

# Your National Lottery 30<sup>th</sup> birthday campaign toolkit

Guide for Adobe users



# How to use this guide

Please familiarise yourself with The National Lottery 30<sup>th</sup> Birthday logo guidelines before using this guide or the templates.

## THE NATIONAL LOTTERY

### 30th Birthday Brandmark Guide for Distributors

#### 30th Birthday Welsh / English brandmark

The 30th Birthday brandmark is a National Lottery Distributor logo in Wales.

Planned to launch from 20th September 2024 for the English-only Five franchises.

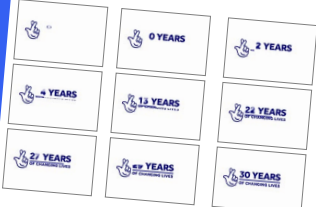


| Colour  | Heritage blue  |
|---|--|
| Heritage blue is our hero colour. We never use black unless needed for printing in B&W. | Heritage blue 40C/50B0<br>C: 100 M: 50 Y: 0 K: 30<br>Pantone 2748C |

1. Primary Full Colour Brandmark
2. Secondary Full Colour Welsh/English Brandmark



1. Use the correct variant
2. Don't change
3. No colour changes
4. Don't distort it



1. Primary Full Colour Brandmark - 300px GIF
2. Primary Full Colour Brandmark - 100px GIF
3. Primary Full Colour Brandmark - mp4

#### Introduction

For the past 30 years The National Lottery has supported good causes as a way to bring positive change to the lives of millions.

Since the first draw was held in 1994, we have raised over £88 billion for good causes and awarded over 650,000 individual prizes to inspire and empower, making a real difference to local communities.

Thanks to our players, we are able to strengthen local communities, support sports teams, support environmental projects, unlock real estate talent, empower the elderly and we support a huge range of art and culture - collectively touch millions of lives every day.

To mark The National Lottery's 30th Birthday we are creating a campaign that celebrates the incredible changes we've collectively generated and helps to inspire the next generation of good causes and players.

To help on each and every day to many people as possible, we've created a National Lottery 30th Birthday Brandmark. This document contains those instructions about the different versions of the 30th Birthday Brandmark and the information on where to download it and how to use it.



#### Our 30th Birthday brandmark

Since the first draw was held in 1994, The National Lottery's 30th Birthday Brandmark is a way to bring positive change to the lives of millions.

To help celebrate a key moment in our history we have created a brandmark with a strong but simple message: '30 Years of Changing Lives'.

While a single consistent message is important, it may be required to adapt the brandmark to different versions of the logo as well as different versions.

The 30th Birthday Brandmark should not be used in any way that implies endorsement by the National Lottery.

Distributors should use the 30th Birthday Brandmark when undertaking activity that has had over the last 30 years, or with a look to the future.

You can find more information about the use of the 30th Birthday Brandmark on the following pages.



#### Choosing the correct version

Our 30th Birthday Brandmark can appear in a number of different colour versions. Each variant has been created for a specific use. The key to ensure there is enough contrast on the brandmark is every angle.

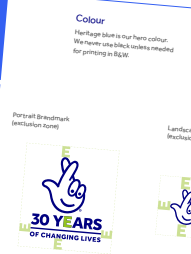
1. Primary Full Colour Brandmark. This is our primary brandmark and should be used whenever possible. Works best in white on white or light colour backgrounds.
2. Black Mono Brandmark. This should only ever be used when colour printing is not possible and there is no other option, for example in black and white newspapers.
3. White Mono Brandmark (Primary). This should be used when the core full colour version will not read clearly on a dark coloured background or when printing on a light colour.
4. White Mono Brandmark (Secondary). This should be used when the White Mono Brandmark (Primary) will not read clearly on a dark background.



#### How to use our brandmark

The other types of brandmark should be used to ensure our brandmarks are always prominent and clearly visible in all our print and online communications. The correct usage will apply to all versions of the brandmark.

The clear space area is equal to the height of the '0' in the number '30'. It is shown within the brandmark areas of all pages.



#### Minimum size

To make sure the brandmark remains legible and stands out in all sizes, its minimum size has been set.

The portrait brandmark should be no smaller than 50px or 20mm in height, and the horizontal brandmark should be no smaller than 50px or 10mm in height.



#### The National Lottery 30th Birthday - Brandmark usage

The National Lottery 30th Birthday Brandmark should be used as the primary brandmark of 30 years of The National Lottery.

There is no need to place it alongside other brandmarks or logos. It is the best when it stands alone.

The secondary version of the brandmark can be used on any digital or print assets, e.g. to web banners when the primary brandmark is not used for the space.



Use the secondary version for horizontal formats

#### Brandmark application examples

We've created a suite of 30th Birthday brandmarks to make them as easy as possible to use. Places where these brandmarks could be used in our communications of the 30th Birthday campaign include:

- On your social media pages
- On your website
- In emails
- In official correspondence



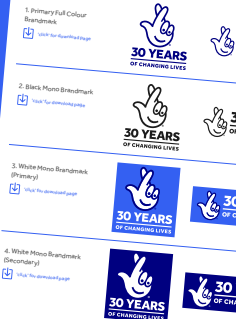
#### Download our brandmark

Our 30th Birthday Brandmark is available for download by clicking the links opposite for the variant you require.

Each brandmark variant is available in the following colour options and file formats:

| CMYK | Adobe Illustrator (AI) | EPS | JPEG |
|------|------------------------|-----|------|
| RGB  | Adobe Illustrator (AI) | EPS | JPEG |

PNG is available on request.



#### Need something more?

There is also further, specific guidance available for Distributors. To find out more please contact: NLPU or Lizzie.Neyland@nlw.co.uk



# Contents

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## Campaign overview

Since the first draw in 1994, The National Lottery has raised over £49bn to bring positive change to communities across the United Kingdom and the Isle of Man.

Thanks to the players of The National Lottery, good causes have been awarded over 690,000 individual grants to strengthen local communities, power sports teams, support environmental projects, unleash creative talent, empower the elderly and unlock young people's potential.

To mark The National Lottery's 30<sup>th</sup> birthday, we're launching a campaign celebrating the game-changing impact we've collectively delivered to inspire the next generation of good causes and players.

We want organisations from across The National Lottery family to join the birthday celebrations by showcasing their successes and achievements in changing the game in their line of work.

IT'S A  
**GAMECHANGER**

# Celebrating your game-changing work

From raising confidence, hopes and dreams to saving species, landscapes and even lives, National Lottery beneficiaries have been game-changers across the UK.

No one knows the amazing impact you've had better than you. It's time to celebrate the big wins and the small.

Our toolkit has what you need to shout about it – from social media templates to header banners for customer emails.

**Please note:** all templates and end frames are available with English and Welsh logo options.

## Illustrative campaign assets using the toolkit templates



1:1 static templates



9:16 Story templates



Email headers

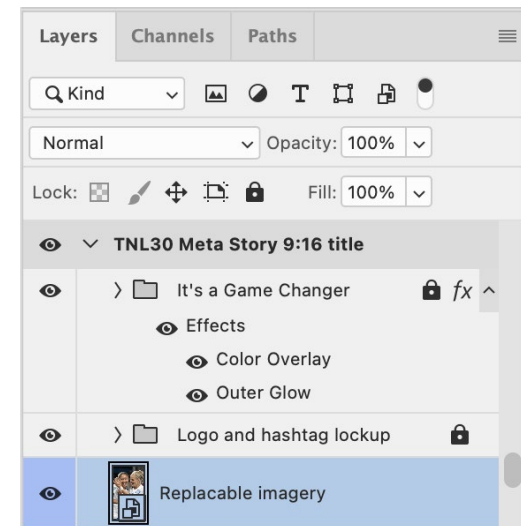


# Using the templates

The Photoshop (PSD) files contain templates for social media (1:1 and 9:16 ratios) and email headers. Simply replace any template image with your hero image and you're done. All branded components are in locked layers, which should not be altered.



9:16 template – can be used on Meta Stories or Reels, or TikTok



**Layers panel in Photoshop:** the highlighted layer in blue shows the editable layer. In Photoshop, double-click the thumbnail, add your chosen image/video and you're done!

# Finding your story

National Lottery funding has helped deliver countless game-changing moments, so picking the right angle or project for this campaign will help your message stand out and engage audiences.

Ultimately, we want you to share how funding from The National Lottery changed things for you or your audience. Triumphs come in all shapes and sizes – whether it's making a difference to a generation of children and a national sport, a select group of people or a beloved green space. All of them count.

We've pulled together five simple tips for finding the best story for your cause and this campaign. Once you've found your story and written your social posts, don't forget to use our campaign hashtag **#NationalLottery30** and mention us in the post so we can celebrate with you – on X we're **@LottoGoodCauses** and on Instagram we're **@NationalLotteryGoodCauses**.

## Identify a significant or memorable impact

How has National Lottery funding enabled your organisation to be a game-changer? Perhaps you've transformed lives, saved a community or created a ripple effect of positive change.

## Find an emotionally meaningful angle

Emotions connect with audiences more than facts and figures (although numbers are great for showing scale). Can you find a way to talk about the impact that tugs on the heartstrings or inspires your audience?

## Capture emotion visually, too

Wherever possible, look for imagery featuring relatable, everyday heroes – whether volunteers, service users or the community. Candid/natural moments of connection and emotion often deliver the highest impact – just remember to make sure you have permission from anyone appearing in the imagery/videos.

## Keep The National Lottery impact clear

This campaign celebrates how we've helped you make a game-changing impact. Make sure to highlight our role in the success as well as your hard work and dedication.

## The unexpected angle

Outperformed all expectations or discovered an unintended positive outcome that was the icing on the cake? With so many good causes being showcased in the campaign, a unique angle or story will help you stand out.



## Suggested post copy for above image asset:

More girls are dreaming of becoming Lionesses, thanks to National Lottery funding. Our grassroots investment is growing the women's game to new heights and success

#NationalLottery30  
Happy birthday, @nationallotterygoodcauses

# Tips for a game-changing campaign

- Select the most engaging stories and imagery to elevate both your cause and the impact of National Lottery funding
- To aid accessibility, select the template (white or Heritage Blue) that will offer the greatest colour contrast with your selected imagery or video
- Add alt text to images to aid accessibility, as per the example shown on the right
- Tag the campaign with the **#NationalLottery30** hashtag
- Mention us in your post:  
X: **@LottoGoodCauses**  
Instagram: **@NationalLotteryGoodCauses**
- Avoid placing any of your own copy or messaging on the images in your post
- Keep templates as they are – these are designed to be ready to go, just add imagery.

## Do:



### Alt text

Single kestrel in-flight searching for prey. Text on the image says: it's a game changer, 30 years of changing lives, #NationalLottery30

## Don't:



Our fund helps women play footie and get fit



# Any questions?

We can't wait to see your campaigns go live, as you help us celebrate 30 years of game-changing funding from The National Lottery!

If you have any questions, please contact:

**[gamechanger@lotterygoodcauses.org.uk](mailto:gamechanger@lotterygoodcauses.org.uk)**

Thank you.