ULiS

UNITED LOTTERIES FOR
INTEGRITY IN SPORTS

DESIGN
GUIDELINES

WHO WE ARE

The integrity of sports and sports betting is critical to the ethos, reputation and commercial viability of sports.

We at ULIS are dedicated to helping lotteries protect the integrity of sports competition. We act as a beacon, helping lotteries navigate and proactively manage the complex world of sports and act decisively even under great pressure.

Our global multi-stakeholder network connects lotteries to key players spanning from nationaland intergovernmental bodies, law enforcement, all the way to sports leagues-organizations and federations.

Inter-governmental bodies

National bodies

ULiS

Law enforcement

Leagues, federations & sports organizations

We offer lotteries a wide ecosystem of services :

- education
- training
- multi-stakeholder collaboration
- events
- policymaking
- extended human analysis network
- peerless monitoring system

OUR FOUNDATIONS

PURPOSE

BENEFITS

REASONS TO BELIEVE

OUR AUDIENCE

Purpose: protect competition in sports

Essence: my lottery savvy network for managing betting integrity in sports, providing me the confidence and effectiveness no other network can give

Emotional Benefit: My beacon and confidence booster when managing Integrity in sports betting
Experiential Benefit: the ease of management only a global expert & community of like-minded professionals can give
Functional Benefit: The one stop shop to prevent, manage and influence integrity in sports betting in the Lottery World

A complete set of services under one roof:
- Education, training, knowledge building
- Networking and events
- Stakeholder influence & management (law enforcement, regulators, sports prosecutors, sports leagues-federations-organizations)
- Monitoring & detection, analysis, reporting, collaboration

Strategic target audience: licensed state lotteries & lottery associations, lottery suppliers
Secondary target audiences: other sports integrity associations, sports entities, national gambling bodies, law enforcement, intergovernmental bodies
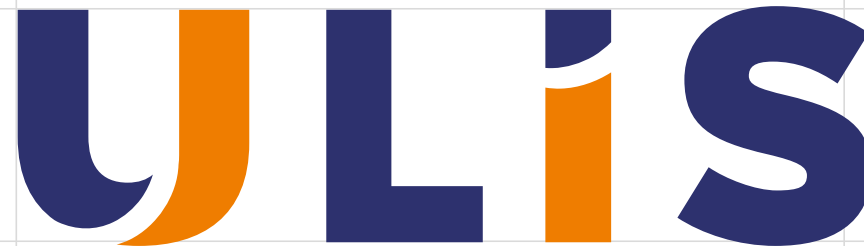
LOGO

OUR LOGO

Our logo sits at the heart of our identity.

It features the acronym 'ULIS' using a bold and solid typeface. The letters U & I are highlighted to underline the integrity of the association and the unity of its members.

The name of our association, United Lotteries for Integrity in Sports, appears at the bottom of the logo.

To build a strong identity, it is very important to consistently reproduce the logo in its correct form, across assets and touch-points.

Our logo should never be modified - we ask you to never alter its letters, colors and relative proportions. If you need to use the logo in a way other than what is outlined in these guidelines, you need to obtain permission from the ULIS communication team.

ULiS

UNITED LOTTERIES FOR INTEGRITY IN SPORTS

LOGO COLORS

Our logo was designed for use in two versions: positive or negative.
It should always be used on a white or our corporate blue background.

It is composed of two colors: blue and orange.

The full-color version of the logo is the preferred option.

A monochromatic version of the logo should be used only when the reproduction environment or costs do not allow use of the full color version.

	C 100 **M** 95 **Y** 30 **K** 0
	R 30 **G** 32 **B** 115
	P 280C
	HEX #1e2073

	C 100 **M** 60 **Y** 0 **K** 0
	R 245 **G** 130 **B** 0
	P 158C
	HEX #f58200

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OUR LOGO VERSIONS

Our logo system can adapt itself to a particular touch-point.

When needed the name of our association can be moved to the right of the logo. It can also be removed but only when its readability can no longer be ensured (less than 5pts)

Two avatar options are available. Whenever possible, opt for the version on our corporate blue background.

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PROTECTION AREA

The ULIS logo must always be surrounded by a minimum amount of "breathing space" to protect its visual integrity and ensure effective communication.
No text, graphic, photographic, illustrative, or typographic element should encroach upon this space.

MINIMUM SIZE

To ensure that the logo is always clear and legible, we ask you to respect the minimum sizes shown here. The ULIS logo should never appear smaller than what is indicated here.

ULIS
UNITED LOTTERIES FOR
INTEGRITY IN SPORTS

FOR PRINT

15 mm

ULIS

25 mm

ULIS
UNITED LOTTERIES FOR
INTEGRITY IN SPORTS

FOR WEB

100 pixels / 72 dpi

ULIS

250 pixels / 72 dpi

ULIS
UNITED LOTTERIES FOR
INTEGRITY IN SPORTS

WHAT NOT TO DO

Our logo is central to our brand image, please be mindful when using it.
No liberties should be taken with the geometry of the ULIS logo, it must never be distorted, misrepresented, elongated or condensed. No decorative elements should ever be added to it or allowed to appear behind or in front of it.

DÉFORMATION

ROTATION

WRAP EFECT

ALTERED PROPORTION

ADDED SHADOW

JPG ON COLOR

DIFFERENT COLOR

PIXELATED LOGO

OTHER BACKGROUND THAN BLUE OR WHITE

ADDED ELEMENT

ADDED TEXTURE

ADDED OUTLINE

TYPOGRAPHY

Our primary typeface GOTHAM
is used for Aall typographic levels, from
body copy to headline messaging.
For print and digital use.

For applications where our primary font
is not available (e.g. in MS Word and
PowerPoint or some digital applications),
the ARIAL font should be used as a
substitute.

PRIMARY AND DIGITAL TYPEFACE

GOTHAM BLACK

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

+¨«»*ç%&/()=?`!£äéàè$¨ö@

Aa

BUSINESS TYPEFACE

ARIAL BOLD
Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

+¨«»*ç%&/()=?`!£äéàè$¨ö@

Aa

COLORS

Blue and orange are our **primary colors**. They should play a prominent role in our communication and help our audiences identify our band. Blue is also a background color and should have a privileged role in our compositions.

A **secondary color** pallet is available to help add vibrancy or highlight content in our compositions. Secondary colors should always be contextualized in the ULIS corporate blue.

The proportion charts shows the desired color ratio for any piece of marketing collateral. Blue is always the dominant color, followed by orange, irrespective if you are working on a full color composition or a composition with white.

PRIMARY COLORS
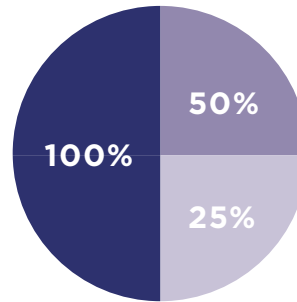
C 100 **M** 95 **Y** 30 **K** 0
R 30 **G** 32 **B** 115
P 280C
HEX #1E2073
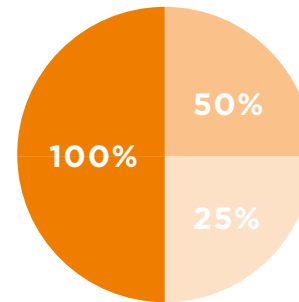
C 100 **M** 60 **Y** 0 **K** 0
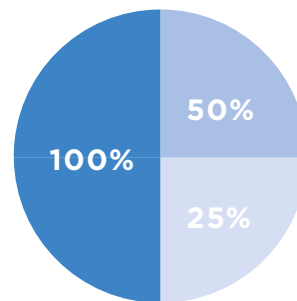**R** 245 **G** 130 **B** 0
P 158C
HEX #F58200

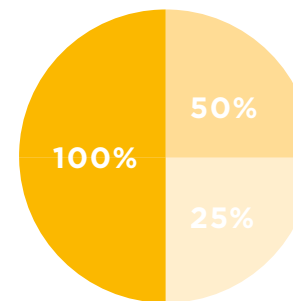## PROPORTION CHART SUGGESTIONS

SECONDARY COLORS

C 76 **M** 40 **Y** 0 **K** 0
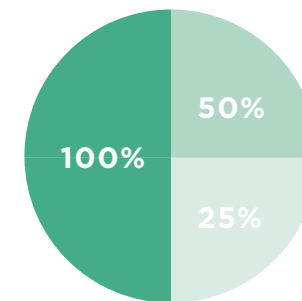**R** 93 **G** 155 **B** 255
P 660C
HEX #5D9BFF

C 0 **M** 31 **Y** 98 **K** 0
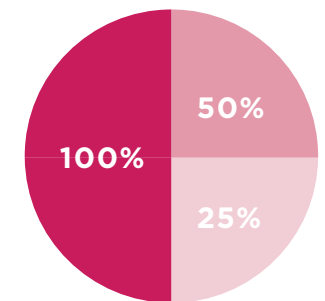**R** 255 **G** 184 **B** 28
P 280C
HEX #FFB81C

C 69 **M** 0 **Y** 54 **K** 7
R 80 **G** 166 **B** 132
P 7723C
HEX #50A684

C 6 **M** 96 **Y** 32 **K** 13
R 181 **G** 37 **B** 85
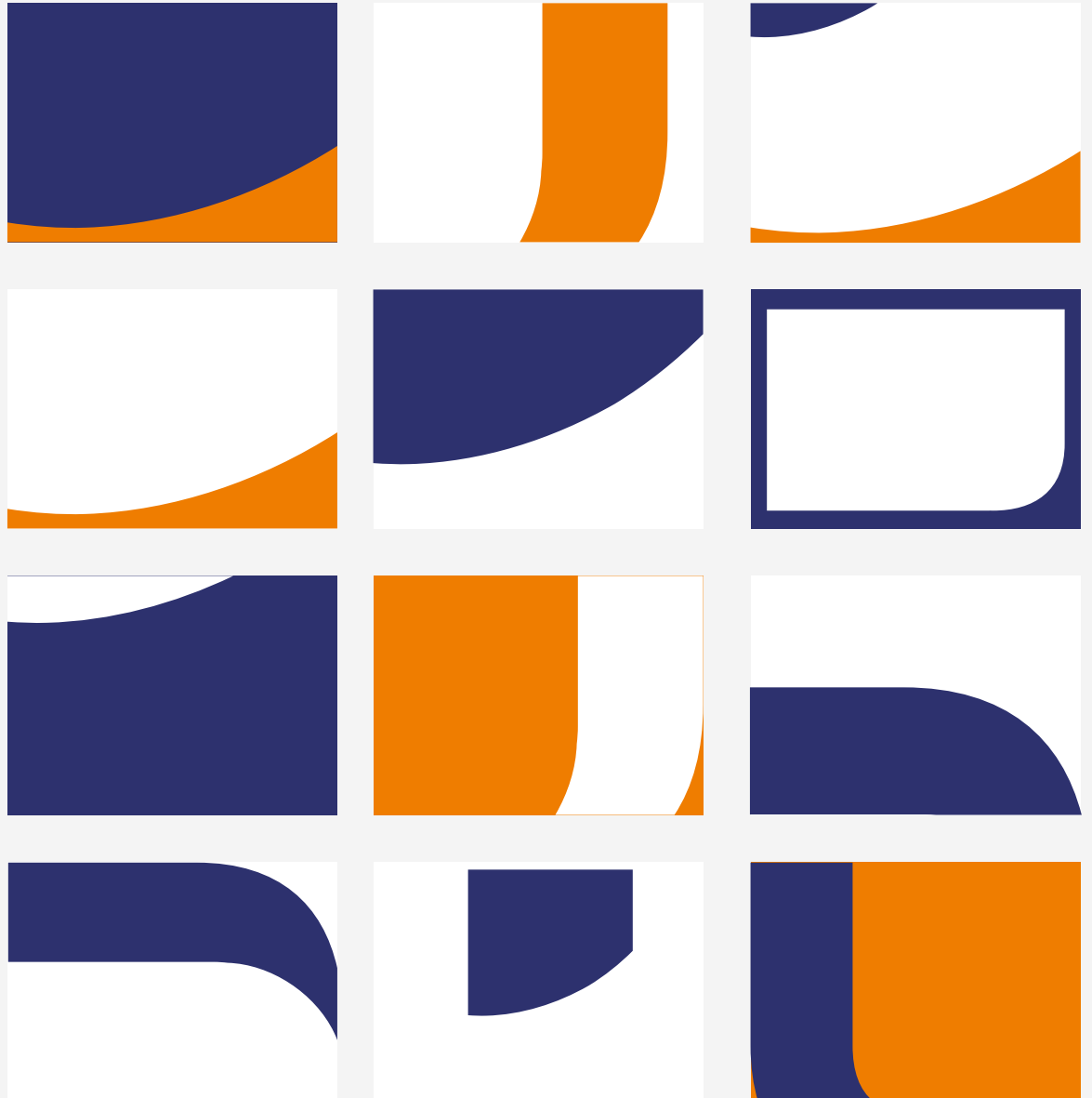**P** 7425C
HEX #B52555

COMPOSITION

Our compositions should help build recognition for our brand. We can use elements from our logo to build shapes and elements that bring distinctiveness.

Using these modular graphic elements can bring energy, rhythm and structure to layouts.

The examples shown here are only for inspiration.

LAYOUT SUGGESTIONS

PHOTOGRAPHY

ULIS photography should build on our role of a beacon and always have a point of light that illuminates the main subject. The light should emanate from the background to the foreground and when possible, include a touch of orange.

ACTION AND SPORT

Our photography should champion sports, competition, teamwork, education and celebrate sports. It should convey emotions. The viewers should feel like they're part of the story and in the action. When choosing images think of the audience you are communicating to. Always use subjects and situations that are meaningful.

PHOTOGRAPHY

WORK AND OFFICE

Our business photography should portray meaningful working moments and showcase our purpose and value. If possible, privilege images with a tonality of blue and use light emanating from windows or spotlights.