

Get the facts

**Drink  
Wise.**  
org.au

***Get the Facts***  
***DrinkWise.org.au***  
**style guide for  
products and  
packaging**

**DrinkWise.**

**DrinkWise aims to play a key role in challenging the Australian drinking culture and tackling alcohol misuse.**

**We create awareness in order to positively affect generational change and encourage new social norms that sustain a healthier and safer drinking culture.**

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# Note re pregnancy labelling.

On 17 July 2020, the Australia and New Zealand Ministerial Forum on Food Regulation accepted the proposed standard for pregnancy warning labels.

Food Standards Australia New Zealand (FSANZ) have provided this advice regarding the labels:

*New requirements for mandatory pregnancy warning labels on packaged alcoholic beverages were gazetted in the Australia New Zealand Food Standards Code (the Code) on 31 July 2020. Businesses have three years from 31 July 2020 to implement these requirements. To assist businesses with the pregnancy warning label requirements, a document outlining the design elements of the label and downloadable labels are available.*

The labels can be accessed from the FSANZ website: <https://www.foodstandards.gov.au/industry/labelling/Pages/pregnancy-warning-labels.aspx>

# The DrinkWise brand.

The DrinkWise style guide provides information, tools and guidance to help producers and suppliers effectively utilise the DrinkWise brand.

The guide contains design information relating to the use of the DrinkWise logos, brand colours, straplines, typography and other corporate visual identity elements.

The brand, DrinkWise, is expressed visually through a range of elements. We are recognised by the DrinkWise name, logo, and straplines, which work as a signature, supported strongly by other core branding elements.

Producers who wish to use the DrinkWise brand must ensure the brand is used correctly, as identified within this document, to ensure DrinkWise brand integrity. This benefits both consumers and our partners.

These guidelines apply to:

- alcohol product labels and packaging
- alcohol product advertising, promotional material etc.

## Core message

Our core message encourages consumers to *Get the Facts* from the DrinkWise website ([DrinkWise.org.au](http://DrinkWise.org.au)) which provides evidence-based information on alcohol to help people make informed choices when drinking.

# Get the Facts logo suite.

DrinkWise encourages alcohol producers to apply the *Get the facts DrinkWise.org.au* message on products and packaging. Industry-wide inclusion of the *Get the facts DrinkWise.org.au* on products and packaging ensures consumers are provided with a consistent source of evidence-base information about their alcohol consumption and relevant moderation messaging.

In addition to the body health tool and standard drinks calculator, the DrinkWise website provides consumers with information about topics such as parental influence and Fetal Alcohol Spectrum Disorder (FASD) as well as timely information during events such as the COVID-19 pandemic, which has seen concern surrounding alcohol use during times of increased anxiety and stress. The website also provides consumers with a range of referral services should they require immediate or long-term help. Retention of *Get the facts DrinkWise.org.au* illustrates a proactive approach of industry towards consumer health.



These files are all available in this download pack as electronic EPS and JPG files.

The *Get the Facts DrinkWise.org.au* logos can be amended to suit your product label colour scheme. A reverse logo suite is available for darker backgrounds, as well as a limited colour reversed logo suite to be used when only one colour is available.

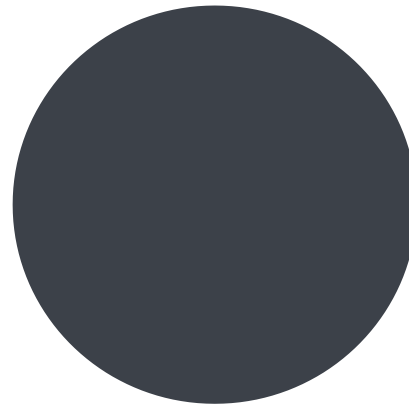
# Labelling logo usage.

Please use the minimum size and exclusion areas as a guide to ensure clarity and legibility of the DrinkWise logos.



# Labelling colour palette.

Please use the DrinkWise charcoal, or  
a prominent colour from your own  
palette.



**Charcoal**

|     |      |
|-----|------|
| C   | 15   |
| M   | 5    |
| Y   | 0    |
| K   | 86   |
|     |      |
| R   | 51   |
| G   | 63   |
| B   | 72   |
|     |      |
| PMS | 432C |



# DrinkWise.org.au

For further enquiries relating to this style guide or DrinkWise  
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