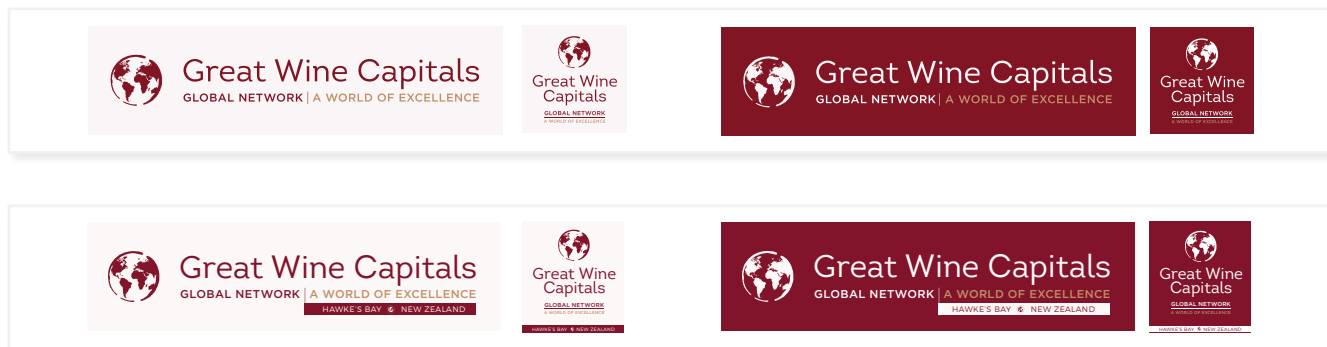


Great Wine Capitals

Using the Brand Assets in Your Own Marketing Materials

Available logo assets

Great Wine Capitals logos come in both horizontal and vertical formats, with the option of a container in red or warm grey or no background container. A set with 'Hawke's Bay New Zealand' incorporated into the logo is also available (particularly for larger scale uses where the subtitle is legible). The logos can be found [here](#).

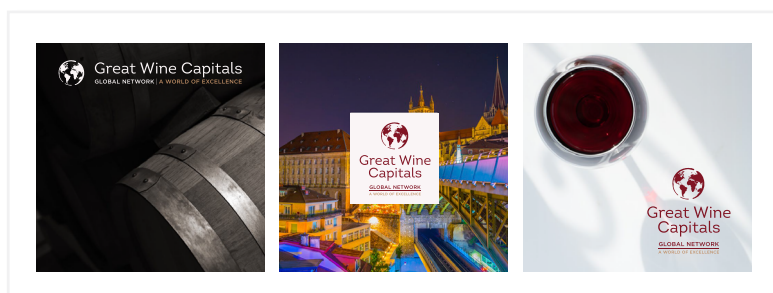


Using the brandmarks over your own images

When placing the elements over your own images, choose the version that provides the greatest possible legibility:

Busy, bright images with a lot of detail will require a version of the logo that includes the background container.

Simple, dark toned images will allow you to use the white reverse version of the logo, without a background container.



Maintaining the brand

Brand elements must retain their own integrity when being incorporated into your marketing material. This means they should not be **altered, distorted, transformed** or **recoloured**. If the brand colours fall outside of your usual palette for marketing material, it may be best to opt for the white reverse version of the logo where possible.



Key messaging

For accompanying text, we recommend the key messages below, as illustrated in order of hierarchy.

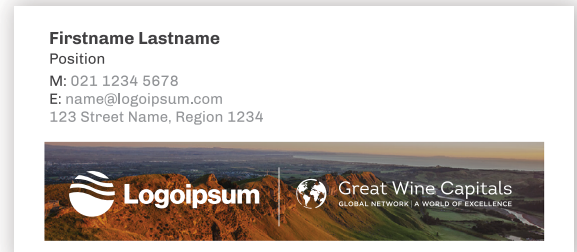
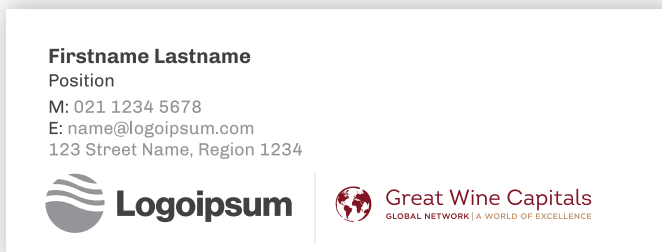
1. Hawke's Bay, officially a Great Wine Capital of the World
 - a. Hawke's Bay is the newest Great Wine Capital of the World (until end of 2023)
2. New Zealand's Great Wine Capital
3. One of just 12 Great Wine Capitals of the World
4. Hawke's Bay is officially one of the world's foremost destinations for wine tourism.

Great Wine Capitals

Examples Of Using The Brand Assets

Email Signatures

To utilise Great Wine Capitals in your email signature, here are some examples you could follow. Insert your own logo and image or use an image from the Hawke's Bay Tourism image library [here](#).



Social Tiles

To create a social tile, below are some examples you could use. Insert your own logo and replace with your own image.

When posting to social media, use the tags **@greatwinecapitals** and **@hawkesbaynz** on either Facebook or Instagram, and use the hashtag **#GreatWineCapitals**

