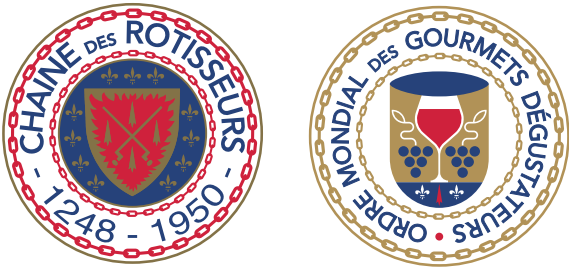


ORDRE MONDIAL DES GOURMETS DÉGUSTATEURS

New Visual Identity Guidelines



By Saihei Makinami & Mohamed Hammam

OMGD

Guidelines Introduction

Logo Guidelines and Applications

The Ordre Mondial des Gourmets Dégustateurs (OMGD) official logo is our association's emblem, and signature. It is a symbol conveying a meaning and importance, and expresses who we are.

To increase the strength of our logo, it is vital to use it in its purest form on all communications.

We very much appreciate your efforts, wherever possible, to apply the guidelines set forth in this document and we strongly believe that together we can successfully meet the challenge of presenting our visual identity in a coherent and consistent way.

Purpose of these Guidelines and Applications

The following information is designed for use by Chaîne members responsible for managing the use and application of the OMGD logo, our visual identity. It defines the spirit and principles of the logo's graphic components and is intended for internal and external use as well as for distribution to specialist suppliers such as design studios, printers, advertising agencies, silk-screeners, etcetera.

The elements and applications presented in this document concern the OMGD logo, and also the basic principles for corporate documents. they include and present the rules regarding:

- design
- colours
- size of the logo

These rules must be carefully followed and applied in order that we develop and maintain harmony and consistency with our identity and the communication of it worldwide.

Logo Mark

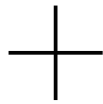
The official OMGD logo is shown below, alongside the primary CDR logo, and will always be shown together on all printed material.

Further guidelines and possibilities on the use of the logo is contained in the following pages.



Concept

The simple round logo with 2 gold chains used in the CDR logo has been replicated in the OMGD logo, integrating a wine symbol in the centre.



Wine Glass

An elegant pinot noir wine glass is flanked by grapes and incorporates two fleur-de-lis and one larding needle from the CDR logo.



Before



After























Graphics Continuity and Uniformity

Colours

Colours

Only the following designated 'official' colours must be used when reproducing the OMGD logo.

	Pantone (Print)	CMYK (Print)	Hexachrome (Browser Safe)	RGB (Screen)
Red	 Pantone 186	 10C 100M 85Y 5K	 #CC0000	 204R 0G 0B
Blue	 Pantone Reflex Blue	 100C 90M 10Y 5K	 #003399	 0R 51G 153B
Gold	 Pantone 10127	 8C 29M 66Y 19K	 #BD9B60	 189R 155G 96B
Flag background	 Pantone 7535	 25C 21M 31Y 3K	 #B7B09C	 183R 176G 156B
Black	 Pantone Black	 0C 0M 0Y 100K	 #000000	 0R 0G 0B

Graphics Continuity and Uniformity

OMGD Logo

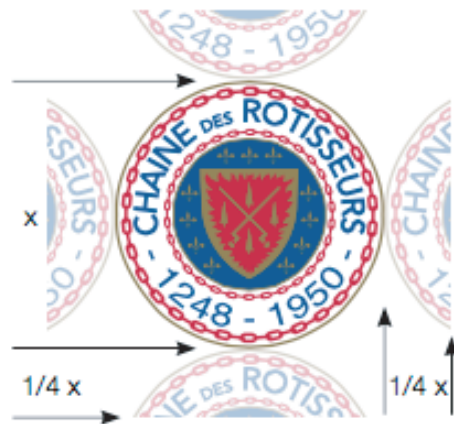
To ensure good legibility and quality reproduction of the reproduction of the minimum height of the logo.

20mm (0.59") for all applications



Neutral Area

There must be a neutral area of space surrounding the logo (this is the area/space without text and without other images). It should be equal to 1/4 of the diameter of the logo on each of the 4 sides. For illustrative purposes, only the CDR logo is shown at right.



The logo can be downloaded in JPG and EPS formats from the 'Communication' section of the Chaîne international website (www.chaine-des-rotisseurs.net).

Flag

The logos can also extend its use to
Flags for entrances and halls shown
independently side by side.



2019 OMGD
Grand Chapitre

Porto & Douro Valley



2019 OMGD
Grand Chapitre

Porto & Douro Valley

Banner

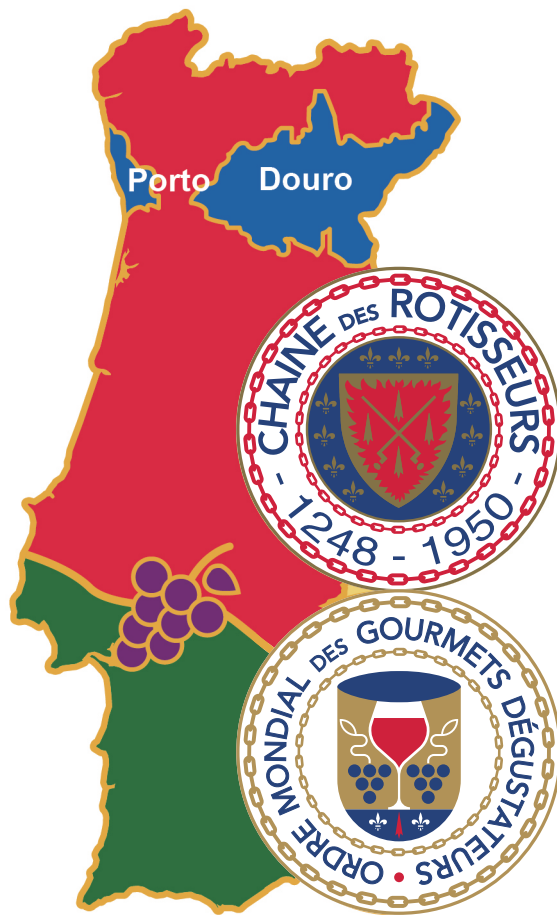
Or, be displayed together as a Banner.



Ribbon



Pin



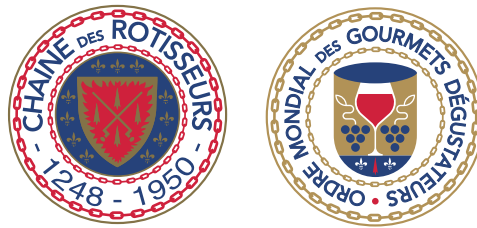
Pin

We plan to produce commemorative pins for the annual international OMGD Grand Chapitres.



Dinner Menu

When used on a menu, the logos can be positioned at the top centre of the page for coherence.



2019 OMGD Grand Chapitre Dinner Menu

Aperitif

Champagne Jacquesson Cuvee 737

"Salmon"

Cauliflower Glazed, Smoked Scallop, Lobster with Squid Ink Batter, Radish & Pea Salad, Citrus Foam
2014 Guy Roulot Burg Blanc @ \$65 x36bts (\$8.13 per pour)

"Truffle"

Sunchoke Cream, Shaved Truffle
2014 Domaine Roulot Bourgogne Blanc

"Rabbit"

Bacon Wrap Rabbit Roulade, Carrot Puree, Balsamic Glazed Rabbit Leg, Sautee Spinach, Raisin Jus
2013 Villa Maria Pinot Noir Cellar Selection

"Wagyu Beef"

Slowed Roasted, Baked Brioche with Beef Rib & Morel Cream, Confit Banana Shallot
2003 Les Pagodes de Cos

"Camembert"

Baked Cheese Fondue, Truffle & Rosemary
Cranberries & Pecan, Flatbread
Cockburn Porto 20 Year Old Tawny

"Apple"

Caramel Apple Tart, Molasses Hazelnut Crumble, Ice Verbena Apple Compote
Yuzu Fromage Blanc Sorbet
Auchentoshan Single Malt Scotch Whisky Three Wood

Postcard (Photo)

The logos can also be placed on a photo.

