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# BRAND GUIDE

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World's Best Sommeliers' Selection

February 2026

# Brand OVERVIEW

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The World's Best Sommeliers' Selection (WBSS) is a unique opportunity that allows brilliant winemakers to present their wines exclusively to the world's top sommeliers.

Each sommelier has been invited from William Reed's extensive network within The World's 50 Best Restaurants.

WBSS is brought to you by William Reed, renowned for their expertise in organising acclaimed events such as The World's 50 Best Restaurants and World's Best Vineyards.



# Logo USAGE

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- The primary logo consists of the full brand name 'Worlds' Best Sommeliers' Selection'.
- The secondary logo is the logo mark 'WBSS'.
- When utilising the World's Best Sommeliers' Selection logo or logo mark, it is imperative to clearly attribute it to a specific wine in your portfolio.
- The name of the credited wine should be prominently displayed alongside the logo in a legible font size.
- Always use the official high-quality logo files provided.
- Maintain clear space around the logo to ensure visibility and legibility.
- Do not alter the proportions, colours, or orientation of the logo.

W O R L D ' S B E S T

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**Sommeliers'**

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**SELECTION**

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SELECTION

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W O R L D ' S B E S T

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Sommeliers'

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SELECTION

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**WBSS**



WBSS



WBSS



# Brand IDENTITY

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## Primary Typeface

Messina Sans

## Alternative Typeface

Manrope

Manrope is available free from the Google Font Library:

<https://fonts.google.com/specimen/Manrope>

## Colour Palette

Primary Colours:

Sea Green (#39695C), Jade Green (#5CA273), Gold (#CDA349)

Secondary Colours:


White (#FFFFFF), Black (#18181B), Blue (#394A5C), Sand (#D7CEB6)


# Social MEDIA

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On social media use the full name of the event (World's Best Sommeliers' Selection) or the appropriate handle or hashtag:

 [www.worldsbestsommeliersselection.com](http://www.worldsbestsommeliersselection.com)

 @World's Best Sommeliers' Selection

 @worldsbestsommeliers

 @wbestsommeliers

 @World's Best Sommeliers' Selection

## Hashtags:

#worldsbestsommeliersselection

#worldsbestsommeliersselection2025

#worldsbestsommeliers



**W B S S**

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