

Women's  
Prize for  
Fiction  
2021



BRAND GUIDELINES 2021

# 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**.

The logo consists of four stacked rectangular boxes of a light green color. The text is centered within each box. The top three boxes contain the words 'Women's', 'Prize for', and 'Fiction' respectively, all in a dark green, sans-serif font. The bottom box contains the year '2021' in a white, sans-serif font.

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## SIZE

The logo can appear at any size depending on application.

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 2021

Shortlisted for the Women's Prize for Fiction 2021

Winner of the Women's Prize for Fiction 2021

THANK YOU