

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

Updated 10 February 2025



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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



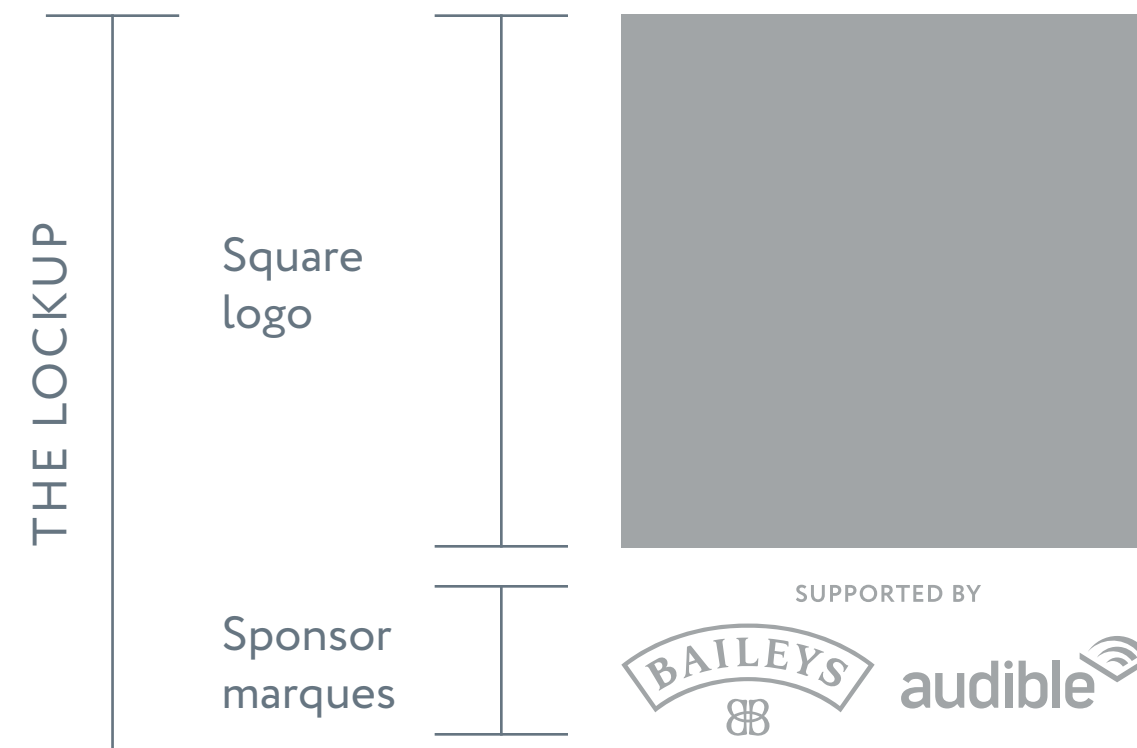
THE LOGO

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.

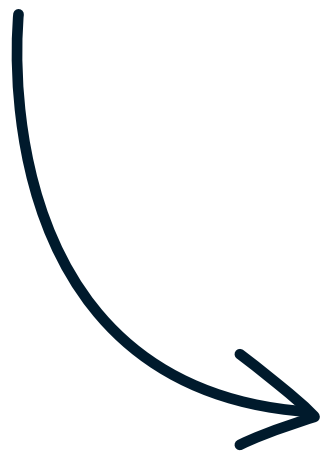
Protected area

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.

This is our MAIN LOGO



00

Primary logo lockup

This is the primary logo and should be the first choice when choosing a graphic element to represent the Women's Prize for Fiction.



01

Secondary

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



02

Tertiary

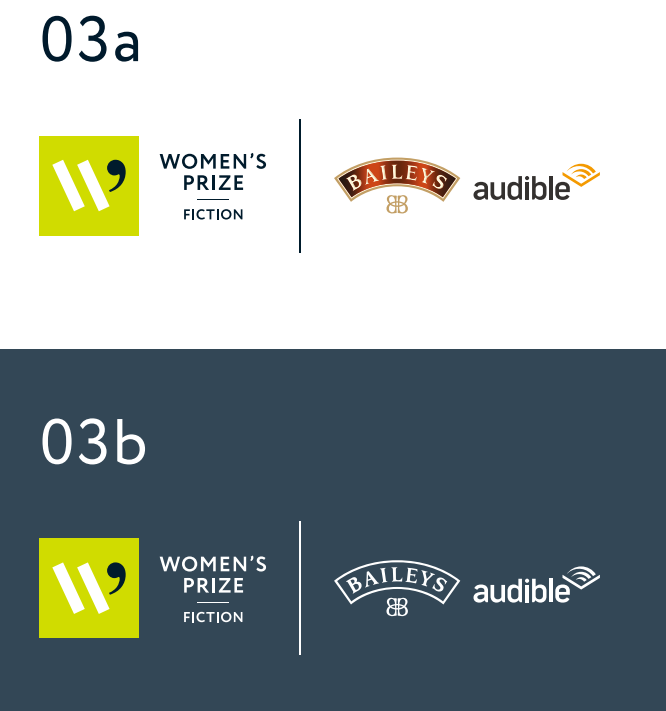
Use this version (ink) if you need a greater contrast, for example over a photo.



03

Small line logo

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



04

Elements

See pages 6–7 for guidance on using the unlocked logo elements.



05

Symbol

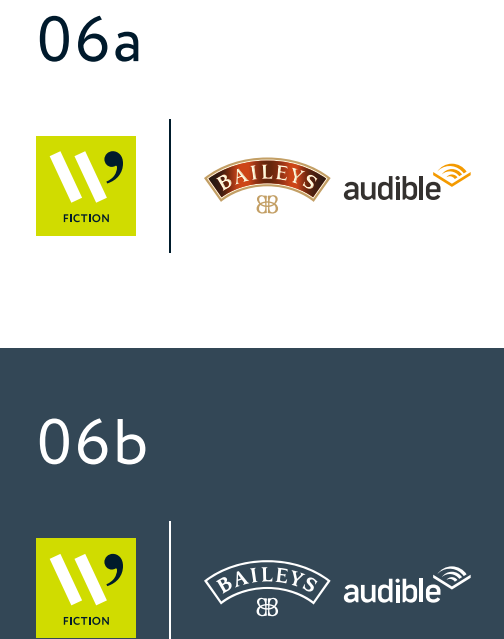
The colour-themed 'W' symbol can be used as an additional design device.*



06

Mini

For use on video content (where space is limited).



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



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

The square logo and the sponsor marque/s are supplied as separate files (prefix ref. 04) 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 use drop shadows or any other effects.



Do not change the colours.



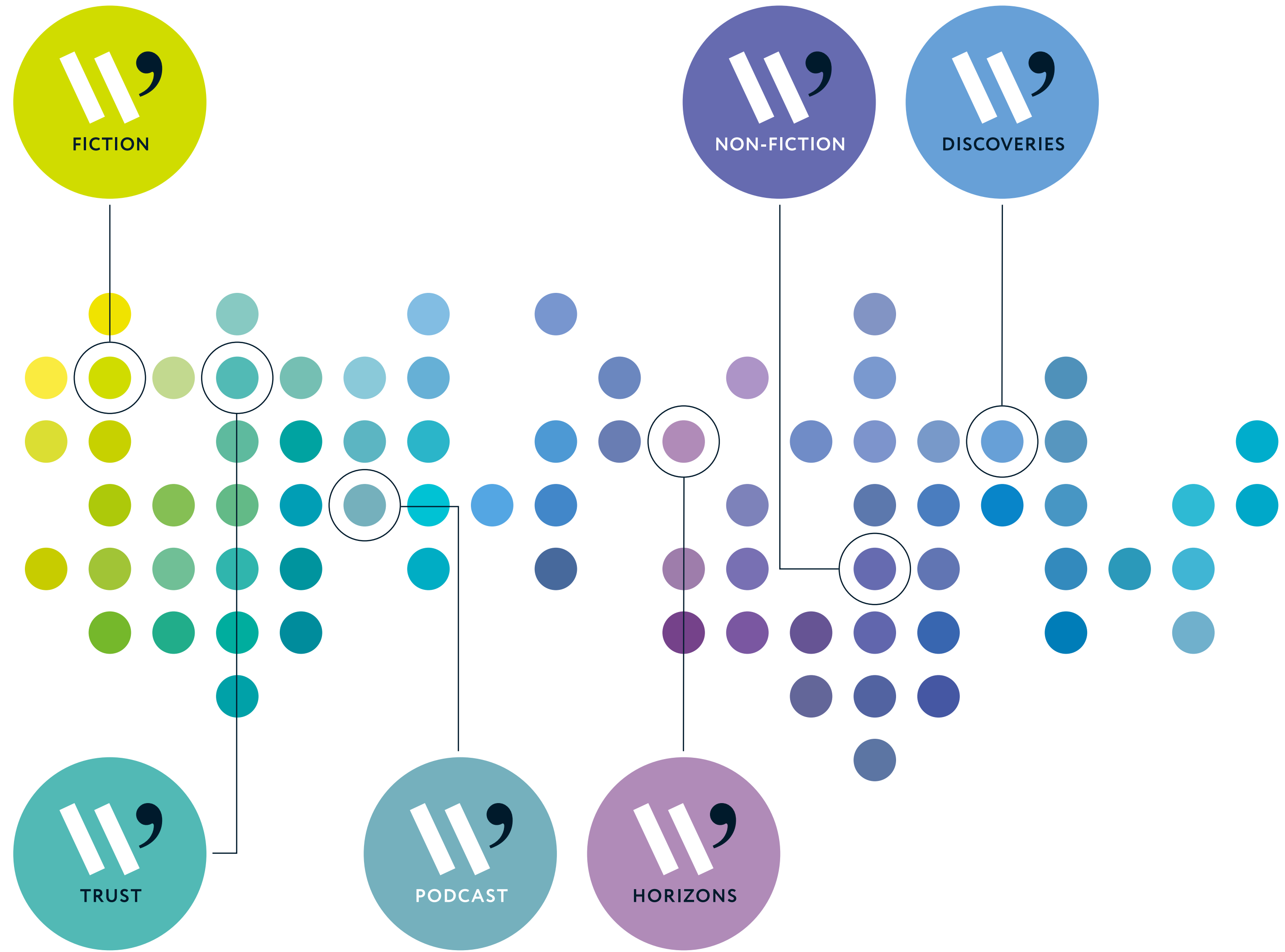
Do not change the proportions of the logo lockup or distort the logo.



OUR COLOUR PALETTE

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

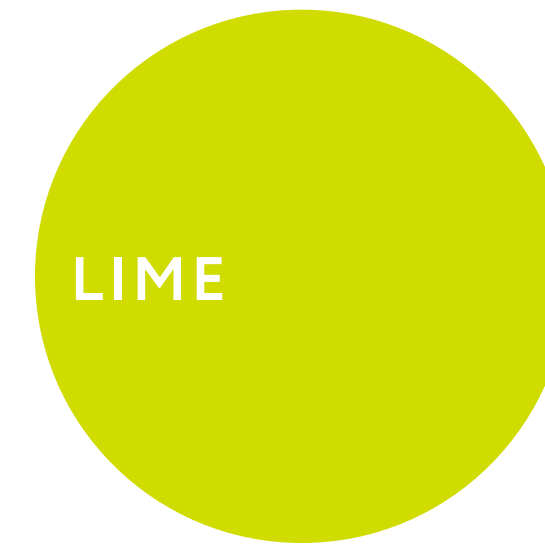
The colours create a unique, identifiable and harmonious identity.



COLOUR SPECIFICATIONS

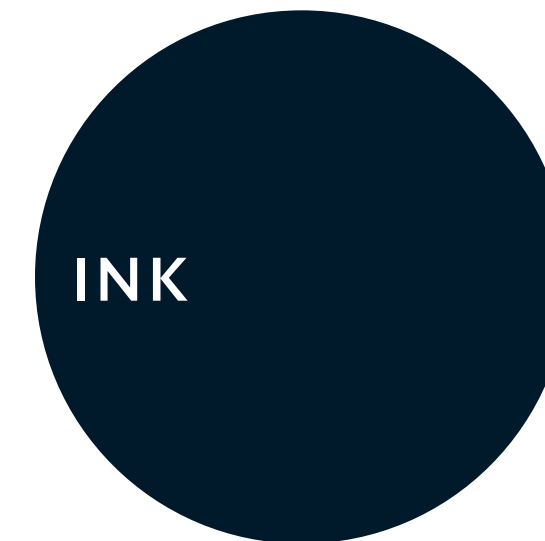
THE SIGNIFYING
COLOUR FOR THE
WOMEN'S PRIZE
FOR FICTION IS
LIME

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.



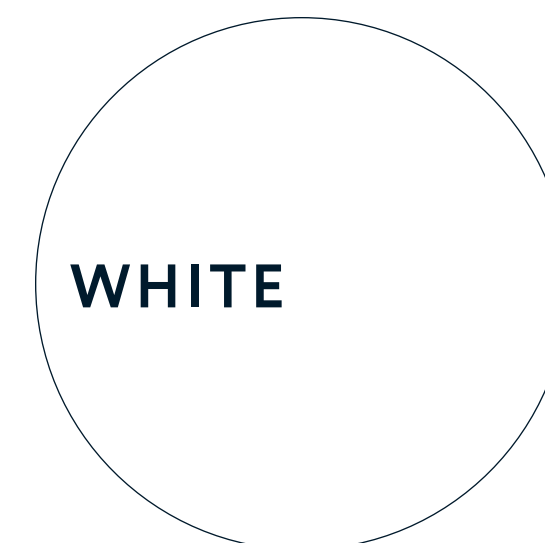
LIME

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



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 sticker guidelines 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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ICONIC