

Paragraph 1

Every advertising message for an alcoholic beverage should show the 'NIX18' logo on screen. This logo can be used in combination with 'Geniet, maar drink met mate' (English: Enjoy, but please drink responsibly).

Paragraph 2

For advertising messages for alcoholic beverages that are broadcasted on television, in cinemas and theatres, it holds that the screen shall in any case contain the – clearly readable – 'NIX18' logo.

Paragraph 3

For all printed advertising as well as for commercials for alcoholic beverages on websites and social networking sites (including social media) – even if that advertising is distributed by a third person with whom the advertiser has a relevant relationship – each expression must in any case be provided with the 'NIX18' logo as mentioned in paragraph 2. Exceptions are expressions portrayed on the internet that are no longer part of a current campaign. For promotional advertising in the retail channel another logo/slogan than the 'NIX18' logo referred to in paragraph 2 may be used. Before using another slogan for the first time, permission must be obtained from the Retail Code Contact Person and STIVA.

Paragraph 4

All advertising messages for alcoholic beverages in banner form should at least be provided with the 'NIX18' logo such as mentioned in paragraph 2. This does not apply to banners equal to or smaller than 120 pixels wide and 60 pixels high.

Paragraph 5

In case of advertising alcoholic beverages, the image/screen must contain the 'NIX18' logo. For influencers and influencer marketing, when distributing via social media, it is also permitted to add NIX18 or #NIX18 in the description and/or image, instead of adding the 'NIX18' logo to the image itself.

Paragraph 6

Directives for showing the 'NIX18' logo for all forms of advertising mentioned in this article are included in the explanation of this Article.

Explanation of Article 32

Showing the 'NIX18' logo is obligatory in advertisements for alcoholic beverages on television, in cinemas, in printed advertisements and in commercials for alcoholic beverages on the internet.

Here the following guidelines apply:

Printed Communications

Type of Communications

The requirements for the use of the 'NIX18' logo and the slogan 'Geniet, maar drink met mate' apply to the following printed communications: advertising messages in newspapers, magazines, flyers and posters, and displays (including billboards, swags, bus shelters and multi-purpose advertising installations) in which an alcoholic beverage, brand or producer is the central point of attention.

Slogan Format

Dependent on the dimensions of the communication (width x length/height). The 'NIX18' logo must cover at least 1.25% of the surface of the image size.

Slogan Position

The 'NIX18' logo must be placed sufficiently isolated as compared to the typeset body text and must be positioned horizontally, so that it draws sufficient attention.

Slogan Layout

The 'NIX18' logo must clearly contrast with the background colour, so that it draws sufficient attention, hereby making use, as much as possible, of positive (black) or negative (white) or another clear colour contrast that suits the 'NIX18' logo.

Television, Cinema and Internet Commercials (including social media)

Size of the logo

The 'NIX18' logo must cover at least 1.25% of the surface of the size of the screen.

Logo Duration

The 'NIX18' logo must be on screen for at least 10 seconds. Tag-ons and tag-forwards must also display the 'NIX18' logo for 10 seconds. If the commercial, tag-on or tag-forward is shorter than 10 seconds, the slogan must be displayed for the entire duration of the communication.

Slogan Position

The 'NIX18' logo must be placed sufficiently isolated as compared to the typeset body text and must be placed horizontally, so that it draws sufficient attention.

Slogan Layout

The 'NIX18' logo must clearly contrast with the background colour, so that it draws sufficient attention, hereby making use, as much as possible, of positive (black) or negative (white) or another clear colour contrast that suits the 'NIX18' logo.

Timing of the logo

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

Banners on the internet & internet marketing

Size of the slogan

The 'NIX18' logo must cover at least 1.25% of the surface of the image size.

Type of communications

The requirements for the use of the 'NIX18' logo apply to all types of banners and posts on social media. This does not apply to banners that are less than or equal to 120 pixels in width and 60 pixels in height.

Logo duration

In case of advertising videos or commercials the 'NIX18' logo must be on screen for at least 10 seconds. Tag-ons and tag-forwards must also display the 'NIX18' logo for 10 seconds. If the tag-on, tag-forward or advertisement is shorter than 10 seconds, then the slogan must be displayed for the entire duration of the communication.

Logo position

The 'NIX18' logo must be placed sufficiently isolated as compared to the typeset body text and must be placed horizontally, so that it draws sufficient attention.

Logo layout

The 'NIX18' logo must clearly contrast with the background colour, so that it draws sufficient attention, hereby making use, as much as possible, of positive (black) or negative (white) or another clear colour contrast that suits the 'NIX18' logo.

The 'NIX18' logo must be visible in the communication itself, adding the 'NIX18' logo to the description is not enough. An exception to this applies to influencers, as described in Article 32, paragraph 5.
The use of the 'NIX18' logo

The NIX18 logo: this logo can be downloaded (in various colours) from the STIVA website:
(<https://stiva.nl/download/980/?tmstv=1707822890>)

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