

SIP AWARDS

INTERNATIONAL SPIRITS COMPETITION

BRAND GUIDELINES

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BRAND CONSISTENCY

Our mission is to help quality spirits rise above the competition by directly influencing consumer opinion and purchasing decisions. We created this guide to help you leverage the prestige, recognition, and trust associated with the SIP Awards brand.





BRAND TONE

The tone for copy should be professional, straightforward, friendly, and positive. Write as if you're sharing the good news with an important stakeholder because you are. Your post may reach consumers, distributors, and retailers. Thus, the tone of your copy should be calibrated to make a positive impression on all parties.

On social media, we suggest a lighter approach that is more conversational. To maintain the gravity of your SIP Award, emojis should be used judiciously.

LOGOS

PRIMARY LOGO

SIP Awards' primary logo is a simple yet elegant wordmark with modern typefaces. The name and subtext are fully justified in an even lock-up creating a strong, established presence. This is the primary logo to be used across various marketing collateral.

Visit our [Digital Media](#) page to access and use SIP Awards' logos.

SIP AWARDS
INTERNATIONAL SPIRITS COMPETITION

SIP AWARDS
INTERNATIONAL SPIRITS COMPETITION

MINIMUM SIZE

The smallest size the logo should be represented is 2" or 144px wide.

PRIMARY LOGO

without secondary line

SIP Awards' primary logo can also be used without the secondary line *International Spirits Competition*.

Visit our [Digital Media](#) page to access and use SIP Awards' logos.

SIP AWARDS

SIP AWARDS

MINIMUM SIZE

The minimize logo size is 1.5" or 108px wide.

COLOR USAGE

There are a few different ways to use the logo in color:

The primary color logo **(A + B)** can be used on both white and dark backgrounds.

A black logo **(C)** can be used on a light/white background. A white logo **(D)** can be used on a dark/colored background.

A.

SIP AWARDS
INTERNATIONAL SPIRITS COMPETITION

B.

SIP AWARDS
INTERNATIONAL SPIRITS COMPETITION

C.

SIP AWARDS
INTERNATIONAL SPIRITS COMPETITION

D.

SIP AWARDS
INTERNATIONAL SPIRITS COMPETITION

CLEAR SPACE

To ensure legibility, maintain clear space around the logo. The rule of thumb when using the logo is creating a space around the perimeter the size of the “S”, or the height of SIP AWARDS.

This isolates the logo from competing with other graphic elements that might conflict with, overcrowd, or lessen the impact of the logo.



UNACCEPTABLE USAGE

There are a few rules to maintain the integrity of the brand. Do not compromise the aesthetics by stretching, rotating, or skewing the logo. Please see the list of rules of what NOT to do.

- A.** Don't rotate
- B.** Don't squish or stretch
- C.** Don't outline
- D.** Don't change size of tagline
- E.** Don't resize any part of the logo
- F.** Don't change color of parts of the logo
- G.** Don't add drop shadows or other text styles (bevel, highlight, emboss, etc.)
- H.** Don't skew or warp
- I.** Don't change the composition
- J.** Don't contain logo in box when using only logo (no other content) over photo



SECONDARY LOGO

SIP Awards' brand can also be represented by this monogram. This should only be used in cases where the SIP Awards name is already displayed in plain text.

For example, the monogram could be used next to a medal that is branded SIP Awards. It should never be used directly next to the primary logo option.

Visit our [Digital Media](#) page to access and use SIP Awards' logos.



MINIMUM SIZE

The minimize logo size is 1.5" or 72px wide.

COLOR USAGE

There are a few different ways to use the logo in color:

The primary color logo **(A + B)** can be used on both white and dark backgrounds.

A black logo **(C)** can be used on a light/white background.

A white logo **(D)** can be used on a dark/colored background.

A black and gold logo **(E)** can be used on a light/white background.

A white and gold logo **(F)** can be used on a light/white background.



CLEAR SPACE

To ensure legibility, maintain clear space around the logo. The rule of thumb when using the logo is creating a space around the perimeter the size of the "S."

This isolates the logo from competing with other graphic elements that might conflict with, overcrowd, or lessen the impact of the logo.



UNACCEPTABLE USAGE

There are a few rules to maintain the integrity of the brand. Do not compromise the aesthetics by stretching, rotating, or skewing the logo. Please see the list of rules of what NOT to do.

- A.** Don't rotate
- B.** Don't squish or stretch
- C.** Don't outline
- D.** Don't resize any part of the logo
- E.** Don't change color of parts of the logo
- F.** Don't add drop shadows or other text styles (bevel, highlight, emboss, etc.)
- G.** Don't skew or warp
- H.** Don't change the composition
- I.** Don't contain logo in box when using only logo (no other content) over photo

A.



B.



C.



D.



E.



F.



G.



H.



I.



SIP AWARDS

INTERNATIONAL SPIRITS COMPETITION



PHOTOGRAPHY WITH PRIMARY LOGO

Be sure that the logo is legible and unobstructed. In most cases, you can use a solid white logo or the primary logo colors.

TIPS:

1. Use photos with shallow depths of field.
2. Avoid busy images with too much detail.
3. Applying a darker transparent overlay on an image helps make the text more legible.
4. Use the white logo only over black or dark backgrounds, and the black logo only over white or light backgrounds.





PHOTOGRAPHY WITH SECONDARY LOGO

Be sure that the logo is legible and unobstructed.

TIPS:

1. Use photos with shallow depths of field.
2. Avoid busy images with too much detail.
3. Applying a darker transparent overlay on an image helps make text more legible.
4. Use the white logo only over black or dark backgrounds, and the black logo only over white or light backgrounds.



OUTDATED LOGO

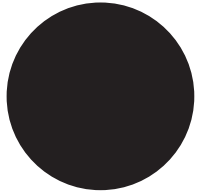
The SIP Awards logo has transformed a few times. Please use our updated logo.

The 2 logos on the right are no longer in use.



COLORS & TYPOGRAPHY

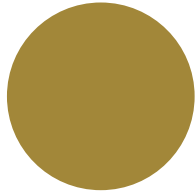
Primary Colors



C M Y K
75 68 67 90

R G B
0 0 0

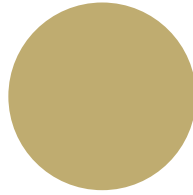
HEX: #000000



C M Y K
35 41 93 9

R G B
162 135 56

HEX: #A28738

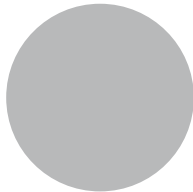


C M Y K
27 28 65 1

R G B
191 171 113

HEX: #BFAB71

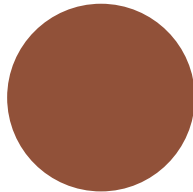
Secondary Colors



C M Y K
28 21 22 0

R G B
184 186 187

HEX: #B8BABB



C M Y K
31 71 80 25

R G B
146 81 56

HEX: #925138

COLOR PALETTE

The color palette is a primary element, second to the logo, that keeps the brand consistent and evokes prestige and elegance.

TYPOGRAPHY

Typography is another expression of brand identity. These universal typefaces work for both print and digital display.

Option 1 for headlines.
UPPERCASE

LATO REGULAR 

A B C E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Option 2 for headlines.
Sentence case

PLAYFAIR DISPLAY BOLD 

A B C E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c e f h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Use for body copy.
Sentence case

LATO LIGHT 

A B C E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c e f h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

AWARDS

MEDALS

SIP Awards medals are honorable assets awarded to brands who have placed in the competition.

The medals come in four different groups:

- (A)** Tasting Awards
- (B)** Package Design Awards
- (C)** Consumers' Choice Awards
- (D)** Innovation Award

Visit our [Digital Media](#) page to access and use SIP Awards' medal assets.

**It is imperative that all usage of medals display the winning year.*

A.



B.



C.



D.





C M Y K
28 21 22 0

R G B
184 186 187

HEX: #B8BABB



C M Y K
35 41 93 9

R G B
162 135 58

HEX: #A2873A



C M Y K
28 21 22 0

R G B
184 186 187

HEX: #B8BABB



C M Y K
28 21 22 0

R G B
184 186 187

HEX: #B8BABB



C M Y K
35 41 93 9

R G B
162 135 58

HEX: #A2873A



C M Y K
35 41 93 9

R G B
162 135 58

HEX: #A2873A



C M Y K
28 21 22 0

R G B
184 186 187

HEX: #B8BABB



C M Y K
31 71 80 25

R G B
146 81 56

HEX: #925138

MEDALS & THEIR CORRESPONDING COLORS

When displaying a digital medal with additional graphic elements, be sure to use the appropriate color for each of the corresponding medals.



PHOTOGRAPHY WITH DIGITAL MEDIA

Be sure that the medal is legible and unobstructed. The tasting and package design medals can be used over most backgrounds.

Due to its level of detail, the Consumers' Choice Awards is better applied to a background with minimal elements.

It is imperative that all usage of medals display the winning year.

TIPS:

1. Use photos with shallow depth-of-field.
2. Avoid busy images with too much detail.



**Winning brands are highly encouraged to download and implement our brand guidelines when using all SIP Awards' media assets.*



PHOTOGRAPHY WITH MEDALS & STICKERS

SIP Awards offers physical medals and stickers to help your brands showcase its achievements in physical settings like a tasting room.

Be sure the medal or sticker is centered and legible in your photos to draw the eye to your award.

Through our partnership with [First in Print](#), we're offering predesigned POS materials for your brand. if preferred, you may also use them as a guide to design your own POS materials.

POINT-OF-SALE

POINT-OF-SALE MATERIALS

Inspire trust, boost sales and stand out from the crowd by highlighting your accomplishments on the shelf. These marketing assets include bottle neckers **(A)**, shelf talkers **(B)**, case stickers **(C)**, and case cards **(D)**.

We offer pre-designed POS materials to order from a partnership with [First in Print](#). However, you're welcome to use them as inspiration to design your own POS materials.

****It is imperative that all usage of medals display the winning year.***

A.



B.



C.



D.



LICENSING TERMS

Terms of Use and Licensing Agreement

TRADEMARK & ARTWORK

This Trademark and Artwork Terms of Use Agreement (hereinafter referred to as the “Agreement”) is an Agreement between SIP Awards and Brands that have been recognized with an Award of Merit for a year certain on the SIP AWARDS website (sipawards.com). Any Brand that has received an Award recognition by SIP Awards, thereby being licensed to participate in the use of the SIP Awards trademark(s) and artwork(s) for the benefit of the Brand as part of that specific Award, hereby acknowledges an understanding and acceptance of this Terms of Use and Licensing Agreement in full and without exception.

DEFINITIONS

“Grantor” refers to SIP Awards

“Grantee” refers to the “Brand”

“Brand” means the company that represents/owns the product

“Product” means an individual spirit or mix product

“Award” means the SIP Award Medal(s) and the associated Media

“License/Licensing” means the right to use certain assets within the parameters of an agreement. License/Licensing does not denote “ownership” of the licensed assets

SCOPE OF AGREEMENT

SIP Awards allows for the use of all digital artwork and other marks, including digital medals, logos, artwork, trademarks, event photos & videos and results website page (collectively known as “Media”), to be used in all aspects of marketing for Brands/Grantees and the Award recognition for their respective winning Products. Initially, as part of this Agreement, it is imperative that Grantor

requires that anytime “Media” is used Online, the Brand/Grantee must hyperlink the SIP Awards official website (<https://sipawards.com>), social media page (@sipawards), or any specific SIP Awards direct page (event galleries, results, etc.). Violation of this requirement, intentional or unintentional, is a trademark infringement, with maximum penalties based on California law. Your the Brand’s placement/award can also be disqualified. If you have any questions prior to publishing/posting, please contact us.

This Agreement governs the relationship between the Parties and in no communication or other exchange, shall any or all Parties modify the terms of this Agreement unless agreed to in writing. This Agreement applies but is not limited to: digital media, social media, trade shows, commercials, press releases, product placement, website content, packaging, print marketing, and distribution.

All SIP Awards Media remain under the ownership of the Grantor (SIP Awards).

PROHIBITED USES

Placement that can be considered to be derogatory, political or controversial in nature is prohibited and, therefore, outside the scope of this Agreement. Such behavior can void this Agreement without recourse available to the violating Party. Any uses beyond the scope of this Agreement, as stated above, will be allowed only through clearance, in advance, by the Grantor, in writing.

Additionally, it is prohibited, as a trademark/copyright violation, for any Brand that has not won an Award from SIP Awards for a given year to use any Media for any reason without permission.

PERIODS OF USE & FEES

The period of use after winning a Medal in a competition shall be one (1) year under a free license applied to that Medal, and associated Media, of that given year for use as outlined above. After this initial period, the license extension is automatically granted for that Medal, and associated Media, if the Brand resubmits their Product(s) by re-entering for the following year’s competition. Alternatively, a lifetime license extension can be provided

for a one-time cost of two hundred (\$200.00) dollars per each Award of a specific year per Product. Each license extension, whether for a single year, or as a lifetime re-licensing, applies exclusively to the specific medal awarded during that medal’s specific year.

All fees and expenses payable under this agreement are required no later than five (5) days after the established extension date. If full payment has not been received within thirty (30) days, all rights/licenses are revoked at Grantor’s discretion. In the event rights/licenses are revoked, all licensed products will be removed from all forms of media and permanently destroyed within ten (10) days and Grantee shall provide a written statement that all images have been removed.

This Agreement is year-to-year and not subject to early cancellation with prorated reimbursement by the Brand. SIP Awards, however, may choose to discontinue use of a license prior to the completion of the year’s Agreement without penalty or prorated reimbursement if SIP Awards determines that there was a violation of the Agreement.

TRANSFER & ASSIGNMENT

A Grantee may not assign or transfer this agreement or any rights granted under it. No amendment or waiver of any terms is binding unless in writing and signed by the Parties of the agreement. Additionally, a Product cannot transfer the licensed rights to another Product that did not win that specific Medal of that specific year

SEVERABILITY

If one or more of the provisions in the Agreement is found invalid, illegal or unenforceable in any respect the validity and enforceability of the remaining provisions shall not be affected. Any such provisions will be revised as required to make them enforceable and the intent of the Agreement shall remain intact.

WAIVER

No action of either Party to this Agreement, other than in writing agreed to by the Parties, may be construed to waive any provision of this Agreement and a single or partial exercise by either Party of any such action will not preclude further exercise of other rights or remedies in this Agreement.

