

About WSG & Brand Guidelines





ABOUT WINE SCHOLAR GUILD

Founded in 2005, Wine Scholar Guild is the only wine education provider to focus solely on the most influential wine regions of Europe, instilling a deep understanding of these wines, winemakers and their culture.

Wine Scholar Guild offers immersive, region-specific wine education through online, in person and study abroad certification programs. WSG certifications set the industry standard for up-to-date and in-depth information through three distinct levels of study: Essentials, Scholar and Masters.

In addition to certification programs, WSG members become part of an active global community offering online events and hundreds of hours of recorded content produced by the world's leading authorities in wine.



Join our movement to champion authentic wine and winemakers through the world's premier immersive online, in person and study abroad programs.

With each step, both enthusiasts and professionals enjoy a curated journey of discovery, progression and certification from the most respected experts in the world of wine.

Study online from the comfort of your home, at one of our global course providers, or step into the vineyards of Europe. With Wine Scholar Guild you're not just learning, you're enriching your life-long understanding and appreciation of wine.



Julien Camus
President



Preston Mohr Managing Director



Christopher
Martin MW
Director of
Education



Courtney
Carroll
Director of Sales
& Marketing



Emily
Zegar
Business Development
Manager



Mary Kirk Director of Study Abroad



Martindale MW

Membership &

Community Manager

Justin



McEwan
Customer Care & Student
Support Manager

Andrea



Peter Vukovic Chief Technology Consultant

Meet Our Leadership Team



Logo

Margins

Respect empty space around the logo, so it maintains integrity and readability.



Color Logo

This is the preferred logo variant. Use on white or light gray backgrounds.



Dark Logo

Use as an alternative to color logo when design context requires a neutral look.



White Logo

Use on dark backgrounds only.



Colors

Primary Colors



Charcoal

HEX	#444552
RGB	R 68% G 69% B 82%
CMYK	C 17% M 16% Y 0% K 80%
Pantone	7540 C



French Fuchsia

HEX	#FC026B
RGB	R 250% G 2% B 110%
CMYK	C 0% M 100% Y 40% K 0%
Pantone	1925 C

Secondary Color



Stone

HEX	#898B8C
RGB	R 158% G 162% B 166%
CMYK	C 12% M 6% Y 5% K 41%
Pantone	877 C

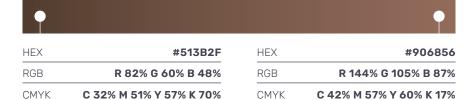


Color Gradients

Bronze

Essentials Certification

Metallic Reference (Kurz) LUXOR® 334



Pantone

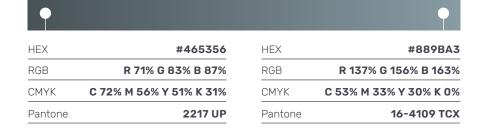
476 XGC

Silver

7517 U

Scholar Certification

Metallic Reference (Kurz) ALUFIN®



Gold

Pantone

Masters Certification

Metallic Reference (Kurz)

ullet			•
#FBD97F	HEX	#987A2D	HEX
R 251% G 218% B 128%	RGB	R 153% G 123% B 46%	RGB
C 2% M 15% Y 58% K 0%	CMYK	C 40% M 46% Y 91% K 14%	CMYK
P 7-5 U	Pantone	8640 C	Pantone

Fonts & Typography

DM Serif Display Rubik

Get fonts

Both fonts can be downloaded from the Google Fonts repository.

Download Now

Welcome to Wine Scholar Guild Welcome to Wine

Empower yourself with certification

HEADING 2

DM Serif Display Regular

HEADING 3

DM Serif Display Regular

HEADING 4

Rubik Regular 125% line spacing

HEADING 5

Rubik Bold - All caps 30mm spacing

BODY

Rubik Regular 125% line spacing 4mm before paragraph France

Join our movement to champion authentic wine and winemakers through the world's premier immersive online, in-person and study abroad programs.

CERTIFICATION PROGRAMS

Our industry-recognized wine tours and immersion programs offer intensive, professional-level education in wine regions of France, Italy, Spain and beyond.

Led by prominent wine professionals and journalists, our itineraries and curriculum provide a backstage pass to the most celebrated regions in the world.



Social Media Guidelines

All three designs shown here demonstrate the correct use of photography, color and white space. We do not prescribe strict layouts but follow these general rules for visual design.







Lead with photography

Whenever possible, make the photography the most dominant element in the design. Use vineyard, landscape or portrait photography where applicable.

Use white space

Balance featured photos with negative white space to help improve readability.

Use color sparingly

Use French Fuchsia taken from the WSG logo as an accent color to add vibrancy to the design. Avoid using this or any other highly saturated color across large surfaces.



Social Media Hashtags & Handles

WSG communicates regularly on Facebook, Instagram and Linkedin.

The hashtag **#winescholarguild** is mandatory on all social media posts.

See below for additional hashtag suggestions.





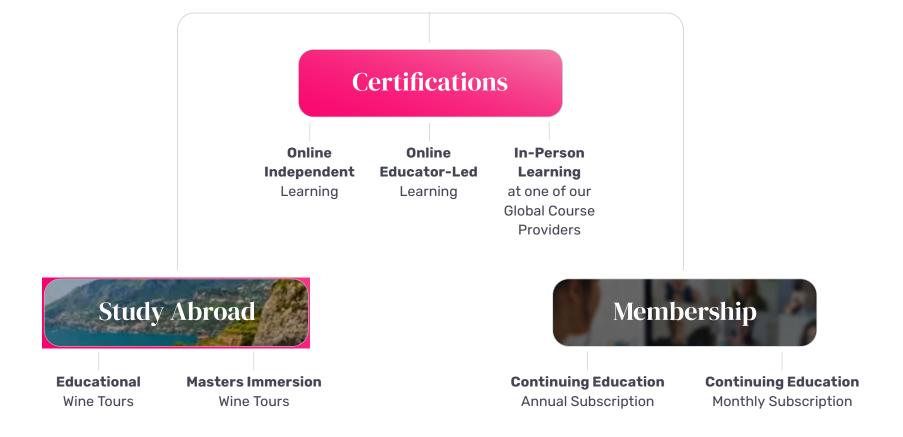


LIST OF HASHTAGS

General	France	Italy	Spain	Sherry	Membership / Community	Misc. Brand related
#winescholarguild	#frenchwineessentials	#italianwineessentials	#spanishwinescholar	#csws	#joinwsg	#winegeek
#wineknowledge	#frenchwinecertification	#italianwine	#spanishwinecourses	#SherryCourses	#winealumni	#wineenthusiast
#wineeducator	#fws	#italianwinescholar	#spanishwineeducation	#SherryEducation	#winelearning	#winelife
#winestudies	#frenchwinescholar	#Italianwinecourse	#sws	#sherrylovers	#winemember	#wineoclock
#winespecialist	#frenchwine	#italianwine	#spanishwine		#winewebinar	#learnaboutwine
#winecertification	#frenchwinelover	#iws			#winecommunity	
#wsg					#winelover	
#wine						
#winestudent						
#wineeducation						







WSG Certifications



ADVANCED COURSE

- 150 Hours of Study
- Study Online
- Completion of WSG Scholar Course or Industry Equivalent Suggested



INTERMEDIATE COURSE

- 100 Hours of Study
- Study Online or In-Person
- Completion of WSG Essentials Course or Industry Equivalent Suggested

ESSENTIALS

INTRODUCTORY COURSE

- 25 Hours of Study
- Study Online or In-Person
- No Pre-Requisites

Masters students will **analyze** the myriad factors influencing the production of Champagne, Bourgogne or Bordeaux. By the end of this course, students will have the ability to **advocate** for these wines' unique qualities, value and significance within the global wine market.

Scholar students will **explore**, in-depth, the factors that influence the wines of France, Italy or Spain. By the end of this course, students will be able to **explain** the influence these factors have on the production, quality and characteristics of French, Italian or Spanish wines.

Essentials students will **discover** the wines of France, Italy or Spain. By the end of the course, students will be able to accurately **describe** the major regions, grapes and wine styles of each respective country.



Study Abroad

Expand your horizons with wine travel and complement your classroom studies with educational experiences in the most celebrated wine regions.



Tastings Tailored For Professionals, Serious Enthusiasts and Wine Collectors



See For Yourself



Access: Meet The Winemakers & Experts



Visit Iconic Estates And Rising Stars



Be Part Of A Community



Hassle-Free Planning



A 360-degree view of the region

Our highly sought-after study abroad tours offer intensive, professional-level education within the wine regions of France, Italy, Spain and beyond. Led by prominent wine professionals, industry experts, Masters of Wine and internationally acclaimed authors, our itineraries and curricula provide you with a backstage pass to some of the most indemand wine experiences in the world.













Course Providers

For Professional Course Program Providers Only

Certification Program	What's Included	Cost per Student	Minimum Retail Price	Suggested Retail Price (MSRP)
FRENCH WINE ESSENTIALS ITALIAN WINE ESSENTIALS SPANISH WINE ESSENTIALS	 Hard copy of study manual Digital, e-book copy of study manual Exam registration 1-year student access to e-learning platform, including e-learning modules & interactive support 	\$130 USD	\$475 USD	\$595-\$650 (+) USD
FRENCH WINE SCHOLAR® SPANISH WINE SCHOLAR®	 Hard copy of study manual Digital, e-book copy of study manual Exam registration 1-year student access to e-learning platform, including e-learning modules & interactive support 	\$250 USD	\$875 USD	\$1,000 - \$1,200 (+) USD
WINE SCHOLAR® UNIT 1 ITALIAN WINE SCHOLAR® UNIT 2	 Hard copy of study manual Digital, e-book copy of study manual Exam registration 1-year student access to e-learning platform, including e-learning modules & interactive support 	\$210 USD per unit	\$725 USD per unit	\$950 - \$1,100 (+) USD per unit





Exclusive Benefits

Enjoy a 10% discount on all online WSG certifications, priority access to study abroad wine tours and special member offers with selected partners.

Membership Benefits

Your path to unlocking a world of benefits, from expert-led content to exclusive member discounts.



Join a Like-Minded Community

Take your wine career to the next level. Whether you're looking to form a specialized tasting group in your local community or expand your professional network, WSG Membership provides the platform for both.



Member Studio

Over 300 hours of outstanding, cuttingedge video content, available on-demand, with new topics added weekly.



Live Expert Events

Unparalleled access to the wine world's most foremost authorities winemakers, Masters of Wine, Master Sommeliers, esteemed journalists and world-renowned scholars.



Study Abroad

Put theory into practice with our industry-recognized exclusive study abroad wine tours and immersion programs led by prominent wine professionals. Members get priority access to study abroad reservations and registration.



Thank you

For more information, please visit www.winescholarguild.com

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