



This document is a guide to the usage of logos and icons for **#nzwomeninwine International Women's Day 2026**.

International Women's Day (IWD), celebrated annually on March 8, is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for advancing gender equality. For more information, visit the IWD website [here](https://www.internationalwomensday.com).

For queries and approvals please contact: [nicky.grandorge@nzwine.com](mailto:nicky.grandorge@nzwine.com) or [connor.hackett@nzwine.com](mailto:connor.hackett@nzwine.com)

## THE LOGO

*(available in the toolkit to download)*

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

The **red** logo is designed to be overlaid on white or pale coloured backgrounds/imagery.

The **white** logo is designed to be used only over darker or detailed backgrounds where the logo would be completely legible - see examples to follow.

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



WiW\_IWD\_Logo\_Red



WiW\_IWD\_Logo\_White



WiW\_IWD\_Logo\_Red Box

## 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.

**Circular Bold**

**Berlingske Serif Bold**

## COLOUR PALATE

The **#nzwomeninwine** red is recommended if using areas of block colour.



### WIW Red

C:28 M:100 Y:76 K:10

R: 170 G:34 B:62

#a9213d

## #nzwomeninwine 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 red version of the logo.

### ✓ acceptable use of #nzwomeninwine logo



### ✗ unacceptable use of #nzwomeninwine logo



## SOCIAL MEDIA TILES

*(available in the toolkit to download)*



## OR CREATE YOUR OWN

We encourage you to use your own imagery and the #nzwomeninwine logos from the toolkit to create your own social posts, reels and stories. *See below for examples.*

