



New Zealand Wine
Altogether Unique.

2026 Brand Guidelines

PINOT
NOIR
18
AUG DAY

Pinot Noir Day is an annual celebration of Pinot Noir on 18 August 2026.

This document is a guide to the usage of logos for **Pinot Noir Day**.

For queries and approvals please contact juliana.foster@nzwine.com or meredith.baldwin@nzwine.com

THE LOGO

Please do not redraw or distort the Pinot Noir Day logo. Electronically sourced artwork should be used in all cases. The **burgundy/white** logo is designed to be overlaid on images and colours relevant to **Pinot Noir Day 2026**. A logo variation including the date of the occasion can be used for marketing collateral (e.g Facebook banners, adverts).

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USAGE

See below for the recommended minimum size of the **Pinot Noir Day** logos. *(available in the toolkit to download)*

minimum size
- Social media/web
= 80px

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NOIR
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minimum size
- Print
= 20mm

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NOIR
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CLEAR SPACE REQUIREMENTS

The clear space requirement is determined by the height of the wine tumbler from the logo or a minimum of 10mm.



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Social tile example

See over for
how to **add the
Pinot Noir Day
Sticker to Your
Stories**



The Pinot Noir Day logo is most effective in burgundy colour #701615 or white #ffffff

New Zealand Winegrowers has used the below fonts for the logo and tagline copy. We encourage you to use these or similar.

Circular Std Book
Circular Std Bold

A series of supporting images are available to use. *(available in the toolkit to download)*



Social Media Tiles/Stories/Sticker *(available in the toolkit to download)*



PINOT
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Add the Pinot Noir Day Sticker to Your Stories

Help us create a global celebration of New Zealand Pinot Noir by using the official Pinot Noir Day sticker on Instagram Stories.

How to add the sticker:

1. Open Instagram and create a Story.
2. Select your photo or video.
3. Tap the **Sticker** icon (square smiley face at the top of the screen).
4. Search for "**Pinot Noir Day**" in the sticker search bar.
5. Select the sticker and place it on your Story.
6. Tag **@nzwinegrowers** and use **#LoveNZPinot** **#PinotNoirDay** **#NZWine** so we can find and reshare your content.