

Version 1

THE NATIONAL LOTTERY 25TH BIRTHDAY LOGO GUIDE FOR GRANT RECIPIENTS



2019 marks the 25th Birthday of The National Lottery, with the first draw taking place on Saturday 19 November 1994. Since then, National Lottery players have raised more than £39 billion for Good Causes.

Over the past 25 years, 535,000 individual grants have been awarded the length and breadth of the UK - the equivalent of around 190 life-changing projects in every UK postcode district.

The 25th Birthday of The National Lottery falls on Tuesday 19 November 2019. So, from Tuesday 21 May 2019, we're asking organisations and projects who've benefited from National Lottery funding to help remind the public of the difference The National Lottery has made to them.

The National Lottery's 25th Birthday is a great opportunity to raise awareness about the amazing work that people (like you!) are doing in your local communities, with the help of National Lottery funding.

We know how passionate and proud you are of the life changing work you do. We'd love you to share what you've been able to do with National Lottery funding.

In your own words, thank National Lottery players and let them know what their support has made possible. Please share videos and images to better showcase your work.

This is The National Lottery 25th Birthday Logo.

Please use the 25th Birthday
Logo when you're sharing
information about your work
in the context of The National
Lottery's 25th Birthday.

The logo should always be used
as it is seen here. The elements
should not be separated.

Primary version – the badge:



The National Lottery 25th Birthday Logo Placement + Size

To ensure the Logos are always seen at their best, always use our size and placement rules.

THE EXCLUSION ZONE



Other graphics

The Logo will be more visible and have greater impact when it is surrounded by a sufficient amount of clear space.

An exclusion zone has been created within which no type, images or other graphics may appear.

CREATING THE EXCLUSION ZONE



The exclusion zone is defined by the width of the smile contained in the 'Crossed Fingers'.

Additional space should be given wherever possible.

MINIMUM SIZES

Print

10mm



Digital

40px



The minimum size of the crossed fingers is 10mm in height.

The minimum size for digital applications is 40px.

The National Lottery

25th Birthday

Logo colourways

To ensure our Logo is impactful and legible, it is important to use the correct version.

Always use the full colour version wherever possible. Black and white versions can be used where necessary.

FULL COLOUR



MONO



FULL COLOUR REVERSE



MONO REVERSE



When using the Logo on top of photography think carefully about standout and placement.

Although the full colour Logo is the preferred version, a black version and a white out version have been created. These versions should only be used when the background is too light or too dark for the full colour Logo to stand out.

The National Lottery 25th Birthday Logo usage

The National Lottery 25th Birthday Logo should be used as a badge to drive awareness of 25 years of The National Lottery.

There is no need to place it alongside other Logos, it works best when it stands alone.

Posters and flyers

**USE THE
LOGO AS
A BADGE**

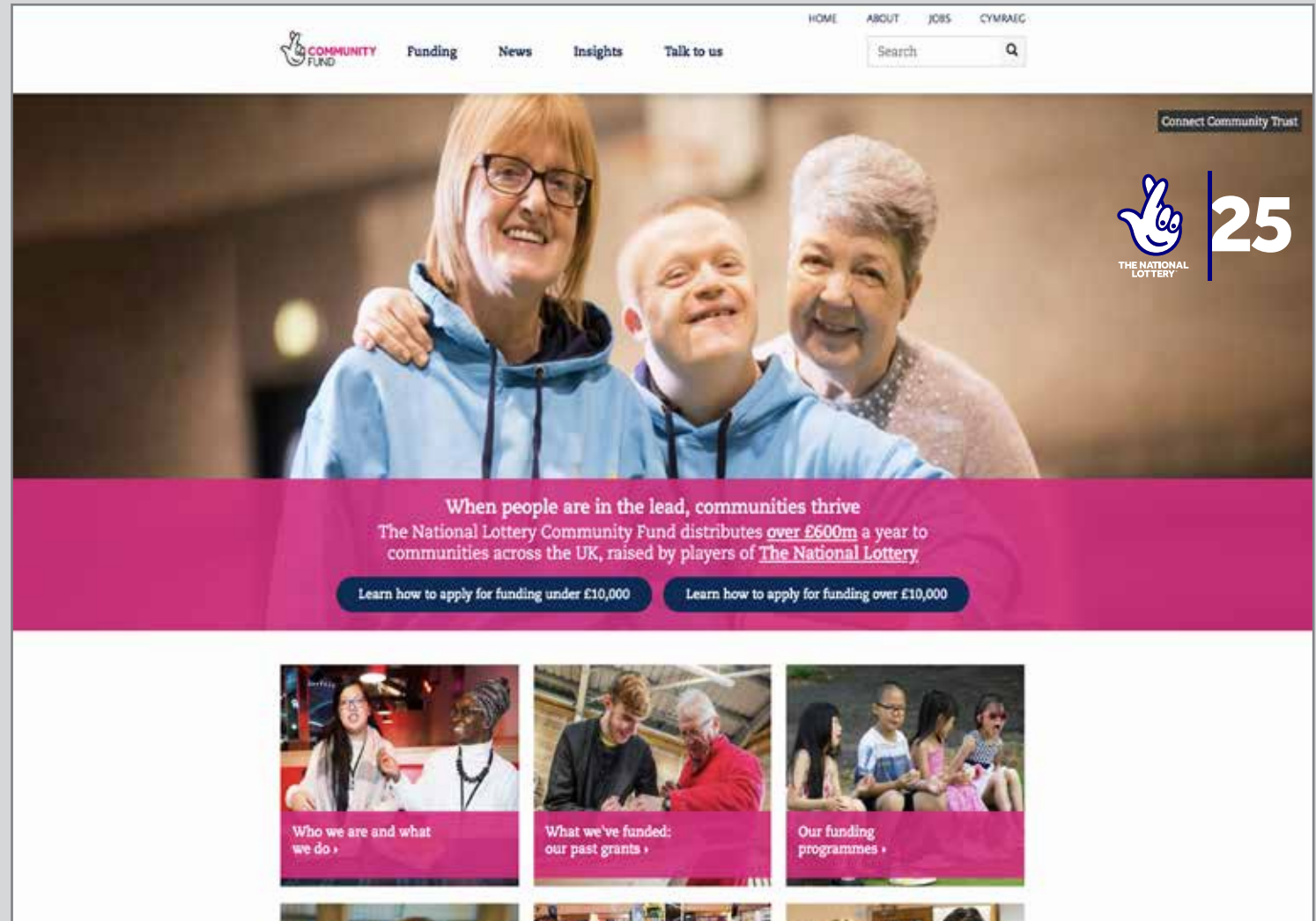


**MAKE SURE IT
SITS ALONE
AWAY FROM OTHER LOGOS**



The National Lottery 25th Birthday Example usage: Website

You could add The National Lottery 25th Birthday Logo to the homepage of your website.



The National Lottery 25th Birthday Example usage: Social media

Here is an example of how you could use The National Lottery 25th Birthday Logo on social media.

No one knows better than you the difference National Lottery Funding has made to your organisation and the work it does. So, in your own words, thank National Lottery players and let them know what their support has made possible.

You might want to use the 25th Birthday Logo in a corner of one of your social media header images.

The example shown here is a Twitter header image.

