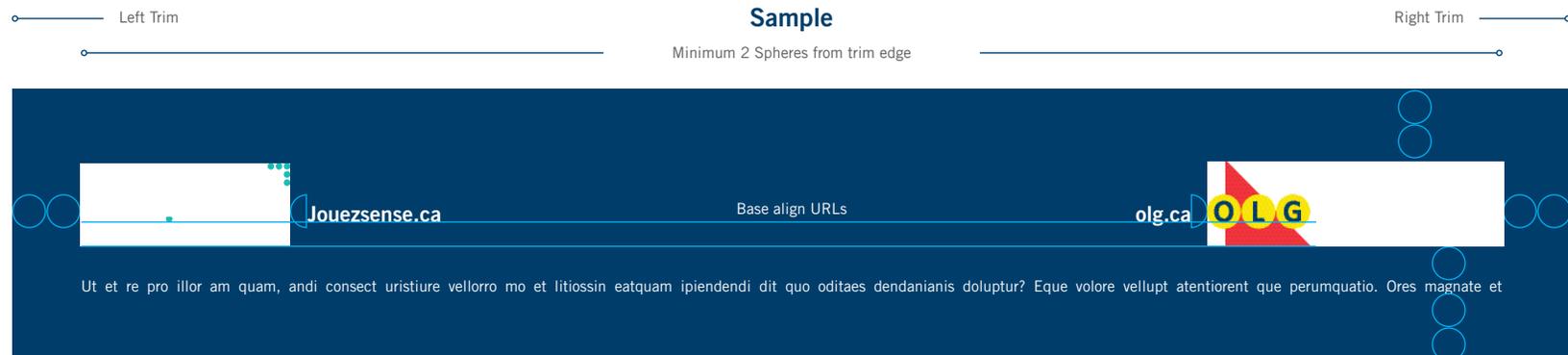
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity. All URLs on a dark coloured background should be set in white.

JS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the JS identity in the bottom left corner of the live area.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

JS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the JS identity in the bottom left corner of the live area.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

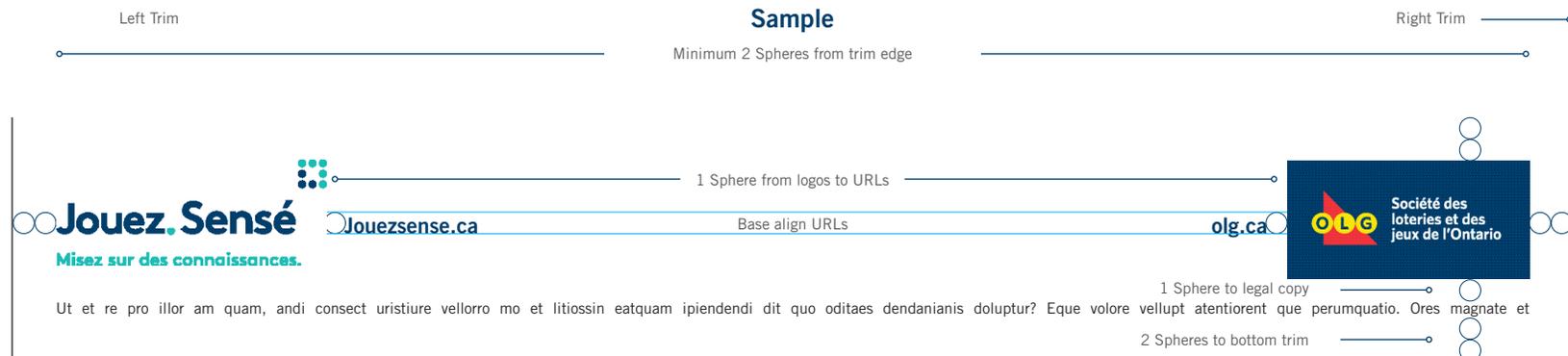
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **1 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

JS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the JS identity in the bottom left corner of the live area.
- **JS URL:** Placed **1 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS/JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **1 x Sphere** from the OLG identity. All URLs on a dark coloured background should be set in white.

PS/JS Identity

- **Identity:** PS/JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS/JS identity in the bottom left corner of the live area.
- **PS/JS URLs:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' and 'J' and 'S' in the URLs must be upper case. The URLs must be the same point size as the olg.ca URL and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



Sample

PlaySmart.ca
jouezsense.ca

Base align URLs

olg.ca Ontario's Lottery & Gaming OLG Société des loteries et des jeux de l'Ontario

1 Sphere to legal copy

2 Spheres to bottom trim

Ut et re pro illor am quam, andi consect uristiure velloro mo et litiossin eatquam ipiendendi dit quo oditaes dendanianis doluptur? Equo volore vellupt atentiorent que perumquatio. Ores magnate et

All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS/JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

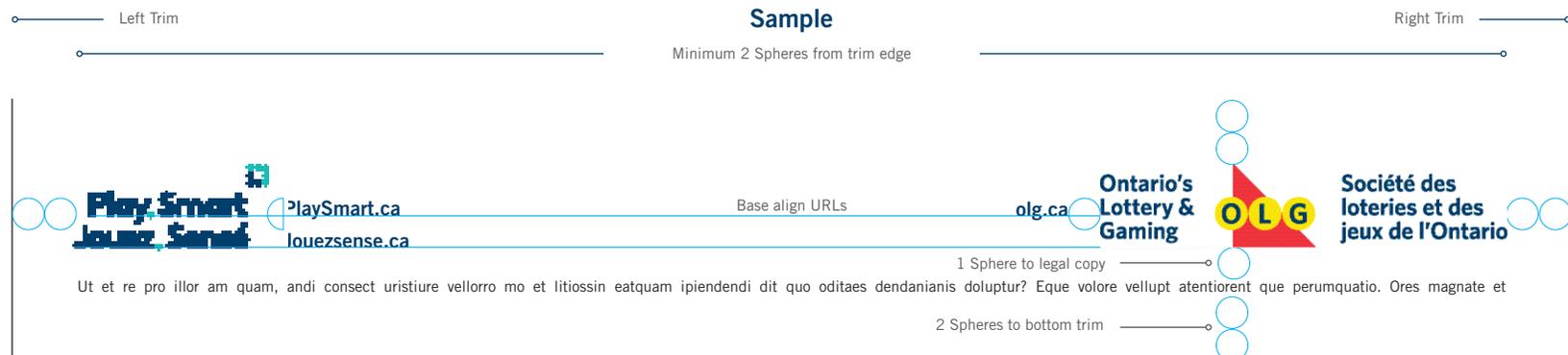
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **1 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

PS/JS Identity

- **Identity:** PS/JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area.
- **PS/JS URLs:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' and 'J' and 'S' in the URLs must be upper case, and the URLs must be the same pt size as the olg.ca URL and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS/JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

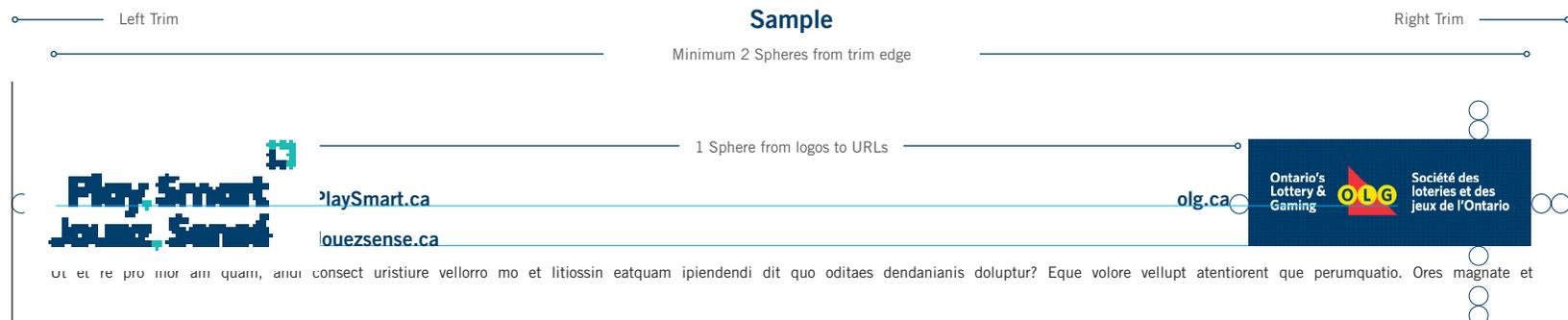
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **1 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

PS/JS Identity

- **Identity:** PS/JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area.
- **PS/JS URLs:** The 'P' and 'S' and 'J' and 'S' in the URLs must be upper case, and the URLs must be the same pt size as the olg.ca URL and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** Corporate-led communications will not need to include any age-gating qualifier messaging, but will need to include any legal pertinent to contests/promotions specific to the communication at hand.



Logo Lock-Ups

Charitable Bingo & Gaming

Logo Lock-Ups • Charitable Bingo & Gaming – Usage Instructions

The preferred lock-up will incorporate a transparent band and is to be used in all applications. The logo must always be clear and distinguishable, and cannot be used on a distracting background (e.g., pattern). All protected areas of the lock-up will be calculated by the OLG Sphere. Furthermore, if a live area is specified, all elements must be within the live area.

NOTE: Never alter the proportional relationship between the OLG identity and PS identity.



Sample Lock-Up



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

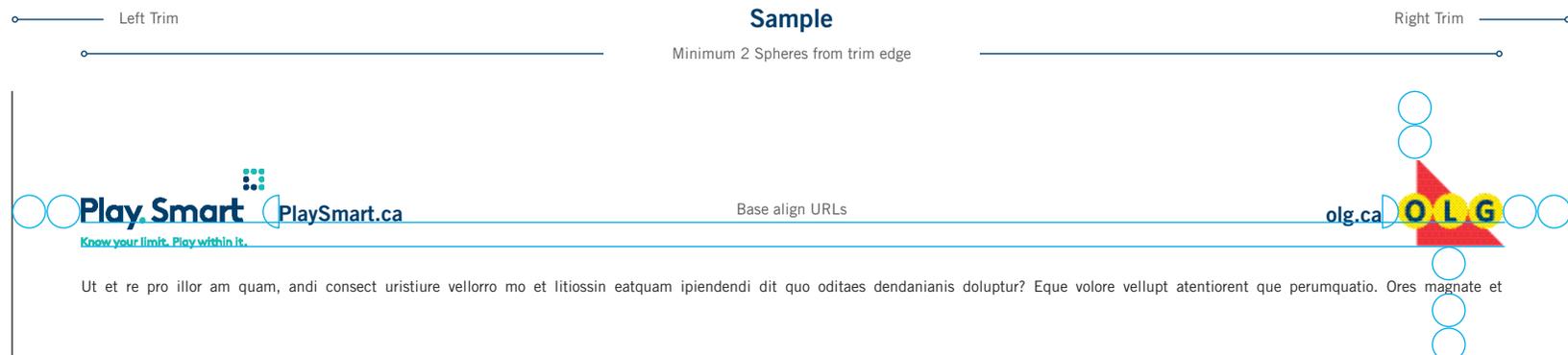
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

PS Identity

- **Identity:** PS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area.
- **PS URL:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

JS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the JS identity in the bottom left corner of the live area.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS/JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

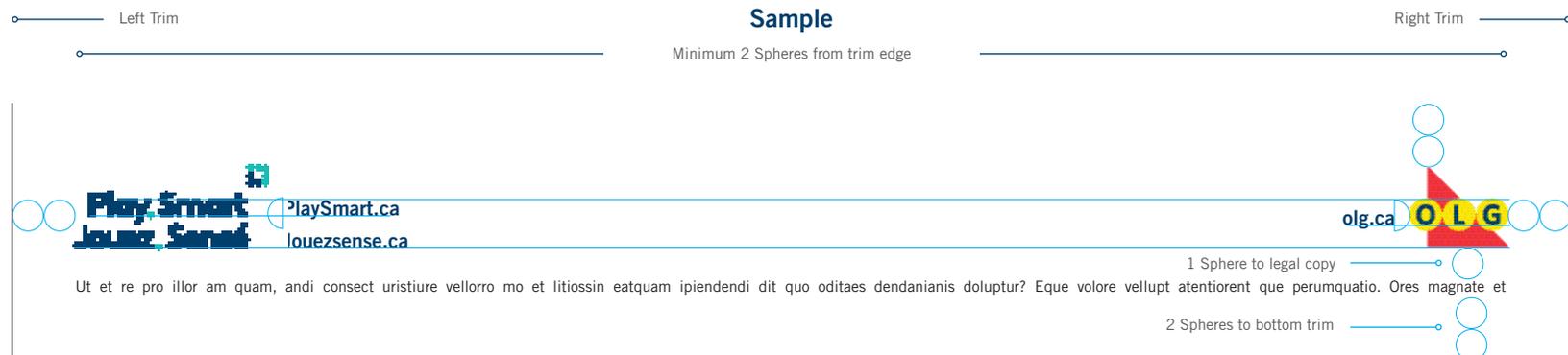
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity. All URLs should be set in primary corporate blue or black.

PS/JS Identity

- **Identity:** PS/JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS/JS identity in the bottom left corner of the live area.
- **PS/JS URLs:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' and 'J' and 'S' in the URLs must be upper case, and the URLs must be the same pt size as the olg.ca URL and set in Trade Gothic Bold No. 2 font base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



Logo Lock-Up • 100% of Proceeds Tagline, English

All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

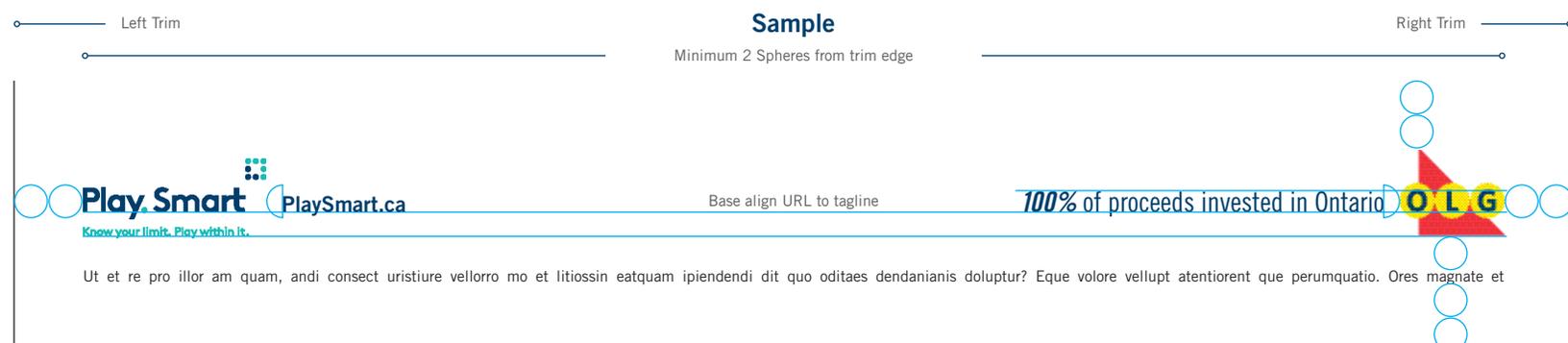
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **100% of proceeds tagline:** 100% of proceeds tagline is set in Trade Gothic Condensed No. 18, while '100%' is set in Trade Gothic Bold Condensed No. 20 Oblique. The cap height of the tagline should match that of 'OLG'. Placed **0.5 x Sphere** from OLG identity. The tagline and URL should be set in primary corporate blue, black or white.

PS Identity

- **Identity:** PS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of OLG identity.
- **PS URL:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case and set in Trade Gothic Bold No. 2 font – base aligned with 100% of proceeds tagline.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from bottom of OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and JS identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Identity

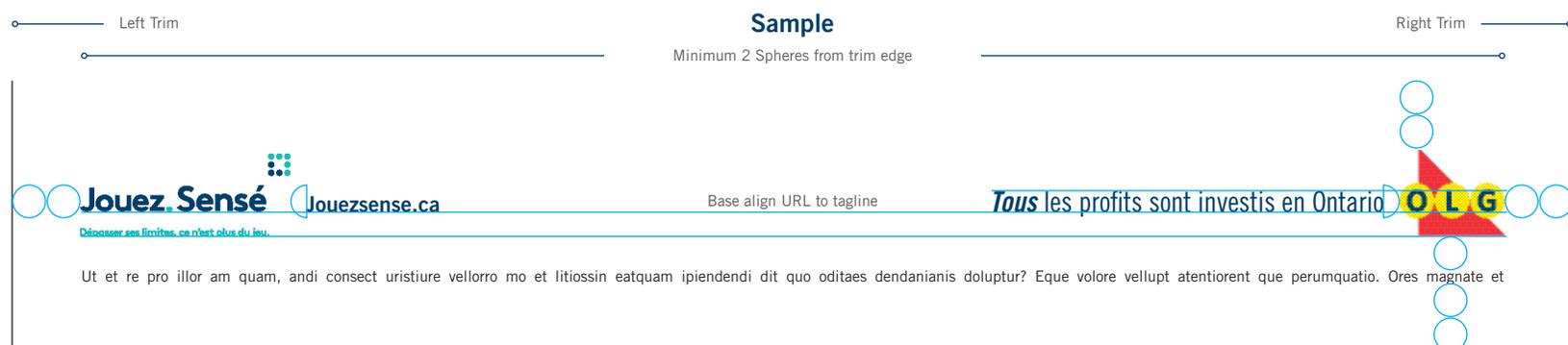
- **Identity:** OLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **Tous les profits tagline:** Tous les profits tagline is set in Trade Gothic Condensed No. 18, while 'Tous' is set in Trade Gothic Bold Condensed No. 20 Oblique. The cap height of the tagline should match that of 'OLG'. Placed **0.5 x Sphere** from OLG identity.

JS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of OLG identity.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case and set in Trade Gothic Bold No. 2 font – base aligned with Tous les profits tagline.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from bottom of OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



Logo Lock-Ups

Lottery

All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS identity.

In select situations where visibility benefits from simplicity, certain lock-up elements can be removed (see *Lottery Applications* for details).

OLG Identity

- **Identity:** OLG identity must be placed at least **2 x Sphere** from the right and at least **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** Only to be used where there is a call-to-action or further explanation of the message online. The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity.

PS Identity

- **Identity:** PS identity must be placed at least **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area. For Lottery purposes only, the PS identity should NOT include the “Know your limit. Play within it.” tagline.
- **PS URL:** When used, the URL is to be placed **0.5 x Sphere** from the PS identity and should be set in primary corporate blue. The ‘P’ and ‘S’ in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand. (See Lottery Applications for further details.)



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and JS identity.

In select situations where visibility benefits from simplicity, certain lock-up elements can be removed (see *Lottery Applications* for details).

OLG Identity

- **Identity:** OLG identity must be placed at least **2 x Sphere** from the right and at least **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** Only to be used where there is a call-to-action or further explanation of the message online. The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity.

JS Identity

- **Identity:** JS identity must be placed at least **2 x Sphere** from the left – base aligned with the bottom of the OLG identity. For Lottery purposes only, the JS identity should NOT include the “Dépasser ses limites, ce n’est plus du jeu.” tagline.
- **JS URL:** When used, the URL is to be placed **0.5 x Sphere** from the JS identity and should be set in primary corporate blue. The ‘J’ and ‘S’ in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand. (See Lottery Applications for further details.)



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS/JS identity.

In select situations where visibility benefits from simplicity, certain lock-up elements can be removed (see *Lottery Applications* for details).

OLG Identity

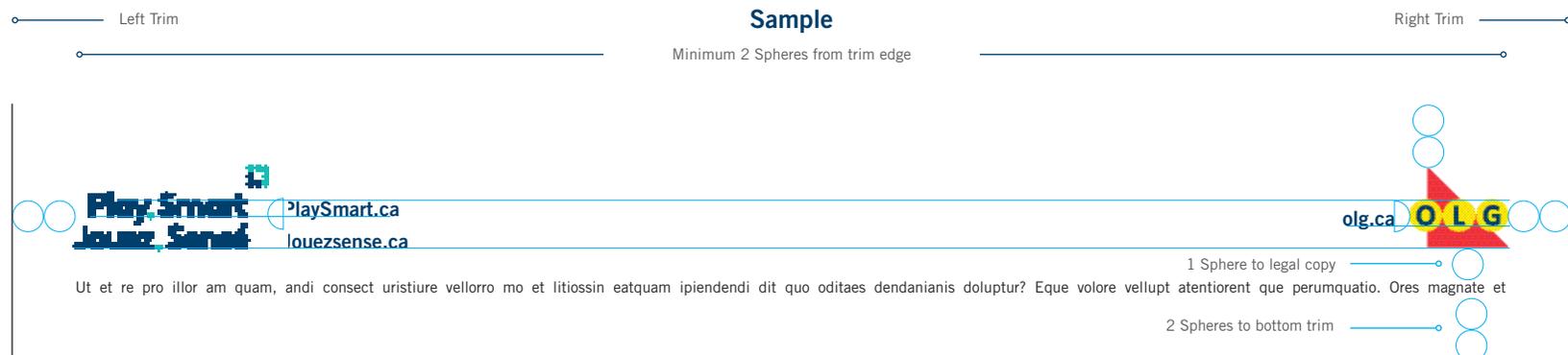
- **Identity:** OLG identity must be placed at least **2 x Sphere** from the right and at least **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **OLG URL:** Only to be used where there is a call-to-action or further explanation of the message online. The OLG URL is lower case, set in Trade Gothic Bold No. 2 font, minimum 6 pt. and placed **0.5 x Sphere** from the OLG identity.

PS/JS Identity

- **Identity:** PS/JS identity must be placed at least **2 x Sphere** from the left trim and base aligned with the bottom of the OLG identity. When a live area is specified, always place the PS/JS identity in the bottom left corner of the live area.
- **PS/JS URLs:** When used, the URL is to be placed **0.5 x Sphere** from the PS/JS identity and should be set in primary corporate blue. The 'P' and 'S' and 'J' and 'S' in the URL must be upper case, and the URL must be the same point size as olg.ca and set in Trade Gothic Bold No. 2 font – base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from the bottom of the OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand. (See Lottery Applications for further details.)



When using the Sign Your Lottery Ticket (SYLT) identity on its own, the protected areas for the identity are calculated by the width of the identity (*Module*).

Sign Your Lotto Ticket Identity

- **Identity:** In select POS situations where the PlaySmart and OLG identities are not required, the SYLT identity must be used **1/2 Module** from the left trim.
- **SYLT 'For More Information, Phone Number & URL' copy:** Only POS collaterals with the SYLT logo should incorporate the 'For More Information, Phone Number & URL' copy; place it **1/4 Module** from the SYLT identity. The copy should be set in primary corporate blue or black (or white if necessary).

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and placed on the trim edge. Place the SYLT identity **1/2 Module** from the trim.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with any legal pertinent to contests/promotions specific to the given communication (see *Lottery Applications* for details).



When using the Sign Your Lottery Ticket (SYLT) identity on its own, the protected areas for the identity are calculated by the width of the identity (*Module*).

Sign Your Lotto Ticket Identity

- **Identity:** In select POS situations where the PlaySmart and OLG identities are not required, the SYLT identity must be used **1/2 Module** from the left trim.
- **SYLT 'Pour en savoir plus, Phone Number & URL' copy:** Only POS collaterals with the SYLT logo should incorporate the 'Pour en savoir plus, Phone Number & URL' copy; place it **1/4 Module** from the SYLT identity. The copy should be set in primary corporate blue or black (or white if necessary).

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and placed on the trim edge. Place the SYLT identity **1/2 Module** from the trim.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with any legal pertinent to contests/promotions specific to the given communication (see *Lottery Applications* for details).



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and PS identity.

In select situations where visibility benefits from simplicity, certain lock-up elements can be removed (see *Lottery Applications* for details).

OLG Identity

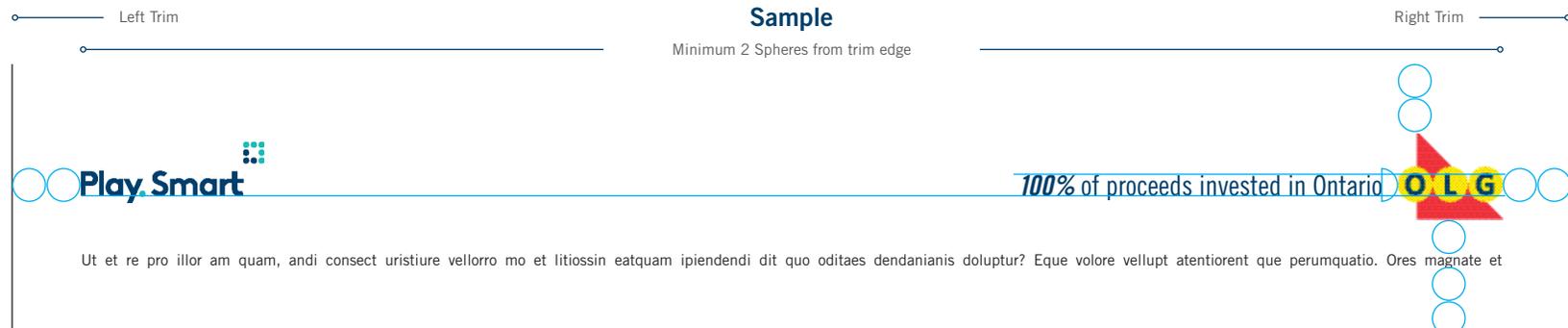
- **Identity:** OLG identity must be placed at least **2 x Sphere** from the right and at least **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **100% of proceeds tagline:** The “100% of proceeds...” tagline should be used when a specific URL or CTA is not being promoted. The cap height of the tagline should match that of ‘OLG’. Placed **0.5 x Sphere** from OLG identity. The tagline should be set in primary corporate blue, black or white.

PS Identity

- **Identity:** PS identity must be placed at least **2 x Sphere** from the left trim. For Lottery purposes only, the PS identity should NOT include the “Know your limit. Play within it.” tagline.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from bottom of OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand. (See Lottery Applications for further details.)



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the OLG identity and JS identity.

In select situations where visibility benefits from simplicity, certain lock-up elements can be removed from this lock-up.

OLG Identity

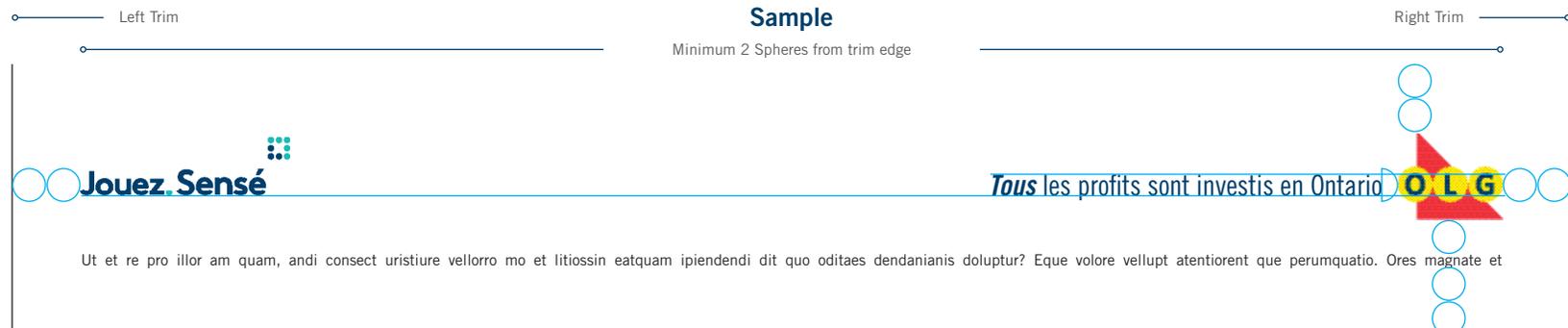
- **Identity:** OLG identity must be placed at least **2 x Sphere** from the right and at least **2 x Sphere** from the bottom trim. When a live area is specified, always place the OLG identity in the bottom right corner of the live area.
- **Tous les profits tagline:** The “Tous les profits...” tagline should be used when a specific URL or CTA is not being promoted. The cap height of the tagline should match that of ‘OLG’. Placed **0.5 x Sphere** from OLG identity. The tagline should be set in primary corporate blue, black or white.

JS Identity

- **Identity:** JS identity must be placed at least **2 x Sphere** from the left trim. For Lottery purposes only, the JS identity should NOT include the “Dépasser ses limites, ce n’est plus du jeu.” tagline.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **1 x Sphere** from bottom of OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand. (See Lottery Applications for further details.)



Logo Lock-Ups

iGaming

Logo Lock-Ups • iGaming – Usage Instructions

The preferred lock-up will incorporate a transparent band and is to be used in all applications. The logo must always be clear and distinguishable, and cannot be used on a distracting background (e.g., pattern). All protected areas of the lock-up will be calculated by the OLG Sphere. Furthermore, if a live area is specified, all elements must be within the live area.

NOTE: Never alter the proportional relationship between the PlayOLG identity and PS identity.



Sample Lock-Up



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the PS identity and PlayOLG identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

PlayOLG Identity

- **Identity:** PlayOLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the PlayOLG identity in the bottom right corner of the live area.

PS Identity

- **Identity:** PS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the PlayOLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area.
- **PS URL:** Placed **1 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and set in Trade Gothic Bold No. 2 font – base aligned with the OLG Spheres in the PlayOLG identity.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **2 x Sphere** from the bottom of the PlayOLG.ca identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the JS identity and PlayOLG identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

PlayOLG Identity

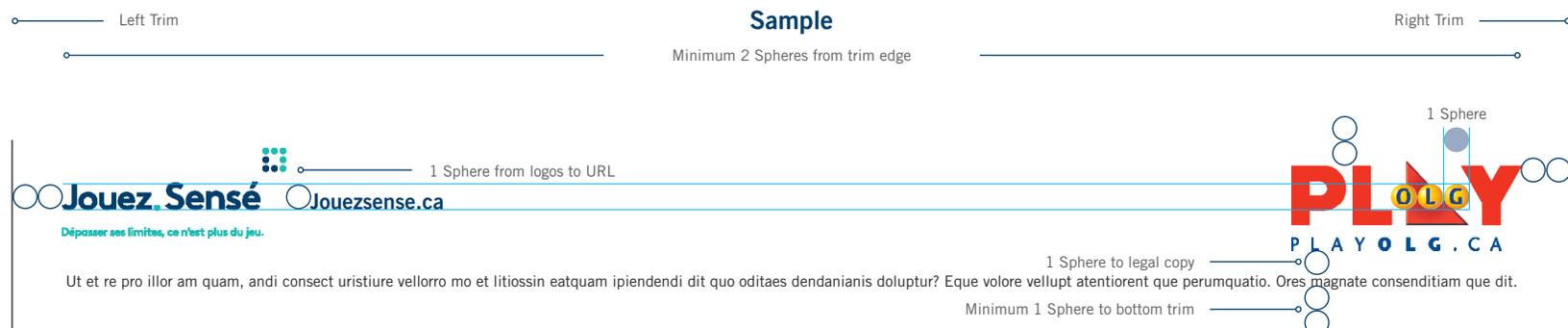
- **Identity:** PlayOLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the PlayOLG identity in the bottom right corner of the live area.

JS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the PlayOLG identity. When a live area is specified, always place the JS identity in the bottom left corner of the live area.
- **JS URL:** Placed **1 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and set in Trade Gothic Bold No. 2 font – base aligned with the OLG Spheres in the PlayOLG identity.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **2 x Sphere** from the bottom of the PlayOLG.ca identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the JS identity and PlayOLG identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

PlayOLG Identity

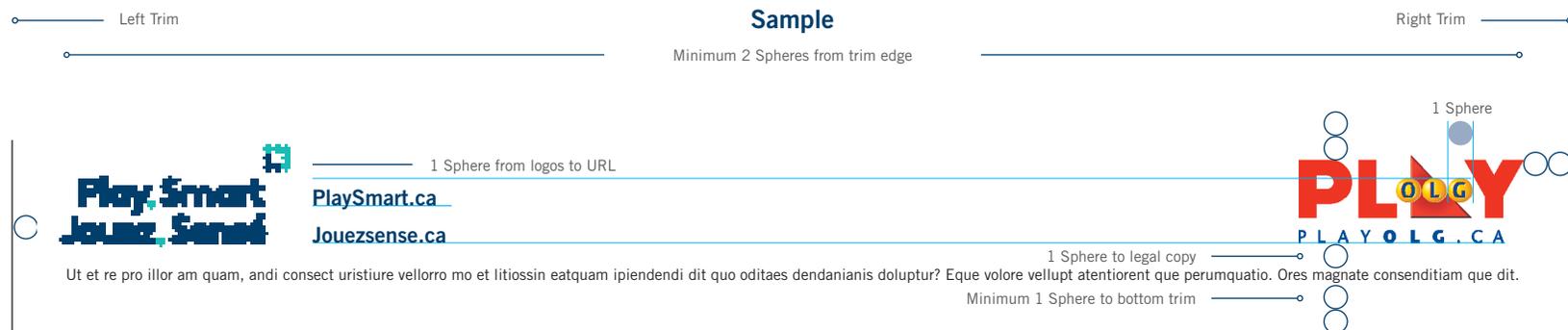
- **Identity:** PlayOLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the PlayOLG identity in the bottom right corner of the live area.

PS/JS Identity

- **Identity:** PS/JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the PlayOLG identity. When a live area is specified, always place the PS/JS identity in the bottom left corner of the live area.
- **PS/JS URLs:** Placed **1 x Sphere** from the PS/JS identity. The 'P' and 'S' and 'J' and 'S' in the URLs must be upper case, and must set in Trade Gothic Bold No. 2 font.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **2 x Sphere** from the bottom of the OLG identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



Logo Lock-Up • 100% of Proceeds Tagline, English

All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the PS identity and PlayOLG identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

PlayOLG Identity

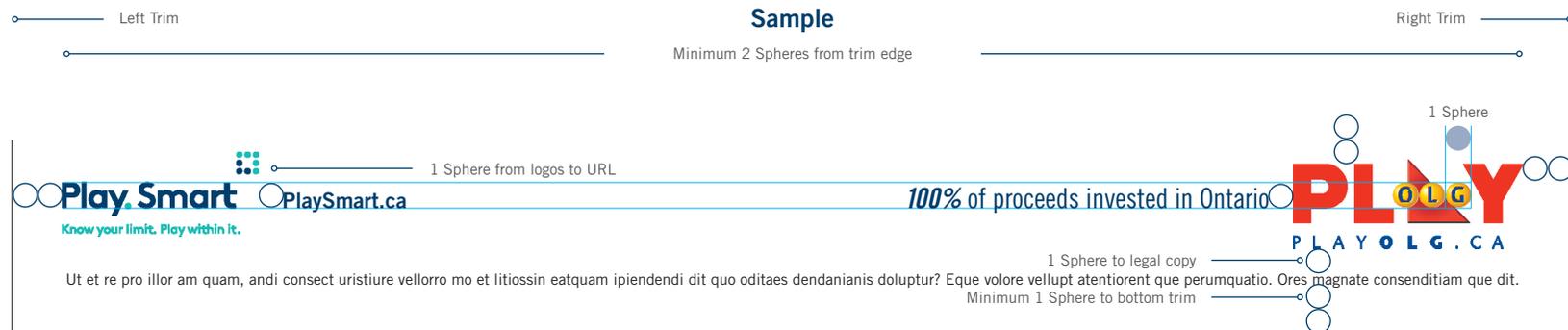
- **Identity:** PlayOLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the PlayOLG identity in the bottom right corner of the live area.
- **100% of proceeds tagline:** 100% of proceeds tagline is set in Trade Gothic Condensed No. 18, while '100%' is set in Trade Gothic Bold Condensed No. 20 Oblique, placed **1 x Sphere** from OLG identity. The tagline and URL should be set in primary corporate blue, black or white.

PS Identity

- **Identity:** PS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the PlayOLG identity. When a live area is specified, always place the PS identity in the bottom left corner of the live area.
- **PS URL:** Placed **1 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and set in Trade Gothic Bold No. 2 font – base aligned with the OLG Spheres in the PlayOLG identity.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **2 x Sphere** from the bottom of the PlayOLG.ca identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the JS identity and PlayOLG identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

PlayOLG Identity

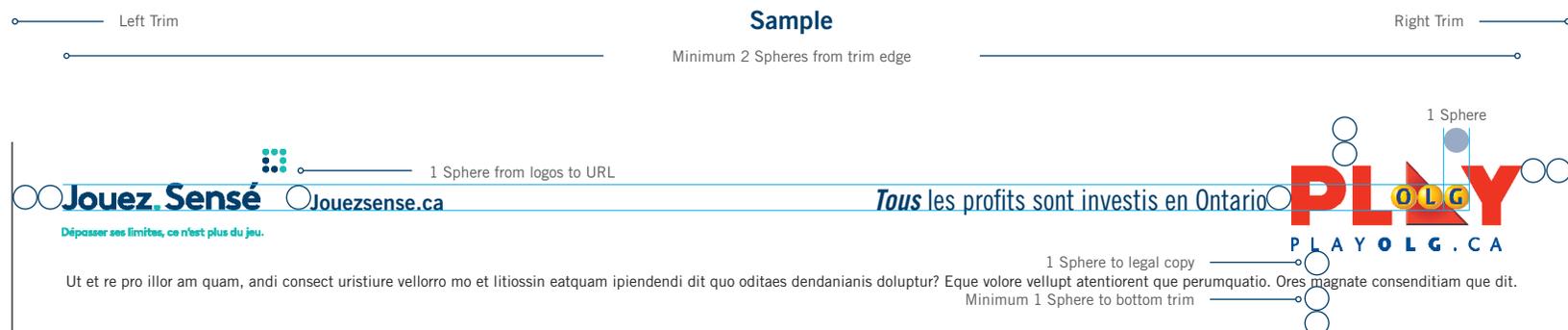
- **Identity:** PlayOLG identity must be placed **2 x Sphere** from the right and **2 x Sphere** from the bottom trim. When a live area is specified, always place the PlayOLG identity in the bottom right corner of the live area.
- **Tous les profits tagline:** Tous les profits tagline is set in Trade Gothic Condensed No. 18, while 'Tous' is set in Trade Gothic Bold Condensed No. 20 Oblique, placed **1 x Sphere** from OLG identity. The tagline and URL should be set in primary corporate blue, black or white.

JS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim and base aligned with the bottom of the PlayOLG identity. When a live area is specified, always place the JS identity in the bottom left corner of the live area.
- **JS URL:** Placed **1 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and set in Trade Gothic Bold No. 2 font – base aligned with the OLG Spheres in the PlayOLG identity.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. and must be placed **2 x Sphere** from the bottom of the PlayOLG.ca identity.
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



Logo Lock-Ups

Slots & Casinos

All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the PS identity and OLG Slots identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Slots Identity

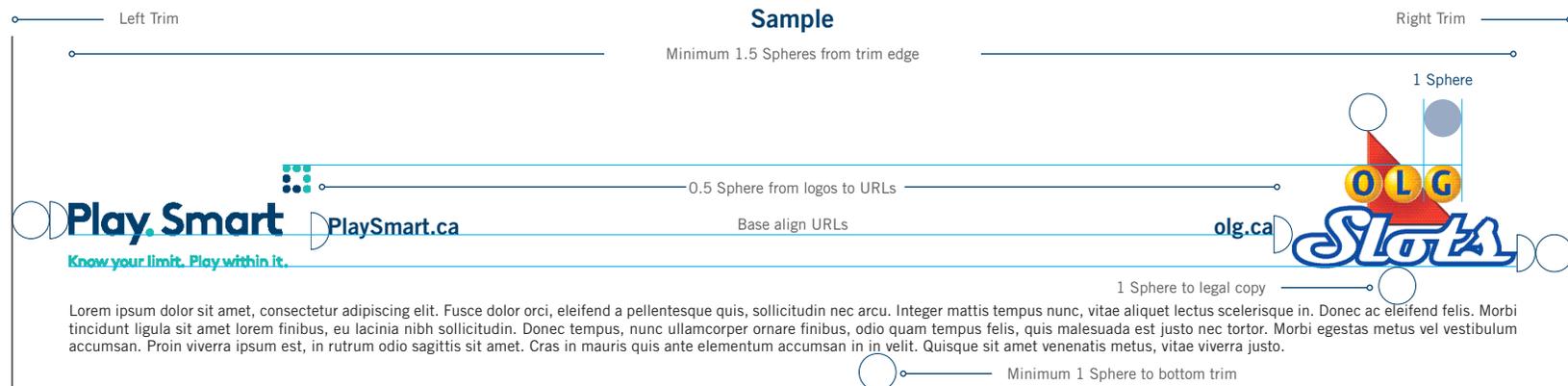
- **Identity:** OLG Slots identity must be placed **1.5 x Sphere** from the right trim edge. It also requires **1 x Sphere** clearance above and **1 x Sphere** beneath the identity.
- **OLG URL:** olg.ca URL must be placed **0.5 x Sphere** from the left side of the OLG Slots logo and base aligned with the PlaySmart.ca URL.

PS Identity

- **Identity:** PS identity must be placed **1.5 x Sphere** from the left trim.
- **PS URL:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be placed **0.5 x Sphere** from the right side of the PS logo and base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. Legal copy is left-justified below the logo lock-up with **1 x Sphere** clearance between it and the OLG Slots logo, and **1 x Sphere** below the legal copy to the bottom trim edge or live area (if provided).
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the JS identity and OLG Slots identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Slots Identity

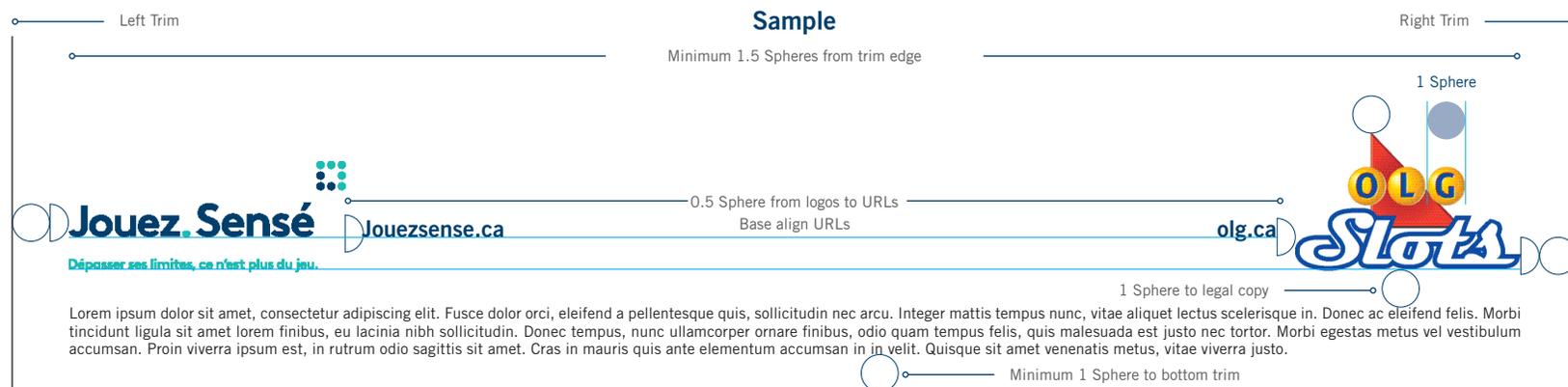
- **Identity:** OLG Slots identity must be placed **1.5 x Sphere** from the right trim edge. It also requires **1 x Sphere** clearance above and **1 x Sphere** beneath the identity.
- **OLG URL:** olg.ca URL must be placed **0.5 x Sphere** from the left side of the OLG Slots logo, and base aligned with the JouezSensé.ca URL.

JS Identity

- **Identity:** JS identity must be placed **1.5 x Sphere** from the left trim.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be placed **0.5 x Sphere** from the right side of the JS logo and base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. Legal copy is left-justified below the logo lock-up with **1 x Sphere** clearance between it and the OLG Slots logo, and **1 x Sphere** below the legal copy to the bottom trim edge or live area (if provided).
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the PS and OLG Slots with Site Location identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Slots with Site Location Identity

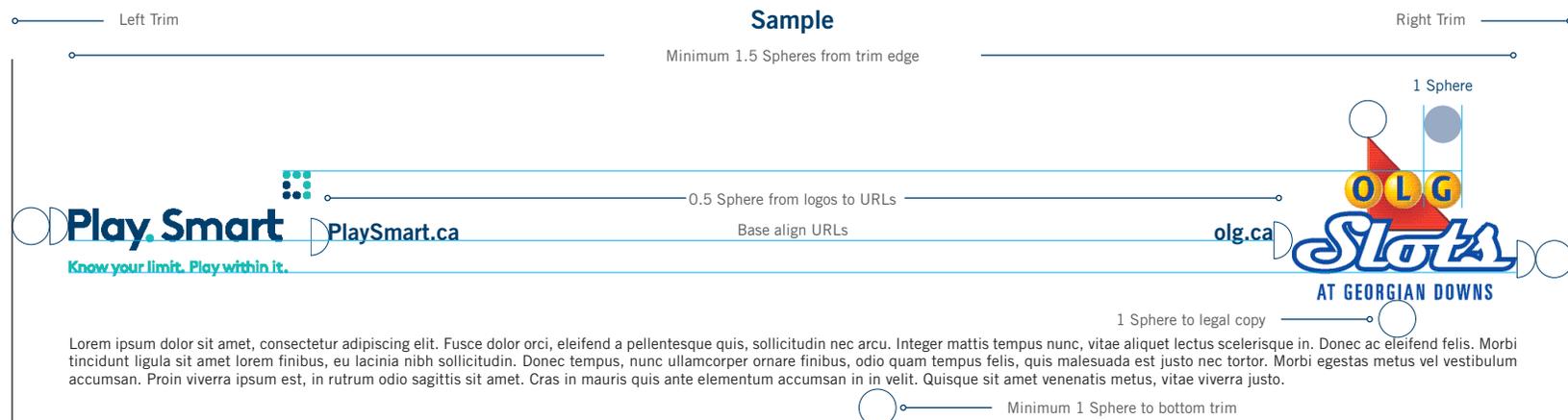
- **Identity:** OLG Slots with Site Location identity must be placed **1.5 x Sphere** from the right trim edge. It also requires **1 x Sphere** clearance above and **1 x Sphere** beneath the identity.
- **OLG URL:** olg.ca URL must be placed **0.5 x Sphere** from the left side of the OLG Slots with Site Location logo, and base aligned with the PlaySmart.ca URL.

PS Identity

- **Identity:** PS identity must be placed **1.5 x Sphere** from the left trim.
- **PS URL:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be placed **0.5 x Sphere** from the right side of the PS logo and base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. Legal copy is left-justified below the logo lock-up with **1 x Sphere** clearance between it and the OLG Slots with Site Location logo, and **1 x Sphere** below the legal copy to the bottom trim edge or live area (if provided).
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the JS identity and OLG Slots with Site Location identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Slots with Site Location Identity

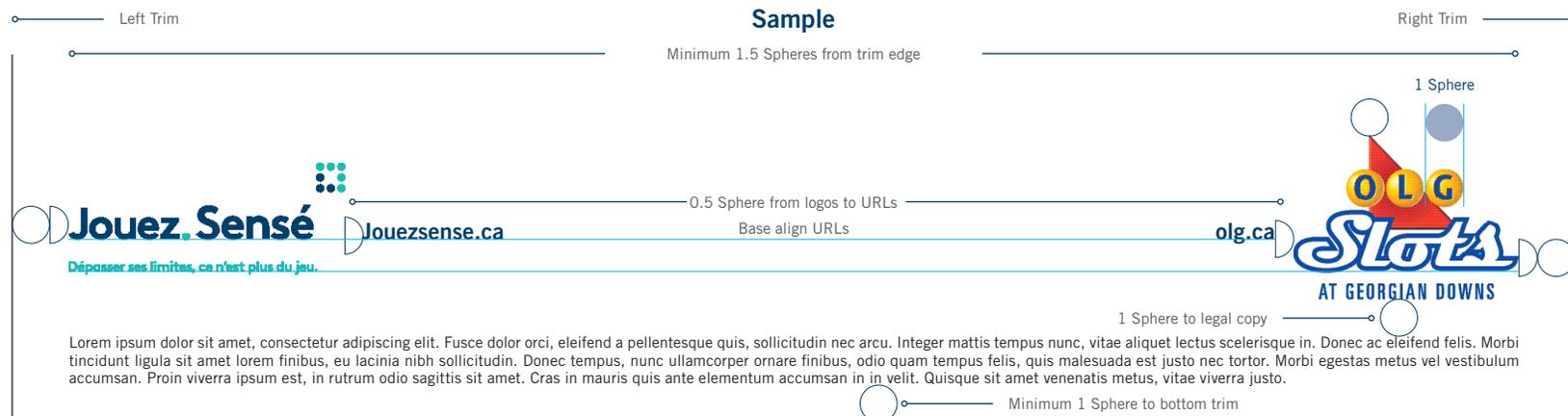
- **Identity:** OLG Slots with Site Location identity must be placed **1.5 x Sphere** from the right trim edge. It also requires **1 x Sphere** clearance above and **1 x Sphere** beneath the identity.
- **OLG URL:** olg.ca URL must be placed **0.5 x Sphere** from the left side of the OLG Slots with Site Location logo, and base aligned with the JouezSensé.ca URL.

JS Identity

- **Identity:** JS identity must be placed **1.5 x Sphere** from the left trim.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be placed **0.5 x Sphere** from the right side of the JS logo and base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. Legal copy is left-justified below the logo lock-up with **1 x Sphere** clearance between it and the OLG Slots with Site Location logo, and **1 x Sphere** below the legal copy to the bottom trim edge or live area (if provided).
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the PS identity and OLG Casino identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Casinos Identity

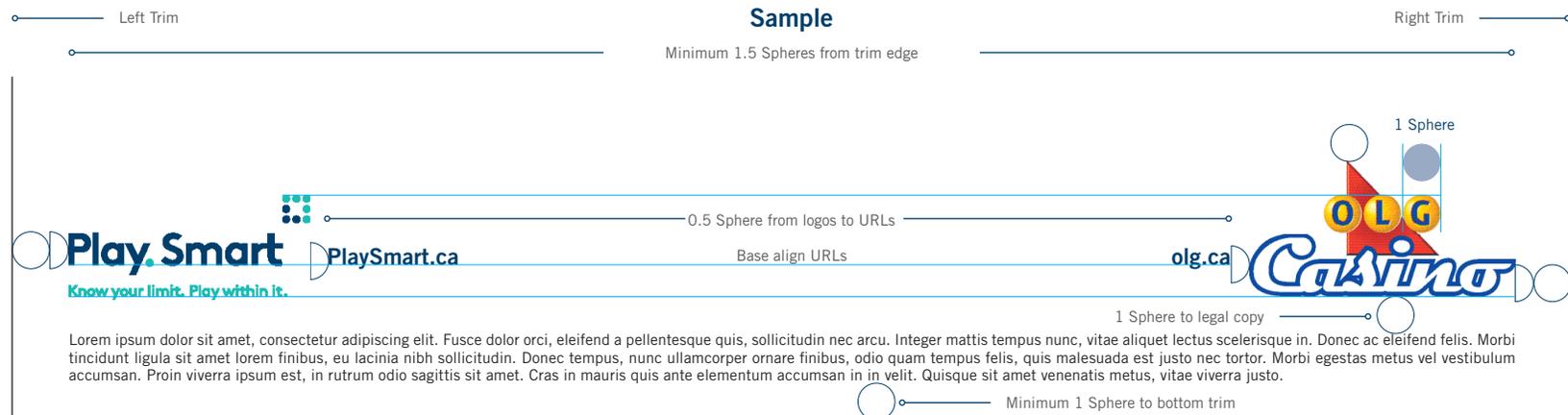
- **Identity:** OLG Casino identity must be placed **1.5 x Sphere** from the right trim. It also requires **1 x Sphere** clearance above and **1 x Sphere** beneath the identity.
- **OLG URL:** olg.ca URL must be placed **0.5 x Sphere** from the left side of the OLG Casino logo, and base aligned with the PlaySmart.ca URL.

PS Identity

- **Identity:** PS identity must be placed **1.5 x Sphere** from the left trim.
- **PS URL:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be placed **0.5 x Sphere** from the right side of the PS logo and base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. Legal copy is left-justified below the logo lock-up with **1 x Sphere** clearance between it and the OLG Casino logo, and **1 x Sphere** below the legal copy to the bottom trim edge or live area (if provided).
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the JS identity and OLG Casino identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Casinos

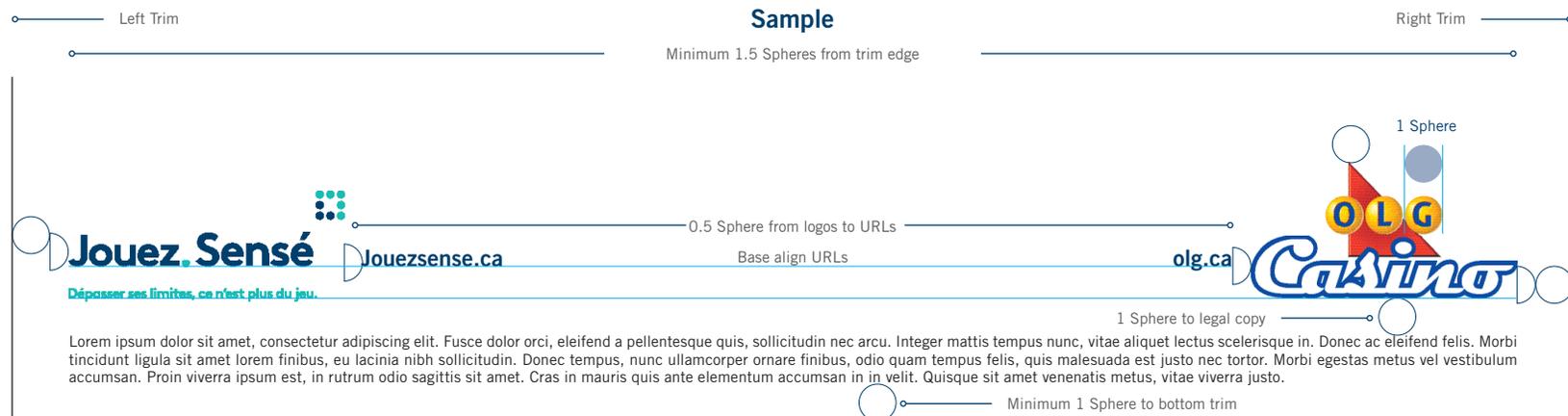
- **Identity:** OLG Casino identity must be placed **1.5 x Sphere** from the right trim edge. It also requires **1 x Sphere** clearance above and **1 x Sphere** beneath the identity.
- **OLG URL:** olg.ca URL must be placed **0.5 x Sphere** from the left side of the OLG Casino logo, and base aligned with the JouezSensé.ca URL.

JS Identity

- **Identity:** JS identity must be placed **1.5 x Sphere** from the left trim.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be placed **0.5 x Sphere** from the right side of the JS logo and base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. Legal copy is left-justified below the logo lock-up with **1 x Sphere** clearance between it and the OLG Casino logo, and **1 x Sphere** below the legal copy to the bottom trim edge or live area (if provided).
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the PS and OLG Casino with Site Location identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Casino with Site Location Identity

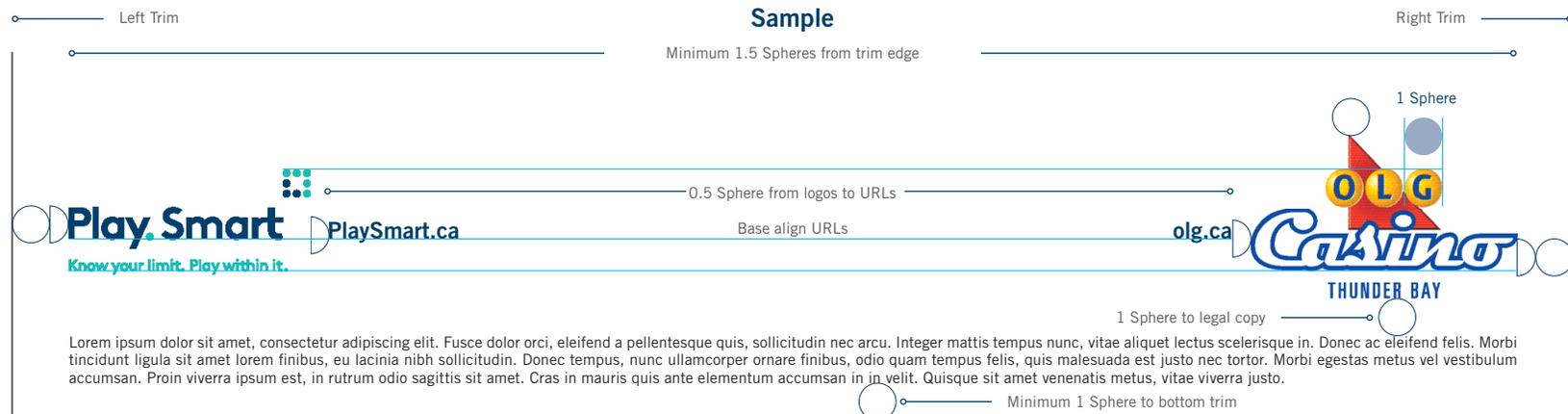
- **Identity:** OLG Casino with Site Location identity must be placed **1.5 x Sphere** from the right trim edge. It also requires **1 x Sphere** clearance above and **1 x Sphere** beneath the identity.
- **OLG URL:** olg.ca URL must be placed **0.5 x Sphere** from the left side of the OLG Casino with Site Location logo, and base aligned with the PlaySmart.ca URL.

PS Identity

- **Identity:** PS identity must be placed **1.5 x Sphere** from the left trim.
- **PS URL:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be placed **0.5 x Sphere** from the right side of the PS logo and base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. Legal copy is left-justified below the logo lock-up with **1 x Sphere** clearance between it and the OLG Casino with Site Location logo, and **1 x Sphere** below the legal copy to the bottom trim edge or live area (if provided).
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the JS identity and OLG Casino with Site Location identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Casino with Site Location Identity

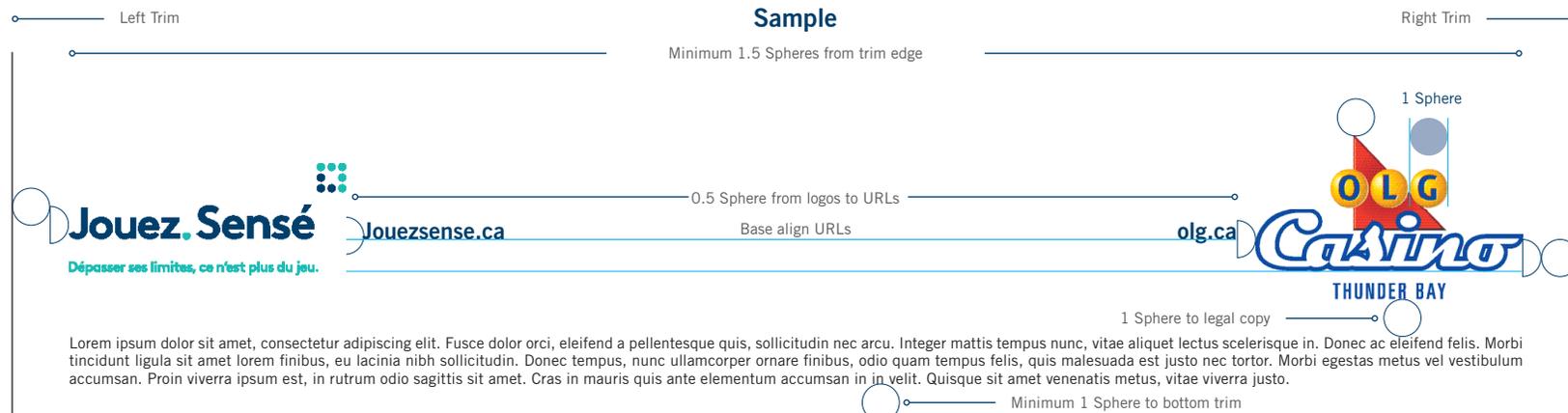
- **Identity:** OLG Casino with Site Location identity must be placed **1.5 x Sphere** from the right trim edge. It also requires **1 x Sphere** clearance above and **1 x Sphere** beneath the identity.
- **OLG URL:** olg.ca must be placed **0.5 x Sphere** from the left side of the OLG Casino with Site Location logo, and base aligned with the JouezSense.ca URL.

JS Identity

- **Identity:** JS identity must be placed **1.5 x Sphere** from the left trim.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be placed **0.5 x Sphere** from the right side of the JS logo and base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. Legal copy is left-justified below the logo lock-up with **1 x Sphere** clearance between it and the OLG Casino with Site Location logo, and **1 x Sphere** below the legal copy to the bottom trim edge or live area (if provided).
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the PS identity and OLG Slots & Casinos identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Slots & Casinos Identity

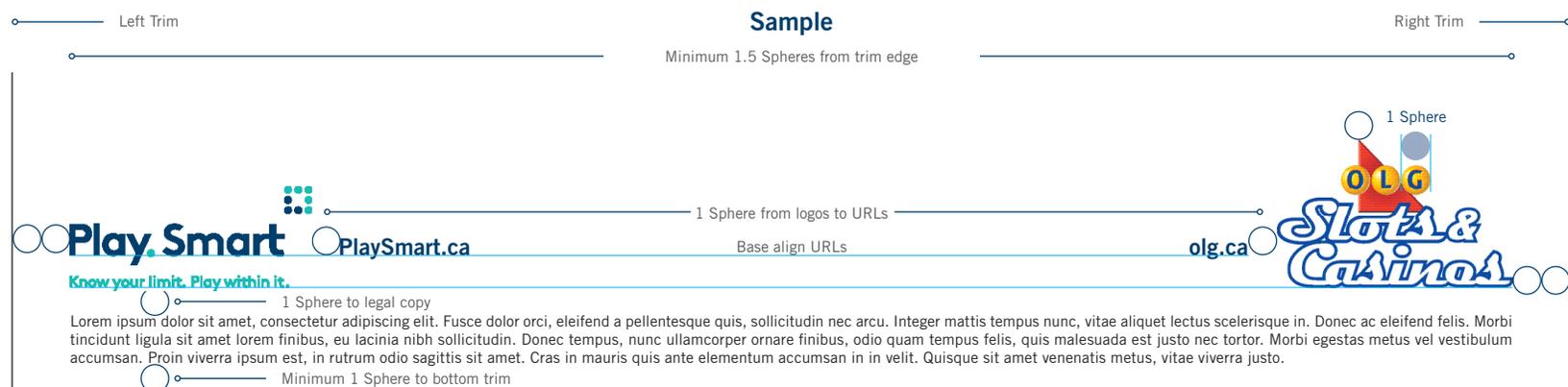
- **Identity:** OLG Slots & Casinos identity must be placed **2 x Sphere** from the right trim edge. It also requires **1 x Sphere** clearance above and **1 x Sphere** beneath the identity.
- **OLG URL:** olg.ca URL must be placed **1 x Sphere** from the left side of the OLG Slots & Casinos logo, and base aligned with the PlaySmart.ca URL.

PS Identity

- **Identity:** PS identity must be placed **2 x Sphere** from the left trim.
- **PS URL:** Placed **0.5 x Sphere** from the PS identity. The 'P' and 'S' in the URL must be upper case, and the URL must be placed **1 x Sphere** from the right side of the PS logo and base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. Legal copy is left-justified below the logo lock-up with **1 x Sphere** clearance between it and the OLG Slots & Casinos logo, and **1 x Sphere** below the legal copy to the bottom trim edge or live area (if provided).
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



All protected areas are calculated by the **OLG Sphere**.

Note: Never alter the proportional relationship between the JS identity and OLG Slots & Casinos identity.

In select situations where visibility benefits from simplicity, taglines, urls and/or phone numbers can be removed from this lock-up.

OLG Slots & Casinos with Site Location Identity

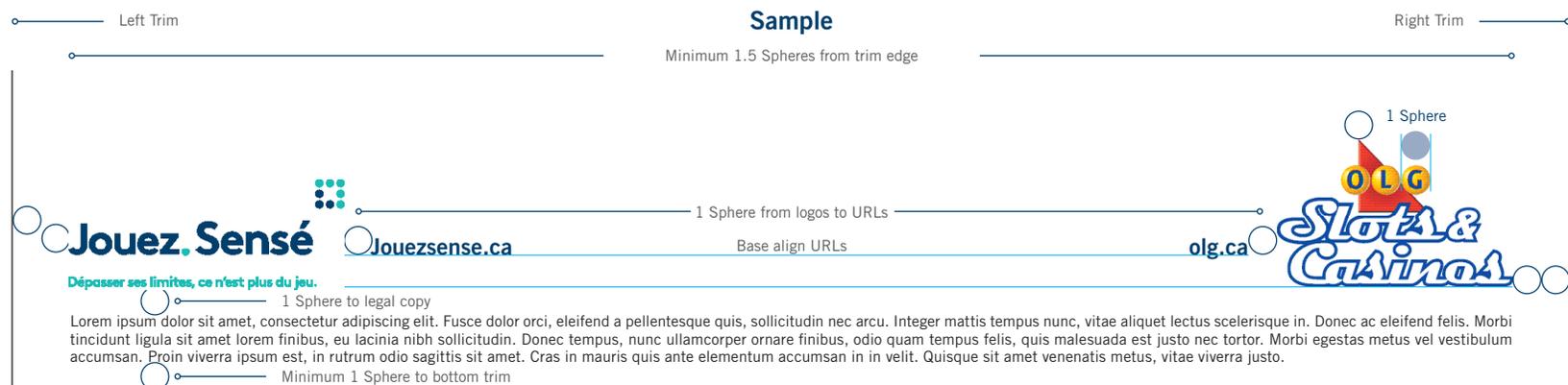
- **Identity:** OLG Slots & Casinos identity must be placed **2 x Sphere** from the right trim edge. It also requires **1 x Sphere** clearance above and **1 x Sphere** beneath the identity.
- **OLG URL:** olg.ca URL must be placed **1 x Sphere** from the left side of the OLG Slots & Casinos logo, and base aligned with the JouezSensé.ca URL.

JS Identity

- **Identity:** JS identity must be placed **2 x Sphere** from the left trim.
- **JS URL:** Placed **0.5 x Sphere** from the JS identity. The 'J' and 'S' in the URL must be upper case, and the URL must be placed **1 x Sphere** from the right side of the JS logo and base aligned with the olg.ca URL.

Legal

- **Legal line:** Legal must be set in Trade Gothic Regular with a minimum size of 6 pt. Legal copy is left-justified below the logo lock-up with **1 x Sphere** clearance between it and the OLG Casino logo, and **1 x Sphere** below the legal copy to the bottom trim edge or live area (if provided).
- **NOTE:** All LOBs are required to add age-gating qualifiers, along with legal pertinent to any contests/promotions specific to the communication at hand.



Applications

Corporate

Print Advertising

Minimum Module size should never be smaller than indicated in the following chart.

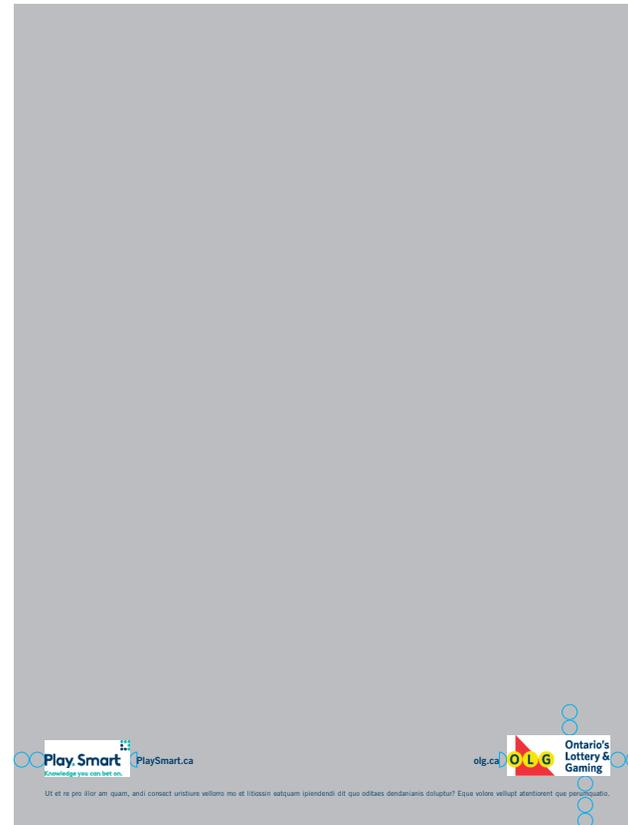
Print Examples	Minimum Module Size	
	inches	cm
Magazine 8" x 10.5"	0.60	1.52
News 10" x 7.14"	0.55	1.40
Brochure 4" x 8.5"	0.38	0.97

The PS identity should not be used at sizes less than 3.5" wide

Print – Magazine full page, 8" x 10.5"



Preferred Lock-Up



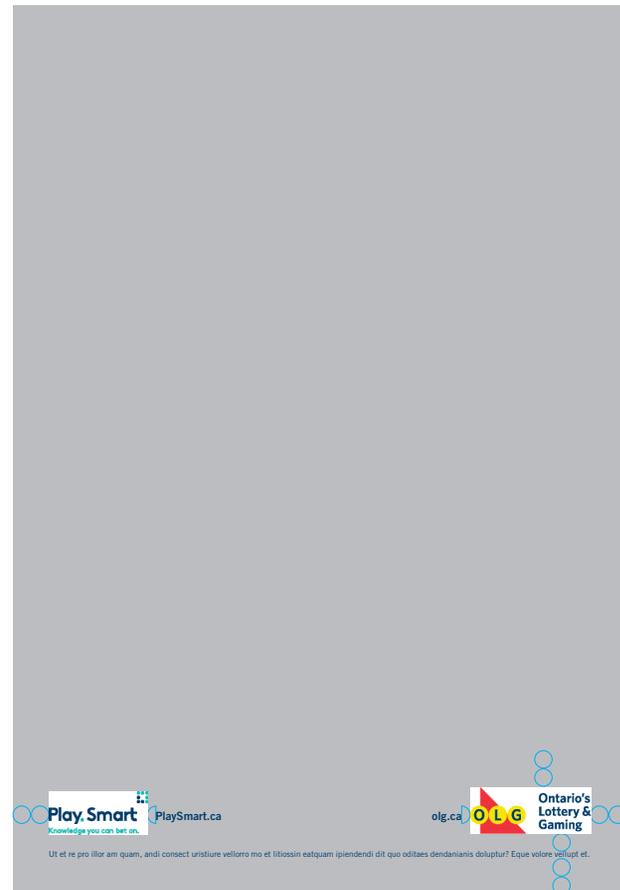
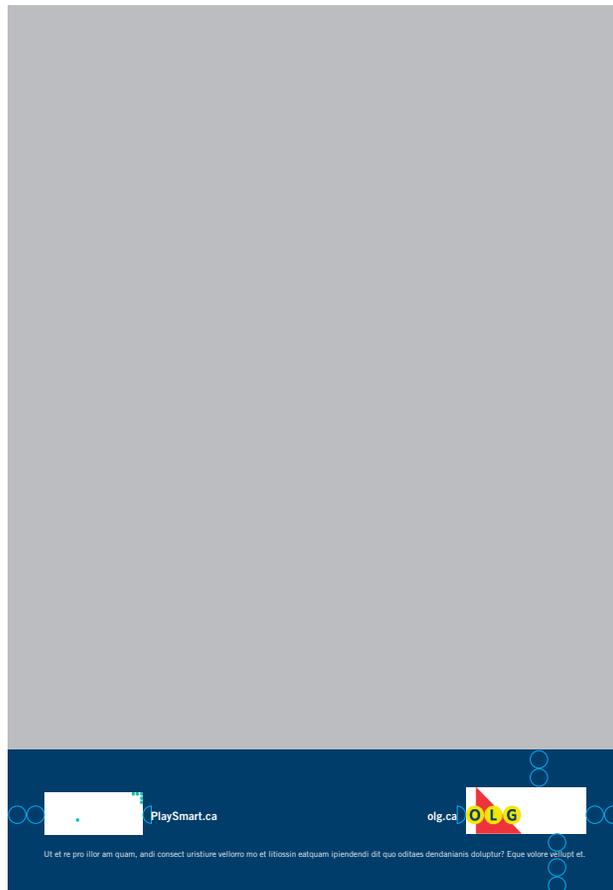
Conditional Lock-Up

Out of Home Advertising

Minimum Module size should never be smaller than indicated in the following chart.

Transit Examples	Minimum Module Size	
	inches	cm
Interior 35" x 11"	1.5	3.8
Transit 47" x 68"	4	10.15

Transit 47" x 68"



Out of Home, Cont'd

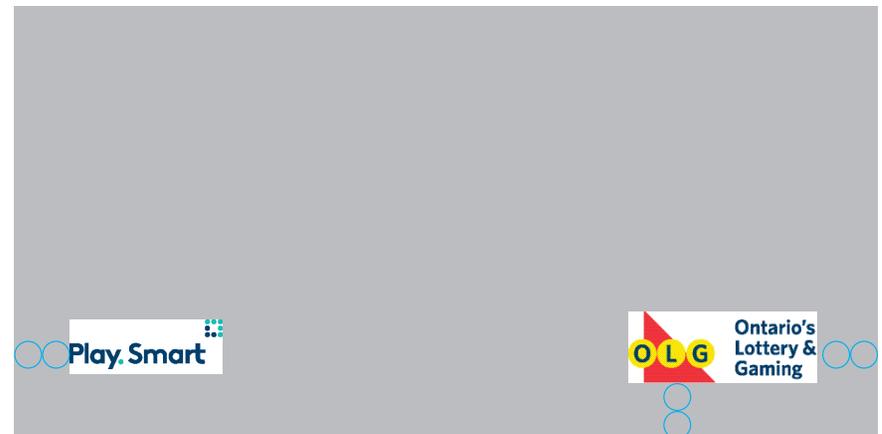
Billboard Examples	Minimum Module Size	
	inches	cm
20' x 10' Billboard	24	61
48' x 14' Billboard*	36	91

*Minimum module size for 48' x 14' are the 20' x 10' billboard size plus 50%

Billboard, 20" x 10"



The minimum size may result in a blue bar that is too large, as shown above. In such cases, the conditional lock-up should be used.



Tagline and URL should be omitted on billboards.

Digital Advertising

Minimum Module size should never be smaller than indicated in the following charts.

Digital Examples	Minimum Logo Width
Web Banner (Leaderboard, Super Big Box, Big Box)	45 px
Email	55 px
Social	55 px
Microsite	55 px

Big Box, 250 x 300



The PS identity should not be used at sizes less than 300px wide

Super Big Box, 300 x 600



Leaderboard, 729 x 90



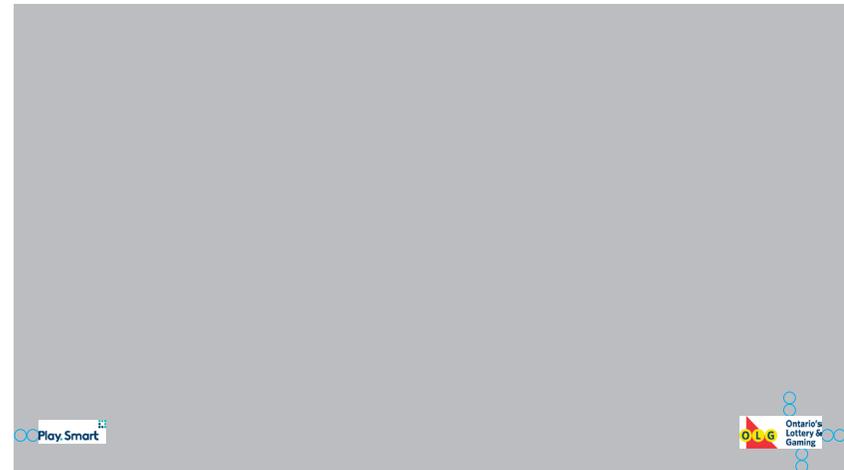
Television Advertising

Minimum Module size should never be smaller than indicated in the following chart.

For broadcast applications, the corporate branding treatment appears during the last 2.5 seconds for all 10-, 15- and 30-second television and digital spots.

Television Examples	Minimum Module Size
	Pixels
1080p 1920px x 1080px	85
720p 1280px x 720px	55
4k 3840 x 2160px	170

Television, 1080p



OLG Audio Sting

The OLG audio sting serves as the primary branding anchor for all OLG radio communications and must be used for Corporate, LOB and PlaySmart-led advertising. All 15- and 30-second radio broadcast applications must include the audio sting (approximately 2 seconds in length), which must be the last sound heard in the ad and cannot be obstructed by any other sound design (e.g., music within the spot must end prior to the sting).

PlaySmart Tagline

The RG message is not mandatory in radio ad messages. If the RG message is included, the recommended treatment is:

- Place the PlaySmart message directly before the end of the ad (positioning it as a stand-alone parting message).
- If being used for a Corporate, LOB and PlaySmart-led spot: place the PlaySmart message first, followed by the OLG audio sting.
- If being used for a service provider: place the PlaySmart message directly before the existing sting/sign-off.

Qualifiers

Where the business requires it, Corporate- and LOB-led radio advertising may also include qualifiers tied to the content being promoted (e.g., “no purchase necessary,” “free Winner’s Circle Rewards membership required,” etc.)

Applications

Charitable Bingo & Gaming

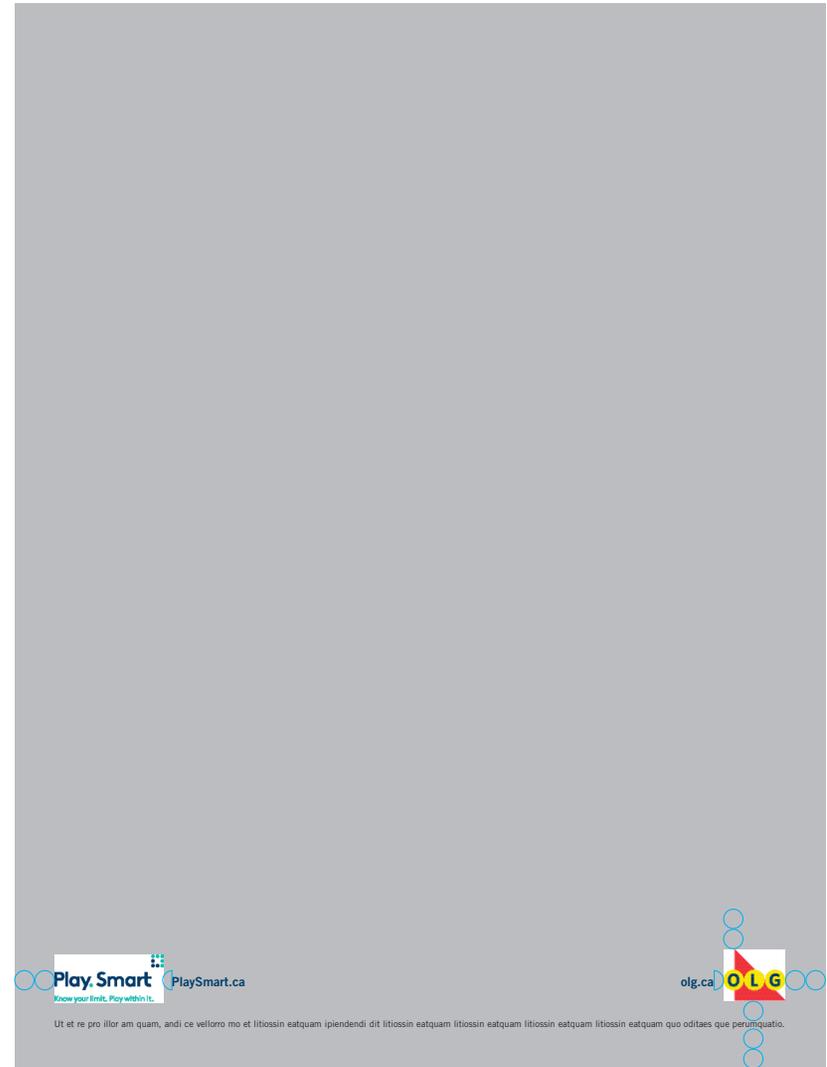
Print Advertising

Minimum Module size should never be smaller than indicated in the chart below.

Print Examples	Minimum Module Size	
	inches	cm
Magazine 8" x 10.5"	0.60	1.52
News 10" x 7.14"	0.55	1.40
Brochure 4" x 8.5"	0.38	0.38

The PS identity should not be used at sizes less than 3.5" wide

Magazine, 8.5" x 11"

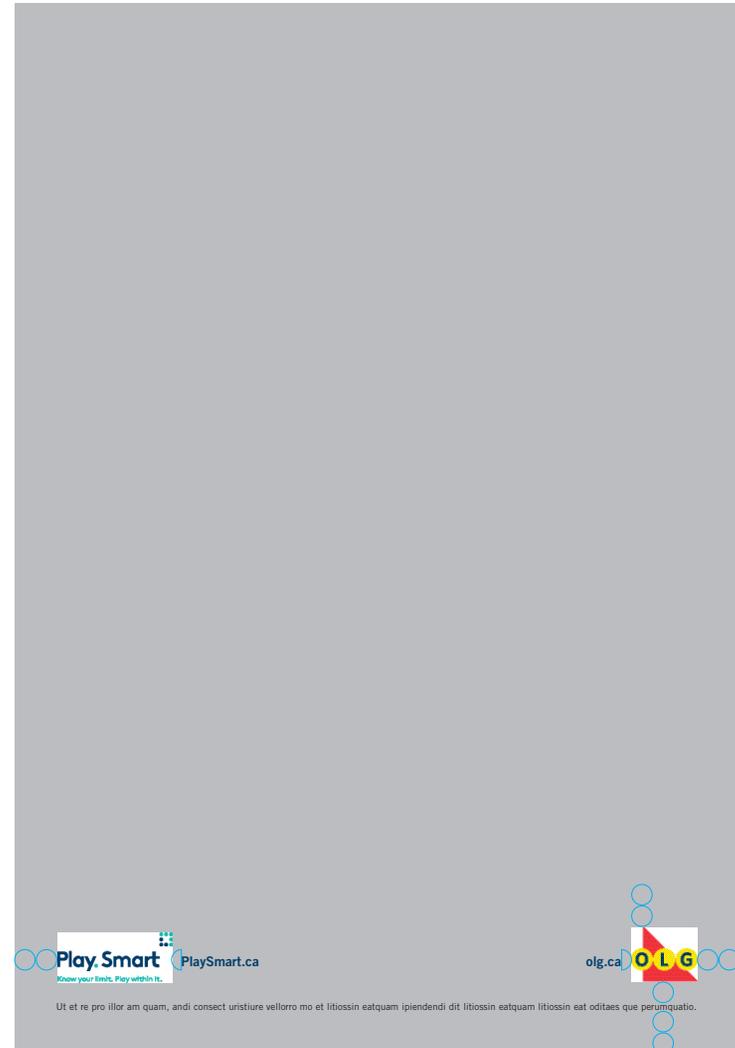


Out of Home Advertising

Minimum Module size should never be smaller than indicated in the chart below.

Transit Examples	Minimum Module Size	
	inches	cm
Interior 35" x 11"	1.44	3.66
Transit 47" x 68"	4.15	10.54

Transit, 47" x 68"



When visibility is an issue in digital and Out of Home (OOH) applications, the OLG URL can be omitted.

Out of Home, Cont'd

Minimum Module size should never be smaller than indicated in the chart below.

Billboard Examples	Minimum Module Size	
	inches	cm
20' x 10' Billboard	24	61
48' x 14' Billboard*	36	91

*Minimum module size for 48' x 14' are the 20' x 10' billboard size plus 50%

Billboard, 10" x 20"

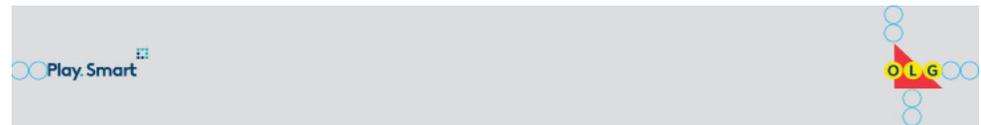


Digital Advertising

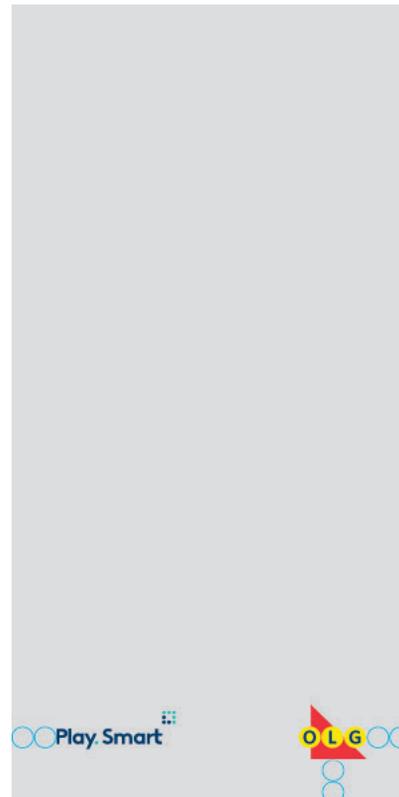
Minimum Module size should never be smaller than indicated in the following charts.

Digital Examples	Minimum Module Size
Web Banner (Leaderboard, Super Big Box, Big Box)	45 px
Email	55 px
Social	55 px
Monitor Slides	55 px

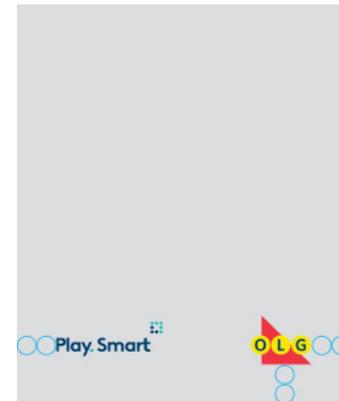
Leaderboard, 729 x 90



Super Big Box, 300 x 600



Big Box, 250 x 300



Television Advertising

Minimum Module size should never be smaller than indicated in the following chart.

For broadcast applications, the corporate branding treatment appears during the last 2.5 seconds for all 10-, 15- and 30-second television and digital spots.

Television Examples	Minimum Module Size
	Pixels
1080p 1920px x 1080px	85
720p 1280px x 720px	55
4k 3840 x 2160px	170

Television, 1080p



OLG Audio Sting

The OLG audio sting serves as the primary branding anchor for all OLG radio communications and must be used for Corporate, LOB and PlaySmart-led advertising. All 15- and 30-second radio broadcast applications must include the audio sting (approximately 2 seconds in length), which must be the last sound heard in the ad and cannot be obstructed by any other sound design (e.g., music within the spot must end prior to the sting).

PlaySmart Tagline

The RG message is not mandatory in radio ad messages. If the RG message is included, the recommended treatment is:

- Place the PlaySmart message directly before the end of the ad (positioning it as a stand-alone parting message).
- If being used for a Corporate, LOB and PlaySmart-led spot: place the PlaySmart message first, followed by the OLG audio sting.
- If being used for a service provider: place the PlaySmart message directly before the existing sting/sign-off.

Qualifiers

Where the business requires it, Corporate- and LOB-led radio advertising may also include qualifiers tied to the content being promoted (e.g., “no purchase necessary,” “free Winner’s Circle Rewards membership required,” etc.)

Applications

Lottery

Print Logo Requirements

Deliverable	PlaySmart Logo	OLG Logo	PS URL ²	OLG URL ²	100% Proceeds Line	18+ Logo ³	Sign Your Lottery Ticket Logo
Magazine	Y	Y	Y	Y	Y	N	N
Newspaper	Y	Y	Y	Y	Y	N	N
Banner Ad	Y	Y	N	N	N	N	N
Ear Lug (Or other comparable small print pieces) ¹	Y	Y	N	N	N	N	N
Direct Mail	Y	Y	N	N	N	N	N

Footnotes

¹Small print pieces, (e.g., ear lug or similar), do not require corporate logos unless otherwise specified.

²Unless a specific vanity URL is being promoted, all print pieces should include the PS and OLG URLs, space permitting and/or unless otherwise specified (e.g. banner ad, ear lug)

³The 18+ logo should also be applied to any holiday/other marketing communications featuring a lottery product that may apply to minors. Placement position to be directed by designer.

Additional Notes

- For all print pieces, the logos should be placed directly on the image.
- Logos should have the clearance of at least **2 x Sphere** from each side.
- When there is legal, it should be placed **1 x Sphere** from the bottom of the OLG logo identity.
- Unless there is a specific URL or CTA being promoted, “100% of proceeds...” should be used for full page ads at the discretion of the LOB.

Minimum Module size should never be smaller than indicated in the following chart.

Print Examples	Minimum Module Size	
	inches	cm
Magazine	0.60	1.52
Newspaper	0.60	1.52
Banner Ad	0.60	1.52
Ear Lug (Or other comparable small print pieces)	0.35	0.89
Full Page Ad	0.60	1.52

The PS identity should not be used at sizes less than 3.5" wide

Full Page Ad



FEEL LIKE THE EMPLOYEE OF THE MONTH EVERY WEEK.

THE GROUP PLAY CAPTAIN ADVANTAGE
Online tips and tools make it easy.

649 MAX

Get your lottery group together for more chances to win. BECOME A GROUP PLAY CAPTAIN TODAY!

PlaySmart.ca 100% of proceeds invested in Ontario OLG

Ut et re pro illor an quam, andi consect uristure velloro mo et lltiosin eatquam ipendendi dit quo odtaes dendanians doluptur? Equo volore vellupt atentiorent que perumquatio. Ores magnate et

Newspaper

18+

— Nothing says happy holidays like —

giving them a chance to jump for joy.

Fun to give. Fun to play.
The perfect gift.

Available for a limited time at your lottery retailer.

Play.Smart PlaySmart.ca

100% of proceeds invested in Ontario

At time of purchase, some of the prizes offered may have already been claimed. Tickets may not be exactly as shown. INSTANT tickets are subject to availability.

Banner Ad



The next jackpot

\$X,000,000
estimated

plus the guaranteed \$1 million prize

Visit play649.ca or your local retailer

Play Smart. 

LOTTO 649

welcome to cloud 649



Ear Lug



Tonight's jackpot

\$X,000,000
estimated

plus the guaranteed
\$1 million prize

LOTTO 649

Out of Home Logo Requirements

Deliverable	PlaySmart Logo	OLG Logo	PS URL ¹	OLG URL ¹	100% Proceeds Line ¹	18+ Logo ²	Sign Your Lottery Ticket Logo
Interior Transit Poster	Y	Y	Y	Y	N	N	N
Transit Shelter Ad	Y	Y	Y	Y	N	N	N
Prize Center Window	Y	Y	Y	Y	N	N	N
OOH Digital	Y	Y	N	N	N	N	N
Large Format Billboard	Y	Y	N	N	N	N	N

Footnotes

¹In areas where it would be unreasonable for the passersby to see/recall lock-up information (e.g. billboards or similar), URLs and “100% proceeds...” are not required.

²The 18+ logo should also be applied to any holiday/other marketing communications featuring a lottery product that may apply to minors. Placement position to be directed by designer.

Additional Notes

- For all print pieces, the logos should be placed directly on the image.
- Logos should have the clearance of at least **2 x Sphere** from each side.
- When there is legal, it should be placed **1 x Sphere** from the bottom of the OLG logo identity.

Minimum Module size should never be smaller than indicated in the following chart.

Transit Examples	Minimum Module Size	
	inches	cm
Interior Transit Poster	1.44	3.66
Transit Shelter Ad	3.5	8.9
Prize Center Window	5.5	14

Transit Subway Vertical Poster



Prize Centre Window

STARTING NOVEMBER 8

Now with
**BETTER ODDS.
FASTER-GROWING
JACKPOTS.**



A JACKPOT RESERVED JUST FOR ONTARIO

GET YOUR TICKET AT A LOTTERY RETAILER TODAY



As of November 8, 2015, there will be three new prize categories, including a Free Play prize; overall approximate odds improve from 1 in 20.88 to 1 in 5.8; prize pool funding increases from 50% to 51% of LOTTARIO ticket revenue; and overall contribution to the jackpot from the prize pool increases to support faster jackpot growth. For more information and full LOTTARIO Game Conditions visit olg.ca.

POS Logo Requirements

Deliverable	PlaySmart Logo ¹	OLG Logo ¹	Sign Your Lottery Ticket Logo ²
WITHIN OLG-owned property proximity			
Backlit	N	N	Y
Non-Backlit	N	N	Y
Counter Insert	N	N	Y
Boomerang	N	N	Y
Backer Shield	N	N	Y
CDU Topper	N	N	Y
Rail Card	N	N	Y
Clip-In	N	N	Y
Powerwall	N	N	Y
Easel Card	N	N	Y
Exceptions:			
Silent Seller	N	N	N
Floor Decal	N	N	N
NOT within OLG-owned property proximity			
Window Cling	Y	Y	N
Large Poster	Y	Y	N
Small Poster	Y	Y	N
Overhead Sign	Y	Y	N
Exceptions:			
Tearpad	Y	Y	Y
Lama	Y	Y	Y

POS Advertising

SYLT identity is used on almost all POS elements (see table to left):

Footnotes

- ¹ In order to avoid repetition of logo use, the OLG logo will NOT be required to live on POS collateral that is in close proximity to OLG-owned property (where the OLG logo already appears.)
- ¹ When used, the PlaySmart and OLG logos are always required to live together on Lottery POS collateral. For example: When the OLG logo is NOT required to be used, the PS logo is also NOT required to be used, and vice versa.
- ² The SYLT logo is required on POS collateral that is in close proximity to where a patron would be signing their lottery ticket in-store
- ² When the SYLT logo is used, it should incorporate the 'For More Information, Phone Number & URL' copy to the left of the logo (See Lottery Lock-Up Section)

Exceptions

- **Silent Seller:** As this piece lives directly in an OLG-owned piece of property, and is surrounded in close-proximity to all 3 logos, no logos need to be repeated here
- **Floor Decal:** As this piece lives in close proximity to all 3 logos, no logos are required here. In addition, the floor decals are usually die cut which does not allow for proper positioning of the logos.
- **Tearpad & Lama:** These are 2-sided collateral pieces, that allow no more than 2 logos to live on 1 side. Therefore, PS and OLG identities can live together on 1 side and the SYLT identity can live on the remaining 1 side)

Additional Notes

- Logos should have the clearance of at least **2 x Sphere** from each side.
- When there is legal, it should be placed **1 x Sphere** from the bottom of the OLG logo identity, or in some cases **0.5 x Module** from the SYLT identity (See Lottery Lock-Up section)
- Legal Note: The 18+ logo should also be applied to any holiday/other marketing communications featuring a lottery product that may appeal to minors. Placement position to be directed by designer.

Easel Card

LOTTO 649
SUPERDRAW
Wednesday, November 25th & Saturday, November 28th **DRAWS ONLY!**
56 GUARANTEED PRIZES
EACH DRAW
6 x \$100,000
49 x \$10,000
PLUS
\$1 MILLION
PLUS THE JACKPOT

For more information
1-800-387-0098
olg.ca

English

LOTTO 649
SUPERTIRAGE
TIRAGES DES 25 ET 28 NOVEMBRE UNIQUEMENT
56 LOTS GARANTIS
À CHAQUE TIRAGE
6 x 100 000 \$
49 x 10 000 \$
PLUS
1 MILLION \$
PLUS LE GROS LOT

For more information
1-800-387-0098
olg.ca

French

Window Cling

PLAY TODAY

THE TICKET THAT'S A CUT ABOVE

\$100 MILLION IN PRIZES*

\$100,000,000 \$10
DIAMOND PAYOUT
12 TOP PRIZES OF \$1 MILLION
2,500,000 + PRIZES FROM \$20 TO \$100
LOTS OF 20 \$ & 100 \$
OTHER CASH PRIZES AVAILABLE** AUTRES LOTS EN ARGENT DISPONIBLES**
UNCOVER A WIN DOUBLE YOUR PRIZE
DECOUVREZ UNE GEMME LE DOUBLE DE VOTRE LOT

Play Smart

*Prizes range from \$10-\$1,000,000. Prizes are randomly distributed across Canada. At time of purchase, some of the prizes offered may have already been claimed. Ticket not exactly as shown.

Small Poster

PLAY TODAY

THE TICKET THAT'S A CUT ABOVE

2.5 MILLION PRIZES FROM \$20-\$100*

\$100,000,000 \$10
DIAMOND PAYOUT
12 TOP PRIZES OF \$1 MILLION
2,500,000 + PRIZES FROM \$20 TO \$100
LOTS OF 20 \$ & 100 \$
OTHER CASH PRIZES AVAILABLE** AUTRES LOTS EN ARGENT DISPONIBLES**
UNCOVER A WIN DOUBLE YOUR PRIZE
DECOUVREZ UNE GEMME LE DOUBLE DE VOTRE LOT

Play Smart

*Prizes range from \$10-\$1,000,000. Prizes are randomly distributed across Canada. At time of purchase, some of the prizes offered may have already been claimed. Ticket not exactly as shown.

Counter Insert



Backlit



Powerwall



Lama



Floor Decal



Tearpad

LAUNCHES NOVEMBER 15th 2014

LOTTARIO

A JACKPOT RESERVED JUST FOR ONTARIO

Now with **BETTER ODDS. MORE PRIZES. FASTER-GROWING JACKPOTS.**

PLUS **\$50,000** EARLY BIRD DRAW PLUS 10 BEFORE MIDNIGHT PRIZES

ONLY \$1

Play Smart

On a quo et et que volorum quibusam vero ipsa volum que propter aliasca cor aspid est et prosequitur praesid et ibis et. In itam. In quibus occurr in solud quito. Nam sit abo. Iam autum quibus praet. Ista abo et motu et cum qui offitio tenit ut perspic.

TWO WAYS TO PLAY
Each \$1 play includes two sets of six numbers from 1 to 45.

1. QUICK PICK - Ask your lottery retailer for a "Quick Pick." The lottery terminal will randomly generate two sets of numbers for you.

OR

2. PICK YOUR OWN NUMBERS - On a LOTTARIO ticket, mark six numbers from 1 to 45 on up to 10 number grids based on the \$1. The lottery terminal will randomly generate two sets of numbers for you.

TWO DRAWS EVERY SATURDAY

MAIN DRAW - Every Saturday night, six regular numbers and one bonus number are drawn. Match the numbers on your ticket to the numbers drawn to win.

EARLY BIRD DRAW - Buy your ticket before 10:00 p.m. EDT Friday and you will be eligible for a separate Early Bird draw. Every Saturday night, four Early Bird numbers are drawn separately from the Main Draw. Match all four Early Bird numbers and six numbers of the \$50,000 Early Bird prize.

ADDITIONAL OPTIONS - Exact and Advance Play options are available and you can now play up to 20 tickets to a win.

PRIZE STRUCTURE IMPROVEMENTS

HATCH	WIN	APPROX. ODDS*
6/6	JACKPOT**	1 in 4,072,530
5/6 + BONUS	\$10,000	1 in 678,755
5/6	\$500	1 in 17,882
4/6 + BONUS	\$30	1 in 2,145 NEW PRIZE LEVEL
4/6	\$10	1 in 386
3/6 + BONUS	\$5	1 in 290 NEW PRIZE LEVEL
3/6	\$4	1 in 241
0/6 + BONUS	1 FREE TICKET	1 in 81 NEW PRIZE LEVEL
EARLY BIRD	\$50,000 (SHARED EQUALLY)	1 in 4,967

APPROX. OVERALL ODDS **1 IN 5.8** **BETTER ODDS**

For more information, call 1-800-387-6669 or play.ontario.ca

The \$1 Play is based on odds that are shown in the OLG prize schedule. The odds will be shown. On a random and may vary from the sample on a computer to 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1063, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1075, 1076, 1077, 1078, 1079, 1080, 1081, 1082, 1083, 1084, 1085, 1086, 1087, 1088, 1089, 1090, 1091, 1092, 1093, 1094, 1095, 1096, 1097, 1098, 1099, 1100, 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1108, 1109, 1110, 1111, 1112, 1113, 1114, 1115, 1116, 1117, 1118, 1119, 1120, 1121, 1122, 1123, 1124, 1125, 1126, 1127, 1128, 1129, 1130, 1131, 1132, 1133, 1134, 1135, 1136, 1137, 1138, 1139, 1140, 1141, 1142, 1143, 1144, 1145, 1146, 1147, 1148, 1149, 1150, 1151, 1152, 1153, 1154, 1155, 1156, 1157, 1158, 1159, 1160, 1161, 1162, 1163, 1164, 1165, 1166, 1167, 1168, 1169, 1170, 1171, 1172, 1173, 1174, 1175, 1176, 1177, 1178, 1179, 1180, 1181, 1182, 1183, 1184, 1185, 1186, 1187, 1188, 1189, 1190, 1191, 1192, 1193, 1194, 1195, 1196, 1197, 1198, 1199, 1200, 1201, 1202, 1203, 1204, 1205, 1206, 1207, 1208, 1209, 1210, 1211, 1212, 1213, 1214, 1215, 1216, 1217, 1218, 1219, 1220, 1221, 1222, 1223, 1224, 1225, 1226, 1227, 1228, 1229, 1230, 1231, 1232, 1233, 1234, 1235, 1236, 1237, 1238, 1239, 1240, 1241, 1242, 1243, 1244, 1245, 1246, 1247, 1248, 1249, 1250, 1251, 1252, 1253, 1254, 1255, 1256, 1257, 1258, 1259, 1260, 1261, 1262, 1263, 1264, 1265, 1266, 1267, 1268, 1269, 1270, 1271, 1272, 1273, 1274, 1275, 1276, 1277, 1278, 1279, 1280, 1281, 1282, 1283, 1284, 1285, 1286, 1287, 1288, 1289, 1290, 1291, 1292, 1293, 1294, 1295, 1296, 1297, 1298, 1299, 1300, 1301, 1302, 1303, 1304, 1305, 1306, 1307, 1308, 1309, 1310, 1311, 1312, 1313, 1314, 1315, 1316, 1317, 1318, 1319, 1320, 1321, 1322, 1323, 1324, 1325, 1326, 1327, 1328, 1329, 1330, 1331, 1332, 1333, 1334, 1335, 1336, 1337, 1338, 1339, 1340, 1341, 1342, 1343, 1344, 1345, 1346, 1347, 1348, 1349, 1350, 1351, 1352, 1353, 1354, 1355, 1356, 1357, 1358, 1359, 1360, 1361, 1362, 1363, 1364, 1365, 1366, 1367, 1368, 1369, 1370, 1371, 1372, 1373, 1374, 1375, 1376, 1377, 1378, 1379, 1380, 1381, 1382, 1383, 1384, 1385, 1386, 1387, 1388, 1389, 1390, 1391, 1392, 1393, 1394, 1395, 1396, 1397, 1398, 1399, 1400, 1401, 1402, 1403, 1404, 1405, 1406, 1407, 1408, 1409, 1410, 1411, 1412, 1413, 1414, 1415, 1416, 1417, 1418, 1419, 1420, 1421, 1422, 1423, 1424, 1425, 1426, 1427, 1428, 1429, 1430, 1431, 1432, 1433, 1434, 1435, 1436, 1437, 1438, 1439, 1440, 1441, 1442, 1443, 1444, 1445, 1446, 1447, 1448, 1449, 1450, 1451, 1452, 1453, 1454, 1455, 1456, 1457, 1458, 1459, 1460, 1461, 1462, 1463, 1464, 1465, 1466, 1467, 1468, 1469, 1470, 1471, 1472, 1473, 1474, 1475, 1476, 1477, 1478, 1479, 1480, 1481, 1482, 1483, 1484, 1485, 1486, 1487, 1488, 1489, 1490, 1491, 1492, 1493, 1494, 1495, 1496, 1497, 1498, 1499, 1500, 1501, 1502, 1503, 1504, 1505, 1506, 1507, 1508, 1509, 1510, 1511, 1512, 1513, 1514, 1515, 1516, 1517, 1518, 1519, 1520, 1521, 1522, 1523, 1524, 1525, 1526, 1527, 1528, 1529, 1530, 1531, 1532, 1533, 1534, 1535, 1536, 1537, 1538, 1539, 1540, 1541, 1542, 1543, 1544, 1545, 1546, 1547, 1548, 1549, 1550, 1551, 1552, 1553, 1554, 1555, 1556, 1557, 1558, 1559, 1560, 1561, 1562, 1563, 1564, 1565, 1566, 1567, 1568, 1569, 1570, 1571, 1572, 1573, 1574, 1575, 1576, 1577, 1578, 1579, 1580, 1581, 1582, 1583, 1584, 1585, 1586, 1587, 1588, 1589, 1590, 1591, 1592, 1593, 1594, 1595, 1596, 1597, 1598, 1599, 1600, 1601, 1602, 1603, 1604, 1605, 1606, 1607, 1608, 1609, 1610, 1611, 1612, 1613, 1614, 1615, 1616, 1617, 1618, 1619, 1620, 1621, 1622, 1623, 1624, 1625, 1626, 1627, 1628, 1629, 1630, 1631, 1632, 1633, 1634, 1635, 1636, 1637, 1638, 1639, 1640, 1641, 1642, 1643, 1644, 1645, 1646, 1647, 1648, 1649, 1650, 1651, 1652, 1653, 1654, 1655, 1656, 1657, 1658, 1659, 1660, 1661, 1662, 1663, 1664, 1665, 1666, 1667, 1668, 1669, 1670, 1671, 1672, 1673, 1674, 1675, 1676, 1677, 1678, 1679, 1680, 1681, 1682, 1683, 1684, 1685, 1686, 1687, 1688, 1689, 1690, 1691, 1692, 1693, 1694, 1695, 1696, 1697, 1698, 1699, 1700, 1701, 1702, 1703, 1704, 1705, 1706, 1707, 1708, 1709, 1710, 1711, 1712, 1713, 1714, 1715, 1716, 1717, 1718, 1719, 1720, 1721, 1722, 1723, 1724, 1725, 1726, 1727, 1728, 1729, 1730, 1731, 1732, 1733, 1734, 1735, 1736, 1737, 1738, 1739, 1740, 1741, 1742, 1743, 1744, 1745, 1746, 1747, 1748, 1749, 1750, 1751, 1752, 1753, 1754, 1755, 1756, 1757, 1758, 1759, 1760, 1761, 1762, 1763, 1764, 1765, 1766, 1767, 1768, 1769, 1770, 1771, 1772, 1773, 1774, 1775, 1776, 1777, 1778, 1779, 1780, 1781, 1782, 1783, 1784, 1785, 1786, 1787, 1788, 1789, 1790, 1791, 1792, 1793, 1794, 1795, 1796, 1797, 1798, 1799, 1800, 1801, 1802, 1803, 1804, 1805, 1806, 1807, 1808, 1809, 1810, 1811, 1812, 1813, 1814, 1815, 1816, 1817, 1818, 1819, 1820, 1821, 1822, 1823, 1824, 1825, 1826, 1827, 1828, 1829, 1830, 1831, 1832, 1833, 1834, 1835, 1836, 1837, 1838, 1839, 1840, 1841, 1842, 1843, 1844, 1845, 1846, 1847, 1848, 1849, 1850, 1851, 1852, 1853, 1854, 1855, 1856, 1857, 1858, 1859, 1860, 1861, 1862, 1863, 1864, 1865, 1866, 1867, 1868, 1869, 1870, 1871, 1872, 1873, 1874, 1875, 1876, 1877, 1878, 1879, 1880, 1881, 1882, 1883, 1884, 1885, 1886, 1887, 1888, 1889, 1890, 1891, 1892, 1893, 1894, 1895, 1896, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1904, 1905, 1906, 1907, 1908, 1909, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022,

Digital Logo Requirements

Deliverable	PlaySmart Logo	OLG Logo	PS URL	OLG URL	100% Proceeds Line	18+ Logo ⁴	Sign Your Lottery Ticket Logo
Web Banner ¹ (e.g. Leader Board, Super Big Box, Big Box)	Y	Y	N	N	N	N	N
Mobile Banner ²	Y	Y	N	N	N	N	N
Email	Y	Y	N	N	N	Y	N
Social ³	N	N	N	N	N	N	N
Microsite	Y	Y	N	N	N	Y	N

Footnotes

¹For standard IAB banners that have 15 seconds of animation, logos should appear on the endframe and last for 2 seconds.

²Small size banners only require corporate logos if space permits

³Corporate logos are not required on social examples, since they will live within a branded atmosphere. If posts are intended to be shared or promoted, they should include branding on the image so the property is not lost.

⁴The 18+ logo should also be applied to any holiday/other marketing communications featuring a lottery product that may apply to minors. Placement will be at the direction of the LOB.

Additional Notes

- For all online pieces, the logos should be placed directly on the image.
- Logos should have the clearance of at least **1 x Sphere** from each side.
- When legal is required on a digital banner ad, the following options are available:
 1. Place legal directly on ad, centered and below the logo lockup section (this is the first preference).
 2. Have legal appear as a rollover, placed below the logo lockup section.
 3. Have the word “LEGAL” appear as a click-through link, below the logo lockup section, which will lead the user to another page where the legal can be found/read. This is always the last preference and only in instances where legal can't be placed on the ad due to size or static format.

Minimum Module size should never be smaller than indicated in the following chart.

Digital Examples	Minimum Logo Width
Web Banner (Leaderboard, Super Big Box, Big Box)	45 px
Email	55 px
Social	55 px
Microsite	55 px

Super Big Box Banner



LOTTO
649

Wednesday's jackpot
\$XX,000,000
est.

Plus the guaranteed \$1 million prize

BUY NOW



Leaderboard Banner



Wednesday's jackpot
\$XX,000,000
est.

Plus the guaranteed \$1 million prize

BUY NOW



Big Box Banner



Wednesday's jackpot
\$XX,000,000
est.

Plus the guaranteed \$1 million prize

BUY NOW



Mobile Banner



Saturday's jackpot
\$5,000,000 estimated

Plus the guaranteed \$1 million prize



Paid Post



- Facebook guidelines dictate that an advertiser's posts cannot feature images that have more than 20% of the area covered with text. The 20% text policy includes logos and taglines.

The above Lotto Max Facebook example features the maximum copy allowed.

Source: [facebook.com/policies/ads/#text_in_images](https://www.facebook.com/policies/ads/#text_in_images)

Organic Post



- Organic posts that live on the facebook page do not require branding since they will live within a branded atmosphere. If posts are intended to be shared or promoted, they should include branding on the image so the property is not lost.
- Corporate logos are not required on social examples.

TV/Broadcast Logo Requirements

Deliverable	PlaySmart Logo	OLG Logo	PS URL	OLG URL	100% Proceeds Line ¹	18+ Logo ²	Sign Your Lottery Ticket Logo	OLG Audio Sting ³
:10 & :15 Commercials	Y	Y	N	N	N	N	N	Y
:30 Commercials	Y	Y	N	N	Y	N	N	Y

For broadcast applications, the Corporate branding treatment appears during the last 2.5 seconds for all 10-, 15- and 30-second television and digital spots.

Footnotes

- ¹The “100% of proceeds...” only needs to be included for 30-second commercials.
- ²The 18+ logo should also be applied to any holiday/other marketing communications featuring a lottery product that may apply to minors. Placement position to be directed by designer.
- ³The audio sting will only be included if time permits on 10-, 15-second television and digital spots., and will be left to the discretion of the LOB. The audio sting will remain on 30-second television and digital spots.

Television Advertising

Minimum Module size should never be smaller than indicated in the following chart.

Television Examples	Minimum Module Size
	Pixels
1080p 1920px x 1080px	85
720p 1280px x 720px	55
4k 3840 x 2160px	170

Television, 1080p

:30 seconds



:10 & :15 seconds



Radio Brand Requirements

Deliverable	PlaySmart Logo	OLG Logo	PS URL	OLG URL	100% Proceeds Line*	18+ Logo	Sign Your Lottery Ticket Logo	OLG Audio Sting
:10 & :15 Commercials	N	N	N	N	N	N	N	Y
:30 Commercials	N	N	N	N	N	N	N	Y

OLG Audio Sting

The OLG audio sting serves as the primary branding anchor for all OLG radio communications and must be used for Corporate, LOB and PlaySmart-led advertising. All 30-second radio broadcast applications must include the audio sting (approximately 2 seconds in length), which must be the last sound heard in the ad and cannot be obstructed by any other sound design (e.g., music within the spot must end prior to the sting). Every effort will be made to include the audio sting in shorter formats (e.g. 5s, 10s, 15s), but will be left to the discretion of the LOB.

PlaySmart Tagline

The RG message is not mandatory in radio ad messages. If the RG message is included, the recommended treatment is:

- Place the PlaySmart message directly before the end of the ad (positioning it as a stand-alone parting message).
- If being used for a Corporate, LOB and PlaySmart-led spot: place the PlaySmart message first, followed by the OLG audio sting.
- If being used for a service provider: place the PlaySmart message directly before the existing sting/sign-off.

Qualifiers

Where the business requires it, Corporate- and LOB-led radio advertising may also include qualifiers tied to the content being promoted (e.g. “No purchase necessary”, “terms and conditions apply”, etc.).

Summary of Logo Requirements

Deliverable	PlaySmart Logo	OLG Logo	PS URL	OLG URL	100% Proceeds Line	18+ Logo	Sign Your Lottery Ticket Logo	OLG Audio Sting
Print¹								
Magazine	Y	Y	Y	Y	Y	N	N	
Newspaper	Y	Y	Y	Y	Y	N	N	
Banner Ad	Y	Y	N	N	N	N	N	
Ear Lug (Or other comparable small print pieces)	Y	Y	N	N	N	N	N	
Direct Mail	Y	Y	N	N	N	N	N	
OOH²								
Interior Transit Poster	Y	Y	Y	Y	N	N	N	
Other Transit Poster	Y	Y	Y	Y	N	N	N	
Prize Center Window	Y	Y	Y	Y	N	N	N	
OOH Digital	Y	Y	N	N	N	N	N	
Large Format Billboard	Y	Y	N	N	N	N	N	
POS (Within OLG-owned property proximity)³								
Backlit	N	N	N	N	N	N	Y	
Non-Backlit	N	N	N	N	N	N	Y	
Counter Insert	N	N	N	N	N	N	Y	
Boomerang	N	N	N	N	N	N	Y	
Backer Shield	N	N	N	N	N	N	Y	
CDU Topper	N	N	N	N	N	N	Y	
Rail Card	N	N	N	N	N	N	Y	
Clip-In	N	N	N	N	N	N	Y	
Powerwall	N	N	N	N	N	N	Y	
Easel Card	N	N	N	N	N	N	Y	
Exceptions⁴								
Silent Seller	N	N	N	N	N	N	N	
Floor Decal	N	N	N	N	N	N	N	

See page 112 for footnotes.

Summary of Logo Requirements – Cont'd.

Deliverable	PlaySmart Logo	OLG Logo	PS URL	OLG URL	100% Proceeds Line	18+ Logo	Sign Your Lottery Ticket Logo	OLG Audio Sting
POS (Not Withing OLG-Owned Property)³								
Window Cling	Y	Y	N	N	N	N	N	
Large Poster	Y	Y	N	N	N	N	N	
Small Poster	Y	Y	N	N	N	N	N	
Overhead Sign	Y	Y	N	N	N	N	N	
Exceptions⁴								
Tearpad	Y	Y	N	N	N	Y	Y	
Lama	Y	Y	N	N	N	N	Y	
Digital⁵								
Web Banner (e.g. Leader Board, Super Big Box, Big Box)	Y	Y	N	N	N	N	N	
Mobile Banner	Y	Y	N	N	N	N	N	
Email	Y	Y	N	N	N	Y	N	
Social	N	N	N	N	N	N	N	
Microsite	Y	Y	N	N	N	Y	N	
TV⁶								
:10 & :15 Commercials	Y	Y	N	N	N	N	N	Y
:30 Commercials	Y	Y	N	N	Y	N	N	Y
Radio⁷								
:10 & :15 Commercials	N	N	N	N	N	N	N	Y
:30 Commercials	N	N	N	N	N	N	N	Y

See page 112 for footnotes.

¹PRINT

- Small print pieces, (e.g., ear lug or similar), do not require corporate logos unless otherwise specified.
- Unless a specific vanity URL is being promoted, all print pieces should include the PS and OLG URLs, space permitting and/or unless otherwise specified (e.g. banner ad, ear lug).
- The 18+ logo should also be applied to any holiday/other marketing communications featuring a lottery product that may apply to minors. Placement position to be directed by designer.

Refer to page 91 for additional information.

²OOH

- In areas where it would be unreasonable for the passersby to see/recall/lock-up information (e.g. billboards or similar), URLs and “100% proceeds...” are not required.
- The 18+ logo should also be applied to any holiday/other marketing communications featuring a lottery product that may apply to minors. Placement position to be directed by designer.

Refer to page 95 for additional information.

³POS

- In order to avoid repetition of logo use, the OLG logo will NOT be required to live on POS collateral that is in close proximity to OLG-owned property (where the OLG logo already appears).
- When used, the PlaySmart and OLG logos are always required to live together on Lottery POS collateral. For example: When the OLG logo is NOT required to be used, the PS logo is also NOT required to be used, and vice versa.
- The SYLT logo is required on POS collateral that is in close proximity to where a patron would be signing their lottery ticket in-store.
- When the SYLT logo is used, it should incorporate the 'For More Information, Phone Number & URL' copy to the left of the logo (See Lottery Lock-Up Section).

⁴Exceptions:

- **Silent Seller:** As this piece lives directly in an OLG-owned piece of property, and is surrounded in close-proximity to all 3 logos, no logos need to be repeated here.
- **Floor Decal:** As this piece lives in close proximity to all 3 logos, no logos are required here. In addition, the floor decals are usually die cut which does not allow for proper positioning of the logos.
- **Tearpad & Lama:** These are 2-sided collateral pieces, that allow no more than 2 logos to live on 1 side. Therefore, PS and OLG identities can live together on 1 side and the SYLT identity can live on the remaining 1 side.

Refer to page 98 for additional information.

⁵DIGITAL

- For standard IAB banners that have 15 seconds of animation, logos should appear on the endframe and last for 2 seconds.
- Small size banners only require corporate logos if space permits.
- Corporate logos are not required on social examples. since they will live within a branded atmosphere. If posts are intended to be shared or promoted, they should include branding on the image so the property is not lost.
- The 18+ logo should also be applied to any holiday/other marketing communications featuring a lottery product that may apply to minors. Placement will be at the direction of the LOB.

Refer to page 104 for additional information.

⁶TV

- The “100% of proceeds...” only needs to be included for 30-second commercials.
- The 18+ logo should also be applied to any holiday/other marketing communications featuring a lottery product that may apply to minors. Placement position to be directed by designer.
- The audio sting will only be included if time permits on 10-, 15-second television and digital spots., and will be left to the discretion of the LOB. The audio sting will remain on 30-second television and digital spots.

Refer to page 107 for additional information.

⁷RADIO

- *Refer to page 109 for more Lottery Radio guidelines.*

Applications

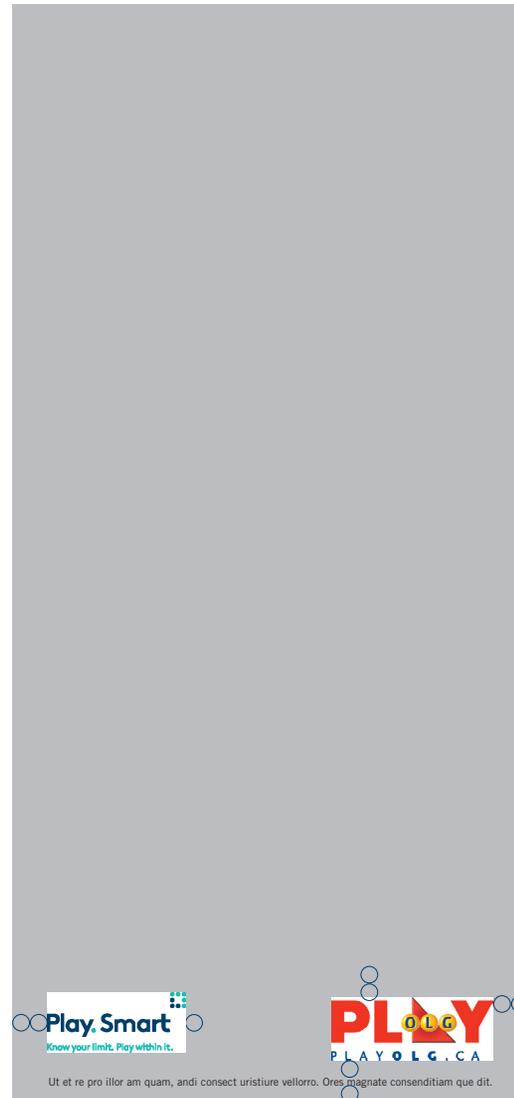
iGaming

Print Advertising

The iGaming logo should never be used at sizes smaller than indicated in the chart below.

Print Examples	Minimum Logo Width
Brochure (4" x 8.5")	1.25"
Direct Mail (6" x 9")	1.25"

Print – Brochure 4" x 8.5"



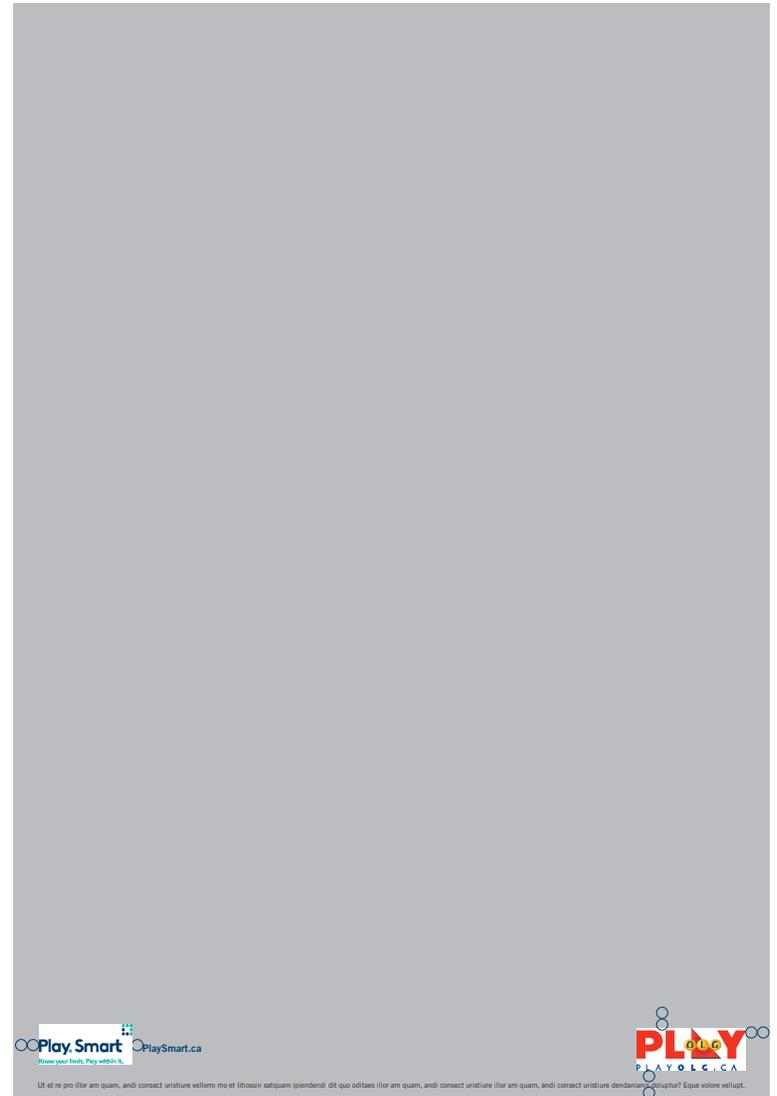
Print – DM 6" x 9"



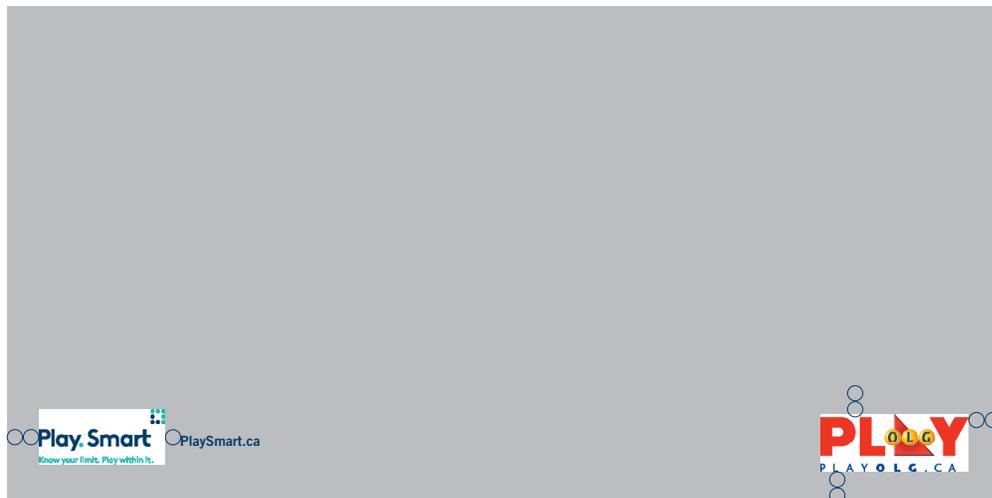
Out of Home Advertising

OOH Examples	Minimum Logo Width
Transit – 47" x 68"	2.6"
20' x 10' Billboard	36"

OOH – Transit 47" x 68"



OOH – Billboard 20' x 10'

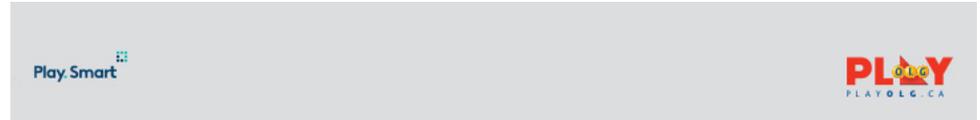


Digital Advertising

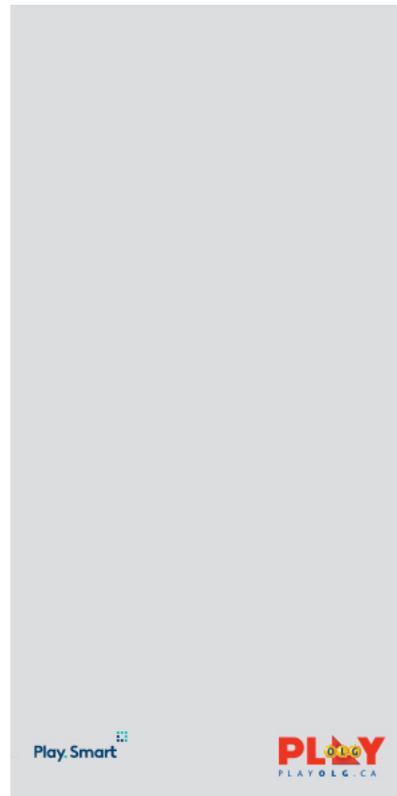
The iGaming logo should never be used at sizes smaller than indicated in the chart below.

Digital Examples	Minimum Logo Width
Web Banner (Leaderboard, Super Big Box, Big Box)	80 px
Web Banner (Skyscraper)	100px
Email	120 px
Social	80 px

Leaderboard – 728 x 90



Super Big Box – 300 x 600



Big Box – 250 x 300



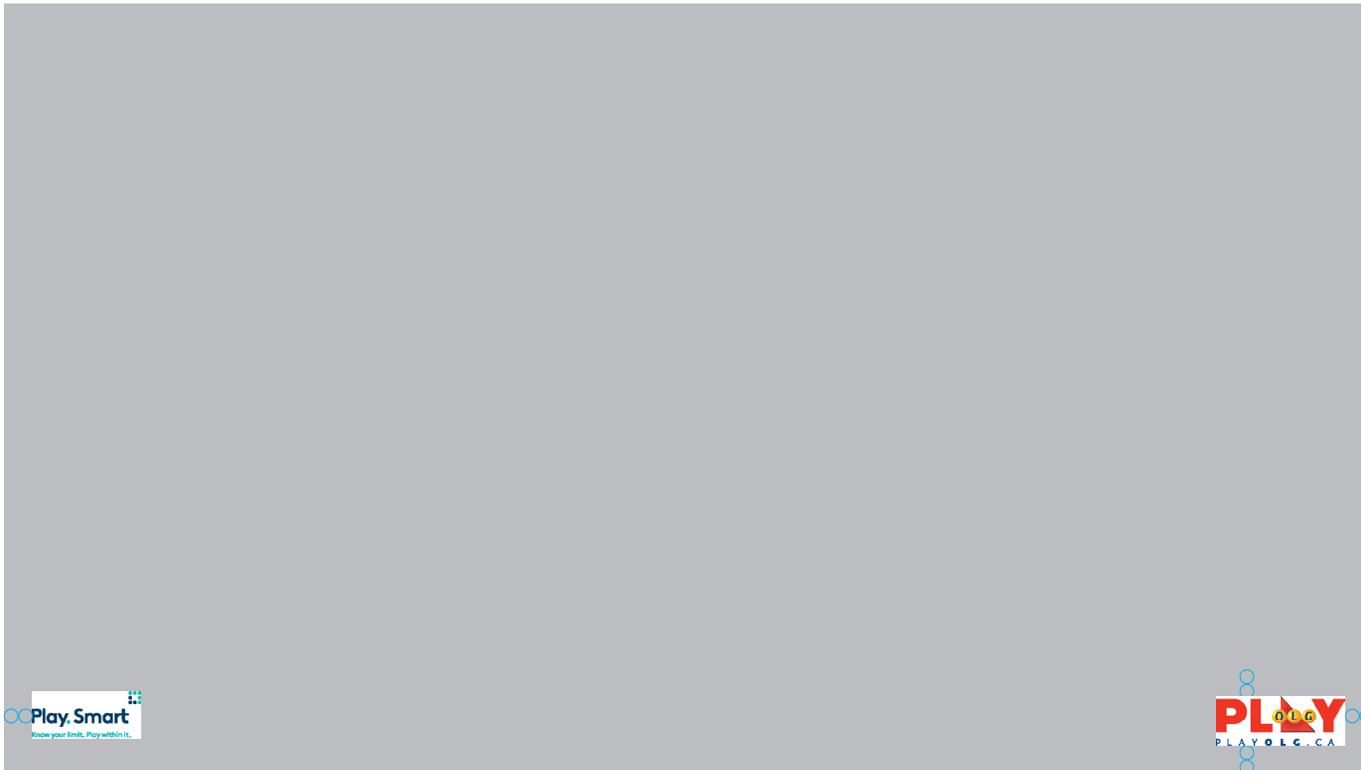
Television

Minimum iGaming Logo Width should never be smaller than indicated in the following chart.

For broadcast applications, the corporate branding treatment appears during the last 2.5 seconds for all 10-, 15- and 30-second television and digital spots.

Television Examples	Minimum Logo Width
	Pixels
1080p 1920px x 1080px	180
720p 1280px x 720px	120
4k 3840 x 2160px	360

Television, 1080p



OLG Audio Sting

The OLG audio sting serves as the primary branding anchor for all OLG radio communications and must be used for Corporate, LOB and PlaySmart-led advertising. All 15- and 30-second radio broadcast applications must include the audio sting (approximately 2 seconds in length), which must be the last sound heard in the ad and cannot be obstructed by any other sound design (e.g., music within the spot must end prior to the sting).

PlaySmart Tagline

The RG message is not mandatory in radio ad messages. If the RG message is included, the recommended treatment is:

- Place the PlaySmart message directly before the end of the ad (positioning it as a stand-alone parting message).
- If being used for a Corporate, LOB and PlaySmart-led spot: place the PlaySmart message first, followed by the OLG audio sting.
- If being used for a service provider: place the PlaySmart message directly before the existing sting/sign-off.

Qualifiers

Where the business requires it, Corporate- and LOB-led radio advertising may also include qualifiers tied to the content being promoted (e.g., “no purchase necessary,” “free Winner’s Circle Rewards membership required,” etc.).

Applications

Slots & Casinos

Print Advertising

Minimum Module size should never be smaller than indicated in the charts below.

Slots Logo & Casino Logo



Print Examples	Minimum Module Size	
	inches	cm
Smaller than 8.5" x 11"	0.5	1.3
8.5"x 11"	0.625	1.6
Larger than 8.5" x 11"	0.8125	2

Slots & Casinos



Print Examples	Minimum Module Size	
	inches	cm
Smaller than 8.5" x 11"	0.3125	.8
8.5"x 11"	0.5	1.3
Larger than 8.5" x 11"	0.625	1.6

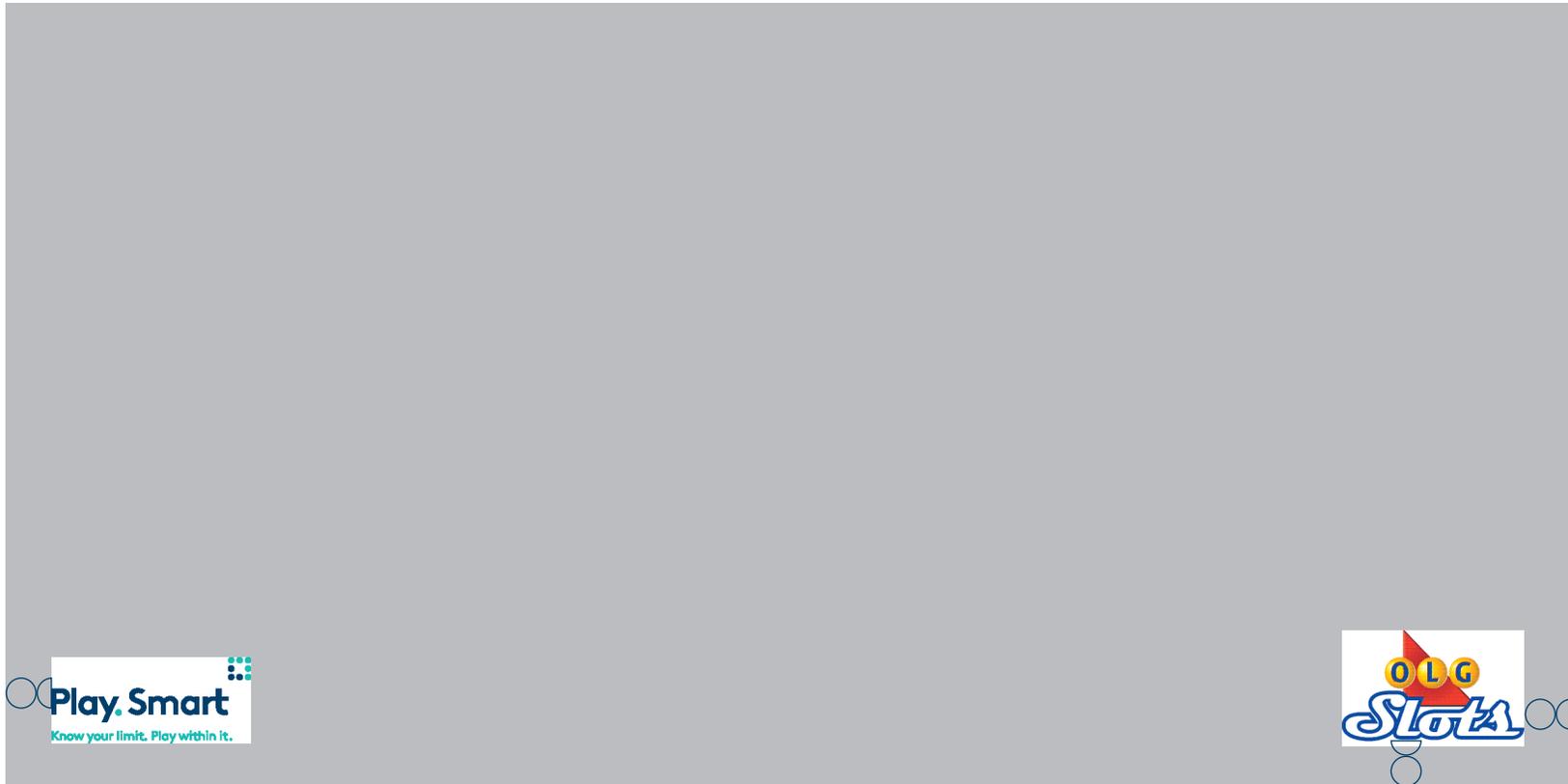
Newspaper Full Page, 10.3" x 11.4"



Out of Home Advertising

OOH Examples	Minimum Logo Width
20' x 10' Billboard	14.5"

10' x 20' Billboard



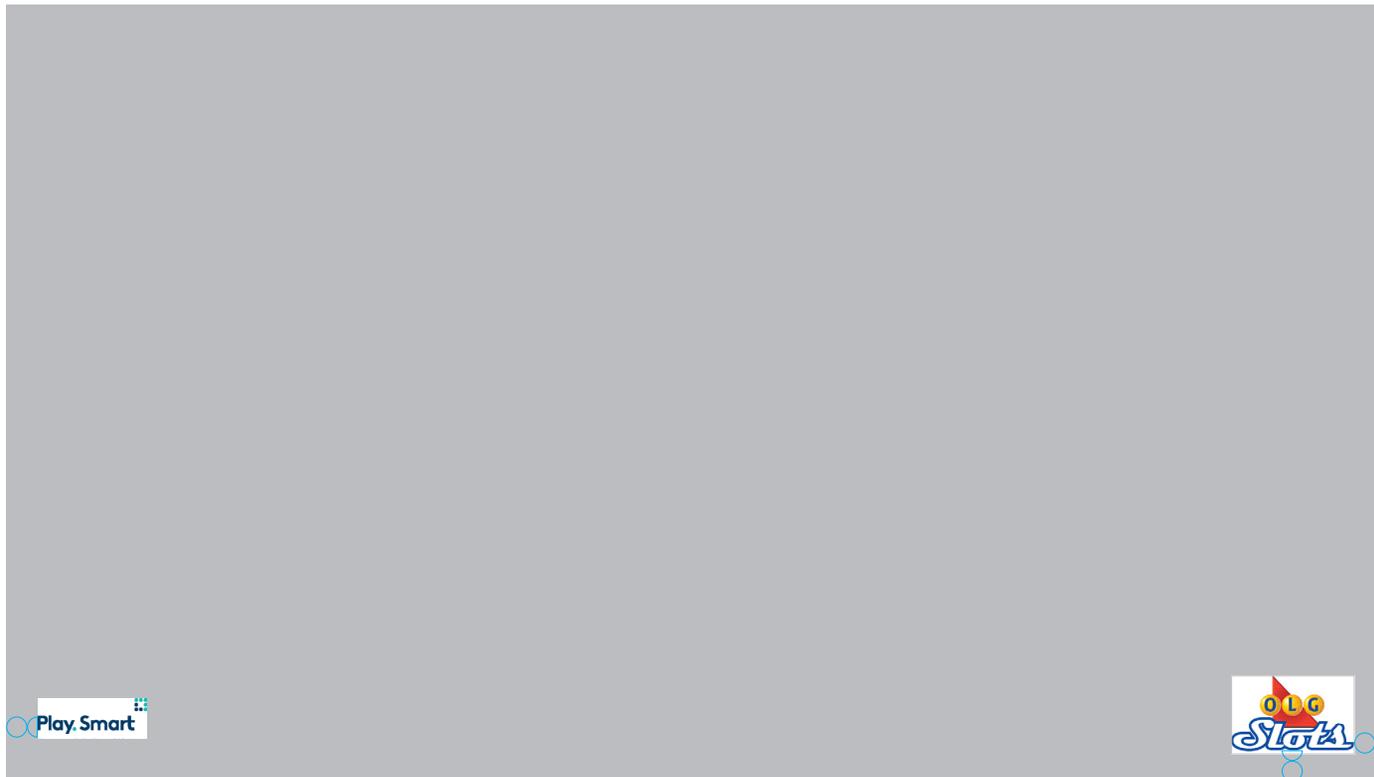
Television Advertising

Minimum Module size should never be smaller than indicated in the following chart.

For broadcast applications, the corporate branding treatment appears during the last 2.5 seconds for all 10-, 15- and 30-second television and digital spots.

Television Examples	Minimum Module Size
	Pixels
1080p 1920px x 1080px	90
720p 1280px x 720px	60
4k 3840 x 2160px	180

Television, 1080p



OLG Audio Sting

The OLG audio sting serves as the primary branding anchor for all OLG radio communications and must be used for Corporate, LOB and PlaySmart-led advertising. All 15- and 30-second radio broadcast applications must include the audio sting (approximately 2 seconds in length), which must be the last sound heard in the ad and cannot be obstructed by any other sound design (e.g., music within the spot must end prior to the sting).

PlaySmart Tagline

The RG message is not mandatory in radio ad messages. If the RG message is included, the recommended treatment is:

- Place the PlaySmart message directly before the end of the ad (positioning it as a stand-alone parting message).
- If being used for a Corporate, LOB and PlaySmart-led spot: place the PlaySmart message first, followed by the OLG audio sting.
- If being used for a service provider: place the PlaySmart message directly before the existing sting/sign-off.

Qualifiers

Where the business requires it, Corporate- and LOB-led radio advertising may also include qualifiers tied to the content being promoted (e.g., “no purchase necessary,” “free Winner’s Circle Rewards membership required,” etc.).