

# 4. Licence holder's usage

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### Overview

The Drinkaware name/logo is used to identify Drinkaware and represent the brand. The core logo consists of the name 'Drinkaware' only, drinkaware.co.uk is our URL and 'for the facts' is our strapline. It reflects how we provide information on alcohol for our audiences.

Drinkaware reserve the right to withdraw the use of the logo, URL and strapline from any promotions that contradict this guidance.



**drinkaware**

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### Referring to Drinkaware as an organisation

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

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#### Logo

The logo for Drinkaware, featuring the word "drinkaware" in a bold, lowercase, sans-serif font. A small red dot is positioned above the letter 'i'.

#### Example application

An example application of the Drinkaware logo in a document layout. The layout includes a green header with the word "Conclusions" in blue. Below the header is a text block with four paragraphs. At the bottom of the text block are the logos for Drinkaware, Keele University, University of Sunderland, and London South Bank University. Below the logos is a red footer with two columns of text: "References to included papers" and "Declaration of interests".

**Conclusions**

This systematic review can provide a greater understanding of the motivations and concerns of middle-aged men in relation to their high levels of drinking. The preliminary findings suggest that the perceived social benefits of drinking provide a powerful motivation to drink. Any interventions seeking to reduce social drinking must therefore consider how social interactions can be maintained without alcohol.

There is also a lack of acceptance, or awareness, of the health harms from alcohol. Further, current guidelines are widely dismissed. These findings highlight the need for better education and messaging of health harms and drinking guidelines to this population.

The in-depth knowledge provided from this review will inform development of a Drinkaware strategy for tackling harmful alcohol consumption in middle-aged men.

**References to included papers**  
Brierley-Jones et al 2014, *Social Health Ill* 36: 1054; Emslie et al 2012, *Social Health Ill* 34: 481; Emslie et al 2013, *Health Psychol* 32: 33; Lyons et al 2014, *Social Health Ill* 36: 264; Foster et al 2010, *J Public Health* 32: 512; Foster & Heyman 2013, *Health Risk Soc* 15: 511; Orford et al 2002, *Addict Res Theory* 10: 347; Orford et al 2009, *J Community Appl Soc* 19:68; Rolfe et al 2006, *J Subst Use* 11: 343; Ritchie et al 2007, *Int J Consum Stud* 31: 534; Wilson et al 2013, *PLoS ONE* 8

**Declaration of interests**  
The Drinkaware Trust is an independent UK-wide alcohol education charity. It is established through an agreement between government and the alcohol industry, and is funded primarily by voluntary donations from UK alcohol producers, retailers and supermarkets. The Drinkaware Trust is governed independently and works in partnership with others to reduce alcohol-related harm by helping people make better choices about their drinking.

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### Advertising communications

#### Logo

On licence holder advertising communication:

- Use the URL coupled with the strapline
- The URL and strapline lock-up should not be used if the licence holder's brand logo is not present on the advertising

Drinkaware reserve the right to withdraw the use of the logo, URL and strapline from any promotions that contradict this guidance.

**for the facts**  
**drinkaware.co.uk**

**drinkaware.co.uk** **for the facts**

**for the facts** **drinkaware.co.uk**

**drinkaware.co.uk**  
**for the facts**

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### Advertising communications

#### Positioning guidance

- 'For the facts' should be positioned in one of the formats opposite
- The positioning of the URL and strapline lock-up is flexible, but the bottom right hand corner of the advertising is recommended best practice. It should always be on a horizontal axis
- The URL and strapline should be prominent and positioned in context to the alcohol promotion
- Clear legibility should be ensured by following the colour usage guidance on [page 20 – 24](#)
- The exclusion zone and size should be maintained (refer to following page)

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**for the facts**  
**drinkaware.co.uk**

**drinkaware.co.uk** **for the facts**

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**drinkaware.co.uk**  
**for the facts**

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### Advertising communications

#### Logo exclusion zone

- The URL and strapline fit into a rectangular box and are surrounded by an exclusion zone to prevent them from being crowded by other logos, text or imagery. The exclusion zone also prevents the Drinkaware URL from being placed too close to the edge of printed materials, websites or merchandise
- The exclusion zone starts outside the rectangular box created by the URL and strapline together. No other text or statements should appear in the exclusion zone

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### Advertising communications

#### Logo sizing

- Sizing varies dependent on the advertising format, e.g. print, display, etc. See [page 70 – 74](#)
- The URL should not be used if the licence holder's brand logo is not present on the advertising. The Drinkaware URL should never exceed the size of the licence holder brand logo



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### Advertising communications

Advertising format for print

#### Size

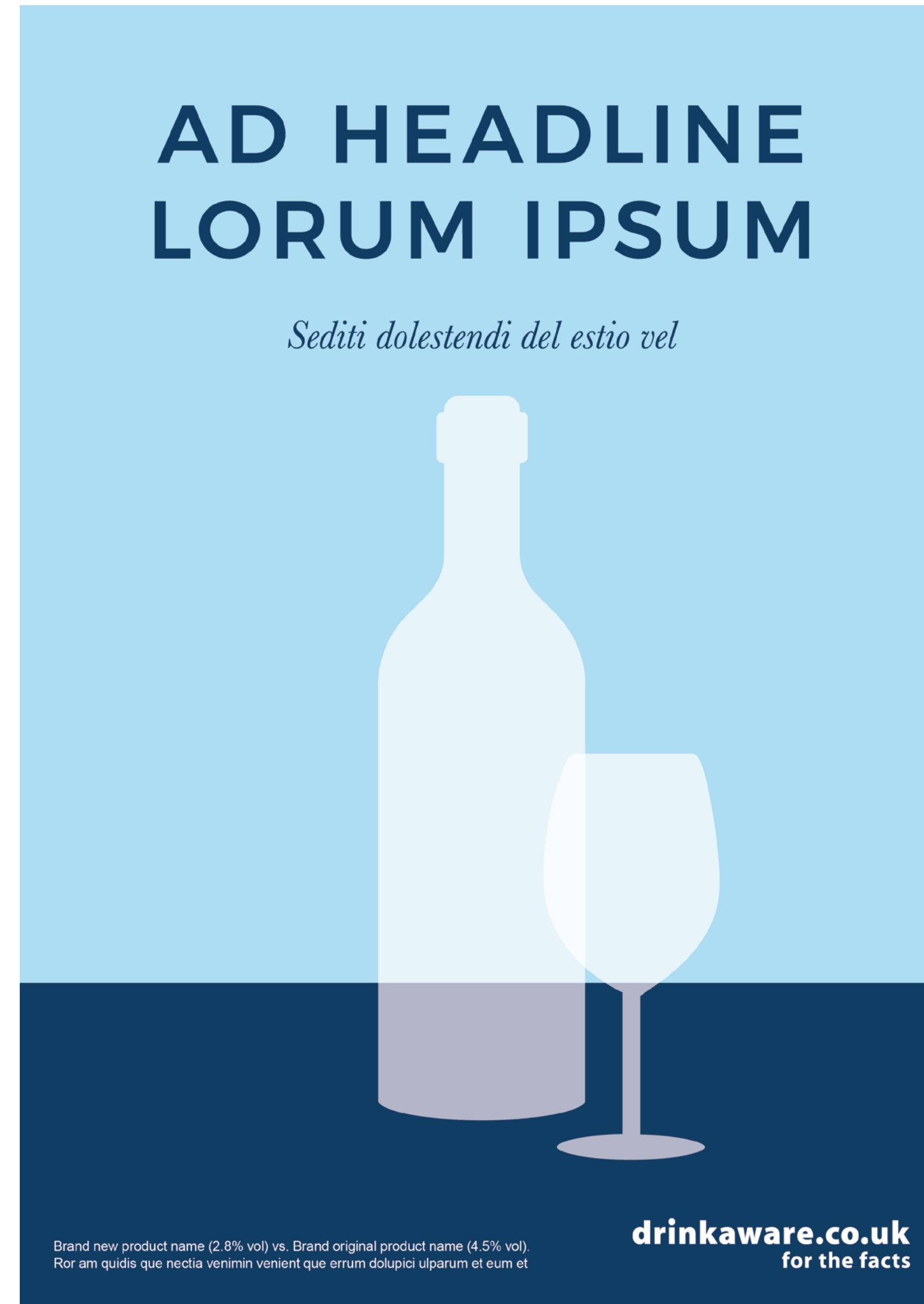
For A4 printed materials, the URL (drinkaware.co.uk) must be no less than 40mm wide, including the exclusion zone (see [page 69](#)).

#### Available file formats

Vector eps, tiff, jpg, PNG and AI (CMYK 300dpi, exclusion zone included).

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### Example application





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### Advertising communications

#### Screen

#### Resolution

When using the Drinkaware URL online, the resolution should always be set at 72ppi (pixels per inch) using the RGB colour mode. However, not all web-viewing devices share the same resolution. For conventional computer screens 72ppi is standard. For smart phones, devices can vary significantly and should be checked accordingly.

Drinkaware reserve the right to withdraw the use of the logo, URL and strapline from any promotions that contradict this guidance.

#### Size

It is recommended that the URL be no less than 40mm wide, including the exclusion zone (see [page 69](#)).

#### Available file formats

Vector eps, jpg, PNG and AI (RGB, 72dpi, exclusion zone included).

#### Online linking

The Drinkaware URL should always link through to:

[www.drinkaware.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 "Drinkaware: for the facts" like this:

Visit [Drinkaware: for the facts](#).

#### Text link code

Visit `<a href="https://www.drinkaware.co.uk"> Drinkaware: for the facts</a>`.

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 bespoke linking needs. Please email [digital@drinkaware.co.uk](mailto:digital@drinkaware.co.uk)

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

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

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### Advertising communications

#### Broadcast – Display

##### Position

The URL can be displayed at any point during a broadcast – see positioning guidance on [page 67](#).

##### Size

The URL must be no less than half the size of your own logo, including the exclusion zone (see [page 69](#)).

##### Duration

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

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#### Example application



#### Resolution

Should be set at 72ppi and RGB colour mode. Screen resolutions and sizes with televisions vary considerably. When using TIFF, JPG or PNG formats this should be at 2000px. When working with EPS, the minimum size is sufficient due to the editable nature of the format.

#### Available file formats

Vector eps, jpg, PNG and AI.

#### Broadcast – Radio script

Please include one of these phrases:

##### Option 1

“for the facts, drinkaware.co.uk”

##### Option 2

“drinkaware.co.uk, for the facts”

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### Advertising communications

#### Packaging and labelling

On packaging and labelling, use the URL only without the strapline. Where this is not possible, the web address (drinkaware.co.uk) can be written in the same type as the logo: Arial.

#### The Portman Group 'Voluntary Alcohol Labelling Scheme'

The Drinkaware URL 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.

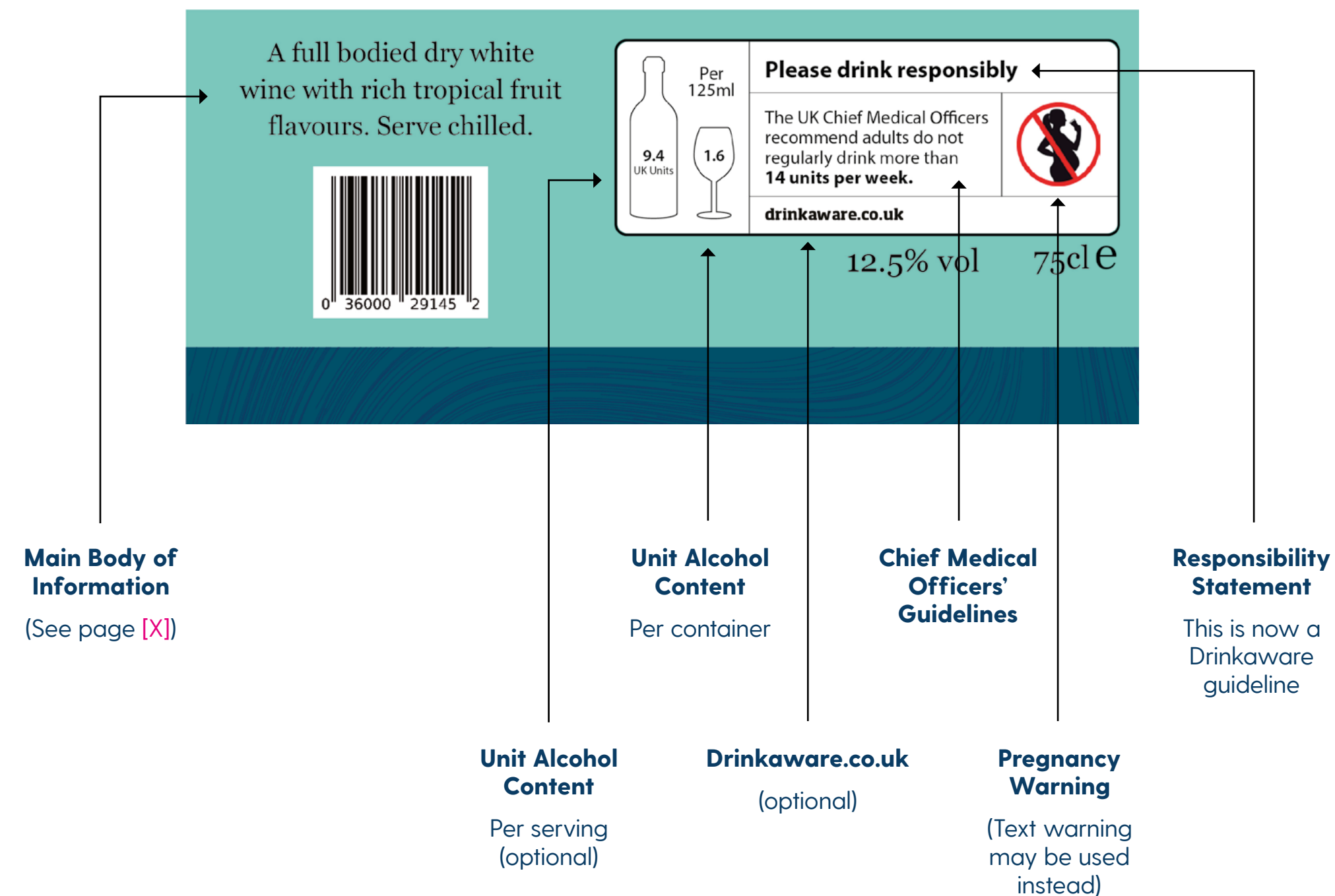
Drinkaware reserve the right to withdraw the use of the logo, URL and strapline from any promotions that contradict this guidance.

#### Example application

# drinkaware.co.uk

## SAMPLE WINE

### Sauvignon Blanc



#### 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](mailto:logos@drinkaware.co.uk)

For further information on The Portman Group 'Voluntary Alcohol Labelling Scheme', email [advice@portmangroup.org.uk](mailto:advice@portmangroup.org.uk)

#### 4. Licence holder's usage

### Advertising communications

#### Packaging and labelling

#### Size and clearance

- The URL can be used in various sizes. However, the URL, including the exclusion zone, must not be used at a size smaller than 15 mm wide
- For more information on the exclusion zone, refer to [page 68](#)



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#### 4. Licence holder's usage

### Advertising communications

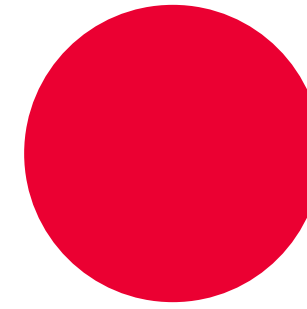
#### Colour

Where possible the Drinkaware logo, URL or URL and strapline should be used on white background in black and red to maintain our brand identity.

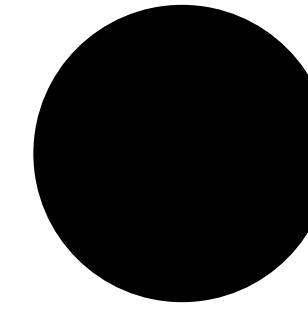
Wherever possible they should be used in colour. If there are problems with legibility, it may be used in full white or full black only.

Examples here show the use of the URL and strapline, but the same rules must apply when using the brand logo and/or the URL only.

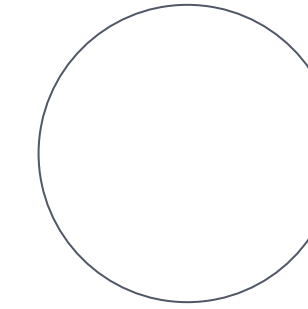
#### Colour palette



Red



Black



White

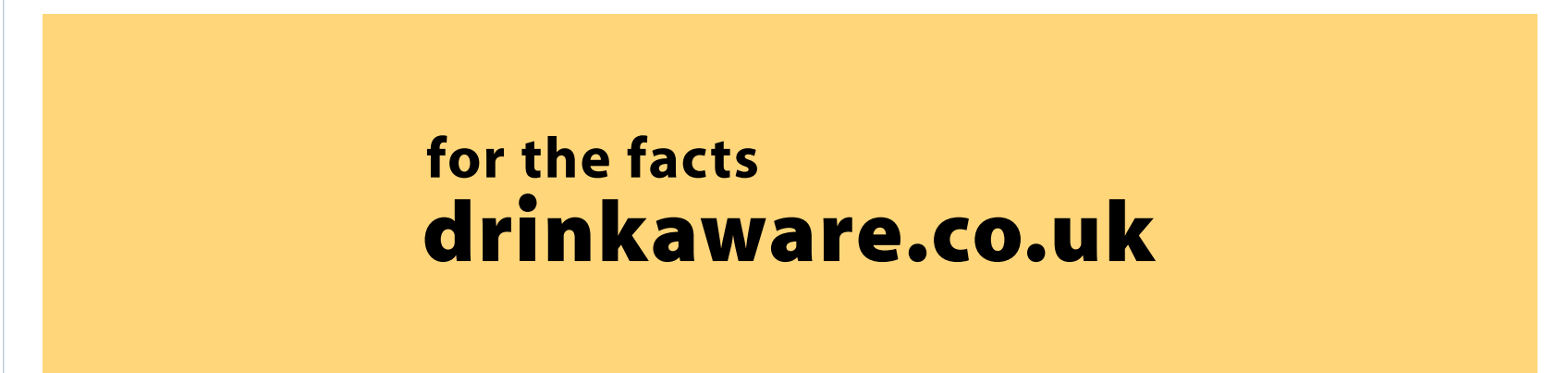
#### Colour logo

**drinkaware.co.uk**  
**for the facts**

#### Black



#### Yellow



Examples of how the URL and strapline can be used if the licence holder's communication is predominantly black or yellow.

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### Best practice

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

The aim is to achieve sufficient legibility of the logo, URL or URL and strapline.

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

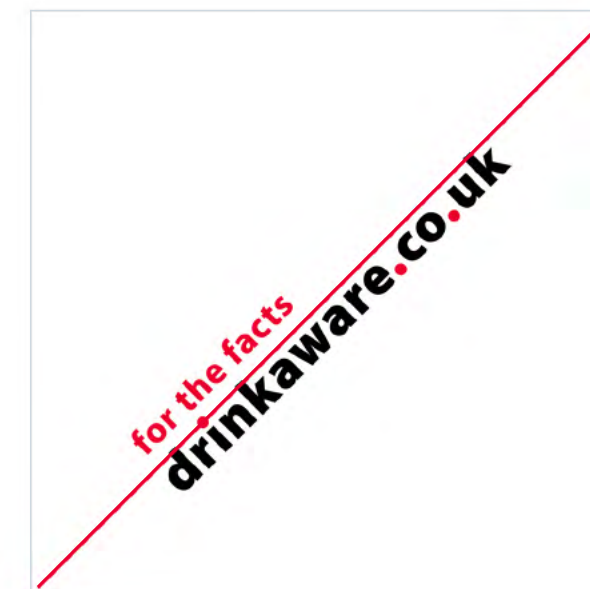
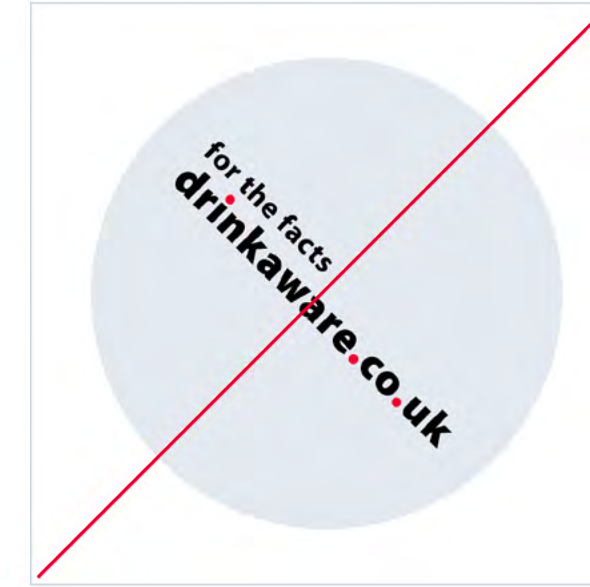
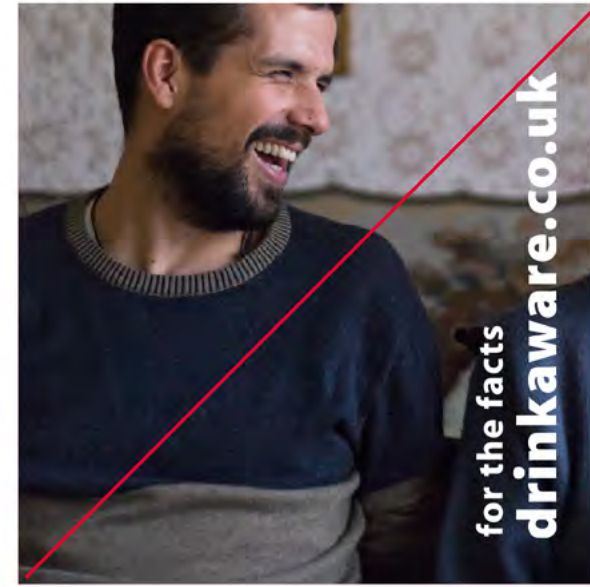


#### 4. Licence holder's usage

### Incorrect usage

Keep applications simple and legible.

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



# Quickstart guide

## 1. Registered trademark

Make sure you have a Drinkaware trademark agreement. To purchase this, contact [logos@drinkaware.co.uk](mailto:logos@drinkaware.co.uk)

## 2. Which logo?

Licence holder advertising: URL and strapline. Licence holder packaging: URL only.

## 3. Positioning of the URL

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 URL

Packaging and labelling: No smaller than 15mm wide, 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 URL

The URL should be used in the primary colour palette. If there are problems with legibility, it may be used in full white or full black only.

## Logo hints and tips

### The following are not permitted

Distorting the URL

Changing the typeface

Blurring or applying any effects to the URL

Placing on heavily patterned backgrounds or faces

Tilting or rotating.

### Please do

Make the URL stand out

Use the correct size for each format

Link it to our website

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

**Make sure you have a Drinkaware trademark agreement.**



# Useful links

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## Logo

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

To purchase this, contact [logos@drinkaware.co.uk](mailto:logos@drinkaware.co.uk)

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## Campaign assets

To download Drinkaware campaign assets visit: [resources.drinkaware.co.uk](https://resources.drinkaware.co.uk)

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## Useful links

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

Social responsibility guidelines  
[portmangroup.org.uk](https://portmangroup.org.uk)

Advertising standards information  
[asa.org.uk](https://asa.org.uk)

Challenge 25 materials  
[wsta.co.uk/challenge-25](https://wsta.co.uk/challenge-25)

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## Unit communication at point of sale

Off trade unit campaign  
[wsta.co.uk](https://wsta.co.uk)

On trade unit campaign  
[beerandpub.com](https://beerandpub.com)

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## 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](mailto: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 period of two years 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 provide any 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.
- 4.2 Drinkaware will deem use of the Trade Marks to mislead the public for the

# Logo trademark agreement

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.