

# BRAND GUIDELINES

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28/11/2017 v1



*'What I have most wanted  
to do... is to make political  
writing into an art'*

# TYPOGRAPHY

We use Gill Sans Nova family.

These have been purchased from MyFonts.com  
for web and print use.

## HEADLINES

Gill Sans Nova Bold (all caps)

Some running copy

Gill Sans Nova Book

*'What I have most wanted*

Gill Sans Nova Italic

# Book

# BOLD

# USAGE: THE ORWELL FOUNDATION

As a key component of our identity, the primary logo is one of its most visible parts and is the preferred version for all materials and communications. The logo must be used as provided and cannot be altered in any way.

Use the primary logo “block word mark” as much as possible with Orwell’s portrait and quote at the bottom of the page.

In very small printed items you may use the logo: “portrait and word mark lockup” which has Orwell’s portrait next to the lettering.

The Orwell Foundation uses a tint of black (grey). The grey version of the logo can ONLY be used on a white background.

## COLOURED BACKGROUND

If you are using the logo on any other background colour, use either the black or white monochrome logo.



Primary logo “block word mark”



Secondary logo “portrait and word mark lockup”



Monochrome “black” logo for light coloured backgrounds



Monochrome “white” logo for dark coloured backgrounds

# USAGE: THE ORWELL PRIZE

As a key component of our identity, the primary logo is one of its most visible parts and is the preferred version for all materials and communications. The logo must be used as provided and cannot be altered in any way.

Use the primary logo “block word mark” as much as possible with Orwell’s portrait and quote at the bottom of the page.

In very small printed items you may use the logo: “portrait and word mark lockup” which has Orwell’s portrait next to the lettering.

The Orwell Prize uses the colour red. The coloured version of the logo can ONLY be used on a white background.

## COLOURED BACKGROUND

If you are using the logo on any other background colour, use either the black or white monochrome logo.



Primary logo “block word mark”



Secondary logo “portrait and word mark lockup”



Monochrome “black” logo for light coloured backgrounds



Monochrome “white” logo for dark coloured backgrounds

# USAGE: THE ORWELL YOUTH PRIZE

As a key component of our identity, the primary logo is one of its most visible parts and is the preferred version for all materials and communications. The logo must be used as provided and cannot be altered in any way.

Use the primary logo “block word mark” as much as possible with Orwell’s portrait and quote at the bottom of the page.

In very small printed items you may use the logo: “portrait and word mark lockup” which has Orwell’s portrait next to the lettering.

The Orwell Youth Prize uses the colour orange. The coloured version of the logo can ONLY be used on a white background.

## COLOURED BACKGROUND

If you are using the logo on any other background colour, use either the black or white monochrome logo.

The primary logo consists of the words "THE ORWELL YOUTH PRIZE" in a white, sans-serif, all-caps font, centered within a solid orange rectangular background.

Primary logo “block word mark”



Secondary logo “portrait and word mark lockup”

A monochrome version of the logo where the text "THE ORWELL YOUTH PRIZE" is in white, sans-serif, all-caps font, centered within a solid black rectangular background. This black rectangle is itself centered within a larger, light blue rectangular background.

Monochrome “black” logo for light coloured backgrounds

A monochrome version of the logo where the text "THE ORWELL YOUTH PRIZE" is in a dark teal, sans-serif, all-caps font, centered within a white rectangular background. This white rectangle is itself centered within a larger, dark teal rectangular background.

Monochrome “white” logo for dark coloured backgrounds

# LOGO POSITION

The “block word mark” primary logo for either Orwell Foundation, Orwell Prize or Orwell Youth Prize should go at the top and the Orwell portrait and quote should appear at the bottom of the page.



THE ORWELL  
FOUNDATION



*‘What I have most wanted  
to do... is to make political  
writing into an art’*

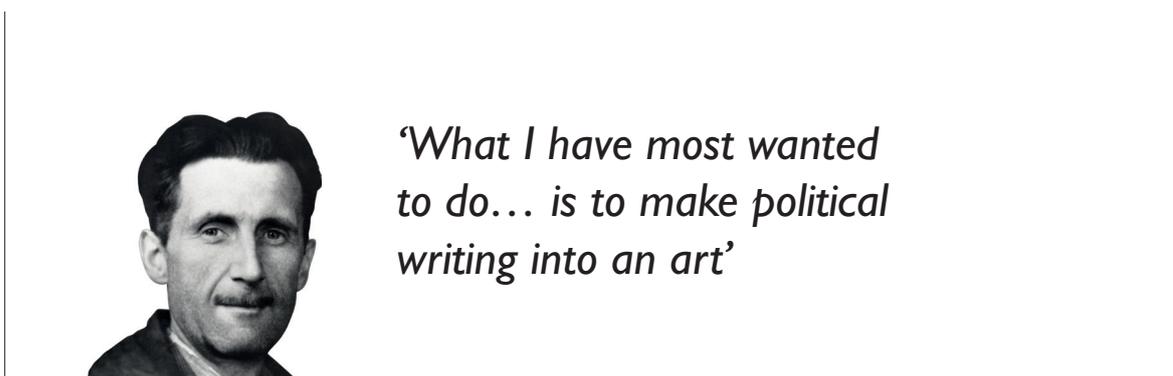
# ORWELL QUOTE

Orwell's quote should be placed in italic to the right of his portrait. This should appear at the bottom of marketing, posters, business cards and so on.

Ensure you use the correct typographic detailing:  
'elipses' ... not 'dot dot dot' ...

... **VS** ...

Copy paste the elipses (...) above



# COLOUR REFERENCES



THE ORWELL  
FOUNDATION

## FOUNDATION GREY

RGB R107 G107 B107

CMYK C0 M0 Y0 K70

HEX #6B6B6B



THE ORWELL  
PRIZE

## PRIZE RED

RGB R210 G35 B42

CMYK C0 M83 Y80 K18

HEX #D2232A



THE ORWELL  
YOUTH PRIZE

## YOUTH ORANGE

RGB R247 G152 B29

CMYK C0 M48 Y100 K0

HEX #F7981D

# CLEAR SPACE & MINIMUM SIZE

Keep a clear area between the logo and other graphic elements in your designs, such as type, images, other logos. This ensures that the logo always appears unobstructed and distinctly separate from other graphic elements. The clear space is the height of the capital “T” around the block.



Clear space around the “block word mark”

## MINIMUM SIZE

To make sure the logo is always clear and legible, don't make the logo's height less than 10mm in print and 32px online



Minimum height in print: 10mm



Minimum height online: 32px

# COMMON ERRORS

To maintain consistency, the logo must only be used from the artwork files. The logo must not be redrawn or altered in terms of its appearance, components, colors, proportions, or any other property.



Don't add Orwell to the block word mark



Don't mix the colours



Do not scale vertically or horizontally