



## Lotto New Zealand Identity

The Lotto New Zealand branding is the link that connects the many brands, products and facets that make up the wider Lotto New Zealand business.

The Lotto New Zealand Wahoo logo is the key visual element that not only shows up across all our brands and products - including Lotto Family (Lotto, Powerball and Strike), Daily Games (Keno and Bullseye), Lotto NZ Brand (Kiwis Helping Kiwis, Play Smart) and Instant Kiwi - but is also the identity for our retail network and MyLotto. Therefore it plays the important role of uniting each of these smaller facets, ensuring all are recognisable and form a part of Lotto New Zealand.

# The Logo

## Lotto New Zealand Logo

Our primary visual identifier is the Lotto New Zealand Wahoo logo. It is comprised of the orange triangle and our wahoo graphic to create a distinctive look and feel, making the Lotto New Zealand brand instantly recognisable.

The central orange triangle, always remains in full colour so there is only need for clear space beyond the edge of the Wahoo graphic.



### Clear Space

Use the 'o' height as a guide for clear space around the Lotto New Zealand Wahoo logo.

## Lotto New Zealand in Retail

To enable a degree of continuity from existing retail signage, our Lotto New Zealand wahoo logo has been maintained in the retail space.

Our retail and store signage has a consistent signage of our Lotto New Zealand wahoo logo on the Lotto purple background on all Lotto counters and set ups in the retail network.



# Lotto NZ Identity

## Key Features

- A few key features of the Lotto New Zealand logo:**
- Comprised predominantly of equilateral triangles
  - Some irregular triangles
  - $-9.5^\circ$  tilt
  - $20^\circ$  symmetry
- The Lotto New Zealand Wahoo must never appear rotated or skewed from its  $9.5^\circ$  tilt, nor must the triangles that form it be manipulated in any way.**

## Can't Wahoo?

There maybe occasions when size or print restrictions make use of the Lotto New Zealand Wahoo logo unsuitable. If so there are alternate identities available, these are the Lotto New Zealand and Lotto NZ logos; being the central orange triangle component of the Lotto New Zealand Wahoo logo, in orange (shown below in min secondary logo example), black & white.



## Where to Wahoo?

We have key assets that always will have the Lotto New Zealand Wahoo logo or alternative on them and ones that don't.

### Always have:

All collateral that sits outside of our owned channels e.g. OOH Billboards, Mall Media, TVCs, Digital Banners on external sites, Print ads.

### Don't:

Any assets that sits within our owned channels e.g. MyLotto banners, eDM banners, Social tiles and banners, Instore POS.

Wahoo triangles at  $-9.5^\circ$   
Main triangle rotated  $-9.5^\circ$

Wahoo triangles at  $-9.5^\circ$   
Repeat of top Wahoo triangles  
Whole repeat rotated  $-120^\circ$

Lotto New Zealand at  $-9.5^\circ$   
Wahoo Bold & Wahoo Heavy fonts

Wahoo triangles at  $-9.5^\circ$   
Repeat of top Wahoo triangles  
Whole repeat rotated  $240^\circ$

Min logo size 30mm | 120px

Min 20mm | 76px

Min 10mm | 44px

our primary logo

our secondary logos

# The Crop

## Digital, TVC and Printed Out of Home (OOH)

The logo is cropped at the bottom only.



## eDM, Website and App

The logo is cropped at the top and bottom to feature the Lotto New Zealand or Lotto NZ on a digital platforms.



## Always-On Digital Banners

The logo is cropped at the right side and bottom.



## Chop Chop

To make the application of our Lotto New Zealand Wahoo logo easier and more consistent across all levels of communication, we have created The Crop. This allows Lotto New Zealand to 'own' different communications from our games while enabling them to still have their own personalities.

Any communication piece for Lotto New Zealand for one of our products that appears in a non-Lotto New Zealand environment (not in one of our retail outlets or on MyLotto) should carry the Lotto New Zealand Wahoo, alternatives or Lotto New Zealand Crop used in the correct manner.

We have three main crops. Print and digital versions of these are available in our CC library for use.

See the logo execution and examples page for how and where to use these logos.

## Colours

The primary colours for our master brand is Lotto Orange and Retail Purple which is consistent across all of our touch points. Lotto Retail Purple is the key colour in our retail environments.

Other colours outside these can be used for type and backgrounds when designing creative for promotions. Just be sure that they work harmoniously together, represent our brand and communicate the message in a way that is attention-grabbing and easy to read.

Once you have a selected colour scheme for a particular campaign, try to stick with it across all executions.

All of our games have their own colour palettes, giving each its own personality. However Lotto Orange and Lotto Retail Purple can always be used to subtly re-enforce the Lotto New Zealand Brand.

# Our Colours

<b>Retail Purple</b> C90 M100 Y0 K30 PMS 2745 R60 G45 B100 #3C2D64		<b>Lotto Orange</b> C0 M60 Y100 K0 PMS 1505 R233 G114 B11 #E9720B <small>Please note digital signage and TVC orange is R245 G130 B32</small>			
<b>Blue</b> C100 M100 Y30 K30 PMS 5255 R39 G34 B74 #27224A	<b>Magenta</b> C20 M100 Y0 K0 PMS 2405 R198 G22 B139 #C6168B	<b>Yellow</b> C0 M10 Y100 K0 PMS Yellow 012 R254 G241 B53 #FEF135			
<b>Navy</b> C100 M100 Y0 K30 PMS 2756 R33 G29 B112 #211D70	<b>Orange</b> C5 M70 Y100 K0 PMS 7578 R234 G85 B0 #EA5500	<b>Purple Three</b> C40 M92 Y0 K0 PMS 513 R141 G31 B118 #8D1F76	<b>Purple Four</b> C30 M45 Y0 K0 PMS 25775 R176 G146 B196 #B092C4		
<b>Burnt Orange</b> C0 M90 Y100 K0 PMS 7597 R239 G66 B35 #EF4223	<b>Sunflower</b> C0 M50 Y100 K0 PMS 7564 R247 G147 B30 #F7931E	<b>Orange Yellow</b> C0 M25 Y90 K0 PMS 143 R250 G196 B30 #FAC41E	<b>White</b> C0 M0 Y0 K0 R255 G255 B255 #FFFFFF	<b>Grey</b> C0 M0 Y0 K80 R86 G86 B86 #565656	<b>Rich Black</b> C60 M40 Y40 K100 R10 G10 B10 #0A0A0A

## POS and OOH Examples

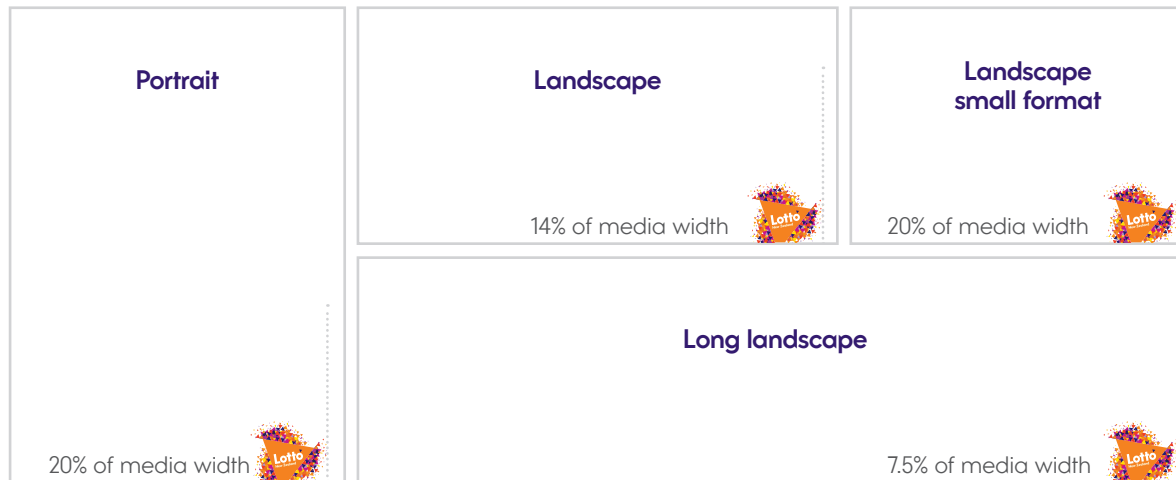
Our point of sale (POS) and out of home (OOH) campaigns often require us to design creative to a range of different size specifications, normally outlined on a media brief. To size the Lotto New Zealand Wahoo logo (or alternatives) accurately across these assets use the percentages detailed below.

When scaling the Lotto New Zealand logo, please keep in mind the logo version and minimum size requirements [see page 3].

Depending on the proportions and size of the application, the The Crop should be scaled using the percentages shown. This is to deliver a consistent execution across all Lotto New Zealand touch points appearing inside and outside the Lotto New Zealand environment.

# Logo Placement

## POS and OOH - Store Posters and Digital Billboards



## Examples



## Alternate Crop Examples

The alternate crop should only be used on smaller elements such as web banners and tiles. It has a much larger Lotto New Zealand Wahoo logo (or alternative Lotto New Zealand logo) in relation to the size and would feel unbalanced on larger executions.

# Logo Placement

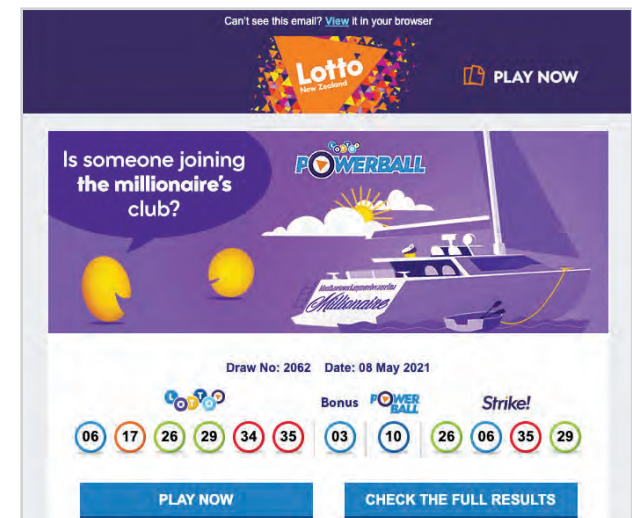
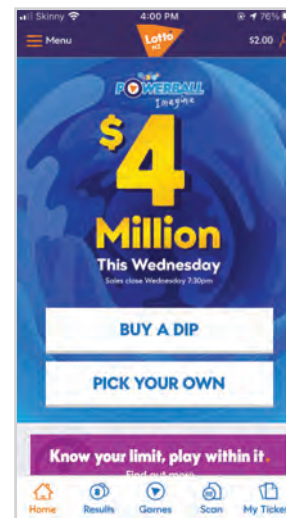
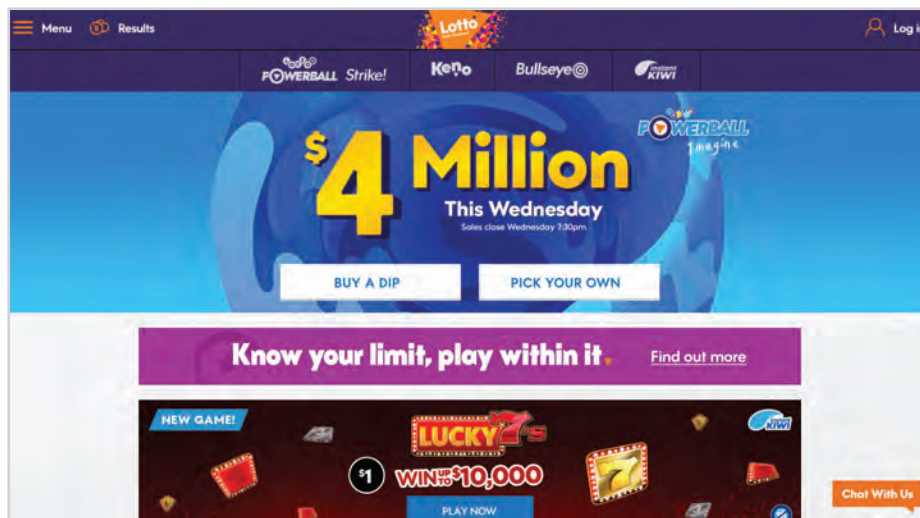
## Website and eDM



## App



## Examples



These are the rare examples when our logo is cropped at both the top and bottom. The only other time this happens is in the retail store environment where bespoke counters are created.

## Always On Examples

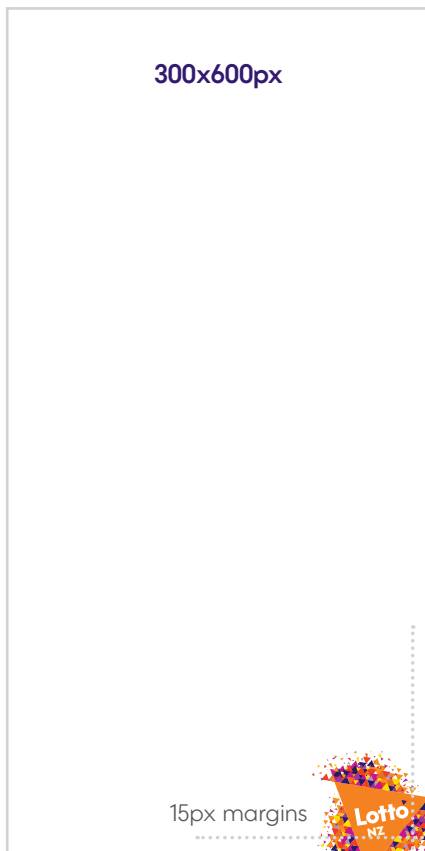
When scaling the Lotto New Zealand logo, please keep in mind the logo version and minimum size requirements [see Lotto NZ Identity page].

Please keep in mind the logo scale requirements; If the Lotto New Zealand Wahoo logo falls below 30mm /120px it needs to be the Lotto NZ.

On occasion we get varied banner sizes for different media, and good rule of thumb is that these should always have at minimum a margin of 15px from the edge of the lotto NZ wording on each size, and scale will be adaptable to this.

# Logo Placement

## Always On - Digital Banners



### Examples

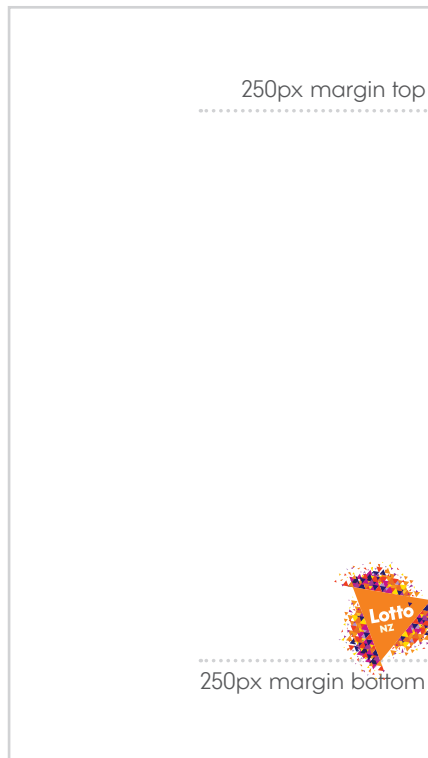




## Social Media Examples

# Logo Placement

## Instagram



Example



Instagram Story posts must always contain the Lotto NZ logo, it must have the logo rest 250px above the baseline of the video, to not be obstructed outside of the visible area. The full logo must be 340px wide edge to edge at the end of each wahoo, however, the logo must be cropped from the focused triangles outer most point, giving a visible of 280px from the left of the graphic.

Square online posts should contain the Lotto NZ logo if there is no branding identity established elsewhere. The baseline of the "Lotto NZ wording must have a 45px margin from the base of the image, and the right side of the copy must have a 45px margin from the edge of the image. Resulting in a visible area of 290px wide from the left most Wahoo in the logo. On Facebook, the Lotto NZ logo is omitted entirely, as the brand will be identified by the post page, or advertisement.

## Instagram/Facebook Square Post

Example



# Typography

## Wahoo Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+ -=

## Wahoo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+ -=

## Wahoo Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+ -=

## Wahoo Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+ -=

## Wahoo

Wahoo is a custom typeface that is unique to Lotto New Zealand. It has been specially designed for us, to be both bold and distinctive, yet also clearly legible. We predominantly use Wahoo in sentence case, as we love to talk with our customers without shouting.

Wahoo is available in four weights, allowing a full range of creative expression. Care must be taken in selecting an appropriate weight, taking into consideration the type of communication and who it is for. E.g.. A piece of retail communication will be more playful and fun, than a piece of corporate communication.

## Lumios Marker

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()\_+ -=

## Lumios Marker

Lumios Marker is an occasional typeface that we use to compliment Wahoo. This allows us to highlight or differentiate small, specific pieces of information and add a slightly different personality to our communications. The tricky part is in keeping a good balance - a few words here or a line there is all it needs.

Wahoo is a good but limited font family.  
**It allows us to be BIG & BOLD**

or clean & neat

but it lacks **warmth & softness,**  
**ESPECIALLY IF WE USE ALL CAPS!**

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*Kiwis Helping Kiwis* was designed to feel  
*softer* & more organic, to fit with our **existing**  
**elements** within the Wahoo family to  
*look at giving us greater scope.*

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# Tone of Voice

Write with  
a smile

So what does this look like?

## Our Voice

The way we write tells people a lot about who we are, so it's important that all the copy in our communications is true to the Lotto New Zealand brand.

We're passionate about our business and put the customer at the heart of everything we do. This is the same when we write - we focus on putting the audience first.

Lotto New Zealand is an upbeat and dynamic brand, and this needs to come across in everything we create.

It's easy - just write with a smile!

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## Tone of Voice

# We're Kiwi.

Like most Kiwis, we're friendly and don't take ourselves too seriously. We appreciate diversity and want to make enjoying our stories easy for everyone so we're always clear and straightforward. We avoid jargon and slang, and instead strive for communications to be simple and short - but never coming across as being blunt.

# We're positive and emotive.

Changing lives is at the heart of everything we do, whether it's through big winning moments or lottery grants that make a meaningful difference throughout the country. When we speak, we need to share these celebratory moments by sharing feel-good stories and giving 'warm fuzzies' with descriptive and emotive words. We're not into shouting. We're optimistic & upbeat so that means we use exclamation marks to create impact - but use them sparingly. Read it out loud and ask yourself 'does it sound natural and warm?'

# We're thanking the players.

We want our players to understand the connection between playing our games and the good things that happen in communities - thanks to them. So we talk about our players, and try not to talk about ourselves. The stories are never sad or feel like we are manipulating people to play, instead we're creating a sense of pride for our players when they see the positive impact for grant recipients. Every time they play one of our games, they're a Kiwi helping other Kiwis.

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# Iconography

## Artboard

- 25x25mm / 512 x 512 pixels
- Build icons at this size to ensure the strokes, corner radii and shadows remain consistent across the series
- Icons can then be scaled up to any size, so long as the 'Scale strokes and effects' box is checked in Illustrator

## Stroke

- Stroke width: 3px
- Stroke cap: Round cap
- Stroke corner: Round join
- Corner radius: 0.3125mm, 0.625mm, 1.25mm/2.5mm

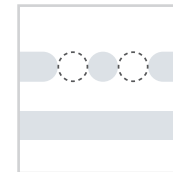
## The Drop shadow

- Mode: Multiply
- Opacity: 25%
- X offset: 0.625mm
- Y offset: 0.625mm
- Blur: 0.3125mm
- Colour: Rich Black

## T2 - Line Break and Dot Feature

There is no hard-and-fast rule about where in an icon the line break and dot feature should go, this is done at the discretion of the designer.

Since the stroke width is 3px the gap between the line break and the dot is also 3px, with the dot itself being 3x3px in size.



### Examples

	T1	T2	T3	T4
Text2play				
Ticket				
Results				
Favourites				

## Icon Design

Our iconography system has four distinctive icon styles (tiers), allowing us both flexibility and consistency.

Tier 1 (T1) is our most basic, simplified icon style, which is mainly used in digital applications where small sizes are required. Tier 2 (T2) is very similar, but has an extra level of detail, including the line break and dot features. Tier 3 (T3) is our simple, flat-colour iteration, which then becomes Tier 4 (T4) with the addition of hard inner shadows, a drop shadow and wahoo triangles (on icons of a more celebratory nature).

We recommend drawing the T2 icon first. From there it is easy to strip the T2 icon down to create a T1 icon, and equally as easy to colour up the T2 icon to create T3/T4 icons.

T4 - Shadows - The hard inner shadows on the left of the icons are made by duplicating, offsetting and subtracting the icon 5pt to the right. This is done at the discretion of the designer, as it isn't suitable everywhere in an icon. The colour of the hard inner shadow will be one colour darker than the main colour. For example, if the icon was Lotto Orange, the hard inner shadow would be Burnt Orange.

Examples from Corporate Reporting documents.



# Interface Icons

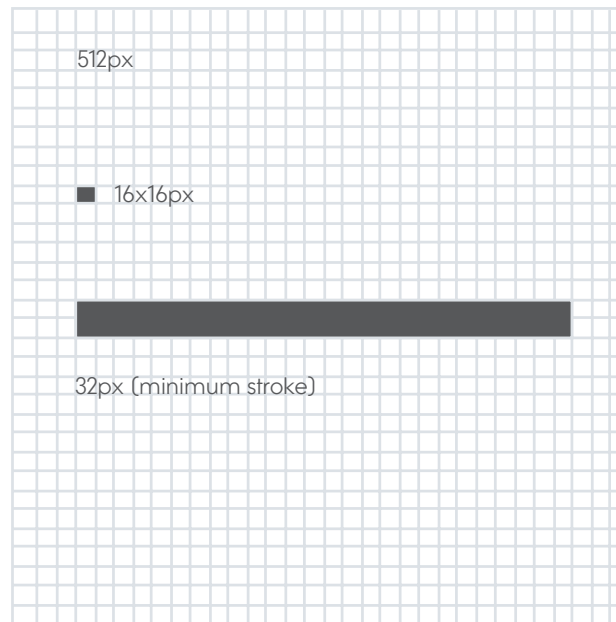
Web icons need to follow a standard 4x grid design to avoid pixelation when scaling between commonly used sizes.

## Artboard Size 512x512 pixels

- With a 16x16px block grid
- Each stroke width needs to be at least 2 blocks (32px) to scale to all sizes
- For smaller icons (under 24x24 px) use a solid shape to maintain legibility

## Google Material Design

As a base, we use Google material designs icon set for these actions. Wherever possible (unless it does not make sense) we should always use the 'filled' and 'rounded' version of the icons available.



## Digital and Google Icons

Interface icons refer to iconography that communicates a very specific action, function or category on our website or app.

These include arrows, home buttons, profile icons and navigation. That will only ever appear on screen and must clearly inform our users what will happen when they click on it.

Examples



# Visuals

## Backgrounds

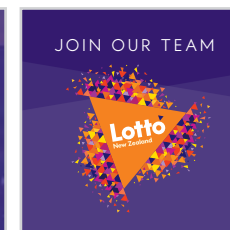
We are moving away from the scatter brushes featuring multi-coloured triangle and assets taken from the wahoo logo towards a more professional, transparent triangle and block-colour space.

The Mylotto website is leading the way in the use of the grey background, which is made up of subtle greys overlaid with transparent triangles.

### Backgrounds



### Examples



**DO**

- Use our Lotto NZ colour palette
- Keep white space for a clean and uncluttered look
- Use a simple selection of transparent colours
- Refer to our background templates



**DO NOT**

- Use a rainbow of wahoo colours and triangles





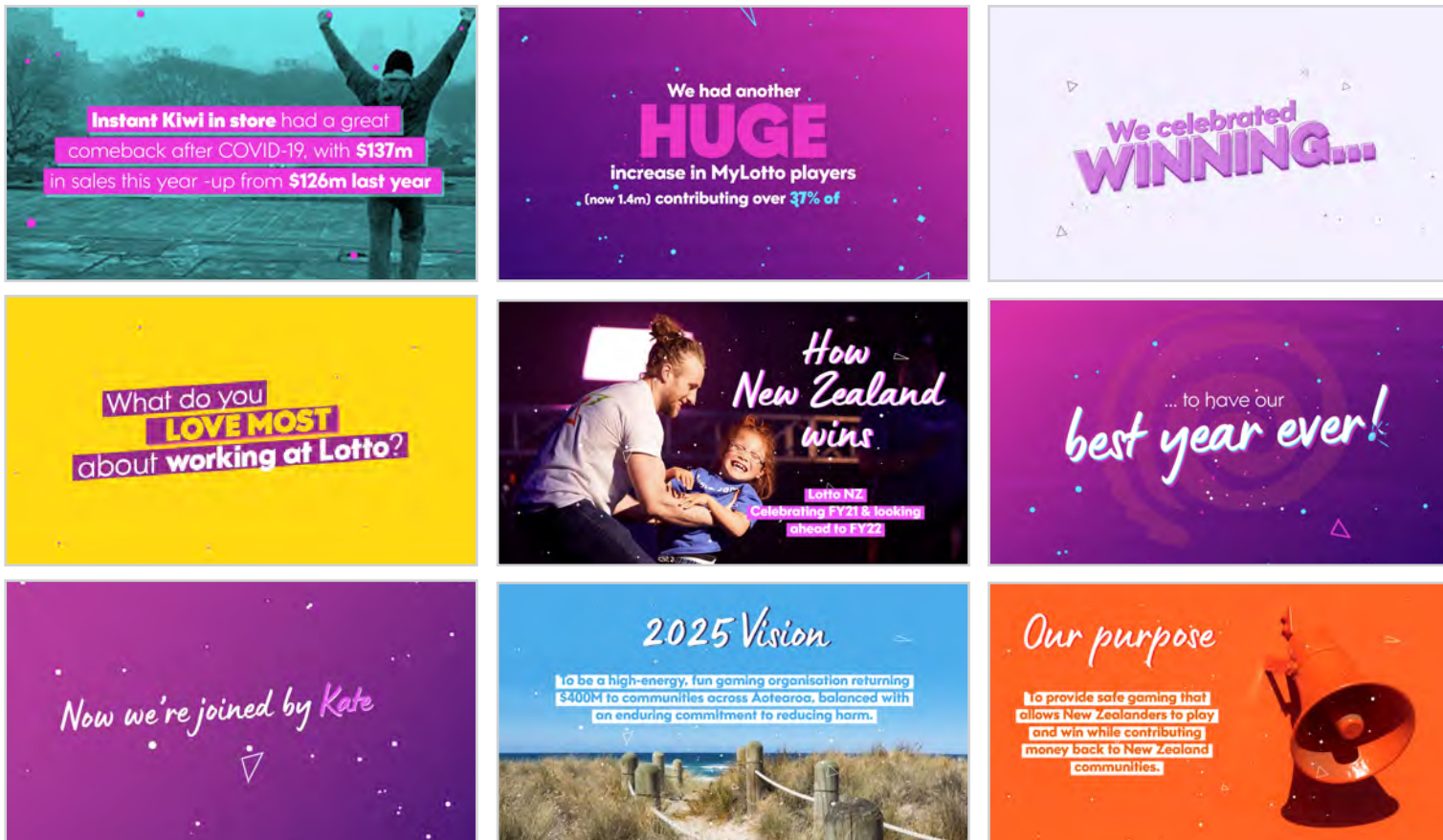
# Visuals

## Hype

Lotto NZ is a dynamic brand with a great library of colours that we like to inject into our internal communications. Check out this page for some ideas on how we have previously bought the fun and energy into hype-type pieces.

These shapes and gradients are available in a document page for use.

### Examples



## Documentary - Show Me

Straight forward, well shot images, which document a scene or event and show it in a clear and informative manner.

# Imagery

### Examples

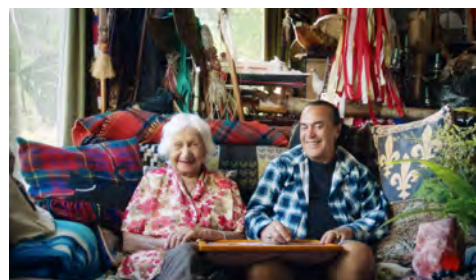
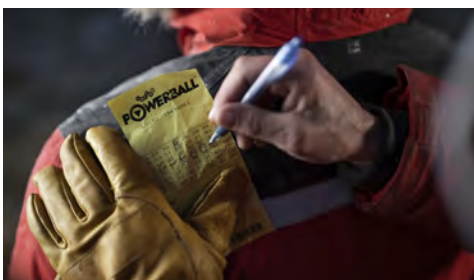
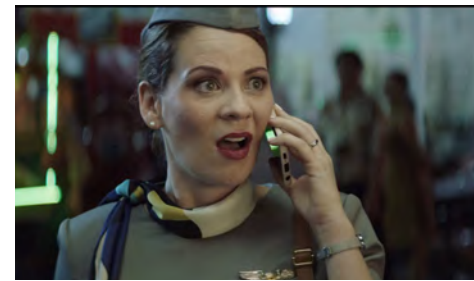


## Emotional - Make Me Feel

Images which capture a feeling or moment, potentially less straight forward or obvious than 'show me', but not abstract.

# Imagery

### Examples

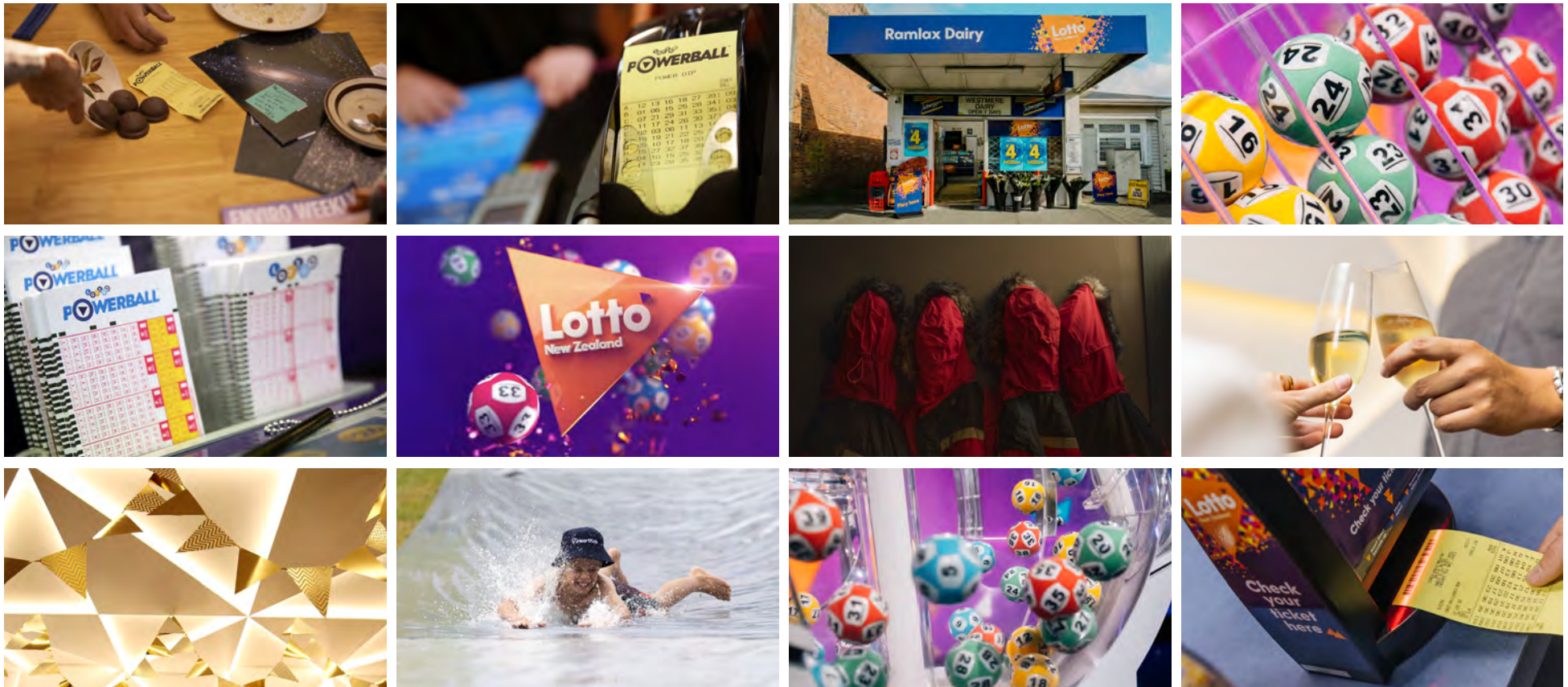


## Visual - Design Interest

Visually interesting details, views or perspectives outside the norm.

# Imagery

Examples



# Corporate Reporting

## Getting Down to Business

Lotto NZ is a Crown Entity and as such, is answerable to the Minister of Internal Affairs and the New Zealand Government. Part of Crown Entity life is the obligation to publish a suite of corporate reporting documents annually, covering business performance, outputs and strategy.

We are definitely still ourselves in these documents, but more like the ironed-shirt, job interview version of 'us'. We are aware that we are no longer talking to our mates, everyday Kiwis - but instead to Executives, Auditors and Government Officials.

We use four main colours across our reporting; Lotto Orange, Burnt Orange, Magenta and Retail Purple. Visual interest is built from T2 iconography, graphic call outs, pull quotes, infographics and brand/community photography superimposed with flying Lotto balls for added energy and dynamism.

Every year we create:

A Half Year Report (Burnt Orange)  
Documenting the business's performance for the first half of the financial year.

An Annual Report (Designer's Choice)  
Documenting the business's performance for the full financial year.

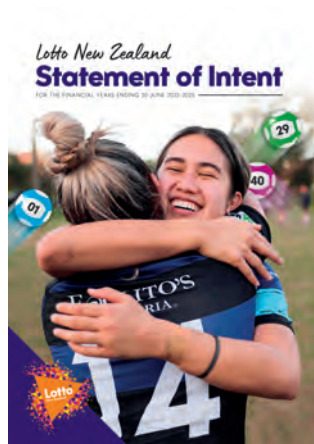
A Statement of Performance Expectations (Lotto Orange)  
Documenting the business's expected performance for the next financial year.

Every three years we create:

A Statement of Intent (Retail Purple)  
Documenting the business's strategic intentions and priorities for the next three financial years.

Every five years we create:

Strategic Plan (Magenta)  
Documenting the business's strategic intentions and priorities for the next five financial years.



Examples

