



BRAND GUIDELINES

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OVERVIEW

The only televised awards ceremony to exclusively honor actors, the SAG Awards® presents 13 awards in TV and film. Voted on by SAG-AFTRA's robust and diverse membership of 130,000+ performers – the SAG Awards has the largest voting body on the awards circuit. Beloved for its style, simplicity, and genuine warmth, the show has become an industry favorite and one of awards season's most prized honors since its debut in 1995.

The SAG Awards® focuses on both individual and ensemble performances of a motion picture, drama series, and comedy series. These honors are fundamental to the spirit of the Screen Actors Guild Awards because they recognize that acting is a collaborative art.

These guidelines are intended to preserve the integrity, prestige, and honor of the SAG Awards® and to assist the media and general public in maintaining accuracy.



NOMENCLATURE

SOCIAL MEDIA

The official hashtag is #SAG Awards and the official handle is @SAG Awards.

STATUETTE

The name of the statuette presented to the winner is **The Actor®**.

NAME

The name of the event is the 32nd Annual Screen Actors Guild Awards®. The only acceptable nicknames are the Screen Actors Guild Awards® or the SAG Awards®. It is NEVER acceptable nor correct to call it the SAGs or the awards-giving body only as SAG.

LIFE ACHIEVEMENT

SAG-AFTRA'S highest honor is the Life Achievement Award for career advancement and humanitarian accomplishment. It is **NOT** called the Lifetime Achievement Award.

NOTE

Screen Actors Guild Awards®, SAG Awards®, The Actor® name and statuette, and the phrase "I Am an Actor™" are legally protected against unauthorized use and infringements. Further legal and usage information is available at <http://sagawards.org/mediapr/media-guidelines>



LOGO USE

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To request authorization for editorial, promotional or other use of the SAG Awards® logo, please contact the SAG Awards Office at prteam@sagawards.org. Please include your: Full Name, Organization, Title, Email, Phone Number, and a description of the intended use.

If authorization is granted, you will be given a link to download high resolution assets. Requesting such authorization constitutes your agreement bound by the terms set forth above. No authorization is effective and any and all use of these images and graphics is strictly prohibited unless the SAG Awards Office notifies you of your authorization in writing.



SCREEN ACTORS GUILD
AWARDS LOGO ART

PHOTO CREDIT: © 2015
SCREEN ACTORS GUILD AWARDS, LLC



LOGO VERSIONS

SCREEN **ACTORS**
GUILD **AWARDS.**

SCREEN
ACTORS
GUILD
AWARDS.



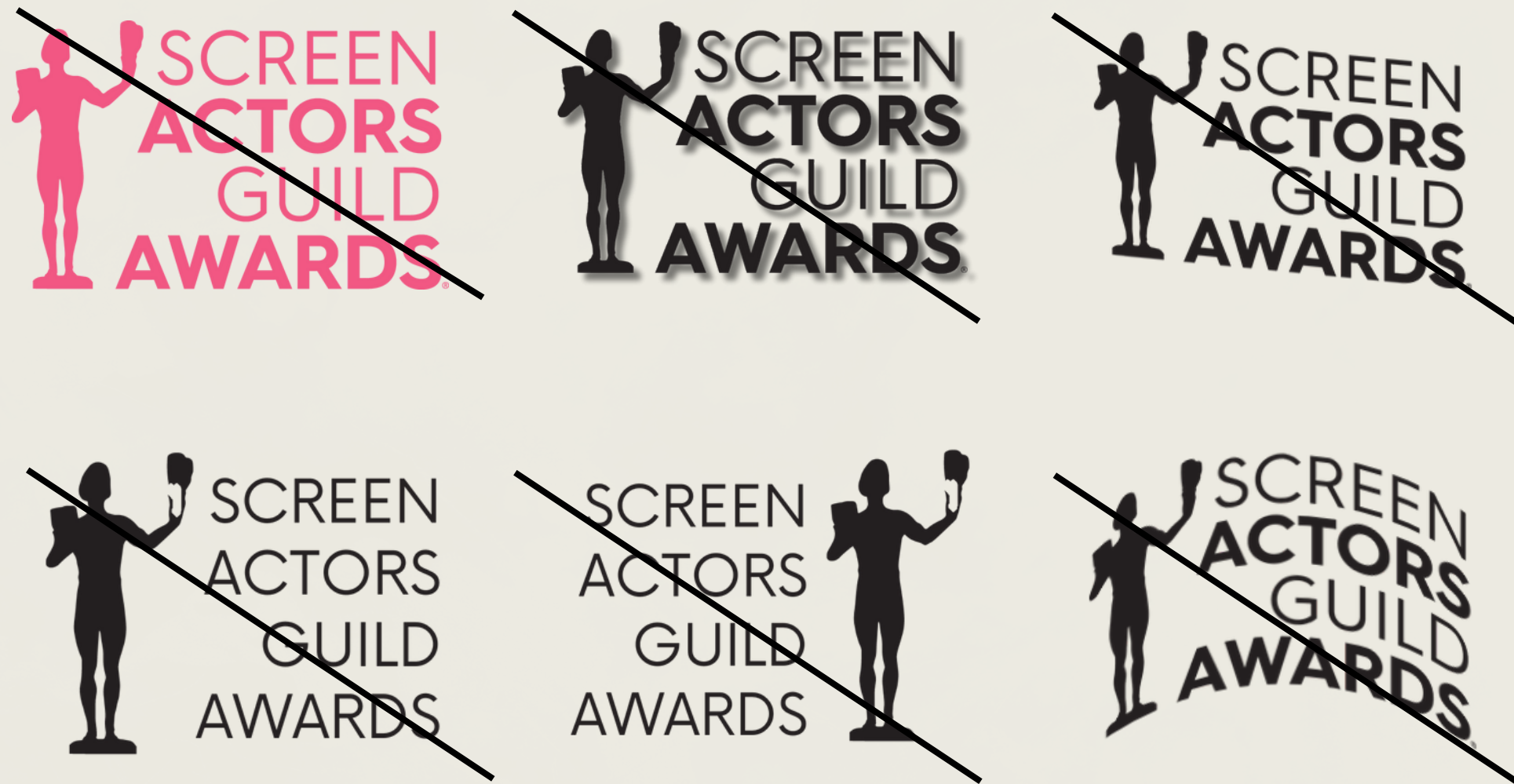
SCREEN **ACTORS**
GUILD **AWARDS.**



SCREEN
ACTORS
GUILD
AWARDS.



LOGO MISUSE



DON'T compress, skew or otherwise distort the symbol or wordmark.

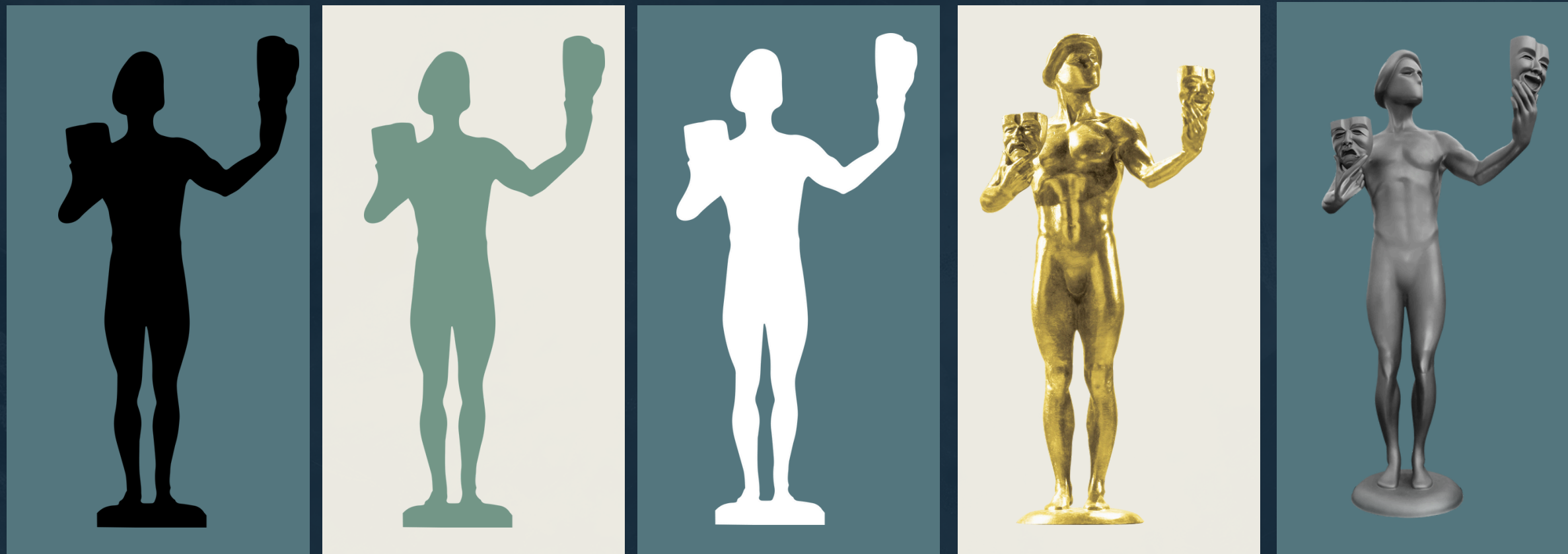
DON'T add effects such as gradients or drop shadows, and don't render the logo with unapproved color combinations.

DON'T set the word mark in a different typeface, rearrange/ reorient/resize the logo lockup, or add any unapproved graphics.



THE ACTOR STATUETTE

The Actor® statuette is a single entity. It may not be modified in shape, color, orientation, aspect ratio, or in any other manner. Use of The Actor statuette requires the expressed written permission of the Screen Actors Guild Awards.



FONT S

Futura Now

Medium

Historically, we prefer thinner fonts and bold elements being applied to
"Actor" and "Awards."



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EDITORIAL USE

New and editorial uses of Screen Actors Guild Awards® symbols and SAG-AFTRA marks in stories and articles appearing in newspapers, periodicals, digital publications, television, or mini-motion pictures are subject to the following conditions:

- All published representations of The Actor® statuette, including photographs, drawing, and other likenesses, must include the notice of copyright, "©1995 SAG-AFTRA".
- Neither the marks "Screen Actors Guild Award", "SAG Awards", nor "The Actor" may be used to describe awards given by organizations other than SAG-AFTRA or legacy Screen Actors Guild.



GENERAL ADVERTISING

No personal appearance, picture, or drawing of a recipient of a Screen Actors Guild Award® with a Screen Actors Guild Award symbol or SAG-AFTRA mark may be used in any advertising or promotional materials of any sort without the written consent of the SAG Awards or SAG-AFTRA, except as permitted by these Regulations.

ONLINE & VIDEO ADVERTISING

No Screen Actors Guild Award symbol or any photograph, picture, or drawing that includes a reproduction of The Actor statuette or SAG-AFTRA mark may be used in any advertising appearing in newspapers, periodicals, billboards, posters or in any other medium, specifically including electronic media, without the written consent of the SAG Awards or SAG-AFTRA, except as permitted by these Regulations.



NOMINEE & WINNER ADVERTISING

- **Performers who have received or been nominated for The Actor® may be advertised in print, electronic media and theatrical trailers subject to the following conditions:**
 - Performers who have received The Actor may use a depiction of The Actor statuette provided:
 - It appears no more than once in each advertisement.
 - The size of the depiction does not exceed ten percent of the total advertising space or viewing area.
 - The SAG Awards approves the quality of the representation.
 - The copyright, trademark, and service mark notice, "©1995 SAG-AFTRA", accompanies the depiction in legible form, and the achievement for which the award was conferred is specified.
- **Performers who have received The Actor may use the words "SAG Awards® Winner", "Screen Actors Awards® Winner", "Winner Screen Actors Guild Awards®" or "Winner of The Actor®" or similar descriptions incorporating SAG-AFTRA marks provided:**
 - Any visual display of SAG-AFTRA's marks is accompanied by an indication of the achievement.
 - SAG-AFTRA's marks appear with appropriate notice of trademarks or registration as set forth in these Regulations.



NOMINEE & WINNER ADVERTISING CONT.

- No performing achievement that has not received The Actor may be advertised or exploited in a manner which will mislead the public or imply that the performer has received such an award. During the first quarter of the Screen Actors Guild Award year, no individual may be advertised as a "SAG Award® Nominee" or "Screen Actors Guild Awards® Nominee" except in advertising for the film in which the performance received the nomination.
- The word "Nomination(s)" or the words "Nominated for" appear in the same size, style, and color of type as the marks "SAG Awards" or "Screen Actors Guild Awards".
- The word "winner" is not used to describe the receiving of a nomination.
- The achievement for which the nomination has been received is specified.
- No performing achievement that has not received The Actor may be advertised or exploited in a manner which will mislead the public or imply that the performer has received such an award. During the first quarter of the Screen Actors Guild Award year, no individual may be advertised as a "SAG Award® Nominee" or "Screen Actors Guild Awards® Nominee" except in advertising for the film in which the performance received the nomination.



NOMINEE & WINNER ADVERTISING CONT.

- **Performers nominated for The Actor may use the words "SAG Awards® Nominee", "Screen Actors Guild Award® Nominee", "SAG Awards® Winner", "Screen Actors Awards® Winner", or similar descriptions incorporating SAG-AFTRA marks and may use a depiction of The Actor statuette provided that:**
 - It appears only during the period between the performer's nomination and the presentation of that year's Screen Actors Guild Awards, and no more than once in each advertisement.
 - The size of the depiction does not exceed ten percent of the total advertising space or viewing area.
 - SAG-AFTRA approves the quality of the representation.
 - The copyright, trademark, and service mark notice, "©1995 SAG-AFTRA", accompanies the depiction in legible form.
 - The word "Nomination(s)" or the words "Nominated for" appear in the same size, style, and color of type as the marks "SAG Awards" or "Screen Actors Guild Awards".
 - The word "winner" is not used to describe the receiving of a nomination.
 - The achievement for which the nomination has been received is specified.



NOMINEE & WINNER ADVERTISING CONT.

- The words "SAG Awards® Winner" , "Screen Actors Guild Award® Winner" , "The Actor® Nominee" , and "SAG Award® Nominee" , or similar descriptions incorporating SAG-AFTRA marks may appear on DVDs and URL packaging of any motion picture/television project that has a performer in the cast/ensemble who has received The Actor statuette or nomination under the following conditions:
 - The cast/ensemble has a performer who received The Actor® or a SAG Award® nomination.
 - The award year for which the performer won or was nominated is indicated.
 - The terms, "Nomination(s)", "Nominee(s)", and/or "Nominated for" appear in the same size, style, and color of type as the marks "The Actor" and/or "Screen Actors Guild Award".
 - SAG-AFTRA marks appear with appropriate notice of trademark and service mark ownership and/or registration as set forth in these Regulations, and credit is given to SAG-AFTRA as the owner of these marks as follows:
 - "Screen Actors Guild Awards® is the registered trademark and service mark of SAG-AFTRA".
 - "The Actor® is the registered trademark and service mark of SAG-AFTRA".



SPANISH NOMENCLATURE

GENERAL

The Screen Actors Guild Awards

Los Premios del Sindicato de Actores de Cine

The SAG Awards

Los Premios SAG

Life Achievement Award

Premio a Toda Una Vida

STUNT ENSEMBLES

Repartos de Dobles de Acción

Outstanding Performance by a Stunt Ensemble
in a Motion Picture

**Actuación Excepcional de un Reparto de
Dobles de Acción en una Película**

Outstanding Performance by a Stunt Ensemble
in a Comedy or Drama Series

**Actuación Excepcional de un Reparto de
Dobles de Acción en un Programa
Humorístico o Dramático**



SPANISH NOMENCLATURE CONT.

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THEATRICAL MOTION PICTURES

Películas

Outstanding Performance by a Male Actor in a Leading Role

Actuación Excepcional de un Actor en un Papel Principal

Outstanding Performance by a Female Actor in a Leading Role

Actuación Excepcional de una Actriz en un Papel Principal

Outstanding Performance by a Male Actor in a Supporting Role

Actuación Excepcional de un Actor en un Papel Secundario

Outstanding Performance by a Female Actor in a Supporting Role

Actuación Excepcional de una Actriz en un Papel Secundario

Outstanding Performance by a Cast in a Motion Picture

Actuación Excepcional de un Reparto en una Película



SPANISH NOMENCLATURE CONT.

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TELEVISION PROGRAM

Programas de Televisión

Outstanding Performance by a Male Actor in a Television Movie or Limited Series

Actuación Excepcional de un Actor en una Película para Televisión o un Programa Reducido

Outstanding Performance by a Female Actor in a Television Movie or Limited Series

Actuación Excepcional de una Actriz en una Película para Televisión o un Programa Reducido

Outstanding Performance by a Male Actor in a Drama Series

Actuación Excepcional de un Actor en un Programa Dramático

Outstanding Performance by a Female Actor in a Drama Series

Actuación Excepcional de una Actriz en un Programa Dramático



SPANISH NOMENCLATURE CONT.

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Outstanding Performance by a Male Actor in a Comedy Series
Actuación Excepcional de un Actor en un Programa Humorístico

Outstanding Performance by a Female Actor in a Comedy Series
Actuación Excepcional de una Actriz en un Programa Humorístico

Outstanding Performance by an Ensemble in a Drama Series
Actuación Excepcional de un Reparto en un Programa Dramático

Outstanding Performance by an Ensemble in a Comedy Series
Actuación Excepcional de un Reparto en un Programa Humorístico



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