



# Brand Guidelines 2025

## 2025 LOGO

### Assets

Our logo is available in three variations and in file types for both print and digital use.

Please always use the artwork files provided by The British Book Awards



### Logo treatment

Please do not stretch or squeeze the logo.



## TYPOGRAPHY

### Our fonts are Soho and Century Gothic

The font is used in black and white. Please do not recolour or change the fonts.

Aa	Soho Thin
Aa	Soho Light
Aa	Soho Regular
Aa	Century Gothic Regular
Aa	Century Gothic Bold

## COLOUR

### This is our primary colour palette.

Please do not use tints, shades or gradients of these colours.



GREY 01  
 CMYK:  
 82 68 58 66  
 RGB:  
 27 38 45  
 HEX:  
 1b262d



GREY 02  
 CMYK:  
 78 69 63 81  
 RGB:  
 11 16 21  
 HEX:  
 0b1015



WHITE  
 CMYK:  
 0 0 0 0  
 RGB:  
 255 255 255  
 HEX:  
 ffff



### Clear space

When using the logo in a design, please allow space equalling the height of the capital letter "T" between text, images or other logos.



### Examples

These backgrounds can be made available upon request.



The British Book Awards has two hashtags, either of which can be used:

**#BritishBookAwards**  
**#Nibbies**

Please email all artwork for approval to:  
**awards@thebookseller.com**

Guidance issued by The British Book Awards Dec 2024