

SOCIAL MEDIA GUIDELINES FOR NATIONAL SAKE WEEK 2024

HASHTAG USAGE

PARTNERS ARE REQUIRED TO USE THE OFFICIAL HASHTAG #NATIONALSAKEWEEK2024 IN ALL SOCIAL MEDIA POSTS RELATED TO THE EVENT.

THE HASHTAG SHOULD BE INCLUDED IN CAPTIONS OR COMMENTS TO ENSURE VISIBILITY AND PARTICIPATION IN THE CONVERSATION SURROUNDING NATIONAL SAKE WEEK.

TAGGING OFFICIAL INSTAGRAM

PARTNERS MUST ALWAYS TAG THE OFFICIAL INSTAGRAM ACCOUNT @NATIONALSAKEWEEKUK IN THEIR POSTS.

TAGGING THE OFFICIAL ACCOUNT HELPS IN PROMOTING UNITY AND CONSISTENCY ACROSS ALL SOCIAL MEDIA PLATFORMS.

CONTENT GUIDELINES

CONTENT SHARED BY PARTNERS SHOULD ALIGN WITH THE THEME AND PURPOSE OF NATIONAL SAKE WEEK 2024, FOCUSING ON CELEBRATING AND PROMOTING SAKE CULTURE.

POSTS SHOULD BE ENGAGING, INFORMATIVE, AND RESPECTFUL OF CULTURAL SENSITIVITIES SURROUNDING SAKE CONSUMPTION.

CREATIVITY AND ORIGINALITY

PARTNERS ARE ENCOURAGED TO BE CREATIVE AND ORIGINAL IN THEIR SOCIAL MEDIA CONTENT CREATION.

THEY CAN SHARE UNIQUE STORIES, EXPERIENCES, RECIPES, AND INSIGHTS RELATED TO SAKE TO ENGAGE THEIR AUDIENCE EFFECTIVELY.

LANGUAGE AND TONE GUIDELINES

IN MAINTAINING THE PROFESSIONAL, INCLUSIVE, AND CULTURALLY SENSITIVE NATURE OF SOCIAL MEDIA POSTS DURING NATIONAL SAKE WEEK, IT'S ESSENTIAL TO ADOPT APPROPRIATE LANGUAGE AND TONE. OUR COMMUNICATION SHOULD REFLECT RESPECT FOR DIVERSE CULTURES AND COMMUNITIES, WHILE ALSO PROMOTING THE CELEBRATION OF SAKE CULTURE. AVOIDING OFFENSIVE LANGUAGE, STEREOTYPES, AND INSENSITIVE REMARKS IS CRUCIAL. INSTEAD, AIM FOR A TONE THAT IS WELCOMING, INFORMATIVE, AND ENGAGING FOR OUR AUDIENCE. LET'S ENSURE THAT OUR LANGUAGE AND TONE RESONATE POSITIVELY WITH ALL PARTICIPANTS THROUGHOUT THE EVENT.

VISUAL BRANDING GUIDELINES

WHEN INCORPORATING OUR LOGO INTO PARTNER POSTS, CONSISTENCY IS KEY TO REINFORCING THE IDENTITY AND MESSAGE OF NATIONAL SAKE WEEK.

LOGO USAGE

PARTNERS ARE ENCOURAGED TO INCORPORATE THE OFFICIAL NATIONAL SAKE WEEK LOGO INTO THEIR PROMOTIONAL MATERIALS, SOCIAL MEDIA POSTS, AND EVENT-RELATED CONTENT.

THE LOGO SHOULD BE DISPLAYED PROMINENTLY TO INCREASE BRAND VISIBILITY AND RECOGNITION DURING NATIONAL SAKE WEEK.

COLOUR PALETTE

THE PREFERRED COLOUR PALETTE FOR THE NATIONAL SAKE WEEK LOGO INCLUDES SHADES OF DEEP RED, WHITE, PINK & BLACK. THE COLOUR PALLET CAN BE FOUND IN OUR FILE DOWNLOADS

PARTNERS SHOULD ENSURE THAT THE COLOURS USED IN CONJUNCTION WITH THE LOGO ALIGN WITH THESE SPECIFICATIONS TO MAINTAIN CONSISTENCY AND BRAND INTEGRITY.

PREFERRED FONTS

PARTNERS ARE ADVISED TO USE CLEAN, LEGIBLE FONTS WHEN INCORPORATING TEXT ALONGSIDE THE NATIONAL SAKE WEEK LOGO.

SANS-SERIF FONTS ARE RECOMMENDED FOR OPTIMAL READABILITY AND VISUAL APPEAL.

AVOID USING DECORATIVE OR OVERLY STYLISED FONTS THAT MAY DETRACT FROM THE CLARITY AND PROFESSIONALISM OF THE LOGO.

IMAGE STYLES

WHEN INCLUDING THE NATIONAL SAKE WEEK LOGO IN VISUAL CONTENT, PARTNERS SHOULD ENSURE THAT THE LOGO IS DISPLAYED CLEARLY AND WITHOUT DISTORTION. MAINTAIN SUFFICIENT SPACING AROUND THE LOGO TO PREVENT OVERCROWDING AND MAINTAIN VISUAL BALANCE. THE LOGO SHOULD BE PRESENTED IN A MANNER THAT ENHANCES ITS VISIBILITY AND RECOGNISABILITY WITHIN THE CONTEXT OF PARTNER MATERIALS AND SOCIAL MEDIA POSTS.

LOGO PLACEMENT

PARTNERS SHOULD STRATEGICALLY PLACE THE NATIONAL SAKE WEEK LOGO IN AREAS WHERE IT WILL BE EASILY NOTICED BY VIEWERS. CONSIDER INCORPORATING THE LOGO INTO HEADERS, BANNERS, PROMOTIONAL GRAPHICS, AND EVENT SIGNAGE TO MAXIMISE EXPOSURE AND REINFORCE THE EVENT'S BRANDING.

LOGO VARIATIONS

DOWNLOADS ON OUR SITE ARE AVAILABLE WITH DIFFERENT VARIATIONS OF THE NATIONAL SAKE WEEK LOGO, INCLUDING FULL-COLOUR AND MONOCHROME VERSIONS. SELECT THE LOGO VARIATION THAT BEST COMPLEMENTS THE DESIGN AESTHETIC AND COLOUR SCHEME OF YOUR PROMOTIONAL MATERIALS.

COLLABORATION AND ENGAGEMENT

PARTNERS ARE ENCOURAGED TO ENGAGE WITH THEIR AUDIENCE BY RESPONDING TO COMMENTS, MESSAGES, AND INQUIRIES PROMPTLY. COLLABORATIONS WITH OTHER PARTNERS OR INFLUENCERS WITHIN THE SAKE COMMUNITY ARE WELCOMED AND ENCOURAGED TO AMPLIFY THE REACH AND IMPACT OF NATIONAL SAKE WEEK.

PARTNER REQUIREMENTS

IF PARTNERS HAVE ANY SPECIFIC REQUIREMENTS FOR CONTENT POSTING, IT IS THEIR RESPONSIBILITY TO COMMUNICATE THOSE TO THE NATIONAL SAKE WEEK ORGANISERS IN A TIMELY MANNER.

RESPONSIBLE DRINKING MESSAGE

ALL EVENT POSTS SHOULD INCLUDE THE MESSAGE "PLEASE DRINK SAKE RESPONSIBLY" TO PROMOTE RESPONSIBLE ALCOHOL CONSUMPTION AND SAFETY DURING NATIONAL SAKE WEEK.

BY FOLLOWING THESE GUIDELINES, PARTNERS CAN CONTRIBUTE TO THE SUCCESS OF NATIONAL SAKE WEEK 2024 WHILE MAINTAINING CONSISTENCY AND COHERENCE ACROSS VARIOUS SOCIAL MEDIA PLATFORMS.

CHEERS TO A SUCCESSFUL CELEBRATION OF SAKE CULTURE! 🍷 #NATIONSAKEWEEK2024