

Women's
Prize for
Fiction
2020

25



Fremantle



BRAND GUIDELINES 2020
25th Anniversary Edition

COLOUR

The Women's Prize for Fiction has a strong branding colour for which we have ownership and instant recognition.



Pantone 389C
CMYK 30C 0M 100Y 0K
RGB R208 G220 B0



Pantone 6C
CMYK 0C 0M 0Y 100K
RGB R0 G0 B0



White
CMYK 0C 0M 0Y 0K
RGB R255 G255 B255



Pantone 429C
CMYK 0C 0M 0Y 50K
RGB R147 G149 B152

THE MASTER LOGO

The logo of the **Women's Prize for Fiction** includes our partner brands as an integral part of it. The use of the green ribbon either side of our partner logos helps unify the logo and visually incorporate the partners into our brand.



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THE REDUCED LOGO

The **Master Logo** is the preferred logo and should always be used where possible.

The **Reduced Logo** can be used when size or format create problems for the proportions of the **Master Logo**.



THE CORE LOGO

The **Core Logo** can be used when it is not appropriate to include the partner logos or where it is not possible to use the **Master Logo** or **Reduced Logo**.



SIZE

The logo can appear at any size depending on application but must be at a size that the **'In Partnership With'** type is legible.

For applications where the **Master Logo** proportions are too wide rendering the partner logos too small to be legible the **Reduced Logo** should be used in its place.

POSITION

The logo's hero position is centre aligned. This must be adhered to whenever the logo is the only or main visual element.

TYPOGRAPHY

Gill-Sans is strong, unpretentious and non gender specific.

Type should always be ranged left. Never centred or ranged right. Headlines are always set in Gill Sans upper case. With support copy or body copy set in upper and lower case.

Type can be any colour from the colour palette, including Black or White.

Type should not be stretched or condensed.

RECOMMENDED COPY WORDING

Longlisted for the Women's Prize for Fiction 2020

Shortlisted for the Women's Prize for Fiction 2020

Winner of the Women's Prize for Fiction 2020

THANK YOU