To raise awareness regarding the risks of underage lottery use.

Make a difference for your clients and customers – join your colleagues across the country and around the world in our responsible gambling campaign to raise awareness regarding the risks of underage lottery use. Lottery products are appropriate for gifting only to adults, from adults.

Research shows why: the earlier a person’s participation or even exposure to gambling in childhood, the more likely they are to develop gambling problems later in life. And gambling in childhood is frequently some kind of lottery product, given through lack of awareness by a well-meaning adult.
NCPG would like to partner with you to encourage responsible gift giving.

The GIFT RESPONSIBLY CAMPAIGN style guide provides you with the tools you need to spread the campaign messages in a unified voice.

Use this Style Guide to help prepare your ads, social media posts, print collateral and more.

All the materials in this style guide are included in the tool kit.
Lottery Tickets Aren’t Child’s Play.

NOTE:
Use the above tagline as primary message. When possible, split the type as you see above. The tagline should be in title case, set in Gill Sans Semibold.
CAMPAIGN ELEMENTS

BRAND COLORS

CYAN
C 100 R 0
M 0 G 173
Y 0 B 239
K 0
Hex #00ADEF

ROYAL
C 85 R 27
M 50 G 117
Y 0 B 187
K 0
Hex #1B75BB

NAVY
C 94 R 0
M 65 G 79
Y 33 B 113
K 15
Hex #55477
CAMPAIGN ELEMENTS

GIFT RESPONSIBLY DESIGN ELEMENTS

GIFT TAG

GIFTWRAP PATTERN

GIFT GIVING ICON

BOW AND RIBBON
CAMPAIGN ELEMENTS

NCPG LOGOS
DOWNLOADABLE SOCIAL MEDIA POSTS: GIFT IN HAND

GIFT RESPONSIBLY
Lottery Tickets Aren’t Child’s Play.

FACEBOOK/LINKEDIN POST

INSTAGRAM POST

NOTE:
You will add your logo and website here

GIFT RESPONSIBLY
Lottery Tickets Aren’t Child’s Play.

TWITTER HEADER

partnerwebsite.org
DOWNLOADABLE SOCIAL MEDIA POSTS: GIFT TAG

Lottery Tickets Aren’t Child’s Play.
GIFT RESPONSIBLY

FACEBOOK/LINKEDIN POST

Lottery Tickets Aren’t Child’s Play.
GIFT RESPONSIBLY

INSTAGRAM POST

Lottery Tickets Aren’t Child’s Play.
GIFT RESPONSIBLY

TWITTER HEADER
Lottery Tickets Aren't Child’s Play.
GIFT RESPONSIBLY

DOWNLOADABLE SOCIAL MEDIA POSTS: BOW & RIBBON

FACEBOOK/LINKEDIN POST

INSTAGRAM POST

TWITTER HEADER

www.partnerwebsite.org
Lottery Tickets Aren’t Child’s Play.
GIFT RESPONSIBLY

DO use the white version of your logo
DO NOT

- Do not combine elements to create new designs
- Do not stretch the graphics to fit a new size
- Do not add photography or other elements
- Do not use an alternate typeface or font