



Brand Identity Guidelines

2009 / 2010

WSET

(Wine & Spirit Education Trust)

INTRODUCTION and CONTENTS



These guidelines have been created to help you work with the WSET brand identity. They offer guidance and support for internal and external communications, professionals and stakeholders alike and contain detailed instructions and advice on applying our brand identity when creating and producing literature and other marketing materials. They complement the direct help and assistance available from the WSET team who are the main point of contact for all branding and visual identity queries.

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ABOUT OUR IDENTITY



Ariadne – the primary brand mark of the WSET

The primary brand mark features the classic image of Ariadne, in Greek mythology the daughter of King Minos of Crete. She was the consort of Dionysus (also known as Bacchus) the god of wine, who represents not only the intoxicating power of wine, but also its social and beneficial influences.

They had three sons, Oenopion (*wine drinker*), Staphylus (*grape cluster*) and Euanthes (*the richly blooming*). Oenopion was a legendary king of Chios and was said to have brought winemaking to the island.

The Ariadne oval mark has been used by the Wine & Spirit Education Trust since its foundation in 1969.

The WSET® (Wine & Spirit Education Trust) grew out of the Wine & Spirit Association's Education Committee and the Wine Trade Club, which had been running educational courses since 1920. As the UK market grew, so did the need for education and training and on 17th October 1969 the WSET was officially founded by the Wine & Spirit Association with financial assistance from the Vintners' Company.

The WSET exists to promote, provide and develop high quality education and sought-after qualifications in wines and spirits for those in the wine and spirit industry, as well as for the interested consumer.

Ian Harris *Chief Executive*

THE ARIADNE OVAL – primary brand mark



The Oval

The primary use of the oval is in single colour blue, on a white background.
Do not redraw, distort or modify the oval.

The Registered Symbol ® is a legal component of the WSET primary logo (Ariadne) and must always be present to protect our identity.

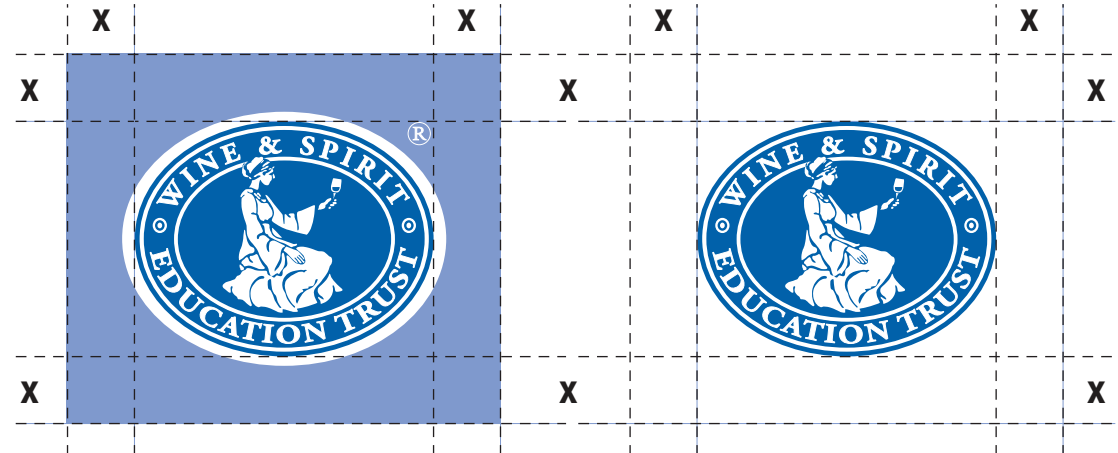


Colour format

The oval can be used on a coloured or pictured background, but must sit on a white oval in the proportion shown above.



The oval can be used on light tinted backgrounds either with or without the additional white oval.



Exclusion zone

An exclusion zone must be preserved around the Ariadne oval. This defines an area within which no other element can be placed. It also defines the minimum distance the logo format can be placed from any edge. The 'x' dimension is one quarter of the width of the outer blue oval.

COLOURS



Notes on colour

These guidelines have been produced as a PDF document for ease of use and distribution. However, due to the inconsistency of PC screen settings (colour, contrast etc) it is important to note that the colours used within these guidelines will appear to vary as they are viewed across individual screens. It is therefore imperative that when reproducing any element of the WSET brand that the colour specifications outlined in these guidelines are adhered to, for this purpose we have provided CMYK, Pantone® and RGB values for an accurate colour replication.

Watermark

On occasion the WSET will produce the Ariadne brand mark in a watermark form. No attempt should be made to replicate this without prior consultation with the WSET.

WSET Blue
Pantone
PMS 286 C

Process (cmyk)
100C 66M 0Y 2K

The main corporate colour, or WSET Blue, should print in pantone 286 C or where spot colour is not available, in its process equivalent - using the four-colour process breakdown shown.

Mid-blue
65% tint from
Pantone
PMS 286 C

Process (cmyk)
65C 43M 0Y 0K

The WSET word mark should also print in WSET blue, preferably as a 65% tint of pantone 286 C or its process equivalent.

Process Black
0C 0M 0Y 100K

Both the WSET initials and the Ariadne oval can print in solid black for single colour use.

THE ARIADNE OVAL – minimum size and line art



15mm

Minimum size

The standard WSET Ariadne oval trademark should **not** be used below 15mm.

For any use under 15mm, we have created a line-art version. In turn, the line-art version must **never** be used over 15mm.



Line-art – only for use under 15mm

The line-art version of the Ariadne trademark must only be used for printing purposes and only then if the resulting image is to be **less than 15mm** in width (the minimum size allowed for the solid version).

The line-art version must **never** appear on a non-white background – (coloured, pictured or textured).

THE ARIADNE OVAL – incorrect use



Company Name



Additional information

You must not add any additional information which falls within the exclusion zone.



Cropping

The oval must never be cropped or truncated in any way.



Pictorial backgrounds

The oval must never be placed on a half-tone background, **without** the additional white oval.



Distortion

The oval must never be stretched, angled or distorted in any way. It can be scaled in proportion to the original.



Negative

The oval must never be used in negative form to appear reversed out of a coloured background.



Without additional white oval

The oval must never be placed on a coloured background **without** the additional white oval.



Reset type

Never reset or replace the type around the oval logo.

The image shows the WSET word mark logo in a large, blue, sans-serif font. The letters are bold and evenly spaced. A small registered trademark symbol (®) is located at the top right of the letter 'T'.

Registered trademarks

The WSET word mark and the Ariadne logo are registered trademarks. At first reference in all written, formal communication, the registered trademark indicator (®) must be used in conjunction with the WSET word mark and logo.

These or any other WSET trademarks or service marks may not be used without the written permission of the WSET. The WSET trademark may not be used in connection with any product or service that is not WSET, or in any manner that is likely to cause confusion or be misleading. All other trademarks, service marks, registered trademarks, or registered service marks may be the property of their respective owners.

Only specific associates* may use the WSET logos to show accreditation from the WSET. The WSET logo specific to each accredited status requires permission gained through correct and maintained registration of the individual and/or company at that level of status. All WSET mentions and logo usage must be surrendered should registration cease.

The full company name, Wine & Spirit Education Trust, may be used in full, or if used in conjunction with the abbreviated WSET form, thus,

WSET (Wine & Spirit Education Trust) ✓

OR

Wine & Spirit Education Trust (WSET) ✓

Consequently, in addition to the Ariadne oval, we have produced the WSET word in logo form. For headline and display use, vector artwork is available in Adobe Illustrator eps format.

Pronouncing WSET

When talking about WSET, this should be pronounced: “*double-u-ess-ee-tee*” and not turned into “wiset,” “wineset” or any other version. Sounding the letters W-S-E-T should be translated into the local language.

The logo can be used on numerous occasions so long as it stands alone and is not altered or combined with other images. Common forms may include, but are not limited to, project websites, accredited sites, informational material and clothing.

All proposed artwork where any WSET logo appears must be sanctioned by the WSET prior to production.

* WSET accredited associates, known as ‘supplementary identities’, are classified as follows:

WSET Certified, Advanced

WSET Approved Programme Providers (APP's)

Certified WSET Educator

Further details, including their permitted logos, can be found on pages 15 – 16.

Non-accredited organisations may not use either the WSET word mark or the Ariadne logo in any fashion to show affiliation with the WSET without written permission from the WSET.

THE WORD MARK - USAGE IN COMPANY NAMES, DOMAIN NAMES AND EMAIL ADDRESSES

Use of WSET Trademark in Company names, Domain names and Email addresses (1)

- WSET APPs operate on a non-exclusive basis in any given territory
- Therefore, APP names should not use the WSET mark in any way that suggests exclusivity
- This applies both on- and off- line
- The WSET mark *may* be used *alongside* an APP name

Use of WSET Trademark in Company names, Domain names and Email addresses (2)

- Examples of usage:

WSET (*territory name*) (as Company name)



www.WSET(*territory name*).com



www.WSET.co.(*country suffix*)



(*APP name*) WSET Approved Programme Provider
(eg on letterhead, website, brochure etc)



www.(*APP name*).com/wset



wset@(*APP name*).com



wsetcourses@(*APP name*).com



There are other similar examples, so:

- if in doubt, ask before committing expenditure
- submit marketing and other uses of trademarks for approval
(as per current APP criteria)

The WSET owned Website

The WSET continues to own numerous domain names (e.g. wset.co.uk, wsetinternational.com) all acting as 'feeder' links through the WSET website.

From 2008, for marketing and publication purposes, the WSET homepage URL must be displayed solely as www.wsetglobal.com

OUR PRODUCTS – QUALIFICATION COLOURS

<p>Pantone PMS Warm Red C</p> <p>Process (cmyk) 0C 75M 90Y 0K</p>	<p>WSET Level 1 Foundation Certificate in Wines</p>	<p>Pantone PMS 422 C</p> <p>Process (cmyk) 0C 0M 0Y 33K</p>	<p>WSET Level 2 Professional Certificate in Spirits</p>	<p>Pantone PMS 1955 C</p> <p>Process (cmyk) 0C 100M 60Y 37K</p>	<p>WSET Level 4 Diploma in Wines and Spirits</p>
<p>Pantone PMS 486 C</p> <p>Process (cmyk) 0C 47M 41Y 0K</p>	<p>WSET Level 1 Foundation Certificate in Spirits</p>	<p>Pantone PMS 343 C</p> <p>Process (cmyk) 98C 0M 72Y 61K</p>	<p>WSET Level 3 Advanced Certificate in Wines and Spirits</p>	<p>Pantone PMS 125 C</p> <p>Process (cmyk) 0C 26M 100Y 26K</p>	<p>WSET Level 5 Honours Diploma in Wines & Spirits</p>
<p>Pantone PMS 286 C</p> <p>Process (cmyk) 100C 66M 0Y 2K</p>	<p>WSET Level 2 Intermediate Certificate in Wines and Spirits</p>	<p>Pantone PMS 358 C</p> <p>Process (cmyk) 27C 0M 38Y 0K</p>	<p>WSET Level 3 International Higher Certificate in Wines and Spirits</p>	<p>Each Qualification Level has its own colour, shown here as a pantone and the equivalent four-colour process breakdown. The colours should be used for solid and tint backgrounds, headlines and sub-heading text.</p> <p>Colours can vary according to paper stock, material and print processes. Always refer back to Pantone gloss colours to get a visual match to the colour.</p>	

WSET®

Wine & Spirit Courses

As well as its own specific colour, each qualification level has a strapline which must be used in documentation, space permitting. These can be set in an alternative typeface, **The Mix Bold italic**, as shown here.

Where possible they should print in the qualification colour, either the pantone or its process equivalent, as set out on the previous page.

Remember that colours can vary according to paper stock, material and print processes. Always refer back to Pantone gloss colours to get a visual match to the colour.

‘confidence for front line staff’

Level 1 Foundation Certificate
in Wines

‘confidence for front line staff’

Level 1 Foundation Certificate
in Spirits

‘looking behind the label’

Level 2 Intermediate Certificate
in Wines and Spirits

‘distilling knowledge’

Level 2 Professional Certificate
in Spirits

‘exploring the world of wines and spirits’

Level 3 Advanced Certificate
in Wines and Spirits

‘exploring the world of wines and spirits’

Level 3 International Higher
Certificate in Wines and Spirits

‘creating the trade professional’

Level 4 Diploma
in Wines and Spirits

‘identifying opportunities for the industry’

Level 5 Honours Diploma
in Wines and Spirits

The Mix Bold italic

OUR PRODUCTS – QUALIFICATION IMAGERY



**WSET Level 1
Foundation Certificate
in Wines**



**WSET Level 2
Professional Certificate
in Spirits**



**WSET Level 4
Diploma
in Wines and Spirits**



**WSET Level 1
Foundation Certificate
in Spirits**



**WSET Level 3
Advanced Certificate
in Wines and Spirits**



**WSET Level 5
Honours Diploma
in Wines & Spirits**



**WSET Level 2
Intermediate Certificate
in Wines and Spirits**



**WSET Level 3
International
Higher Certificate
in Wines and Spirits**

Each Qualification Level also has its own brand image, as shown here. Whenever a qualification Level is quoted it should be accompanied by the strapline, the correct colour scheme, and where space permits, by the appropriate brand image.

A high resolution (300dpi) version of each image is available on request.

A Guide to the **Wine & Spirit Education Trust** ✓

– sample headline

A Guide to the ✗

The Level 4 Diploma is WSET's flagship qualification. It is designed to prepare people for responsible jobs within the wine and spirits business. The course will not only develop product knowledge to a specialist level, but will also enable students to acquire skills that will continue to be of use beyond the course. ✓

– sample text

The Level 4 Diploma is WSET's flagship qualification. It is designed to prepare people for responsible jobs within the wine and spirits business. The course will ✗

Primary typeface: Helvetica Neue Condensed

This font can be used for headlines, display text and information:

Helvetica Neue 57 Condensed
Helvetica Neue 57 Condensed Oblique
Helvetica Neue 77 Bold Condensed
Helvetica Neue 77 Bold Oblique

Secondary typeface: Helvetica

This font can be used for body text and diagrams in all printed literature:

Helvetica Neue 55 Roman
Helvetica Neue 56 Italic
Helvetica Neue 75 Bold
Helvetica Neue 76 Bold Italic

A Guide to the Wine & Spirit Education Trust ✓

– sample headline

A Guide to the ✗

The Level 4 Diploma is WSET's flagship qualification. It is designed to prepare people for responsible jobs within the wine and spirits business. The course will not only develop product knowledge to a specialist level, but will also enable students to acquire skills that will continue to be of use beyond the course. ✓

– sample text

The Level 4 Diploma is WSET's flagship qualification. It is designed to prepare people for responsible jobs within the wine and spirits business. The course will ✗

Alternative typeface: the Arial family

In some cases it may not be possible to use the main corporate typefaces from the Helvetica Neue family - i.e. where it is not available as a system font (such as online or within Microsoft applications, for example), then you may use the specific substitute font of Arial as outlined here. Arial is a readily available system font.

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

Notes on typography

Please bear in mind that Arial is a wider-bodied font than the Helvetica Neue family; this is especially noticable in headline use, where Arial replaces the Helvetica Neue Condensed weights.



The Certified logo

The primary use of this logo is in single colour, on a white background.

The logo must not be used under 15mm in width. Do not redraw, distort or modify the logo.



Colours

These logos are designed to be printed in a solid colour on a white background. The colour should reflect the qualification level, in this case Pantone 343C denoting Level 3 Advanced.

It must **not** be reversed out of a dark background, but if required, the logo may be placed on a white panel.



For Terms and Conditions of use please see page 19, or if in doubt, please contact the WSET.



**Approved Programme Provider logo
and Certified WSET Educator logo**

These logos may only print in single colour, either in Pantone 286 C or in black on a white background.

The logos must not be used under 15mm in width. Do not redraw, distort or modify the logos.



For Terms and Conditions of use please see page 19, or if in doubt, please contact the WSET.



Institute of Wines & Spirits

All graduates (holders of the WSET Level 4 Diploma in Wines and Spirits) are eligible to become Associate Members of the Institute of Wines & Spirits (AIWS). Being a member of the IWS is a valuable asset and has been designed to help you maintain a high level of knowledge through continued professional development.

Certificates of membership are issued upon annual renewal and the IWS logo/coat of arms may be used in marketing materials and stationary as long as it is sufficiently made clear that the 'individual' is a member of the Institute of Wines & Spirits.

Further information regarding membership and its benefits can be found at www.wsetglobal.com or by emailing iws@wset.co.uk

Colours

The IWS coat of arms can only be printed in four colour process, preferably on a white background. Where a secondary colour is required, it should be pantone 7506, or its four colour (cmyk) breakdown, 0% cyan, 5% magenta, 15% yellow, 0% black.

For the coat of arms to be placed on the cream (7506) background, a cut-out version of the file is available.



Pantone
PMS 7506

SUPPLEMENTARY IDENTITIES – CORPORATE PATRONS

The Corporate Patronage Scheme was launched in 2003 to fund the many continuous changes required by the wine and spirit industry, to ensure the WSET courses and qualifications are up-to-date and relevant to the constantly changing wine and spirits market.

The support and generosity of our Corporate Patrons has already enabled us to launch a number of much needed initiatives and we intend to continue to invest in our programme of innovation and develop better communication with our numerous stakeholders.

Three levels of Corporate Patronage are available, with varying degrees of benefits.

If you are interested in becoming a WSET Corporate Patron or would like further details, please contact Ian Harris on iharris@wset.co.uk or call him on +44 (0)20 7089 3800 for details.



Bronze Corporate Patron

Pantone
PMS 180 C

Process (cmyk)
0C 79M 100Y 11K



Silver Corporate Patron

Pantone
PMS 430 C

Process (cmyk)
5C 0M 0Y 45K



Gold Corporate Patron

Pantone
PMS 139 C

Process (cmyk)
0C 37M 100Y 23K

TERMS AND CONDITIONS for SUPPLEMENTARY IDENTITIES

Terms and Conditions - in short

Please note that the conditions shown here are a shortened version for reference only for the devices on the previous pages. Specific information and full Terms and Conditions are available upon request.

Upon application and following verification and/or registration from, WSET Awards (Certified Advanced, status), WSET, APP Co-ordinator (Approved Programme Provider and Certified Educator status), the 'device' relevant to an individual/company will be made available in PDF and JPEG format with other formats available upon request.

The following rules and restrictions apply:

The designation is strictly for the use of qualifying individuals (and companies/institutions for APPs) applicants will be required to agree to the Terms and Conditions of use.

The designation (thus usage of an 'accredited logo') is only applicable to:

1. **Advanced** – holders of the WSET level 3, Advanced Certificate in Wines and Spirits (or Higher Certificate if pre-2001)
2. **Approved Programme Provider** – those who have sought and successfully achieved the standards required by the WSET, thus achieving the status of 'Approved Programme Provider' may use the appropriate 'device' to show that they are accredited to run WSET qualifications.
3. **Certified WSET Educators** – those educators who have either completed the WSET Educator Programme, or who have been accredited by prior learning (APL) and are holders of the WSET Level 4 Diploma.

Any individual or institution wishing to use any of the following accreditations must request the relevant device from WSET in writing, and must agree to the terms and conditions laid out here and in the documents relevant to each application (supplied upon application or request). Applications for all of the available standards/levels and accredited statuses are outlined in the specific documentation for each relevant 'status' level. Please contact the WSET should you have queries with regards to becoming 'accredited' by the WSET.

The accredited status both in use of, name, device and in any other form of 'reference' must be surrendered upon any 'infringement' of eligibility (please consult your WSET guidelines and/or representative regarding these clauses).

Anybody, whether individual or institution, found to be using any device without entitlement will be liable for prosecution, as will anyone supplying these devices to an individual or institution not entitled to use them.

The designations are not intended and can not be used in post-nominal form.

WSET reserves the right to refuse usage of any of these accreditations, devices and other references, at their own discretion and without prior notice. The WSET also reserves the right to introduce other designations or devices relating to other WSET accreditations at any time in the future.

CONTACT DETAILS

WSET®



These guidelines have been created to help you work with our identity. They offer guidance and support for internal and external communications professionals and stakeholders alike and contain detailed instructions and advice on applying our brand identity when creating and producing literature and other marketing materials. Further help and assistance is available from the WSET team who are the main point of contact for all branding and visual identity queries.

For further information, or to request vector logos or high resolution images, please contact:

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