

Official Signature



Designed to be evocative, Loto-Québec's logo takes the form of a balanced square. The square frames a double horn made up of 10 curves representing abundance and generosity. These combined elements also suggest the number "8" and the form of "infinity". The colour blue was selected to symbolize continuity and elicit an association with the Government.

The official signature is comprised of the graphic symbol and the Loto-Québec name, which appears in capital letters on two lines and is the same in both English and French.

Earlier graphic materials must never be reused for any new layout.

The name must always be accompanied by the horn of plenty symbol. Please note that there is no hyphen between "LOTO" and "QUÉBEC". The technical specifications presented in the following pages will help you to correctly use Loto-Québec's or its subsidiaries' signatures. It is important to note as well that the official signature must appear on all corporate and legal documents as is, in monochrome or reversed.

A horizontal version of the signature has also been created for use when there are certain space restraints (see page 1.3).

For more information about print or electronic adaptations, please contact the Manager of the Corporate Vice-Presidency of Communications and Public Affairs' Production Department.

Proximity Standard



The signature is surrounded by a protection or buffer zone equivalent in size to 1/4 of the symbol. This delimited space constitutes a minimum zone and is designed to accentuate the official signature without distraction from any foreign element.

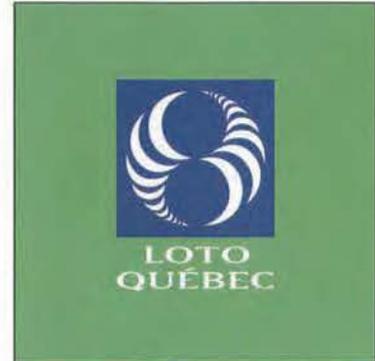
Reversed and Authorized Versions



Reversed Blue Version



Reversed Black Version



Authorized Horizontal Version (in blue)



Authorized Horizontal Version (in blue)



Authorized Horizontal Version (reversed)



Authorized Horizontal Version (in black)



Authorized Horizontal Version (reversed)

On a dark colour background, the reversed version is the favoured option in order to create optimal contrast.

Two reversed versions are authorized, with the horn of plenty in blue being the preferred option. However, when black monochrome is being used, the preferred option is the version featuring the black horn of plenty. When the colour background does not offer sufficient contrast, the name may be reversed.

The horizontal version of the signature is used if space is restricted and if the design of a layout does not lend itself to the use of the official signature. The horizontal version is used for all applications of an advertising, promotional or informational nature.

2.1 Colours

Official Colours



The official colour is PMS 280 Blue, and the four-colour process equivalence is C-100, M-72, Y-0, K-18 (see the adjacent table for more equivalences).

The blue monochrome version is always the preferred option. On a dark colour or textured background, the reversed version must be used. However, the signature will be used in blue or black on a clear or low-contrast background.

A monochrome or silver version may be used for applications on promotional items, on metallic signs, or on business cards for senior management.

Whichever version is used, optimal legibility should always be the goal.

Equivalences:

PMS Blue:	280
Four-Colour Process:	C-100, M-72, Y-0, K-18
Newspaper:	ANPA=COLOR™ 520 System
Television and Cinema:	R-24, G-38, B-119
Internet Colour:	#182677
Gold:	PMS 8960 or equivalent
Silver:	PMS 877 or equivalent

2.2 Colours

Monochrome and Reversed Versions



Here are a few examples illustrating optimal application of the signature on different colour backgrounds:

1. PMS 280 Blue monochrome signature on a background of the same shade of colour
2. Black monochrome signature on a background of the same shade of colour
3. Monochrome signature on a white background
4. Official signature with reversed name on a background providing optimal contrast
5. Reversed signature on a textured colour background
6. Reversed black signature on a dark colour background

6.1 Unauthorized



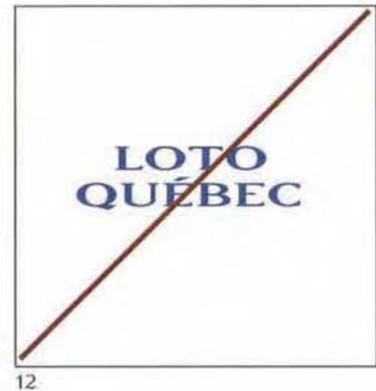
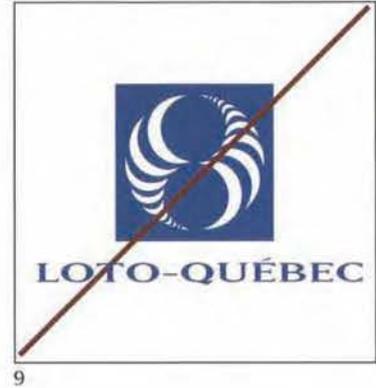
The examples presented here illustrate disallowed uses of the signature. The use of any other interpretation differing from the official or authorized signatures is also prohibited.

In case of doubt about a particular situation, please consult the Manager of the Corporate Vice-Presidency of Communications and Public Affairs' Production Department.

Close collaboration between each user is imperative in order to assure visual consistency and improve the quality of our communications.

1. Bad typography
2. The signature is blue or black monochrome
3. The position of the letters must not be altered
4. The square is now part of the signature
5. The signature has insufficient contrast on a dark background
6. The horns must not be transparent so as to prevent the background image from appearing behind them

6.2 A éviter



7. There is insufficient contrast

8. No graphic or photographic element must appear in the proximity zone

9. The official signature's name must always be displayed on two lines

10. The signature's colour must not vary from the official or authorized colours

11. The signature's colour must not vary from the official or authorized colours

12. The name must not be used alone