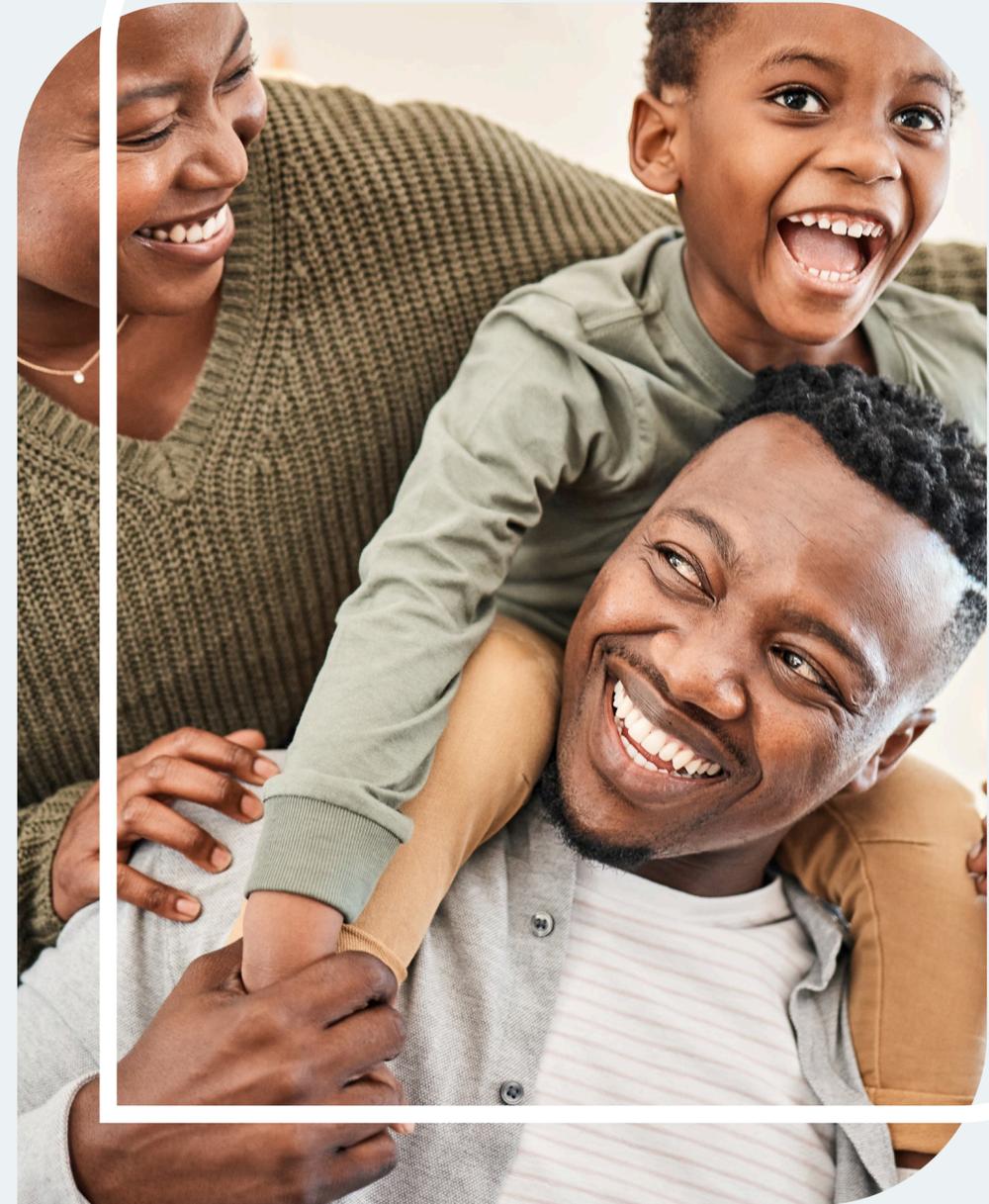




BRAND GUIDE

#PGAM2026



**CARING COMMUNITIES,
STRONGER FUTURES**

VERBAL LANGUAGE

Problem Gambling Awareness Month verbal language should serve to de-stigmatize gambling disorders. Avoid sensational language that can alienate and dehumanize those with gambling disorders and induce fear or scorn of them in the public eye.

The following are some suggested guidelines that the National Council on Problem Gambling (NCPG) has adopted for disseminating useful information about problem gambling:

1. WHEN ADDRESSING THE ISSUE, PROFESSIONALS AND THE MEDIA SHOULD ENDEAVOR TO USE THE TERM "GAMBLING DISORDER" AS UTILIZED IN DSM-5 WHENEVER PRACTICABLE.

"Problem gambling" may be an appropriate substitute, given its long history and the broad "catch-all" nature of this term, which encompasses a number of other labels that are more stigmatizing. This term also reflects NCPG's name and long history as the national advocate.

2. WHEN DISCUSSING AN INDIVIDUAL, USE LANGUAGE THAT PUTS THE PERSON FIRST AND THE DISEASE SECOND.

Describe the individual with a "gambling disorder" or a "gambling problem." Understand that someone in treatment is a patient with a health condition. This terminology clearly demonstrates that the disease is a secondary attribute and not the primary characteristic of the individual's identity.

3. AVOID USING STIGMATIZING TERMS.

Rather than using the term "enabling," state that loved ones can unconsciously reinforce gambling behavior. Rather than talking about a relapse, refer to the recurrence of the disorder.

VERBAL LANGUAGE

4. SHARE THE SOLUTIONS THAT EXIST.

State that recovery is possible and many with a gambling disorder go on to live productive lives.

5. PROVIDE DETAILS OF THESE SOLUTIONS.

Provide information and narratives of how treatment and self-help programs work. Discuss what the limitations of the various solutions may be, and focus on the need for additional funding for prevention, treatment, research, and education.

6. HUMANIZE THE DISORDER.

Use language that is relatable and that humanizes and personalizes the condition. Avoid fear and blame tactics that portray those who are suffering as alien.

7. COMMUNICATE INFORMATION ABOUT MULTIPLE PATHWAYS TO RECOVERY.

Everyone's path to recovery will look different, and that's okay!

8. EMPHASIZE THE GLOBAL VIEW.

Illuminate gambling disorder as a chronic disease, not as an acute condition. Gambling disorder is widely recognized as a brain disease, and as such can require continuing treatment and maintenance, and significant time to achieve recovery.

Using appropriate language in discussing disordered gambling includes rejecting sensationalism in favor of more accurate narratives, avoiding stigmatizing language, and acknowledging evidence-based solutions.

LOGOS

LOGO WITH THEME TAGLINE



HORIZONTAL



VERTICAL

LOGO WITHOUT THEME TAGLINE



HORIZONTAL



VERTICAL



BLACK



WHITE

COLOR

#D65222

PGAM ORANGE

HEX

#F05C26

RGB

240 92 38

CMYK

0 79 96 0

#0D3145

PGAM NAVY

HEX

#165578

RGB

22 85 120

CMYK

94 64 33 15

#D9E9EF

#EDF3F5

TYPOGRAPHY

**HEADERS +
HEADLINES**

BARLOW CONDENSED [ALL CAPS]

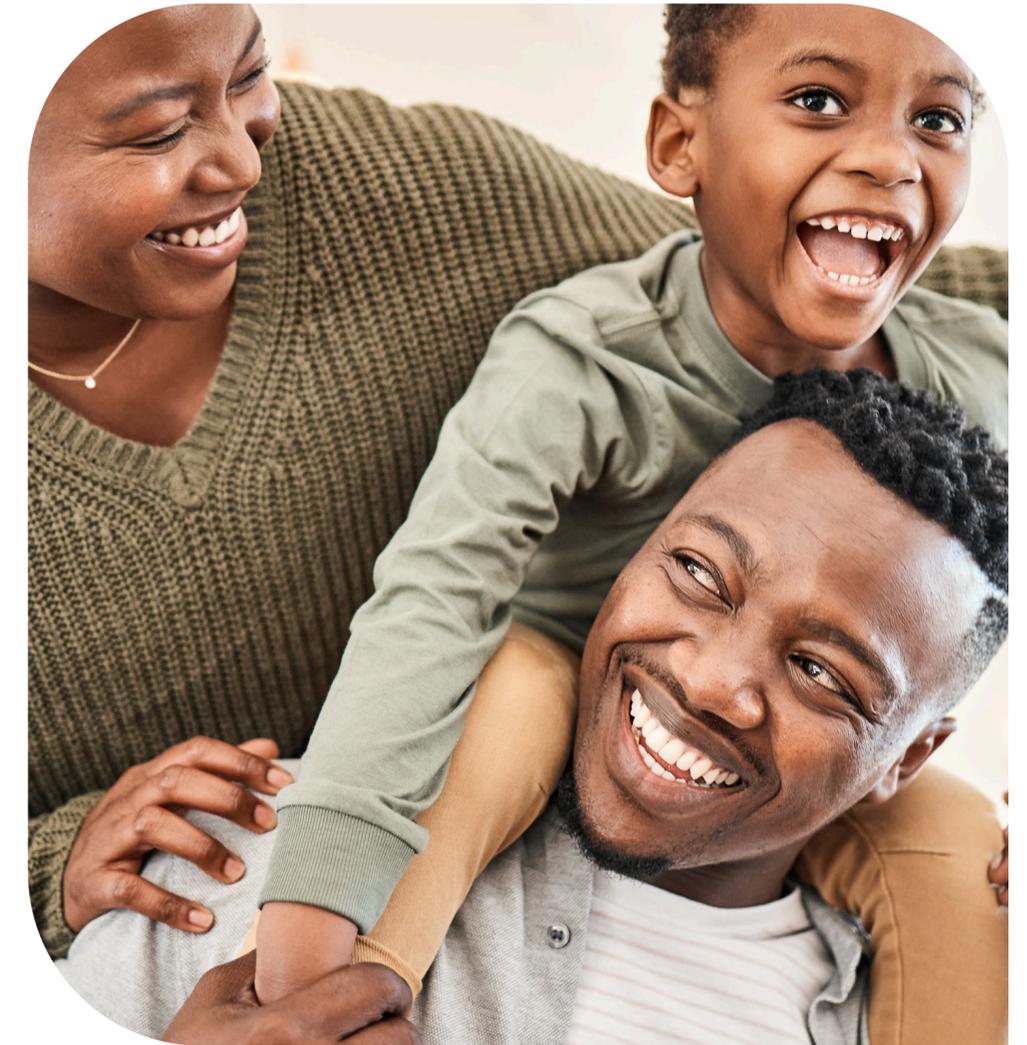
Barlow for paragraph copy allows the words a little breathing room. Set type with fairly generous line spacing

BARLOW

PHOTOGRAPHY

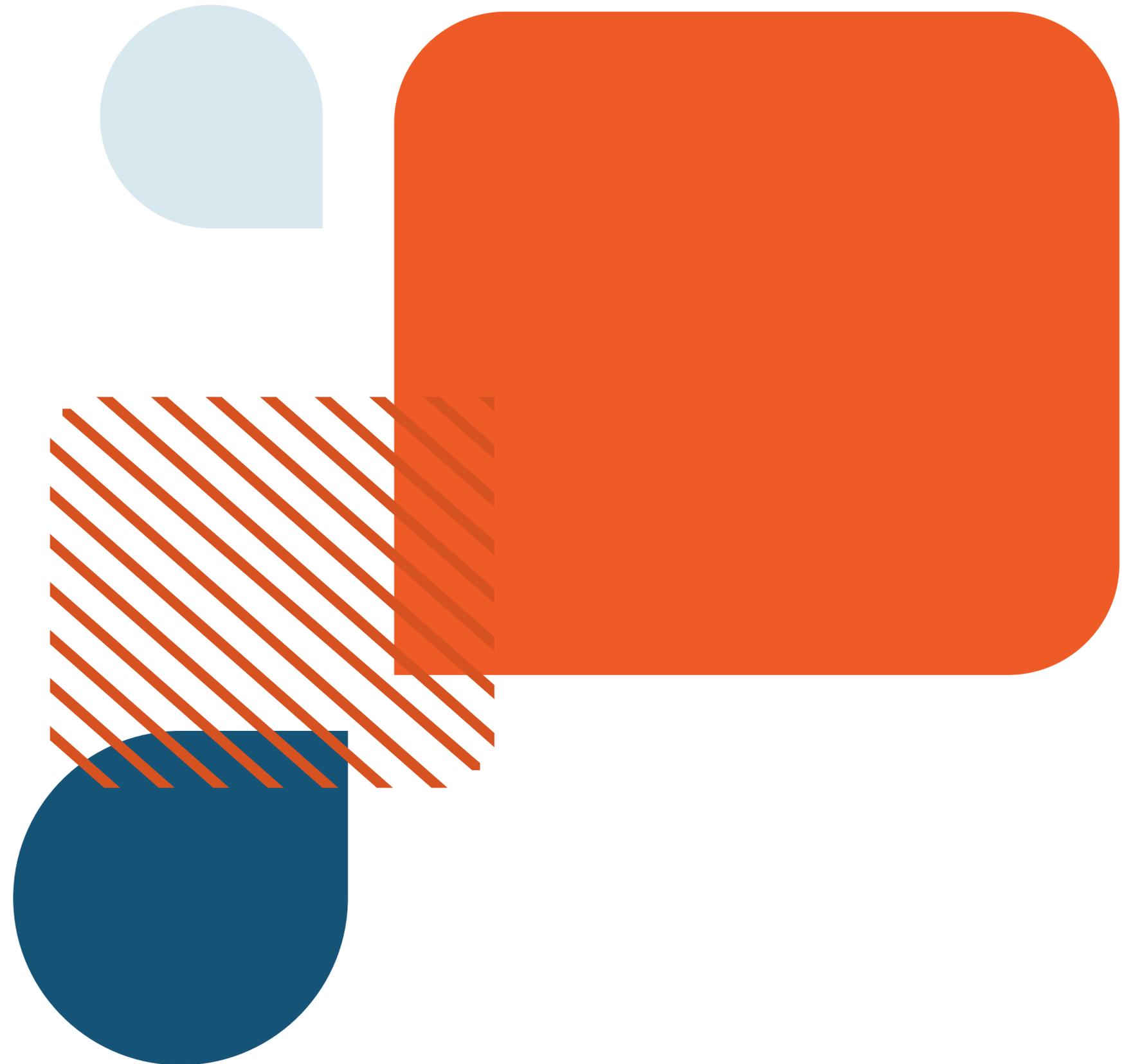
Problem Gambling Awareness Month photography style centers humanity, dignity, and real connection. Images should feel warm, candid, and grounded in everyday moments. Highlight people in authentic interactions that communicate support, resilience, and hope. Faces and expressions are key. Capture genuine emotion, whether it's joy, relief, reflection, or encouragement.

Campaign graphics should **NOT** feature any type of gambling or gambling-related imagery. Children may be featured in campaign graphics so long as they are **NOT** depicted in conjunction with gambling imagery or participating in gambling activities.



SHAPES AND LAYOUTS

Use shapes to build rhythm across layouts, frame content, or draw attention to key messages. Overlapping elements create depth and connection, while clean grids maintain balance and consistency. Patterns, when used, should feel modern and intentional, adding movement without overwhelming the composition.





**PROBLEM GAMBLING
AWARENESS MONTH**

→ **CARING COMMUNITIES,
STRONGER FUTURES**