

WWW.INTERNATIONALWINECHALLENGE.COM



# BRAND GUIDELINES 2026



Credibility, Visibility, Opportunity



# *Important*

- These brand guidelines are to ensure that the IWC brand is marketed in an appropriate and consistent style.
- It is essential that the heritage, quality and reliability of one of the wine world's leading brand names is upheld in all circumstances.
- This information has been designed to help you present your IWC award or medal according to these brand guidelines.
- Please read these guidelines carefully before using the IWC logo or medal/points logos.
- Any infringement or misuse will be prosecuted.

**Thank you in  
advance for your  
cooperation**



A photograph of a wine cellar with rows of wooden barrels stacked on racks, creating a sense of depth and tradition.

# Brand Identity

# International Wine Challenge® Logo & Variations



**Master Logo**



**Dated Master Logo**

## Brand Identity

- The IWC has a Master Logo and a number of variations of this logo.
- The IWC Master Logo is the generic, undated 'International Wine Challenge®' grey ring.
- The Master Logo can be used by all those wishing to promote the competition and its attributes.
- A variation of the Master Logo is the Dated Master Logo. We recommend that journalists and those wishing to discuss or promote the competition use this logo.
- Medal Logos are a further variation of the Master Logo with the addition of the name of the medal awarded and the word 'Winner'. We highly recommend that wine producers and merchants use these logos to promote their award winning wines.



# 2026 Medal Logos



# 2026 Points Logos





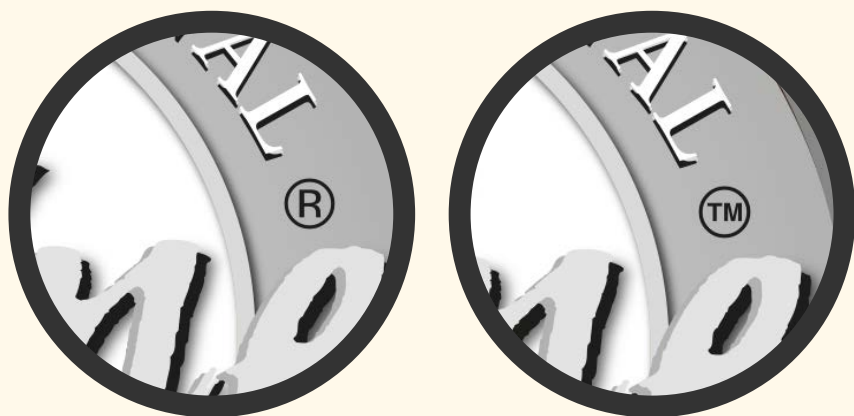
# Terms of use

- Winners of an International Wine Challenge® medal are entitled to promote their wine using the appropriate medal logo.
- Winners of vintage wines are granted a non-exclusive, non-transferable license to use the IWC award logo in connection with their wine for a period of 3 years from the date of the award.
- Winners of non-vintage wines are granted a non-exclusive, non-transferable license to use the IWC award logo in connection with their wine for a period of 1 YEAR ONLY from the date of the award.
- The IWC logo remains property of IWC Events Ltd and any unauthorised use, reproduction or alteration of the International Wine Challenge® logo, medals or trophies is strictly prohibited.
- Should any medal or trophy logo be used for promotional purposes (i.e. on printed material or on TV/radio advertising), the award must be attributed to the IWC and its sponsors.
- The IWC logo, medals and trophies logos are available in digital and hard copy form.



# Registered Trademark

- This is the IWC logo. It is a trademark of IWC Events Ltd registered in the European Union.
- It must be used in PRECISELY this form, wording and colouring to be described as our registered trademark and must display the registered trademark symbol ® when used in the European Union.
- The logo should not be used in any other form as it will then prejudice our rights in the registered trademark.
- Outside of the European Union the logo must display the trademark symbol™.



- The words ‘International Wine Challenge®’ are a trademark of IWC Events Ltd registered in the European Union. When the words are used in the EU the registered trademark symbol ® must be used beside the words.
- Outside of the EU the words must display the trademark symbol™.
- Any variations on the logo, e.g. to mark a trophy award, may also display the symbol™.
- As the owner of these trade marks IWC Events Ltd can commence legal proceedings for trademark infringement to prevent unauthorised use of the trademark.
- When the IWC logo is used in the EU it must display the registered trademark symbol® within the logo. Outside the EU the IWC logo and wording has an unregistered trademark status. The logo must therefore display the trademark symbol™.
- Although unregistered outside of the EU, the logo and wording are still protected under British law and must not be used without prior consent from the IWC.



A close-up photograph of a person's hands harvesting white grapes. One hand holds a pair of pruning shears with red handles, cutting a bunch of grapes from a vine. The other hand holds a bunch of harvested white grapes. The background shows green grape leaves and other clusters of grapes.

# Brand Application



## Medal Logo – Stickers

- The IWC medal logo can be supplied in sticker format, in rolls of 1,000 or 5,000.
- Stickers are highly recommended for versatility of positioning.
- Stickers are manufactured using high-shine foils to maximise your sales opportunity.
- Rolls of 5,000 can be provided left or right-aligned for machining or hand sticking. We recommend purchasing rolls of 5,000 when machining.
- IWC medal stickers can be purchased for wines that have won a medal in the IWC 2022, 2023 and 2024 competitions. All medal stickers are undated.





## Points Logo – Stickers

- IWC points logos can also be supplied as high-shine, foil stickers in rolls of 1,000 or 5,000.
- Rolls of 5,000 can be provided left or right-aligned for machining or hand sticking. We recommend purchasing rolls of 5,000 when machining.
- IWC points stickers can be purchased for wines that have won a medal in the IWC 2022, 2023 and 2024 competitions.





# Logo usage Specifications

- For producers wishing to incorporate the medal on their bottle label, please email **IWCXXXXXXXXXX** for the required artwork licence. Medal Logos can be supplied in high resolution JPG, vector, or PNG format to IWC artwork licence holders.
- Medal/Points logos incorporated on bottle labels can be resized to fit with the overall design but must not be altered in any other way.
- The printed logo must have a diameter no smaller than 23mm.



The printed logo must have a diameter no smaller than 23mm.

## What not to do



✗ Don't stretch, distort



✗ Don't change colours



✗ Don't put at an angle

# Playfair Display

**Our selected house typeface helps to express our brand personality.**

To maintain a cohesive and recognisable visual identity, the International Wine Challenge uses a single typeface family across all communications: **Playfair**.

Playfair's elegant, modern character reflects the prestige and refinement of the competition. Its versatility across multiple weights allows for clear hierarchy and expressive design without compromising consistency.

Aa Aa Aa

Weight	Usage Example
<b>Black</b>	<b>Main headlines, award titles</b>
<b>Bold</b>	<b>Subheadings, section titles</b>
Regular	Body text, descriptions, supporting copy
<i>Italic</i>	<i>Quotes, emphasis, tasting notes</i>



# Open Sans

## Our selected web typeface helps to express our brand personality.

To maintain a cohesive and recognisable visual identity, the International Wine Challenge uses a secondary font family across online and smaller print communications: **Open Sans**.

The font is designed for readability in digital environments. It contains open forms, like large counter spaces and relatively high x-height, which optimizes legibility. Open Sans has multiple weights and styles making it a perfect choice for complex web projects.

Aa Aa Aa

Weight	Usage Example
<b>Bold</b>	Main headlines, award titles
Light	Subheadings, section titles
Regular	Body text, descriptions, supporting copy
<i>Italic</i>	Quotes, emphasis, tasting notes



# The International Wine Challenge has a principal colour and a range of accent colours.

The IWC Grey is a modern and sophisticated tone that has been used to reflect the core characteristics of our brand. The master grey is the colour of the logotype as well as for use in such items as headlines and charts.

The IWC Black is ideal for body copy, and the IWC Pale Grey is for use as an accent colour. The IWC Green is used only on our website as a secondary colour to highlight call to actions and deliver ease of use.

## Core Palette

### IWC PURPLE

HEX: #5A2D82  
CMYK: 31, 65, 0, 49  
RGB: 90, 45, 130

## Core Palette

### IWC WHITE

HEX: #FFFFFF  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255

## Core Palette

### IWC CHARCOAL

HEX: #333333  
CMYK: 0, 0, 0, 80  
RGB: 51, 51, 51

## Core Palette

### IWC Silver

HEX: #C0C0C0  
CMYK: 0, 0, 0, 25  
RGB: 192, 192, 192

## Accent

### GOLD (EUROPE)

HEX: #B49D5A  
CMYK: 0, 13, 50, 29  
RGB: 180, 157, 90

## Accent

### TERRACOTTA (AMERICAS)

HEX: #A74D3C  
CMYK: 0, 54, 64, 35  
RGB: 167, 77, 60

## Accent

### JADE (AUSTRALASIA)

HEX: #4E8570  
CMYK: 41, 0, 16, 48  
RGB: 78, 133, 112

## Accent

### PLUM (UK)

HEX: #762b5c  
CMYK: 0, 64, 22, 54  
RGB: 118, 43, 92



# Medal/Points Logo – Colour References

- The IWC medal/points logo colours must be used when recreating the logo for promotional material.
- Note that these colours can alter dramatically depending on the material type and colour they are printed on.



## Medal

### TROPHY

HEX: #E9BF00  
CMYK: 0, 18, 100, 9  
RGB: 233, 191, 0



## Medal

### GOLD

HEX: #E9BF00  
CMYK: 0, 18, 100, 9  
RGB: 233, 191, 0



## Medal

### SILVER

HEX: #b9b7b8  
CMYK: 0, 1, 1, 27  
RGB: 185, 183, 184



## Medal

### BRONZE

HEX: #CC6A18  
CMYK: 0, 48, 88, 20  
RGB: 204, 106, 24



## Medal

### COMMENDED

HEX: #248CB0  
CMYK: 80, 20, 0, 31  
RGB: 36, 140, 176



## Medal

### GREAT VALUE

HEX: #E30613  
CMYK: 0, 97, 92, 11  
RGB: 227, 6, 19



# Europe – Gold

**Tone: Tradition & Expertise**

**Headlines**

**Headlines**

**Headlines**

**Headlines**

**Sub Header**

acius que con nisi  
ipiciis verum qui  
nis quostio. Ut qui  
ium eosa explige  
ndignisquas acitas  
ut voloreseque

**90%**

**Sub Header**

acius que con nisi  
ipiciis verum qui  
nis quostio. Ut qui  
ium eosa explige  
ndignisquas acitas  
ut voloreseque

**90%**

**Sub Header**

acius que con nisi  
ipiciis verum qui  
nis quostio. Ut qui  
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ndignisquas acitas  
ut voloreseque

**90%**



**Visual Cue**

Heritage, Prestige, Classic



# Americas – Terracotta

**Tone: Warm, dynamic**

**Headlines**

**Headlines**

## Sub Header

acius que con nisi  
ipiciis verum qui  
nis quostio. Ut qui  
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**90%**

## Sub Header

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ndignisquas acitas  
ut voloreseque

**90%**

**Visual Cue**

Energy, People, Vineyards,  
Movement





# Australasia – Jade

**Tone: Contemporary & Bright**

## Headlines

## Headlines

### Sub Header

acius que con nisi  
ipiciis verum qui  
nis quostio. Ut qui  
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ndignisquas acitas  
ut voloreseque

90%

### Sub Header

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ndignisquas acitas  
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### Sub Header

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ndignisquas acitas  
ut voloreseque

90%

## Visual Cue

Fresh Landscapes,  
Innovation, Modern Cellars





# UK – Plum

Tone: Warm, dynamic

## Headlines

## Headlines

### Sub Header

acius que con nisi  
ipiciis verum qui  
nis quostio. Ut qui  
ium eosa explige  
ndignisquas acitas  
ut voloreseque

90%

### Sub Header

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90%

## Visual Cue

Retail focus, Hospitality,  
Tasting Moments





**The quality and style of our photographs are a key mark of our brand. The International Wine Challenge images have been selected to reflect our core brand values both in terms of content and style.**

The IWC are committed to telling the story of our wines and producers, and therefore our photography is very people focused. Our imagery also includes dramatic scenery.

The IWC photography is very varied, with both black and white and full colour imagery. Through the use of dynamic angles, dramatic lighting and striking subject matters, our emotive imagery reflects our passion for wine and the spirit of the IWC brand.





# Medal/Points Logo – Media

- The IWC permits the use of the International wine Challenge medal/points logo on all forms of advertising including TV, newspaper, magazine and online media.
- Prior consent to use the IWC medal/points logo is not required. However, it is essential that the requirements outlined in the Brand Guidelines are adhered to.
- If clarification of any of the points in this document is needed please contact the IWC directly. See contacts page for details.





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# Contact Information



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Winechallenge International



WineChallenge



internationalwinechallenge



International Wine Challenge

## #IWC2026