

Responsibility Messaging Guidelines

A guide for advertisers.

The following guidelines have been adopted by the drinks industry for Responsibility Messaging on all appropriate marketing materials.

As a general rule, any marketing material that is produced for a product or brand should also feature appropriately constructed, positioned and sized Responsibility Messaging. These guidelines have been prepared to help and guide brand owners and agencies. Please observe them diligently and sensibly.

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General Guidelines - Responsibility Message

The Elements

The Responsibility Message is made up of two distinct elements:

1. The brand line - Enjoy BRANDNAME Sensibly

2. The drinkaware line - Visit (Logo)

The brand line and the word "Visit" are set in Din Schrift (Engschrift Alternate). Your BRANDNAME should be set in all capitals. The drinkaware.ie element appears as a logo.

Please note the relationship between the two elements is fixed as illustrated. The two elements must not be separated. Please use only approved artwork.

Enjoy BRANDNAME Sensibly

Visit 

Exclusion Zone

The exclusion zone is indicated by 'X' and is equal to the exact height of the Responsibility Message.



Colour Usage

The logo should appear in colour with black text on a white background as illustrated in 'A'

The CMYK 4 colour print breakdown is:
Orange - C: 0 M: 50 Y: 100 K: 0
Black - C: 0 M: 0 Y: 0 K: 100

Pantone spot print:
Orange - pantone 137c / pantone 137u

A



On a black background it should appear as 'B'

B



On a textured/photographic background it should appear as 'C'

C



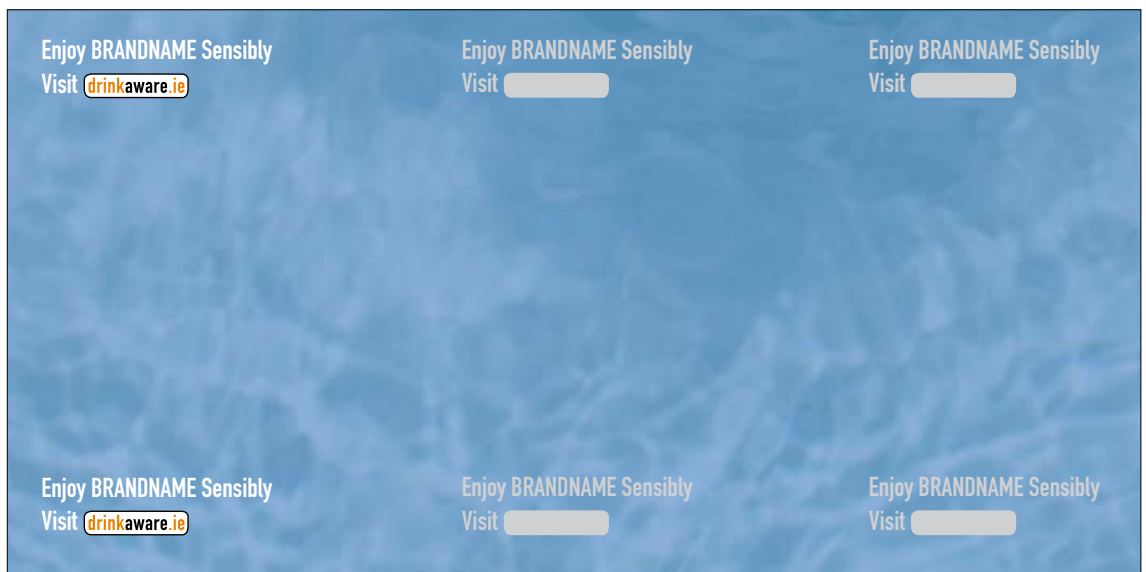
General Guidelines - Responsibility Message

Positioning

The preferred position for the Responsibility Message is TOP LEFT or BOTTOM LEFT.

However, where neither position is available, it may be positioned top right, bottom right, top centre or bottom centre.

The Responsibility Message must always be presented in horizontal format.



Layout Option

The 'stacked' version of the logo illustrated on the previous page is the preferred layout of the Responsibility Message. However, where this is not possible, the Responsibility Message may be presented on one line as illustrated.

Please observe the same guidelines regarding the relationship of the elements, colour usage and positioning. The exclusion zone should be twice the CAP height all round.



Applying Responsibility Messaging Guidelines

Print, Press and Outdoor

The Responsibility Message should be applied to all appropriate printed materials as specified below. Where the finished size falls between two sizes specified below, please adopt the guideline for the LARGER size.

Newspaper		Minimum point size for message text			
	Quarter page	Half page	Full page	DPS	
Broadsheet	12	18	24	24	
Tabloid	10	14	18	18	

Printed items		Minimum point size for message text		
	Artwork size	Portrait	Landscape	
A7	75 x 105mm	10	10	
A6	105 x 148mm	10	10	
A5	148 x 210mm	12	14	
A4	210 x 297mm	14	20	
A3	297 x 420mm	20	24	
A2	420 x 594mm	28	36	
A1	594 x 841 mm	40	48	
A0	1189 x 841mm	54	72	

Note: For irregular shapes use the nearest trimmed sheet size prior to cut out.

Poster sizes		Minimum point size for message text at artwork size shown below.	
	Artwork size	Point size	
4 Sheet	381mm* high x 254mm wide	16	
6 Sheet	444mm* high x 292mm wide	18	
48 Sheet & larger	254mm* high x 508mm wide	32	

** Artwork sizes listed above are not the final print size.*

Bus Sides		Minimum point size for message text at artwork size shown below	
	Artwork size	Point size	
ROI T-Side	612.6mm wide	24	
ROI Superside	55.5mm high x 516mm wide	24	

** Artwork sizes listed above are not the final print size.*

TV and Cinema Advertising

The Responsibility Message title should appear horizontally within the Safe Visible Area and appear for a minimum of 2.5 seconds at the end of the commercial. All titles must comply with all BACC, CCCI and station-specific technical requirements. The Responsibility Message must be a minimum 16 lines in height measured on the height of the 'E' in 'Enjoy'.

Radio Advertising

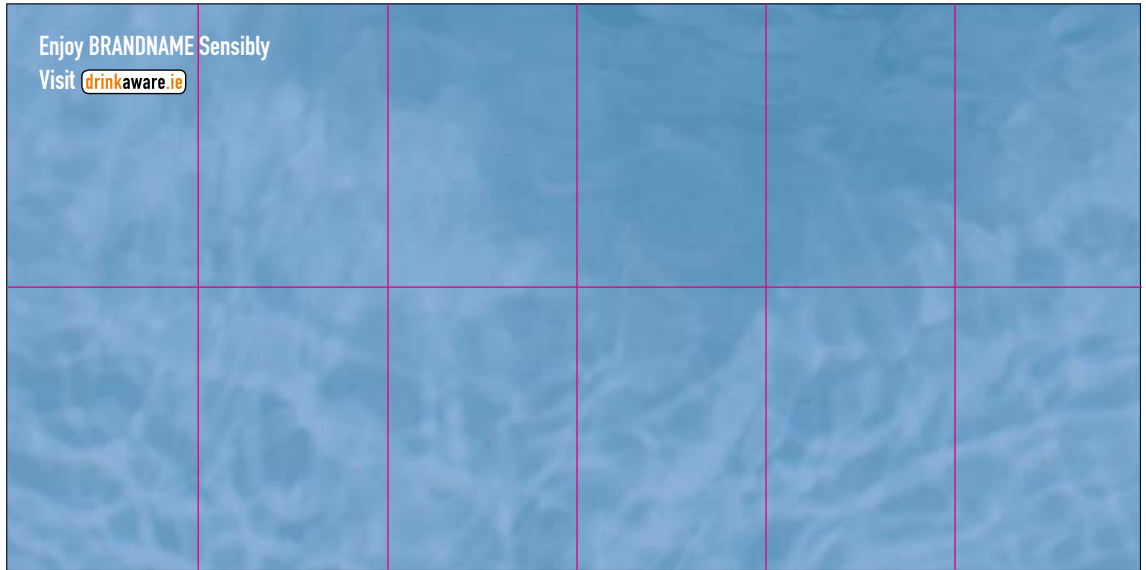
The VO should give adequate stress to the Responsibility Message so that it is clearly and easily audible in the context of the overall commercial. The Responsibility Message must be inserted at the end of each commercial.

The message must be read in a similar tone, volume and speed as the rest of the commercial.

The Responsibility Message in Action

Outdoor 48-Sheet and Larger

Responsibility message positioned in preferred position at approved size specified on page 03.



6-Sheet

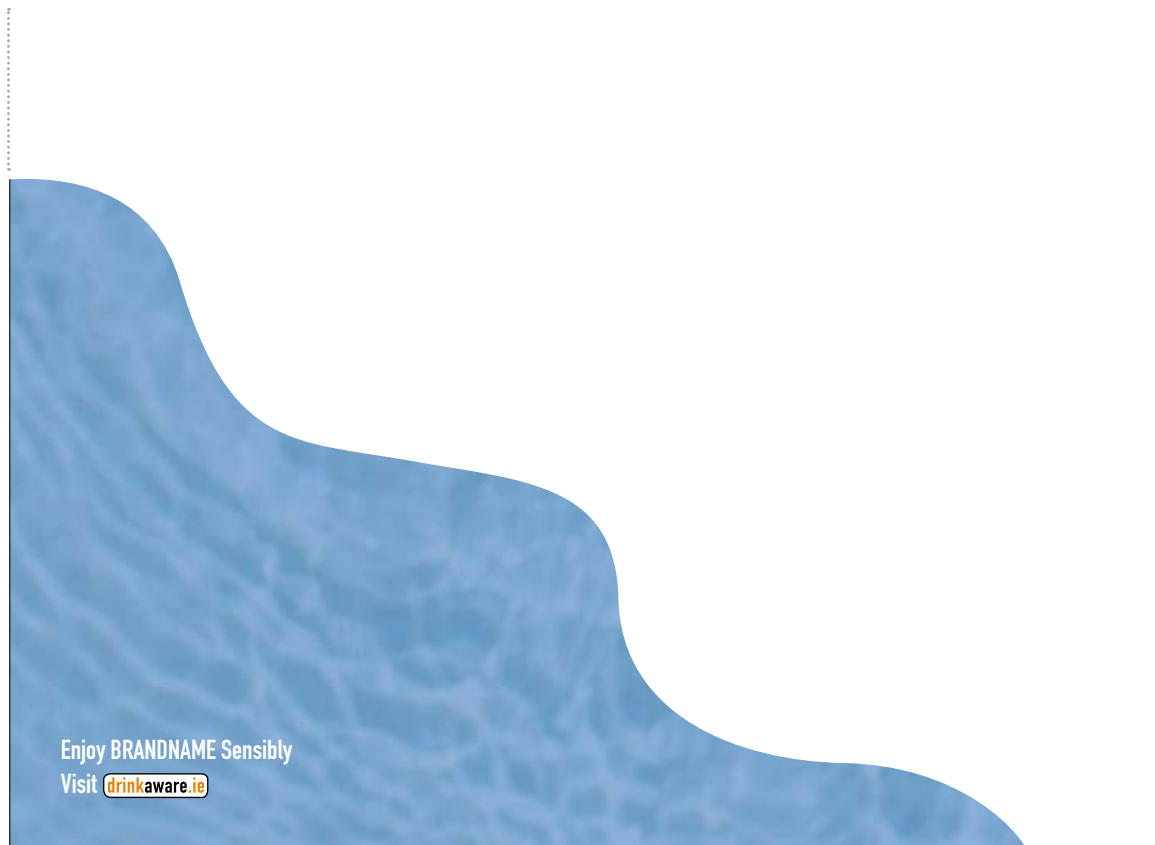


Responsibility message positioned in preferred position at approved size specified on page 03.

The Responsibility Message in Action

Press/Print Advertising

The general use and colour requirements as previously outlined must be adhered to. The logo must be positioned sensibly in a way which is clearly visible to the audience. It must also appear on both sides of a double-sided communication and appear on the outside front or outside back cover of a multiple page communication.

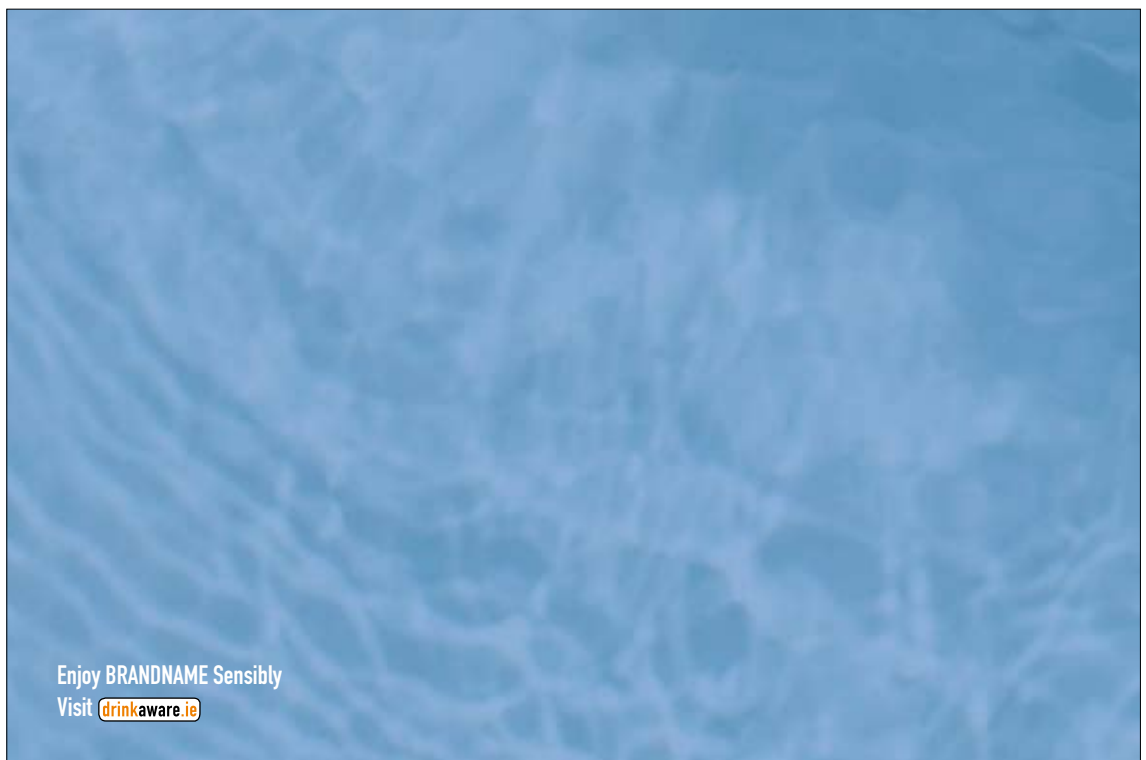


Responsibility message positioned in preferred position at approved size specified on page 03.

The Responsibility Message in Action

TV Advertising

The Responsibility Message appears horizontally within the Safe Visible Area for a minimum of 2.5 seconds at the end of the commercial. Titles comply with all BACC, CCCI and station-specific technical requirements. The Responsibility Message is 16 lines in height measured on the height of the 'E' in 'Enjoy'.



POS and Other Marketing Materials

Please apply these guidelines sensibly and appropriately on all brand POS and marketing materials. When producing irregularly sized and/or shaped materials, use the size guidelines on page 03 as your guide.

Where it is not possible or practical to feature the Responsibility Message on every branded piece (e.g. on every bunting 'flag'), please ensure that the Responsibility Message is presented in an alternative, but appropriately impactful, manner (e.g. on every fifth 'flag').