



Usage & Brand Guidelines
World Cheese Awards 2017-18

Regulations relating to the use of **World Cheese Awards** logos, certificates and labels

To avoid misrepresentation and to maintain the integrity of the **World Cheese Awards**, the Guild of Fine Food Ltd ('the Guild') has issued the following regulations which must apply to the use of all World Cheese Awards branding.

1. **World Cheese Awards** logo artwork is only available from the Guild and only on completion of the Logo Artwork Request Form.
2. The logo and wording '**World Cheese Awards**' is registered to the Guild of Fine Food and may only be used in printed or electronic format with the approval of the Guild.
3. The Guild reserves the right to refuse permission to use the **World Cheese Awards** logo if the style or presentation in any way breaches the regulations.
4. It is not permitted to alter or amend any logos in any way or to use the key features of the logo to produce your own logos or designs. The logo must stand alone and cannot be combined with any other words or graphic devices.
5. All labels must be ordered directly from the Guild by completing a Label Order Form and payment made. The Guild has purchased these labels in bulk to secure the best available price and consistency for short and long runs.
6. All logos must be requested from the Guild, the appropriate paperwork completed and payment made (if applicable). Applications for artwork can only be made by, and the artwork only sent to, the company that entered the award-winning product(s) into **World Cheese Awards**.
7. It is not permitted to print your own labels from the artwork provided by the Guild. The Guild can provide quotes for any non-standard specification labels.
8. Artwork, web designs or packaging proofs which incorporate a **World Cheese Awards** logo should be sent to the Guild prior to print/ going live – please send artwork proof to logos@gff.co.uk.

World Cheese Awards labels



Available as pre-printed labels (30mm diameter) or as electronic artwork. Label and Artwork order forms available from the Guild – please email logos@gff.co.uk or call +44 (0)1747 825200.

Usage & Style Guidelines

Margin height



Margin height

My Brand
My Award-Winning Cheese

1. The **World Cheese Awards** label or logo must only be used on the correct corresponding award-winning product(s). Whenever the award label or logo is used it must be accompanied by the relevant award-winning product's title or an image of the product which shows all relevant product information (e.g. product name, producer name).

Awards year



2. **World Cheese Awards** labels will ALWAYS state the year the award was given and the award achieved i.e. Bronze, Silver, Gold or Super Gold.

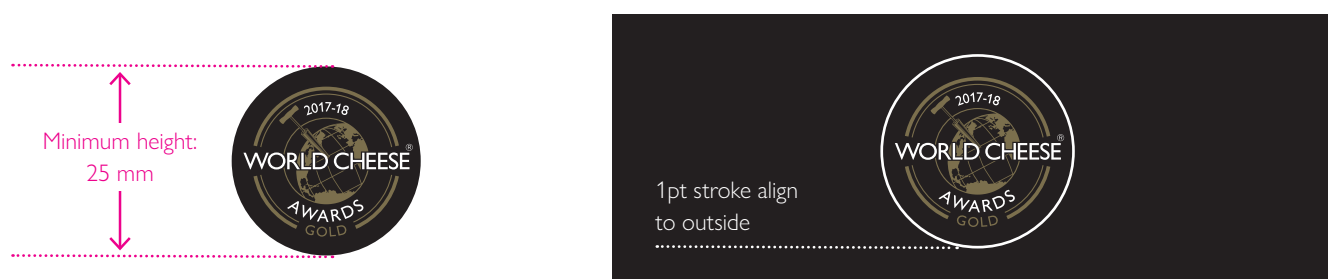


3. We advise that the logo has a shelf-life/consumer 'buy-in' of three years, after which the producer is encouraged to re-enter their product into the **World Cheese Awards** to maintain its status. Therefore award logos can only be supplied for the previous three years at any one point e.g. up until the results are released for **World Cheese Awards 2017-18** the Guild can only supply 2016-2017, 2015-2016 and 2014-2015 logo artwork.

4. Every **World Cheese Award** achieved is the exclusive property of the cheese producer. Any cheeses presented in retail or wholesale own label packaging and carrying the **World Cheese Awards** logo should state the name of the producer somewhere on the packaging to help protect the producer's rights.
5. **World Cheese Awards** are non-transferable. If a company is sold, the use of the logo is no longer permitted on products.

Super Gold PMS 874C C0 M20 Y45 K46	Gold PMS 871C C27 M28 Y62 K3	Silver PMS 877C C3 M0 Y0 K43	Bronze PMS 876C C0 M39 Y49 K42	Black PROCESS BLACK C40 M30 Y30 K100 C0 M0 Y0 K100	White PMS 11-0601 White substrate C0 M0 Y0 K0

6. The **World Cheese Awards** logos can only be reproduced in the colours provided by the Guild. It is not permitted to change the colours of the logos or print them in black and white.
7. Where officially supplied by the Guild, the relevant award logo can be used on the website of an award-winning company but must be accompanied by the details of the award-winning product. If used electronically the logo must be protected to prevent the unauthorized downloading of the award logos.



- 8a. **World Cheese Awards** artwork printed on packaging: Minimum size 25mm
- 8b. If used on a black or dark background the **World Cheese Awards** roundel should have a 1pt white keyline on the outside edge
9. File formats supplied:
 - EPS: This format can be scaled up or down without degrading and can be used in print, e.g. advertising, packaging, exhibition signage.
 - JPEG: May be used for various applications, may be reduced in size, but not enlarged.
 - PDF: This can be used in print, but is primarily so that the user can view the logo across all platforms.