



MONDE SELECTION®
International Quality Institute Since 1961

Corporate identity guidelines





1. GENERAL RULES

The elements of Monde Selection's corporate identity described in the present guidelines are:

1. General Rules
2. Advantages and Added Value
3. The Corporate Logo
4. The Copyright Name
5. The Copyright Video & Pictures
6. The Quality Labels
7. Obligations / Restrictions
8. The Quality Trophies
9. Rules and Regulations 2017

All use of the elements belonging to Monde Selection's corporate identity will respect the Monde Selection's corporate identity guidelines and, where applicable, local legislations.

Any article, press release, video, on-line publication or other media support using or referring to an element of Monde Selection's corporate identity will have to be approved by Monde Selection's Organizing Committee prior to publication.

We hope you will find everything you need to help you achieve your communication aims in the following pages. However, should you have any questions, please do not hesitate to contact us at the following email address : info@monde-selection.com

2. ADVANTAGES AND ADDED VALUE

Monde Selection's Quality Awards guide and reassure consumers in their products' choice.

Marketing and commercial tool

A worldwide recognised quality certification is a powerful tool to increase your visibility in store, on internet and in the media.

It is proven that consumers undeniably prefer a labelled product to another which does not bear a reliable quality guarantee.

Consumer recognition

Since 1961, the credibility of the institute, the incomparable quality of its jury experts and the prestige of its recognitions, bring direct evidences of the quality of your products.

Product improvement

An independent evaluation of your product by international experts will provide your company a new chance to measure, research and develop the quality of its products.



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3.CORPORATE LOGO

Obligations / Restrictions

- Monde Selection is a registered trademark and its corporate logo is copyright protected. It cannot be used on any awarded product packaging.
- In no case must the official corporate logo be used alone nor replace any quality label in adverts and / or marketing and/or PR for an awarded product.



4.COPYRIGHT NAME

Obligations / Restrictions



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- Monde Selection is a registered trademark and its corporate logo is copyright protected. It cannot be used on any awarded product packaging.
- In no case must the official corporate logo be used alone nor replace any quality label in adverts and/or marketing and/or PR for an awarded product.

5.COPYRIGHT VIDEO & PICTURES

- The use of the Monde Selection's video and pictures will have to be approved by Monde Selection prior to publication.



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6. MONDE SELECTION QUALITY LABELS

The products having met the expectations of the jury are awarded a quality label of Bronze, Silver, Gold or Grand Gold. This label allows you to demonstrate the excellent quality of your product in a neutral and professional manner.

In view of homogeneity and visibility for the consumers, the below quality labels are the sole images to be used for advertisement of awarded products. For each type of award, two colored versions are available.

According to the Monde Selection's corporate image, we suggest you to use the blue version of our quality labels.



Bronze Award
(Blue Version)



Silver Award
(Blue Version)



Gold Award
(Blue Version)



Grand Gold Award
(Blue Version)



Bronze Award



Silver Award



Gold Award



Grand Gold Award

7.OBLIGATIONS / RESTRICTIONS

1. The quality label refers specifically and solely to the awarded product which can be identified by its name, size, weight (capacity), content and container material
2. The use of the Quality Award is valid with no license costs on the packaging of the awarded product for a period of 3 years from the year of attribution
3. The quality label may be duplicated in any size as long as the reproduction is rigorously identical
4. A “one color logo” is acceptable. In this case, all elements of the logo have to be of the same colour and on a background that provides suitable contrast
5. The quality labels cannot be modified in any way
6. It is not allowed to add any motif or design around the quality label (ribbons, crowns,...) nor to put elements which are directly attached to the logos as these modify the original shape of our logos such as below examples :



7. Only the mentions of the level of quality (“bronze award”/“silver award”/“gold award”/“grand gold award”) can be translated in the language of the country where the awarded product is distributed. Please have prior approval & validation from Monde Selection
8. “Palm Leaves” correspond specifically and solely to a grand gold award and to the Prize of the Jury
9. In case of reference of an obtained award, such reference shall always refer to the awarded product and be accompanied by the award level (bronze/silver/gold/grand gold) as well as the year of attribution
10. Any and all support can be used for the quality labels as long as the obligations are respected

Should you have any hesitations or enquiries for the use of the award, your design proposals may be submitted to the Organizing Committee for approval per email at the following address : info@monde-selection.com

8. MONDE SELECTION QUALITY TROPHIES

The International High Quality Trophy



- The International High Quality Trophy is granted to products having obtained a gold and/or grand gold award for three consecutive years
- This trophy is attributed to the product and may be used internationally on the packaging for a period of 3 years with no license costs
- The mention of this trophy on marketing tools (paper, video, internet...) is not limited in time as long as the product name and the year of attribution are mentioned and clearly identifiable by all consumers

MONDE SELECTION QUALITY TROPHIES

The Crystal Prestige Trophy



- The Crystal Prestige Trophy is granted to companies having obtained a bronze, silver, gold or grand gold award for ten consecutive years
- This Trophy is attributed to the company and therefore may not be mentioned on the packaging (there is no picture of the Trophy available)
- The use of the Crystal Prestige Trophy may be mentioned on marketing tools (paper, video, internet...) and is not limited in time as long as the year of attribution and the name of the trophy are clearly identifiable by all consumers.

MONDE SELECTION QUALITY TROPHIES

The 25 Years Trophy



- The 25 Years Trophy is granted to companies having obtained a bronze, silver, gold or grand gold award for twenty five consecutive years
- This Trophy is attributed to the company and therefore may not be mentioned on the packaging (there is no picture of the Trophy available)
- The use of the 25 Years Trophy may be mentioned on marketing tools (paper, video, internet...) and is not limited in time as long as the year of attribution and the name of the trophy are clearly identifiable by all consumers.



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MONDE SELECTION QUALITY TROPHIES

The Prize of the Jury



- This trophy is attributed to the product and the logo may be used internationally on the packaging for a period of 3 years with no license costs
- The nomination to this prize can be mentioned for a period of 3 years
- The use of the Prize of the Jury may be mentioned on marketing tools (paper, video, internet...) and is not limited in time as long as the product name, the year of attribution and the name of the trophy are both mentioned and clearly identifiable by all consumers



9. RULES AND REGULATIONS

Advertising use (item 8)

- 8.1. The sole images to be used for advertisement are the quality awards and the Prize of the Jury provided by Monde Selection. The attributes of the design cannot be modified in any way.
- 8.2. The level of quality "Bronze Award", "Silver Award", "Gold Award", "Grand Gold Award" and the "Prize of the Jury" can be translated in the language of the country where the awarded product is distributed.
- 8.3. It is not allowed to add any motif or design around the quality award (such as ribbons, crowns).
- 8.4. The quality awards and/or diplomas and/or trophies may be duplicated in any size as long as the reproduction is rigorously identical and the ratio is respected.
- 8.5. Reference to any award or trophy shall always be accompanied by the official award level (bronze/silver/gold/grand gold/) as well as a mention of the year of attribution.
- 8.6. "Palm Leaves" correspond specifically and solely to a grand gold award and the Prize of the Jury.
- 8.7. The starting date of the use of the award is at reception of the official result notification. Images of the awards as well as official publication material may be obtained through Monde Selection upon written request.
- 8.8. Advertising and use of the award may refer only to the awarded product.
The user will ensure, under penalty of having the awards withdrawn due to improper use thereof, that no confusion arises with other products which did not receive the award concerned.
- 8.9. The assortment/set of products: the awards granted to an assortment of products will only be used in publication and advertising in direct reference to the submitted assortment/set.
The award can not be used on the products sold individually.
- 8.10. Client commits himself to respect labelling and commercial practices legislation in force in the countries where he distributes his products.
Monde Selection will not be held responsible for commercial use noncompliant with local legislation.

Term of validity (item 9)

- 9.1. The award/trophy can be used and printed on the product packaging according to the present regulations for a period of three years from the date of reception of the result notification.
- 9.2. The use of the award/trophy on marketing tools (paper, video, internet,...) is not limited in time as long as the product name, the year and type of the award are mentioned and clearly identifiable by all consumers.