



BRAND GUIDELINES



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INTRODUCTION

This guide aims to help winning brands capitalise upon their success at the International Spirits Challenge. It will offer advice on the various benefits you can unlock by promoting your achievement, while explaining the terms of use that we have devised in order to uphold the integrity, calibre and reputation of the challenge.

The ISC aims to promote quality and excellence in spirits, and it provides opportunities for brands to influence both trade buyers and consumers alike in their purchasing decision.

Please read this document carefully before using the ISC logo or award medal logo/s to gain the best possible results for your promotional campaigns.



AGREEMENT OVERVIEW

Any spirits brand that has been awarded a medal by the International Spirits Challenge is thereby licensed to participate in the use of International Spirits Challenge branded artwork in connection with their award win, and hereby acknowledges an understanding and acceptance of these Terms of Use and the Licensing Agreement, in full and without exception.

The International Spirits Challenge permits the use of all branded artwork including master logos and award medals, to be used in all aspects of marketing within the agreed licensed period of three years. This Agreement applies but is not limited to: packaging, print marketing, distribution, advertisements, certificates, press releases, websites, digital media, social media and any other materials carrying the ISC logo and award medal logo/s. The following brand guidelines apply to the use of all International Spirits Challenge branding where the logo appears ensuring that it is marketed appropriately and consistently for all winners.



MASTER LOGO ARTWORK

The International Spirits Challenge Master Logo is a sophisticated design of a pot still with classic typefaces. The brand name and theme are captured in the strong and striking design. The logo is generic and undated. This is the primary logo to be used by all those wishing to promote the competition and its credentials.

LEGIBILITY

Maintain clear space around the master logo so it avoids clashing with other graphic elements that might affect the impact of the logo where used.



MINIMUM SIZE

Where used, the Master Logo must have a diameter of a minimum of 23mm in print or 90px on digital applications. There is no maximum size, but please ensure that the logo is clear and lines are true and not pixelated.

COLOUR VARIANTS

The Master Logo (A) and (B) can be used on white backgrounds whilst version (C) and (D) can be used on dark backgrounds.

A.



B.



C.



D.



INTERNATIONAL SPIRITS CHALLENGE 2027



AWARD MEDAL ARTWORK

Award Medal Logos are further variations on the ISC Master Logo, with the addition of the medal tier and the winning year. Medals are esteemed assets awarded to all winners in the challenge. We highly recommend that drinks producers use these Award Medal Logos to promote their winning spirits.

AWARD MEDAL COLOUR VARIANTS

International Spirits Challenge Award Medal Artwork can only be reproduced in the colours provided by Agile Media Ltd. It is not permitted to change the colours of the logos or print them in black and white.

When producing the relevant International Spirits Challenge logo, please be sure to use the appropriate colour for each of the corresponding medals.

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| 23mm/90px |



MINIMUM SIZE

Where used, the Award Medal Logos must have a diameter of a minimum of 25mm in print or 90px on digital applications. There is no maximum size but please ensure that the logo is clear and lines are true and not pixelated.



AWARD MEDAL ARTWORK

The award medals are listed in the following groups:

- (A) Tasting Awards
- (B) Tasting Awards – Key Specialist Awards
- (C) Tasting Awards – Producer of the Year Awards
- (D) Design & Packaging Awards
- (E) Design & Packaging Key Specialist Awards
- (F) Special Recognition Awards

FILE FORMATS

Award Medal Artwork can be supplied in high resolution EPS, JPEG and PDF formats.



DESIGN GUIDELINES

Agile Media permits the use of the International Spirits Challenge awards medal logos on all forms of advertising, including newspapers, magazines, online media, television and radio. It is essential that the requirements outlined in the Design Guidelines are adhered to.

PRINT

- The relevant award medal artwork, issued by Agile Media Ltd, can be used in the following formats, and must be accompanied by the details of the award-winning product:
- Advertisements
- Promotional leaflets and posters
- Articles. If you are sending the logo to a newsletter you are responsible for ensuring the award medal logo is used correctly and only for the purposes of the article referring to the winning product. Usage is permitted on an article-by-article basis.
- Point of Sale Shelf barkers/talkers. 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, producer.

DIGITAL

The relevant award medal artwork can be used on a website or email signature of an award-winning company accompanied by the details of the award-winning product. The logo must be protected to prevent the unauthorised downloading of the award medal artwork.

TELEVISION & RADIO

The relevant award medal artwork, issued by Agile Media Ltd, can be used in television and radio commercials alongside the accompanied by the details of the award-winning product by means of visual branding or spoken word.



TERMS OF USE

- The International Spirits Challenge Master Logo is only available from Agile Media Ltd upon request.
- The Master Logo and wording 'International Spirits Challenge' is registered and owned by Agile Media Ltd and may only be used in print or electronic format with the approval of Agile Media Ltd
- Agile Media reserves the rights to refuse permission to the International Spirits Challenge Logo if the style or presentation in any way breaches the regulations.
- It is not permitted to alter or and any logos in any way or to use the key features of the logo to produce your own logos or designs.
- International Spirits Challenge award medal artwork must only be used on the correct corresponding award-winning product(s).
- International Spirits Challenge award medal artwork must ALWAYS state the year the award was won.
- Winners are granted a non-exclusive, non-transferable license to use the International Spirits Challenge award medal artwork for a period of three years from the date it is issued. The License does not denote "ownership" of the licensed assets.
- If the product is changed in any way, permission for use of the award medal artwork will be withdrawn. 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 the International Spirits Challenge.
- Whenever award medal artwork is used it must be accompanied by the relevant award-winning product's brand name.
- International Spirits Challenge award medal artwork is non-transferable. If a company is sold, the use of the medal artwork is no longer permitted on products.
- Entrants are not entitled to use the award medal artwork on a winning product if there are changes to its design and branding.
- The entrant owns the usage rights for the relevant award medal artwork issued for use with the award-winning product. Any other associated party to the product, that wishes to be granted permission to use medal artwork, must confirm written consent from the entrant and Agile Media Ltd beforehand.





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