

LOGO GUIDELINES



SUPPORTED BY



LOGO GUIDELINES THE BASICS

These guidelines relate primarily to the logo and colour palette for the Women's Prize for Fiction.

This includes a section about using our branded sticker designs.

This document is regularly reviewed, and is subject to change, as we respond to a dynamic digital and media landscape.

Updated 12 February 2024



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RESOURCES

A list of assets (artwork files) is detailed within each section. If you need alternative file formats, or if you have any questions about artwork or branding, please contact:

Peta Phipps, Art Director, Women’s Prize Trust
peta@womensprize.com



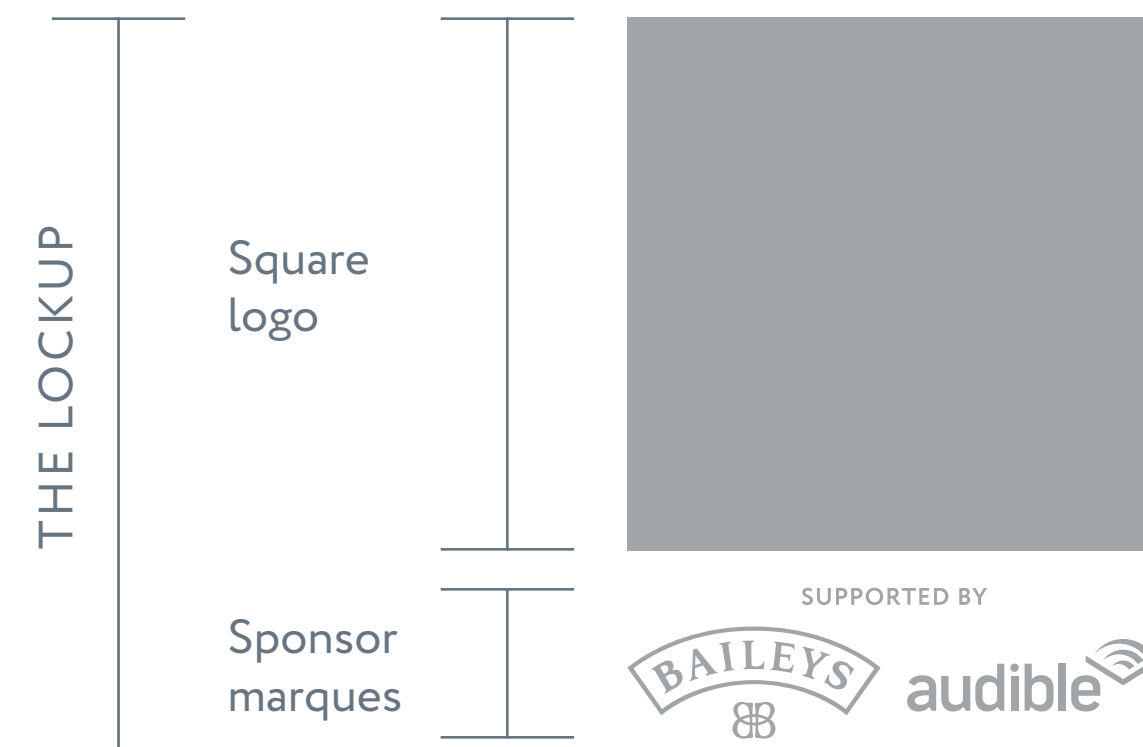
THE LOGO

THIS IS THE PRIMARY LOGO LOCKUP

The relative size and position of the elements in the logo lockup are fixed and should not be changed.

The diagram on the right shows the size of the sponsor marques relative to the square logo.

See page 6 for information about working with the unlocked elements of the logo.



EXCLUSION ZONE

The exclusion zone is a protected area around the logo. Never encroach the exclusion zone with any other message or text.



The diagram on the left is a guide to the protected area – *shown here in white* – around the logo.

This clear space is proportional to the logo. We use the two diagonal blocks (from the 'W' symbol) as a visual guide to clear space.

THE LOGO

LOGO
VARIATIONS

The primary logo lockup looks best against a white or pale colour background.

If you are using the logo on a darker background, or against colour photography, please use a version with the sponsor marques in white.

ASSETS

Digital versions
RGB files supplied in both vector format (ai) and png

Primary logo lockup



Lockup with white sponsors



Lockup in white



Black / Mono



Use one of these versions to ensure legibility if the logo is being placed over a dark background.

For printing in black and white

Small line logo

This is a simplified version of the logo lockup and may be used where space is very limited and/or the logo needs to be used at a very small size.

Please note that this version of the logo does not include a date/year.



THE LOGO

UNLOCKING THE LOGO ELEMENTS

When the logo is used at a smaller size, the sponsor marques are **unlocked** and moved away from the square logo.

The sponsor marques can then be used at a larger size (proportionally) to ensure maximum visibility for our sponsors. The sponsor marques are moved to an endorsement position along the bottom edge of the design.



ASSETS

These files are in a folder called: 'unlocked elements'
RGB files supplied in both vector format (ai) and png

LOGO LOCKUP



This is an example of a design using the primary logo lockup.

LOGO ELEMENTS UNLOCKED



This is an example of a design using the unlocked logo elements. The sponsor marques are used at a larger size (proportionally) and moved to the bottom edge of the design.

Note: The sponsor marques should remain in central alignment to the Women's Prize square logo.

THE LOGO

POSITIONING THE LOGO

The logo should always be clear and legible .
Place the logo in a prominent position, and in
a clear 'visual space', within the design.

It is usually placed in one of the following
positions:

Left: top/bottom corner

Right: top/bottom corner

Centred: top or bottom edge

However, these positions are not fixed and it
is more important that the logo works within
the overall design, *see example far right.*



LOGO MISUSE

Please take special care when using the logo.

OUR LOGO IS OUR MOST VALUABLE ASSET

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork supplied by the Women's Prize.



If you need alternative file formats, or if you have any questions about artwork or branding, please contact:

Peta Phipps, Art Director,
Women's Prize Trust
peta@womensprize.com



Do not change the transparency of the logo.



Do not change the colours.



Do not use drop shadows or any other effects.

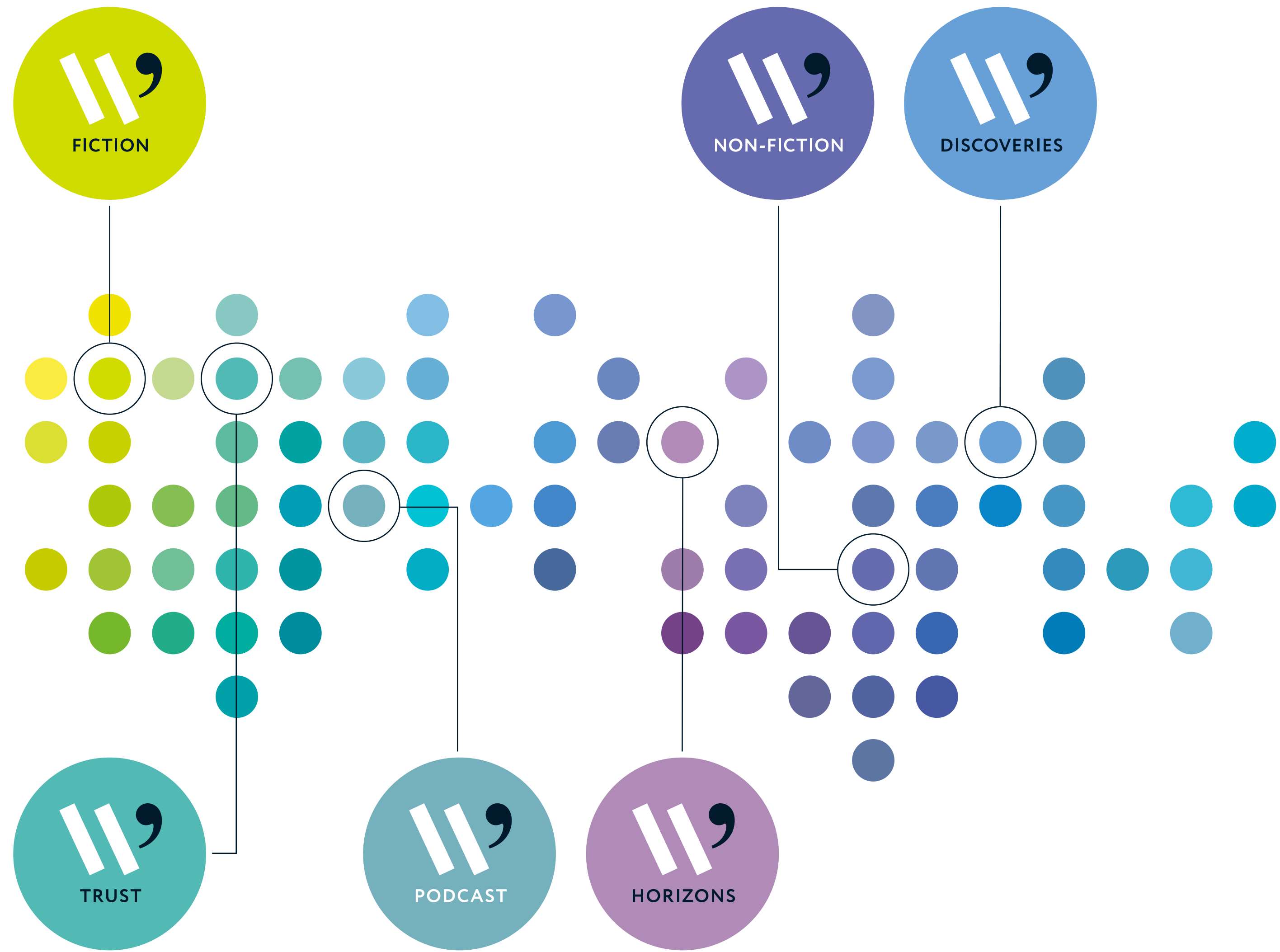


Do not change the proportions of the logo lockup or distort the logo.

COLOUR

We use our expanded colour palette to differentiate the individual prizes and programmes.

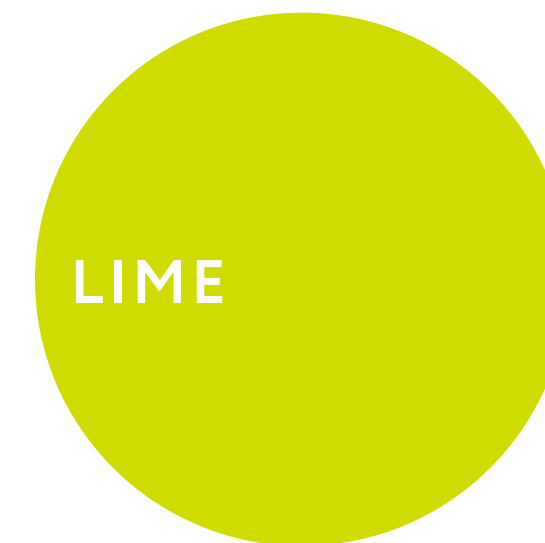
The colours create a unique, identifiable and harmonious identity.



COLOUR

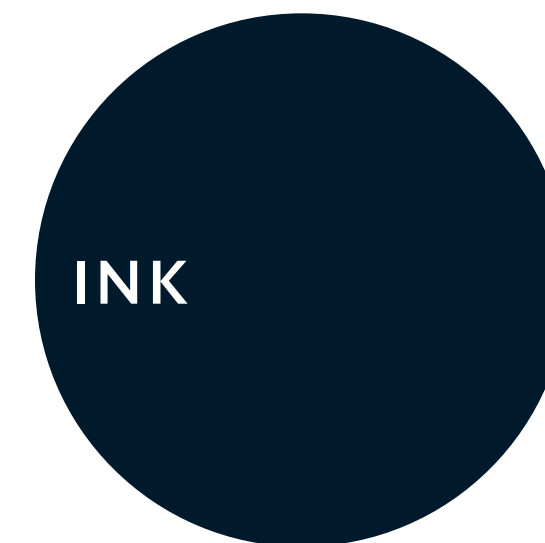
THE SIGNIFYING COLOUR FOR THE WOMEN'S PRIZE FOR **FICTION** IS **LIME**

Lime is a fresh and vibrant colour. It zings with the excitement of discovery: showcasing the very best books, and the brilliant women writers of fiction, from across the globe.



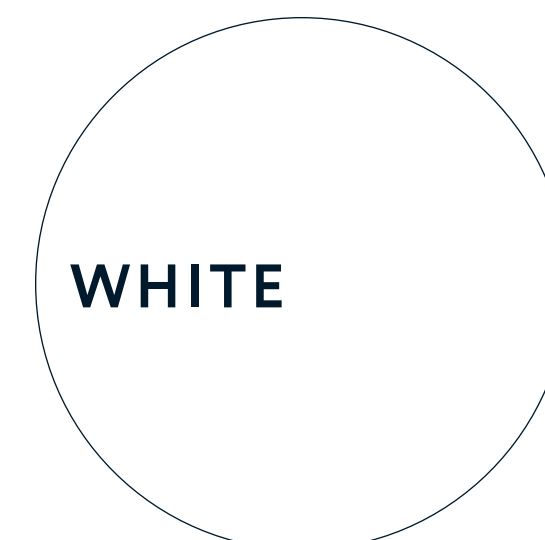
LIME

C30 M0 Y100 K0
R208 G220 B0
#d0dc00



INK

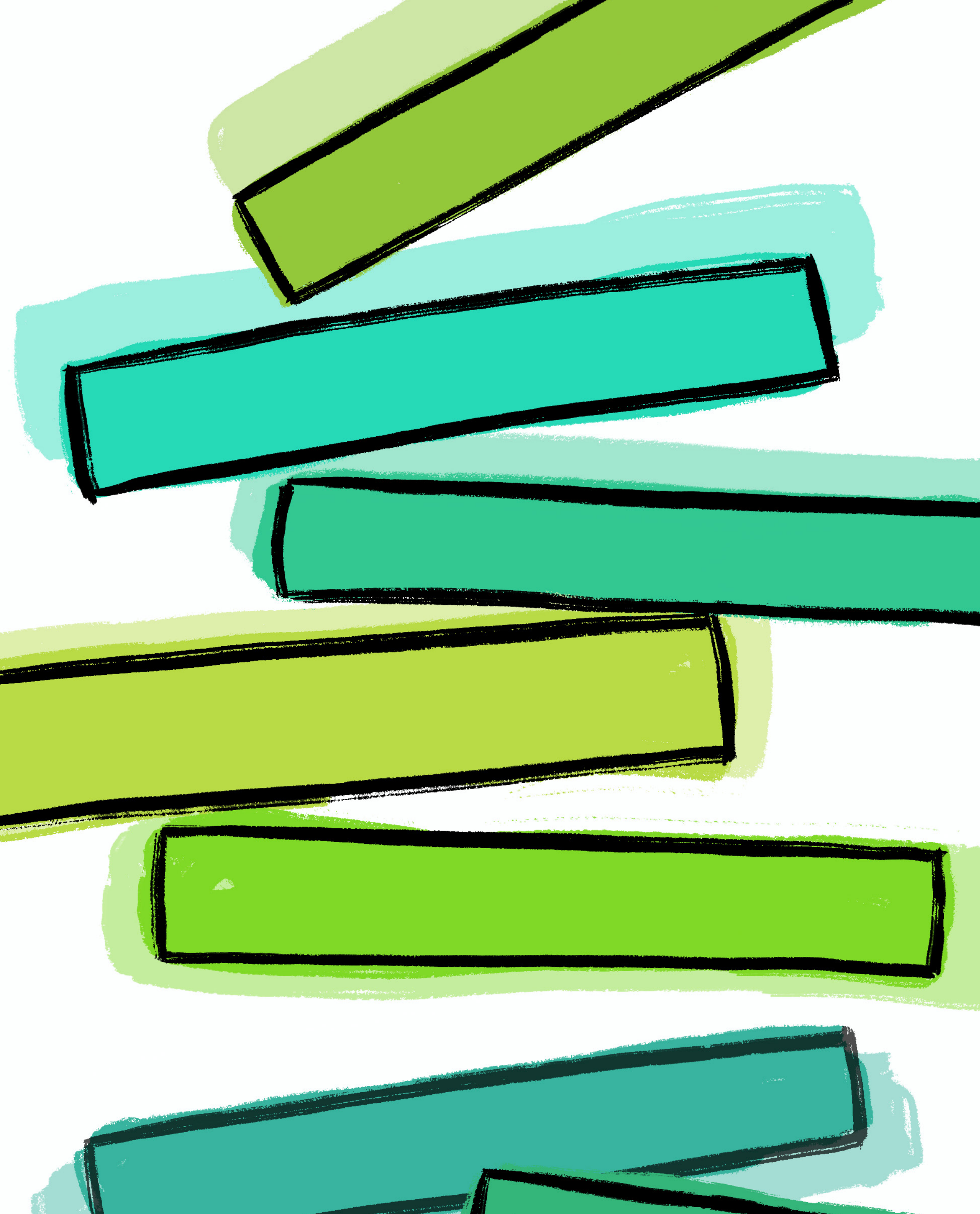
C100 M82 Y51 K69
R0 G26 B44
#001a2c



WHITE

C0 M0 Y0 K0
R255 G255 B255
#ffffff

USING OUR BRANDED STICKER DESIGNS



PROMOTION

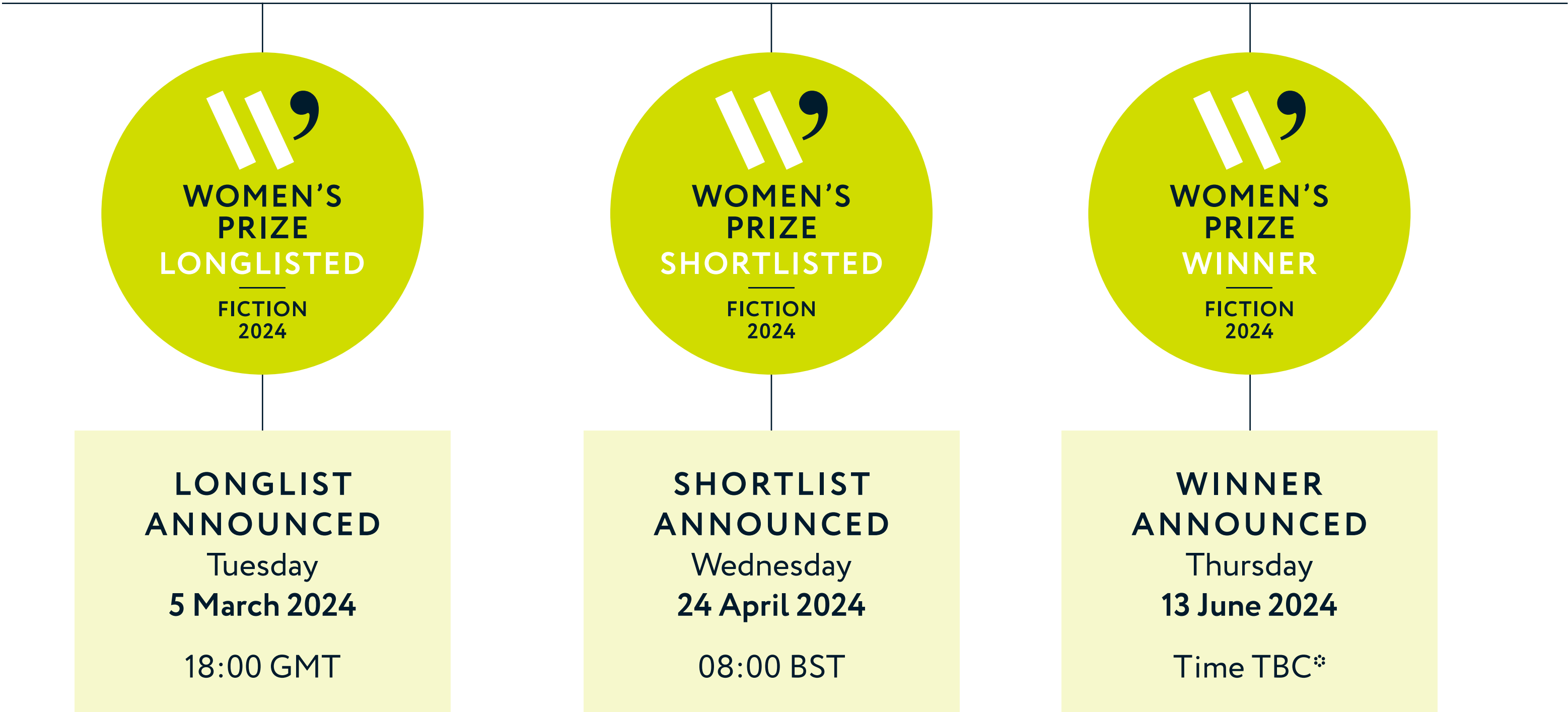
SCHEDULING
PROMOTIONAL
ACTIVITIES

The ‘sticker’ design can be used on book jackets as well as on social media, marketing, advertising and publicity.

We encourage publishers, booksellers, libraries and influencers to use the logo to promote these brilliant books and the amazing women who wrote them.

Please note that we operate strict embargoes around announcement timings. Any information shared with you in advance should be treated in the strictest of confidence and no promotion is to be made public in advance of the embargo.

KEY DATES



* The exact time of the winner announcements will be shared closer to the date.



LET'S GET PEOPLE
READING, LISTENING TO,
AND TALKING ABOUT,
THESE **BRILLIANT** BOOKS...



PROMOTION

Use the logo to showcase the achievements of your authors and promote their brilliant books.

These are **examples** of how you can use the 'sticker' design on book jackets and within marketing/advertising campaigns.

ON BOOK JACKETS



ON POSTERS



ON SOCIAL MEDIA



Please note: these mockups have been created as examples of logo branding only. Designs ©Women's Prize.

STICKERS

USING PRINTED STICKERS

We have supplied artwork files that you can give to your printer to produce sheets, or rolls, of stickers.

Stickers are available for **longlisted** and **shortlisted** titles, as well as the **winner**.



ASSETS

- Longlist_35mm_sticker_Fiction_WP24_CMYK.ai
- Longlist_35mm_sticker_Fiction_WP24_RGB.ai
- Shortlist_35mm_sticker_Fiction_WP24_CMYK.ai
- Shortlist_35mm_sticker_Fiction_WP24_RGB.ai
- Winner_35mm_sticker_Fiction_WP24_CMYK.ai
- Winner_35mm_sticker_Fiction_WP24_RGB.ai

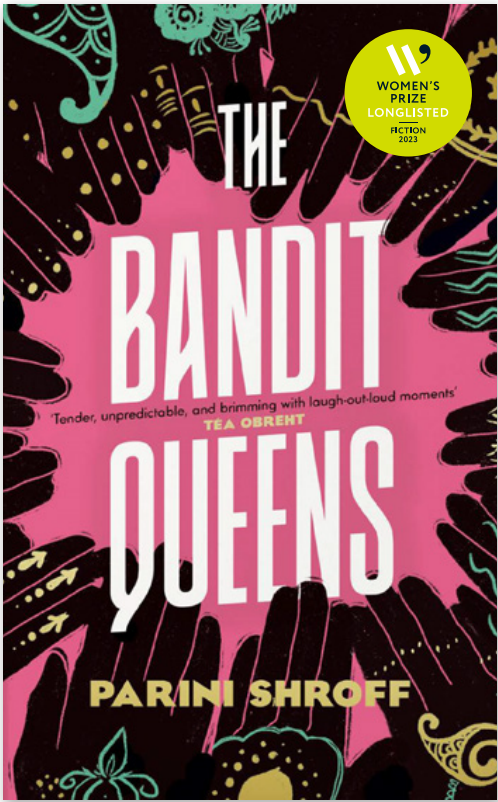
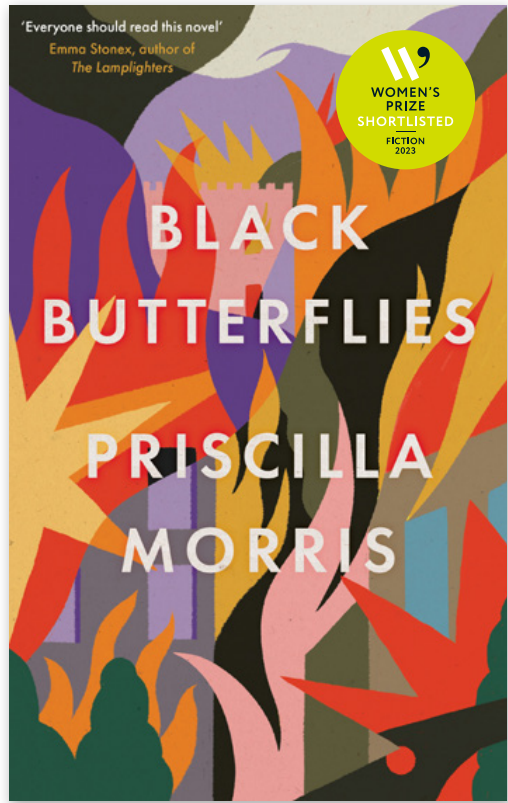
ARTWORK

Our standard sticker format is a **35mm (diameter) circle**. The artwork is fully scalable so may be adjusted for different sizes e.g. 37mm, 50mm etc.

Always use the artwork files provided and please don't alter the colours or design in any way.

File types:

- vector format (.ai)
- CMYK and RGB versions

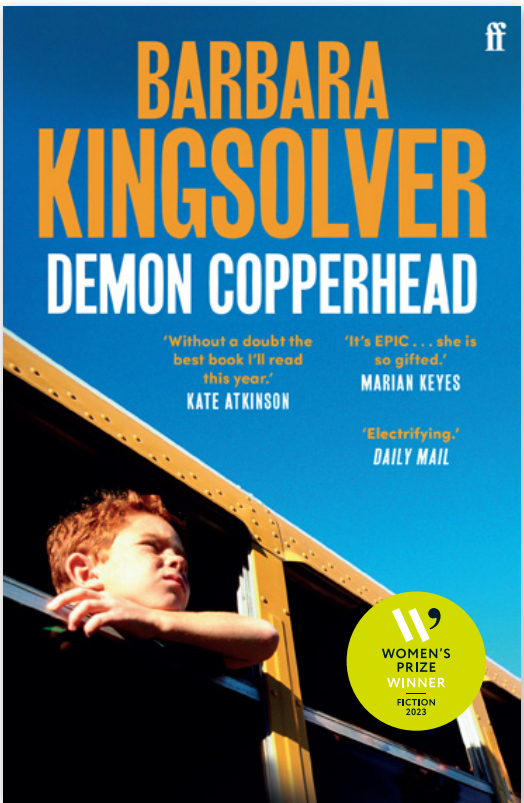


POSITIONING

Our preferred position for the sticker is **top right**.

The exception to this is where the sticker may obscure the title or author name.

In this case, please use your judgement to position the sticker and avoid placing it over a key element of the cover design. (See below)



In this example the sticker is placed lower down on the cover – to avoid obscuring the author's name.



STICKERS

USING THE
STICKER DESIGN
ON BOOK JACKETS
& SOCIAL MEDIA

Our logo is our most valuable asset.
Please do not alter it in any way, and only
use files supplied by the Women’s Prize.



When using the logo (sticker design) on a book jacket
please email a proof for approval to:

Peta Phipps, Art Director, Women’s Prize Trust
peta@womensprize.com



BOOK JACKETS

The sticker logo can be
incorporated into the design of
your printed book jacket or on
a digital promotion.

Our preferred position for the sticker
is **top, or bottom, right** (see examples).
However, we appreciate that this is not
always possible and we ask that you use
your judgement.

Please send a proof of the cover design,
incorporating the logo, to:
peta@womensprize.com



POSITIONING

The logo should always be used
in a prominent position.

Minimum sizes:
Print: 30mm (standard: 35mm)
Digital: 200px

SOCIAL MEDIA

The sticker logo can be used on social
media, video and on your website.



ASSETS

Print
Longlist_logo_Fiction_WP24_CMYK.ai
Shortlist_logo_Fiction_WP24_CMYK.ai
Winner_logo_Fiction_WP24_CMYK.ai

Digital
Longlist_logo_Fiction_WP24.png
Shortlist_logo_Fiction_WP24.png
Winner_logo_Fiction_WP24.png





TALK TO US

Please contact us if you have any questions about the logo or the digital files supplied.

We do not require sign-off for every document or design that incorporates the logo, **with the exception of book jackets incorporating the longlisted, shortlisted or winner sticker design** (see page 16 of this document).

But please feel free to get in touch if you are unsure about logo size or placement, we are always happy to review any artwork or documents implementing the logo.

Please send any queries about artwork or branding to:

Peta Phipps, Art Director, Women's Prize Trust
peta@womensprize.com

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