

NZWW 2023 Logo & Toolkit Guidelines

This document is a guide to the usage of logos, icons and imagery for **New Zealand Wine Week 2023**.
New Zealand Wine Week 2023 is an annual celebration of New Zealand wine from 30 January to 07 February 2023.

For queries and approvals please contact:
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THE LOGO

(Available in the toolkit to download)

Please do not redraw or distort the #nzwineweek logo. Electronically sourced artwork should be used in all cases.

The **white** logo is the preferred option and is designed to be used over darker or detailed backgrounds.

The **black** logo is designed to be overlaid on white or pale coloured backgrounds.

Both black and reversed white versions of the logos and taglines are available from the toolkit.



NZWW_Logo_WHITE.p



NZWW23_Logo_WHITE.png



NZWW_Logo_Ribbon_WHITE.png



NZWW_Logo_Date_Ribbon_WHITE.png



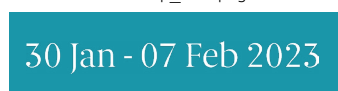
NZWW_Logo_BLK.png



NZWW_Logo_BLK_DATE.png



NZW MWC Lockup_WHT.png



NZWW23_Date_WHT.png



NZW AU tagline_WHT.png

CLEAR SPACE REQUIREMENTS

The clear space requirement is determined by the height of the NEW from the logo.



FONTS

New Zealand Winegrowers has used the below fonts. We encourage you to use these or similar.

Tagline Copy
GOTHAM MEDIUM

Body Copy
Gotham Medium
 Gotham book

COLOUR PALATE

The **#nzwineweek** logo is most effective in white.
The colours from the palette below are recommended if using areas of block colour.



LOGO USAGE

The minimum size of the **#nzwineweek** logo is intended for social media purposes.
For Instagram and Facebook, refer to the 20% [text rule](#) for optimum clarity against images.

#nzwineweek LOGO EXAMPLES OF USE

The **white** logo is designed to be used **ONLY** over a solid or dark background so it can be clearly seen. In all other cases use the black version of the logo.

✓ acceptable use of #nzwineweek logo



✗ unacceptable use of #nzwineweek logo



CREATE YOUR OWN SOCIAL POSTS

Create social posts with your own imagery and the logos and assets from the **#nzwineweek** toolkit.
A range of NZW social media tiles and imagery are also available to download and use from the toolkit (see options over page).



Mock-ups of social media tiles



SOCIAL MEDIA TILES

(Available in the toolkit to download)



NZWW23_POST_Hero_social post_1080x10805.png



NZWW23_POST_Purity_social post_1080x10806.png



NZWW23_POST_Innovation_social post_1080x10807.png



NZWW23_POST_Hero2_social post_1080x10805.png



NZWW23_POST_Care_social post_1080x10808.png

SUPPORTING IMAGERY

(Available in the toolkit to download)

For alternative imagery check out the [nzwine.com image gallery](https://nzwine.com/image-gallery). Please credit New Zealand Winegrowers as per the [T's & C's](#).

