



**Great Taste® logo**  
Brand Guidelines

Last Updated: July 2024

Replaces all earlier versions of the Great Taste® logo guidelines

# 1. Great Taste® logo regulations of usage



To avoid misrepresentation and to maintain the integrity of Great Taste for all winners, the Guild of Fine Food (the Guild) has issued the following regulations that apply to the use of all Great Taste branding where the logo appears. This includes usage of labels, printed artwork, leaflets, banners, advertisements, websites, certificates and any other materials carrying the Great Taste logo.

## 1.1 Logo

1.1.1 The logo and wording 'Great Taste' is registered to the Guild of Fine Food and may only be used in printed or electronic format with the approval of the Guild.

1.1.2 The Guild reserves the right to refuse permission to use the Great Taste logo if the style or presentation in any way breaches the regulations.

1.1.3 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.

1.1.4 All electronic format Great Taste logo artwork must be supplied by the Guild, the Award Logo Artwork can be requested via your MyGuild account ([myguild.gff.co.uk/login](http://myguild.gff.co.uk/login)) 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 Great Taste. Please do not forward or share the logo artwork. To help us to monitor the correct usage and ensure that all Great Taste entrants commit to, and adhere to, the brand regulations, we ask that they complete their own application for logo artwork through completion of the Award Logo Artwork Request Form.

1.1.5 All Great Taste award labels must be supplied direct from the Guild by ordering online via your MyGuild account ([myguild.gff.co.uk/login](http://myguild.gff.co.uk/login)) and payment made.

1.1.6 It is not permitted under any circumstances to print your own labels from the electronic format logo artwork provided by the Guild. The Guild can provide quotes for any nonstandard specification labels.

1.1.7 Artwork, web designs or packaging proofs which incorporate a Great Taste logo should be sent to the Guild prior to print/ going live.

## 2. Great Taste® award logos - Electronic Artwork & Labels



The above are available as pre-printed labels (25mm diameter) or as electronic format artwork ('Logos'). Award Labels and Logos are available online via your MyGuild account – [myguild.gff.co.uk/login](https://myguild.gff.co.uk/login)

### 2.1 Usage

2.1.1 The Great Taste award labels or logos must only be used on the correct corresponding award-winning product(s). The award is specific to the product entered and is not awarded to a company, a range or a selection.

2.1.2 Great Taste award labels and logos will ALWAYS state the year the award was given and how many stars were awarded.

2.1.3 The award label or logo has a **shelf-life/ consumer 'buy-in' of three years**, after which the producer is encouraged to re-enter their product into Great Taste to maintain its Great Taste status. Therefore **award labels and logos can only be supplied for the previous three years** at any one point e.g. up until the results are released for Great Taste 2025 the Guild can only supply 2024, 2023 and 2022 labels and logos. **The award label or logo should be removed from packaging and marketing materials three years after the award.**

2.1.4 The award label or logo must be clear and unobscured – do not place anything in front of or overlapping the label/logo. This is to avoid any potential confusion over the number of stars or the year of award featured.

2.1.5 Please see section 6 below regarding award logo sizing, layout and colours.

2.1.6 If the product is changed in any way, permission for use of the award label or logo will be withdrawn and the product must be re-submitted to Great Taste. Any change that could potentially affect the product, including but not limited to: difference in production or manufacturing process, altered recipe, a change in source or type of ingredients and their treatment, would make the award void and the product should be re-submitted to Great Taste.

2.1.7 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).

2.1.8 Any foods presented in own label packaging and carrying a Great Taste award logo or label should state the name of the producer somewhere on the packaging to help protect the producer's rights.

2.1.9 If the product was entered into Great Taste by the producer directly, they own the usage rights. However, to avoid the potential for misleading the consumer the producer is not entitled to use the award label/logo on the same product if sold with different branding, unless this alternative brand name was stated on the entry form at the point of entering the awards. This information cannot be advised retrospectively. Please refer to point 2.1.6 regarding changes made to products. A Third Party cannot apply to use the Great Taste award label or logo on their own brand of the product.

2.1.10 If a product has been entered into Great Taste by a Third Party (e.g. a supermarket) the Third Party owns the usage rights. If the Third Party is happy for the product producer to be sent the logo or to order labels direct from the Guild, they must confirm this in writing to the Guild beforehand. The product producer must copy in the Third Party on their request for logos/ labels to confirm that this agreement has been made. Should the product producer change, the award is no longer valid and the product must be resubmitted to Great Taste.

2.1.11 Great Taste awards are non-transferable. If a company is sold, the use of the award label/logo is no longer permitted on products.

2.1.12 The Great Taste award is specific to the product entered into Great Taste. It is not permitted to use an award label or logo on a selection pack/ multipack containing the award-winning flavour unless that specific flavour is clearly indicated next to the award and the artwork proof has been sent to the Guild to approve ahead of going to print.

2.1.13 If a producer can provide sensible written evidence that a bagged tea/ground coffee is consistent in every way with the equivalent product sold in a loose tea/coffee bean format, use of the relevant Great Taste award logo may be permitted on both formats at the Guild's discretion

2.1.14 The Guild of Fine Food do not supply Golden Fork logos. Golden Fork winners should use the 3-star logo to promote their win and can use the following text to correspond with their Golden Fork trophy alongside the 3-star logo: Awarded the Golden Fork from [England].

## 3. Great Taste<sup>®</sup> producer logo

### 3.1 Usage

3.1.1 Where a producer has won multiple awards and cannot display all of the product names and award logos in the same place e.g. a website front page, a special 'Great Taste Producer' logo is permitted to be used subject to conditions of usage and written permission from the Guild. This logo can only be used by producers with a proven track record of winning Great Taste for a minimum of three years, which must have been achieved in the preceding five years. If this record lapses the logo must no longer be used. **It cannot be used on a winning product or packaging for multiple products.** Permitted usage is on livery, marketing material and signage graphics. Artwork and proofs should be submitted to the Guild for approval.



The above logo is supplied on application and at the discretion of the Guild.

Please note that this will be the last year that the Great Taste Producer logo will be available. It will be valid until Great Taste 2025 results are published in July 2025, after that you will not be permitted to use it in advertising or promotional literature and graphics. The usage and purpose of the logo has caused confusion, that has led to several cases where it has been used incorrectly to the detriment of the values that a Great Taste 1-, 2- or 3-star logo provides. In addition, it is being retired as feedback from trade buyers and consumers is that the award logos with stars and years are much more meaningful and the criteria behind the Great Taste Producer logo does not adequately reflect the achievements of those who are consistent and high winners.

## 4. Great Taste<sup>®</sup> sponsor and supporter logos



### 4.1 Usage

4.1.1 Sponsors and Supporters will be issued a copy of the Great Taste Sponsor/Supporter logo, which can be used on livery, marketing materials and signage graphics for the relevant year. It is not permitted for use on products. Artwork and proofs should be submitted to the Guild for approval.

## 5. Great Taste<sup>®</sup> year specific logo

### 5.1 Usage

5.1.1 No generic logos will be issued unless in exceptional circumstances\* when a year-specific logo will be provided and this will be agreed in writing by the Guild. In these circumstances it will be necessary to send the Guild copies of artwork for approval before print/ going live. This logo should never be used on an award-winning product.

\* Exceptional circumstances may include (but are not exclusive to):-

- A store running a Great Taste promotion, which wishes to hang Great Taste logos above the display etc. It is imperative that the logos are only hung over the relevant products and that it is made clear which products were granted which award.
- A show or similar affiliated with the Guild promoting Great Taste products.
- Point of sale kit supplied by the Guild.



The above logo is supplied on application and at the discretion of the Guild.

## 6. Style guidelines for Great Taste<sup>®</sup> logo usage

### 6.1 Print

6.1.1 The relevant award logo, issued by the Guild, can be used in the following formats as long as it is accompanied by the details of the award-winning product:

- **Ads**
- **Promotional leaflets and posters**
- **Articles.** If you are sending the logo to a newspaper you are responsible for ensuring that they use the award logo correctly and only for the purposes of the article referring to your product. Usage is permitted on an article-by-article basis.
- **Shelf barkers.** It is permissible for the company to print the logo on shelf barkers as long as they are accompanied by the full product details e.g. product name, product producer. It is imperative that, should the wrong product be placed on the shelf with the shelf barker, or the products moved, it is clear to which product the award logo belongs. If it is a supermarket wishing to use the shelf barkers, they must clear logo usage with the product producer; credit the product producer (unless they expressly waive their rights to this) and send in artwork for approval before going to print.
- **Banners**
- **Beermats**
- **Window stickers**
- **Van livery**

### 6.2 Web & Email

6.2.1 The relevant award logo can be used on the website or email signature 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 unauthorised downloading of the award logos.

### 6.3 Colours

6.3.1 The Great Taste 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.

6.3.2 When reproducing the relevant Great Taste logo, please use the following colours:

**PROCESS BLACK**  
**CMYK: 0/0/0/100**  
(or CMYK 'rich black'  
45/35/20/100)  
**RGB: 0/0/0**  
**HEX: #000000**

**PMS 871C**  
**CMYK: 27/28/63/10**  
**RGB: 192/173/117**  
**HEX: #C0AD75**

6.3.3 Where appropriate on dark or black backgrounds a 1pt white keyline must be added.



## 6.4 Logo size

6.4.1 Great Taste labels: The fixed size for Great Taste award labels is 25mm.

6.4.2 Great Taste artwork printed on packaging:

- Minimum size is 20mm.
- There is no maximum size but please ensure that the logo is clear and lines are true and not pixelated.

6.4.3 Great Taste logos, year specific logos, Great Taste retailer, Great Taste producer, Great Taste sponsor or Great Taste supporter logos used in other printed material or on screen:

- Minimum size 18mm or 120px on screen. If there is a reason why the logo needs to be reproduced in a smaller format please contact the Guild for approval detailing the reasons why the standard minimum size cannot be used, the size applying to use and proposed usage.
- There is no maximum size but ensure logo is clear and lines are true and not pixelated.

## 6.5 Layout on page

6.5.1 Clearance must be given to the logo when printed directly onto packaging, marketing material and signage graphics. The height of the 'e' in 'Taste' should form the minimum margin around the roundel.

6.5.2 The label should appear at angle of no more than 15°

## 6.6 File formats



6.6.1 EPS: This format can be scaled up or down without deterioration and can be used in print, e.g. advertising, packaging, exhibition signage.

6.6.2 JPEG: May be used for various applications, may be reduced in size, but not enlarged.

6.6.3 PDF: This can be used in print, but is primarily so that the user can view the logo across all platforms.

## Have a question?

If you have any questions or queries about Great Taste® logo artwork or label usage, please contact:

Email: [logos@gff.co.uk](mailto:logos@gff.co.uk)  
Tel: +44 (0)1747 825200

## Write to:

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