



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



**Justin
Martindale MW**
Membership &
Community Manager



**Andrea
McEwan**
Customer Care & Student
Support Manager



**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



HEX **#513B2F**

HEX **#906856**

RGB **R 82% G 60% B 48%**

RGB **R 144% G 105% B 87%**

CMYK **C 32% M 51% Y 57% K 70%**

CMYK **C 42% M 57% Y 60% K 17%**

Pantone **476 XGC**

Pantone **7517 U**

Gold

Masters Certification

Metallic Reference (Kurz)

LUXOR® 385



HEX **#987A2D**

HEX **#FBD97F**

RGB **R 153% G 123% B 46%**

RGB **R 251% G 218% B 128%**

CMYK **C 40% M 46% Y 91% K 14%**

CMYK **C 2% M 15% Y 58% K 0%**

Pantone **8640 C**

Pantone **P 7-5 U**

Silver

Scholar Certification

Metallic Reference (Kurz)

ALUFIN®



HEX **#465356**

HEX **#889BA3**

RGB **R 71% G 83% B 87%**

RGB **R 137% G 156% B 163%**

CMYK **C 72% M 56% Y 51% K 31%**

CMYK **C 53% M 33% Y 30% K 0%**

Pantone **2217 UP**

Pantone **16-4109 TCX**

Fonts & Typography

DM Serif Display

Rubik

Get fonts

Both fonts can be downloaded from the Google Fonts repository.

[Download Now](#)

HEADING 1 DM Serif
Display Regular

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

Welcome to Wine Scholar Guild

Empower yourself with certification

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						



Certifications

**Online
Independent
Learning**

**Online
Educator-Led
Learning**

**In-Person
Learning**
at one of our
Global Course
Providers

Study Abroad

**Educational
Wine Tours**

**Masters Immersion
Wine Tours**

Membership

**Continuing Education
Annual Subscription**

**Continuing Education
Monthly Subscription**

WSG Certifications

★★★★ MASTERS

ADVANCED COURSE

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

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

INTERMEDIATE COURSE

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

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

INTRODUCTORY COURSE

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

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 in-demand wine experiences in the world.



Pascaline Lepeltier



Robin Kick MW



Essi Avellan MW



Andrew Jefford



Jane Hunt MW



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



ITALIAN 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



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, cutting-edge 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.



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.

Thank you

For more information, please visit www.winescholarguild.com

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