



BAILEYS

WOMEN'S
PRIZE FOR
FICTION

2017

Publisher Guidelines

LOGO LOCK-UP



PRINTING PURPOSES ONLY COLOUR PALETTE



A four colour breakdown can be used to re-create the 872 gold,
however litho is recommended.

STICKERS



STICKER PLACEMENT



We advise that the sticker should be placed along the top edge of the cover, but should not obstruct any important text.

CLEARSPACE PRINCIPLE



When incorporating the logo onto a cover design the clearspace around it should be to the size of three of the Double B from the 'Bottle'.

The sticker should be placed directly in line with the top of the book so there should not be any space at the top.

MINIMUM SIZE



When incorporated onto the jacket design for a book the logo should be shown at no smaller than the one shown above - W22 x H46 mm.

RECOMMENDED WORDING

Longlisted for Baileys Women's Prize for Fiction 2017

Shortlisted for Baileys Women's Prize for Fiction 2017

Winner of Baileys Women's Prize for Fiction 2017

THANK YOU