

FONTS

Gotham
Gotham
Gotham
Trade Gotham

COLORS

R = 158 G = 212 B = 172
C = 39 Y = 0 M = 41 K = 0
#9ed4ac

R = 229 G = 162 B = 49
C = 9 Y = 39 M = 94 K = 0
#e5a231



SAG Awards
Gradient at
255% scale

LOGOS



SOCIAL MEDIA GUIDELINES FOR CORPORATE PARTNERS AND SPONSORS

Lauded by critics for its style, simplicity and genuine warmth, the Screen Actors Guild Awards® presented by SAG-AFTRA, which made its debut in 1995, has become one of the industry's most prized honors. To preserve the integrity, prestige and honor of the SAG Awards®, all social media activities must adhere to these guidelines.

Please note: Screen Actors Guild Awards®, SAG Awards®, The Actor® name and statuette, and the phrase I AM AN ACTOR™ are legally protected against unauthorized uses and infringements. Further legal and usage information is available at <http://sagawards.org/media-pr/media-guidelines>.

SPECIFICS:

- The name of the event is the 23rd Annual Screen Actors Guild Awards®. The only acceptable nicknames are the Screen Actors Guild Awards® or the SAG Awards®. It is NEVER acceptable to call it the SAGs.
- The official hashtag is #sagawards.
- The name of the statuette presented to the honorees is The Actor®.
- The Screen Actors Guild Awards are not a competition; they are honors given by members of the performers' peer group. Therefore, we consider it inappropriate to refer to recipients as winners. A suggested synonym is honoree.
- Do not give preference or special attention to any one nominee. All nominees in a category are peers who are treated equally and are given equal amounts of attention.
- Photographs or video that include talent that are taken at the SAG Awards or at any of our pre-show events may not be posted on social media directly by sponsors. Sponsors may re-post photos or video with talent that were initially posted by media outlets or by the SAG Awards.

Please note: The performers union that presents the Screen Actors Guild Awards is SAG-AFTRA. Since the merger of Screen Actors Guild and the American Federation of Television and Radio Artists in 2012, SAG as a stand-alone entity no longer exists.