WLA

WORLD LOTTERY ASSOCIATION

LOGO USAGE GUIDE

IMPORTANT COPYRIGHT INFORMATION

The following guide and the logos contained in it are the property of the World Lottery Association (WLA).

Any use of the WLA logo by a third party must be done in compliance with the requirements and standards specified in this guide and must be approved by the WLA.

The WLA shall have the right to inspect the manner in which its logo is used by a third party and the latter will promptly effect any changes required by the WLA as to the display and usage of the trademarks.

Any third party who is authorized to use a WLA logo agrees to never directly or indirectly contest its validity or its registration and agrees to indemnify the WLA against any loss or damage incurred by the WLA as a result of third-party usage of the trademark.

The WLA logo is a symbolic representation of the nature, the character, and the scope of the World Lottery Association. Used properly, the WLA logo will enhance and maintain the positive image of the WLA.

The WLA logo consists of three elements.

- The top of the logo is adorned with a crown of five golden lottery balls representing the all-inclusive nature of the world lottery community. The five lottery balls also stand for the five regional associations – ALA, APLA, CIBELAE, EL, and NASPL – which form the backbone of the world lottery community.

- The abbreviation "WLA" that stands at the heart of the logo in an ultra-bold type, suggests the vitality of the association and the strength and unity of its members.

- At the base of the logo the name of our organization, the World Lottery Association, is displayed. This represents the WLA's support for the global lottery and sports betting industry and underpins our shared values of integrity, transparency, and responsibility.

In order to maintain a strong and effective corporate image, the design integrity and recognition value of the logo must remain intact. In this regard, the guidelines provided in this document advise on the proper use of the WLA logo in print and electronic media.

THE WLA COLORS

The full-color version of the logo is the preferred option, and should be used whenever possible. The full-color logo can only be used on a white background. If instances occur in which single-color printing is the only available option, then the monochrome version of the logo should be used against a white or a neutral background instead. The contrast between the WLA logo and the background must be optimized to guarantee that the logo always has maximum impact. Please refer to the color control charts on page 6.

FULL COLOR OR COMPLETE COLOR

MONOCHROME POSITIVE (BLACK) & NEGATIVE (WHITE)

	Pantone® 2945 C
FOR PRINT	**CMYK:** C 100 M 68 Y 11 K 7
FOR WEB	**RGB:** R 29 G 75 B 146
	HEX: #1D4B92

	Pantone® 871 C
FOR PRINT	**CMYK:** C 20 M 25 Y 60 K 30
FOR WEB	**RGB:** R 156 G 143 B 98
	HEX: #9C8F62

	BLACK
FOR PRINT	**CMYK:** C 0 M 0 Y 0 K 100
FOR WEB	**RGB:** R 0 G 0 B 0
	HEX: #000000

	WHITE
FOR PRINT	**CMYK:** C 0 M 0 Y 0 K 0
FOR WEB	**RGB:** R 255 G 255 B 255
	HEX: #FFFFFF

The monochrome versions of the WLA logo are to be used only when use of the full colored version of the logo is not possible.

THE WLA LOGO ON COLORED BACKGROUNDS OR ON A PHOTOGRAPH

When the WLA logo is applied on a colored background or on a photograph, the monochrome WLA version should be used exclusively. This will ensure optimal visibility and maximum impact of the logo. If the tone of the background is below 40%, the positive monochrome version of the logo should be used. If the background tone exceeds 40%, then the negative monochrome version should be used. Please refer to the example charts below for proper usage.

EXAMPLES

CONTROL CHARTS

0%   40%   100%

PROHIBITED TREATMENT AND REPRESENTATION OF THE LOGO

Our logo is central to our brand image, please be mindful when using it. No liberties should be taken with the geometry of the WLA logo, it must never be distorted, misrepresented, elongated or condensed. No decorative elements should ever be added to it or allowed to appear behind or in front of it. The full-color version of the logo should never be placed on a photograph or on a gradient background. No member logos or other logos can be placed adjacent to, directly above or below the logo. Examples of prohibited use of the WLA logo are illustrated below.

EXAMPLES

deformation	rotation	warp effect	altered proportions	different color	pixelated logo
added shadow	added decorative element	added texture	on photograph	jpg on colored background	added outline

no combination with other logos

PROTECTION AREA AND MINIMUM SIZE

FREE SPACE

The WLA logo must always be surrounded by a minimum amount of "breathing space" to protect its visual integrity and ensure effective communication.

No text, graphic, photographic, illustrative, or typographic element should encroach upon this space.

MINIMUM SIZE

FOR PRINT

20 mm

FOR WEB

80 pixels / 72 dpi

To ensure that the logo is always clear and legible, we ask you to respect the minimum sizes shown here.

The WLA logo should never appear smaller than what is indicated here.

LOGOS FOR WLA-SCS AND WLA-RGF CERTIFICATION

Lotteries certified to the WLA Security Control Standard (WLA-SCS) and the WLA Responsible Gaming Framework (WLA-RGF) will also receive specific logos, which indicate that they are either WCS-SCS certified or WLA-RGF certified and the level of their certification. Certified members will receive the logos in various formats for their use in print publications and electronic media. The rules outlined in this guide for the WLA logo are equally applicable to WLA-SCS and WLA-RGF certified logos.

WLA-SCS

WLA
WORLD LOTTERY ASSOCIATION

CERTIFIED
SECURITY CONTROL
STANDARD VALID UNTIL
2024-05-19

WLA
WORLD LOTTERY ASSOCIATION

CERTIFIED
SECURITY CONTROL
STANDARD VALID UNTIL
2024-05-19

WLA-RGF

WLA
WORLD LOTTERY ASSOCIATION

WORLD LOTTERY ASSOCIATION
CERTIFIED
WLA RESPONSIBLE GAMING
FRAMEWORK
LEVEL 4 / VALID UNTIL 2024

WLA
WORLD LOTTERY ASSOCIATION

CERTIFIED
WLA RESPONSIBLE GAMING
FRAMEWORK
LEVEL 4 / VALID UNTIL 2024

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WLA RESPONSIBLE GAMING
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LEVEL 4 / VALID UNTIL 2024

BADGES FOR WLA-SCS AND WLA-RGF CERTIFICATION

Lotteries certified to the WLA Security Control Standard (WLA-SCS) and the WLA Responsible Gaming Framework (WLA-RGF) may use specific badges, which indicate that they are either WCS-SCS certified or WLA-RGF certified, in print publications and electronic media. The rules outlined in this guide for the WLA logo are equally applicable to WLA-SCS and WLA-RGF badges. See slide 7 for how not to use the badges.

WLA-SCS badge

	Pantone® 294 5 C
FOR PRINT	CMYK: C 100 M 68 Y 11 K 7
FOR WEB	RGB: R 29 G 75 B 146
	HEX: #1D4B92

	Pantone® 871 C
FOR PRINT	CMYK: C 20 M 25 Y 60 K 30
FOR WEB	RGB: R 156 G 143 B 98
	HEX: #9C8F62

WLA-RGF badge

FOR PRINT	CMYK: C 0 M 73 Y 87 K 0
FOR WEB	RGB: R 255 G 96 B 30
	HEX: #FF601E

	Pantone® 871 C
FOR PRINT	CMYK: C 20 M 25 Y 60 K 30
FOR WEB	RGB: R 156 G 143 B 98
	HEX: #9C8F62

To ensure that the badges are always clear and legible, we ask you to respect a minimum size of 20 mm in diameter for Print and 80 pixels in diameter for Web.

Note: The golden colour gradient is based on Pantone® 871 C (#9C8F62) as the darkest colour tone and #FEF0C4 as the lightest.

BADGES FOR WLA PLATINUM AND WLA GOLD CONTRIBUTORS

WLA Platinum and Gold Contributors may use specific badges, which indicate their Contributor status, in print publications and electronic media. The rules outlined in this guide for the WLA logo are equally applicable to WLA Platinum and WLA Gold badges.

WLA Platinum Contributor badge

FOR PRINT		CMYK: C 45 M 31 Y 32 K 10
FOR WEB		RGB: R 145 G 152 B 154
		HEX: #91989A

WLA Gold Contributor badge

FOR PRINT		Pantone® 871 C
		CMYK: C 20 M 25 Y 60 K 30
FOR WEB		RGB: R 156 G 143 B 98
		HEX: #9C8F62

To ensure that the badges are always clear and legible, we ask you to respect a minimum size of 20 mm in diameter for Print and 80 pixels in diameter for Web.

Note: The Platinum Contributor colour gradient is based on #91989A as the darkest colour tone and #DBDEDF as the lightest.

The Gold Contributor colour gradient is based on Pantone® 871 C (#9C8F62) as the darkest colour tone and #FEF0C4 as the lightest.