



# The International Wine Challenge

Brand Guidelines



# Brand Guidelines

- This information has been designed and presented to ensure that the IWC brand is marketed in an appropriate and consistent manner
- It is essential that the heritage, quality and reliability of one of the wine world's leading brand names is upheld and adhered to in all circumstances
- Please read these guidelines carefully and ensure that they are implemented as rigorously as possible

Thank you in advance for your cooperation



# Brand Identity

## International Wine Challenge Logo and 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' gold 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 wording 'Quality Assured'. We highly recommend that wine producers and merchants use these logos to promote their award winning wines

# Brand Identity



## International Wine Challenge Logo and Variations



Master Logo



Dated Master Logo



Master Logo - Asia

# Brand Identity



## International Wine Challenge Logo and Variations



Medal Logos – 2011 Design

# Brand Identity



## International Wine Challenge Logo Terms of Use

- Award winners from the International Wine Challenge are entitled to promote their wine using the appropriate Medal Logo
- Winners 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
- The IWC logo remains property of William Reed Business Media 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 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 are available to award winners in electronic or hard copy form



# Brand Application

## International Wine Challenge Medal Logo

- The IWC Medal Logo can be supplied in sticker format supplied 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
- Stickers can be provided left or right-aligned for machining or hand sticking
- Rolls of 5,000 are recommended when machining

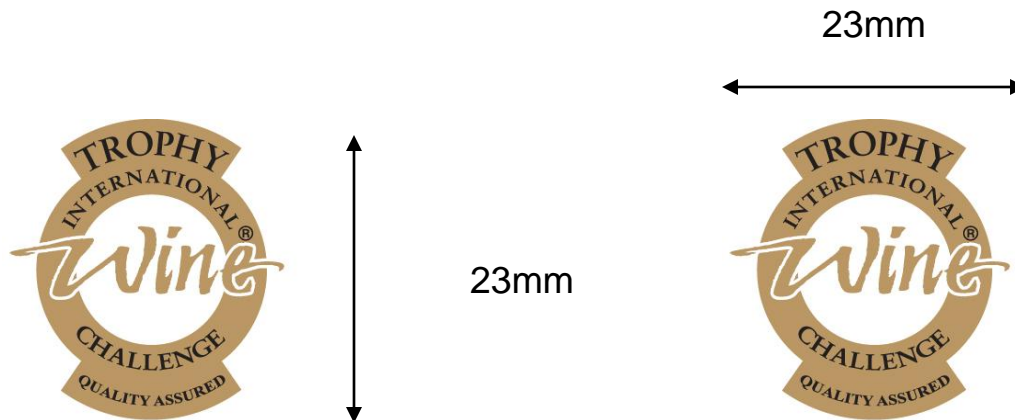


# Brand Application



## International Wine Challenge Medal Logo

- For producers wishing to incorporate the medal on their label the Medal Logo can be supplied in high resolution jpeg, eps or web format on CD-Rom
- Medal 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



## International Wine Challenge Medal Logo

- The IWC medal logo can also be used on point-of-sale (POS) material
- Some examples of the Medal Logo POS material can be seen below



INTERNATIONAL WINE CHALLENGE 2010



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Oyster Bay  
Pinot Noir  
Marlborough 2008  
75cl

**£9.99**

610582 End date 27/07/2010



# Brand Application

## International Wine Challenge Medal Logo

- The IWC permit the use of the Medal Logo on all forms of advertising including TV, newspaper, magazine and online mediums.
- Prior consent to use the IWC Medal Logo is not required. However, it is essential that the requirements outline 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.

# Brand Application



## International Wine Challenge Medal Logo examples

A screenshot of the M&amp;S website. At the top right, there is a gold medal logo for the International Wine Challenge. Below it, the text "Wine" is written in a script font, and "CHALLENGE 2010" is written in a sans-serif font. The logo is positioned above a navigation bar and a search bar.

A screenshot of the M&amp;S website showing a product page for Prosecco. The product is a case of 6 bottles of Prosecco, priced at £53.94. The page features a large image of the bottle and a smaller image of the International Wine Challenge medal logo. The text on the page includes the product name, price, and a description of the wine. The medal logo is prominently displayed in the top right corner of the product image area.

An advertisement for Moncaro wine. The background is a dark blue gradient with a close-up of golden grapes in the foreground. A large, gold medal logo for the International Wine Challenge is positioned in the upper left. The word "TROPHY" is written in a large, gold, serif font across the middle. A bottle of Moncaro wine is shown on the right side. The bottle label features the name "MONCARO" and "TORDIRUTA". At the bottom, the Moncaro logo and website information are displayed.

# Brand Application



## International Wine Challenge Medal Logo colours

- The IWC Medal Logo colours must be used when recreating the logo for promotional material
- Please be aware that these colours can alter dramatically depending on the material type and colour they are printed on

Medal Awarded	Pantone	CMYK	RGB	HEX
Trophy	875	C 30 M 40 Y 70 B 0	R 186 G 151 B 101	#BA9765
Gold	875	C 30 M 40 Y 70 B 0	R 186 G 151 B 101	#BA9765
Silver	Cool Grey 5	C 0 M 0 Y 0 B 29	R 190 G 192 B 194	#BEC0C2
Bronze	718	C 0 M 56 Y 100 B 8	R 227 G 127 B 28	#E37F1C
Commended	633	C 100 M 0 Y 10 B 25	R 0 G 139 B 176	#008BB0
Great Value	485	C 0 M 95 Y 100 B 0	R 238 G 49 B 36	#EE3124



# Contact information

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