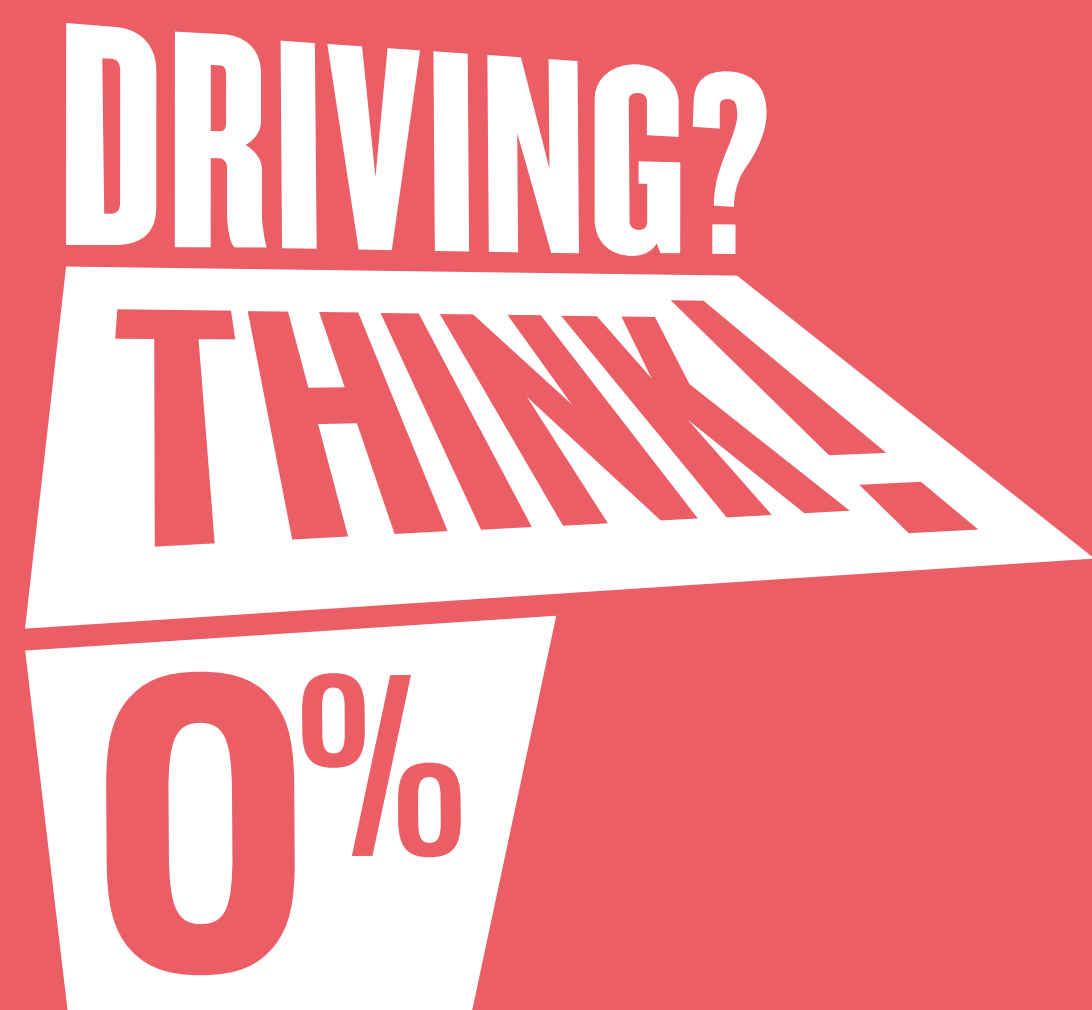




Partner Toolkit and Guidelines

Christmas 2026



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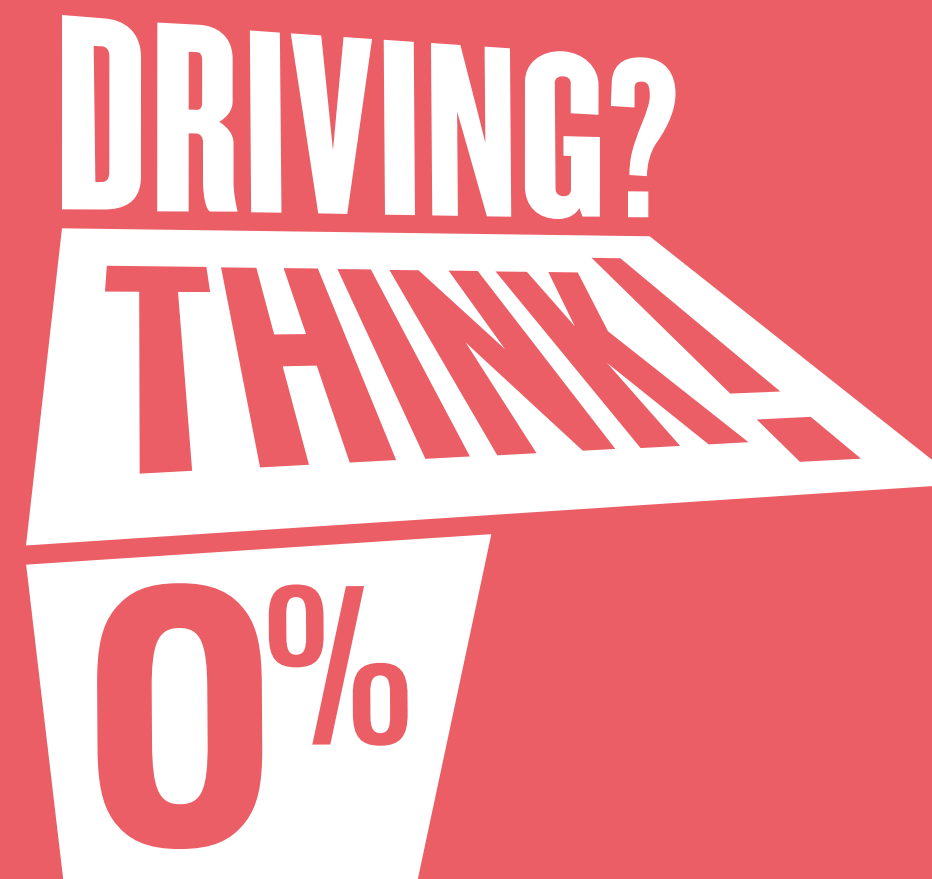
Introduction to THINK! 0%

THINK! 0% is an always-on, partner-led platform from THINK!, encouraging drivers to always choose 0% over alcohol if they're getting behind the wheel.

This Christmas, **THINK! 0%** is all about staying in the moment, having fun and getting home safely. Christmas is one of the biggest social occasions of the year, but sadly it still sees higher numbers of people killed or seriously injured in drink drive collisions. That's why we need your help this festive period to help people set new, safer habits without missing out on good times.

This year, the campaign has expanded to include drinks up to 0.5% ABV, giving drivers even more alternatives to alcohol.

We've developed new festive assets, for partners to use on their marketing materials to highlight a safe drinking option at the crucial moment drivers decide. Join this industry-wide movement and help people get home safely this Christmas.



Over 25 years



3/4

**of the public
recognise the
THINK! logo**
giving the brand
a strong presence
in the public
consciousness

9 in 10

**people view
THINK! positively,**
reflecting the
high levels of
trust and goodwill

~60%

**of the target
audience
recognise the
THINK!0% brand,**
with trust levels
similar to the
THINK! brand

>25

**years of continuous
communication**
have established
THINK! as a
long-standing
behaviour change
brand

6+

**areas of proven
behaviour change
in the UK including:**
Drugs
Drink
Speeding
Seatbelts
Mobile phones
Rural roads

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!

Work with THINK! to create bespoke content, campaigns or activations together.

Collaborate with the **THINK!** team to develop joint messaging and creative that brings the **THINK! 0%** message to life through your brand's look and feel, tone of voice and channels. For example, this could be in-venue sampling, bespoke POS, joint social content and/or branded campaigns promoting 0.0%-0.5% products.

Outcome: A tailored partnership that aligns the **THINK! 0%** message and branding with your brand and audience.

Integrate one of the THINK! badges into your existing marketing

Add one of the THINK! badges to existing campaigns, content and communications.

Identify opportunities to incorporate one of the **THINK!** badges within your marketing materials to promote 0.0%-0.5% products and remind drivers to choose safer alternatives. For example this could be adding one of the badges to your existing campaign assets, social posts, emails, menus, digital screens etc.

Outcome: A simple way to remind drivers to avoid the risk and choose a 0.0%-0.5% alternative and amplify a responsible drinking message through activity you're already delivering.

Use THINK! 0% campaign assets

Use and personalise ready-made THINK! 0% campaign assets.

Download and share **THINK! 0%** assets across your channels. Many are available in editable formats, allowing you to add your logo. Examples include posters, social assets and digital screens.

Outcome: A quick and easy way to support the campaign using professionally designed assets with the option to co-brand them.



The background is a solid bright yellow. On the left side, there are several large, thick, pink abstract shapes. These include a curved shape at the top left, a diagonal line-like shape extending from the top left towards the center, and a large, rounded, bowl-like shape at the bottom center. The text 'THINK! badges' is positioned in the center-right area of the image.

THINK! badges

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, food and drink menus).
- 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.

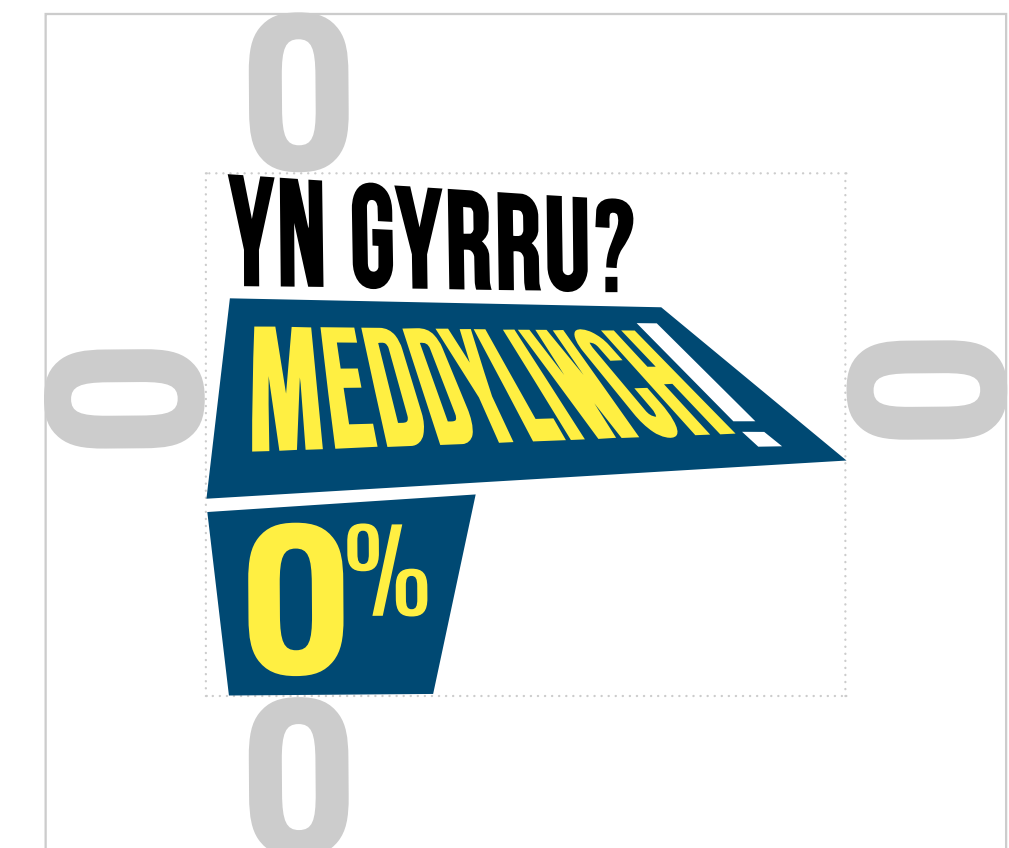
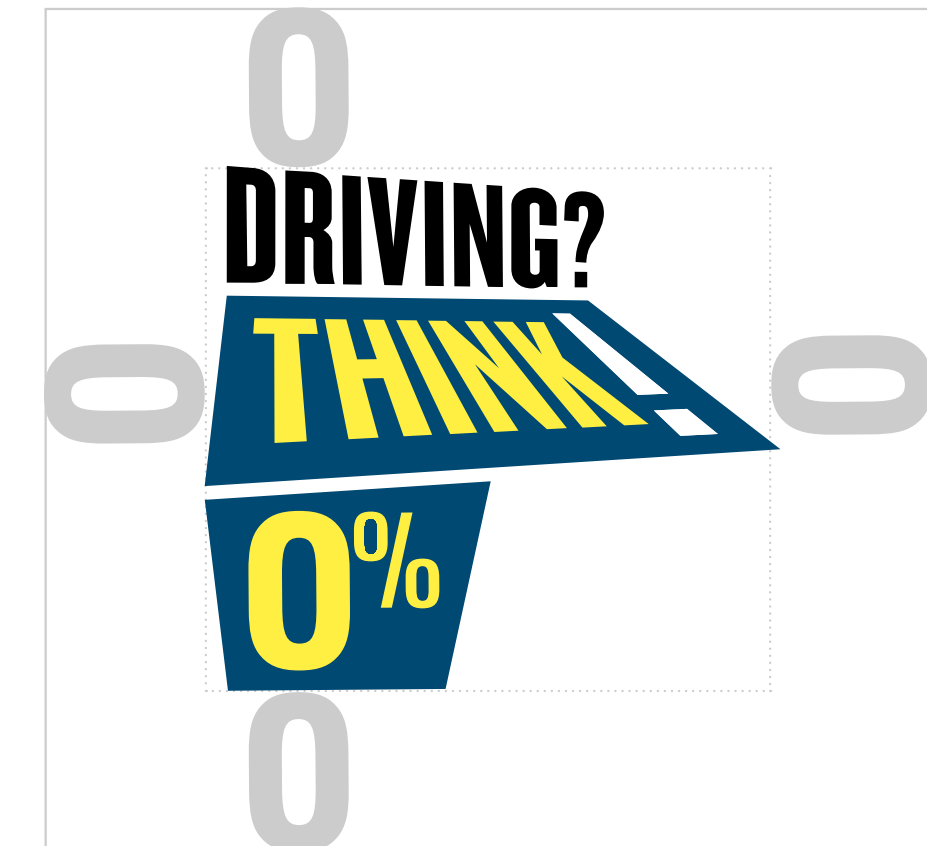
[Download the badge](#)

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.



Other THINK! badges

This lock-up is for use on partner products with an ABV of 0.5%

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, food and drink menus).
- 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 0.5% or below.

[Download the badge](#)

Primary badge



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)48px
Print: (w) 21mm X (h)13mm

Please do not use the logo below these dimensions.

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 half the full height of the logo lockup.



The use of **THINK! 0%**

The **THINK!** badges and brand may only be used in connection with products that are 0.0% to 0.5% ABV and must be used in accordance with these guidelines.

Any use of the badge that does not comply with these guidelines may result in **THINK!** requesting its removal from the relevant materials.

- The **THINK! 0%** badge should only be used on products or their packaging where the ABV is 0.05% or below.
- On products where the ABV is 0.5%, the alternative **Driving? THINK!** badge should be used instead.
- Ensure that “none for the road” stays as the unequivocal behavioural message and avoid any language that could imply an acceptable amount of alcohol before driving.
- Clearly present products as alternatives to alcohol for drivers.
- As required of brands under advertising standards, make sure the product’s actual ABV is clearly stated in marketing materials.
- Avoid inadvertently promoting an alcoholic parent brand or variant, see [CAP’s advice on advertising alcohol alternatives](#).
- Apply under-18 targeting controls, as per standard practice.

How to partner

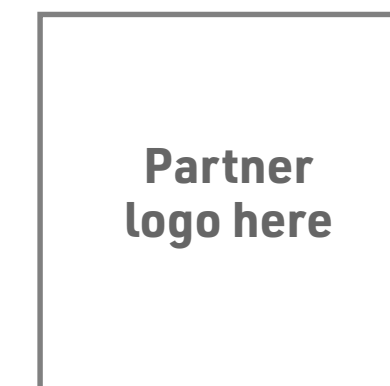
To customise an editable asset, download it in Microsoft PowerPoint and add your logo.

Best practice suggests that your logo should be provided as a PNG with transparent background or as a vector EPS or AI file.

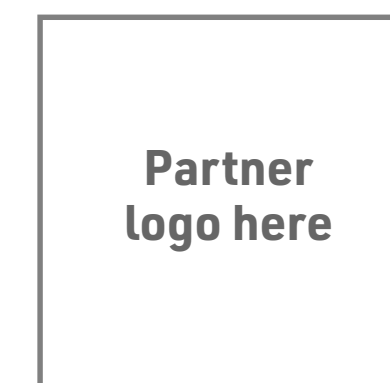
Ensure your logo is compatible with digital use (RGB) and has maximum contrast to the background colour. We suggest using a single colour version of your logo.

1. Your logo should be sized to have a maximum 1:1 ratio to the **THINK!** badge. One should not have prominence over the other.
2. Select the 'Add your logo' layer in the PPT file and position your logo in the designated logo area, indicated by the placeholder. Remove the placeholder before adding your logo.
3. For digital screen assets, you will need to export the file as a JPEG before using it on your digital screens.

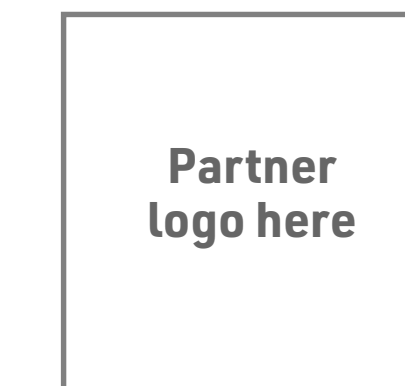
Horizontal lockup



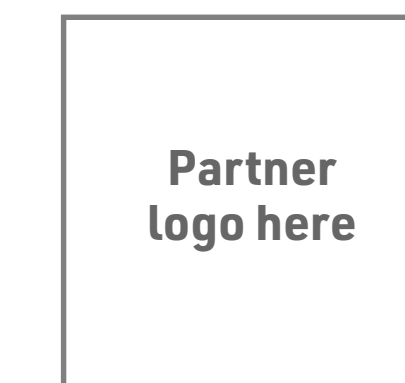
Horizontal lockup



Vertical lockup



Vertical lockup



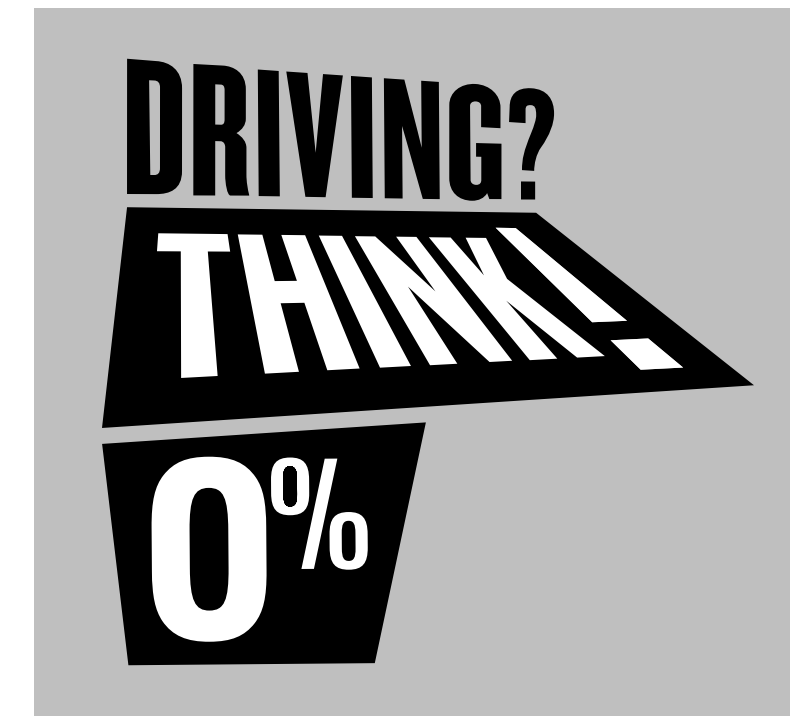
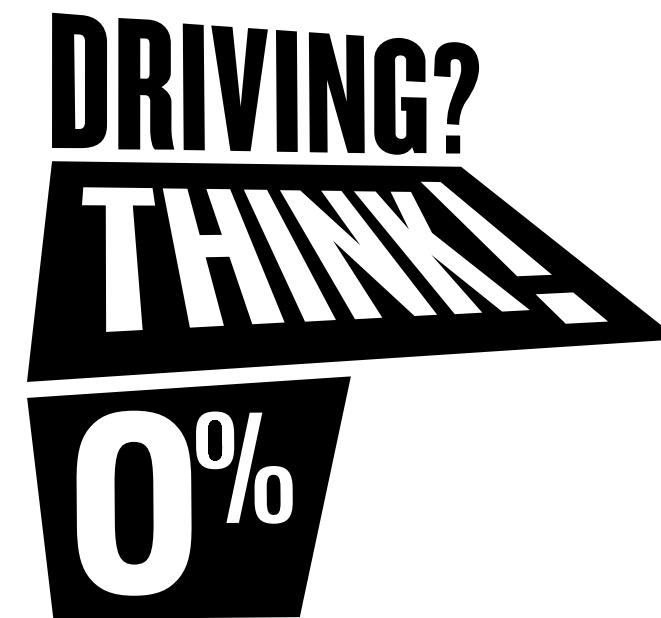
THINK! 0% badge

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.

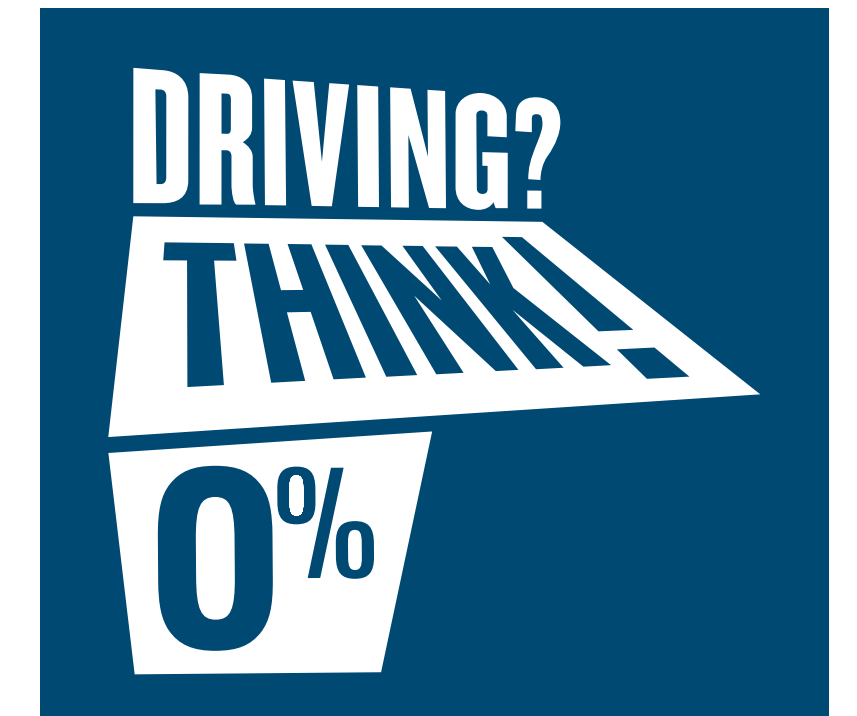
These colour variations are also available for the **Driving? THINK!** badge.

Secondary versions

Mono

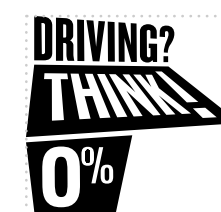


Reversed Mono



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;

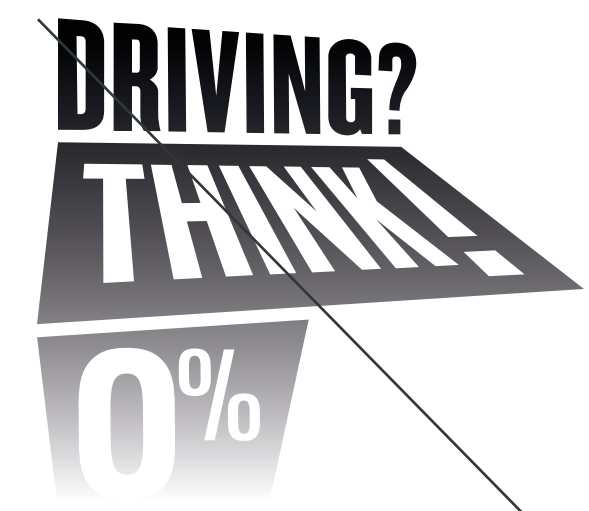
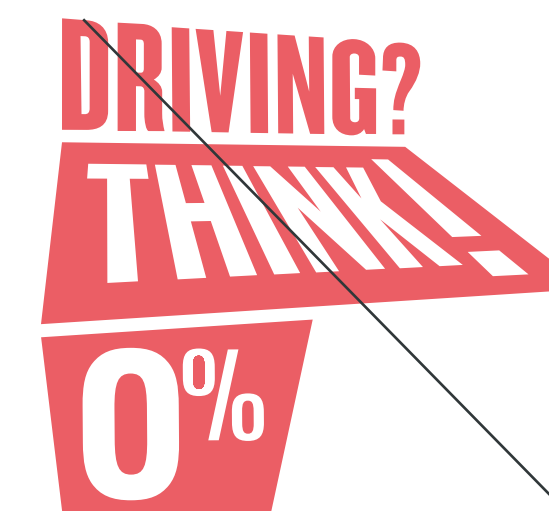
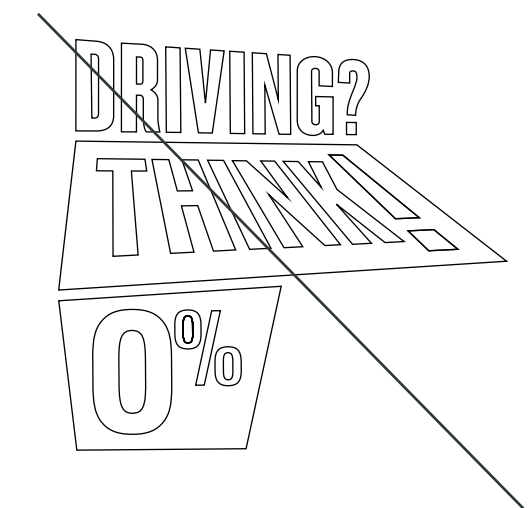
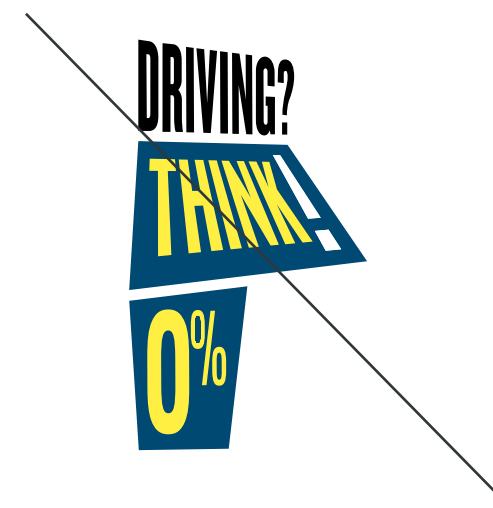
Digital: (w)80px X (h)75px
Print: (w) 21mm X (h)20mm

Please do not use the logo below these dimensions.

THINK! 0% badge

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

This applies to the **Driving? THINK!** badge as well.



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.

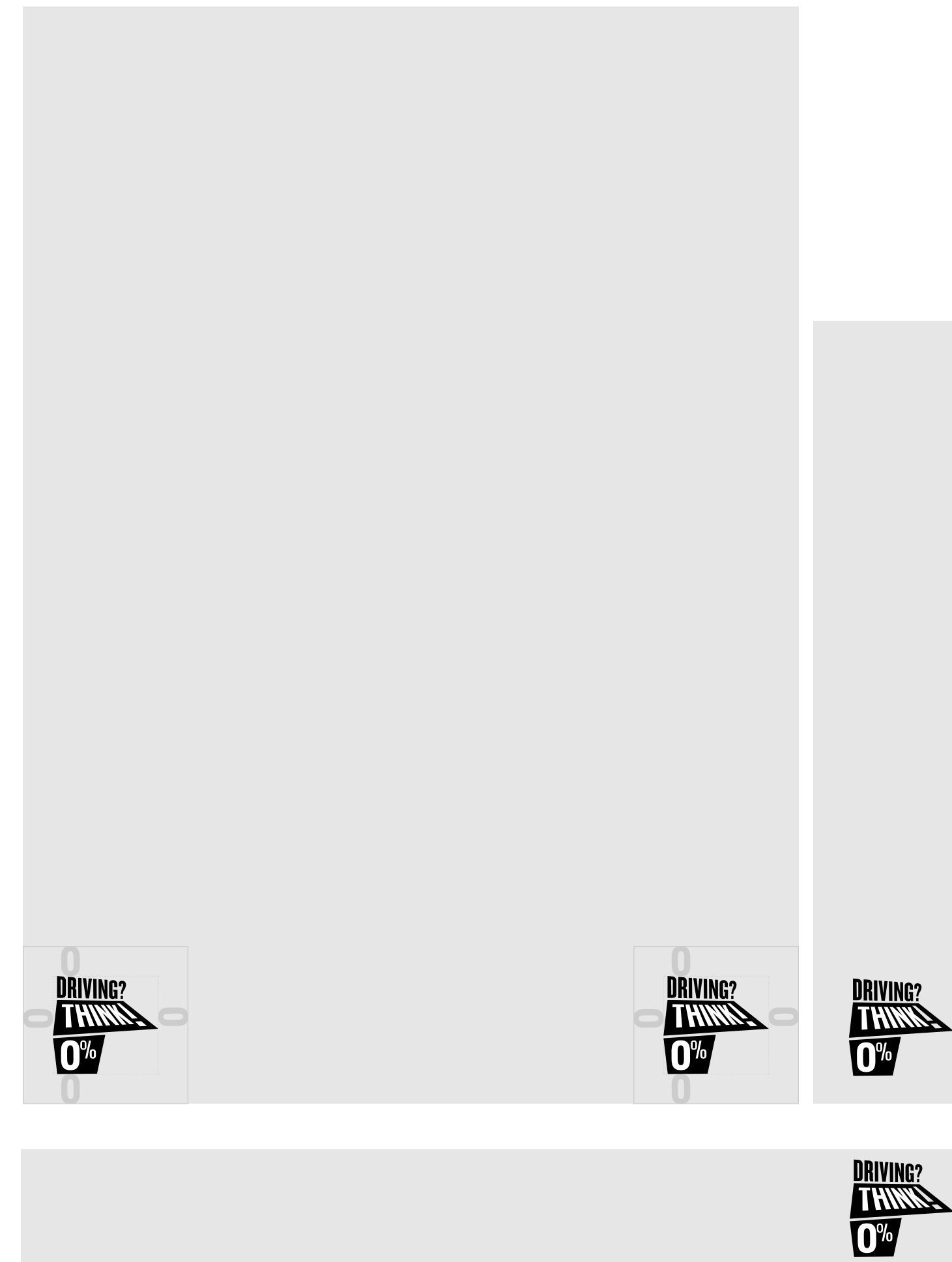
The illustrations indicate logo placement on a selection of assets, including digital skyscraper, leaderboard and A4 poster.

Partners using the **THINK! 0%** badge are expected to comply to the brand guidelines when incorporating the badge into marketing materials.

Please contact the team if you need guidance.

These guidelines apply to the use of the **Driving? THINK!** badge as well.

Example application



THINK! 0% Christmas assets

THINK! 0% Christmas assets

This toolkit includes a range of festive campaign assets to help you encourage drivers to choose a 0.0%-0.5% alternative if they're getting behind the wheel this Christmas. The materials can be used across your venues, digital channels and customer communications to help promote safer choices during the festive season.

This Christmas, **THINK! 0%** is all about encouraging people to stay in the moment, have fun and get home safely. The assets capture the festive spirit while reminding customers that choosing a 0.0%-0.5%

alternative if they're driving means they can still enjoy the celebrations.

The creative platform, '0% All The Way', encourages drivers to choose a low or no alcohol alternative and stick with it throughout the occasion. Bold typography and festive creative bring the campaign message to life.

A range of asset variations are available, featuring different imagery and messages, so you can choose the versions that best suit your channels, audiences and venues.

Many assets are available in editable formats, so you can personalise them with your organisation's logo and branding to demonstrate your support for **THINK! 0%** and your commitment to responsible drinking and customer care.

Partner Digital Screen Asset 16:9

The screen can be displayed in drinking environments, e.g. on digital screens at the bar, to influence decision making in the moment.

[Download the digital screen](#)



Partner Digital Screen Asset 9:16

The screen can be displayed in drinking environments, e.g. on digital screens at the bar, to influence decision making in the moment.

[Download the digital screen](#)

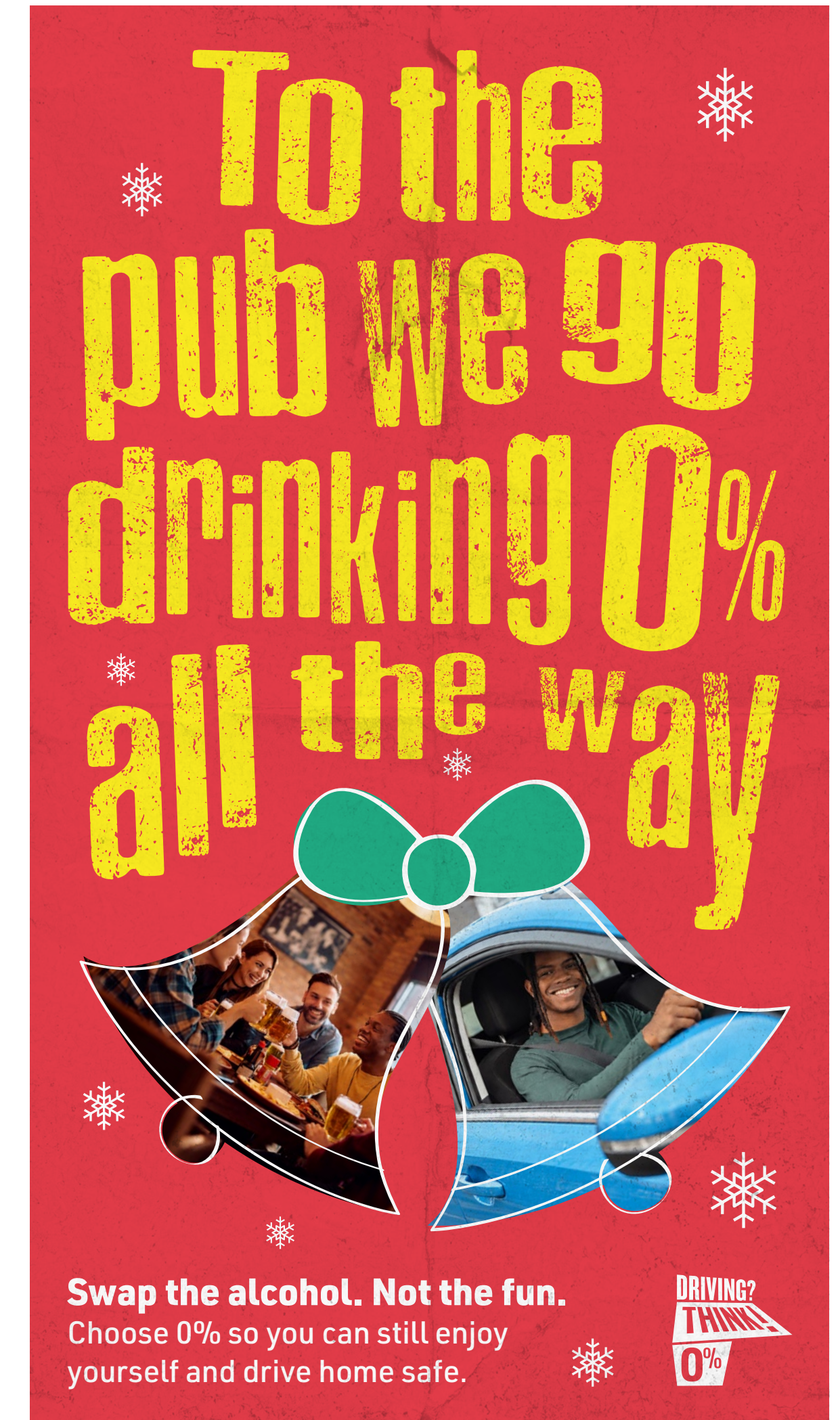


oh what fun it is to drive

when you've been drinking 0% all night!

From the first drink, to the last...
Drinking 0% keeps the fun going, and lets you drive home safe.

DRIVING? THINK! 0%



To the pub we go drinking 0% all the way

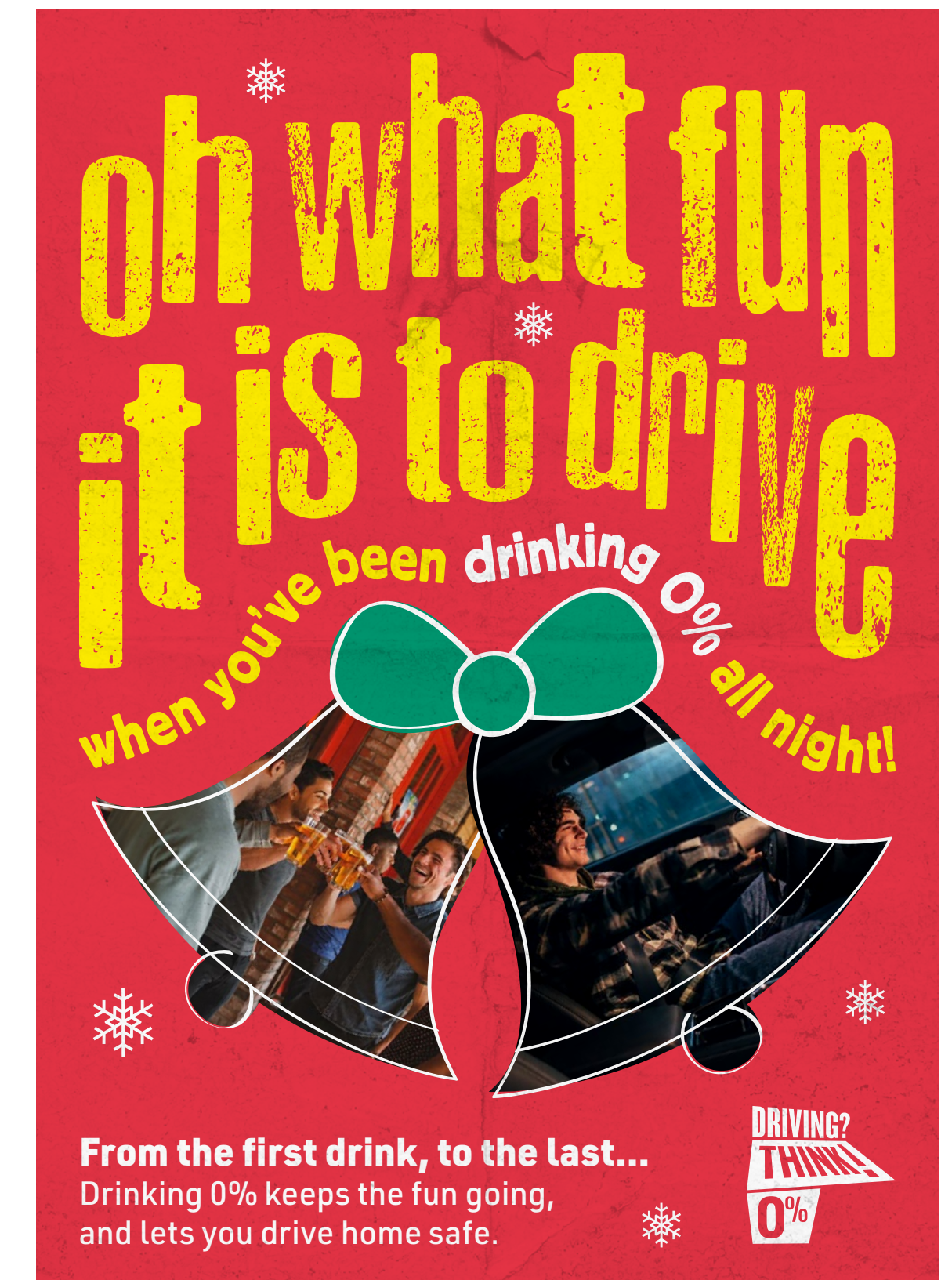
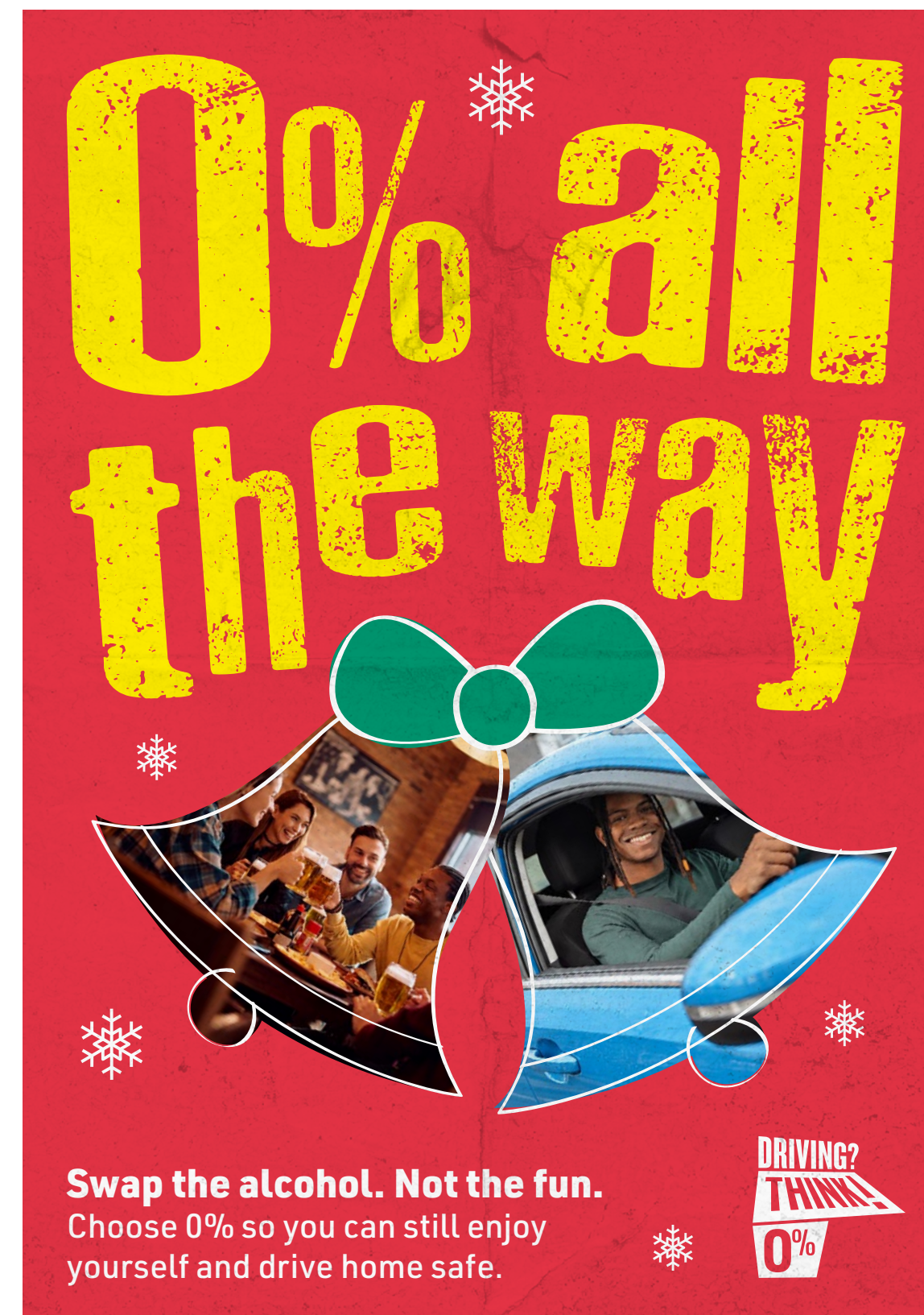
Swap the alcohol. Not the fun.
Choose 0% so you can still enjoy yourself and drive home safe.

DRIVING? THINK! 0%

Partner Poster Asset A4 & A3

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.

[Download the poster assets](#)



Partner Social Asset 1:1

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.

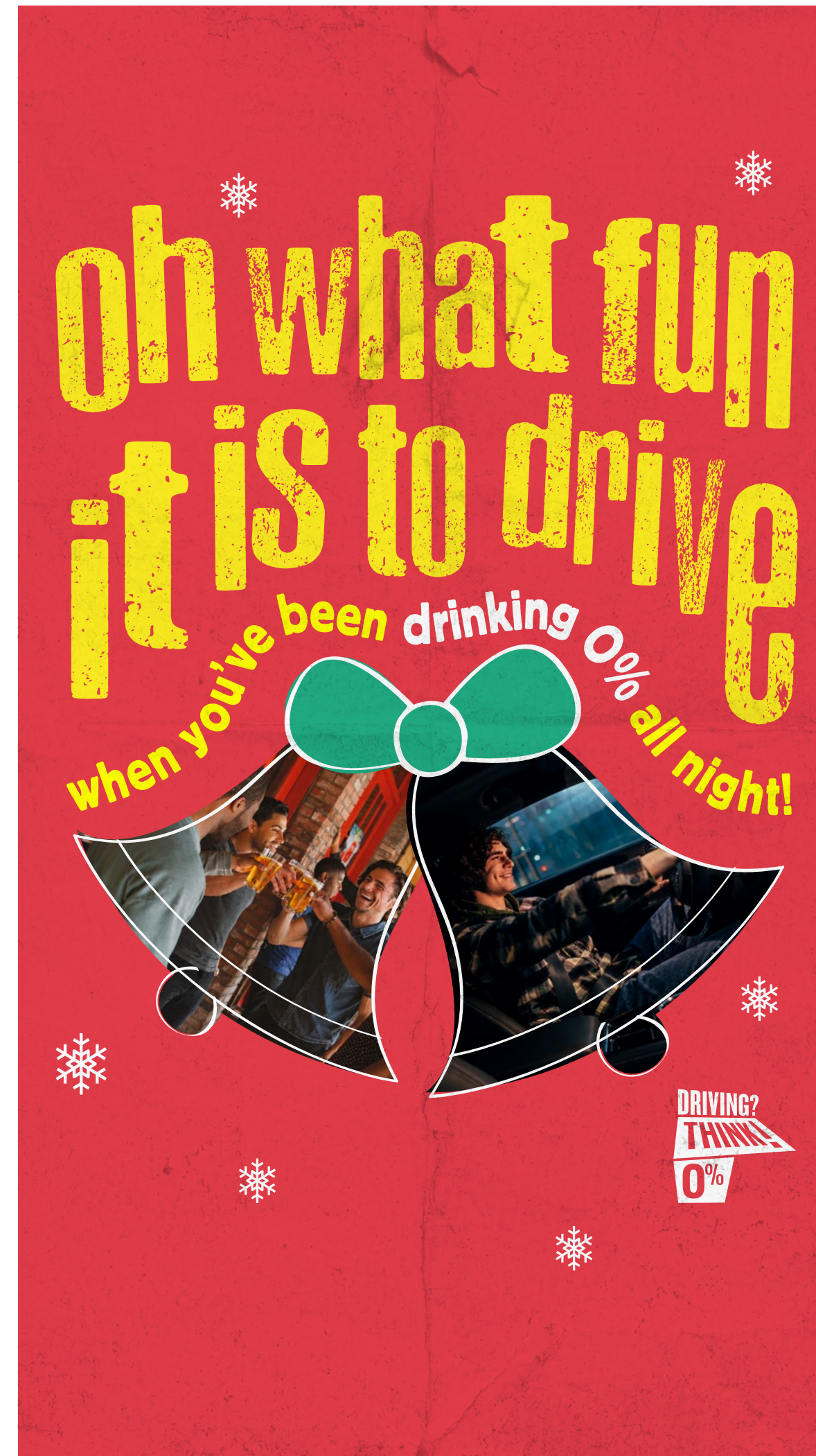
[Download the social assets](#)



Partner Social Asset 9:16

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.

[Download the social assets](#)



Partner Social Asset 16:9

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.

[Download the social assets](#)



Partner Beer Mat

The beer mat can be displayed in drinking environments, e.g. at pubs or bars, to influence decision making in the moment.

[Download the asset](#)



Key messages and supporting 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.

Key Message

Christmas is a time for celebrating, and you don't have to miss out if you're driving. Choose 0% to stay in the moment, have fun and drive safely.

Christmas is one of the busiest social times of the year, and sadly it sees more people killed or seriously injured in drink drive collisions. Don't let one drink change your Christmas. If you're driving, stick with 0% all the way.

If your first drink is a 0% or 0.5%, it's easier to stay on it all night, so you can enjoy yourself and still drive safely.

Social Copy

Oh what fun it is to drive when you've been drinking 0% all night. Don't miss out this Christmas, just **THINK! 0%** so you can get home safe.

To the pub we go, drinking 0% all the way. Don't miss out on the fun this Christmas, just **THINK! 0%** so you can drive home safe.

Swap the alcohol, not the fun. Choose 0% this Christmas so you can still enjoy yourself and drive home safe.

Driving to the pub this Christmas? It's one of the busiest times of the year, and sadly one of the riskiest on the roads. Don't let one drink change your Christmas. If you're driving, stick with 0% all the way.

From the first drink to the last, 0% keeps the fun going and lets you drive home safe this Christmas.



Further guidance

Please ensure that you consult the guidelines included in this toolkit before using the badges.

For any further questions relating to the badges or assets, please contact **thinkcampaign@dft.gov.uk**

Thank you

