

# Standard Drinks Brand Identity Guidelines

*The Standard Drink Brand has been developed as a simple way for people to keep track of how much alcohol they are drinking.*

A Standard Drink measures the amount of alcohol – not the amount of liquid. All Standard Drinks have the same amount of pure alcohol in them, whether it is a standard glass of wine or a standard glass of spirits.

Every bottle or can in New Zealand has the Standard Drinks content on the label. This shows how many Standard Drinks are in each bottle or can.

These guidelines have been developed for 2 applications:

(A) Marketing and communications

(B) For use on packaging and labels

## Applications

### (A) Marketing and communications

This is the Standard Drinks brand identity developed for use in marketing and communications. The brand identity must be used in its complete form. The tagline must be included at all times.



### (B) For use on packaging and labels

This is the Standard Drinks brand identity developed for use on packaging and labels. The brand identity has a minimum size requirement and has been developed in a positive and negative format.



## Colours

The Standard Drinks brand identity is to be printed using the colours shown. No other colours are to be used with the Standard Drinks brand.

**Red** ■ C=0, M=100, Y=97, K=0 ■ Spot: PMS485

**Grey** ■ C=11, M=0, Y=15, K=79 ■ Spot: PMS446

The Standard Drinks brand identity can be reproduced on a light or dark backgrounds, and as a single-colour option.

## Font

The EPS versions contain live text for the number of standard drinks. The font for this is Metropolis Black.

This font is subject to the SIL Open Font License, Version 1.1 and is included in the logo package.

## Colour

Do not print standard drinks logo on any screen greater than 20%.



## Reverse

Do not print standard drinks reverse logo on any screen less than 80%.



## Black



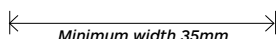
## Size

The Standard Drinks brand identity has minimum size reproduction requirements. The brand should not be reproduced any smaller than 25mm in the marketing and communication application.

The brand should not be reproduced any smaller than 8mm(vertical) in the label and packaging application.

### Minimum size

#### Horizontal



#### Vertical



## Safe Area

The Standard Drinks brand identity safe area is as shown below. Any other graphic or type should not enter the brand safe area.

### Horizontal



### Vertical

