

Bringing the WSET brand to life - a guide for APPs

WSET PLAYBOOK



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1. WELCOME

Welcome

HELLO
THERE.

Welcome to our new brand playbook for APPs. A comprehensive guide filled with practical tools for marketing WSET qualifications.

We are driven by a desire for greater knowledge, skills and expertise in our drinks industry. This playbook will help you bring that sentiment to life in a clear, consistent and compelling way.

Let's get started, shall we?

2. OUR STRATEGY

The context

Leaders in drinks education since 1969 – evolving for what's next.

WSET has led the way in wine education, and it's still at the heart of what we do. But the world of drinks is evolving, and so are we.

Emerging technologies, the rise of digital culture and a new generation of globally connected audiences are reshaping the landscape.

Drinks education is changing. We need to lead that change.

To do that, we must evolve.

New audiences. New channels. New ambitions.

A new WSET.



Our purpose

To empower people
and support the drinks
industry from producer
to consumer.

This is our purpose. It summarises the impact we want our education to have on the world and is used as a guiding statement that summarises why we do what we do.

Our strapline

Our strapline is:

Global Drinks Education

Clear and confident, our strapline tells our audiences who we are and what we do. It sits underneath the WSET logo (more on that to come).

Our strapline is designed to highlight not only the worldwide nature of our qualifications but also the breadth of learning experiences we offer. It solidifies our commitment to education and knowledge, and to giving our students truly global experiences and opportunities.

Pronouncing our name

One of our most common brand challenges is the mispronunciation of WSET. This can lead to confusion and weaken brand recognition.

The correct pronunciation is simple: say each letter individually, like HSBC or CNN.

Feel free to use local pronunciations of the letters where appropriate.

Please always refer to us as WSET – never spell out the full name or use “The WSET.”

We’ve now moved away from using WSET as an acronym for Wine & Spirit Education Trust. That former full name no longer exists and should not be used in any communications.

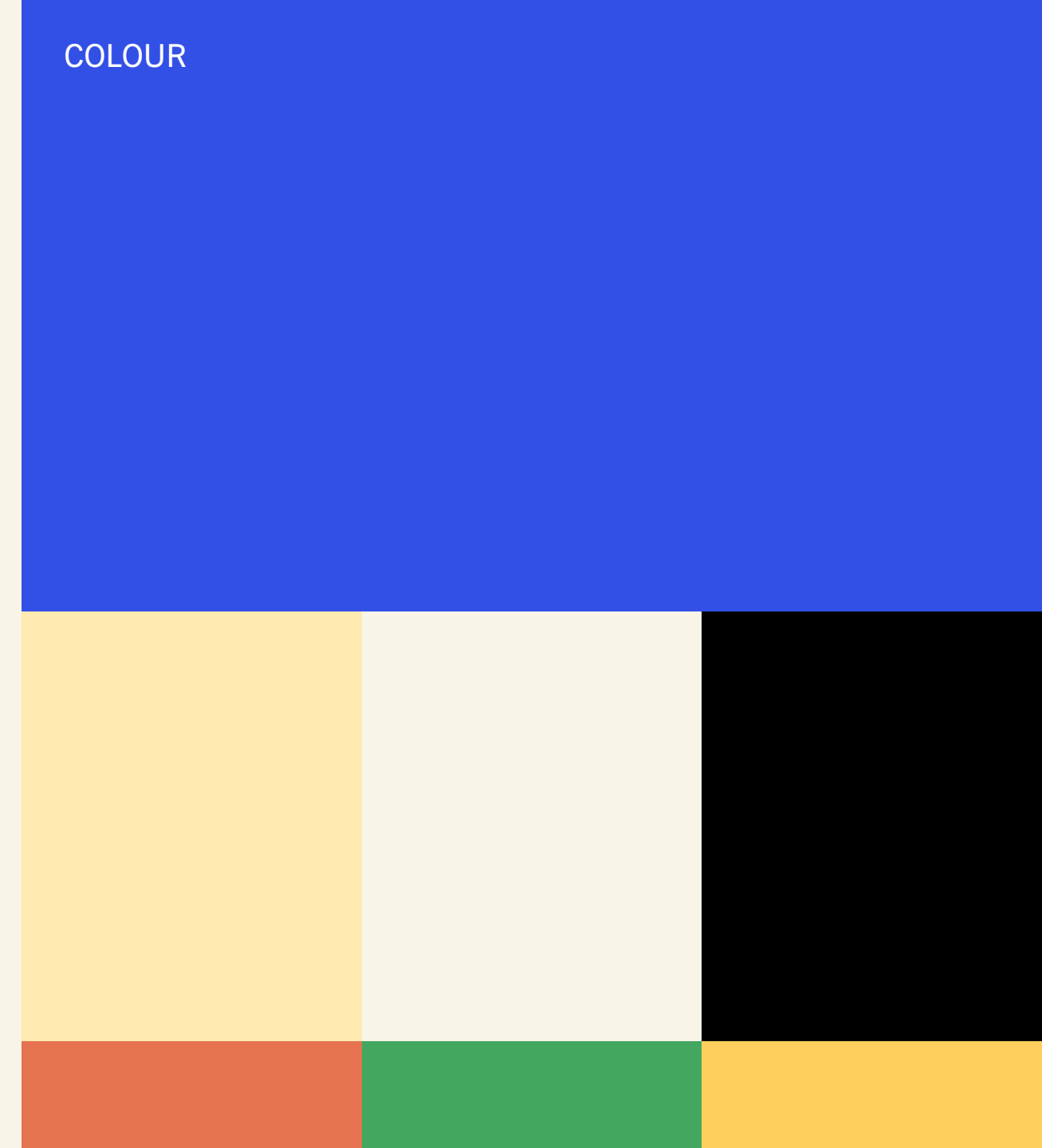
3. HOW WE LOOK



Global Drinks
Education



THE
LANGUAGE
OF
TASTE



BEER
SAKE
SPIRITS
WINES



A brand that reflects our rich history

For many years, Ariadne has taken pride of place in our logo, symbolising tradition, history and excellence.

But the global drinks industry is changing, and we're changing with it. Though our history and heritage is integral to who we are, it shouldn't define who we become.

Reducing the focus on wine by using 'WSET' instead of 'Wine & Spirit Education Trust' is a big part of our evolution. But we need to go further.

Our role as a future-focused leader starts with a logo that communicates prestige and rich heritage, while welcoming in those who might have felt excluded by traditional drinks education.

While Ariadne has been removed from our logo, our heritage remains strong. The signature 'Heritage Blue' colour is drawn directly from our past logo, honouring our rich history.

It's scalable, adaptable and simple, designed for a digital world. And it ushers in a new age for WSET. One where we not only lead the industry, but push it into newer, more innovative spaces.



WSET
WINE & SPIRIT
EDUCATION TRUST



Logo family

APPs

We encourage you to communicate your APP status by using the WSET APP logo, for example on your website or business cards.

To ensure transparency, use the APP logo (not the primary logo) to show you're an independent course provider approved by WSET, rather than part of WSET itself.

Remember that your satellite sites are not APPs and should not use the WSET APP logo - this logo is reserved for use by APPs only.



Brand architecture

Core organisation



Delivery methods



Logo family

Certified

Certified educator

These are available to educators who have successfully passed their WSET Educator Training Programme (ETP). These can be requested by emailing educatorprogramme@wsetglobal.com.

Certified student

These are provided by WSET alongside digital certificates for students who have successfully gained a WSET qualification.



Our master brand

Primary logo

We use this logo to put our stamp of ownership on a piece of communication. It functions as a mark of trust and credibility.

We don't provide our primary logo to APPs unless special permission is requested and approved.

We encourage you to use your WSET APP logo for all marketing communications.

White logo



Blue logo



Our master brand Strapline lockup

This is our strapline lockup.

A lockup is a fixed arrangement of design elements - in this case, our logo and the strapline **Global Drinks Education**.

Using them together in this way helps clearly communicate who we are and what we do. It reinforces our purpose and ensures consistency across everything we create and share.

Like our primary logo, we don't provide the strapline lockups to APPs unless special permission is requested and approved by emailing marketing@wsetglobal.com.



**Global Drinks
Education**

Our master brand

Localised straplines

These are our strapline lockups in the different languages that we teach in.

Following consultation with our Spanish APPs, it was recommended that the strapline remain in English for the Spanish market.

Turkish



**Küresel
alkollü içki eğitimi**

Traditional Chinese



**酒類教育
引領全球**

Thai



**การศึกษาด้าน
เครื่องดื่มระดับโลก**

Spanish



**Global Drinks
Education**

Simplified Chinese



**酒饮培训
引领全球**

Portuguese



**Formação internacional
em bebidas**

Our master brand
Localised straplines

Korean



글로벌 주류 교육 파트너

Japanese



世界基準の
酒類教育

Italian



Formazione internazionale
vino e bevande

Greek



Παγκόσμια εκπαίδευση
για το κρασί και τα ποτά

German



Getränkeausbildung
weltweit

French



Former
au secteur des boissons
à travers le monde

Dutch



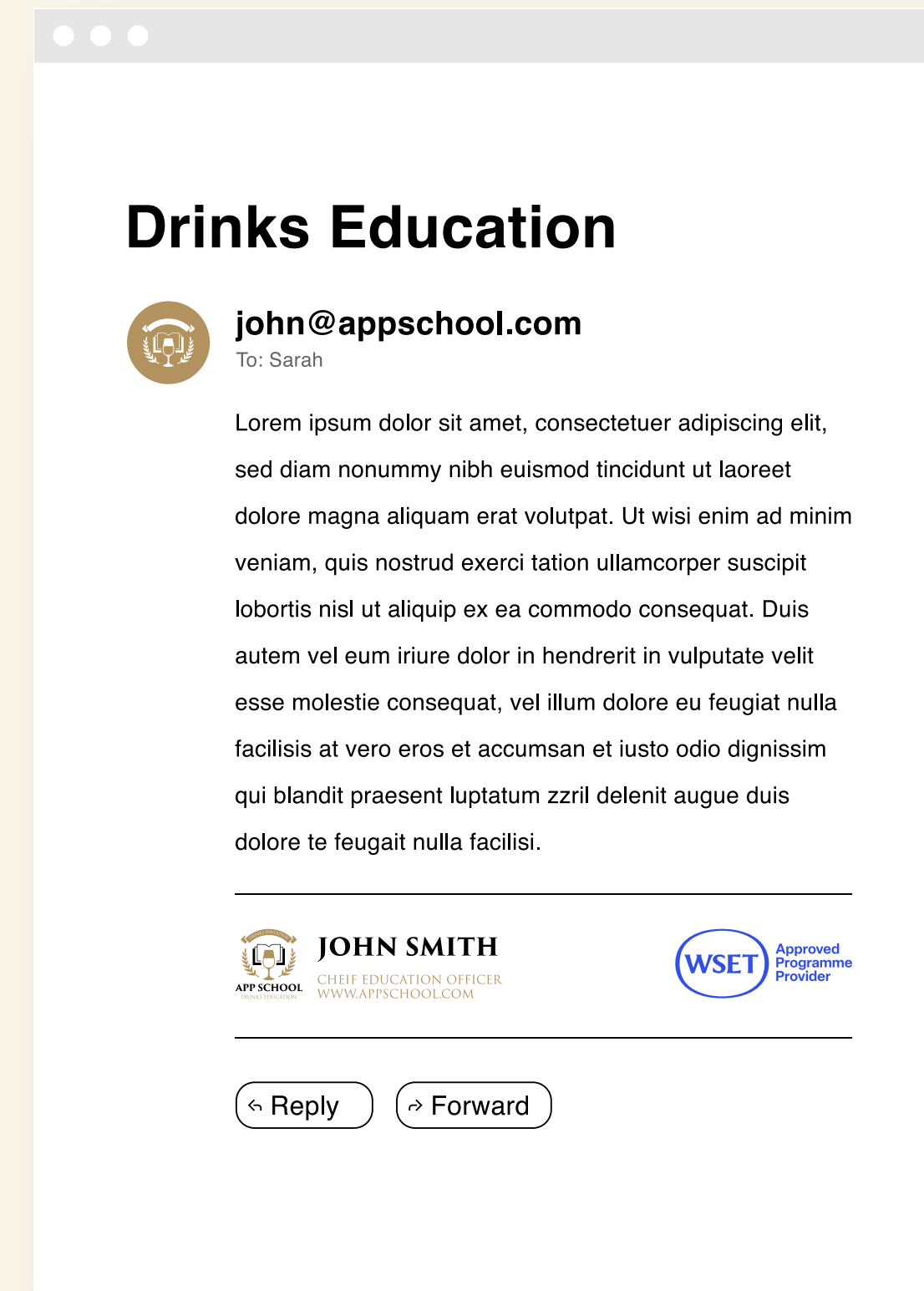
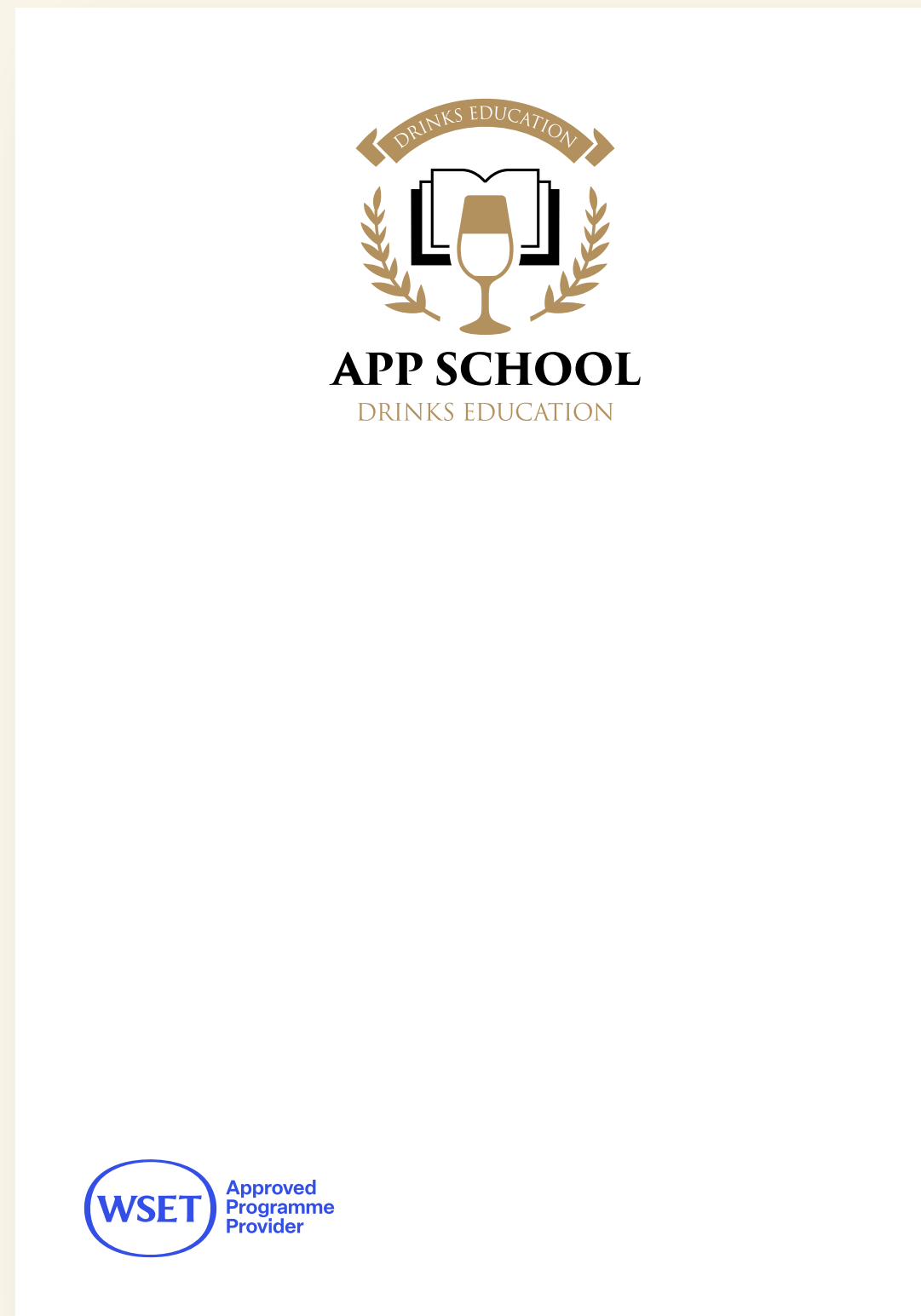
Wereldwijde opleidingen
in dranken

Using the WSET APP logo Placement

When the WSET APP logo is used, it's important that it never dominates the design. Your own APP branding should remain clear and prominent on any advertising or promotional image.

This will ensure both brands are represented appropriately.

For example, APP team members may include the WSET APP logo in their email signature, provided it appears alongside their APP's own logo and contact details.



Using the WSET APP logo

Minimum size

Logos are always measured by their overall width, as shown.

Minimum size

There are minimum sizes of the brand marks to ensure good reproduction on screen and in print. Please follow the guidance outlined below.

In print

In print, the minimum size is 20 in width.

On screen

On screen, the minimum size is 60 pixels in width.



In print



On screen

Using the WSET APP logo

Clear space

Please give the logo breathing space from other graphic elements such as text and imagery. This will give it more prominence and help it stand out.

The clear space is defined by the height of the letter 'S' of the logo.



Using the WSET APP logo

What not to do

If you alter our logo in any way, you compromise the credibility of our brand – and we never want that to happen. So please, never animate it, stretch it, change the colour, add text or any of the other don't's opposite. Just use it exactly as it's provided.

Please only use the official high resolution logo files provided on Global Campus.



DON'T flatten or stretch



DON'T rotate



DON'T change the colour



DON'T add shadows, effects or animations



DON'T use the blue logo on darker colours, lighter is best e.g. white or grey



DON'T place the blue logo onto imagery

Our colour palette

Our colour palette is an essential part of our visual identity. Heritage blue is a particularly recognisable brand asset.

It has been designed to ensure our brand remains vibrant, varied and recognisable.

Please do not create your own designs using WSET brand colours. The APP Toolkit (containing logos and marketing materials) on Global Campus can be used for WSET-related promotion.

Heritage Blue

Warm Grey

Wheat

Black

Grass

Sun

Harvest

Our photography

Our photography is a window into the vibrant drinks industry – capturing not only the classroom experiences of our students but also the origins of the products, the intricacies of their production, and the joy they bring to those who enjoy them.

We provide you with a folder of WSET-approved images for use on your own websites and WSET-related promotions. These can be downloaded from Global Campus.



DISCLAIMER: Please don't use any photography examples from these guidelines for your creative work without first checking permissions with WSET's Marketing team. The majority aren't owned by WSET and therefore cannot be used.

Guidelines for WSET-related promotion Using the WSET brand

WSET Brand and Logo

To ensure students clearly understand which areas of your business are WSET-approved, the WSET brand and logo should only be used when promoting WSET qualifications or activities.

Do

- Include the WSET APP logo on materials for WSET qualifications for example brochures, social media posts, or your website.
- Use the WSET APP logo with your own APP branding for clarity.

Don't

- Use the WSET logo on marketing for non-WSET qualifications or unrelated or supplemental products.

Photography

Consistency in visuals helps maintain professionalism and brand integrity.

Do

- Use official WSET imagery or photos that reflect WSET's style (clean, educational, professional).

Don't

- Use images that suggest WSET endorsement when there is none e.g. for the sale of wine sample packs.
- Include photos that misrepresent WSET qualifications or facilities.
- Don't use imagery that conflicts with WSET's values or feels inappropriate for an educational setting.

Language and Tone of Voice

It's important your tone of voice and language is clear, consistent and engaging. Avoid language that makes promises or implies exclusivity. All wording should be accurate and factual no exaggerated claims.

Do

- Use clear, informative language (e.g., "We offer WSET Level 2 Award in Wines").
- Stick to factual descriptions of qualifications and outcomes.

Don't

- Make qualitative claims such as "WSET's #1 APP in City A."

Please contact WSET Marketing if you would like any advice on your approach.

Guidelines for WSET-related promotion

Endorsement and compliance

WSET Endorsement

We're proud of the WSET brand and the recognition we have as leaders in the drinks education.

To maintain that reputation it's important the WSET name and logos are never be used in a way that misleads students or suggests endorsement beyond official qualification delivery.

Do

- Use WSET branding only for activities, qualifications or events that are a part of WSET qualifications.
- Be transparent about any official sponsorship or support.
- Tag WSET in social media posts about official WSET qualifications.
- Disclose if you receive paid support or sponsorship from WSET.

Don't

- Use the WSET logo to advertise non-WSET products (e.g. wine bottles used in a WSET qualification)
- Promote unrelated events as WSET-endorsed (e.g. wine dinners).
- Display the WSET APP logo for non-WSET activities (e.g. wine and cheese pairing event).
- Advertise "WSET Exam Revision Courses" these are not endorsed by WSET.
- Mislead students by failing to clarify if you are a satellite site.
- Use language like "official WSET partner" unless formally agreed.

Testimonials and Reviews

You may share student feedback, but never imply that WSET endorses your APP business or its services. Always ask for consent before publishing names, images, or quotes.

Do

- Share genuine learner experiences with permission.
- Keep testimonials factual and qualification-related.

Don't

- Add statements that suggest WSET guarantees results or endorses your APP business e.g. "guaranteed pass" or "exclusive WSET partner."

Compliance

If you're unsure about any marketing materials you're creating please seek approval from the WSET Marketing team before finalising. Sample materials may need to be submitted for review.

APPs must also comply with:

- Alcohol advertising laws in their region.
- Data protection and privacy requirements for student images or names.

Non-compliance may result in warnings, suspension, or withdrawal of APP status. For full details please refer to the APP Handbook and Centre Agreement.

4. BRINGING IT TO LIFE

Qualification tiles



Pin badges

Our new pin badges are designed to feel modern and premium. The oval shape reflects our new logo, and each badge features a drinks icon to show the qualification category achieved. Level progression is marked by bronze, silver, gold, and platinum black.

To get this right, we tested concepts in person and online with more than 2,400 participants worldwide.

Sustainability is one of our core commitments, so each badge is crafted from high-quality recycled materials with textured details for a truly premium finish.



Brochure cover



WINES

KNOW YOUR ALBARIÑO FROM YOUR VERMENTINO

WSET has provided industry leading qualifications and global drinks education since 1969.



4 – Wine qualifications

WSET Level 1 Award in Wines
Explore the main types and styles of wine through sight, smell and taste - while also gaining the basic skills to describe wines accurately and make food and wine pairings.
Delivery and assessment
This qualification has a minimum requirement of six hours of study time in a classroom or online.
Assessment is by a closed-book exam of 30 multiple choice questions.

WSET Level 2 Award in Wines
Gain an understanding of the world's principal and regionally important grape varieties, the regions where they are grown, and the styles of wine they produce. You'll explore the factors that impact style and quality and learn how to describe
Delivery and assessment
This qualification has a minimum requirement of 28 hours of study time, including 16 hours of classroom or online delivery time.
Assessment is by a closed-book exam of 50 multiple choice questions.

WSET Level 3 Award in Wines
Build your knowledge and gain an advanced understanding of grape growing and winemaking. Upon completion you will be able to assess wines accurately and use your understanding to explain style and quality with confidence.
Delivery and assessment
This qualification has a minimum requirement of 84 hours of study time, including 30 hours of classroom or online delivery time.
Assessment is by 50 multiple choice questions, a paper of short written answers and a blind tasting of two wines.

WSET Level 4 Diploma in Wines
The WSET Diploma is designed to provide expert-level knowledge in all aspects of wines, deepening your understanding of how wine production and business factors influence style, quality and price.
Successful graduates acquire exceptional analytical skills and proficiency in evaluative wine tasting and are well prepared to progress to the Master of Wine programme.
Candidates must already hold WSET Level 3 Award in Wines/Wines and Spirits.

Delivery and assessment
This qualification has a minimum requirement of 500 hours of study time, including 116 hours of classroom or online delivery time.
Assessment for the WSET Diploma varies by unit. You will be required to complete written theory exams, tasting exams and an independent research assignment.
The WSET Diploma is made up of six mandatory units. You must pass all six units to complete the Diploma.

- D1: Wine production
- D2: Wine business
- D3: Wines of the world
- D4: Sparkling wines
- D5: Fortified wines
- D6: Independent research assignment

“I encourage anyone who is serious about a career in the wine trade to pursue this qualification.”

Mike James PhD DipWSET BWS
Buying Director - Global Sourcing,
Aldi South Group

5

Textbook cover



5. APPENDIX

Qualification titles

When introducing WSET courses and exams, you must use the full and official qualification titles. Once they've been introduced in your writing, you can shorten them.

For example:

First time: WSET Level 4 Diploma in Wines

Second time: WSET Diploma

Tip: When referring to multiple qualifications make 'Awards' plural, not 'Level'.

For example: WSET Level 1 and 2 Awards in Beer.

English

WSET® Level 1 Award in Beer
WSET® Level 2 Award in Beer
WSET® Level 1 Award in Sake
WSET® Level 2 Award in Sake
WSET® Level 3 Award in Sake
WSET® Level 1 Award in Spirits
WSET® Level 2 Award in Spirits
WSET® Level 3 Award in Spirits
WSET® Level 1 Award in Wines
WSET® Level 2 Award in Wines
WSET® Level 3 Award in Wines
WSET® Level 4 Diploma in Wines

简体中文 (Chinese Simplified)

WSET® 第一级啤酒认证
WSET® 第二级啤酒认证
WSET® 第一级清酒认证
WSET® 第二级清酒认证
WSET® 第三级清酒认证
WSET® 第一级烈酒认证
WSET® 第二级烈酒认证
WSET® 第三级烈酒认证
WSET® 第一级葡萄酒认证
WSET® 第二级葡萄酒认证
WSET® 第三级葡萄酒认证
WSET® 第四级葡萄酒文凭认证

繁體中文 (Chinese Traditional)

WSET® 啤酒第一級認證
WSET® 啤酒第二級認證
WSET® 清酒第一級認證
WSET® 清酒第二級認證
WSET® 清酒第三級認證
WSET® 烈酒第一級認證
WSET® 烈酒第二級認證
WSET® 烈酒第三級認證
WSET® 葡萄酒第一級認證
WSET® 葡萄酒第二級認證
WSET® 葡萄酒第三級認證
WSET® 葡萄酒第四級文憑

Qualification titles

Nederlands (Dutch)

WSET®-Kwalificatie Bier Niveau 1
WSET®-Kwalificatie Bier Niveau 2
WSET®-Kwalificatie Sake Niveau 1
WSET®-Kwalificatie Sake Niveau 2
WSET®-Kwalificatie Sake Niveau 3
WSET®-Kwalificatie Gedistilleerd Niveau 1
WSET®-Kwalificatie Gedistilleerd Niveau 2
WSET®-Kwalificatie Gedistilleerd Niveau 3
WSET®-Kwalificatie Wijn Niveau 1
WSET®-Kwalificatie Wijn Niveau 2
WSET®-Kwalificatie Wijn Niveau 3
WSET®-Diploma Wijn Niveau 4

Ελληνικά (Greek)

Πιστοποίηση WSET® Επιπέδου 1 στην Μπίρα
Πιστοποίηση WSET® Επιπέδου 2 στην Μπίρα
Πιστοποίηση WSET® Επιπέδου 1 στο Σάκε
Πιστοποίηση WSET® Επιπέδου 2 στο Σάκε
Πιστοποίηση WSET® Επιπέδου 3 στο Σάκε
Πιστοποίηση WSET® Επιπέδου 1 στα Αποστάγματα
Πιστοποίηση WSET® Επιπέδου 2 στα Αποστάγματα
Πιστοποίηση WSET® Επιπέδου 3 στα Αποστάγματα
Πιστοποίηση WSET® Επιπέδου 1 στο Κρασί
Πιστοποίηση WSET® Επιπέδου 2 στο Κρασί
Πιστοποίηση WSET® Επιπέδου 3 στο Κρασί
WSET® Diploma Επιπέδου 4 στο Κρασί

Français (French)

Diplôme de niveau 1 en bière du WSET®
Diplôme de niveau 2 en bière du WSET®
Diplôme de niveau 1 en saké du WSET®
Diplôme de niveau 2 en saké du WSET®
Diplôme de niveau 3 en saké du WSET®
Diplôme de niveau 1 en spiritueux du WSET®
Diplôme de niveau 2 en spiritueux du WSET®
Diplôme de niveau 3 en spiritueux du WSET®
Diplôme de niveau 1 en vins du WSET®
Diplôme de niveau 2 en vins du WSET®
Diplôme de niveau 3 en vins du WSET®
Diploma de niveau 4 en vins du WSET®

Italiano (Italian)

Qualifica WSET® Livello 1 Birra
Qualifica WSET® Livello 2 Birra
Qualifica WSET® Livello 1 Sake
Qualifica WSET® Livello 2 Sake
Qualifica WSET® Livello 3 Sake
Qualifica WSET® Livello 1 Distillati
Qualifica WSET® Livello 2 Distillati
Qualifica WSET® Livello 3 Distillati
Qualifica WSET® Livello 1 Vino
Qualifica WSET® Livello 2 Vino
Qualifica WSET® Livello 3 Vino
Diploma WSET® Livello 4 Vino

Deutsch (German)

WSET®-Qualifikation Level 1, Bier
WSET®-Qualifikation Level 2, Bier
WSET®-Qualifikation Level 1, Sake
WSET®-Qualifikation Level 2, Sake
WSET®-Qualifikation Level 3, Sake
WSET®-Qualifikation Level 1, Spirituosen
WSET®-Qualifikation Level 2, Spirituosen
WSET®-Qualifikation Level 3, Spirituosen
WSET®-Qualifikation Level 1, Weine
WSET®-Qualifikation Level 2, Weine
WSET®-Qualifikation Level 3, Weine
WSET®-Diplom Level 4, Weine

日本語 (Japanese)

WSET® ビールレベル1資格
WSET® ビールレベル2資格
WSET® 日本酒レベル1資格
WSET® 日本酒レベル2資格
WSET® 日本酒レベル3資格
WSET® スピリッツレベル1資格
WSET® スピリッツレベル2資格
WSET® スピリッツレベル3資格
WSET® ワインレベル1資格
WSET® ワインレベル2資格
WSET® ワインレベル3資格
WSET® ワインレベル4ディプロマ資格

Qualification titles

한국어 (Korean)

WSET® 1단계 맥주 인증 과정
WSET® 2단계 맥주 인증 과정
WSET® 1단계 사케 (Sake) 인증 과정
WSET® 2단계 사케 (Sake) 인증 과정
WSET® 3단계 사케 (Sake) 인증 과정
WSET® 1단계 증류주 인증 과정
WSET® 2단계 증류주 인증 과정
WSET® 3단계 증류주 인증 과정
WSET® 1단계 와인 인증 과정
WSET® 2단계 와인 인증 과정
WSET® 3단계 와인 인증 과정
WSET® 4단계 와인 학위 과정

Español (Spanish)

Cualificación de Nivel 1 en Cerveza WSET®
Cualificación de Nivel 2 en Cerveza WSET®
Cualificación de Nivel 1 en Sake WSET®
Cualificación de Nivel 2 en Sake WSET®
Cualificación de Nivel 3 en Sake WSET®
Cualificación de Nivel 1 en Espirituosos WSET®
Cualificación de Nivel 2 en Espirituosos WSET®
Cualificación de Nivel 3 en Espirituosos WSET®
Cualificación de Nivel 1 en Vinos WSET®
Cualificación de Nivel 2 en Vinos WSET®
Cualificación de Nivel 3 en Vinos WSET®
Diploma en Vinos WSET® – Nivel 4

Português (Portuguese)

Qualificação de Nível 1 em Cerveja WSET®
Qualificação de Nível 2 em Cerveja WSET®
Qualificação de Nível 1 em Saquê WSET®
Qualificação de Nível 2 em Saquê WSET®
Qualificação de Nível 3 em Saquê WSET®
Qualificação de Nível 1 em Destilados WSET®
Qualificação de Nível 2 em Destilados WSET®
Qualificação de Nível 3 em Destilados WSET®
Qualificação de Nível 1 em Vinhos WSET®
Qualificação de Nível 2 em Vinhos WSET®
Qualificação de Nível 3 em Vinhos WSET®
Diploma em Vinhos WSET® – Nível 4

ภาษาไทย (Thai)

หลักสูตรประกาศนียบัตรด้านสุรากลั่น ระดับ 1 โดย WSET®

At present, only the qualification title for the WSET Level 1 Award in Spirits is available in Thai.

Türkçe (Turkish)

WSET® 1. Seviye Bira Yeterlik Programı
WSET® 2. Seviye Bira Yeterlik Programı
WSET® 1. Seviye Sake Yeterlik Programı
WSET® 2. Seviye Sake Yeterlik Programı
WSET® 3. Seviye Sake Yeterlik Programı
WSET® 1. Seviye Yüksek Alkollü İçkiler Yeterlik Programı
WSET® 2. Seviye Yüksek Alkollü İçkiler Yeterlik Programı
WSET® 3. Seviye Yüksek Alkollü İçkiler Yeterlik Programı
WSET® 1. Seviye Şarap Yeterlik Programı
WSET® 2. Seviye Şarap Yeterlik Programı
WSET® 3. Seviye Şarap Yeterlik Programı
WSET® 4. Seviye Şarap Diploma Programı

CONTACT

If you have any questions about
this playbook, please contact:

WSET Marketing
marketing@wsetglobal.com



Global Drinks
Education