




# THE INTERNATIONAL WINE CHALLENGE

## 2020 Brand Guidelines

[www.internationalwinechallenge.com](http://www.internationalwinechallenge.com)

 winechallenge

 InternationalWineChallenge

 internationalwinechallenge

#IWC2020





# 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**



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# Brand Identity

## International Wine Challenge® Logo & Variations

- 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.



# Brand Identity

## International Wine Challenge® Logo & Variations



Master Logo



Dated Master Logo



# Brand Identity

## 2020 Medal Logos





# Brand Identity

## 2020 Points Logos





# Brand Identity

## Terms of use

- Winners of an International Wine Challenge<sup>®</sup> 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 award 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 award for a period of **1 year ONLY** from the date of the award.
- The IWC logo remains property of William Reed Business Media Ltd and any unauthorised use, reproduction or alteration of the International Wine Challenge<sup>®</sup> 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.





# Brand Identity

## Registered Trademark

- This is the IWC logo. It is a trademark of William Reed Business Media 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™.





# Brand Identity

## Registered Trademark

- The words 'International Wine Challenge®' are a trademark of William Reed Business Media 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 William Reed Business Media 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.



# 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 2018, 2019 and 2020 competitions. All medal stickers are undated.



# Brand Application

## 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 2017, 2018 and 2019 competitions. All points stickers are undated.

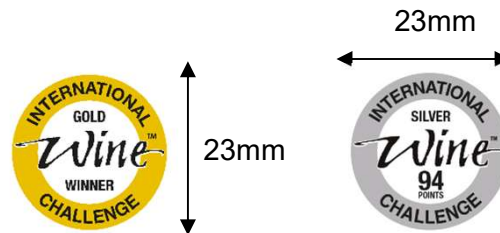




# Brand Application

## Medal/Points Logo – Digital

- For producers wishing to incorporate the medal on their label, the medal or points logo can be supplied in high resolution JPG, EPS or PNG format.
- 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.





# Brand Application

## 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 Awarded	CMYK	RGB	HEX
Trophy	C: 11 M: 23 Y: 100 K: 0	R: 233 G:190 B: 0	#E9BF00
Gold	C: 11 M: 23 Y: 100 K: 0	R: 233 G:190 B: 0	#E9BF00
Silver	C: 33 M: 26 Y: 25 K: 0	R: 185 G: 183 B: 184	#B9B7B8
Bronze	C: 17 M: 65 Y: 99 K: 4	R: 204 G: 106 B: 24	#CC6A18
Commended	C: 79 M: 31 Y: 22 K: 0	R: 36 G: 140 B: 176	#248CB0
Great Value	C: 4 M: 100 Y: 100 K: 1	R: 227 G: 6 B: 19	#E30613





# Brand Application

## Medal/Points Logo – Media

- The IWC permits the use of the International Wine Challenge<sup>®</sup> 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.



# Contact Information

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