

2021 National Council on Problem Gambling

# **GIFT RESPONSIBLY CAMPAIGN**



## **STYLE GUIDE**

10.01.2021

# Goal:

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.

# How to use this guide

**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.**

## CAMPAIGN ELEMENTS

### TAGLINE

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**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 Gil Sans Semibold

# CAMPAIGN ELEMENTS

## BRAND COLORS

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**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**

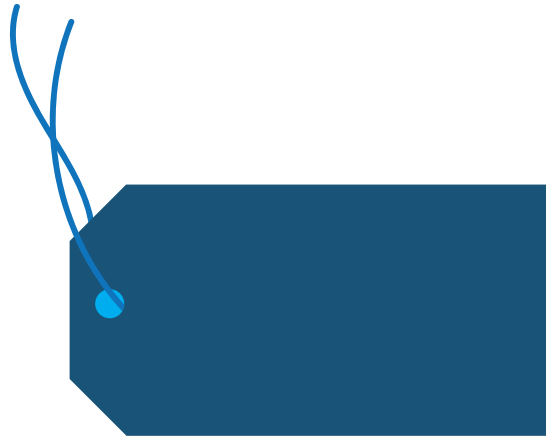
C 94        R 0  
M 65        G 79  
Y 33        B 113  
K 15

Hex # 155477

# CAMPAIGN ELEMENTS

## GIFT RESPONSIBLY DESIGN ELEMENTS

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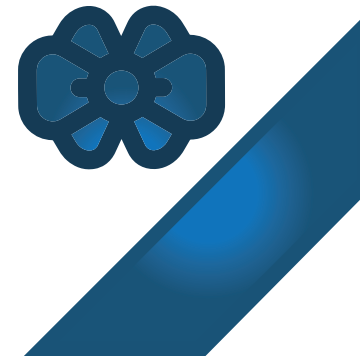
GIFT TAG



GIFTWRAP PATTERN



GIFT GIVING ICON

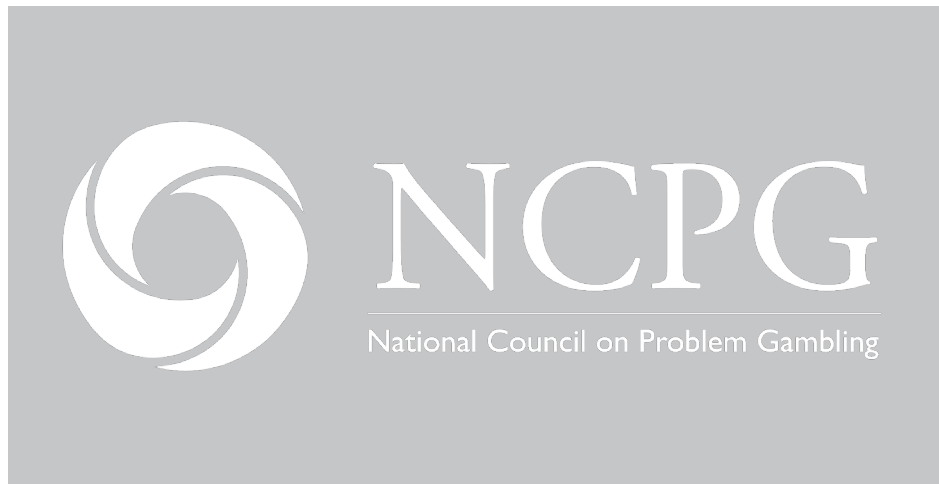


BOW AND RIBBON

## CAMPAIGN ELEMENTS

### NCPG LOGOS

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**DOWNLOADABLE SOCIAL MEDIA POSTS: GIFT IN HAND**

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FACEBOOK/LINKEDIN POST



INSTAGRAM POST

NOTE:  
You will add  
your logo and  
website here



TWITTER HEADER



DOWNLOADABLE SOCIAL MEDIA POSTS: GIFT TAG

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FACEBOOK/LINKEDIN POST



INSTAGRAM POST



TWITTER HEADER

DOWNLOADABLE SOCIAL MEDIA POSTS: BOW & RIBBON

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FACEBOOK/LINKEDIN POST



INSTAGRAM POST



TWITTER HEADER

EXAMPLE



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