



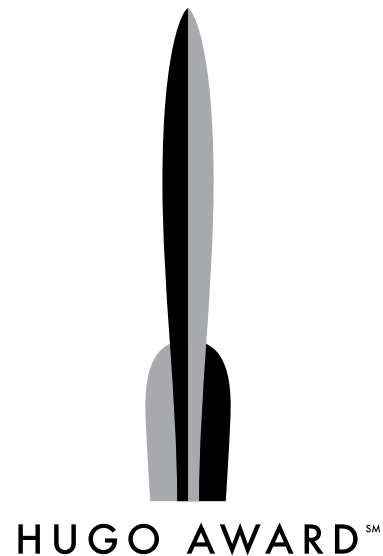
HUGO AWARD<sup>SM</sup>

## **Design Guidelines**

## The Hugo Award Logo

The Hugo Award Logo is a service mark of the World Science Fiction Society (WSFS), a non-incorporated literary society.

The logo appears in two variations, one of which may be used to identify the Hugo Awards and related events, the second is used exclusively to identify winning works.



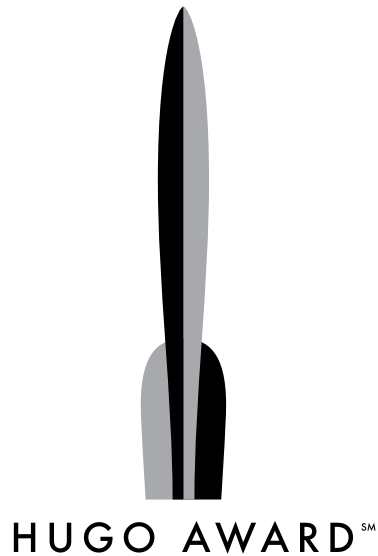
Whenever possible, the notice:

“World Science Fiction Society”, “WSFS”,  
“World Science Fiction Convention”,  
“Worldcon”, “NASFiC”, “Hugo Award”,  
The Hugo Award Logo, and the distinctive  
design of the Hugo Award Rocket are  
service marks of the World Science Fiction  
Society, an unincorporated literary society.

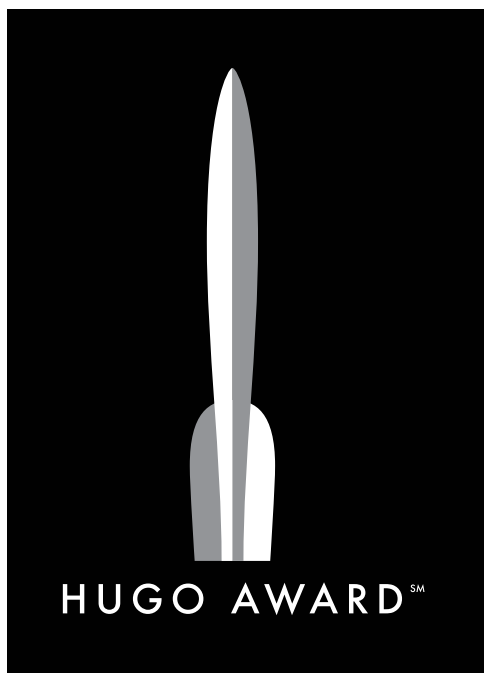
Should appear in the publication that  
contains the logo.

## Colours

When on a white background, the rocket colours are black and 40% grey. The words “Hugo Award” and the service mark symbol are black. If it appears, the word “Winner” is 40% grey.

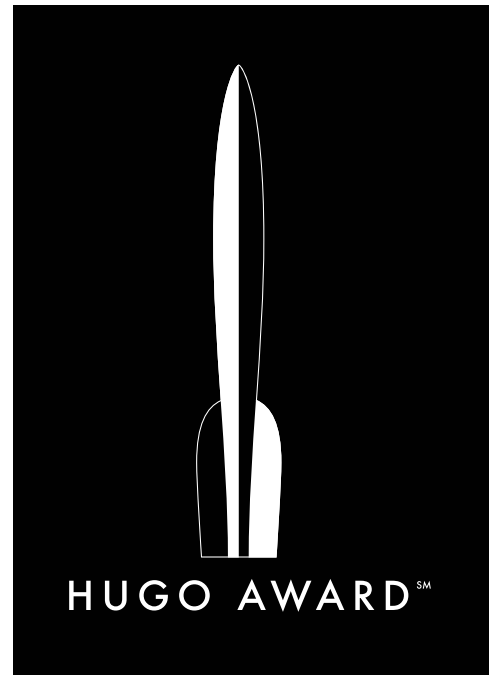
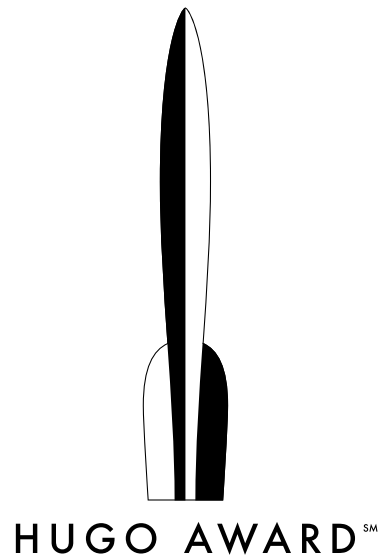


When on a black background, the Hugo rocket colours are white and 60% grey. The words “Hugo Award” and the service mark symbol are white. If it appears, the word “Winner” is 30% grey.



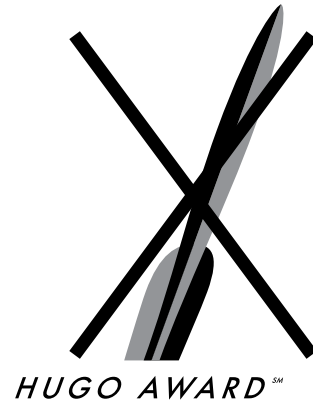
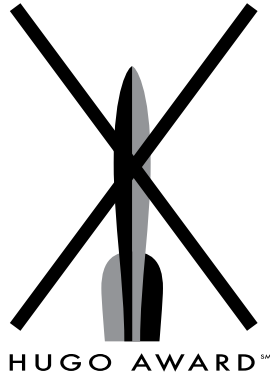
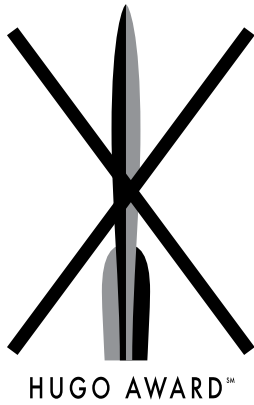
## Colours

When a halftone screen is unavailable, a black and white version of the logo may be used.

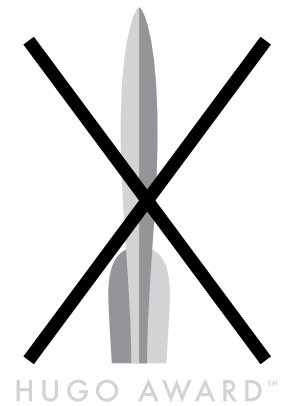
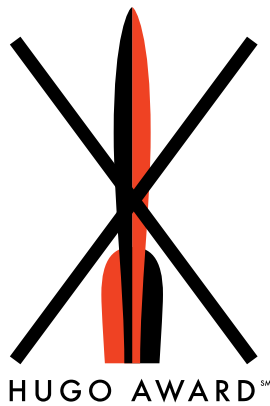
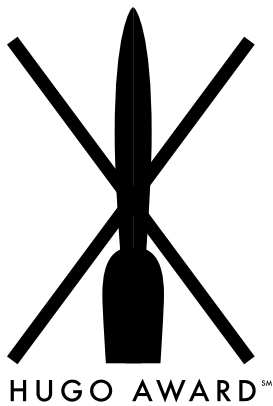


## Dos and don'ts

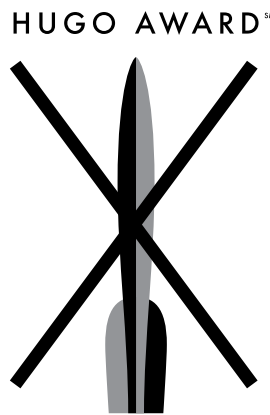
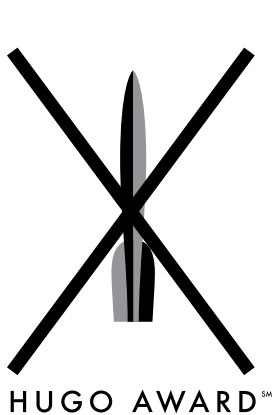
Do *not* distort the logo.



Do *not* change the colours of the logo.



Do *not* rearrange the elements of the logo, change the proportions or otherwise modify the logo.

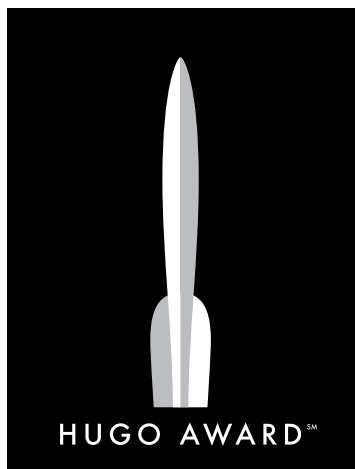
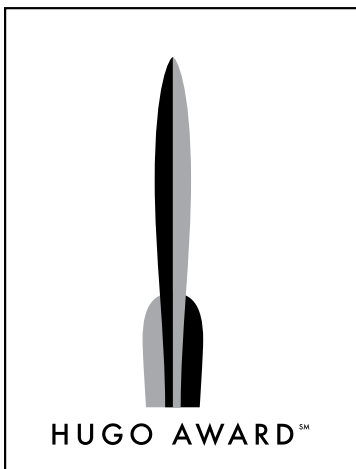


## Dos and don'ts (continued)

Do *not* use a busy background or one that doesn't contrast with the logo.

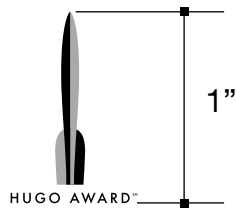


Do give preference to a white or black background for the logo.



## Minimum size

To ensure legibility, in print, the Hugo Award Logo should not be reproduced at less than 1" (2.5 cm) in height.



On website and other on-screen applications, the Hugo Award Logo should not be less than 100 pixels in height.