



**DRY JANUARY<sup>®</sup>**

**BRAND GUIDELINES**

**THROUGH DRY  
JANUARY MILLIONS  
OF PEOPLE ACROSS  
THE COUNTRY CHANGE  
THEIR RELATIONSHIP  
WITH ALCOHOL  
EVERY YEAR.**

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## INTRODUCTION

**Dry January is the annual movement which through which millions of people change their relationship with alcohol, for January and beyond.**

## KEY MESSAGING

### What is Dry January?

Dry January is the annual movement through which millions of people give up alcohol for the month of January. It is run by the charity Alcohol Change UK.

#### The rules

No alcohol from when you wake up on New Year's Day until 1 February. ... And that's all!

### Why do Dry January?

If you're reading this, you're thinking about your drinking. Lots of us feel like we're drinking a bit too much, or too often, or just like we could do with some time off. Dry January is the perfect way to reset your relationship with alcohol. It only takes three weeks to break a habit, so this could be your route to happier, healthier drinking long-term. Plus...

- Sleep better and have more energy
- Better skin
- Lose weight
- More money in your pocket (the average person spends £50,000 on booze in their lifetime)
- Get healthier - through giving up alcohol for a month you do your insides a lot of good.
- Amazing sense of achievement!

### Why sign up?

People who sign up are **more likely to stay dry** for the whole month.

That's because when you sign up you:

- Get access to our **free app**, which helps you keep track of your month with features like a calorie calculator, unit tracker and tool to show how much you've saved
- Receive **regular support** emails with tips, tricks and information from experts in alcohol to make your month easier and more fun
- Have **help on hand**: if you're struggling, we'll support you

### Why fundraise?

Dry January will make a difference to you – but it can make a difference to others too. Sign up and give what you save from not drinking to the charity behind Dry January, Alcohol Change UK. Your money will help to improve and save lives by reducing the serious harm alcohol causes.

You can also get sponsored by your friends and family for your dry month, giving what you raise to Alcohol Change UK and one of our partner charities:

- Action for Children
- Breast Cancer Now
- British Liver Trust
- Crisis

## ALCOHOL CHANGE UK

### Alcohol Change UK is the charity behind Dry January.

Alcohol Research UK became the owner of the Dry January brand following a merger with Alcohol Change UK in 2017.

Alcohol Change UK will remain the public-facing owner – or trading name – of the Dry January brand in 2018.

**Dry January** (both name and logo) is the trademarked brand of the campaign and should be used across all external touch points, including by stakeholders and partners, as detailed in these guidelines.

The **Alcohol Change UK logo** (with 'brought to you by') will be used in conjunction with the Dry January logo on all owned channels, such as the website and Facebook page.

Alcohol Change UK will be referred to in name across all other touch points of the Dry January brand, including all print assets, such as posters and flyers.

Alcohol Change UK shares three of its five colours with Dry January to help reinforce the relationship between the charity and the campaign. The shared colours are black, pink and yellow.

The Alcohol Change UK logo and name should not be referred to on merchandise.

The Alcohol Change UK name should always be used, including by stakeholders and partners, if any reference is made in communications of any type to the fundraising and/or charitable giving aims of Dry January. In this case, stakeholders are encouraged to use the Alcohol Change UK logo.

Dry January is  
brought to you by



## 01.1 LOGO

## PRIMARY LOGO MARQUE



## 01.2 LOGO

## COLOUR VARIATIONS

The Primary Logo Marque is available in a two colour variations for use in Dry January-specific literature; the logo should never appear in any other colour.

Even when used externally, the logo will only ever appear as one of these two colours – please note however that there are specific logo assets for use when the logo is required as a sub-brand such as on associates' websites or literature.

(For exact colour breakdowns see section 02.1)

### PRIMARY LOGO BLACK



### PRIMARY LOGO WHITE



## 01.2 LOGO

### PRIMARY LOGO DIMENSIONS

In order to maintain legibility, and therefore integrity, the following rules must be applied when using the logo.

#### LOGO SIZES

**Print:** the Primary Logo Marque should never appear with an x-width smaller than 50mm. Use smaller than this may result in loss of detail on the icon.

**Screen:** the Primary Logo Marque should never appear with an x-width smaller than 200 pixels wide.

There is no maximum size recommended.

#### CLEAR SPACE

The minimum distance (b) between the logo and any other design element such as typography, photo or other logo is equivalent to the height of the letters. In order to avoid contrast issues the logo should only appear on contrasting colours found in the Primary & Secondary colour palette within this document.



## 01.3 LOGO

### WHAT NOT TO DO

#### We're big on integrity.

Here are some helpful 'What not to do' examples to steer you out of trouble when using the logo and avoid the loss of integrity of the brand. You're always welcome to ask our Communications Manager to look over anything you're producing with our logo on if you're not sure how to apply it correctly.

#### DO NOT squash or stretch

Maintain the aspect ratio of the logo marque at all times. The circle is a perfect circle - not an oval!



#### DO NOT change the colour

#### DO NOT alter the logo layout

#### DO NOT place the logo on non-corporate colours (See section 01.4)

The contrast of the logo is an important aspect of the brand. The logo must be used specifically as stipulated in the aforementioned section. Associate logos are available for non-internal use. See section 01.5



## 02.1 COLOUR

## PRIMARY COLOUR PALETTE

**The Primary Colour Palette...  
it's Black and White.**

Black and white are the fundamental colours and colour pairing of our brand. As the Primary Colour Palette these two colours should take the lion's share of the colour for all our literature. Clean, crisp and clear, this simple scheme suggests no hidden agenda. Trustworthy, informative, meaningful, honest.

# BLACK

CMYK: 30/0/0/100  
Pantone: Black 6 C  
RGB: 0/0/51  
Hex: #000033

Copy text: <30pt - Print:  
CMYK: 0/0/0/100

# WHITE

CMYK: 0/0/0/0  
RGB: 5/23/29  
Hex: #ffffff

## SECONDARY COLOUR PALETTE

CMYK: 0/100/24/4  
Pantone: 214 C  
RGB: 206/15/105  
Hex: CEOF69

CMYK: 0/5 /9/0  
Pantone: 108 C  
RGB: 254/219/0  
Hex: FEDB00

These colours are to be used as accent colours in conjunction with the 'Primary Colour Palette'. They should never be used in isolation (on their own without the main colour palette). These colours should be used to highlight, define section, or target specific audiences.

These are not logo colours. See section 01.3

## 03.1 TYPOGRAPHY

### PRIMARY FONT

#### DRY – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\*()...;’”?

**OUTSIDE OF  
OUR LOGO, DRY  
BOLD IS USED  
AS A DISPLAY  
FONT FOR  
LARGE TITLES,  
MESSAGES AND  
DEVICES ONLY.**

## 03.2 TYPOGRAPHY

### SECONDARY FONT

Change is the corporate body font for Dry January. It should be used for all body text when producing any promotional materials.

We appreciate that some team members may not have access to this font. In this instance, internal comms can be produced using the tertiary font 'Arial' as an alternative. Internal comms refers to any in-house communications that will not be seen by the public such as emails and letters.

If members of the public or partners of Dry January are producing literature for public release they must seek approval for any designs from our Communications Manager prior to public release.

#### Change - Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\*()...;’”?

#### Change - Light Oblique

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\*()...;’”?

#### Change - Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\*()...;’”?

#### Change - Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\*()...;’”?

#### Change - Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\*()...;’”?

### TERTIARY FONT

#### Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\*()...;’”?

#### Arial Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\*()...;’”?

#### Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\*()...;’”?

#### Arial Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\*()...;’”?

## 03.3 FONT

## HIERARCHY

**Text hierarchy is one of the most important techniques for effectively communicating content by establishing order of importance, allowing the user to easily find what they are looking for and navigate the content.**

It helps guide the reader's eye to where a section begins and ends, while enabling the user to isolate certain information based on the consistent use of style throughout.

Left align where possible and never justify text. Emboldened use of the Body Text may be used for added emphasis.

The guidelines to the right are designed for day-to-day usage. With specific pieces created with the help of a designer additional font sizes and weights will be permitted, so long as they are sensitively used and aren't used where a standard font size and weight would have been suitable. In this instance sign off is required by the Communications Manager.

**This hierarchy relates to an A4 document. Therefore we appreciate that this actual size and leading (line height) may need to change. However it is imperative that the relative scale is maintained.**

<b>Caption Text</b>	THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG DRY Bold - Size: 8pt   Leading: 10pt   Tracking: 20pt
<b>Body Text</b>	The quick brown fox jumps over the lazy dog Change Regular - Size: 9pt   Leading: 14pt   Tracking: 0pt
<b>In Body Titles &amp; Into Paragraphs</b>	<b>The quick brown fox jumps over the lazy dog</b> Change Bold - Size: 10pt   Leading: 14pt   Tracking: 0pt
<b>Page Titles</b>	<b>THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG</b> Dry Bold - Size: 20pt   Leading: 18pt   Tracking: 0pt
<b>Section titles &amp; display text etc</b>	<b>THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG</b> Dry Bold - Size: >45pt*   Leading: 40.5pt*   Tracking: 0pt

\*45pt is a minimum size requirement on A4. Where required, this font could be larger. When doing so, leading must follow the equation:  $L = S - (S/10)$  where L is leading and S is size.

For example if point size is 110pt -  $L = 110 - (110/10) = 99$ .

Tracking remains at 0pt.

OVER  
4 MILLION  
PEOPLE  
WENT DRY  
FOR JANUARY  
IN 2018



04.1 PERSONALITY

BRAND PERSONALITY

**ENERGETIC**  
**POSITIVE**  
**KNOWLEDGEABLE**  
**TRUSTWORTHY**  
**SOCIABLE**  
**SUPPORTIVE**  
**DOWN-TO-EARTH**  
**UP-TO-DATE**

04.2 PERSONALITY

TONE OF VOICE

**Energetic**

New Year new you! We approach Dry January with energy and enthusiasm. Resetting your relationship with alcohol gives you more energy.

**Positive**

Dry January isn't about giving something up - it's about trying something new. We talk about the positives of Dry January and help people to make their lives better, not worse, through not drinking.

**Knowledgeable**

Dry January drives a conversation about alcohol. We give people the facts so they can make informed decisions about their drinking.

**Trustworthy**

Alcohol Change UK are an independent charity with no links to the alcohol industry. We are the experts in alcohol harm reduction, and Dry January is a campaign based on evidence. We work with expert charity partners to communicate about the issues surrounding alcohol.

**Sociable**

By doing Dry January you're joining one of the UK's biggest teams. Over five million people went dry for January 2017.

**Supportive**

We know that going dry isn't easy for everyone, so advice and encouragement are at the heart of Dry January messaging. We offer support, and also signpost people to help if they need it.

**Down-to-earth**

We want to help people develop a healthier relationship with alcohol - but we're not anti-alcohol!

**Up-to-date**

We are constantly looking at how to make Dry January better.

Alcohol Change UK  
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Call us: 020 3907 8493  
Visit us: [www.alcoholchange.org.uk](http://www.alcoholchange.org.uk)  
Email us: [maddy.lawson@alcoholchange.org.uk](mailto:maddy.lawson@alcoholchange.org.uk)  
Follow us: @dryjanuary

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Alcohol Change UK is the operating name of Alcohol Change UK

