

G-Regs™

Netherlands – Educational slogan alcohol



Full title:	The formatting and positioning requirements for the new educational slogan “Geen 18, Geen alcohol” as set out in Article 33 of the Alcohol Advertising Code.
Title of relevant section:	Educational Slogan, Article 33
Chapter:	Article 33
Paragraph 1	For the advertising of alcoholic beverages that are broadcast on television, in cinemas, theatres and closed-circuit TV systems any expression, in any event, should include - clearly legibly - the information/educational slogan specified in the second paragraph.
Paragraph 2	Any advertising for alcoholic beverages must show an educational slogan 'Not 18, no alcohol.' (Note: this is a more literal translation than the one shown in the Alcohol Code which is “No alcohol under 18”). This slogan can be used in combination with (the other established slogan) “Enjoy, but always drink in moderation”.
Paragraph 3	<p>All print advertising and all commercials for alcoholic beverages on websites and social network sites should include the educational slogan “Not 18, no alcohol” as referenced in paragraph 2.</p> <p>Exceptions are the expressions that appear on the Internet that are no longer part of a current campaign. “Action” advertising in the retail channel may use something other than the educational slogan referred to in paragraph 2; before the first use of a different slogan, permission must be obtained from the Code Contact Person of the retailer and STIVA. (Foundation for the Responsible Consumption of Alcohol)</p>
Paragraph 4	All advertisements for alcoholic beverages in banner form must bear the educational slogan 'No 18, at least no alcohol 'as mentioned in paragraph 2. This does not apply to banners equal to or less than 120 pixels wide and 60 pixels high.
Paragraph 5. Explanation Article 33	
Print advertising	<p>Guidelines for the use of the educational slogan for all forms of advertising are contained in the notes to this article</p> <p>Explanation of Article 33 Showing the educational slogan “Not 18, no alcohol” is mandatory for advertising of alcoholic beverages on television, cinema, print and commercials for the Internet. The following guidelines apply:</p> <p>Print Expressions The requirements for the use of the educational slogan “Not 18, no alcohol” and “Always drink in moderation” are for the following print expressions: advertising in newspapers, magazines, periodicals, posters, flyers and posters (including billboards, swanks, bus shelters and billboards) in which an alcoholic beverage, brand or manufacturer advertise.</p> <p>Slogan font</p>

URL of source: https://www.reclamecode.nl/bijlagen/SRC_NRC_Engels_apr14.pdf

Arial Italic

Slogan format

Dependent on the dimensions of the communication (width x height). For paper sizes up to A5, the headline must be displayed in a size similar to the body text of the communication. For larger paper sizes, the following requirements apply to the font size of the slogan:

- A5 (210 x 148 mm): font Size 9
- A4 (210 x 297 mm): font size 12
- A3 (420 x 297 mm): font size 16
- A2 (420 x 594 mm): font size 20
- A1 (841 x 594 mm): font size 24
- A0 (841 x 1189 mm): font size 30
- Bus shelter/multi-purpose advertising installations (1160 x 1710 mm): font size 150

For deviating (different) paper sizes larger than A4, font size should be per the paper size closest to the standard sizes stated above.

Slogan Position

The slogan must be sufficiently separate from the body text and positioned horizontally so that it attracts sufficient attention.

Slogan layout

The slogan must clearly contrast with the background colour, making use of positive (black) and negative (white) as much as possible.

Television, cinema and Internet commercials

Slogan Font Arial Italic.

Slogan font size

If the screen ratio is 16: 9 – standard broadband ratio - the slogan must be displayed in font size 26.

Slogan Duration

The slogan must be on screen for at least five seconds. Tag-ons and tag-forwards must also display the educational slogan for five seconds. If the tag-on or tag-forward is shorter than five seconds, the slogan must be displayed for the entire duration of the communication.

Slogan position

Horizontal at the base of the screen in the "title safe area" (or "text safe").

Slogan layout

The slogan must clearly contrast with the background colour, making use of positive (black) and negative (white) as much as possible.

Slogan Timing

The slogan may not be displayed simultaneously with a pack-shot, disclaimer or pay-off. The slogan must furthermore be sufficiently isolated as compared to the typeset body text so that it draws sufficient attention.

Internet banners

Type of Communication

The requirements for the use of the educational slogan "Geen 18, geen alcohol" and "Geniet, maar beverage met mate" ("Enjoy, but drink in moderation") apply to all types of banners. This does not apply to banners that are less than or equal to 120 pixels in width and 60 pixels in height.

Slogan Font
Arial Italic

Slogan Format
Font size 11

Slogan Position
The slogan must be sufficiently isolated as compared to the typeset body text and positioned horizontally, so that it draws sufficient attention.

Slogan Layout
The slogan must clearly contrast with the background colour, making use of positive (black) and negative (white) as much as possible.
