Canadian Centre on Substance Use and Addiction

Evidence. Engagement. Impact.

LRGG Lower-Risk Gambling Guidelines

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Branding Guidelines for the Lower-Risk Gambling Guidelines

The Canadian Centre on Substance Use and Addiction encourages partners to promote the Lower-Risk Gambling Guidelines (LRGGs) in your own materials. If you wish to develop your own materials to promote the LRGGs, you must include the following elements in each promotional piece you develop.

Branding Colours

The colours used on your LRGG materials should be either the branding colours of your respective organization or the branding colours of the LRGGs. If you wish to use the branding colours of the LRGG, please use the following colours:

Dark Blue: HEX #03334D
c=100 m=76 y=45 k=41

Green: HEX #338741
c=81 m=24 y=100 k=10

Steel/Gray Blue: HEX #2F7688
c=82% m=42% y=37% k=8%

Messaging

Whenever possible, all promotional material should include all three of the guidelines:

Guideline 1: Gamble no more than 1% of household income before tax per month.

Guideline 2: Gamble no more than 4 days per month.

Guideline 3: Avoiding regularly gambling at more than 2 types of game.

For promotional materials where space is limited, you can promote a single guideline of your choice, under the provision that you also include the appropriate statement from the Web Address section.

Web Address

All promotional materials must include the web address of the LRGG website so that audiences know where to go to get additional information on the LRGGs.

If your promotional material includes **all three guidelines**, provide the following web address: GamblingGuidelines.ca.

If your promotional material includes **one of the three guidelines**, include the following statement:

To learn about the three guidelines for lower-risk gambling, see *What Are the LRGGs?* at GamblingGuidelines.ca.

Using Stock Imagery

The purpose of the LRGGs is not to stigmatize those who choose to gamble, but to help reduce their experience of the harms of gambling. All imagery used to promote the LRGGs must present gambling in a neutral light.

Images found on the Internet are copyright protected. Copying and using images without acquiring permission to use them in your products could put your organization at risk of copyright infringement.

Use only images that you have received the rights to use in your products. You can purchase licences for images from the following reputable stock photo agencies:

- iStock
- Getty Images
- Adobe Stock
- Shutterstock

Having Custom LRGG Promotional Material Reviewed and Approved

To have your LRGG promotional material reviewed and approved, please fill out the copyright form on the LRGG website and complete the section, **Other**. Include information about your concept and how you plan to use the material to promote the LRGGs in the **Describe use** field.

Upon submission, you will be contacted and asked to submit a draft version of your promotional material. Once your draft has been reviewed and approved, a copy of the LRGG logo in EPS format or high-resolution JPEG format will be provided for you to include in your material.

No new promotional material can be used until you receive an authorization in writing via email. This process must be followed for each piece of promotional material you wish to develop.

Questions?

If you have any questions about these branding guidelines, the Lower-Risk Gambling Guidelines or the process for having your own LRGG promotional material approved, please contact permissions@ccsa.ca.

Canadian Centre on Substance Use and Addiction

CCSA was created by Parliament to provide national leadership to address substance use in Canada. A trusted counsel, we provide national guidance to decision makers by harnessing the power of research, curating knowledge and bringing together diverse perspectives.

CCSA activities and products are made possible through a financial contribution from Health Canada. The views of CCSA do not necessarily represent the views of Health Canada.