

Be Drinkaware

logo guidelines

Version 1.0
July 2021

drinkaware

Welcome

The Be Drinkaware logo has been specifically designed for use by licence holders, providing the most concise and consistent call to action.

These guidelines are here to help you use the Be Drinkaware logo consistently across your communications.

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Overview

The Drinkaware name/logo is used to identify Drinkaware and represent the brand.

The core brand logo consists of the name 'Drinkaware' only, and should be used when referring to Drinkaware as an organisation or its activities as a whole, eg. if referencing Drinkaware as attendees at an event or contributors to a piece of work.

The **Be Drinkaware logo** should be used across all licence holder advertising communication and packaging.

Please note – Drinkaware reserve the right to withdraw the use of the logo from any promotions that contradict the guidance in this document.

Core brand logo



drinkaware

Be Drinkaware logo



be drinkaware.co.uk

Referring to Drinkaware as an organisation

When referring to Drinkaware as an organisation or its activities as a whole, in corporate communications the core brand logo should be used, eg. if referencing Drinkaware as attendees at an event or contributors to a piece of work.

Core brand logo

drinkaware

Example application

Conclusions

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drinkaware



EST 1962
LSBU

References to include in papers

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Declaration of interests

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Be Drinkaware Logo

Overview

On licence holder advertising communications, packaging and labelling, use the Be Drinkaware logo:

bedrinkaware.co.uk

The URL should not be used if the licence holder's brand logo is not present on the advertising.

The primary version of the Be Drinkaware logo is shown opposite. See the [following page](#) for guidance on all colour variants.

All versions of the logo follow the same rules for clear space and minimum sizes as the core logo.

be drinkaware.co.uk

Be Drinkaware Logo

Colour variants

To provide flexibility across all materials, the Be Drinkaware logo is available in five colour variants.

Primary (previous page)

To be used on white backgrounds, where there are no colour limitations.

Navy

To be used on coloured backgrounds that meet WCAG 2.1 accessibility standards when used with navy text (#0a3c64).

Reversed

To be used on coloured backgrounds that meet WCAG 2.1 accessibility standards when used with white text (#ffffff).

Mono

To be used when print limitations require a single colour logo for a light background.

Mono reversed

To be used when print limitations require a single colour logo for a dark background.

Detailed guidance on accessibility can be found in the core brand guidelines.

Navy

be **drinkaware**.co.uk

Reversed

be **drinkaware**.co.uk

Mono

be **drinkaware**.co.uk

Mono reversed

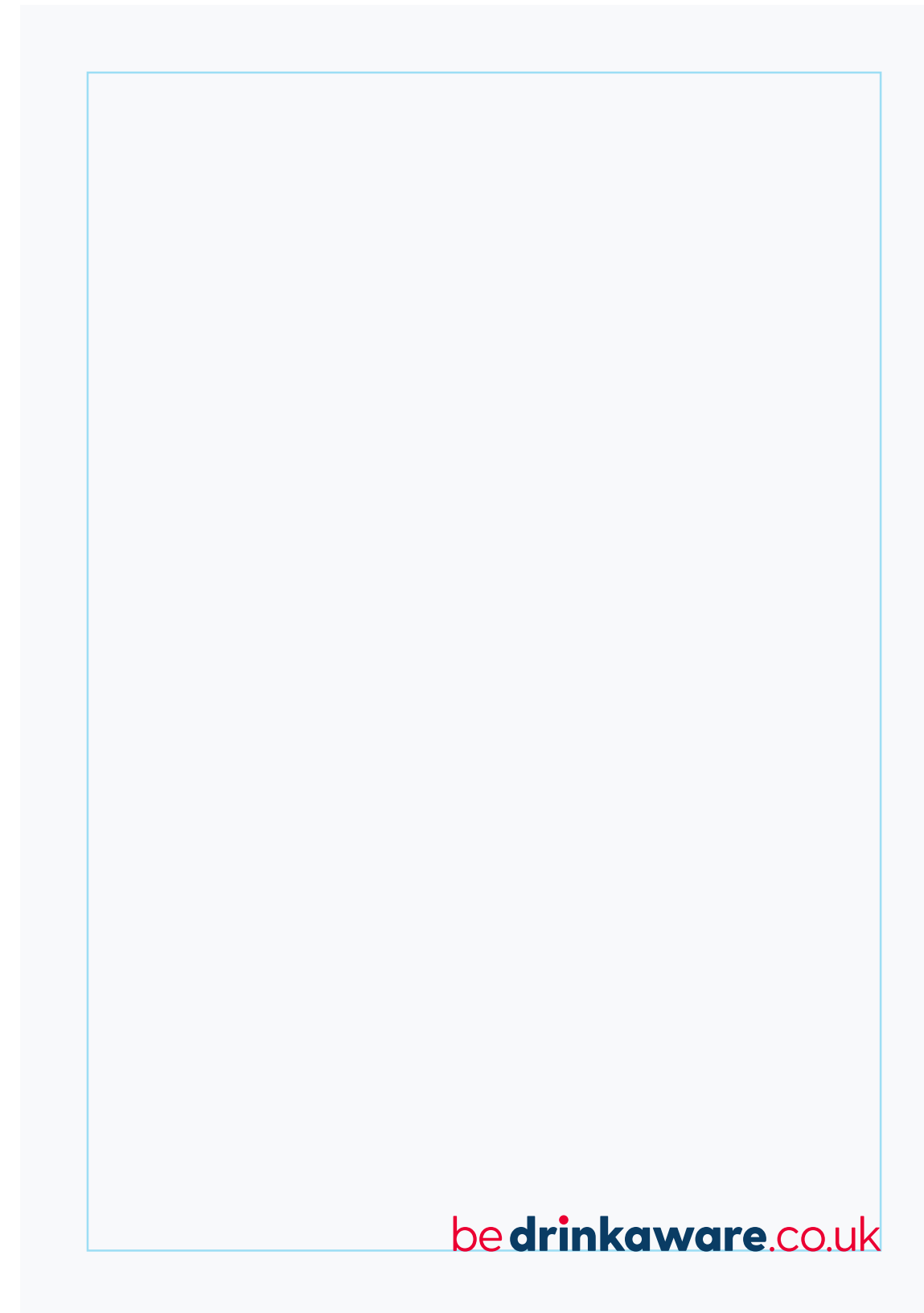
be **drinkaware**.co.uk

Be Drinkaware Logo

Positioning

- The positioning of the Be Drinkaware logo is flexible, but the bottom right hand corner is recommended best practice for advertising. It should always be on a horizontal axis
- The logo should be prominent and positioned in context to the alcohol promotion
- Clear legibility should be ensured by following the colour usage guidance on [page 17](#).
- The exclusion zone and size should be maintained (refer to following page)

Recommended logo position



Be Drinkaware Logo

Exclusion zone

The logo fits into a rectangular box and is surrounded by an exclusion zone.

It ensures the logo is not crowded by other logos, text or imagery, as well as preventing it from being placed too close to the edge of printed materials, websites or merchandise .

Sizing varies dependent on the advertising format, eg. print, display, etc. See [page 12 – 14](#).

The Be Drinkaware logo should not be used if the licence holder's brand logo is not present on the advertising. The Be Drinkaware logo should never exceed the size of the licence holder brand logo.



‘Change starts with you’ text

Overview

In certain circumstances, the Drinkaware proposition – ‘Change starts with you’ – can be used alongside the Be Drinkaware logo.

Our ‘Change starts with you’ proposition encapsulates the essence of all our messaging. It’s about change, and reminds our audiences that they have the power to make that change.

The proposition should only be used to **reinforce positive behaviour**, or when being presented alongside educational advice around alcohol awareness.

It should not be used on alcohol advertising or when the proceeding content promotes alcohol consumption.

Appropriate usage – example



If you want to change your drinking habits, planning drink free days in advance can be a great way to start.

Change starts with you

be drinkaware.co.uk

Do use ‘change starts with you’ when encouraging positive behaviours or providing educational advice on alcohol awareness.

Inappropriate usage – example



If you’re concerned about your health, try swapping your regular beer for a low alcohol alternative.

Change starts with you

be drinkaware.co.uk

Do not use ‘change starts with you’ on alcohol advertising or if the proceeding content promotes alcohol consumption.

‘Change starts with you’ text

In detail

Type style

The ‘Change starts with you’ type should be set to the following specification:

Font: Greycliff CF Regular

Kerning: Optical

Tracking: -20

Type size

The type should be equivalent to the width of the ‘**be drinkaware**’ part of the Be Drinkaware logo.

Position

The baseline of the ‘Change starts with you’ text should align to the top of the Be Drinkaware logo exclusion zone.

Alignment

For flexibility, the text can be left aligned, right aligned or centred.

Type style/size and position



Alignment

Left aligned

Change starts with you
be drinkaware.co.uk

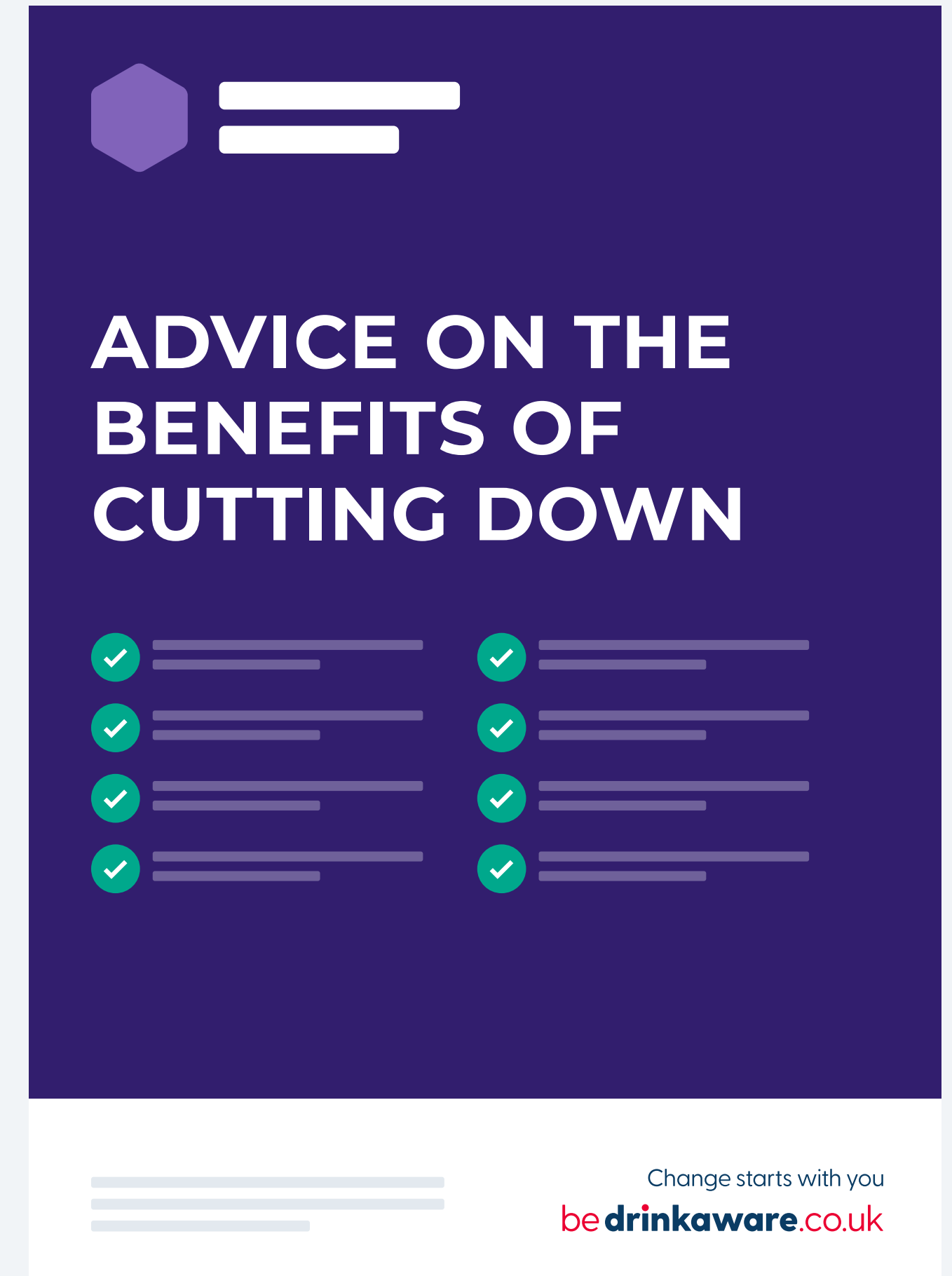
Right aligned

Change starts with you
be drinkaware.co.uk

Centred

Change starts with you
be drinkaware.co.uk

Example usage



Advertising communications

Logo size

Sizing varies dependent on the advertising format, eg. print, display, etc. See [page 12 – 14](#).

The Be Drinkaware logo should not be used if the licence holder's brand logo is not present on the advertising. The Be Drinkaware logo should never exceed the size of the licence holder brand logo.

Be Drinkaware logo should never exceed the visual size of the licence holder brand logo. Take into account both height and width of each logo.

The logo consists of the text 'be drinkaware.co.uk' in a sans-serif font. 'be' is in red, 'drinkaware' is in dark blue, and '.co.uk' is in red. A blue bracket underneath the text indicates its width.

Logo size

A solid purple rectangular box with the text 'Licence holder logo' in white, bold, sans-serif font. A blue bracket underneath the box indicates its width.

Logo size

Advertising communications

Format – print

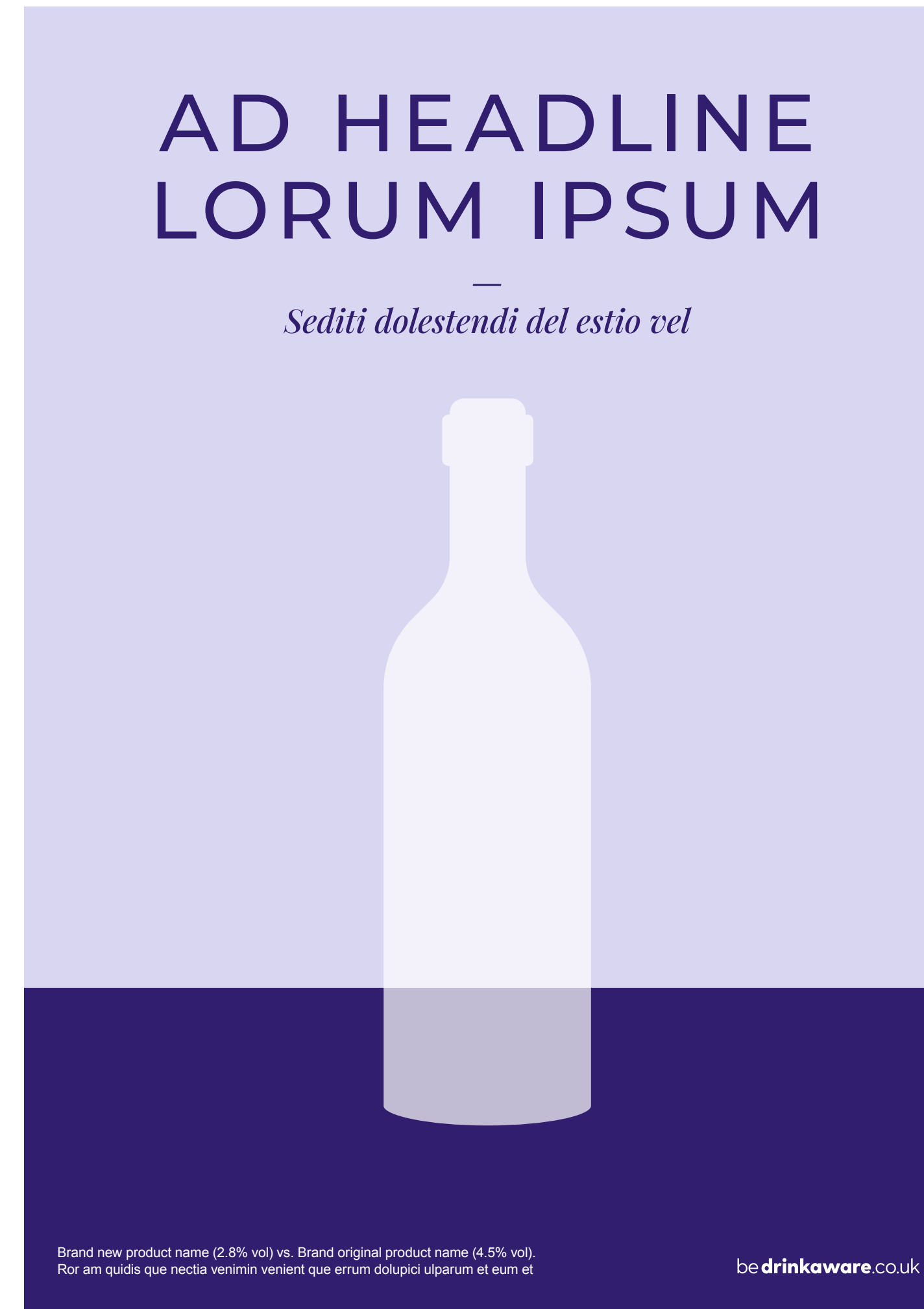
Size

For A4 printed materials, the Be Drinkaware logo must be no less than 8mm high, including the exclusion zone (see [page 8](#)).

Available file formats

Vector – eps, ai. Rasterised – jpg.
(CMYK 300dpi where applicable, exclusion zone included).

Example application



Minimum height – 8mm

Advertising communications

Format – screen

Size

It is recommended that the Be Drinkaware logo be no less than 28px high, including the exclusion zone (see [page 8](#)). This value is 12.296px without exclusion zone.

Resolution

To ensure optimum quality, a vector version of the Be Drinkaware logo should be used whenever possible (eps, ai or svg).

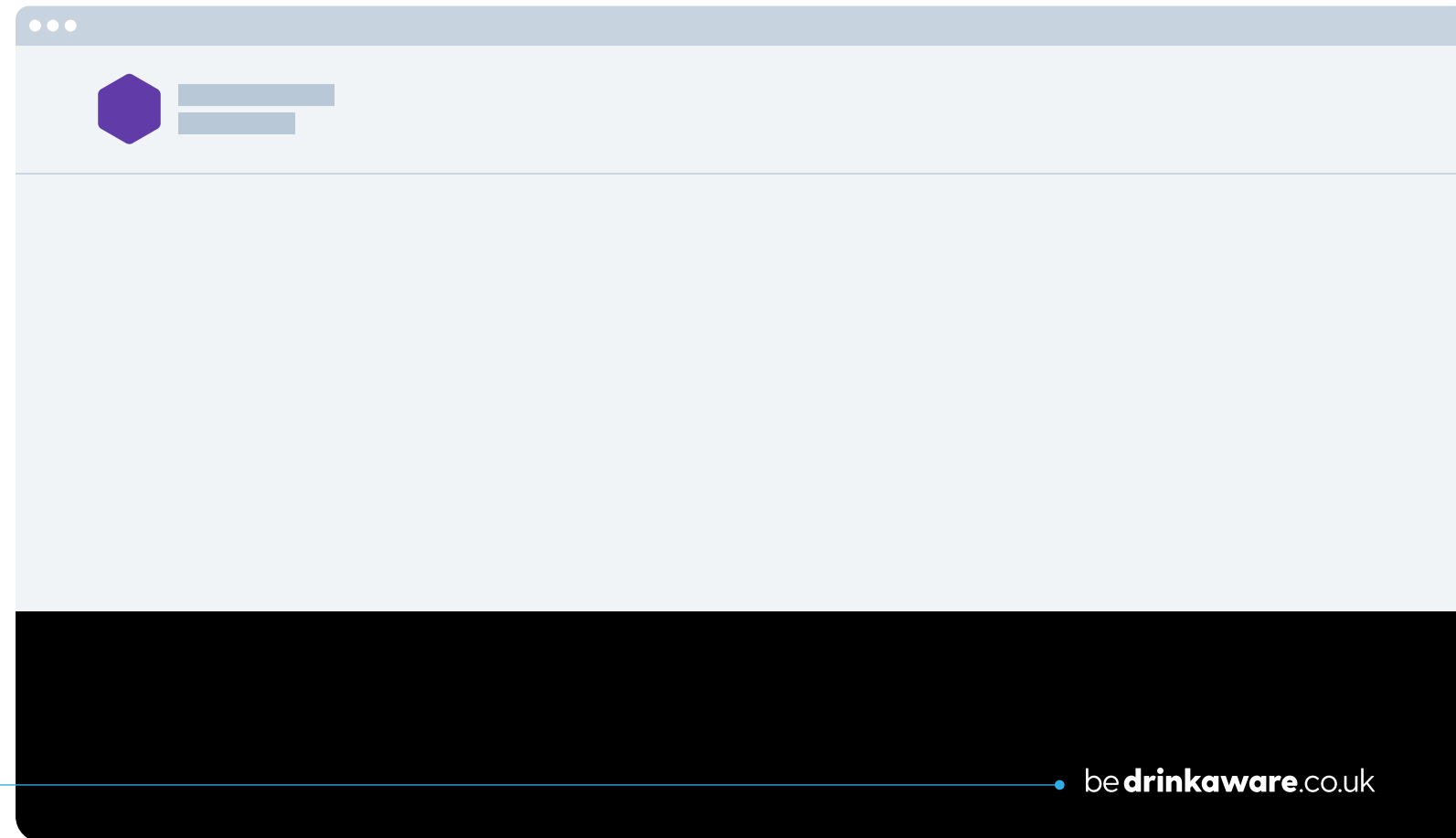
If a raster version (png) is required, ensure it is not scaled beyond 100% of the file size.

Always use RGB versions of the Be Drinkaware logo for screen.

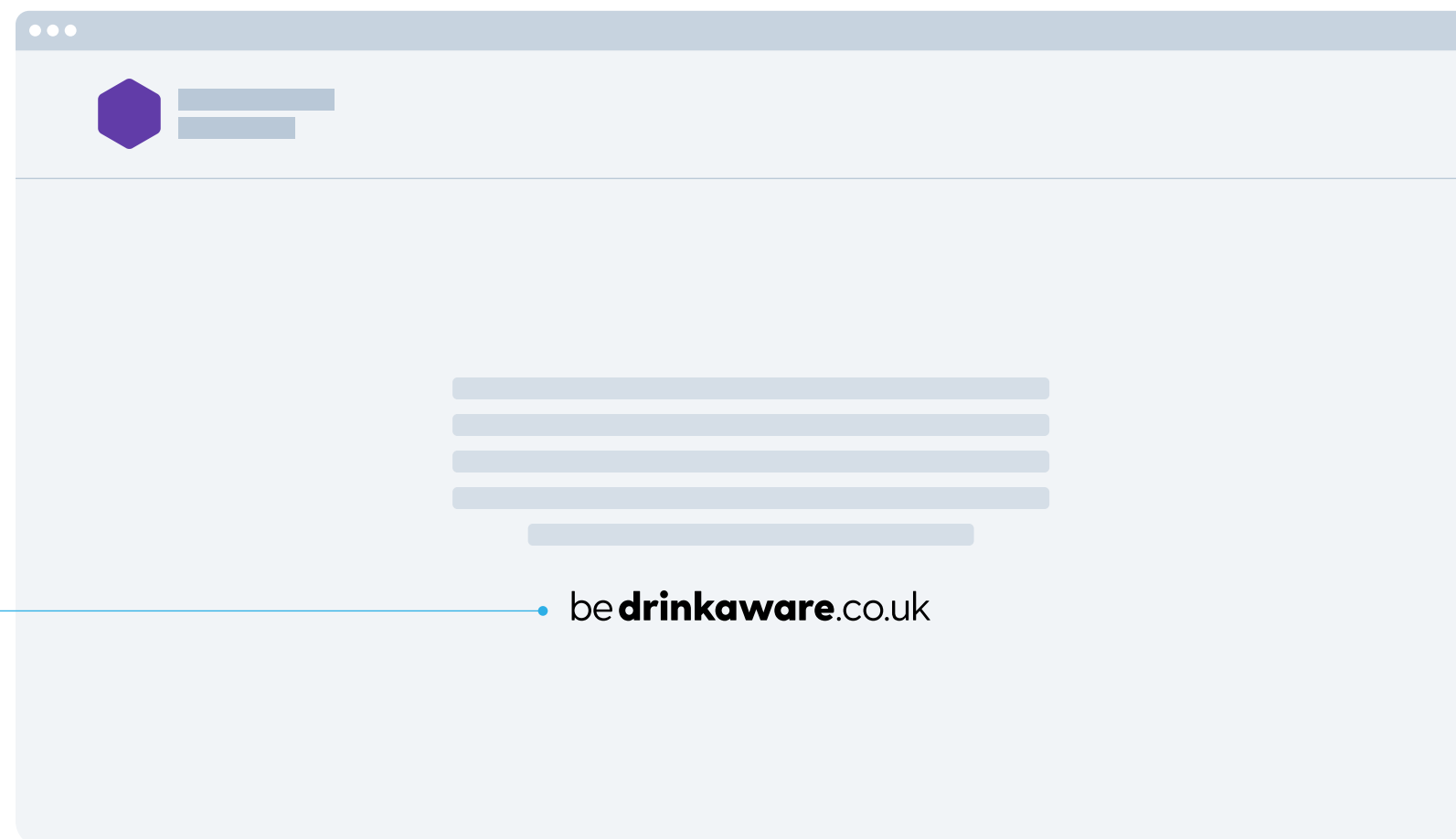
Available file formats

Vector – eps, ai, svg. Rasterised – png. (RGB, 300ppi where applicable, exclusion zone included in all file formats except svg).

Example application



Logo positioned in website footer



Logo positioned on CSR page

Online linking

The Be Drinkaware logo should always link through to:

[bedrinkaware.co.uk](https://www.drinkaware.co.uk)

In order to improve our rankings in major search engines, please use our URL as an image link (where possible) with the following text link “Be Drinkaware” like this:

Visit [Bedrinkaware.co.uk](https://www.drinkaware.co.uk)

Text link code

Visit `Bedrinkaware.co.uk`.

If you would like to link to any of our other information, tools or advice our digital team would be happy to talk to you about your needs. Please email:

digital@drinkaware.co.uk

Using an agegate? You can redirect underage web visitors to:

www.drinkaware.co.uk/underageddrinking

Position

The position of the Be Drinkaware logo is flexible, but should be displayed as prominently as possible. The recommended positions are in the website footer or on the CSR page (if applicable). Please email logos@drinkaware.co.uk for more information.

Advertising communications

Format – broadcast – display

Size

The Be Drinkaware logo must be no less than half the size of your own logo, including the exclusion zone (see [page 8](#)).

Position

The Be Drinkaware logo can be displayed at any point during a broadcast – see positioning guidance on [page 7](#).

Duration

It should be displayed on screen for a minimum of five seconds, regardless of the duration of the advert.

Example application



Resolution

To ensure optimum quality, a vector version of the Be Drinkaware logo should be used whenever possible (eps, ai or svg).

If a raster version (png) is required, ensure it is not scaled beyond 100% of the file size.

Always use RGB versions of the Be Drinkaware logo for screen.

Available file formats

Vector – eps, ai, svg. Rasterised – png. (RGB, 300ppi where applicable, exclusion zone included in all file formats except svg).

Broadcast – Radio script

Please include the phrase:

‘Be drinkaware.co.uk’

Packaging and labelling

Overview

On packaging and labelling, use the Be Drinkaware logo. Where this is not possible, the web address (bedrinkaware.co.uk) can be written in the same type as the logo: Greycliff CF.

The Be Drinkaware logo is a registered trademark. Anyone wishing to use this needs to purchase a valid licence agreement from Drinkaware.

Drinkaware reserves the right to withdraw the use of the trademark from any labelling or packaging which contravenes this, or from any company that does not hold a valid licence agreement.

Be Drinkaware logo

be drinkaware.co.uk

Please note

Drinkaware will only permit use of its trademark on labelling and packaging that complies with the Portman Group 'Voluntary Alcohol Labelling Scheme' and holds a valid licence agreement.

For further information on the Drinkaware URL or to obtain a trademark agreement, email logos@drinkaware.co.uk

Packaging and labelling

Logo size and exclusion zone

The Be Drinkaware logo can be used in various sizes. However, the logo, including the exclusion zone, must not be used at a size smaller than 3.5mm height.

For more information on the exclusion zone, refer to [page 8](#).



Usage

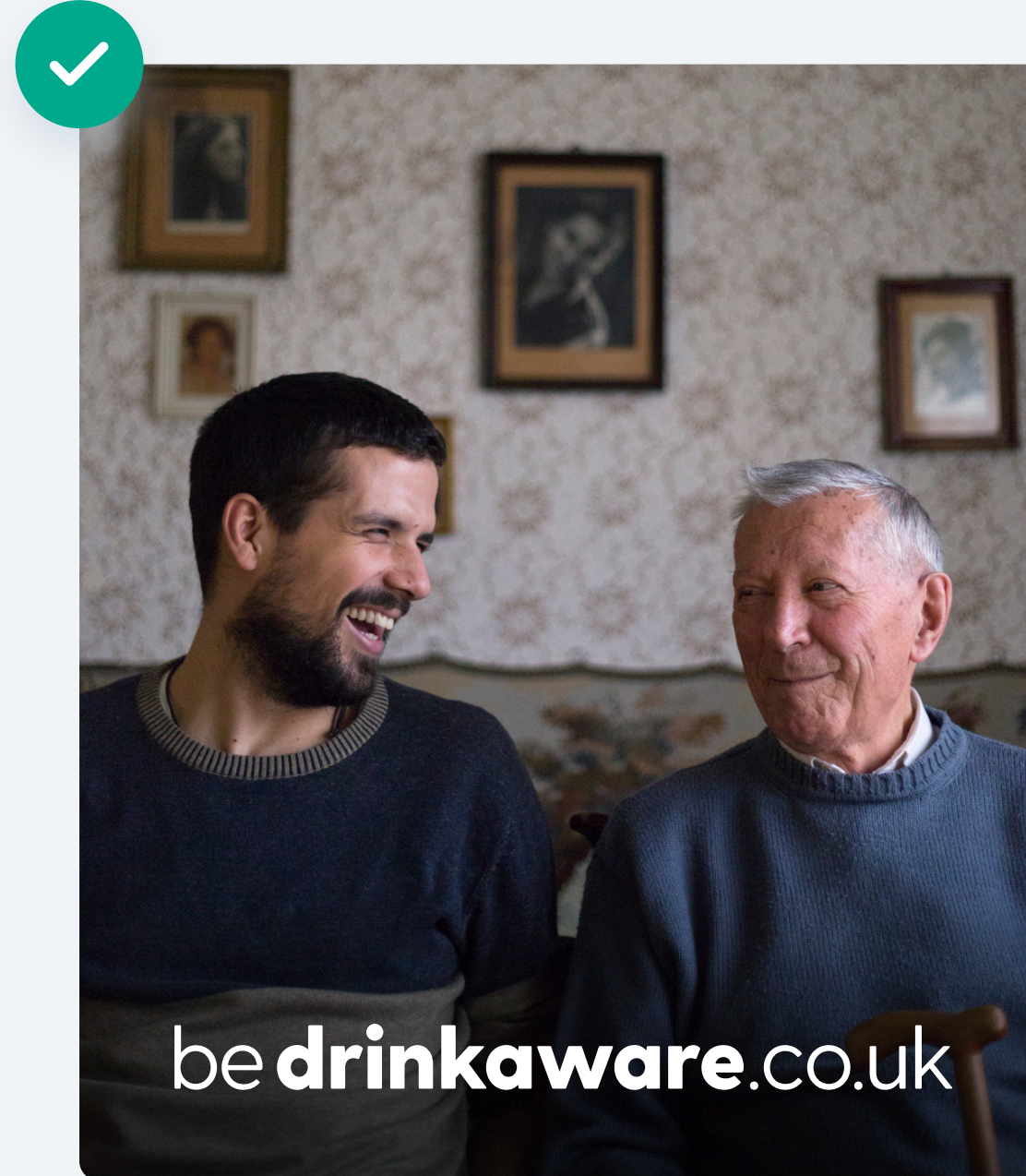
Best practice

Many applications use photographs and background colours. In some instances this can create problems when placing the logo on top.

The aim is to achieve sufficient legibility.

See opposite for examples of best practice for the Be Drinkaware logo, but the same rules must apply when using the brand logo and/or URL logo only.

Photographic background



The Mono reversed logo should be used on photographic backgrounds.

Always ensure there is sufficient contrast between the image and logo and avoid obscuring the photos subject.

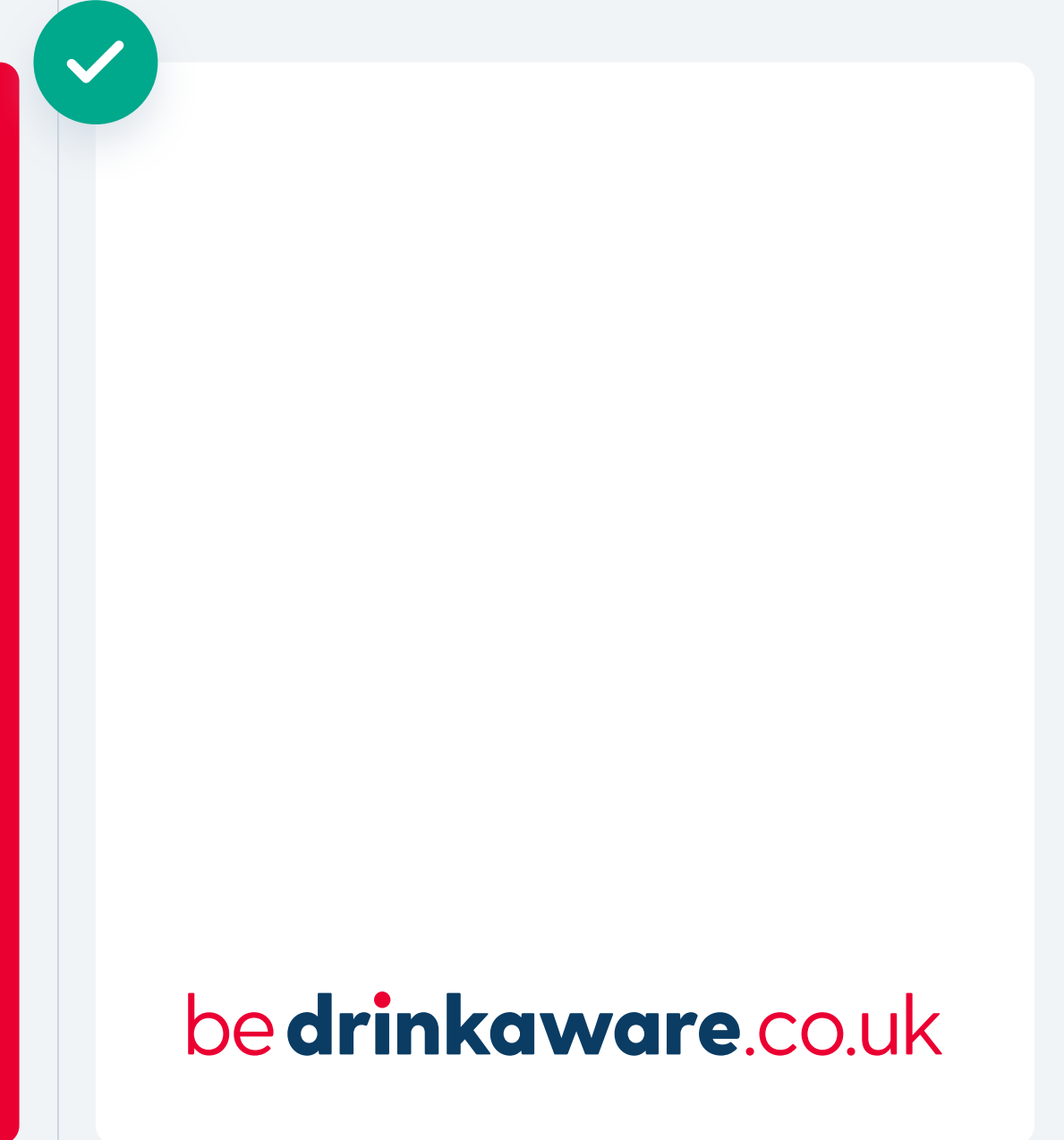
Colour background



The Reversed or Mono reversed logo can be used for darker coloured backgrounds. For lighter coloured backgrounds, the Navy logo may be used.

In all instances, there must be sufficient contrast between background and logo to ensure legibility.

Neutral background



Where possible, the primary colour logo should be used on white backgrounds, while the Reversed or Mono reversed logo can be used on dark neutral backgrounds.

In all instances, there must be sufficient contrast between background and logo to ensure legibility.

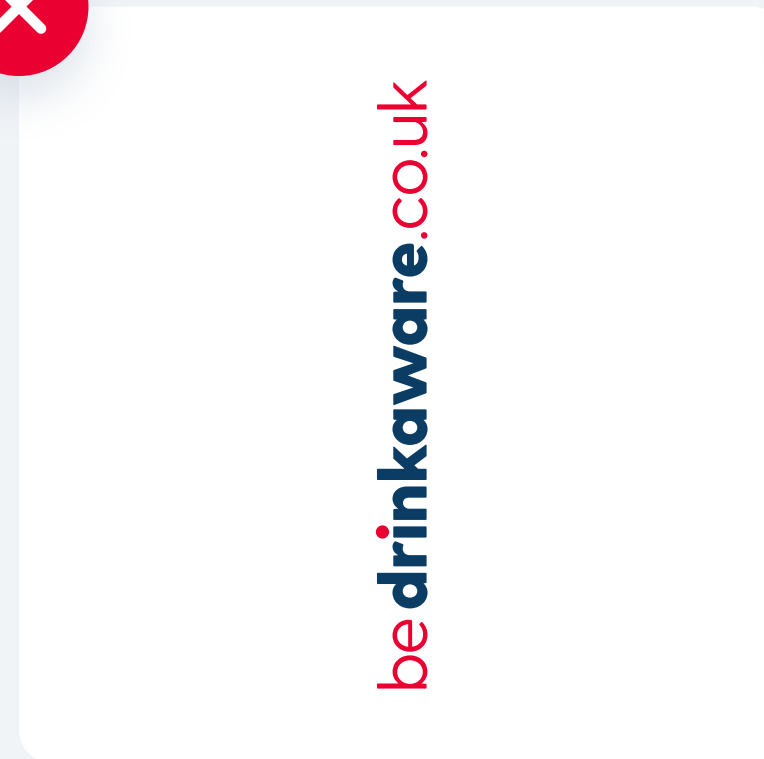
Usage

Incorrect usage

Keep applications simple and legible.

See opposite for examples of incorrect usage for the Be Drinkaware logo, but the same rules must apply when using the brand logo and/or URL logo only.

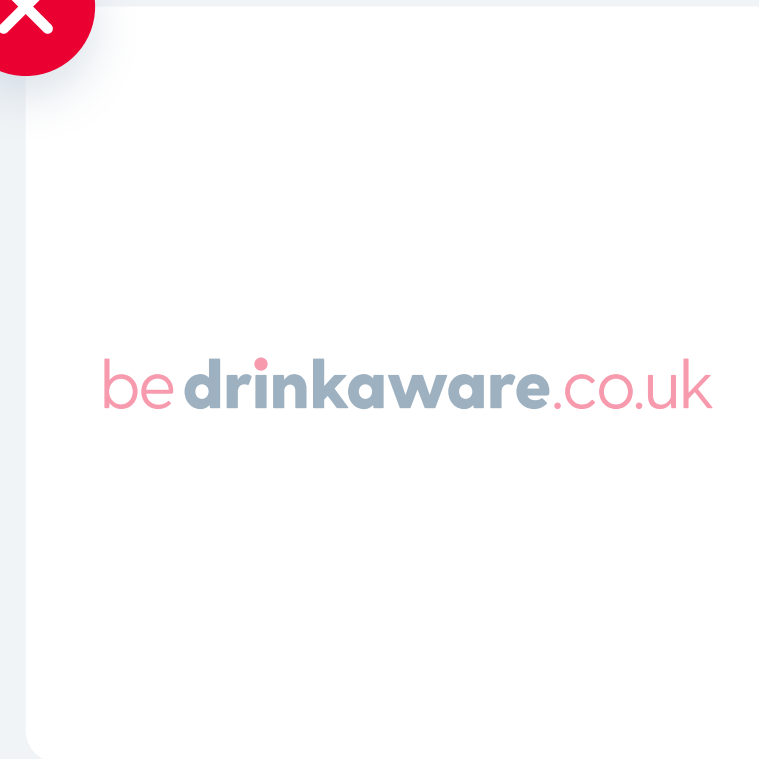
Incorrect usage – examples



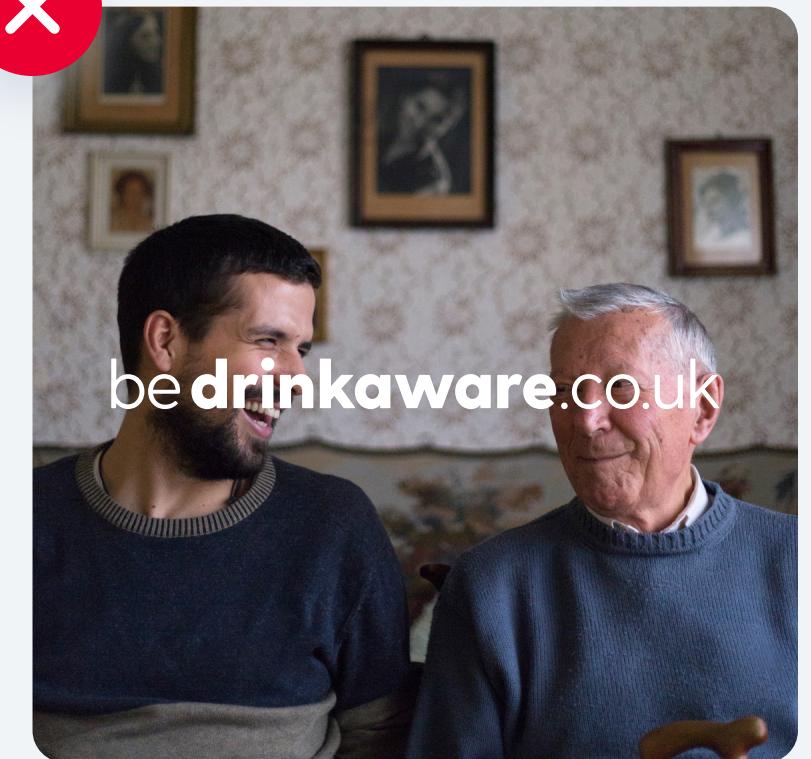
Do not rotate the logo in any way



Do not use the logo on 'busy' backgrounds that obscure it



Do not reduce the opacity of the logo



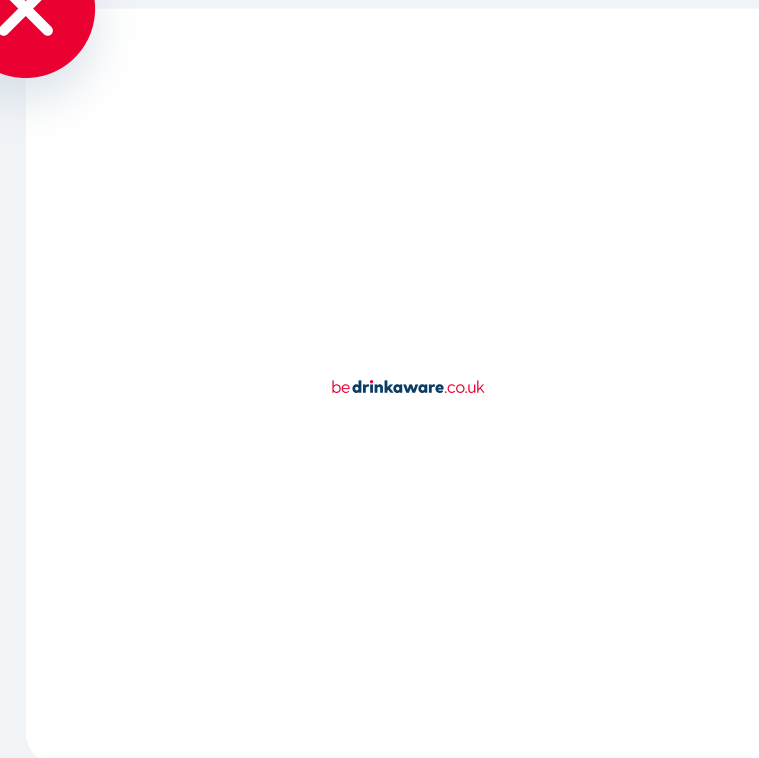
Do not obscure the subject of a photo with the logo



Do not use a colour version of the logo on backgrounds that reduce legibility



Do not apply any effects to the logo



Do not use the logo below the minimum size



Do not use the logo on photographic backgrounds with insufficient contrast

Quickstart guide

1. Registered trademark

Make sure you have a Drinkaware trademark agreement. To purchase this, contact logos@drinkaware.co.uk

2. Which logo?

Licence holder advertising and packaging: use the Be Drinkaware logo.

3. Positioning of the logo

The exclusion zone must be observed. It should always be on the horizontal axis and preferably in the bottom right corner.

4. Size of the logo

Packaging and labelling: No smaller than 3.5mm high, including the exclusion zone.

Advertising: Varies depending on the format. If next to other logos, it should be in equal size and position.

5. Colour of the logo

The logo is available in five colour variants. Where appropriate, the primary colour version should be used, however, if there are problems with legibility or print limitations, the Navy, Reversed, Mono or Mono reversed versions may be used.

Logo hints and tips

The following are not permitted

- ⊗ Distorting the logo
- ⊗ Changing the typeface
- ⊗ Blurring or applying any effects to the logo
- ⊗ Placing on heavily patterned backgrounds or faces
- ⊗ Tilting or rotating

Please do

- ✔ Make the logo stand out
- ✔ Use the correct size for each format
- ✔ Link it to our website

The Be Drinkaware logo makes the most impact when it is of comparable size to your own logo.

Make sure you have a Drinkaware trademark agreement.

Useful links

Logo

To apply to use our logo, you'll need to purchase a trademark agreement.

To purchase this, contact logos@drinkaware.co.uk

Campaign assets

To download Drinkaware campaign assets visit: resources.drinkaware.co.uk

Useful links

Further information on Drinkaware
[Drinkaware.co.uk](https://drinkaware.co.uk)

Social responsibility guidelines
portmangroup.org.uk

Advertising standards information
asa.org.uk

Challenge 25 materials
wsta.co.uk/challenge-25

Unit communication at point of sale

Off trade unit campaign
wsta.co.uk

On trade unit campaign
beerandpub.com

Talk to us

We're always happy to review any design proofs or answer any queries

Telephone
020 7766 9900

Email
logos@drinkaware.co.uk

Logo trademark agreement

Drinkaware and the licensee agree as follows:

1 Grant of licence

- 1.1 In consideration for the mutual promises set out below, Drinkaware grants the Licensee a non-exclusive, non transferable, licence to use the Intellectual Property, as defined in Schedule A to this Agreement, on the terms and conditions set out in this Agreement for a one or two year period from the dates agreed on the associated Registration and Consent Form.
- 1.2 The licence granted under this Agreement shall be non-transferable and shall not include the right to grant sub-licences to any third party without the prior express written consent of The Licensor.

2 Consideration

- 2.1 In consideration for the Licensor granting the Licensee the Intellectual Property, the Licensee agrees to pay

the Licensor the sum communicated by Drinkaware at the time of enquiry; which is payable in full before access to the Intellectual Property is permitted.

3 Use of the trade mark

- 3.1 The Licensee shall only use the Trade Marks (i) for the purposes of promoting responsible drinking; and (ii) in accordance with the terms of this Agreement and any guidelines provided to it by Drinkaware from time to time.
- 3.2 The Licensee recognises and agrees that Drinkaware is the owner of the Trade Marks and that ownership of the Trade Marks and any goodwill arising from use of the Trade Marks shall accrue to and remain always vested in Drinkaware both during and after the term of this Agreement.
- 3.3 The Licensee acknowledges that it shall not obtain, nor will it represent that it has, any right, title or interest in or to the Trade Marks, other than that expressly granted in this Agreement and shall not use the Trade Marks

or any mark, design or sign that is identical or similar to the Trade Marks outside the terms of this Agreement at any time during or after this Agreement without the written consent of Drinkaware.

- 3.4 The Licensee shall promptly on request by Drinkaware supply Drinkaware with samples of the Licensee's printed materials and packaging which incorporate any of the Trade Marks and if requested provide materials used online and / or in social media which incorporate any of the Trade Marks and is being or to be published online by or on behalf of the Licensee.
- 3.5 The Licensee shall not do or permit there to be done any act or omission which may denigrate the value of or render invalid or in any way detract from the value of the Drinkaware logo.
- 3.6 The Licensee shall comply fully in every respect with the terms of The Portman Group Code of Practice and the relevant Advertising Standards Authority guidelines (as may be updated from time to time).

3.7 The Licensee shall comply fully in every respect with the terms of Drinkaware's Logo Guidelines (which may be updated from time to time) throughout the Term, annexed to this Agreement.

3.8 For the avoidance of doubt the Licensee is responsible for providing their chosen creative agencies with copies of the approved logos provided to them by Drinkaware and ensuring that these logos are used solely for the Licensed purpose.

4 Restrictions

- 4.1 The Licensee shall not use the Trade Marks in any way which (i) allows them to become generic, lose their distinctiveness or misleads the public; (ii) is detrimental to the reputation of Drinkaware; (iii) is contrary to any regulation, advertising or marketing code or any rule of law, or (iv) might reasonably bring the alcoholic drinks industry into disrepute.

Logo trademark agreement

4.2 Drinkaware will deem use of the Trade Marks to mislead the public for the purposes of clause 3.1 where any of the Trade Marks are incorporated in any material or packaging which implies any endorsement by Drinkaware of the Licensee's products, merchandise or promotions.

4.3 The Licensee shall not use the Licensor's logo except where it has been expressly licenced to do so by the Licensor in advance and on such conditions the Licensor shall determine.

4.4 The Licensee shall not (and shall ensure that its officers, employees, agents, distributors or representatives shall not) make any statement or act in any manner which, in the reasonable opinion of The Drinkaware Trust, may bring the reputation of The Licensor into disrepute.

4.5 The Licensee shall not assign, sub-license, charge, share or part with any of its rights or obligations hereunder without the prior written consent of the Licensor.

5 Terms and termination

5.1 This Agreement shall come into force on the date the Licensee receives confirmation of the grant of the licence from Drinkaware and shall continue until terminated by either party on 90 days' written notice unless the Licensee is in breach of this Agreement in which case Drinkaware may terminate immediately on written notice.

6 Limitation of liability and indemnification

6.1 Nothing in this Agreement shall exclude or restrict either party's liability arising from the fraudulent acts of that party or any other liability to the extent the same may not be excluded or limited as a matter of law.

6.2 The Licensee shall indemnify, defend and hold The Licensor harmless against all and any claims, losses, liabilities, expenses, costs, demands or causes of action, including (without limitation) damages and legal fees, arising out of the exercise, breach and/or non-performance by the Licensee of the provisions of this Agreement.

7 Miscellaneous

7.1 Amendment. No amendment to this Agreement shall be effective unless it is in writing is dated and is signed by a duly authorised representative of Drinkaware.

7.2 Entire Agreement. This Agreement constitutes the entire Agreement of the parties and each party confirms to the other that it has not entered into this Agreement on the basis of or in reliance on any representation or warranties made or given by the other party its servants or agents.

7.3 Notice. Any notice to be given under this Agreement shall be given in the English language, in writing by personal delivery, by an acknowledged receipt of email or by prepaid post to the address of either party. Any notice sent by post shall be deemed to have been delivered 2 days after despatch and in proving the fact of despatch it shall be sufficient to show that the envelope containing such notice was properly addressed, stamped and posted.

7.4 Third Party Rights. A person who is not a party to this Agreement has no rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any term of this Agreement.

7.5 Applicable Law. This Agreement shall be governed by and construed in accordance with the Laws of England and the parties hereby submit to the exclusive jurisdiction of the Courts of England.

The Drinkaware Trust Registered in England and Wales No. 4547974 A company limited by guarantee Registered Charity Nos. 1094586 and SC043163.

For any questions about the content in this document please contact our partnership team:

logos@drinkaware.co.uk

Design

red-stone.com

Photography (excluding stock)

All photographs used in these guidelines are for indicative purposes only. All copyrights are retained by the image owner.

drinkaware