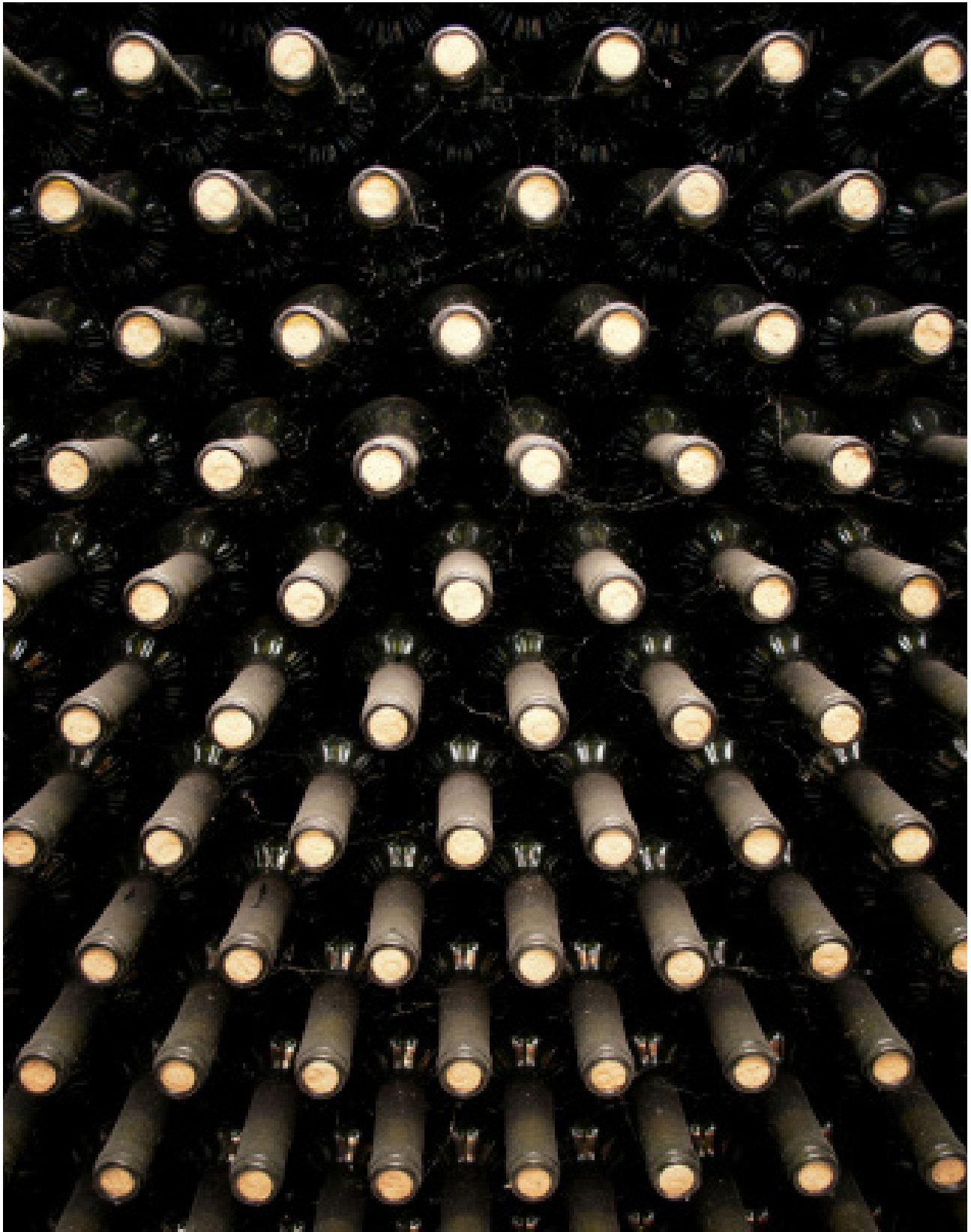


THE WORLD OF FINE WINE

Brand identity guidelines



Contents

1. Brand overview and contact information

1.1	Brand overview	3
1.2	Brand guidelines overview.	3
1.3	Contact Information.	3

2. Brand Logo

2.1	Reproduction of the logo.	4
2.2	Logo exclusion zone	4
2.3	Logo colours.	5
2.4	Improper use of the logo.	5

3. World's Best Wine Lists 2014

3.1	Reproduction of the logo.	6
3.2	Logo exclusion zone	6
3.3	Logo colours.	6
3.4	Improper use of the logo.	7

4. Colours

4.1	Brand logo colour palette	8
4.2	World's Best Wine Lists 2014 colour palette	8

I. Overview and contact information

1.1 Brand overview

Named Louis Roederer International Wine Publication of the Year three years running (2010, 2011 and 2012), The World of Fine Wine is an award-winning magazine, website and app speaking to an international readership of discerning individuals who each share a passion for wine. We take a sophisticated approach to the assessment of fine wine that is neither dominated by fad or fashion, nor one individual palate, nor the latest over-hyped wines. The publication appeals to a broad spectrum of wine lovers because of the range of subject matter we cover and the quality and depth of the articles written on these academic topics. Working with some of the world's most respected wine writers, we offer authoritative editorial content that is seeing us become the go-to place for the global fine wine aficionado. We are a quarterly publication with subscribers extending across 30 countries

1.2 Brand Guidelines Overview

These guidelines have been developed to help you reflect The World of Fine Wine brand accurately in any communications you produce. They will introduce you to the important visual elements that represent The World of Fine Wine, ensuring the brand is used in a consistent and professional manner.

Within body copy the brand should be written The World of Fine Wine, ensuring it's not all in lowercase or all in caps.

1.3 Contact information

Brand contact:

Fiona Allen, Director of Brand & Communications
fiona.allen@progressivemediagroup.com

2. Brand Logo

2.1 Reproduction of logo

When reproducing the The World of Fine Wine logo, please use the original digital artwork as supplied - and always reproduce its elements in the correct size and specified colours. The logos should not be redrawn or recreated in any way.



2.2 Logo exclusion zone

Please leave space around exclusion zone



THE WORLD OF FINE WINE

Brand identity guidelines

2.3 Logo colours

There are three variants available for use:

Full colour logo

This is the approved full colour logo to be used in all colour communications.



White logo for dark backgrounds

This logo should be used when the background colour is dark and where the full colour logo does not stand out.



Black logo for white/light backgrounds

This logo should be used when the background colour is white or light and where the full colour logo is not preferred.



2.4 Improper use of the logo

Do not alter the logo in any way. Below are just a few examples of incorrect usage:

Do not

- Change the proportions of the logo vertically or horizontally
- Add any additional text below or around the logo (follow exclusion zone guidelines for logo elements in section 2.3)
- Change the colour of the logo
- Rotate the position of the logo
- Alter the logo font



3. World's Best Wine Lists 2014

3.1 Reproduction of the logo

When reproducing The World's Best Wine Lists logo, please use original digital artwork as supplied – and always reproduce it's elements in the correct size and specific colours. The logos should not be redrawn or recreated in any way.



3.2 Logo Exclusion Zone

Please leave space around exclusion zone.



3.3 Logo Colours

There is one variant available for use. Please use the full colour logo in all communications.

3.4 Improper use of the logo

Do not alter the logo in anyway. Below are a few examples of incorrect usage:

Do not

- Change proportions of the logo vertically or horizontally
- Change the colour of the logo
- Rotate the position of the logo
- Alter the logo font



4. Colours

4.1 Brand Logo colour palette

We have created a basic colour palette for the brand. Please note that the colours which appear on screen or on the PDF download throughout these guidelines are not intended to match Pantone colour standards.

They are simply for use as a guide, not for colour matching purposes.

Brand core colours

CMYK K100 RGB R0 G0 B0 Pantone Black	CMYK C40 M100 Y50 K35 RGB R117 G19 B65 Pantone 506C	CMYK M2 K6 RGB R225 G248 B237 Pantone Cool Gray 1C	CMYK C0 M0 Y0 K37 RGB R173 G175 B178 Pantone Cool Gray 7C
--	---	--	---

4.2 The World's Best Wine Lists 2014

Core Colours

CMYK K100 RGB R0 G0 B0 Pantone Black	CMYK C40 M100 Y50 K35 RGB R117 G19 B65 Pantone 506C	CMYK C20 M25 Y60 K25 RGB R163 G145 B97 Pantone 871C
--	---	---

