USAGE & BRAND GUIDELINES
WORLD CHEESE AWARDS® 2026-27

Last updated: September 2026

Replaces all earlier versions of the World Cheese Awards® logo guidelines

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 and paid for online, directly from the Guild of Fine Food, through the winning entrant's MyGuild account. 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 ordered online through the winning entrant's MyGuild account.

7. It is not permitted to forward logo artwork to another entrant company. All companies must request their own artwork and record their agreement to brand guidelines within their own MyGuild accounts. Consortiums and associations cannot apply for logo artwork on behalf of producers. The producers must apply for artwork directly from the Guild of Fine Food.

8. 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.

9. 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

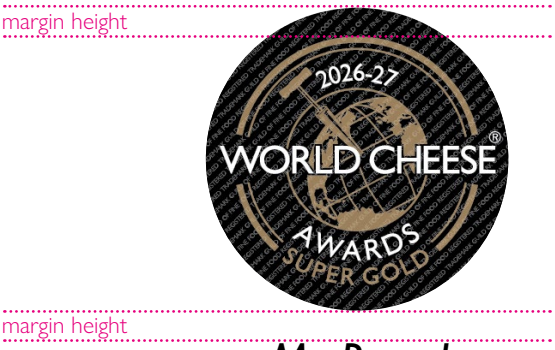
10. If the exact same product is sold under an alternative brand name, and this brand name is declared on the **World Cheese Awards** entry form in the "Alternative names" field, then at the discretion of the Guild of Fine Food it may be permitted to use the award logo on these alternative brand names.

World Cheese Awards® labels



Available as pre-printed labels (25mm diameter) or as electronic artwork. All labels and logos must be ordered (and paid for if applicable) online via the winning entrants' MyGuild account.

Usage & Style Guidelines



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).



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 each award is valid for a period of three years. After this time, producers are encouraged to re-enter their product into the **World Cheese Awards**. 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 2027-28**, the Guild can supply artwork for 2026-27, 2025-26 and 2024-25 only.

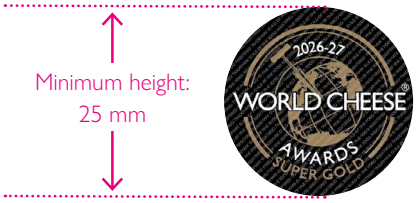
4. Every **World Cheese Award** achieved is the exclusive property of the cheese producer. Any cheeses presented in retail or wholesale own label packaging and carrying the **World Cheese Awards** logo should state the name of the producer somewhere on the packaging to help protect the producer's rights.

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	Gold	Silver	Bronze	Black	White
PMS 873C	PMS 871C	PMS 877C	PMS 876C	PROCESS BLACK	PMS 11-0601
C0 M20 Y45 K46	C27 M28 Y62 K3	C3 M0 Y0 K43	C0 M39 Y49 K42	C40 M30 Y30 K100	White substrate
				C0 M0 Y0 K100	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 artwork 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. Where appropriate on dark/black backgrounds, please use a 1pt white keyline, proportionate to the logo size. Logo artwork with a 1pt white keyline can be requested from *logos@gff.co.uk*. Please note: To maintain the correct keyline, you must not alter the keyline size and only scale the artwork up or down proportionally.





9. Sponsors and Supporters will be issued a copy of the **World Cheese Awards** 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.

9.1. The Guild of Fine Food do not supply trophy logos. Trophy winners should use their award logo (Super Gold, Gold etc) to promote their win and can use the following text to correspond with their trophy alongside the award logo: Awarded Best Spanish Cheese.

9.2. A logo is supplied for the World Champion Cheese, and will be issued to the winner after the World Cheese Awards.

10. 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/PNG:
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.