

Decanter World Wine Awards Brand Guidelines

Size

The logo must be no smaller than 24mm wide for print or 72 pixels on screen.



Clear Space

There must be a minimum of 4mm / 10 pixels clear space from the furthest points of the logo.



Colours

The Decanter corporate colours are burgundy and gold.

No screens of this colour are allowed. The glass is made from a gradient of golds



Non gradient gold logo

Non gradient logo

There is also a version of the logo without the gradient gold. Preferably, the logo with the gradient will be used.



Preferred one colour



Reversed one colour

One colour logo

If the logo moves to one colour, the entire logo must be black or white.

Background colours

If background colors other than black or white are used, the background must provide adequate contrast for the logo. The wine glass can remain gold, but the rest of the logo must be black or white



One a dark background



On a light background

Colour breakdown

	C	16.9	R	120
	M	90.12	G	40
	Y	59.24	B	52
	K	42.19		

HEX: #782834
SPOT: PANTONE 202 C

	C	0	R	0
	M	0	G	0
	Y	0	B	0
	K	100		

HEX: #000000
SPOT: PROCESS BLACK

	C	20	R	180
	M	30	G	157
	Y	70	B	90
	K	15		

HEX: #B49D5A
SPOT: PANTONE 872 C

Download DWWA logos
by clicking here

Unacceptable applications

Do not alter the logo artwork in proportion or colour. Below are some examples of unacceptable presentation:



DO NOT
modify the proportion
of the logo



DO NOT
use unauthorised
colours



DO NOT
outline the logo



DO NOT
layer other content on top
or underneath the logo



DO NOT
use the glass by itself



DO NOT
use the logo without
the glass



DO NOT
make additions to the logo

Decanter World Wine Awards Brand Guidelines

Bottle stickers



Colour breakdown

	C	20	R	180
	M	30	G	157
	Y	70	B	90
	K	15		

HEX: #B49D5A
SPOT: PANTONE 872 C

	C	0	R	135
	M	0	G	136
	Y	0	B	135
	K	59		

HEX: #878887
SPOT: PANTONE 424

	C	0	R	115
	M	59	G	71
	Y	63	B	51
	K	59		

HEX: #734733
SPOT: PANTONE 4705

	C	94	R	32
	M	37	G	113
	Y	4	B	171
	K	12		

HEX: #2071AB
SPOT: PANTONE 2945

Use of bottle sticker artwork in marketing and advertising materials

The bottle sticker artwork can be used on printed and online materials. The bottle sticker artwork can be layered on top of, or next to, the bottle. Please see example:



Use of bottle sticker artwork on wine bottle labels

Bottle stickers are available to buy from:
www.decanter.com/stickers

The bottle sticker artwork must not be incorporated into your physical bottle label, without prior agreement with Decanter. Please read the terms & conditions below for full details.

Terms & conditions of use:

The DWWA logos are subject to copyright, so they cannot be altered or changed in any way. They must only be used for the appropriate winning wines of the correct vintage from the relevant year of the Decanter World Wine Awards. You may use these logos on your website or marketing material to publicise your award (free of charge), but please note that as they are subject to copyright you may not print your own stickers or use the logos on the bottle, without agreeing a licence fee with Decanter. To enquire on the cost of using the logo on your bottles please email danny_casely@decanter.com, including details of how many bottle labels or stickers you will be printing.



Unacceptable applications

Do not alter the medal artwork in proportion or colour. Below are some examples of unacceptable logo presentation:



DO NOT
modify the proportion
of the medals



DO NOT
use unauthorised
colours



DO NOT
outline the logo



DO NOT
make additions to the logo



DO NOT
use the glass by itself



DO NOT
use the logo without
the glass



DO NOT
use the logo without
the coloured circle