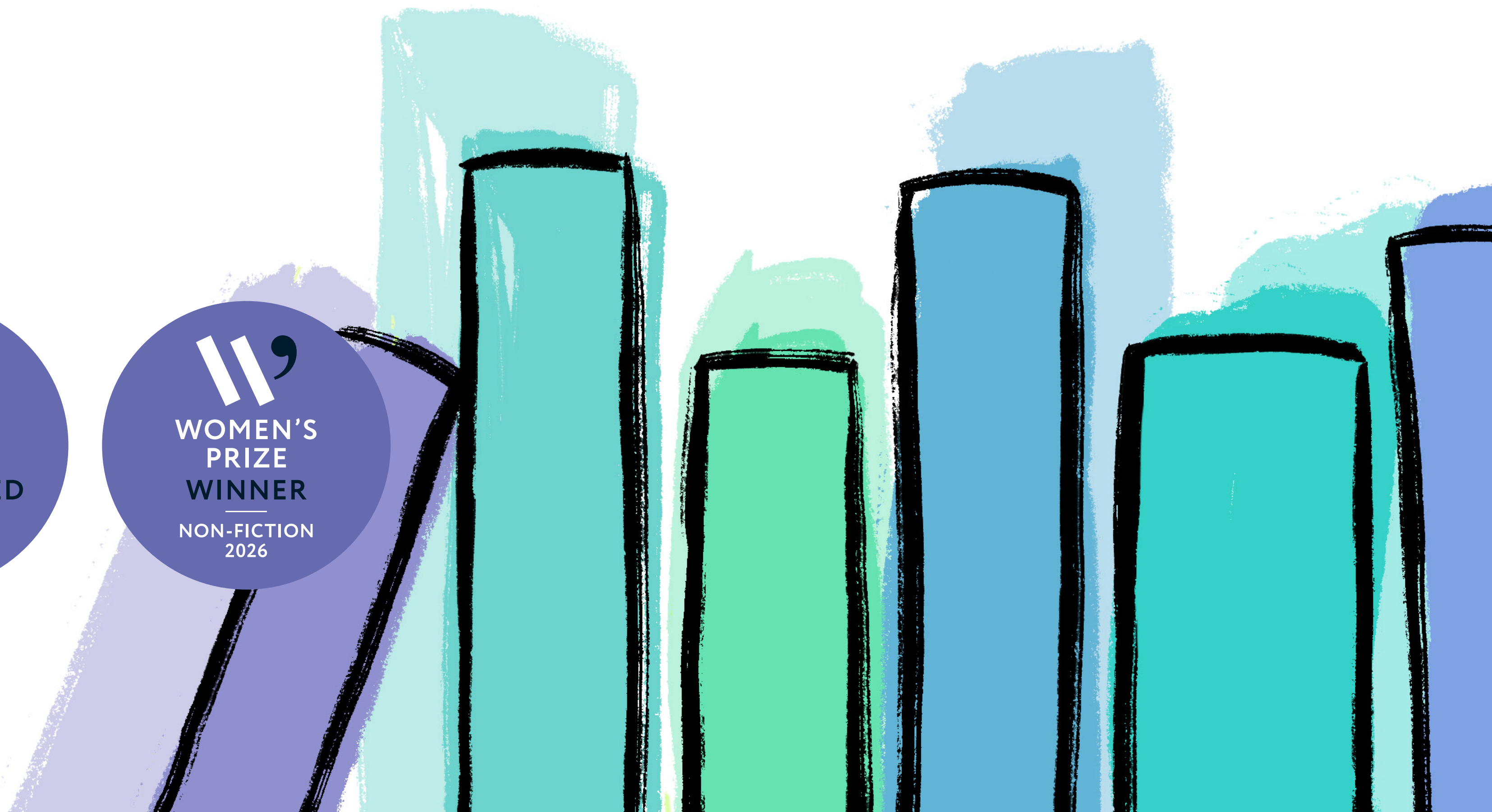


WOMEN'S PRIZE FOR NON-FICTION

USING THE 2026 BRANDED STICKER/ ROUNDEL



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USING THE BRANDED
STICKER/ROUNDEL

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RESOURCES

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 winning books from 2025 pictured with the ‘Charlotte’ and ‘Bessie’ sculptures that are awarded to the winning authors.

KEY DATES

The Women’s Prize is the greatest celebration of women’s creativity in the world and an established global brand. Using the branded roundel is a visual signifier for readers and acts as a trusted recommendation .

SCHEDULING PROMOTIONAL ACTIVITIES

The roundel can be used on book jackets and audiobook covers, as well as on social media and any other press/pr and promotional materials.

We encourage publishers, booksellers, libraries and influencers to use the branded roundel to showcase and promote all 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.

2026 KEY DATES



ASSETS

There are two versions of each roundel: the **standard version** (shown here), and an **alternative version** that includes the Prize sponsors (shown on p5).

You are free to use whichever version you prefer.



Files are supplied in vector (ai) and png format.

FOR PRINT

The sticker/roundel is supplied for print in a CMYK (ai) file format.

FOR DIGITAL ASSETS

The sticker/roundel is supplied in RGB in the following file formats:

- ai (vector)
- png (high-res)
- png (web 72ppi)

STANDARD VERSIONS OF THE ROUNDEL

LONGLISTED

For use with books that are longlisted.



SHORTLISTED

For use with books that are shortlisted.



WINNER

For use with the book announced as the winner.



DOWNLOAD ASSETS FROM OUR WEBSITE



ASSETS

This is an **alternative version** of the roundel that includes the Prize sponsors.



Files are supplied in vector (ai) and png format.

FOR PRINT

The sticker/roundel is supplied for print in a CMYK (ai) file format.

FOR DIGITAL ASSETS

The sticker/roundel is supplied in RGB in the following file formats:

- ai (vector)
- png (high-res)
- png (web 72ppi)

ALTERNATIVE VERSIONS OF THE ROUNDL (WITH SPONSORS)

LONGLISTED

For use with books that are longlisted.



SHORTLISTED

For use with books that are shortlisted.



WINNER

For use with the book announced as the winner.



DOWNLOAD ASSETS FROM OUR WEBSITE



USING THE ROUNDEL

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 roundel (sticker design) on a book jacket please email a proof for approval to:

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

cc: nonfiction@womensprize.com

POSITIONING

The sticker/roundel can be incorporated into the design of your printed, or digital, book jacket or audiobook cover.

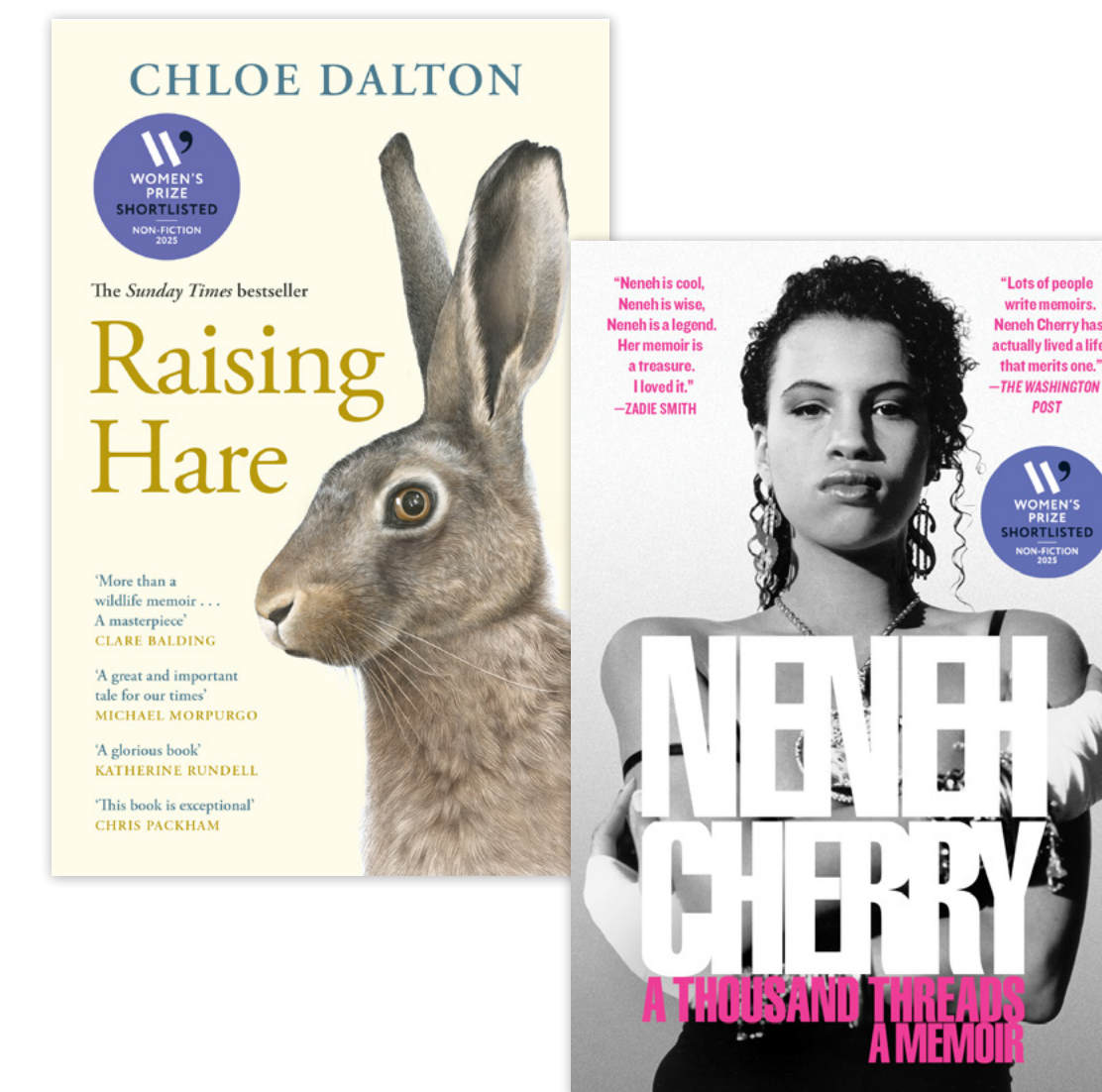
The roundel should always be used in a clear and prominent position, but should not interfere with the cover design or obscure the title or author name.

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

MINIMUM SIZE

Print: 35mm

Digital: 200px



COLOUR SPECIFICATIONS

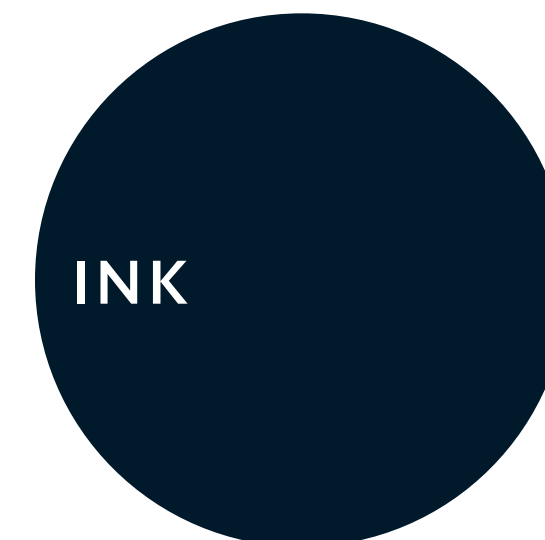
THE SIGNIFYING COLOUR FOR THE WOMEN'S PRIZE FOR **NON-FICTION** IS **INDIGO**

Indigo is a colour rich in aesthetics and meaning. It is the colour of creativity, knowledge and wisdom, and celebrates the brilliantly talented women writers of non-fiction.



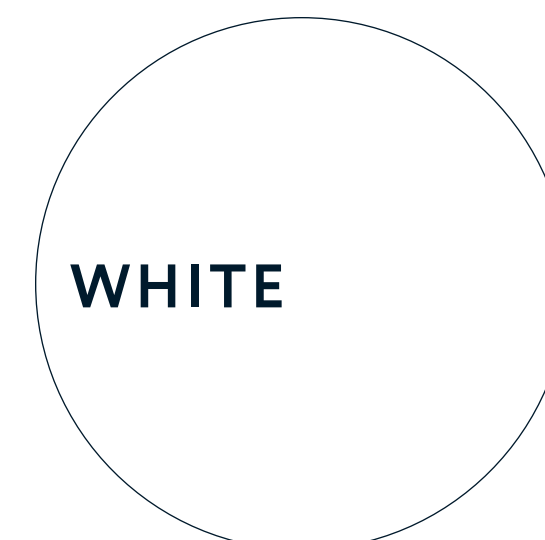
INDIGO

C:68 M:59 Y:0 K:0
R:102 G:107 B:176
#666bb0



INK

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



WHITE

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#ffffff

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

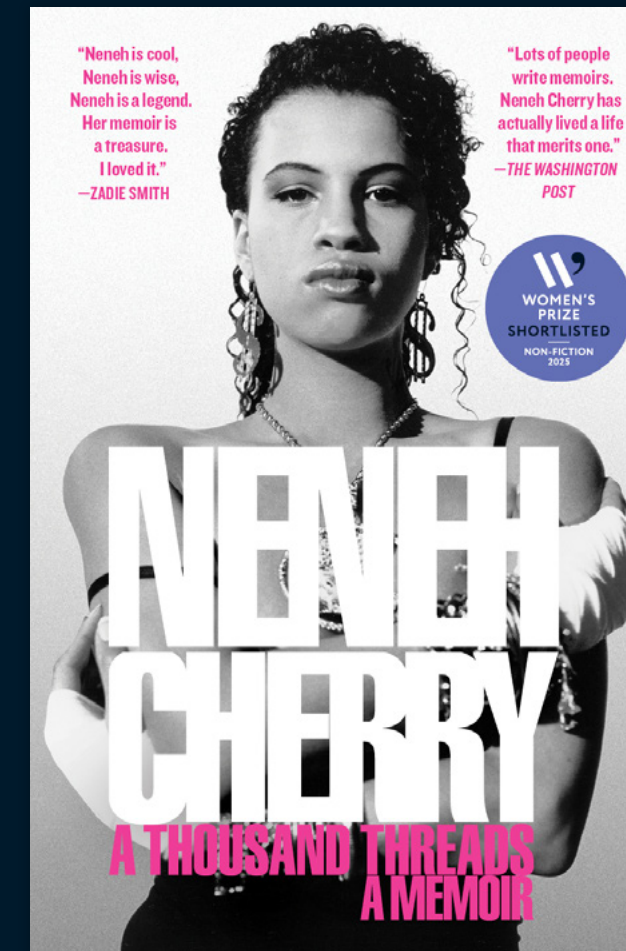
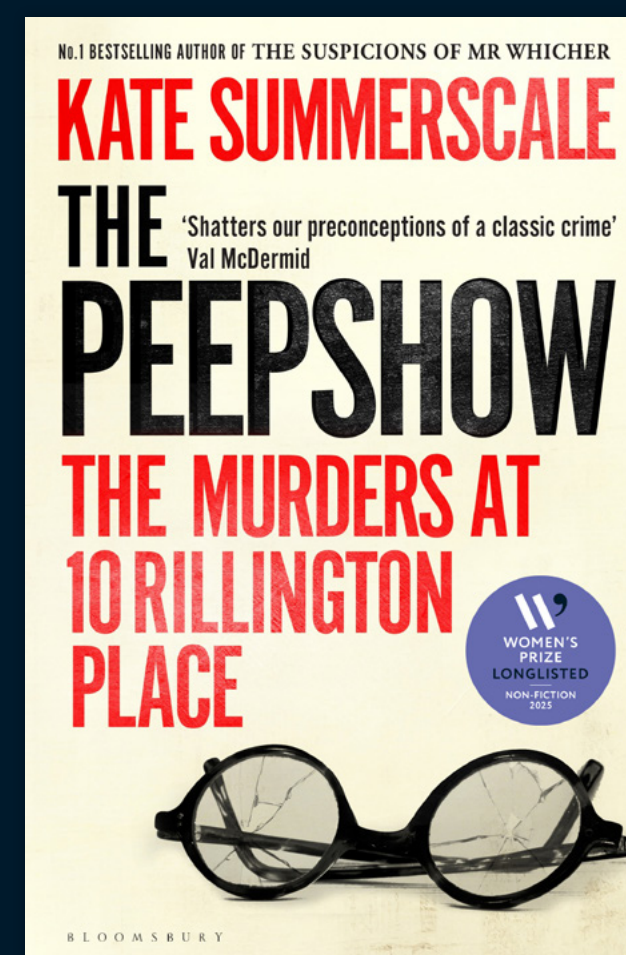
PROMOTING THE AWARD

Use the branded sticker/roundel to showcase the achievements of your authors and promote their brilliant books.

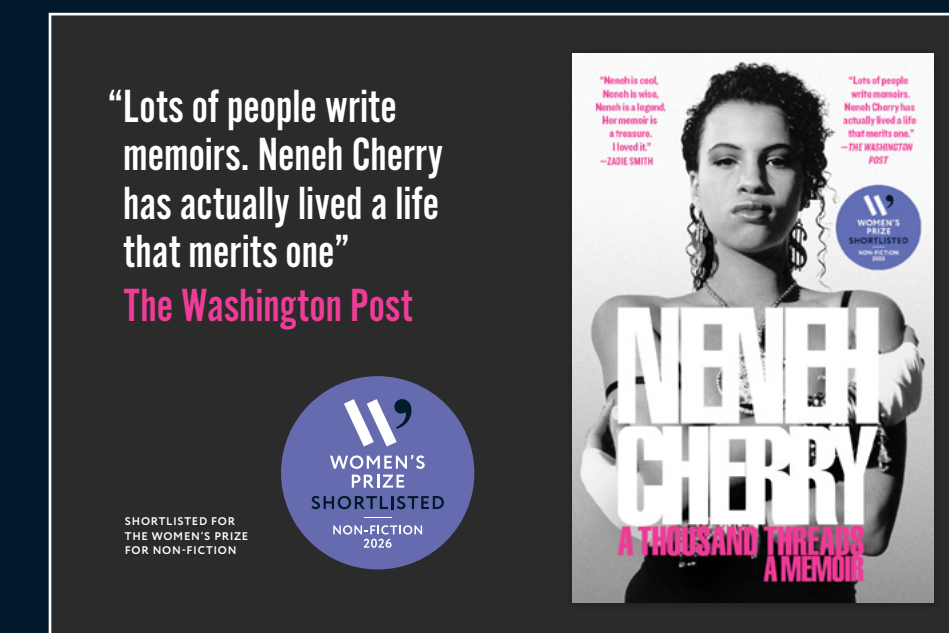
These are **examples** of how you can use the roundel on book jackets and within marketing/advertising campaigns.

Please note: the designs shown on the right, under 'social media, press, pr & advertising' have been created solely for the purpose of showing examples of logo branding. These are not real campaigns. ©Women's Prize Trust.

BOOK JACKETS



SOCIAL MEDIA, PRESS, PR & ADVERTISING





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.**

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: nonfiction@womensprize.com

JOIN THE CONVERSATION

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BOOK CLUB

