

sauvignon.

Winery toolkit

This document is a guide to the usage of logos, fonts, colours and imagery style for **Sauvignon Blanc New Zealand 2027 (SBNZ27)**.

For queries and approvals please contact Sarah.Szostak@nzwine.com or meredith.baldwin@nzwine.com

Project Personality:

Confidently Premium, Casually Cool.

This project embodies a distinct personality that's both elevated and effortlessly down-to-earth, think oysters in jandals. We will celebrate our world-class quality and the cultural depth of New Zealand Sauvignon Blanc while keeping the experience unpretentious, playful, and rooted in authenticity.

We're here to broaden perspectives, showcasing a varietal that's globally loved but still has so much more to be discovered. The personality is grounded in the richness of Aotearoa's land, people, and innovation, while connecting with the next generation of global tastemakers.

If This Project Were a Person...They'd be wearing designer shades, a linen shirt and jandals at a beach bonfire, eating freshly shucked oysters, pouring you a glass of perfectly chilled Sauvignon Blanc while talking terroir. They're magnetic, effortlessly cool, and passionate about what makes New Zealand special, and they want you in on it.

The Logo

The logo should always retain its proportions and must not be distorted or modified in any way. Use only approved high-resolution files and maintain clear space on all sides.

sauvignon. ^{NZ 2027}



sauvignon. ^{NZ 2027}
Celebrate the best



circle logos

Clear Space Requirements

The clear space requirement is determined by the height of the 's' from the logo.



Minimum size

To maintain legibility, the logo must never appear smaller than 100 pixels wide in digital applications. For print, it should not be used at sizes smaller than 40 mm wide.

For smaller applications, such as social media posts, the logo without the tag line is recommended.



FONTS

SBNZ27 has used the below fonts for the logo and tag line copy. We encourage you to use these or similar.

Font for headings *

Jaapokki Subtract regular
Jaapokki Enchance regular

* Jaapokki is available free for commercial use – click the link to download from dafont: www.dafontfree.co/jaapokki-typeface-free/

For body copy

Gotham Light
Gotham Book



Logos and assets from this toolkit can be downloaded [from the Sauvignon website](#). Or email Sarah.Szostak@nzwine.com

Email signatures

Download either a participating winery or sponsor signature and add it to your email signature

Participating wineries



PROUD TO BE PART OF THE SAUVIGNON STORY



PROUD TO BE PART OF THE SAUVIGNON STORY

Sponsors



PROUD PARTNER OF SAUVIGNON 2027



PROUD PARTNER OF SAUVIGNON 2027

Create your own posts

Key Traits to Embody in Your Content:

Fine-Casual Energy: Think lux meets laid-back. Glamour with grit. A vineyard tasting that feels like a house party, stylish, but not stiff.

Authentic & Approachable: No smoke and mirrors. Show the real people, real places, and real stories behind the wine. Let your tone be warm, grounded, and human.

Bold & Disruptive: Challenge ideas and stale perceptions.

This isn't about playing safe, it's about celebrating New Zealand Sauvignon Blanc as dynamic, diverse, and globally relevant.

Celebratory & Proud: Celebrate the mana of this varietal and the community behind it. Content should evoke a sense of pride, passion, and belonging.

Stylish with Substance: Elevate without alienating. The aesthetic is clean, modern, sophisticated and on trend.

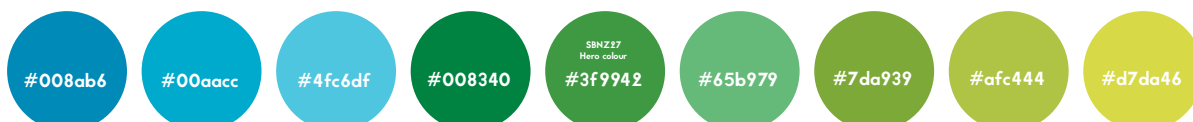


How to create your own social post on your phone with Canva (Free & Easy)

- Download the Canva app (iOS or Android).
- Tap + Create a Design Choose Instagram Post (Square).
- Tap the "+" button > Uploads > Upload your photo and your PNG logo.
- Drag your main image in first, then add the PNG logo on top.
- Resize/move the logo as needed (e.g., place in corner).
- Once done, tap Download (top-right corner) > Save as PNG or JPG.
- Open Instagram, create a new post, and upload the image you just saved.

Feel free to add a splash of colour

From the sauvignon colour palette



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