



RECOGNITION REQUIREMENTS AND STANDARDS - SCHEDULE B

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RECOGNITION REQUIREMENTS

The Yukon Lottery Commission (YLC) has formalized its recognition policy to clarify how Lotteries Yukon (LY) financial support to recipients must be recognized.

All forms of recognition will follow YLC approved wording, design criteria and graphic standards. The goal is to achieve uniformity consistent with Lotteries Yukon identity and to effect standardization.

It is the recipient's responsibility to identify recognition and media plans in their application and provide evidence of these activities in their progress and final reports. Funding may be withheld and/or recovered if this requirement is not met.

DESIGN CRITERIA AND GRAPHIC STANDARDS

Identification of Lotteries Yukon contributions is to be in a concise and clear manner to ensure optimum recognition. Funding recipients may include the logo on their website, newsletter, program, signage or any other communications tool available. A digital file of the logo in the permitted sizes is available on the Lotteries Yukon website or by contacting the LY office. The LY logo cannot be modified nor can it be downloaded or copied from any other source.

The following criteria should be observed:

- Display the logo in generous open space, free from close association with any interfering or distracting elements;
- Respect graphic standards:
 - Pantone Colours: 116C Yellow and 3025C Blue. Visual match to coated swatch/chip ONLY.
 - Minimum logo reproduction size: 1.5" wide
- Do not skew, stretch or change the ratio of the elements of the logo;
- Elements from the logo may not be used separately in any form;
- Do not make changes to the original artwork;
- Sufficient contrast should exist between the logo and its background to ensure legibility;
- Do not enclose logo in a box or other shape;
- Include the applicable credit line when possible;
- Respect visual equivalence, try to achieve visual balance between logos on the basis of size, density, shape and colour; and,
- When two or more sponsors are to be identified the expectation is that the level of recognition is at least proportionate to financial contribution.

RECOGNITION METHODS

All recipients and their clients must acknowledge the Lotteries Yukon financial support in all communication materials related to the CLP. Recognition methods include but are not restricted to the following:

Decals - prominently place the Lotteries Yukon decal on a window or glass surface at your organization in a public area and/or on equipment.

Banners - Lotteries Yukon has banners and signage in a variety of sizes that organizations may borrow to display at special events.

Signage - include Lotteries Yukon name and/or logo on recognition signage. Signage is a requirement for buildings, renovations to buildings or other capital projects (trails, etc.) funded by Lotteries Yukon through the Community Lottery Program and must adhere to the design criteria and graphic standards. In most cases, funding support for signage will be provided by Lotteries Yukon.

Acknowledgement Message and Public Announcements - public announcements and/or acknowledgements at venues are to read:

- By CLP Recipient - "Funding is made possible with the support of the Community Lottery Program and Lotteries Yukon"
- By Recipient's Client - "Funding is made possible through (authority's funding program name) and with the support of the Community Lottery Program and Lotteries Yukon"

Print Advertisement please ensure recognition of the CLP and Lotteries Yukon is included in ad placements, brochures, posters, and other print materials by the recipient and their clients.

Credit Line - generally a credit line consists of a lead in sentence followed by the titles of the sponsors. The titles should be presented in a uniform manner, using same type-face, type size and colour.

"Financial assistance provided by (authority name) through the Community Lottery Program and Lotteries Yukon"

Newsletters or Programs - both the CLP recipient and their clients should include acknowledgement of CLP and Lotteries Yukon contributions in regular print or electronic newsletters or programs with appropriate credit line.

Photos - Lotteries Yukon may feature beneficiary stories in publications, the Annual Report and on the Lotteries Yukon website. Photos submitted to Lotteries Yukon must be digital and be accompanied by releases/permission to publish the images of any individuals (or guardians in the case of minors). Please include all relevant photo courtesy information.