

DRIVING?

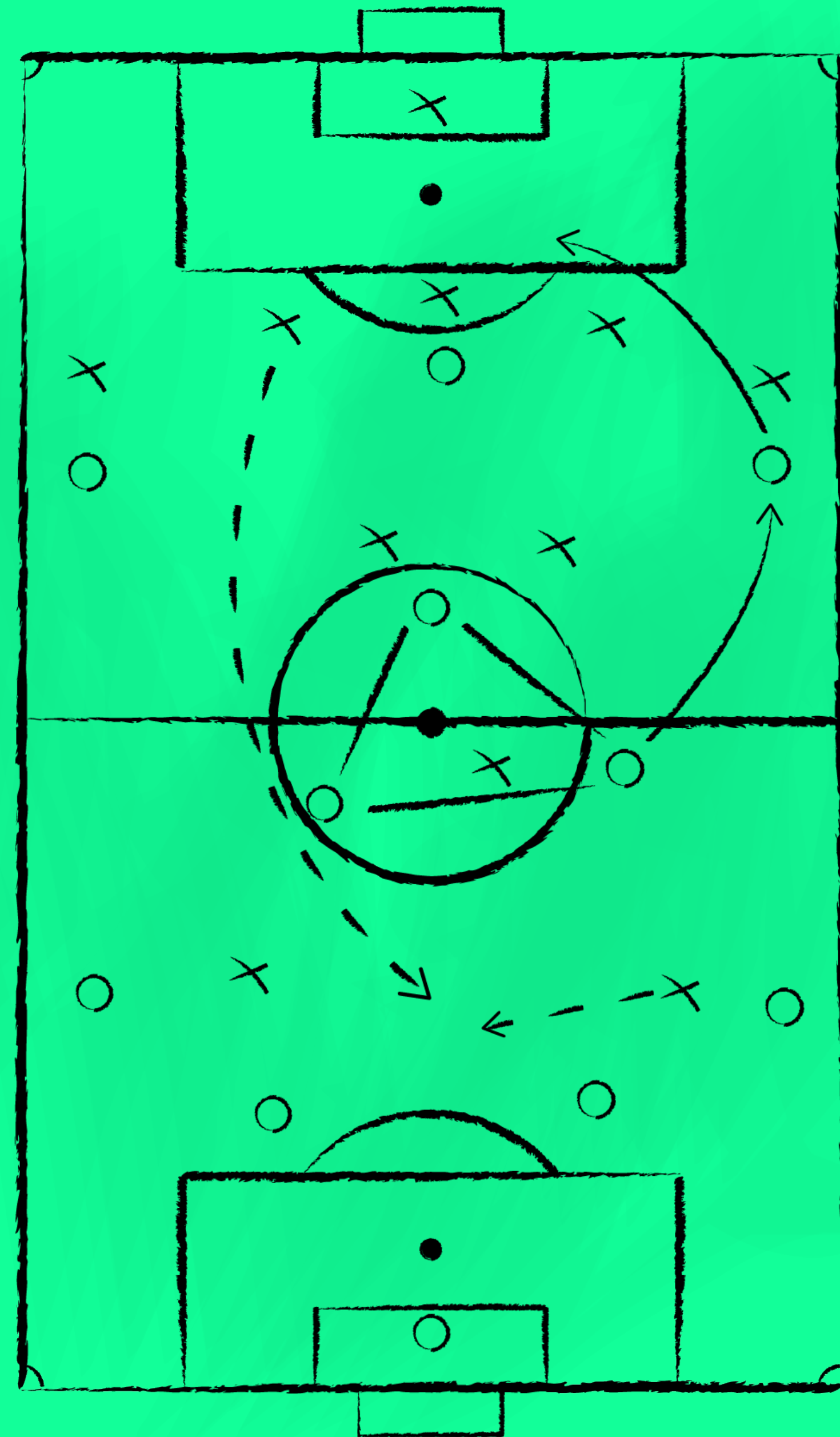
THINK

0%

**Partner Toolkit
Summer 2026**

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Introduction to THINK! 0%

THINK! 0% is a, partner-led platform from THINK! aiming to encourage drivers to always opt for 0% over an alcoholic drink if they're getting behind the wheel.

In collaboration with on and off-trade organisations, THINK! 0% aims to create a new social norm amongst drivers. Together, we will prompt them to THINK! 0% when in drinking environments and help them to set new, safer habits without missing out on good times.

In order to speak to drivers at a crucial, decision-making moment, we have developed the THINK! 0% badge. This is designed to be used on partners' marketing materials to highlight a safe drinking option to drivers and divert them away from risky behaviours.

THINK! invites you to become part of this long-term, industry-wide movement and work with us to highlight the positive solution that 0% products provide to the problem of drink driving.

Driving? THINK! 0% World Cup moment

Big sporting moments like the World Cup bring people together: **bigger crowds, longer nights, and more social drinking**. But that also makes them **higher-risk periods for drink driving**, especially as alcohol-related casualties already tend to rise over the summer.

At the same time, these moments also give us a **real opportunity to influence safer choices**. With extended licensing hours and busy social settings, there's a clear need for simple, well-timed reminders - both ahead of time and in the moment.

We're encouraging partners to tap into this cultural moment—using the available assets to nudge drivers to choose 0% if they're driving, or plan another way home if they're drinking.



Ways to partner

There are lots of ways that you can support THINK! 0% and deliver a responsible drinking message to your audience. Here are some ideas of how you could get involved:

Co-create content or an activation with THINK!

Bring THINK! 0% to life within your brand's own look and feel and tone of voice. For example, this could be via in-venue sampling of 0% products for drivers, bespoke POS, or developing a content piece for your channels to communicate the THINK! 0% message as part of your product marketing.

Integrate the THINK! 0% badge within your marketing materials

Identify opportunities within your own marketing materials that are being developed or that already exist, to promote your 0% products and apply the badge to them. The badge will act as a prompt and reminder to drivers to avoid the risk and drink a 0% product instead of alcohol, whilst also helping to fulfil your responsible drinking commitments.

Use THINK! 0% assets in your comms space

We have developed a printable posters and social assets to help you support THINK! 0% if you are unable to adapt your marketing materials or co-create activity together.



THINK! 0% assets



THINK! 0% badge

This lock-up is for use on partner products.

Our badge acts as a visual cue to re-direct drivers to a safer drink option and avoid the risks of alcohol. We would encourage our partners to use the badge in:

- On-trade environments at point of sale (e.g. posters, table talkers, bar runners, chalkboards).
- Across marketing communications e.g. advertising (OOH, VOD and TVC creative), digital channels (website and social).
- On 0% products or their packaging, where the ABV is 0.05% or below.

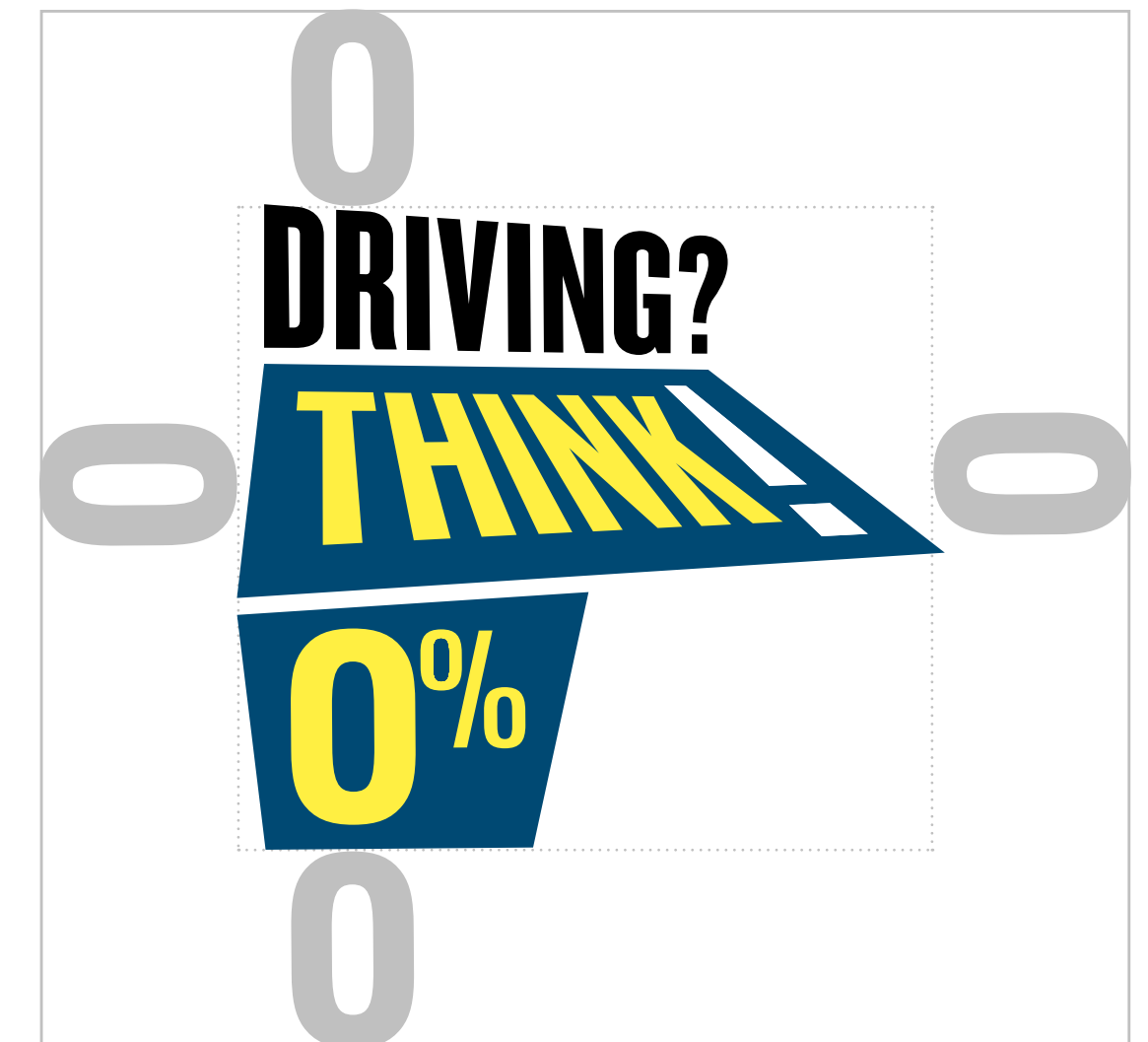
[Download the badge](#)

Primary badge



Exclusion zone

An exclusion zone around the lock-up has been created in order to provide breathing room. No type, imagery or other logos should creep into this safe zone. The zone is calculated as the full height of the 0 character in the logo.

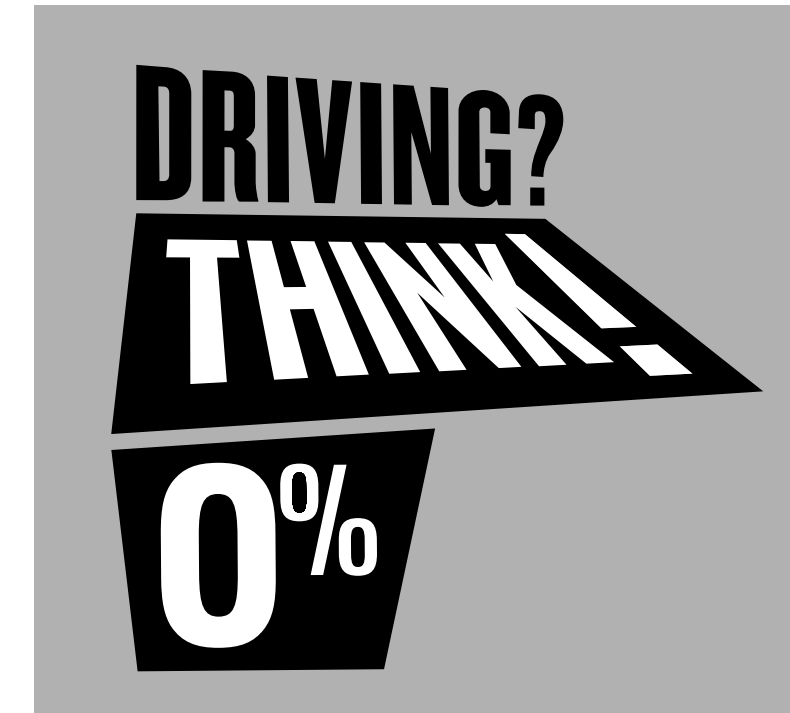
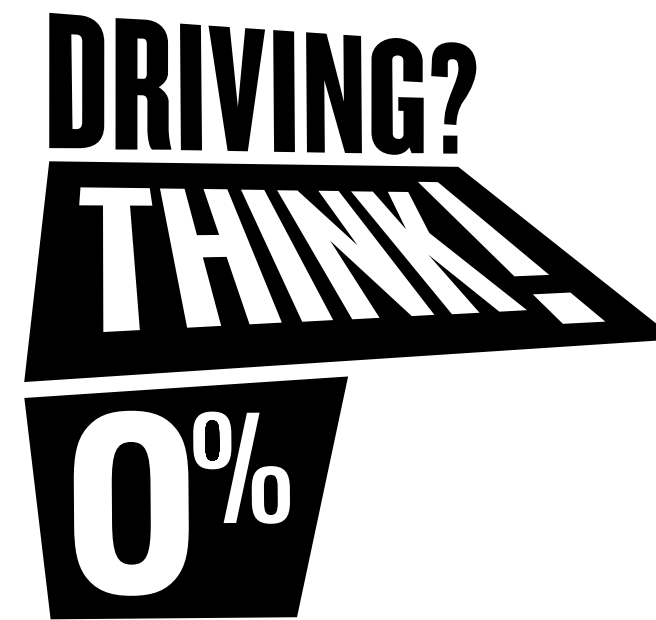


THINK! 0% badge

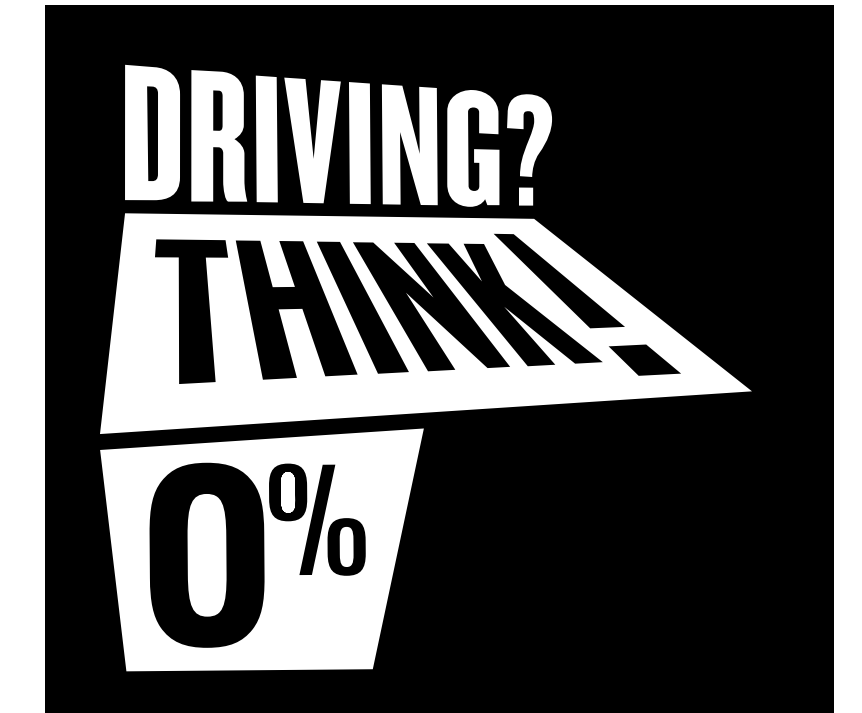
The lock-up has been provided as a full colour lock-up. If full colour is not possible or more contrast is needed, we have created versions that work on light and dark backgrounds. Always ensure that there is enough contrast between the background and the lock-up.

Secondary versions

Mono

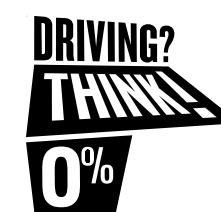


Reversed Mono



Minimum size

We have created a minimum size for the application of the lock-up. This will be applied in the smallest use cases such as digital banners (Skyscraper and Leaderboard).



The minimum size has been calculated as;

Digital: (w)80px X (h)75px
Print: (w) 21mm X (h)20mm

Please do not use the logo below these dimensions.

THINK! 0% badge

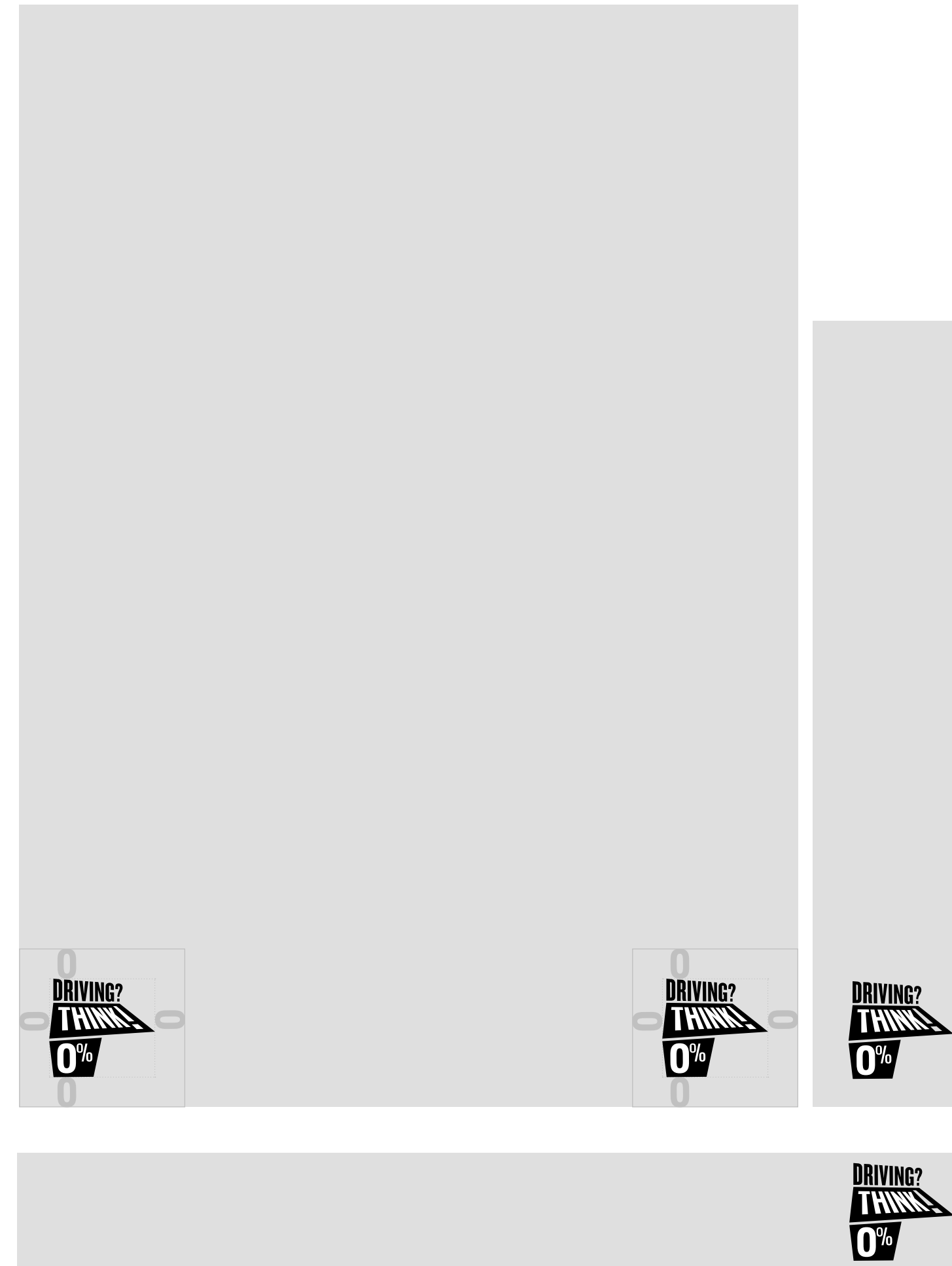
The primary position of the lock-up would be bottom right. If that is not possible then the secondary position would be bottom left.

The illustrations indicates logo placement on a selection of assets; digital skyscraper, leaderboard and A4 poster.

THINK! must be consulted and approve any assets containing the badge, prior to release into the public domain.

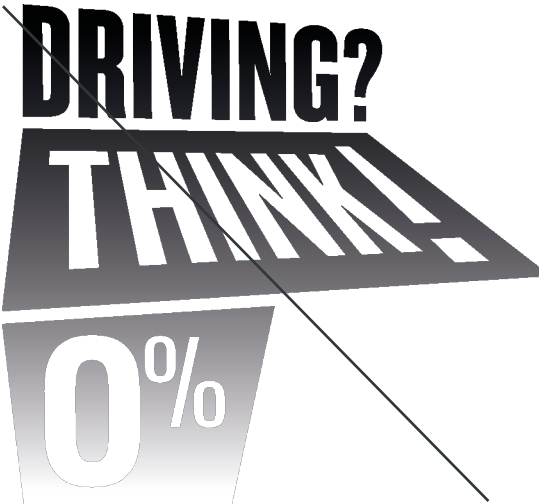
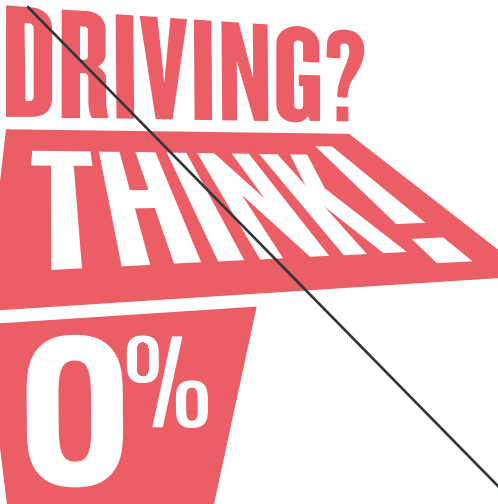
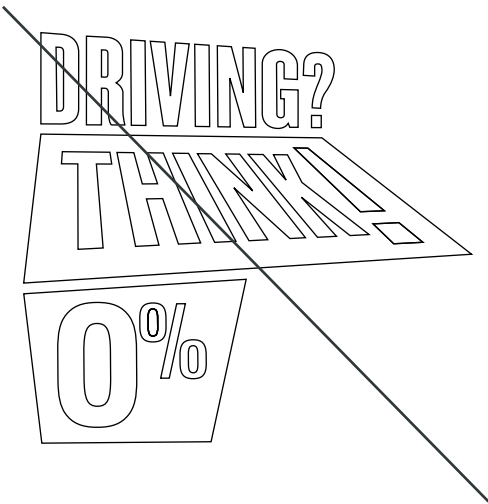
For a product to bear the THINK! 0% badge or be featured alongside it, it must be 0.05% ABV or below. Products exceeding this ABV are currently unable to bear the badge or use it within their marketing materials. Please consult the team if you have any questions on this.

Example application



THINK! 0% badge

Never skew, distort, rotate or recolour the THINK! 0% lock-up.



Partner posters

The poster can be displayed in drinking environments, e.g. on the back of toilet doors, at the bar or alongside the menu, to influence decision making in the moment.

Available in the following sizes:

- A4
- A3

[Download the posters](#)



Partner posters

The poster can be displayed in drinking environments, e.g. on the back of toilet doors, at the bar or alongside the menu, to influence decision making in the moment.

Available in the following sizes:

- A4
- A3

[Download the posters](#)



Partner social assets

The social asset has been designed for your consumer-facing channels, to prompt consideration of 0% options in advance, amongst drivers who may be planning their night out.

Each poster has been developed for social sizes. The following sizes are available for download:

- Square (1:1)
- Vertical (4:5)
- Stories and Reels (9:16)

[Download the social assets](#)



Partner digital screens

For in-venue display, posters are also available for digital screens. The following sizes are available for download:

- Landscape (16:9)
- Portrait (9:16)

[Download the digital assets](#)

DRIVING?
THINK!
0%

If you are **planning to drive**, it's best to have **none for the road**

VAR can overturn a goal.

Not a decision to drink drive.

DRIVING?
THINK!
0%

If you are **planning to drive**, it's best to have **none for the road**

Bad tactics happen.

Bad decisions don't have to.

Key messages and social copy

These key messages and social copy have been developed for your consumer-facing communications, to encourage drivers to choose 0% products and remind them of the benefits they bring without missing out on the fun.

The key messages can be integrated into your campaign, blog or website content and the social copy can be used alongside the asset we have provided.

They may be edited to match your tone of voice as long as the overall message they deliver is not altered or misconstrued.

Social media lines

Group stage complete: Prepare

Heading out to watch the football tonight? Choose 0% if you're driving or plan another way home

Group stage complete: Prepare to get a cab

Big match tonight? Choose 0% if you're driving or plan another way home

Entering knockouts: General

Big games. High stakes. But know the score on the road. Driving? THINK! 0%

Entering knockouts: General

Knockout stages: for the football, not your good judgement. If you're driving, stick to 0% or sort a lift home.

Anticipating England are through

Hoping for scenes tonight. Make sure the journey home is just as good. Driving? THINK! 0%

England are through

ENGLAND WIN
Big night... make it a smart one too. THINK! 0% if you're driving.

England are out

So, it's not coming home...But make sure you are. Driving? THINK! 0%

General sign off:

Driving? It's best to have none for the road. THINK! 0%

Further guidance

Please ensure that you consult these guidelines before using the badge. All content and assets using the THINK! 0% badge must be approved by the Department for Transport before going to print or otherwise released into the public domain. The Department for Transport require a minimum of five working days for sign off.

For any further questions relating to the badge, please contact **ThinkCampaign@dft.gov.uk**

Thank you