



BRAND GUIDELINES 2027

internationalwinechallenge.com



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IMPORTANT

- The International Wine Challenge brand guidelines have been created to ensure the IWC identity is presented consistently and with clarity across all communications.
- As one of the world's leading wine competitions, the IWC brand represents heritage, credibility and excellence within the global wine industry.
- These guidelines are designed to help partners, producers and media present IWC awards, medals and logos correctly and consistently across all platforms.
- Please read these guidelines carefully before using the IWC logo, medal or points graphics.
- Any use of IWC brand assets outside these guidelines must be approved in advance by the International Wine Challenge.

A photograph of a wine cellar filled with rows of wooden barrels. The barrels are arranged in neat rows, some standing upright and others lying on their sides. The lighting is warm, highlighting the texture of the wood and the metal bands.

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.



2027 MEDAL LOGOS



2027 MEDAL 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 photograph of four wine glasses on a dark surface. From left to right: a glass of red wine, a glass being filled with red wine from a bottle above, a glass of orange wine, and a glass of white wine. A semi-transparent white banner with the text "BRAND APPLICATION" is overlaid across the middle of the glasses.

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 info@iwcevents.com 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.



WHAT NOT TO DO



- ✗ Don't stretch, distort



- ✗ Don't change colours



- ✗ Don't put at an angle



TYPOGRAPHY SYSTEM

The IWC typography system combines Spectral and Instrument Sans to express heritage, authority and clarity across all communications.

PRIMARY TYPEFACE

SPECTRAL

Primary display typeface used for headlines, award titles and key brand messaging.

Elegant, editorial and authoritative, Spectral reflects the prestige and heritage of the International Wine Challenge.

TYPOGRAPHIC HIERARCHY EXAMPLE

EXCEPTIONAL WINES. GLOBAL RECOGNITION.

Celebrating quality, craftsmanship and the world of wine.

The International Wine Challenge is one of the world's most influential and rigorously judged wine competitions.

A a

Recommended Weights

EXTRA BOLD
Main headlines

BOLD
Award titles

SEMI BOLD
Section titles

SECONDARY TYPEFACE

INSTRUMENT SANS

Secondary typeface used for body copy, subtitles and digital communications.

Clean, contemporary and highly legible across web, email and print applications.

A a

Recommended Weights

BOLD
Subtitles

SEMI BOLD
Supporting headings

MEDIUM
Body copy & descriptions





THE IWC 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: 51/51/51
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 - ASIA - PACIFIC	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
ACCENT PLUM - SAKE	HEX: #A1C7A4	CMYK: 39/7/42/0	RGB: 161/199/164



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: #248CBO	CMYK: 80/20/0/31	RGB: 36/140/176
MEDAL GREAT VALUE		HEX: #E30613	CMYK: 0/97/92/11	RGB: 227/6/19

A close-up photograph of several clusters of dark purple grapes hanging from a vine. The grapes are in various stages of ripeness, with some showing a reddish tint. The background is a blurred vineyard with green leaves and wooden trellis posts.

VISUAL IDENTITY SYSTEM

EACH REGIONAL BRAND IDENTITY INCLUDES FOUR COMPONENTS

1 REGIONAL COLOUR REGION COLOUR

- Europe Gold
- Asia-Pacific Green
- United Kingdom Purple
- Americas Terracotta
- Sake Jade

Use these colours across:

- banners
- social graphics
- email headers
- website visuals

2 REGIONAL MOTIF

Each region has its own motif symbol.

These motifs may be used as:

- graphic elements
- background patterns
- layout overlays
- decorative accents

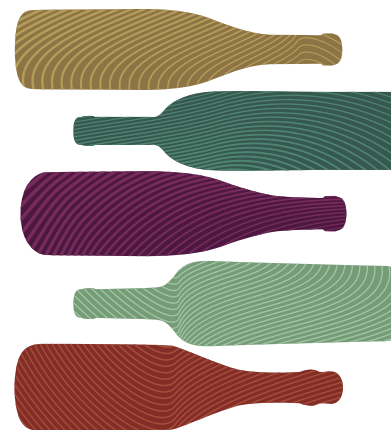


3 ELEMENT COLOUR GRAPHICS

Each region also uses abstract coloured shapes linked to the element concept.

These shapes appear in:

- banners
- social media graphics
- website layouts
- email headers



4 PHOTOGRAPHY STYLE

Earth:

- vineyard soil
- vineyard landscapes



Water:

- water droplets
- vineyard mist



Air:

- light through glass
- wine swirling in glass



Fire:

- warm vineyard light
- sunlight through grapes



Spirit:

- sake pouring
- polished rice



An aerial photograph of a vast vineyard with rows of green grapevines stretching across the landscape. In the background, a small town is visible, followed by a range of rugged, mountainous terrain under a clear sky.

REGIONAL BRAND IDENTITIES



THE ELEMENTS OF THE INTERNATIONAL WINE CHALLENGE

THE ELEMENTS SHOULD BE EXPRESSED THROUGH COLOUR, MOTIF AND ATMOSPHERIC IMAGERY

The International Wine Challenge is a global competition shaped by the natural forces that define wine.

Across its regional competitions, the brand draws inspiration from the four elements of nature - **Earth, Water, Air and Fire** - alongside a fifth element representing **IWC: Spirit**.

Each element reflects the character of a region and its role within the global wine landscape.

Together they create a unified narrative that connects the regional competitions while maintaining a distinctive identity for each.

ELEMENT	REGION
EARTH	IWC EUROPE
WATER	IWC ASIA-PACIFIC
AIR	IWC UNITED KINGDOM
FIRE	IWC AMERICAS
SPIRIT	IWC



REGIONAL IDENTITIES



IWC EUROPE EARTH COLOUR: GOLD

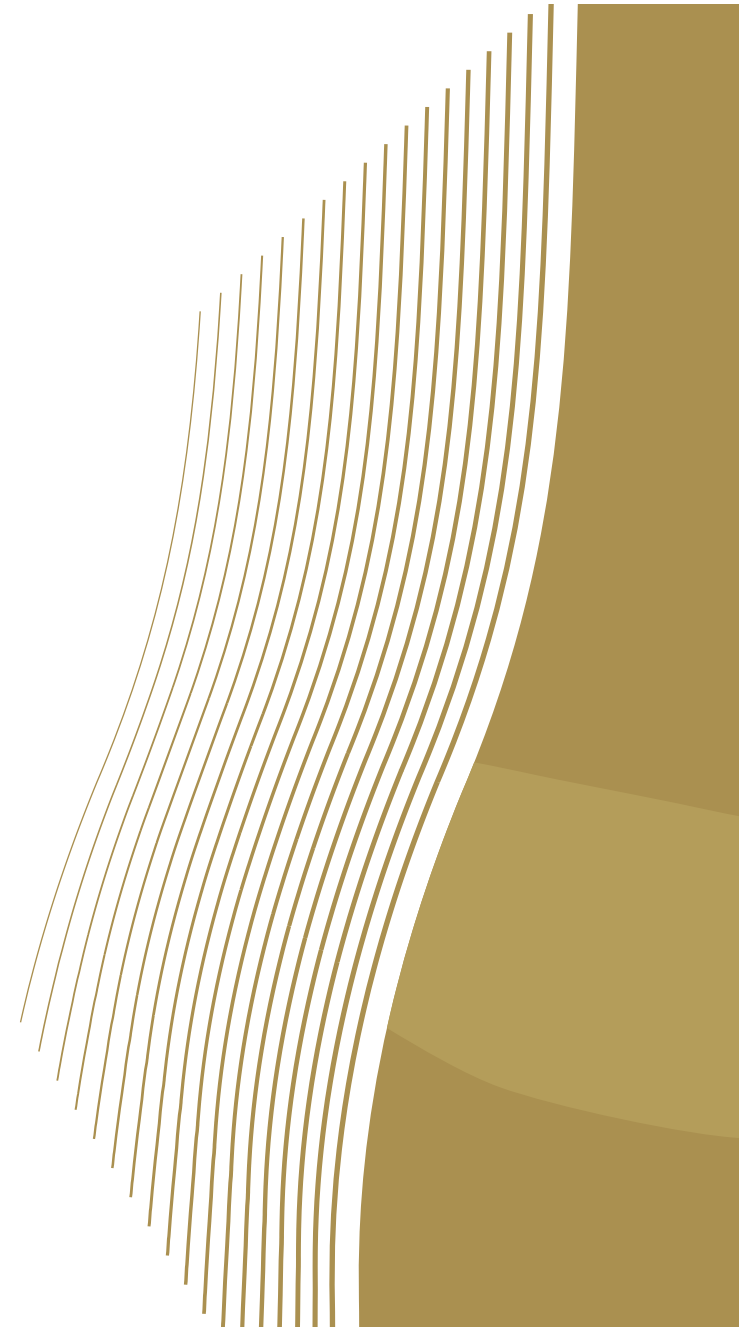
EUROPE - EARTH

WHERE WINE IS ROOTED IN CENTURIES OF TERROIR AND TRADITION.

Europe represents the foundations of wine - centuries of vineyards, appellations and terroir traditions.

The Earth element reflects the deep relationship between vine, soil and heritage.

The visual identity should feel grounded, textural and rooted in tradition.





IWC ASIA - PACIFIC WATER COLOUR: JADE

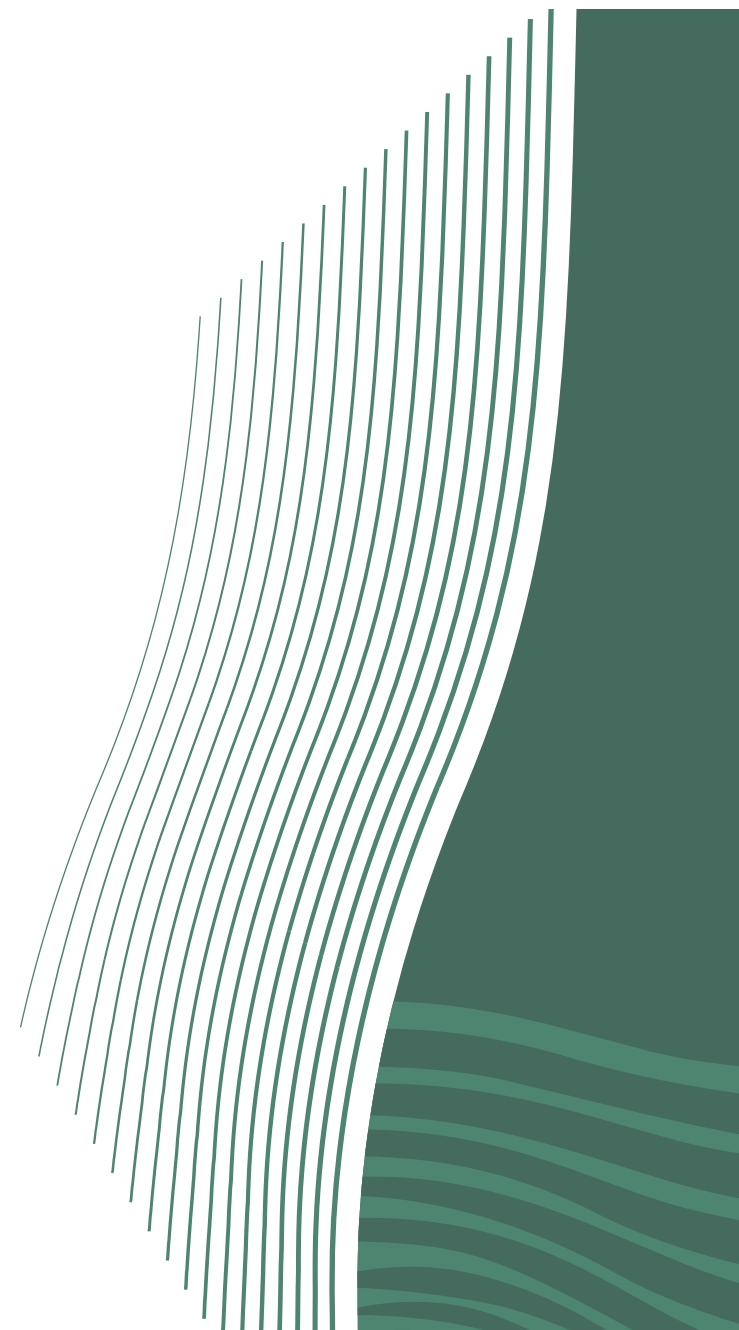
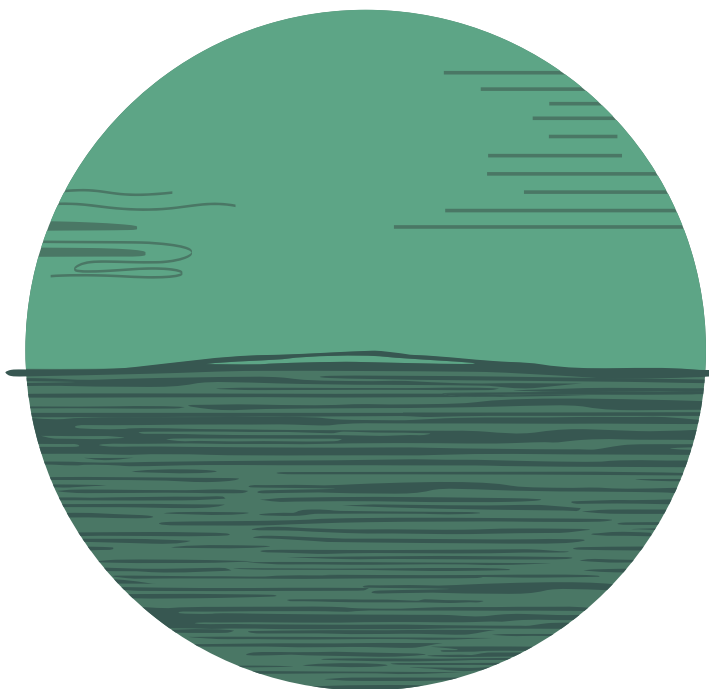
ASIA-PACIFIC - WATER

A REGION SHAPED BY OCEANS, RENEWAL AND DYNAMIC GROWTH.

Asia-Pacific represents connection, movement and growth across oceans.

Water reflects the geography of the region and the exchange of culture, trade and ideas.

The visual identity should feel fluid, fresh and dynamic.





IWC UNITED KINGDOM AIR COLOUR: PLUM

UNITED KINGDOM - AIR

WHERE THE GLOBAL WINE CONVERSATION TAKES FLIGHT.

The United Kingdom is the birthplace of the International Wine Challenge and one of the world's most influential wine markets.

Air symbolises communication, influence and the exchange of ideas.

The visual identity should feel light, elegant and expressive.





IWC AMERICAS FIRE COLOUR: TERRACOTTA

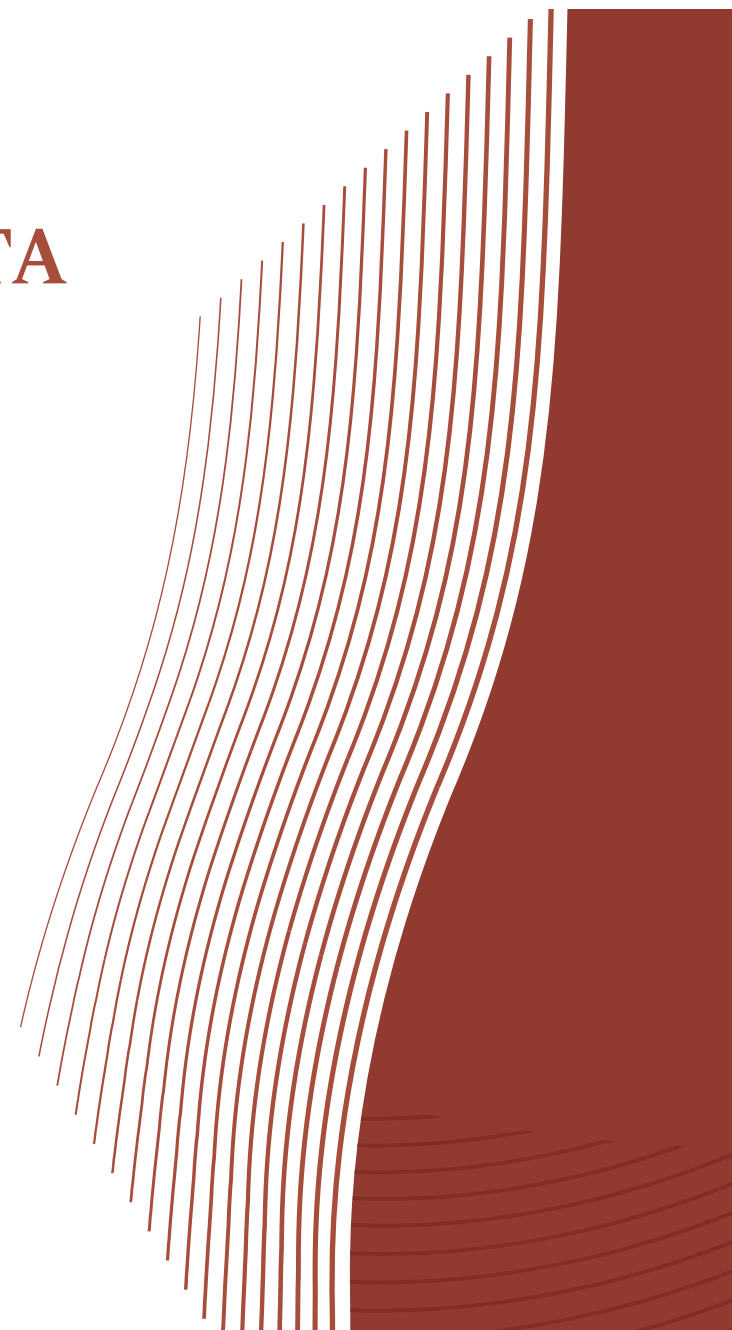
AMERICAS - FIRE

**A CONTINENT OF ENERGY,
EXPANSION AND BOLD
EXPRESSION.**

The Americas represent energy, expansion and bold expression.

Fire symbolises sunlight, ripening grapes and the momentum of wine culture across the continent.

The visual identity should feel warm, energetic and expansive.





IWC SAKE SPIRIT COLOUR: JADE

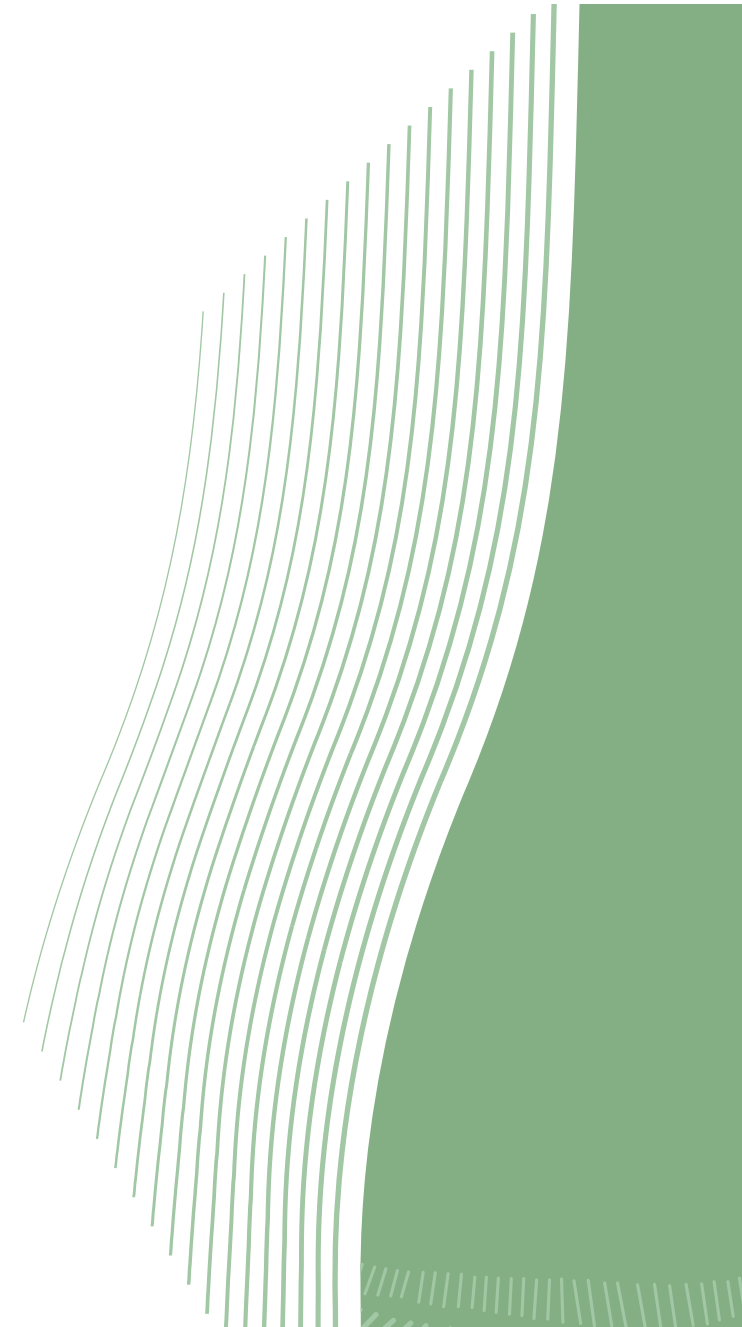
SAKE - SPIRIT

**WHERE CRAFTSMANSHIP
AND PURITY DEFINE
EXCELLENCE.**

IWC Sake celebrates the
craftsmanship and tradition of
sake brewing.

The Spirit element reflects
purity, precision and
cultural heritage.

The visual identity should feel
refined, clear and precise.





PHOTOGRAPHY STYLE

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 is 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 matter, 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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For any press or marketing related enquiries please email: marketing@iwcevents.com