DRIVING?
THINK!
0%

THINK! 0%
Brand Guidelines for Partners
2026

Contents

Introduction	03
Ways to partner	05
THINK! Badges	06
How to partner	10
Key messages and supporting social copy	14
Further Guidance	15

Partner guidelines to using the THINK! 0% brand

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.

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.

The campaign has now expanded to include drinks up to 0.5% ABV, giving drivers even more alternatives to alcohol.

In order to speak to drivers at a crucial, decision-making moment, we have developed campaign badges. These are 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 0.0% and 0.5% products provide to the problem of drink driving.

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.



THINK! 0% badge

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).



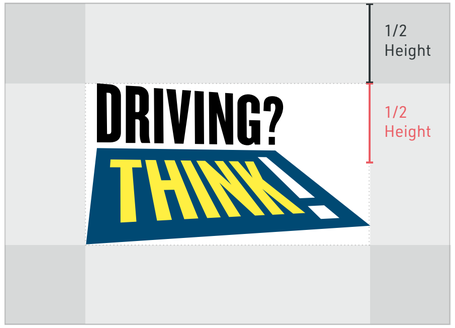
The minimum size has been calculated as;

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

Partner logo here

DRIVING? THINK! 0%

BBPA THE VOICE OF BREWERS & PUBS

DRIVING? THINK! 0%

Vertical lockup

Partner logo here

BBPA THE VOICE OF BREWERS & PUBS

DRIVING? THINK! 0%

DRIVING? THINK! 0%

Horizontal lockup

Partner logo here

DRIVING? THINK!

BBPA THE VOICE OF BREWERS & PUBS

DRIVING? THINK!

Vertical lockup

Partner logo here

BBPA THE VOICE OF BREWERS & PUBS

DRIVING? THINK!

DRIVING? THINK!

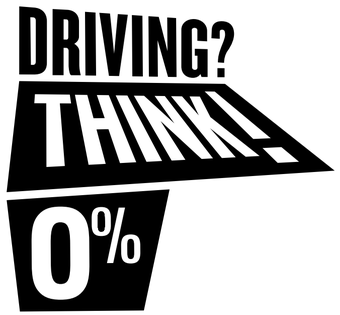
THINK! 0% badge

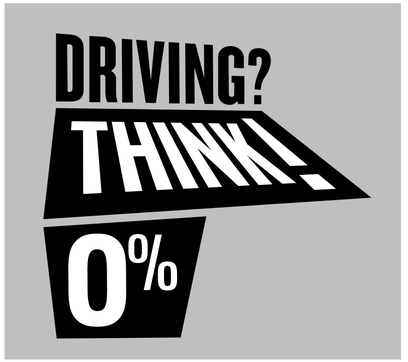
The lock-up has been provided as a full colour lock-up. If full colour is not possible or more contrast is needed, we have created versions that work on light and dark backgrounds. Always ensure that there is enough contrast between the background and the lock-up.

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

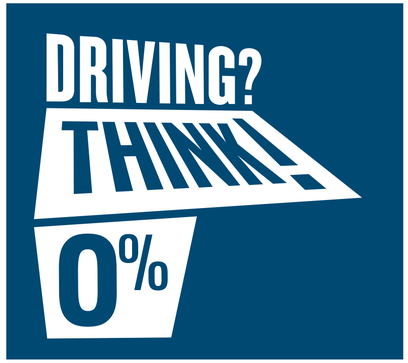
Secondary versions

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

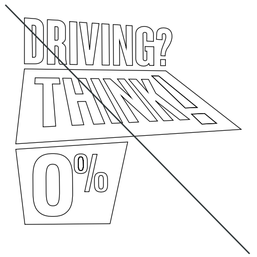
Please do not use the logo below these dimensions.

THINK! 0% badge

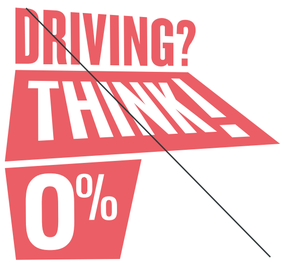
Never skew, distort, rotate or recolour the **THINK! 0%** lock-up. This applies to the Driving? **THINK!** badge as well.

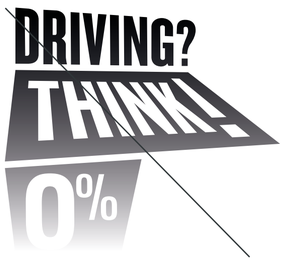












THINK! 0% badge

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

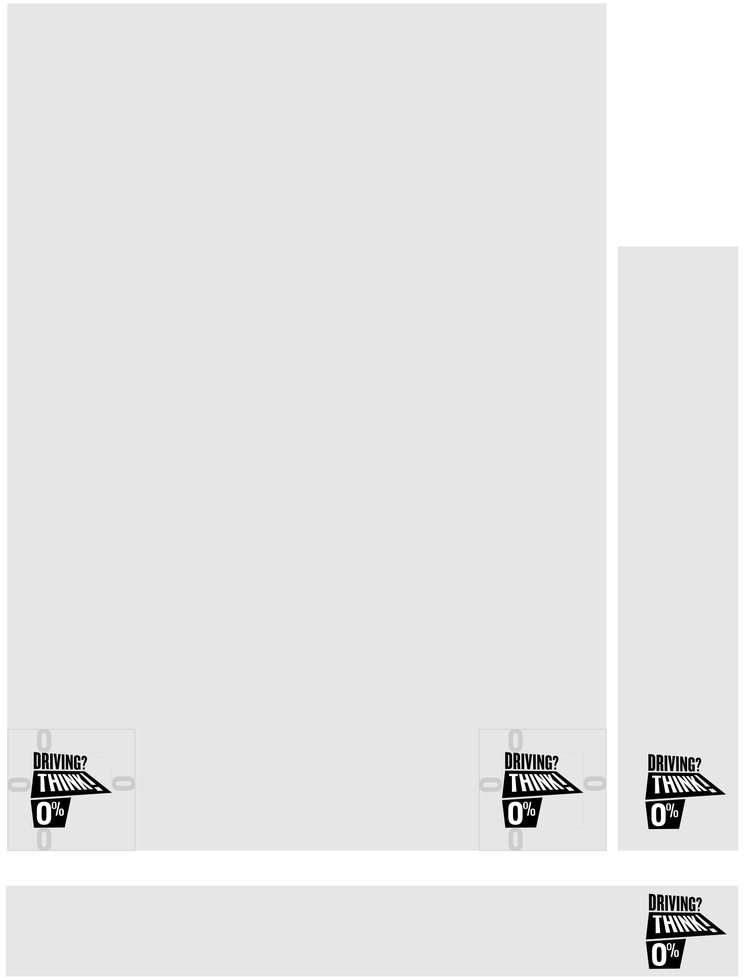
The illustrations indicate logo placement on a selection of assets, including digital skyscraper, leaderboard and A4 poster.

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



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 0.0% or 0.5% 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 social content including the badge.

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

Role of message	Message
Land the message that when you're driving, 0% alternatives enable you to still enjoy the moment but safely drive home.	When you're driving, THINK!0% If you're driving, opting for 0% means you can still enjoy the good vibes while staying safe behind the wheel. Driving to the pub? There's no need to miss out on the fun. THINK! 0% when you're at the bar for good times and safe drives. #THINK0PERCENT
Land the message if you're [planning on] driving, don't drink . Don't drive if you've been drinking. Don't drink and drive.	If you're planning on driving it's best to have none for the road.
Encourage light-touch planning signals rather than overt lectures.	"I'm driving tonight so I'm on 0%" rather than "don't drink and drive". Emphasise planning before kick-off, not just end-of-night reflections.
Tackle the misconceptions – 'I feel fine', and the 'I'll be fine after 2 pints'.	It's best to have none for the road. Because – it's impossible to know your limits as alcohol affects everyone differently, depending on weight, age, what they've eaten and stress levels. Because you can't know your limit, the only safe option if you're driving is 0.0% or 0.5%.
Tackle the misconception that you'll be fine the 'morning after'.	You also don't know how long alcohol will stay in your system after drinking, so it's best to have none for the road.
Offer positive alternatives to get home safely.	Make a plan, skip the risk. Book a cab, use a ride share app, crash on a mate's sofa, or just hand your keys to someone you trust.

Further guidance

Please ensure that you consult the guidelines before using the badges.

For any further questions relating to the badge, or how to partner, please contact **thinkcampaign@dft.gov.uk**

Thank you