



This document is a guide to the usage of logos and icons for **#nzroseday** 2025.
#nzroseday is an annual one day celebration of Rosé held on Wednesday 5 February 2025.

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THE LOGO *(available in the toolkit to download)*

Please do not redraw or distort the **#nzroseday** logo. Electronically sourced artwork should be used in all cases.

The **pink** logo is designed to be overlaid on white or pale coloured backgrounds/imagery - see examples to follow.

The **white/pink boxed** logo is designed to be used over darker or detailed backgrounds where the pink logo would be less readable - see examples to follow.

The **white/unboxed** logo is designed to be used only over darker or detailed backgrounds where the logo would be completely legible

STACKED VERSION

RIBBON VERSION



Rose Day 25_Stacked_PinkBox_logo



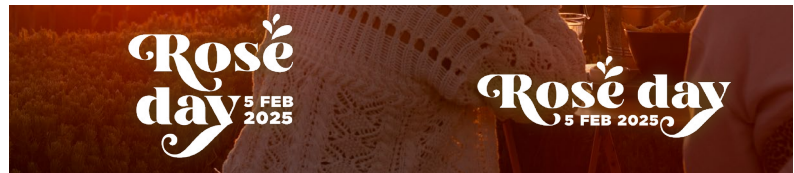
Rose Day 25_Ribbon_PinkBox_logo



Rose Day 25_Stacked_Pink_logo



Rose Day 25_Ribbon_Pink_logo

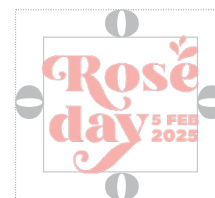


Rose Day 25_Stacked_WHT_REV_logo

Rose Day 25_Ribbon_WHT_REV_logo

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.

Tagline copy
GOTHAM MEDIUM

Body copy
Gotham Medium
 Gotham book

COLOUR PALATE

The #nzroseday pink is recommended if using areas of block colour.



nzroseday pink

C:0 M:38 Y:28 K:0

R: 248 G:174 B:163

#f8aea3

#nzroseday 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 pinkboxed or Pink version of the logo.

✓ acceptable use of #nzroseday logo



✗ unacceptable use of #nzroseday logo



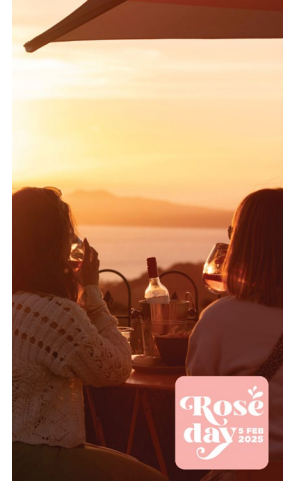
Supporting imagery

(available in the toolkit to download)



SOCIAL MEDIA TILES/IG STORIES

(available in the toolkit to download)



OR CREATE YOUR OWN

We encourage you to use your own imagery and the Rosé Day logos from the toolkit to create your own social posts, reels and stories. See below for examples.

