

HUGO AWARD<sup>SM</sup>

**Hugo Award Winner Logo  
License and Design Guidelines**

## Licensing Agreement

Licensing agreement for use of the Hugo Award Winner Logo.

Please read the following agreement terms carefully before using the Hugo Award Winner Logo. Use of this logo is expressly subject to and conditioned on your agreement to these terms. If you do not agree to abide by these terms, do not acquire or use the Hugo Award Winner Logo.

The Hugo Award Winner Logo is protected under United States and international trademark law. Use of these marks, other than in accordance with the terms and conditions of this agreement or as otherwise authorized by law, is strictly prohibited, may constitute infringement of The World Science Fiction Society's ("WSFS") proprietary rights and may be actionable under relevant civil and/or criminal laws.

WSFS reserves the right to alter or amend this agreement at any time and without notice to the user.

### License Grant

WSFS hereby grants a nonexclusive, nontransferable license to use the Hugo Award Winner Logo in accordance with the following guidelines:

WSFS is and remains the sole owner of the Hugo Award Winner Logo and service mark(s). By entering into this nonexclusive license, the user does not attain any interest in the logo.

The user agrees to use the logo as prescribed in the Hugo Award Winner Usage Guidelines and the Hugo Award Winner Design Guidelines.

The user agrees not to use the Hugo Award Winner logo in any manner likely to confuse, mislead, or deceive the public, or to be adverse to the best interests of WSFS.

The user agrees not to use the logo in any offensive manner, including but not limited to, its use on pornographic and/or slanderous Web sites.

The user agrees that the Hugo Award Winner Logo is proprietary to the Hugo Award Winner and that WSFS maintains all rights, title, and interest thereto including, without limitation, all intellectual property and other proprietary rights.

### Termination Of License

WSFS may terminate this License Agreement at any time for any reason, at its sole discretion, including but not limited to if users are in breach of any of the terms and conditions of this agreement or if users violate Hugo Award Winner Logo Usage Guidelines. Upon receipt of written notice of termination from WSFS, users will immediately cease any and all further use of the Hugo Award Winner logo.

### Disclaimer

WSFS licenses its logo for use "as is" and makes no warranties, representations or statements, express or implied, with respect to the Hugo Award Winner Logo. WSFS will not be responsible for any loss or damages of any kind whatsoever sustained by any party, howsoever caused, as regards to use of the Hugo Award Winner Logo. This disclaimer shall survive the termination or expiration of this License Agreement.

## **The Hugo Award Winner Logo**

The Hugo Award Winner Logo and the following guidelines are there to help you promote your Hugo Award win in the most effective possible way. Following these guidelines and the *Hugo Logo Design Guidelines* will ensure that everyone will know you are using the official Hugo Award Winner Logo, thus helping to raise the public profile of the winner.

## **Winning Works**

The Hugo Award Winner Logo may appear on a work that won the Hugo Award. Other works by the same person(s) may not feature the logo. Please see Appendix A for a detailed list of allowed usage.

## **Category and Year**

A notice indicating the category and year the Hugo was awarded should appear near the logo. If you are unsure in which category or what year the Hugo Award was received, please contact [marketing@thehugoawards.org](mailto:marketing@thehugoawards.org) or consult the list of Hugo winners at [www.thehugoawards.org/hugo-history/](http://www.thehugoawards.org/hugo-history/).

## **Promotional Material**

The Hugo Award Winner Logo may appear on promotional material directly related to the winning work. Promotional material of other works may not feature the Hugo Award Winner Logo. The Hugo Award Winner Logo must clearly be associated with the winning work. Material promoting several works that include the winning work may feature the Hugo Award Winner Logo as long as it clearly associated with the winning work or person.

## **Design Guidelines**

Please refer to the Hugo Logo Design Guidelines for information on working with the Hugo Award Winner Logo. The guidelines are available upon sending a request to [marketing@thehugoawards.org](mailto:marketing@thehugoawards.org).

## **Files**

The Hugo Award Winner Logo saved as PNG files, Adobe Illustrator files (.AI), or as PDFs, with text converted to outlines is available upon sending a request to [marketing@thehugoawards.org](mailto:marketing@thehugoawards.org).

## **Support**

If you have any questions or wish for a WSFS representative to review Hugo Award Logo related material, please contact [marketing@thehugoawards.org](mailto:marketing@thehugoawards.org).

## **Legal Notice**

Whenever possible, the notice:

“Hugo Award” and The Hugo Award Logo are service marks of the World Science Fiction Society, an unincorporated literary society.

Should appear in the publication that contains the logo.

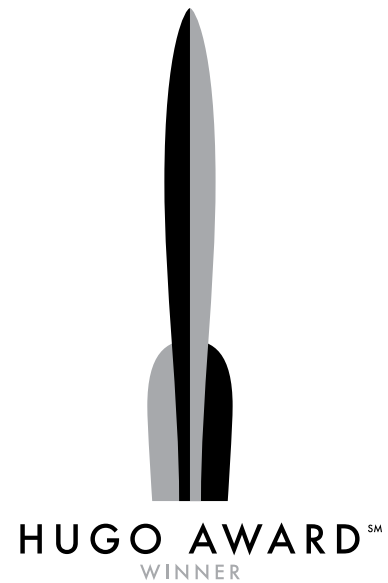
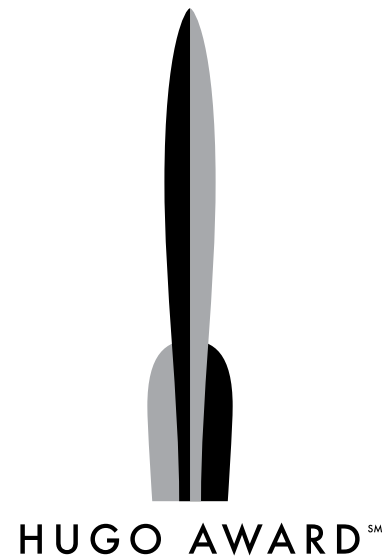
In addition, should you use any of the following terms in the publication, then these should also be added to the list of WSFS service marks as well:

“World Science Fiction Society”  
“WSFS”  
“World Science Fiction Convention”  
“Worldcon”  
“NASFiC”

## The Hugo Award Logo

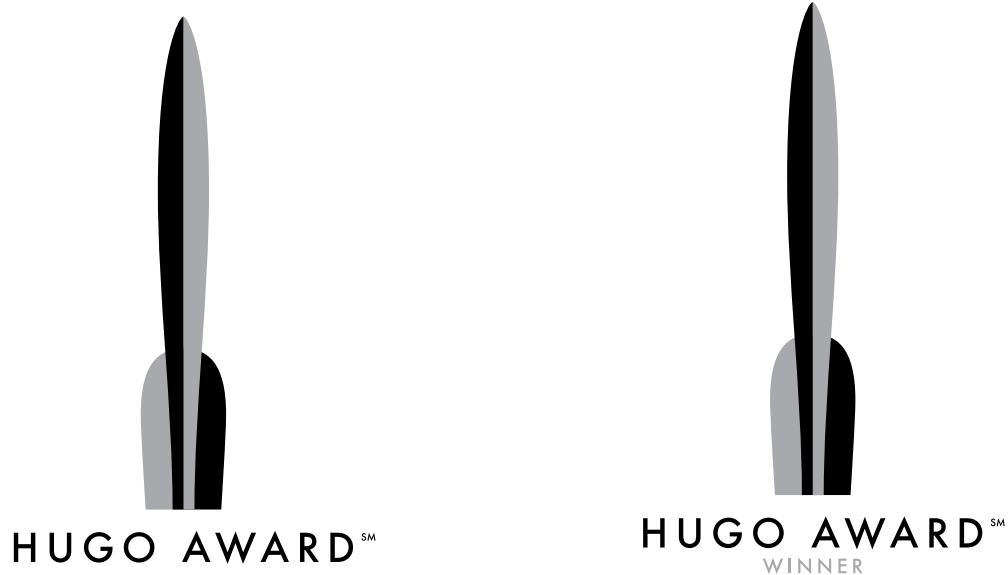
The Hugo Award Logo is a service mark of the World Science Fiction Society (WSFS), a unincorporated literary society.

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.



## Colors

When on a white background, the rocket colors 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.

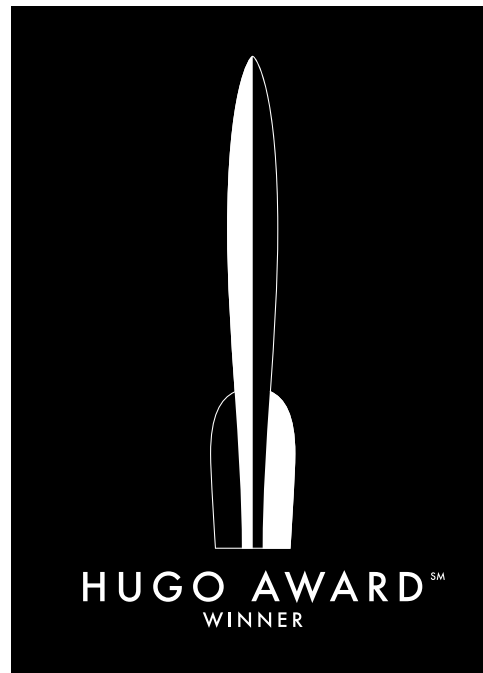
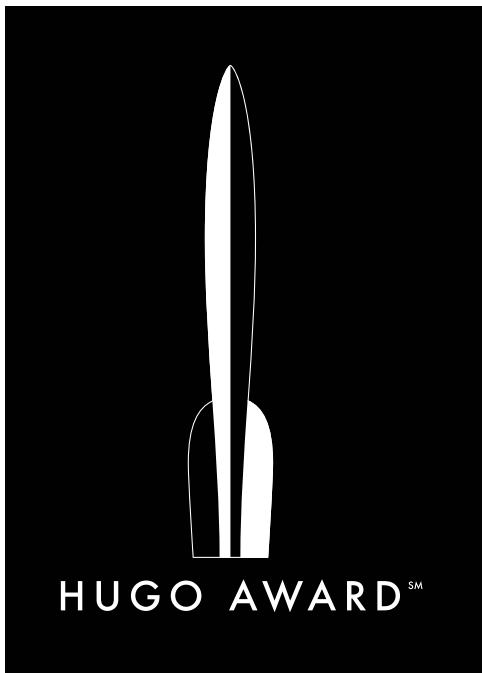
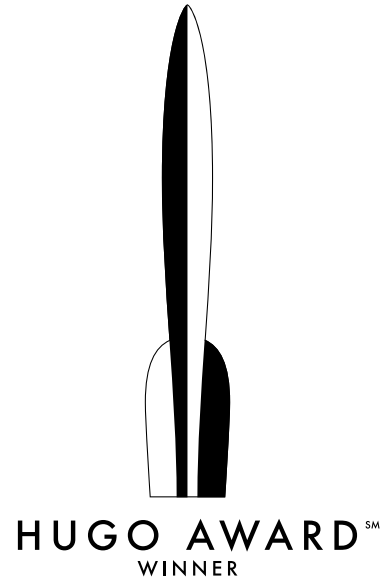
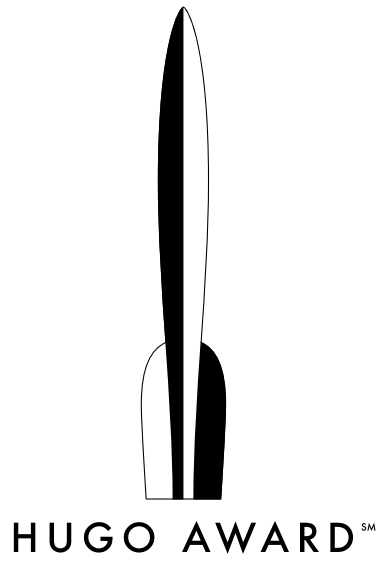


When on a black background, the Hugo rocket colors are white and 60% grey. The words “Hugo Award” and the service mark symbol are white. If it appears, the word “Winner” is 30% grey.



## Colors

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 colors of the logo.



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

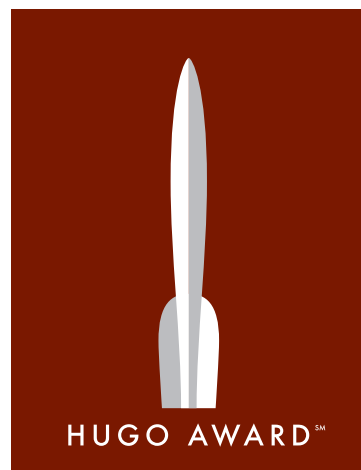
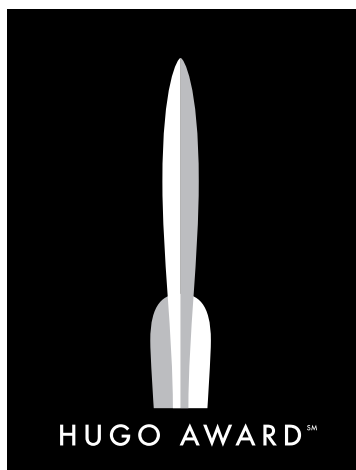
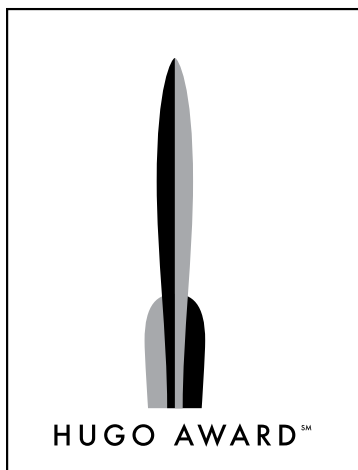


## Dos and don'ts (continued)

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



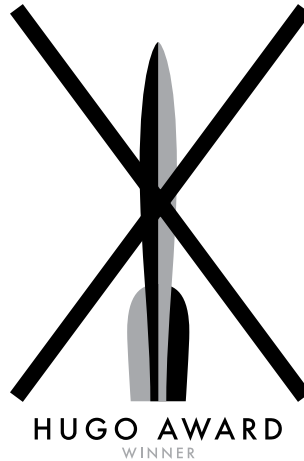
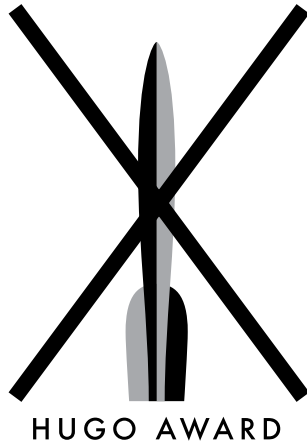
Do give preference to a white or black background for the logo. In all cases, ensure sufficient contrast between the logo and the background color.





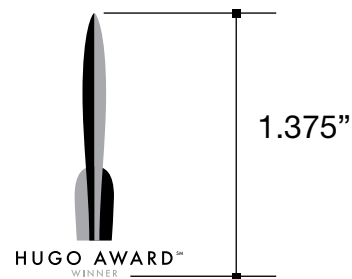
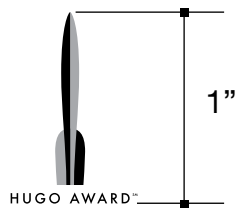
## Dos and don'ts (continued)

Do *not* remove or change the position of the service mark symbol (SM)



## Minimum size

To ensure legibility, in print, the Hugo Award Logo should not be reproduced at less than 1" (2.5 cm) in height, and the Hugo Winner Logo should not be reproduced at less than 1.375" (3.5 cm) in height.



On website and other on-screen applications, the Hugo Award Logo should not be less than 100 pixels in height, and the Hugo Winner Logo should not be less than 175 pixels in height.

## Appendix A

### Usage of the Hugo Award Winner Logo by category

#### Categories:

Best Novel  
Best Novella  
Best Novelette  
Best Short Story  
Best Graphic Story

The Hugo Award Winner Logo may appear on the cover of the print edition of the winning work, provided it is published as a single book. The Hugo Award Winner Logo may appear in an electronic editions of the winning work, provided it is published as a single eBook. The Hugo Award Winner Logo can not appear on the cover of a book or eBook containing the winning story as part of a collection including other works, though the mention “Includes the Hugo Award Winning Story <insert title>” is allowable.

#### Category

Best Related Work

The Hugo Award Winner Logo may appear on the cover of the print edition of the winning work, provided it is published as a single book. The Hugo Award Winner Logo may appear in an electronic editions of the winning work, provided it is published as a single eBook. The Hugo Award Winner Logo can not appear on the cover of a book or eBook containing the winning piece as part of a collection including other works, though the mention “Includes the Hugo Award Winning Work <insert title>” is allowable.

#### Categories:

Best Dramatic Presentation (Long Form)  
Best Dramatic Presentation (Short Form)

The Hugo Award Winner Logo may appear on the packaging of the winning work released in any format (DVD, BlueRay, etc...), provided it is released as a single item. The Hugo Award Winner Logo may appear in the opening or closing credit sequence of a winning work. The Hugo Award Winner Logo can not appear on the packaging of any release containing the winning work as part of a collection including other works, though the mentions “Includes the Hugo Award Winning Episode <insert title>” or “Includes the Hugo Award Winning Film <insert title>” (as applicable) are allowable.

#### Categories:

Best Semiprozine  
Best Fanzine

The Hugo Award Winner Logo may appear on or in the print or electronic edition of the issue announcing the win. The Hugo Award Winner Logo can not appear on or in subsequent issues, though the mention “winner of the <year> Hugo Award for Best Semiprozine” or “winner of the <year> Hugo Award for Best Fanzine” is allowable.