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BRAND GUIDELINES

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# TABLE OF CONTENTS

02

OVERVIEW	03
NOMENCLATURE	04
LOGO USE	05
LOGO VERSIONS	06
LOGO MISUSE	07
THE ACTOR STATUETTE	08
COLOR PALETTE	09
FONTS	10
EDITORIAL USE	11
GENERAL ADVERTISING	12
ONLINE & VIDEO ADVERTISING	12
NOMINEE & WINNER ADVERTISING	13
SPANISH NOMENCLATURE	17
CONTACT	21





# OVERVIEW

The Actor Awards Presented by SAG-AFTRA is the only televised awards ceremony that exclusively honors actors in TV and film. Voted on by SAG-AFTRA's robust and diverse membership of 160,000+ performers, The Actor Awards has the largest voting body on the awards circuit and celebrates actors across 15 categories, including individual and ensemble performances of a motion picture, drama series and comedy series.

Beloved for its style, simplicity and genuine warmth, the show and its statuette of the same name, The Actor, are fundamental to the spirit of performers around the globe and is one of the industry's most prized honors since its debut in 1995. The Actor Awards airs exclusively on Netflix.





# NOMENCLATURE

04

## STATUETTE

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

## SOCIAL MEDIA

The official hashtag is #ActorAwards and the official handle is @ActorAwards.

## NAME

The name of the event is the 32nd Annual Actor Awards Presented by SAG-AFTRA. The only acceptable nicknames are The Actor Awards or The Actors.

## SAG-AFTRA LIFE ACHIEVEMENT

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

## NOTE

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 [here](#).





# LOGO USE

05

To request authorization for editorial, promotional or other use of the Actor Awards logo, please contact the SAG Awards Office at [prteam@actorawards.org](mailto:prteam@actorawards.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. Any and all use of these images and graphics is strictly prohibited. Use is not permitted and no authorization is effective until you have been notified of your authorization in writing by the Actor Awards office.



ACTOR AWARDS LOGO ART

PHOTO CREDIT: © 2025  
SCREEN ACTOR AWARDS, LLC





# LOGO VERSIONS





# LOGO MISUSE



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

DON'T add effects such as gradients or drop shadows

DON'T render the logo with unapproved color combinations.

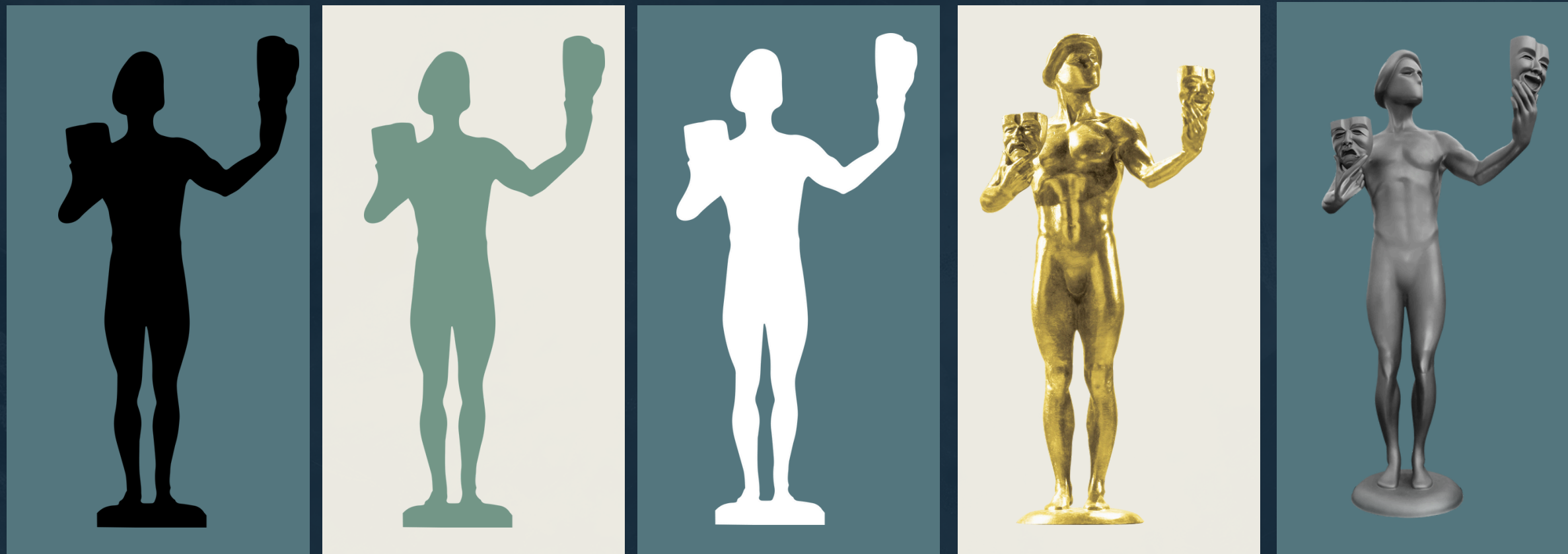
DON'T set the word mark in a different typeface, rearrange/reorient/resize the logo lockup, or add any unapproved graphics.





# THE ACTOR<sup>®</sup> STATUETTE

The Actor<sup>®</sup> 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<sup>®</sup> statuette requires the expressed written permission of the Actor Awards.





# FONTS

## Futura Now

Medium

We prefer thinner fonts and bold elements being applied to “The Actor Awards.”





# EDITORIAL USE

New and editorial uses of the Actor 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 "Actor Award," "Actor 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 an Actor Award with an Actor Awards symbol or SAG-AFTRA mark may be used in any advertising or promotional materials of any sort without the written consent of the Actor Awards or SAG-AFTRA, except as permitted by these Regulations.

# ONLINE & VIDEO ADVERTISING

No Actor Awards 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 Actor 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 10% of the total advertising space or viewing area.
    - The Actor 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 "The Actor® Winner", "Actor Awards Winner" 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 the following 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 Actor Awards year, no individual may be advertised as an "Actor Awards Nominee" or "Actor 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 "Actor 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.

- **Performers nominated for The Actor® may use the words "Actor Awards Nominee," "Actor 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 Actor 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 "Actor 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 "Actor Awards Winner," "The Actor® Winner," "Actor Awards Nominee," and "The Actor® 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 an Actor Awards 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 "Actor Awards."
  - 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:
    - "The Actor® is the registered trademark and service mark of SAG-AFTRA".





# SPANISH NOMENCLATURE

## GENERAL

The Actor Awards

**Los Premios de los Actores**

Screen Actors Guild Life Achievement Award

**Premio a todo una vida de SAG-AFTRA**

## 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.

17

## 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.

18

## 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.

19

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**





# CONTACT INFORMATION

## PUBLICITY

[prteam@atorawards.org](mailto:prteam@atorawards.org)

## AWARDS OFFICE

[awardsinfo@sagawards.org](mailto:awardsinfo@sagawards.org)

