BRAND GUIDELINES

WORLD'S BEST VINEYARDS

World's Best Vineyards are proud to annually reveal the Top 50 most amazing vineyard experiences – the best places to taste terrific wines and learn about winemaking and grape-growing. Many also offer superb views, restaurants and places to stay.

The list is created after the nominations of nearly 500 wine, travel and wine tourism experts from across the globe are counted and collated. The list, now in its third year, provides an insight into the best all-round winery experiences. There is no pre-determined criteria, apart from being open to the general public, but there are voting rules that must be adhered to. Voters are asked to nominate the overall experiences they deem to be the best in the world and would highly recommend to a friend.

The diversity of the Top 50 is incredible. There are modern architectural wonders, UNESCO-protected ancient cellars, Michelin-starred restaurants, and small, family-run wineries where the owners conduct the tours.

WORLD'S BEST VINEYARDS 2024

WORLD'S BEST VINEYARDS *Explore*

Explore operates as an extension of the annual World's Best Vineyards Top 50 rankings. The destinations featured in Explore have all received votes from the experts who create the rankings of World's Best Vineyards to form an exciting database of all the celebrated vineyards that have appeared in the lists over the years, alongside other nominated vineyards.

To qualify for World's Best Vineyards Explore, a wine tourism destination needs to receive votes from the voting academy, or be a Top 50 Vineyard. World's Best Vineyards is ultimately responsible for the curation of the database. Vineyards cannot apply to be part of the World's Best Vineyards Explore.

Search by country, region or vineyard name or browse our editor's top picks. Explore allows you to easily navigate through all these, helping you plan your dream escape. Discover which wineries have accommodation, restaurants and spas and which offer something a little different - such as a horse-drawn vintage carriage tour through the vineyard, tapas amid a collection of beautifully restored classic cars, art from the likes of Pablo Picasso, and lessons in cooking on an open fire. The choice is yours.

WORLD'S BEST VINEYARDS 2024

BOILERPLATE

The following boilerplate information can be used in communications and press releases:

About World's Best Vineyards
The World's Best Vineyards has been designed by the team at William Reed to raise the profile of wine tourism and encourage travellers to enjoy wine-related experiences around the globe. The World's Best Vineyards list reflects the diversity of the world's wine landscape.

Follow us on Instagram and Facebook for more information on the list and the regions with @worldsbestvineyards.

BRAND IDENTITY

World's Best Vineyards 2024 logo variations

DO

- Use relevant logo as a qualifier for a vineyard on the corresponding list
- Seek approval for any usage of relevant Worlds Best Vineyards logo, ideally in designed context, and allowing at least three working days feedback

DON'T

- Use the World's Best Vineyards logo at the top of the page, as if a presenting partner or sponsor
- Use the World's Best Vineyards logo un-attached or unattributed to any vineyard

USING WORLD'S BEST VINEYARDS LOGOS

This guide applies to all variants and formats of the logo

- A minimum clear space requirement has been established to ensure the prominence and clarity of the logotype. It is essential that our logo type remains free of all graphics, tag lines, identities, photography and typography.

- The logo must be consistent wherever it appears – always use in full, same colour, font and shape as provided to you

- Clear space refers to the distance in pixels, as a unit of measurement, surrounding our logotype (seen here in grey). Clear space for the logotype is 25 pixels on all sides.

- Minimum size refers to the smallest size at which our logotype may be reproduced online to ensure its legibility. The minimum size of the World's Best Vineyards 2023 logotype is 40px high or 10mm for print. The minimum size of the portrait Word's Best Vineyards Hosted by Rioja is 100px high or 26mm print. The width should always be proportional.

NOTE: All advertising and/or communications using the logo must be submitted to William Reed for approval prior to use

WORLD'S BEST VINEYARDS 2024

USING WORLD'S BEST VINEYARDS LOGOS

The colour logo is made up of the following three colours:

	CMYK	RGB
■	C: **100** M: **76** Y: **49** K: **59**	R: **11** G: **39** B: **57**
■	C: **0** M: **100** Y: **100** K: **0**	R: **227** G: **6** B: **19**
■	C: **16** M: **32** Y: **82** K: **5**	R: **213** G: **169** B: **64**

- The mono version should only be used on a white background and only appear within mono documents and not as part of a colour document.

- The white version should only be used on a solid colour background that is a good contrast to the logo to ensure its legibility.

NOTE: All advertising and/or communications using the logo must be submitted to William Reed for approval prior to use.

WORLD'S BEST VINEYARDS 2024

DIGITAL STYLE GUIDE

COLOURS

#ca9949   #oo2438   #ff0000

ACCEPTABLE LOGOS

All versions of the host logo are also acceptable for use online

SOCIAL MEDIA

On social media please use the full name of the awards (ex. World's Best Vineyards) or the appropriate hashtag or handle:
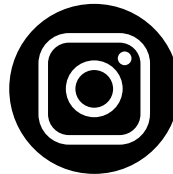
🌐 worldsbestvineyards.com

🐦 @WorldsBestVineyards

f @WBestVineyards

📷 @WBestVineyards

HASHTAGS
#WorldsBestVineyards
#WorldsBestVineyard2024

WORLD'S BEST
VINEYARDS 2024

CONTACT US

Sarah Wibling
Brand Manager
sarah.wibling@wrbm.com

Sandie Renaud
Digital Marketing Manager
sandie.renaud@wrbm.com

Antonia Carew
Content Producer
antonia.carew@wrbm.com

Lloyd Hammond
Social Media Executive
lloyd.hammond@wrbm.com

WORLD'S BEST VINEYARDS 2024