

### Decanter World Wine Awards - Logo Usage

#### Colours

The Decanter corporate colours are gold and burgundy.  
No screens of this colour are allowed. The wine glass is made from a gradient of golds

#### Non gradient logo

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

#### 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



Non gradient gold logo



Preferred one colour



Reversed one colour



On a dark background



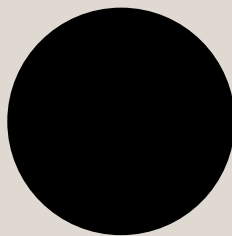
On a light background



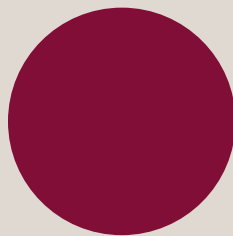
C 66 R 65  
M 57 G 65  
Y 52 B 66  
K 55  
HEX: #414042  
SPOT: BLACK C



C 20 R 180  
M 30 G 157  
Y 70 B 90  
K 15  
HEX: #B49D5A  
SPOT: PANTONE 872 C



C 0 R 0  
M 0 G 0  
Y 0 B 0  
K 100  
HEX: #000000  
SPOT: PROCESS BLACK



C 0 R 123  
M 100 G 4  
Y 65 B 38  
K 47  
HEX: #87002F  
SPOT: PANTONE 202 C



C 12 R 230  
M 11 G 224  
Y 15 B 217  
K 0  
HEX: #E6E1DA  
SPOT: COOL GRAY 1 C

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.



Unacceptable applications

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



DO NOT use the glass by itself



DO NOT modify the proportion of the logo



DO NOT make additions to the logo



DO NOT layer other content on top or underneath the logo



DO NOT outline the logo



DO NOT use unauthorised colours



DO NOT use the logo without the glass

## Decanter World Wine Awards - Medal Usage

## Medals



## Medal Colours



C 20 R 180  
 M 30 G 157  
 Y 70 B 90  
 K 15  
 HEX: #B49D5A  
 SPOT: PANTONE 872 C



C 5 R 245  
 M 3 G 245  
 Y 7 B 240  
 K 0  
 HEX: #F5F5F1  
 SPOT: PANTONE P 179-1



C 0 R 115  
 M 59 G 71  
 Y 63 B 51  
 K 59  
 HEX: #734733  
 SPOT: PANTONE 4705



C 0 R 135  
 M 0 G 136  
 Y 0 B 135  
 K 59  
 HEX: #878887  
 SPOT: PANTONE 424

## 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  
use the glass by  
itself



DO NOT  
use the logo  
without the  
coloured circle



DO NOT  
outline the logo



DO NOT  
make additions  
to the logo



DO NOT  
use the logo  
without the glass

## 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.

## Use of bottle sticker artwork on wine bottle labels



Bottle stickers are available to buy from:

[shop.decanter.com](https://shop.decanter.com)

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 materials 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 within a label design, without agreeing a licence fee with Decanter.

To enquire on the cost of using the logo on your bottle label please email [danny-john.casely@decanter.com](mailto:danny-john.casely@decanter.com), including details of how many bottle labels or stickers you will be printing.