

Minimum size

Correct usage



The icon should appear no smaller than 14mm in height. It should appear in one-colour only, either in a dark colour (top), or reversed out of a dark background to distinguish it from the background (bottom). It is important that the icon is legible on your product packaging.

Correct size and presentation.

Do not alter the proportions of the logo.

The icon **should never** appear without the 'standard drinks' text.

The 'standard drinks' text **should not** be moved from its correct position, or be recreated in an alternative font.

Minimum clear space

Positioning



To protect the icon's status and integrity, it must be presented within clear space into which no other graphic or typographic elements intrude. The clear space establishes a 'protection zone' between the icon and other elements. This prevents the icon from being crowded or incorrectly linked to other elements.

For the 'standard drinks' icon the minimum clear space is defined by the capital X-height of Helvetica Neue Black Condensed 10.5 point (shown above).

The icon may be placed in any clearly visible position on the labelling, which may be on the front or rear label. Information on the correct presentation of wine labels is available from the Australian Wine and Brandy Corporation.

You can contact the AWBC's Compliance Centre on (08) 8228 2050 or visit www.awbc.com.au.



Consistent application of typography is important in maintaining the authenticity of any brand. Helvetica Neue Condensed has been selected because it is a widely available font and it allows for a tall 'X' height within a limited space, increasing legibility.

For any application the 'standard drinks' wording is consistent and is not to be adjusted or tampered with. The wording has been supplied in outline because it forms part of the icon artwork.



The only alteration required to the icon will be the numeric value of standard drinks per alcohol volume. This information will be centred within the wine glass shape and be 10.5 point Helvetica Neue 97 Black Condensed.

Helvetica Neue 97 Black Condensed 10.5 point
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abcdefghijklmnopqrstuvwxyz
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