



**THE NATIONAL
LOTTERY®**

This is The National Lottery

The games, the wins, the funds, the projects and all the people that make that possible.

This is The National Lottery The games, the wins, the funds, the projects and all the people that make that possible. We're unique. Not one organisation, but a family of many, we're One National Lottery.

This document is here to inspire, help and offer guidance.

So next time you're about to write a press release, post on social media, talk to a retailer, write an email, or do anything else that carries the name of The National Lottery, this is the place to start.



Our purpose

**The National Lottery
gives people the chance
to make extraordinary
things happen.**



What is Extraordinary?

It's the possibilities in all our heads.
A chance to imagine.
What if you won?
What if your idea got funded?
Things could be different.

Extraordinary can be big moments.
Gold medals and fireworks.
Winning the jackpot.

Extraordinary can be small moments.
A helping hand.
A place to play.
A little treat.
It's all extraordinary.
We make it happen together.



We make The National Lottery

Everyone benefits, anyone can win, nothing happens until someone plays. The National Lottery family of organisations is here for all. To touch many individuals, families and communities. To capture the imagination of nations.



Every day for everyone forever

The National Lottery exists through the things people do with it day after day. How we all behave brings our shared purpose to life.



How we behave

We have people at our heart

We all create The National Lottery
and everyone benefits. Millions of
authentic voices make us who we
are. Let's make them heard.



How we behave

We are joyful and celebratory

We're full of warmth, seeing the good all around us. Close to people and full of empathy, we know when to go big and when to keep it small and intimate.



How we behave

We believe anything is possible

Optimists to the core, we know people are capable of incredible things and that the world is full of possibility. It's inspiring to imagine what might happen next.



We're all The National Lottery

People's experience of The National Lottery is created by all the organisations in the family.

We share the responsibility to bring our purpose to life because:

The more people play our games, the more extraordinary things happen.

The more extraordinary things happen, the more people play our games.



One National Lottery

How and when to use the name and logo.



Everyone benefits from a thriving National Lottery

This branding guidance has been jointly created by all the organisations in the One National Lottery family - distributors, operator and government. It is a shared resource to enable us all to ensure that The National Lottery thrives now and in the future.

We want people to feel good about The National Lottery, so they keep playing and extraordinary things keep happening.

If we don't link The National Lottery to the funding it provides, then it's just another game. And there are plenty of games to choose from nowadays.

If we do link The National Lottery to the funding, especially when people are experiencing it, then it reminds them that it's extraordinary and unique.

We know that's a great reason for people to keep playing:

61% of regular players feel better about playing games from The National Lottery because the money goes to good causes.

Source: System1 brand tracking, all TNL players*

Just over half of all adults (53%) agree that The National Lottery changes lives through the good causes it supports.

Source: System1 brand tracking, all adults*

People aware of one or more projects benefitting from The National Lottery are 2.5 times more likely to feel good about the National Lottery.

Source: System1 brand tracking, all adults.*

It's better to mention fewer organisations

Whatever decision you're making about who to mention, who to credit, whose logo to show, it's always better to have as few as possible.

The more you mention, and the more you show, the less the effective it is for each.

These guidelines only cover the logo decisions that are in our control - the balance between names and logos within the One National Lottery family.

The principle of 'fewer the better' also applies in situations where funding from The National Lottery is just one source to be credited. Typically, these will be less compelling and effective situations to build our brand, because many are jostling for space.

To maximise the opportunity, we should use as few of our own logos as possible, and attempt to achieve visibility with others at least in proportion to our share of total funding.



Every distributor is different

Each distributor has particular needs, related to the special demands of their area of funding. They need to manage their relationships with a variety of different external stakeholders and this will require them to use judgement in branding decisions.

So our guidance is just that, guidance, to inform decision making.

But these decisions should be informed by the principles of the One National Lottery project:

Don't default to lock ups - allow the logos to exist independently.

Always apply the 'fewer the better' principle.

Look for opportunities to increase presence, relevance and understanding of The National Lottery.



How to use The National Lottery logo

When funds from The National Lottery are involved, there are two options for logo usage. In deciding which to use, we should balance the need for understanding with the goal of higher profile:

JUST THE NATIONAL LOTTERY LOGO



We should all look for sensible opportunities to use The National Lottery logo on its own when outside the funding process. This makes the strongest link back to play.

DISTRIBUTOR LOGO PLUS THE NATIONAL LOTTERY LOGO



Two logos should be used when it's important to balance the specialism of the distributor but be very clear about the source of funds. This is the main treatment to use in the funding process.

If a distributor is using the crossed fingers as all or part of their logo, then the National Lottery logo should not appear again alongside it.

Awarding Funds Logo

Where a Distributor awards both National Lottery funding and other funding, there is, on occasions, a need to make clear who is responsible.

In this situation please use the Awarding Funds logo which is also available in Welsh and Gaelic. Please note, as a brand name, in logo form, The National Lottery should never be translated.



English



Welsh

How to use logos when more than one distributor is involved

Sometimes more than one distributor has been involved in a project. We want to avoid situations like this example from Hull City of Culture where The National Lottery logo appears four times, in slightly different versions locked up with distributor logos. Instead, distributors should stand aside in favour of a single National Lottery logo.



A simple model helps guide decisions

What?

I'm in the funding process, mainly talking to people who are applying for funding, their partners and other stakeholders.

I'm thinking about which names and logos to use when people are experiencing a project.

I'm talking about projects to bring to life the purpose of The National Lottery.

I'm creating communication to encourage people to choose to play a game from The National Lottery.

How?

Team the distributor brand with The National Lottery or use Awarding Funds logo.

Look for opportunities to use The National Lottery brand to build the link to funding.

Use The National Lottery brand to build the link to future funding.

Lead with The National Lottery brand to unify the game experiences.

Why?

People need to know who is making the funding decision, and where the money comes from.

We want people to make the link between how they feel and what made that happen.

We need people to realise that a thriving National Lottery is a valuable thing for all.

We need people to know that all the games contribute to the purpose of The National Lottery.

The transition between talking to those receiving funding and asking them to credit it

Communication with those receiving funding is the business of each distributor and they need to create the right materials and concepts for the individuals and organisations.

The conversations exist on a spectrum.

In the funding process, it should be clear that the distributor organisation is leading the conversation, but that the funds are coming from The National Lottery (not any other lottery).

Those receiving funding, should understand that it is important to give The National Lottery brand presence for the public, to make the link to play, for future funding.

In the project experience, the public understands that The National Lottery has made their experience possible (often teamed with the distributor brand, but with prominence for The National Lottery).

In the funding process

The funding process generates a lot of communication.

Between those applying for funding and those deciding who gets funding.

And for the communities and other interested parties around these decisions.

It's really important that the distributor brand leads at this point, so people know who to talk to and that a specialist is deciding where the funding goes.

But The National Lottery should always be credited in full as the source of the funds, so there is no ambiguity around other lotteries.



In a project

The range of projects funded by The National Lottery is vast, and each has particular requirements.

The most important thing at this stage is that those experiencing the project know where the funding came from so they make the link between a thriving National Lottery and benefits for everyone.

Each distributor is best placed to decide when two logos should be used. On occasions when we decide that just one is better, this should be The National Lottery logo, not the distributor logo.

Always remember that logos are only part of the story – we should be encouraging those who have received funding to talk about The National Lottery wherever possible.

If multiple distributors in The National Lottery family have contributed funds, then they should stand aside in favour of a single credit to The National Lottery, rather than mentioning every distributor.

If The National Lottery is one of many sources of funding, then it will not be the only logo used or the only organisation credited, but we should ensure that The National Lottery is as prominent as possible, so people make the link back to play.



Inspiring those receiving funding

Sometimes the use of names and logos in projects is decided in close partnership with the distributor. But on many occasions those receiving funding will be making their own decisions.

As each distributor is dealing with very different structures and motivations, each distributor should create their own set of materials to inspire and guide, based on the direction given in this document.

Everyone is different. Some need to be convinced, some need to be inspired, some just want to know how. Most need all these things. So when talking about branding, include these elements:

Understanding

Why is this
rationally
important to do?

Emotion

Why is this
emotionally
important to do?

Action

Help me work out
how to do it and
give me the tools.



In communication about The National Lottery purpose

As part of this project we will begin to create communication that is seen outside either the context of the funding process, or the context of a project.

Often, these campaigns will be the result of a number of organizations in The National Lottery family coming together. A campaign may use a story, images or video from a project funded by a single distributor, or from many projects.

Whether from one or many distributors, it should only mention The National Lottery, as the purpose of the communication is to amplify The National Lottery purpose, so people feel more positive about it.

Each distributor may at some point create communication to bring their own purpose to life and of course in this situation, should use their own brand guidance.



In communication about The National Lottery games

A good deal of communication created is designed to encourage people to play a specific game from The National Lottery - Lotto, Euromillions, Thunderball, Hot Picks, Scratchcards, Instant Win Games.

Previously, these have all used their own variant of The National Lottery logo and each deploys a different creative idea and tone of voice.

As we seek to make The National Lottery brand stronger, we will instead use only one logo for The National Lottery, rather than different logos for each game.

Sometimes we talk about where the money goes when we're encouraging people to play a specific game. This may involve a story or images from a single project, or a single distributor. In this case, we should still only use The National Lottery logo, rather than any names of distributors or projects.



Great decisions come down to judgement

Decisions are taken by human beings. They can't be automated. And even when contracted, require more than compliance.

This guidance is a framework for great decision making. But those decisions are yours.

The critical questions are:

If you're persuading someone else to use the name or logo, have you talked to them about how important it is to have a thriving National Lottery?

If you're making the decision yourself, have you thought about who you're talking to and what you're trying to achieve, remembering that the fewer organisations mentioned, the bigger the effect?



ONL resources available to you

Brand playbook: The purpose and behaviours of the brand. PDF.

Storytelling guide: An inspirational guide to tell stories in the spirit of the purpose, for distributors or beneficiaries. PDF.

Film to bring brand purpose to life: A film to bring the purpose to life for The National Lottery family, and a version for those receiving funding. Video.

Short version of purpose for beneficiaries: A short, succinct version of playbook, that makes anyone proud to be a part of The National Lottery. Paper.

Best practice: Examples of what others in the family have done. In person and online.



Thank You

This was made possible thanks to those who play The National Lottery, those who use the funds generated and the participation in the projects of those featured in our photography.

1. Celebrating The Colour of Time Parade in Doncaster
2. BFI's Sci-Fi Season viewing in Castell Coch
3. Tales from the MP3
4. The Bakery, Centre for Better Health in Hackney
5. London's National Portrait Gallery
6. Grow Cook Cater project in Belfast
7. 'This Girl Can' advertising campaign by Sport England
8. Tongue Tied Theatre in York
9. Gold medal winning hockey team from Rio 2016 (UK Sport/Getty)
10. Comber Grove Primary school carnival celebrations
11. Truth About Youth Festival in Liverpool
13. National Lottery winners
14. Visitors at Exeter's RAMM
15. FRONTLINEdance performing
17. Storyhouse – Children's library
20. Phoenix Dance Theatre at Yorkshire Festival
21. LEAP Transferable Games
22. South Belfast Roundtable
23. Mellor Primary School in Leicester
24. Street Football Wales
25. Doorstep Arts Participatory Arts
26. Woodcarving lesson in St. Swithun's Church, Devon
27. Winners of The National Lottery

If you're reading this, then you're part of The National Lottery family: Camelot, The National Lottery Community Fund, The National Lottery Heritage Fund, BFI, **sport**scotland, Sport Wales, Sport England, Sport Northern Ireland, UK Sport, Arts Council of Wales, Arts Council of Northern Ireland, Arts Council England, Creative Scotland and National Lottery Promotions Unit.

*System1, brand tracking, 'I feel better about playing games from the National Lottery because the money goes to good causes', n= 868 regular players, P11 21/22

System1, brand tracking, 'The National Lottery changes lives through the good causes it supports', nat rep all adults, n = 2527, P11 21/22

System1 brand tracking, 'thinking of your local/national area, which of the following types of local/national projects are you aware of that have received money from The National Lottery (projects heritage, sports, arts, community, other) filtered by 'which if the these faces best express how you feel about the National Lotter, nat rep all adults, = c4500, Q2 21/22