2024 BRAND GUIDELINES

Rosé day
5 FEB 2024

This document is a guide to the usage of logos and icons for **#nzroseday** 2024**.**
#nzroseday is an annual one day celebration of Rosé held on Monday 5 February 2024.

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
#nzroseday logo. Electronically sourced
artwork should be used in all cases.

The **pink** logo is designed to be overlaid
on white or pale coloured backgrounds/
imagery - see examples to follow.

The **white/pink boxed** logo is designed
to be used over darker or detailed
backgrounds where the pink logo would be
less readable - see examples to follow.

The **white/unboxed** logo is designed
to be used only over darker or detailed
backgrounds where the logo would be
completely legible

STACKED VERSION

RIBBON VERSION

Rose Day 24_Stacked_PinkBox_logo

Rose Day 24_Ribbon_PinkBox_logo

Rose Day 24_Stacked_Pink_logo

Rose Day 24_Ribbon_Pink_logo

Rose Day 24_Stacked_WHT_REV_logo

Rose Day 24_Ribbon_WHT_REV_logo

CLEAR SPACE REQUIREMENTS

The clear space requirement is determined
by the height of the o from the logo or a
minimum of 5mm.

FONTS

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

Tagline copy
GOTHAM MEDIUM

Body copy
Gotham Medium
Gotham book

New Zealand Wine
Altogether Unique.

COLOUR PALATE

The **#nzroseday** pink is recommended if using areas of block colour.

nzroseday pink

C:0 M:38 Y:28 K:0
R: 248 G:174 B:163
#f8aea3

#nzroseday 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 pinkboxed or Pink versiond of the logo.

✓ **acceptable use of #nzroseday logo**

✗ **unacceptable use of #nzroseday logo**

LOGO USAGE

The minimum size that the **#nzroseday** is intended for social media purposes.
For Instagram and facebook, refer to the 20% text rule for optimum clarity against images.

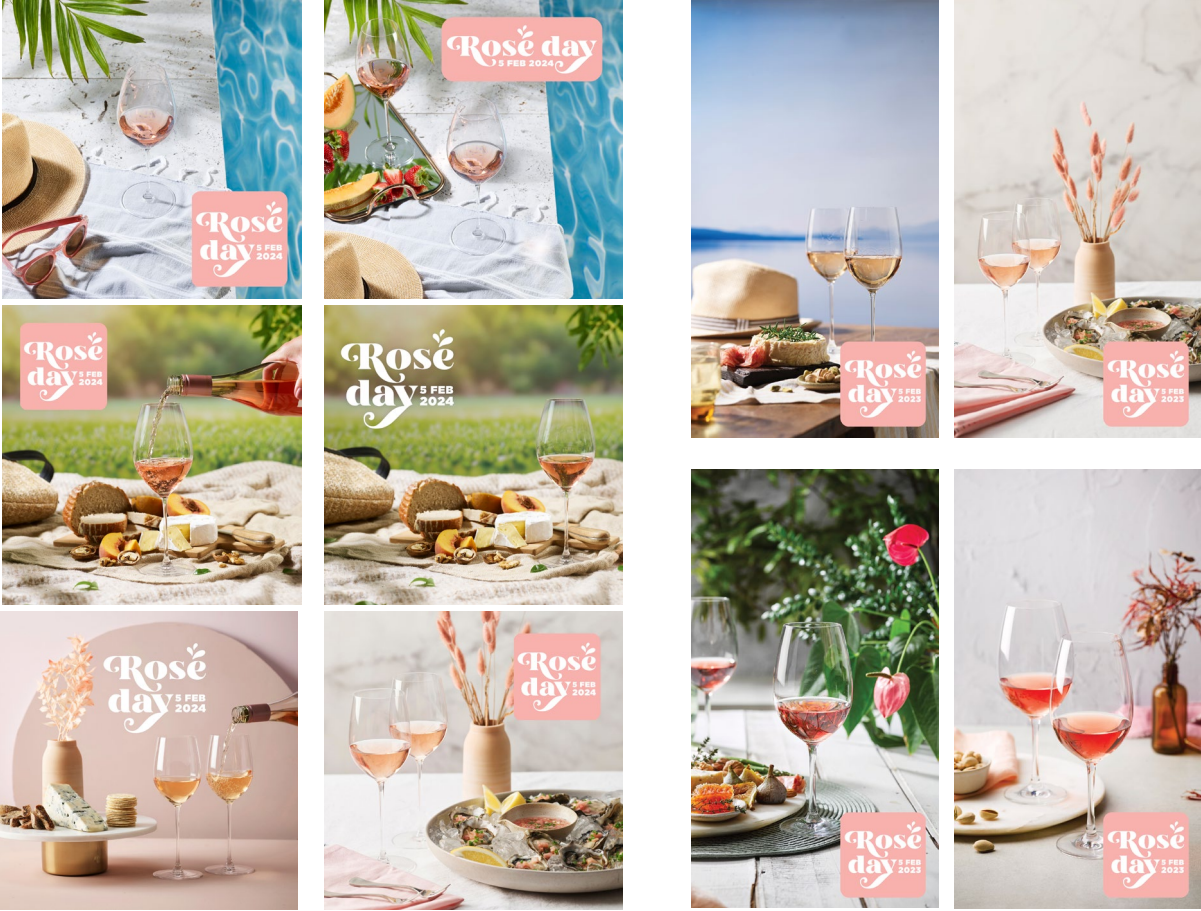## SOCIAL TILE EXAMPLES

New Zealand Wine
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Social Media Tiles/IG Stories
(available in the toolkit to download)

Supporting imagery
(available in the toolkit to download)

New Zealand Wine
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