# Approved identity & emblem guide

A practical guide to IUOAMC and its associated identities, their meanings and application rules.

IUOAMC

ICGA

WSA-CA

WSA Titles

WCIP

IUOAMC TV

IUOAMC MEDIA

The emblem may not be used, reproduced or modified for institutional or commercial purposes without prior written permission from the rights holder. It must not be used to imply membership, accreditation, partnership or representation that the relevant organisation has not granted.

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# Application rules

### Clear space

Keep clear space of at least one quarter of the emblem’s height. Preserve the complete symbol and name.

### Proportions and clarity

Do not stretch, compress or crop the emblem. Use a clear background and check the lettering at its actual size.

### Print and colour

Use approved production artwork and review a print proof. Digital reference colours must be matched to the print material and equipment.

### Request permission to use the emblem

Downloading the artwork does not grant a licence to use it. Follow the written permission and its specified purpose, preserving proportions, colours and legibility.

www.iuoamc.uk/en/media/identity

# International Union of Arab Master Chefs

An identity combining the culinary profession and a professional community across borders, expressed through a clear name and distinctive gold.

## The chef’s toque

Places the profession at the centre of the identity: experience, kitchen practice and knowledge shared among chefs.

## Map and surrounding stars

The map expresses broad connections, while the stars gather the elements into one visual presence, representing professional exchange and cooperation.

## The IUOAMC name

Connects the abbreviation with the Union’s full name, maintaining a recognisable issuer across platforms, documents and publications.

## Colour interpretation

Gold gives the identity warmth and distinction. Clear backgrounds support the name and fine details; all applications preserve the approved artwork and contrast.

Digital reference colours: #D6AB28 · #FFFFFF

## Emblem applications

The Union’s emblem appears on its institutional profiles, correspondence, platforms, events and issued documents, according to each document’s purpose.

www.iuoamc.uk/en/media/identity/iuoamc

ICGA

# International Culinary & Gastronomy Arbitration

A specialist identity combining balanced assessment with the tools of the profession, in ICGA’s green and gold.

## The balance

Represents weighing evidence, comparing criteria and balanced professional judgement, with reasons that can be explained and reviewed.

## Crossed culinary tools

Connect the assessment symbol to culinary practice, reflecting the role of technique, product and service knowledge in evaluation.

## Circular frame and name

Unites the full name and ICGA abbreviation as a single mark on cards, certificates and platforms.

## Colour interpretation

Deep green gives the identity its distinctive field; gold highlights the balance, culinary tools and name. Contrast and clean detail guide its application.

Digital reference colours: #004B2C · #D4AF37

## Emblem applications

The emblem accompanies ICGA services, learning and assessment pathways and documents issued by ICGA. The relevant credential states its category, specialisation and verification details.

UK IPO · UK00004350642 · 41 · Registered

www.iuoamc.uk/en/media/identity/icga

WSA-CA

# World Supreme Authority for Culinary Arbitration

An emblem combining the balance, flame, laurel and culinary tools for the World Supreme Authority for Culinary Arbitration.

## The balance

Represents balanced consideration of criteria and review of professional decisions, placing methodical assessment at the centre.

## Flame and star

The flame expresses continuing knowledge; the star gives the composition an upper focal point representing the pursuit of excellence.

## Laurel and culinary tools

Laurel conveys professional recognition, while culinary tools keep the identity connected to its field of work.

## Colour interpretation

Black and gold provide clear contrast between the field and symbols, while the circular frame supports consistent applications.

Digital reference colours: #111111 · #C9A14A

## Emblem applications

Used in the organisation’s profile, correspondence, professional frameworks and documents bearing its name, with the document’s purpose and reference identified.

www.iuoamc.uk/en/media/identity/wsa-ca

WSA Titles

# World Supreme Authority for Culinary Titles




An identity combining an open book, balance and laurel, linking professional recognition to knowledge, criteria and documented achievement.

## The open book

Represents knowledge and the record used to examine achievements and professional experience.

## The balance

Expresses the comparison of criteria and evidence when considering professional merit.

## Laurel and stars

Laurel expresses recognition; stars support the balance and visual rhythm of the circular composition.

## Colour interpretation

Black and gold highlight the book, balance and name within a coherent visual unit.

Digital reference colours: #111111 · #C9A14A

## Emblem applications

Accompanies the organisation’s profile and recognition/title documents issued through its procedures, identifying the recipient, grounds and reference.

www.iuoamc.uk/en/media/identity/wsa-titles

WCIP

# World Centre for Intellectual Protection

An identity linking the shield, book and light of an idea with the documentation of knowledge and care for intellectual identity.

## The shield

Represents care for intellectual work and the organisation of its records and references, giving the emblem a central focus.

## The light of an idea

Symbolises innovation and the development of an idea into work that can be described, documented and attributed.

## Book and globe

The book represents recorded knowledge; the globe expresses its circulation and the connections formed around it.

## Colour interpretation

Blue and gold with highlights bring forward the shield, book and central symbol on clear backgrounds.

Digital reference colours: #172A4D · #C9A14A

## Emblem applications

Appears on the Centre’s profile, documentation files, content and documents issued through its services, with a clear work reference and issuer.

www.iuoamc.uk/en/media/identity/wcip

# IUOAMC TV

A screen identity combining the Union’s name, chef’s toque and TV designation in a circular frame for the channel’s visual content.

## The Union’s lettering

Interlocking letters form a central composition that retains the IUOAMC connection and a distinctive screen presence.

## The chef’s toque

Identifies the culinary focus and connects the media identity with the profession and knowledge presented.

## TV designation and frame

The TV designation identifies the medium; the circular frame brings the elements together for recognition in thumbnails and video.

## Colour interpretation

Dark blue, gold and white provide strong screen contrast. The approved artwork is preserved in video corners and cover images.

Digital reference colours: #071A44 · #E2B827

## Emblem applications

Accompanies the channel’s programmes, interviews, visual content and the presentation of its associated platforms, including the Media Magazine.

UK IPO · UK00004435018 · 38, 41 · Published trade mark application

www.iuoamc.uk/en/media/identity/tv

IUOAMC MEDIA

# IUOAMC Media Magazine

A distinctive editorial identity for the IUOAMC Media Magazine, a publication of IUOAMC TV, combining the M and unfolding pages within a circle.

## The letter M

Refers to Media and Magazine; its unfolding-page construction connects reading, editing and publishing.

## The gold page

Represents selection, review and care for the content delivered to readers.

## Circle and name

Unites the symbol and magazine name in one identity across platforms, cards and appointment documents.

## Colour interpretation

Navy for the symbol and lettering, gold for the frame and highlighted page, white for reading space and clarity.

Digital reference colours: #173F4C · #B99A53

## Emblem applications

Appears on the magazine, coverage, team cards and appointment documents. The magazine is affiliated with IUOAMC TV and has an editorial pathway separate from the research journal.

www.iuoamc.uk/en/media/identity/media-magazine