



International Wine Challenge[®] Merchant Awards UK

Brand Guidelines

IMPORTANT



- These brand guidelines are to ensure that the IWC Merchant Awards UK 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 Merchant Award UK achievements according to these brand guidelines.
- Please read these guidelines carefully before using the IWC Merchant Awards UK logo.
- Any infringement or misuse will be prosecuted.

Thank you in advance for your cooperation

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Brand Identity

IWC[®] Merchant Awards UK Logo & Variations



- The IWC Merchant Awards UK has a Master Logo and a number of variations of this logo.
- The IWC Merchant Awards UK Master Logo is the generic, undated grey logo featuring the Union Jack flag.
- The Master Logo can be used by all those wishing to promote the awards 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 awards use this logo.
- Award Logos are a further variation of the Master Logo with the removal of the “Merchant Awards banner” and the addition of the name of the award awarded. The Award Logos are gold in colour. We highly recommend that merchants use these logos to promote their award.

Brand Identity

International Wine Challenge® Logo & Variations



Master Logo



Dated Master Logo

Brand Identity

2019 Shortlisted Logos - Examples



2019 Award Logos - Examples



Brand Identity

Terms of Use



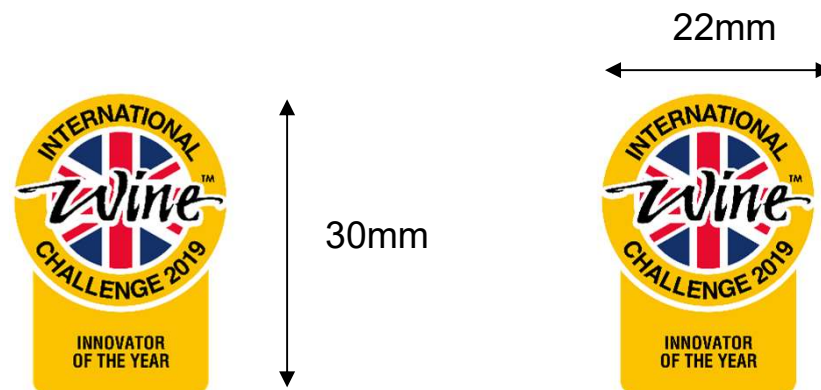
- After the announcement of the IWC[®] Merchant Awards UK Shortlist, entrants included on the list will be emailed an IWC Merchant Awards UK “Shortlisted” logo or can be requested by emailing marketing.iwc@wrbm.com.
- Shortlisted entrants are granted a non-exclusive, non-transferable license to use the IWC Merchant Awards UK shortlisted logo in connection with their achievement for a period of 3 years from the date of their inclusion on the shortlist, or until they are awarded as the winner of the same category.
- Winners of an IWC Merchant Award are entitled to promote their success using the appropriate award logo. This will be emailed to the winner after the results announcement date or can be requested by emailing marketing.iwc@wrbm.com.
- Winners are granted a non-exclusive, non-transferable license to use the IWC Merchant Awards UK award logo in connection with their award for a period of 3 years from the date of the award.
- The IWC Merchant Awards UK logo remains property of William Reed Business Media Ltd and any unauthorised use, reproduction or alteration of the IWC Merchant Awards UK logo, shortlisted logos or awards logos is strictly prohibited.
- Should any shortlisted or award logo be used for promotional purposes (i.e. on printed material or on TV/radio advertising), the award must be attributed to the IWC Merchant Awards UK and its sponsors.
- The IWC Merchant Awards UK logo, shortlisted logos and awards logos are available in digital and hard copy form.

Brand Application

Award and Shortlisted Logos – Print and Digital



- For merchants wishing to incorporate the award or shortlisted logo on their printed materials or on their website the logo can be supplied in high resolution jpeg, eps or web format.
- Both award and shortlisted logos can be resized as necessary but must not be altered in any other way.
- The logo must not be resized to any size smaller than specified below.
- The details of the award category must be legible in all instances.
- If this is not possible, please contact marketing.iwc@wrbm.com to discuss alternative arrangements before using any logo. You must not alter the logo.



Brand Application

Medal Logo – Media



- The IWC permits the use of the IWC Merchant Awards UK master logo, award logos and shortlisted logos on all forms of advertising including TV, newspaper, magazine and online mediums.
- Prior consent to use the IWC Merchant Awards UK logos 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 Merchant Awards UK team directly. See contacts page for details.

Contact information



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