



2026 TOOLKIT GUIDELINES

Pour Yourself a Glass of New Zealand (GONZ) is a month-long celebration of New Zealand’s white wine varieties held in May 2026. This document is a guide to the usage of logos, taglines and imagery for the celebration.

#pouryourselfaglassofnz #nzwine

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Logos/tagline

Please do not redraw or distort the **GONZ or wine days logos**. Electronically sourced artwork should be used in all cases.

Logos are available in both white and black.

The **white** logos/tagline are the preferred options. They are designed to be used over darker or detailed backgrounds - see examples to follow.

The **black** logos are designed to be overlaid on white or pale coloured backgrounds where the white logos would not be legible.

When writing out the tagline, e.g. for media releases, social media captions, etc., use the full version of New Zealand i.e. **‘Pour yourself a glass of New Zealand’**.

GONZ logo



Wine days logos



Examples of logo use

The **white** versions are the preferred options and designed to be used over a solid or dark background so they can be clearly seen. In all other cases use the black logos.



Fonts

We encourage you to use the fonts listed below or similar for any text used in material relating to the celebration.

HEADINGS - Gotham bold
 Main body copy - Gotham book

Colour Palatte

The **#GONZ hero colour #d3bd2a** is recommended if using areas of block colour for material relating to the celebration.



#pouryourselfaglassofnz #nzwine



Social media examples - Including your logo



Pour yourself
a glass of
New Zealand
MAY 2026

YOUR
LOGO
HERE

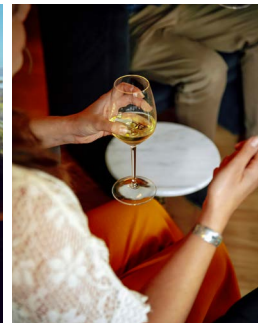
#pinotgris
day
17 MAY
2026

YOUR
LOGO
HERE

Supporting imagery

Available in the toolkit to download. There is additional imagery available in the [NZW Image Gallery](#). For terms of use for all imagery, please refer to the [NZW Image Gallery Terms and Conditions](#).

GONZ - Hero images Photo credit: New Zealand Winegrowers Inc.



Wine Days - Hero images Photo credit: New Zealand Winegrowers Inc.



#sauvblancday



#pinotgrisday



#chardonnayday

Social Media

There is a range of social media tiles and stories available in the toolkit ready-made for you to download. Or create your own using the taglines and logos from the toolkit.

GONZ 2026 - Posts and IG stories

#pouroyourselfaglassofnz #nzwine



Wine days - Social Posts and IG stories

#sauvblancday

#pinotgrisday

#chardonnayday

#sauvblancday

#pinotgrisday

#chardonnayday



#pouroyourselfaglassofnz #nzwine