

ID25 Decal Placement Guidelines

Effective May 2017

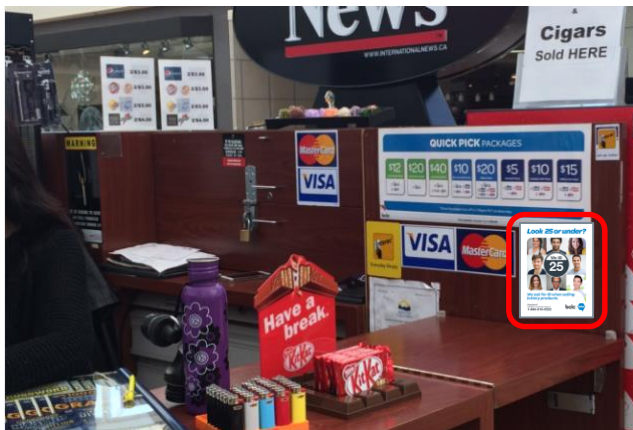


TIPS

- Ensure the decal is located in an area that is clearly visible by your customers when purchasing lottery.
- Place the decal in an area that is easy for your team to refer to should a customer question why they are being asked for ID to purchase lottery products.
- Consider placing the decal near other Lottery related signage.
- Consider placing the decal in the same place as other age regulated product signage, such as tobacco.

ACCEPTED PLACEMENT

1. Near lottery messaging



2. With other age restriction messaging



ID25 Decal Placement Guidelines

Effective August 2, 2016



UNACCEPTED PLACEMENT

1. On the Lotto blue table



2. On digital signage pole or screen



3. On the Scratch & Win ticket case

