New Zealand Wine
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PINOT
18 NOIR
AUG DAY

**Brand
Guidelines**

Pinot Noir Day is an annual celebration of Pinot Noir on 18 August 2025.
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** 2025. A logo variation including the date of the occasion can be used for marketing collateral (e.g Facebook banners, adverts).

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

minimum size
- Print
= 40mm

Social tile example

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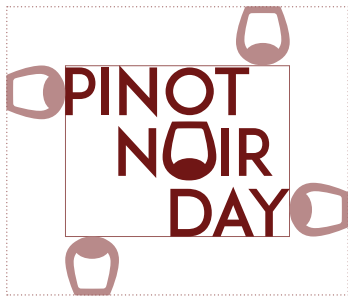
CLEAR SPACE REQUIREMENTS

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

COLOUR PALATE

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

FONTS

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

SUPPORTING IMAGERY

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

Social Media Tiles/Stories

(available in the toolkit to download)

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