

## **SOCIAL MEDIA GUIDELINES FOR NATIONAL SAKE WEEK 2025**

### **HASHTAG USAGE**

Partners are required to use the official hashtag #NATIONALSAKEWEEK2025 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 2025, 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**

Consistency is key to reinforcing the identity and message of National Sake Week when incorporating our logo into partner posts.

### **LOGO USAGE**

Partners are encouraged to incorporate the official National Sake Week 2025 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, and black. The updated colour palette file for 2025 can be found in our downloads section.

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 AND LOGO PLACEMENT**

When including the National Sake Week 2025 logo in visual content, ensure it is displayed clearly and without distortion.

Maintain sufficient spacing around the logo to prevent overcrowding and maintain visual balance. Strategically place the logo in areas where it will be easily noticed by viewers, such as headers, banners, promotional graphics, and event signage.

### **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 2025.

### **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 2025 while maintaining consistency and coherence across various social media platforms.

Cheers to another successful celebration of sake culture! 🍷 #NATIONALSAKEWEEK2025