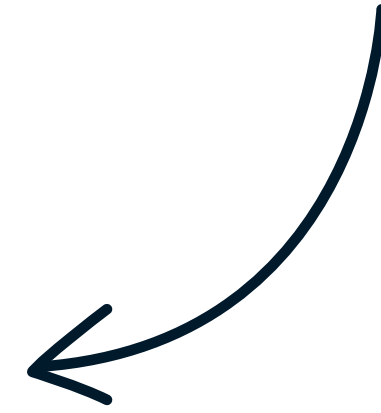
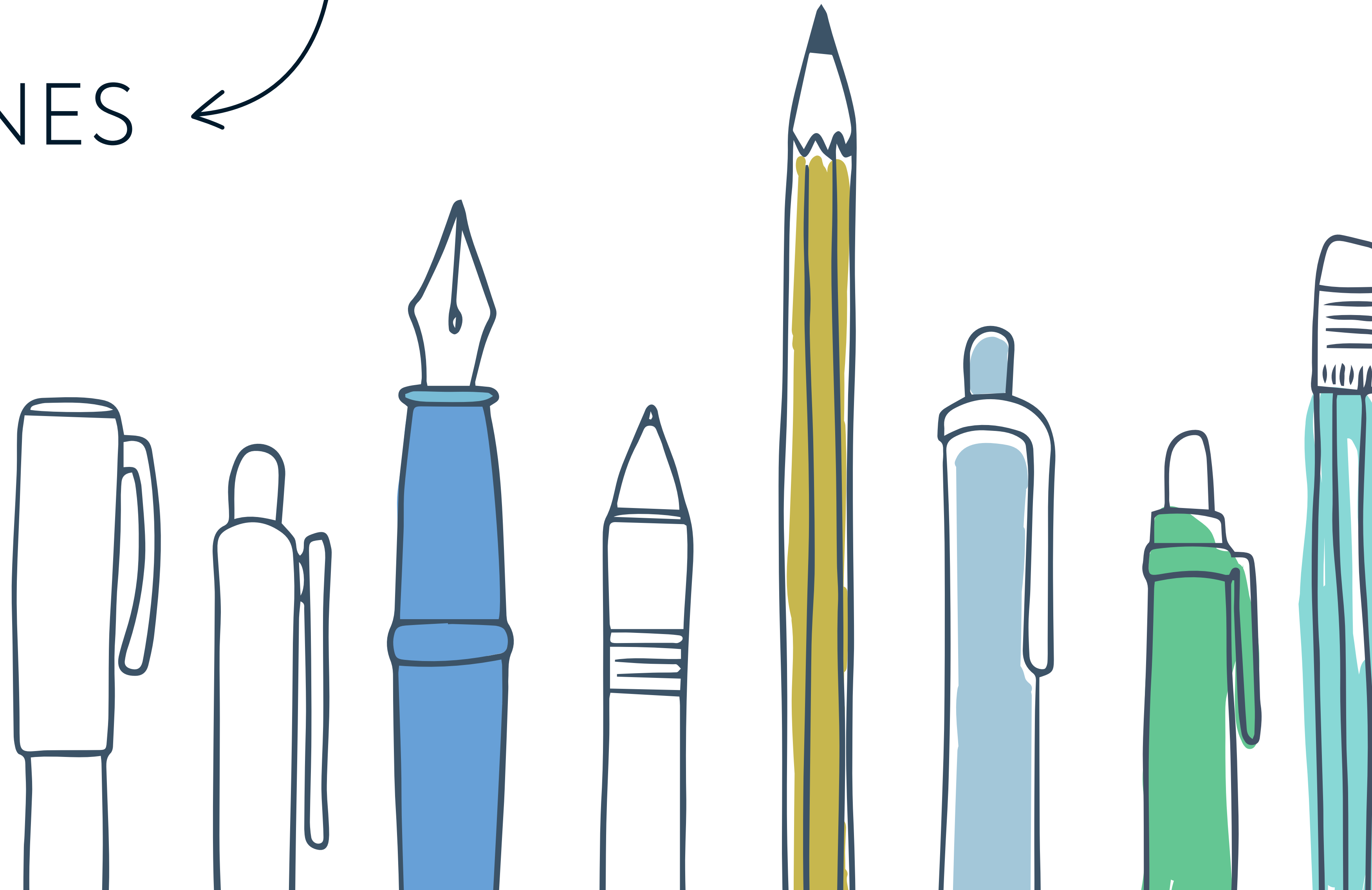


LOGO GUIDELINES

THE SHORT VERSION



IN PARTNERSHIP WITH



OVERVIEW: USING THE LOGO

LOGO ASSETS

Naming convention: each iteration of the logo is identified by a number – as shown below.
Files are supplied in vector (ai) and png format.

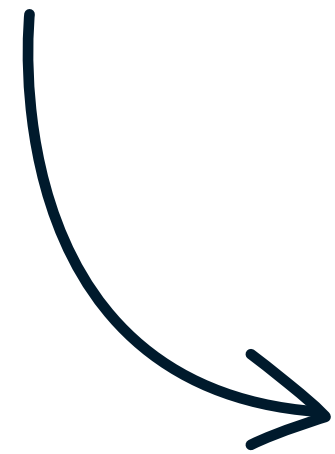
00

Primary logo lockup

This is the primary logo and should be the first choice when choosing a graphic element to represent the Discoveries programme.



This is our MAIN LOGO



01

Secondary

Use this version (with the partner logos in white) to ensure legibility on dark backgrounds.



02

Tertiary

Use this version (ink) if you need a greater contrast, for example over a photo.



03

Small line logo

Use where space is limited. (Note! This logo version does not include the year/date.)



03b



04

Elements

See page 4 for guidance on using the unlocked logo elements.



05

Symbol

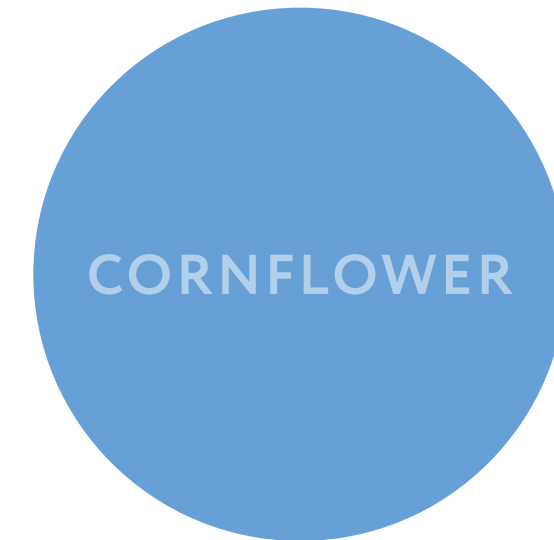
The colour-themed 'W' symbol can be used as an additional design device.*



*For example on multi-page documents where the primary logo appears on the first page.

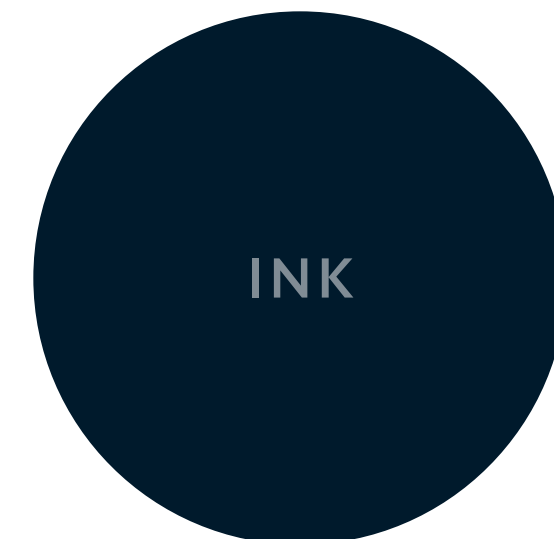
OVERVIEW: USING THE LOGO

COLOUR



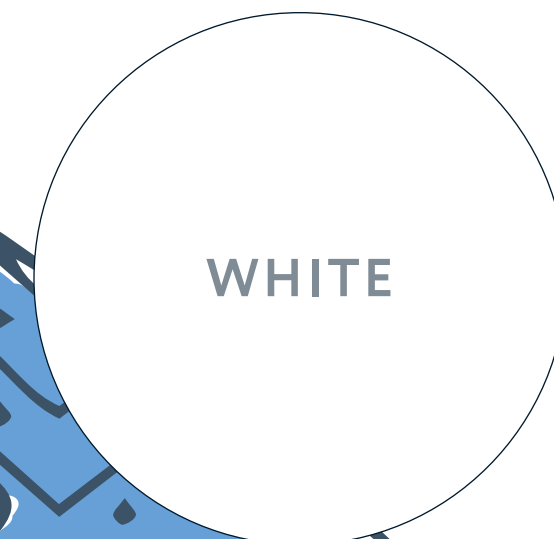
CORNFLOWER

C62 M28 Y0 K0
R103 G160 B215
#67a0d7



INK

C100 M82 Y51 K69
R0 G26 B44
#001a2c



WHITE

C0 M0 Y0 K0
R255 G255 B255
#ffffff

POSITIONING THE LOGO

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

GIVE THE LOGO SOME BREATHING SPACE



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.

OVERVIEW: USING THE LOGO

UNLOCKING THE LOGO ELEMENTS

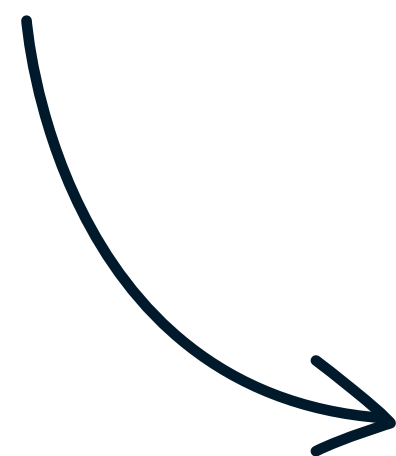
When the logo is used at a smaller size, the sponsor marques are **unlocked** and moved away from the square logo.

The partner marque/s can then be used at a larger size (proportionally) to ensure maximum visibility for partners. The partner marques are moved to an endorsement position along the bottom edge of the design (see example right).

We do not require sign-off for every document or design that incorporates the logo, but we are always happy to review any artwork or documents implementing the logo.

If you have any questions about artwork or branding, please contact Peta Phipps: peta@womensprize.com

QUESTION?



LOGO LOCKUP



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

LOGO ELEMENTS UNLOCKED



This is an example of a design using the unlocked logo elements. The partner marques are moved to the bottom edge of the design in an 'endorsement' position.

Please use your discretion when implementing the 'unlocked' logo elements. If a design/layout works better this way – then use it!