LOGO GUIDELINES

WOMEN'S PRIZE

FICTION
2026

SUPPORTED BY

BAILEYS   audible

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 26 June 2025

CONTENTS

THE LOGO

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**
cc: fiction@womensprize.com

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 7 for information about working with the unlocked elements of the logo.

THE LOCKUP

Square logo

Sponsor marques
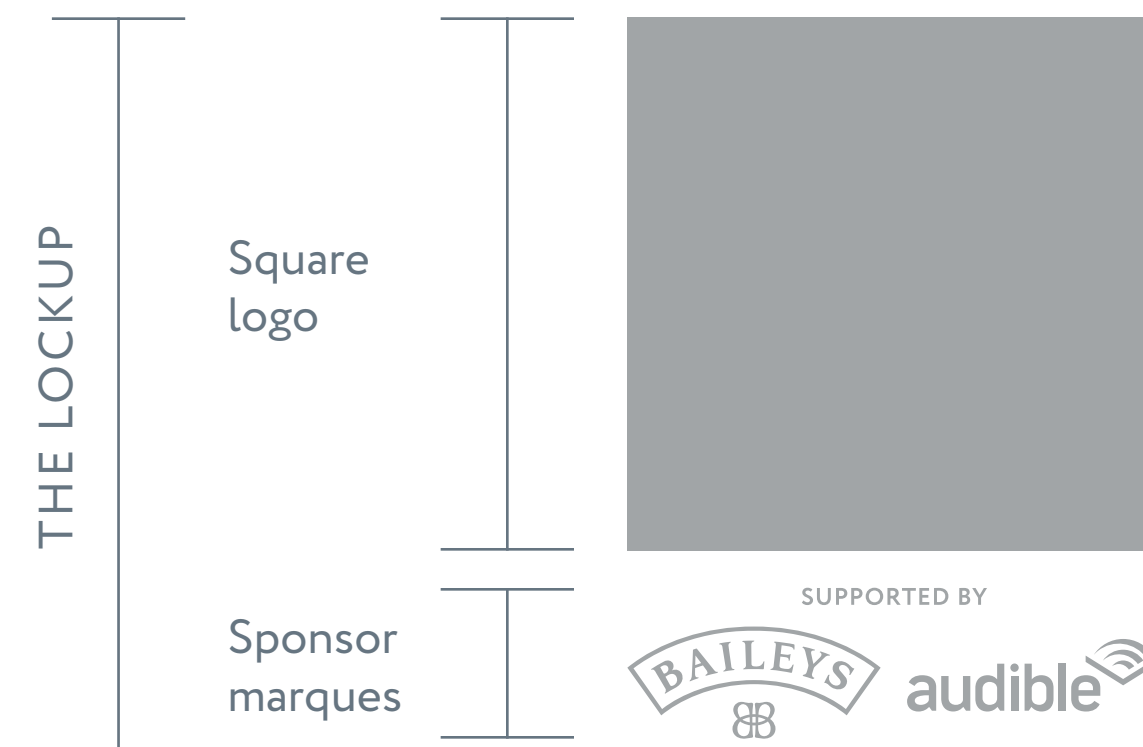
EXCLUSION ZONE

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

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.
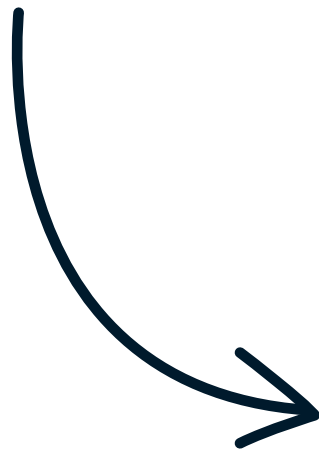
LOGO ELEMENTS

00
The square logo

Sponsor marques
The sponsors of the Women's Prize for Fiction 2026 are Baileys and Audible.

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 the Women's Prize for Fiction.

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.

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

THE ICON

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).

06
Icon
The colour-themed 'W' symbol (icon) is our brandmark.°

04a

04b

05a

05b

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

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.

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.

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
cc: fiction@womensprize.com

Do not change the transparency of the logo.

Do not change the colours.
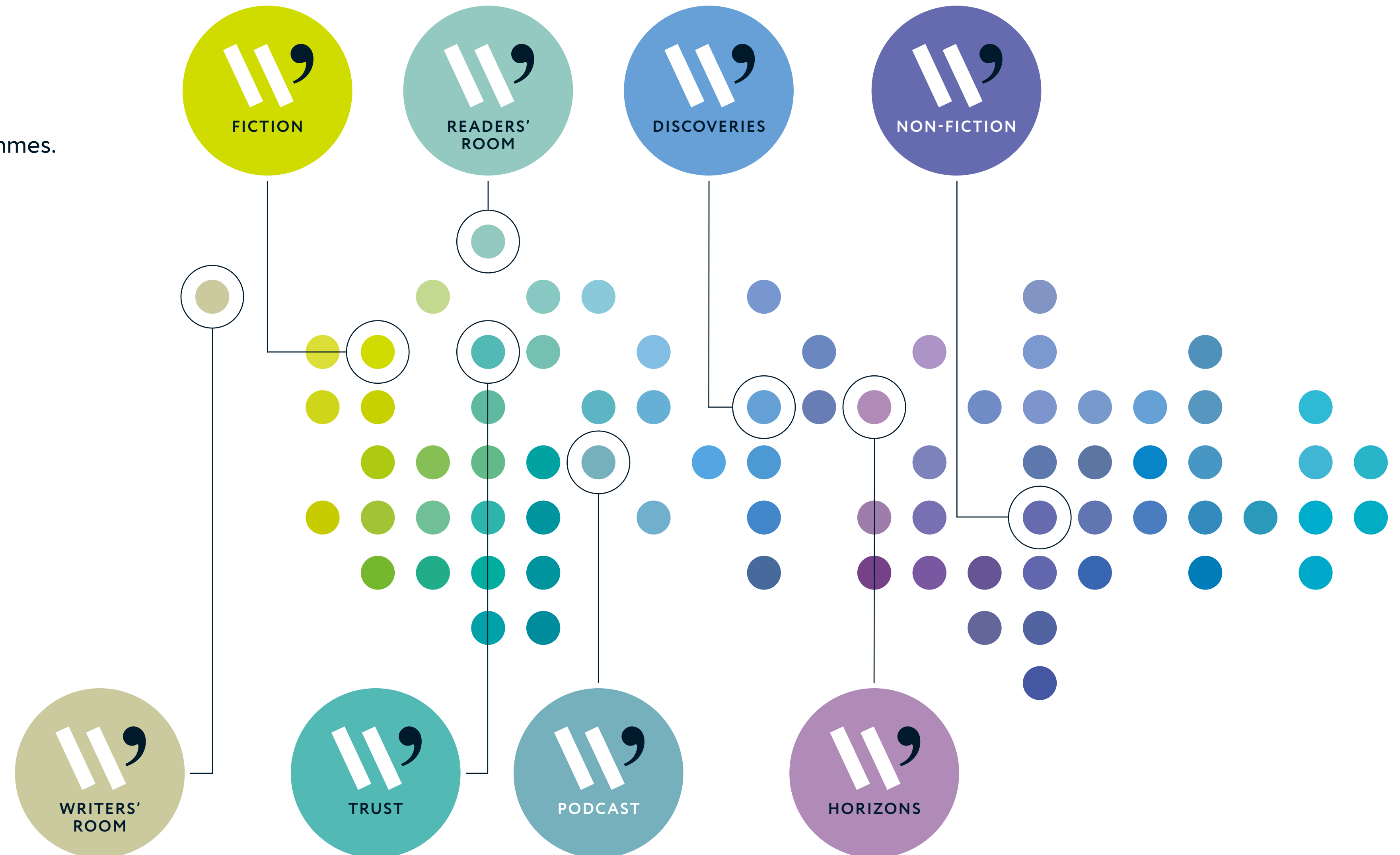
Do not use drop shadows or any other effects.

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

OUR COLOUR PALETTE

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

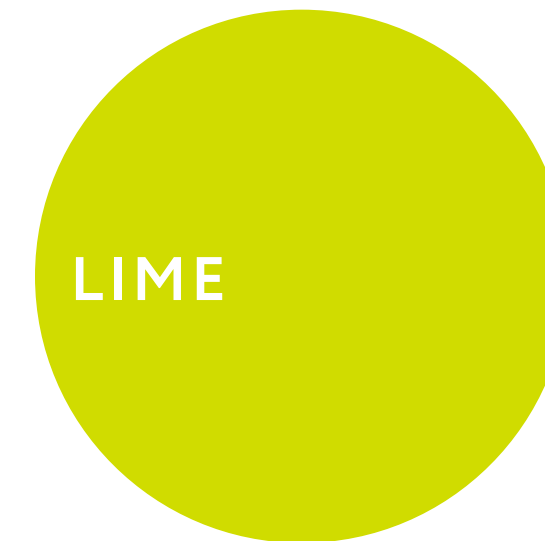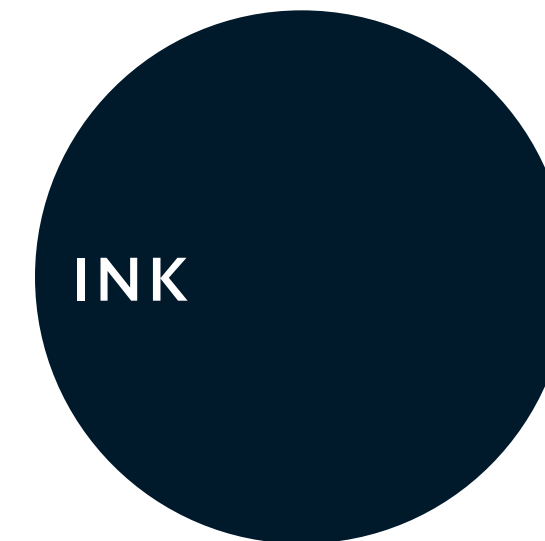The colours create a unique, identifiable and harmonious identity.

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.
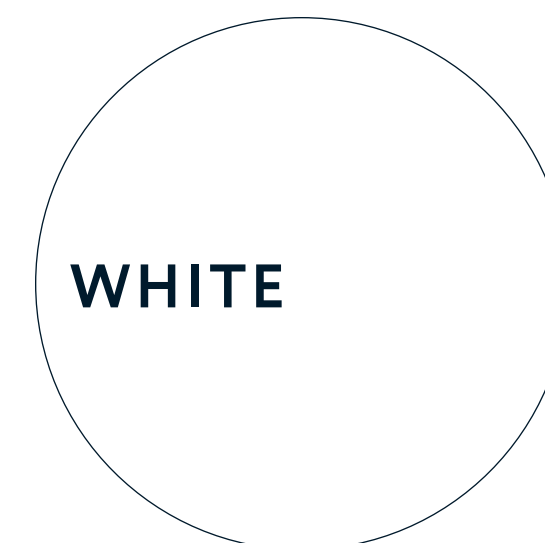
LIME

LIME

C:30 M:0 Y:100 K:0
R:208 G:220 B:0
#d0dc00

INK

INK

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

WHITE

WHITE

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#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).

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: fiction@womensprize.com

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ICONIC