

Women's
Prize for
Fiction
2018 IN PARTNERSHIP
WITH



Deloitte.



PUBLISHER GUIDELINES 2018

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

POS STICKERS



POS STICKER SIZE

When incorporated onto the cover of a book, the artwork should ideally be 45mm diameter, minimum 40mm diameter, for legibility.



45mm



40mm

CLEARSPACE PRINCIPLE

When incorporating the logo onto a cover design the clearspace around it should be to the size ratio of the 'Prize for Fiction' boxes, including the gap between 'Prize for' box and 'Fiction' box.



The sticker should be placed on the top right of the book, so that the potential of a background colour of the cover design can surround and involve the sticker in the cover artwork.

SIZE AND CLEARSPACE EXAMPLE

Outline of book cover showing preferred position and size of sticker



PRINT-READY ARTWORK

Preferred size



Minimum size



RECOMMENDED COPY WORDING

Longlisted for the Women's Prize for Fiction 2018
Shortlisted for the Women's Prize for Fiction 2018
Winner of the Women's Prize for Fiction 2018

THANK YOU