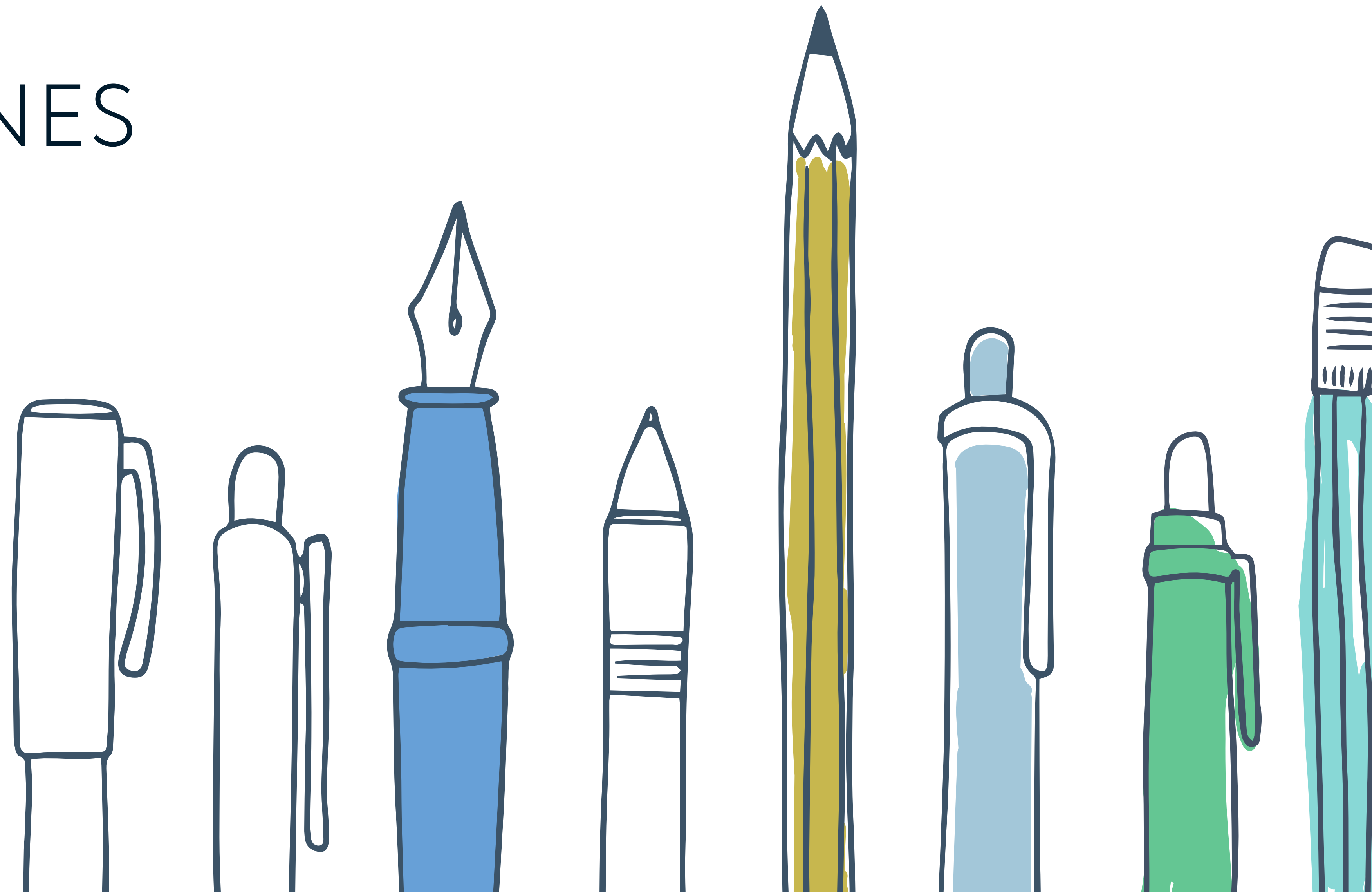


LOGO GUIDELINES



IN PARTNERSHIP WITH



THE LOGO

LOGO ASSETS 1

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

LOGO ELEMENTS

00
The square logo



Sponsor marques
The sponsors of Women's Prize Discoveries 2026 are Audible, Curtis Brown and Curtis Brown Creative.



THIS IS OUR
MAIN Logo

LOGO LOCKUPS

01
Primary logo lockup
The lockup should be the first choice when choosing a graphic element to represent Women's Prize Discoveries.



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

02
Secondary
Use this version (with partner marques in white) to ensure legibility on dark backgrounds.



Example of the logo lockup on a dark background colour.

03
Tertiary
Use this version (ink) if you need a greater contrast, for example over a photo.



THE LOGO

LOGO ASSETS 2

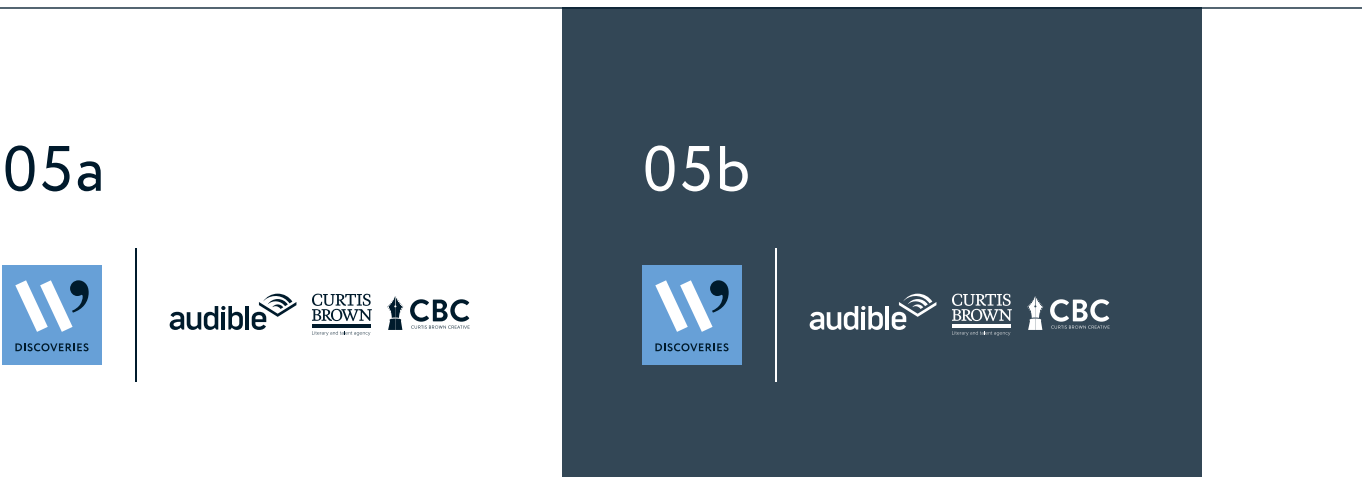
Naming convention: each iteration of the logo is identified by a number – as shown below.
Files are supplied in vector (ai) and png format.

HOIRIZONTAL 'LINE' LOGOS

04
Small line logo
Use where space is limited. (Note: This logo version does not include the year/date.)



05
Mini
For use on video content (where space is limited).



THE ICON

06
Icon
The colour-themed 'W' symbol (icon) is our landmark.*



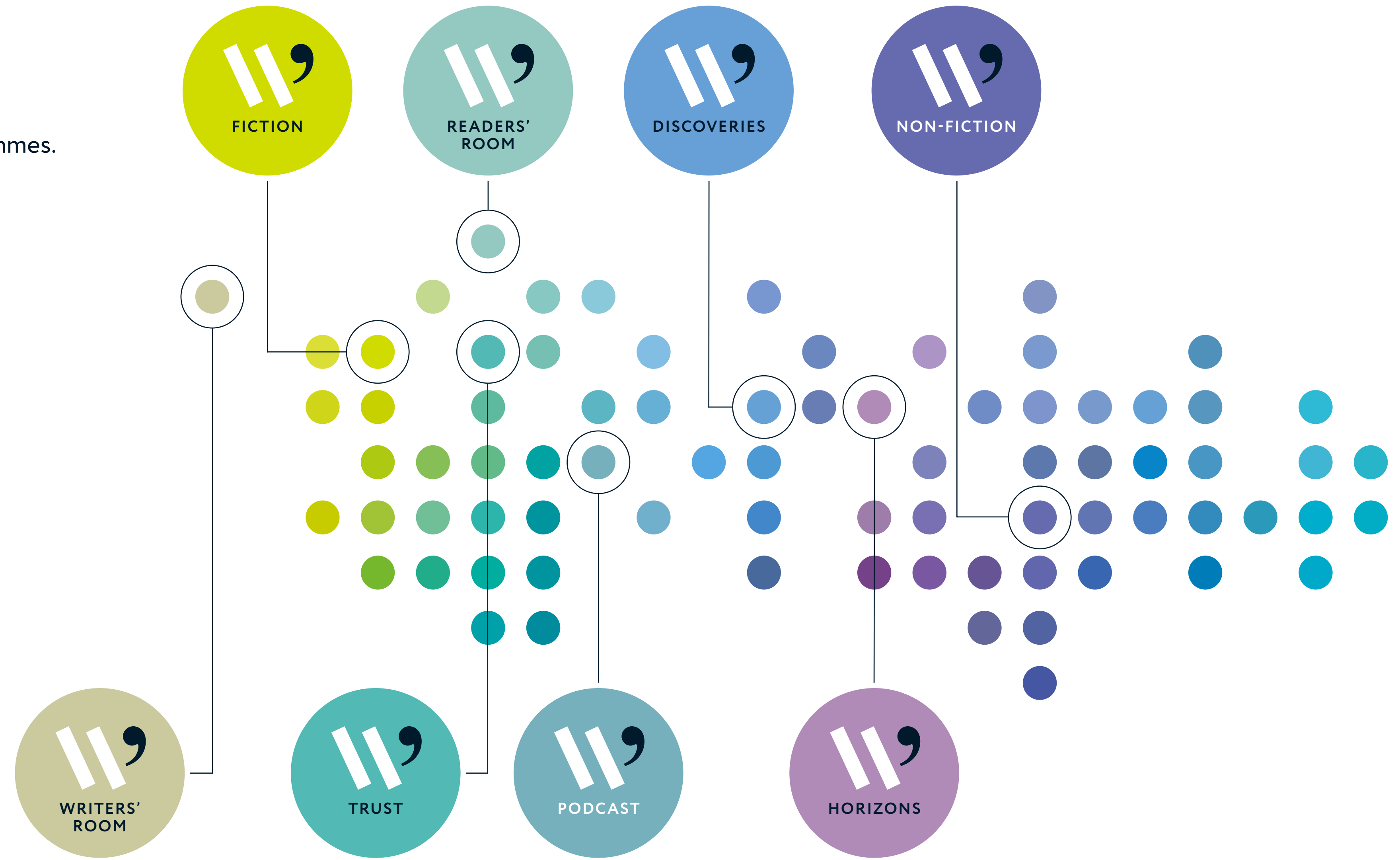
*This can also be used on multi-page documents where the primary logo appears on the first page.



OUR COLOUR PALETTE

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

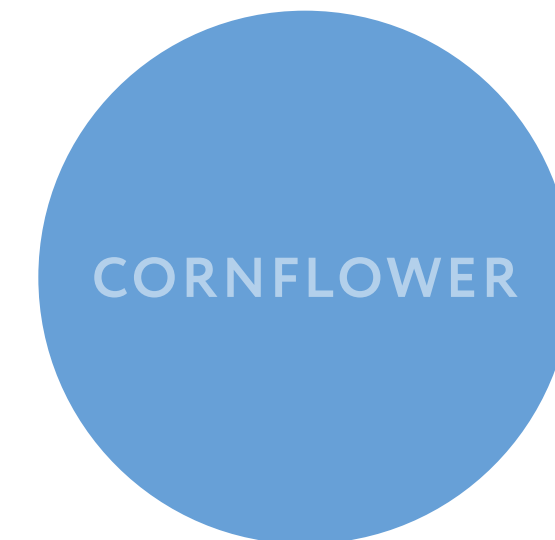
The colours create a unique, identifiable and harmonious identity.



OUR COLOUR PALETTE

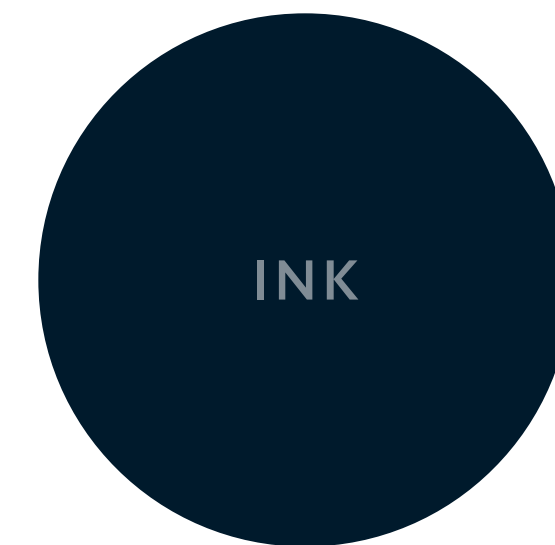
COLOUR

The signifying colour for Women's Prize Discoveries is cornflower blue.



CORNFLOWER

C62 M28 Y0 K0
R103 G160 B215
#67a0d7



INK

C:80 M:37 Y:15 K:90
R:0 G:26 B:44
#001a2c



WHITE

C0 M0 Y0 K0
R255 G255 B255
#ffffff

USING THE LOGO

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.

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.

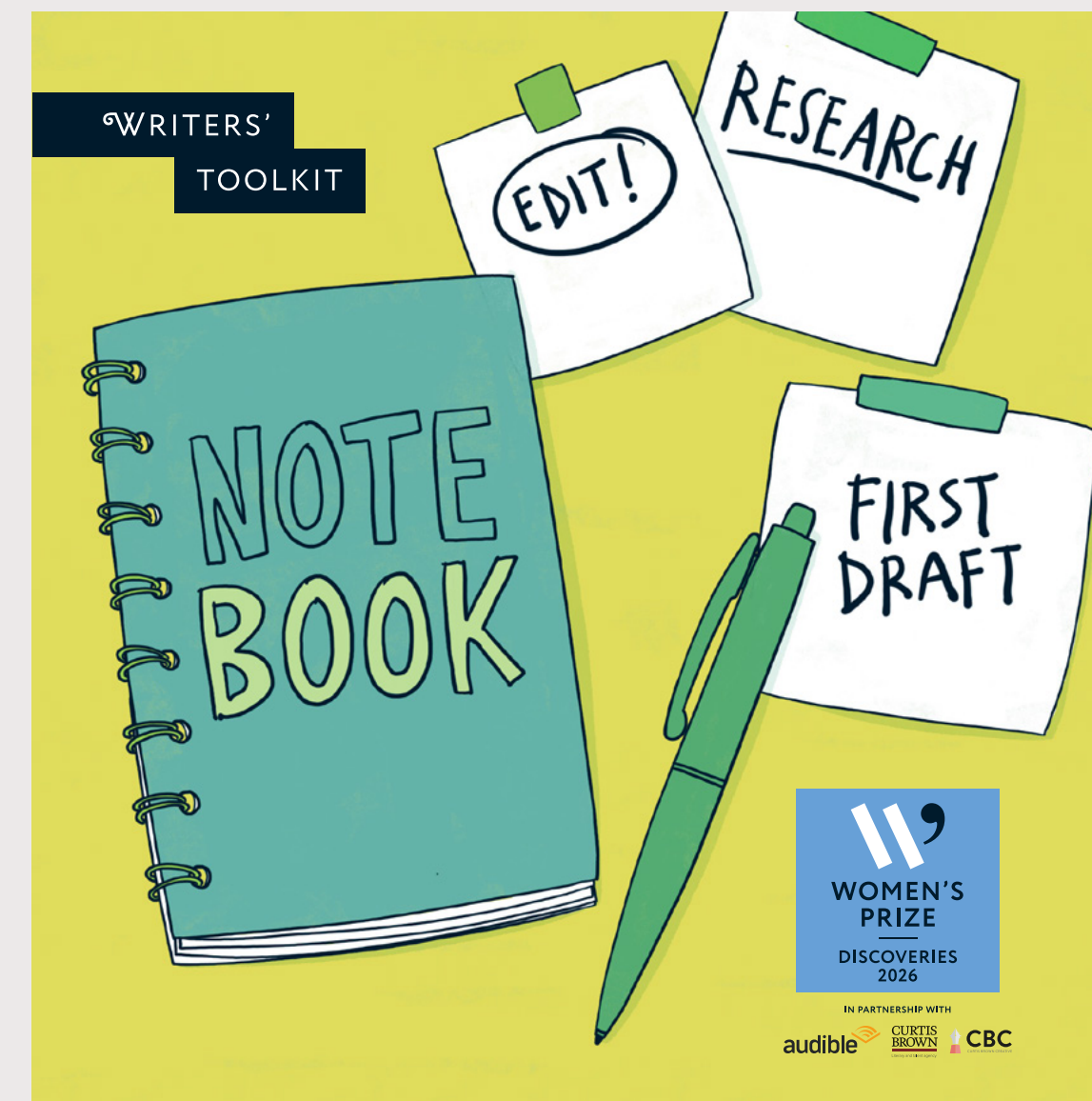
The sponsor marques can then be used at a larger size (proportionally) to ensure maximum visibility for our sponsors. The sponsor marques are moved to an endorsement position along the bottom edge of the design.



ASSETS

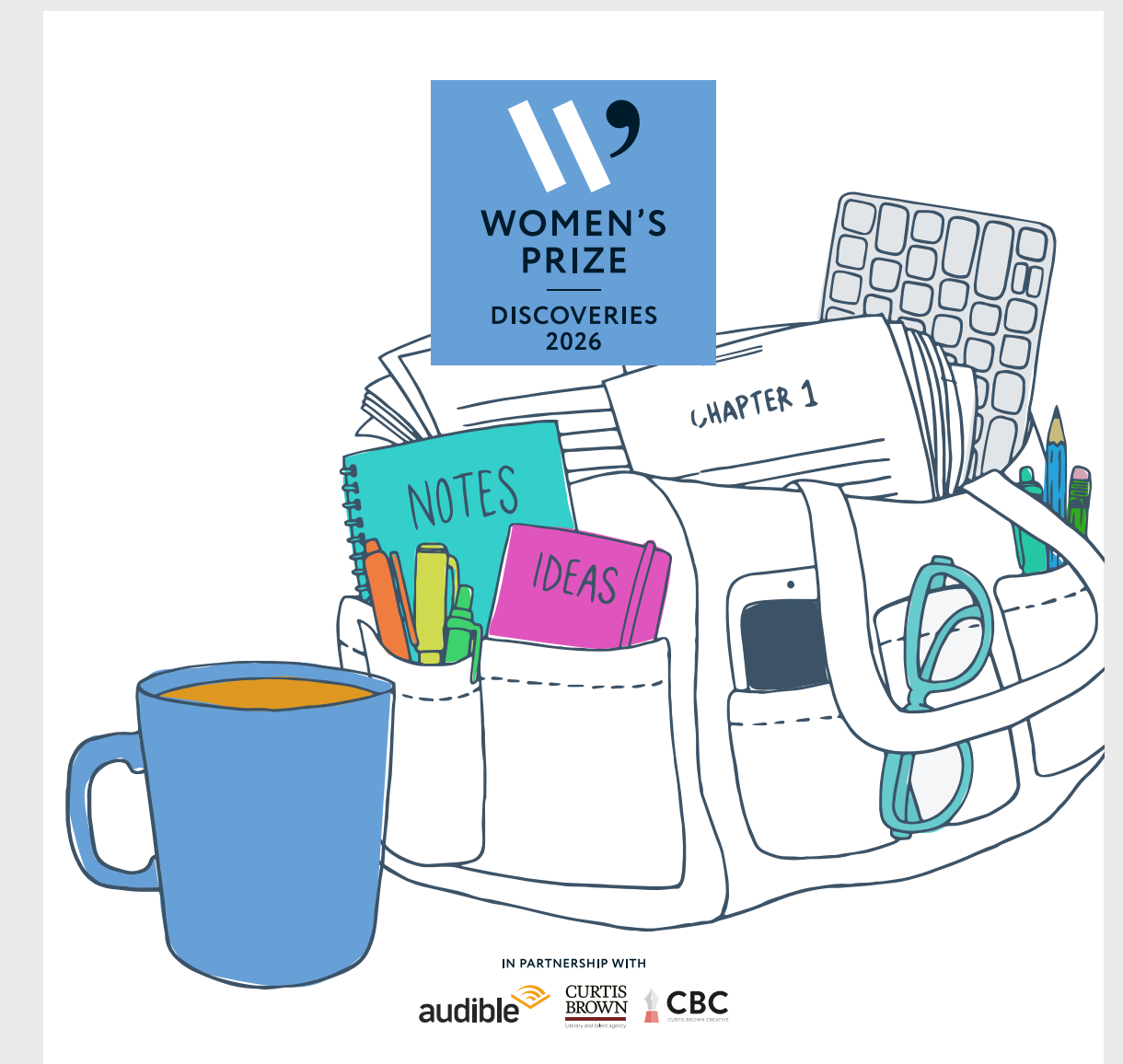
The square logo and the sponsor marque/s are supplied as separate files in both vector format (ai) and png

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!



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 sticker/roundel design** (see sticker guidelines document).

Please 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
cc: info@womensprize.com

JOIN THE CONVERSATION

womensprize.com
@WomensPrize #WomensPrize

