

BAFTA logos & guidelines:  
BAFTA Games Awards, Nominees & Winners

### **BAFTA Logos & guidelines for nominees and winners**

The following relates to BAFTA's logos and guidelines for marketing and promotional use, should you or your company's work receive a nomination or a win.

#### **Summary of guidelines for use**

1. Logos cannot be cropped or altered in any way
2. An exclusion zone (half the height of the BAFTA mask all the way around the logo) must be observed
3. The positive inversion of the mask is to be used on light coloured backgrounds; the negative on dark
4. Example(s) artwork featuring the logo must be supplied for final approval and permission by BAFTA

#### **Logos available**

Download a selection of the relevant logos [HERE](#)

***For graphics please use the illustrated mask marque stamps in first instance, with the photographic mask stamps available for use under select circumstances. Application will be reviewed when sent for approval from BAFTA.***

Logos included are:

Post-nominations

- 1/ Awards event logo:
- 2/ BAFTA Nominee stamp:

Post winners announcement:

- 1/ Awards event logo:
- 2/ BAFTA Winner stamp (if applicable)
- 3/ BAFTA mask on its own, for winners, specifically to incorporate onto product sleeve or poster artwork where space is often at a premium (if applicable)

The above are available in various sizes and file types for print and screen use.

#### **Obtaining final permission**

Final permission for artwork featuring BAFTA logos is required via [brand@bafta.org](mailto:brand@bafta.org).

For more information, visit [www.bafta.org/media-centre/logos](http://www.bafta.org/media-centre/logos).