



USE OF WAFA MEDALS AND IMAGERY

This document refers to use of artwork and imagery owned by the World Alcohol-Free Awards (WAFA). The scope of this document refers to printed media and materials, digital platforms and any other use not defined.

The World Alcohol-Free Awards logo is the property of the competition, and any unauthorised use is strictly prohibited. Unauthorised use may result in a ban, penalty or prosecution.

Winning Entries may use the competition's approved promotional material, but ONLY for those products for which the medal applies. Range Awards apply to all of the products in a range which won a medal.

WAFA LOGO AND IMAGERY

The WAFA logo and imagery are provided as downloadable files on the [Media Gallery page](#) of the WAFA website.

The logo can be used within any article or feature provided that it both

includes reference to the World Alcohol-Free Awards
states the website address (<https://www.worldafawards.com>)

WAFA Medals

WAFA medals are for the use of WAFA Medal-winning producers and their agents only.

Use of current medals

This relates to medals won in the most recent WAFA competition. The competition year runs from 1st April to the end of March the following year.

Medals can be sourced as follows

1. **Printed adhesive medals** can be bought from WAFA. These are available in roll sizes to suit the most common bottling or labelling lines.
2. Brand owners wishing to **print their own medals** must first buy the rights from the World Alcohol-Free Awards for the correct number of medals/labels they wish to print. Please email us on info@worldafawards.com for pricing. No other reproduction of the medal is permitted.
 - a. Self-printed labels must conform to the competition's size (25mm diameter) and colour specifications.
 - b. Reproduction Rights must be renewed at the end of the initial purchase period
3. Brand owners may also download digital files from the dashboard for **use online**.

Medals can only be used:

1. Alongside an image of the winning product or the winning product's name.
2. Directly on the winning product, either by applying the sticker or by incorporating the image into the packaging design.

Use of previous medals

Once 12 months has passed from the official results announcement, products wishing to mention medals won 12 months or more from the initial time of the award must also specify the year any award was won. For instance, Gold Medal-winner 2024.