



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](#).

For queries and approvals please contact: nicky.grandorge@nzwine.com or 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.



#nzwomeninwine #IWD26

