

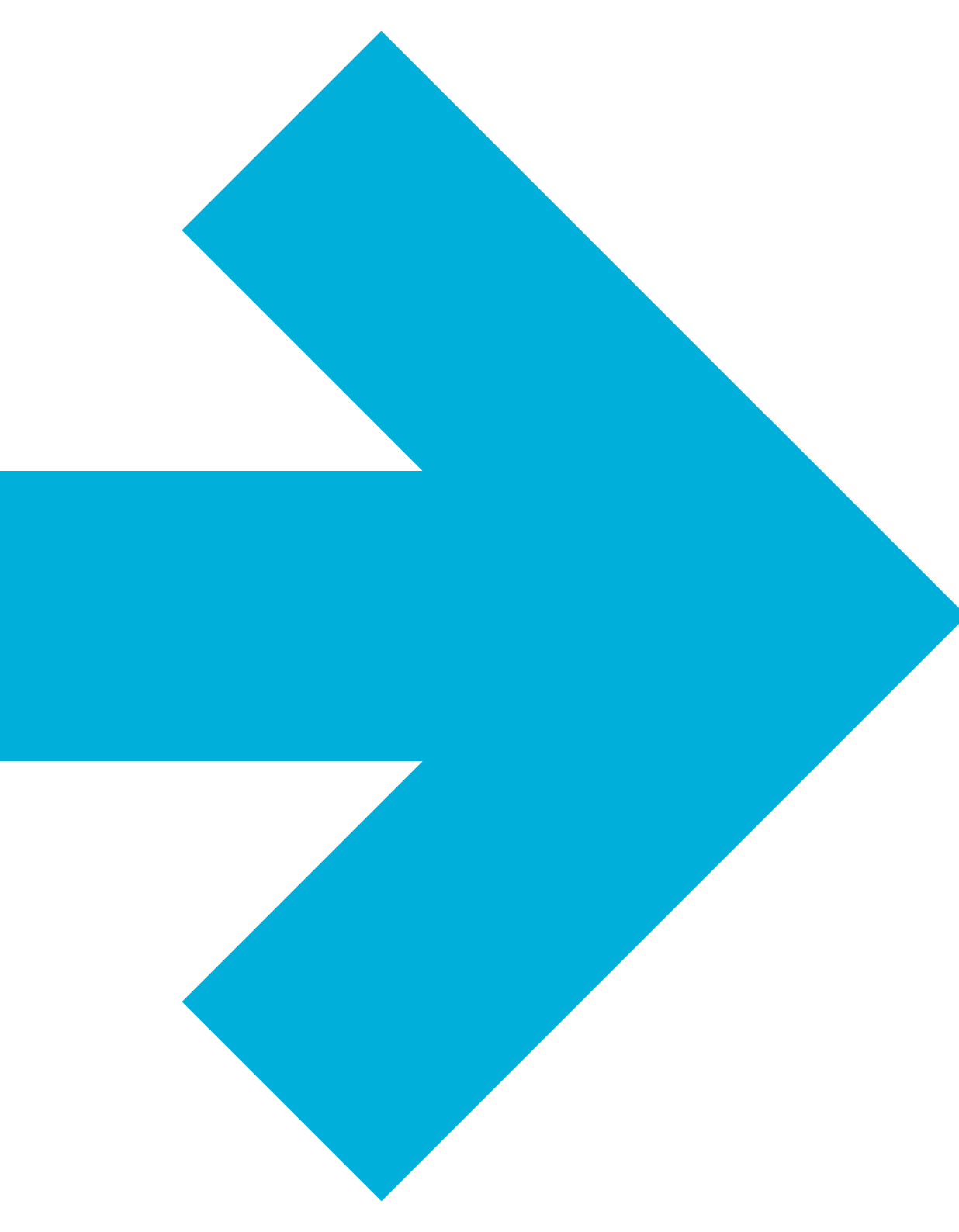
# Brand guidelines

May 2026 – V2

Association of Convenience Stores

DECLINE  
'09





# DECLINE '09

**From 1<sup>st</sup> January 2027**, the Government will introduce a generational ban on the sale of tobacco. The generational tobacco ban introduces a permanent cut-off date of 2009 for tobacco sales.

**Retailers will no longer be able to legally sell any tobacco products to anyone born on or after 1<sup>st</sup> January 2009.**

You should continue to use Challenge 25 for the coming years.

**Tobacco products include:**

- Cigarettes, cigars, and cigarillos
- Handrolled tobacco, pipe tobacco, nasal tobacco, and cigarette papers
- Herbal smoking products, heated tobacco, chewing tobacco and waterpipe tobacco products.

# The logo

The Decline '09 logo must carry or endorse all communications created for the campaign.

The precise positioning of the logotype and the proportions of its elements must always be reproduced in the set relationship shown here. On no account must it ever be redrawn or modified.



## Exclusion zone

An area entirely clear of copy and any other graphic devices must always surround our logo.

The formula for this exclusion zone is shown below and applies to all sizes of logo reproduction. The cap height of the letter 'D', should be used to mark the minimum height and width of the exclusion zone.



# The logo

## Usage and backgrounds

The Decline '09 logo should only feature in the three brand colours featured below ie white, light blue and black. On a white background the logo must only appear in black and light blue colours. Reverse versions are shown below, for use on light blue and black backgrounds.

For mono colour applications, the logo can appear in all black or white reverse. If it is unavoidable for the Decline '09 logo to appear on a different background to the examples shown here (for example on partner communications), then please only use the mono black or white versions of the logo for contrast. In particular please avoid placing the brand on a red background to avoid a clash with the existing Challenge 25 campaign.



The Decline '09 logo should not be used on a red background to avoid confusion with the Challenge 25 scheme.



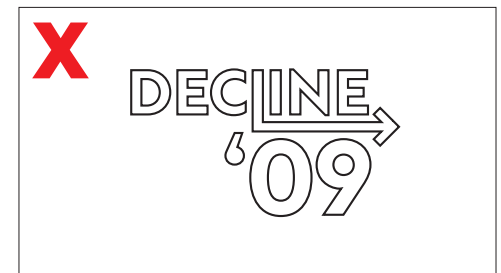
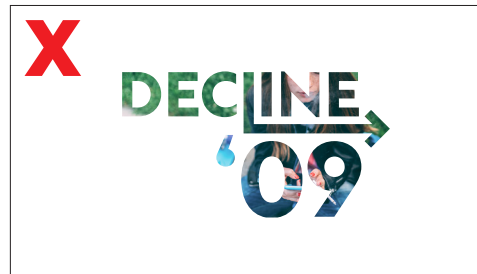
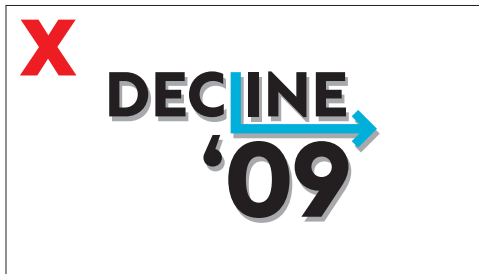
# The logo

## Incorrect use

The examples on this page indicate inconsistent and incorrect representations of the logo. Altering the logo in any way will undermine the impact of the identity, and in turn the visual brand.

## Minimum size

For ease of recognition a minimum size for reproduction of the standard logo and the logo sub-brands has been set at 12mm in print, and 45 pixels on screen.



# Typography

The recommended font family to be used on all Decline '09 materials is Gotham.

For body text, a minimum of 9 point text on 11.5 point leading should be used.

There are five standard weights that we use from the Gotham family.

## Gotham Black (main headings)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&\*()\_+?:",./<>

## Gotham Bold (sub-headings)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&\*()\_+?:",./<>

## Gotham Medium (body text emphasis)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&\*()\_+?:",./<>

## Gotham Book (body text)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&\*()\_+?:",./<>

## Gotham Light (body text)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&\*()\_+?:",./<>

# The colour palette

Decline '09 brand communications should only feature the three colours shown below. A limited colour palette gives a simplicity to the campaign messaging, in order to achieve maximum impact.



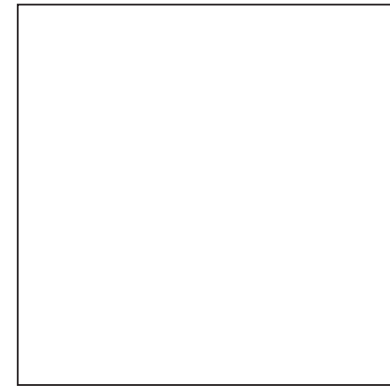
Black

C 0 M 0 Y 0 K 100  
RGB 0 0 0  
Hex #000000



Light Blue

Pantone 312C  
C 92 M 0 Y 12 K 0  
RGB 0 169 206  
Hex #00A9CE

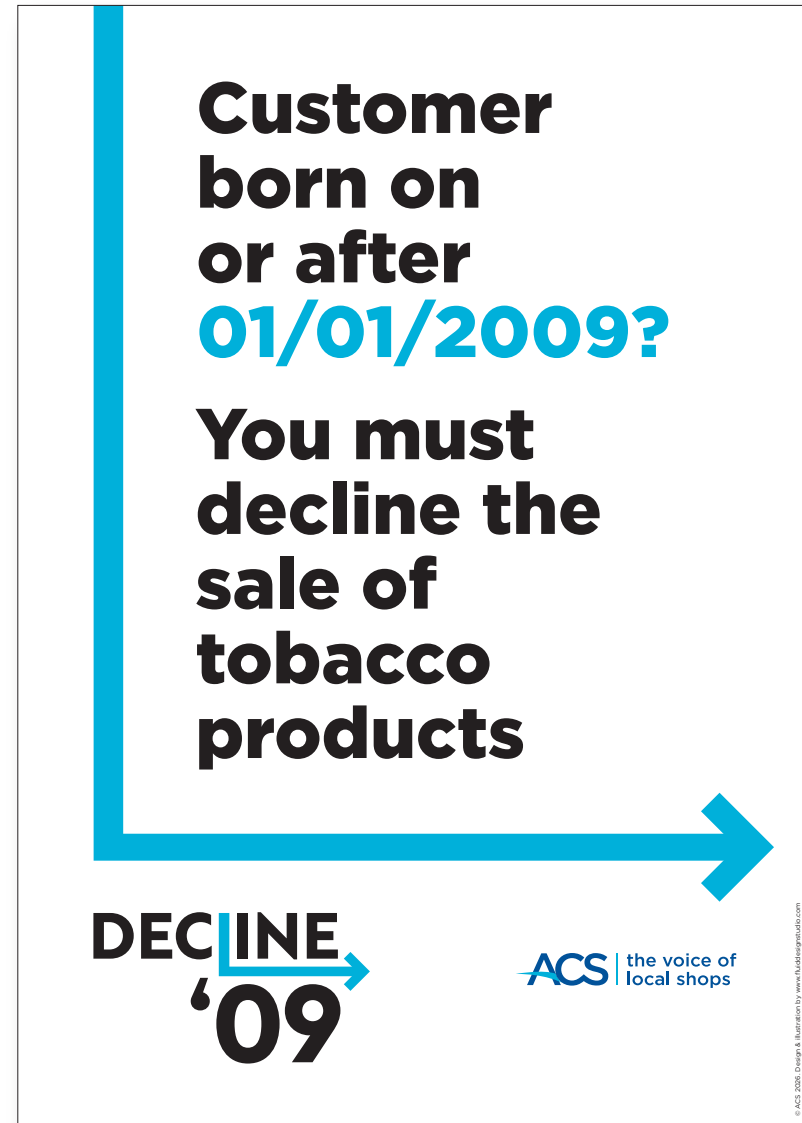
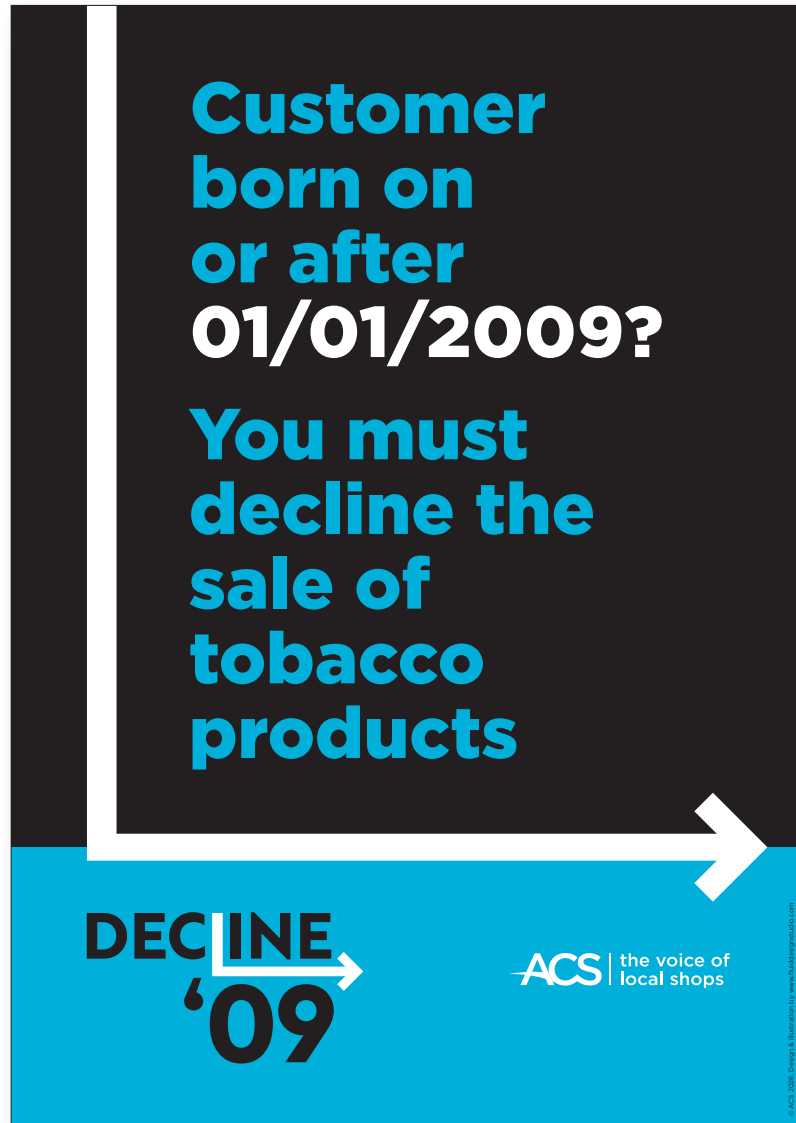


White

C 0 M 0 Y 0 K 0  
RGB 255 255 255  
Hex #FFFFFF

# Visual design examples

Colleague facing A4 posters: full colour version and printer ink/toner friendly white version



# Visual design examples

Customer facing A4 posters: full colour version and printer ink/toner friendly white version



**Were you  
born on  
or after  
01/01/2009?**

**It is illegal  
for us to  
sell you  
tobacco  
products**

**DECLINE  
'09**

**ACS** | the voice of  
local shops

© ACS 2008. Design & Illustration by www.kiddesignstudio.com

The poster features a black background with a white arrow pointing right. The text is in blue and white. The date '01/01/2009?' is in white. The bottom section is blue with white text.



**Were you  
born on  
or after  
01/01/2009?**

**It is illegal  
for us to  
sell you  
tobacco  
products**

**DECLINE  
'09**

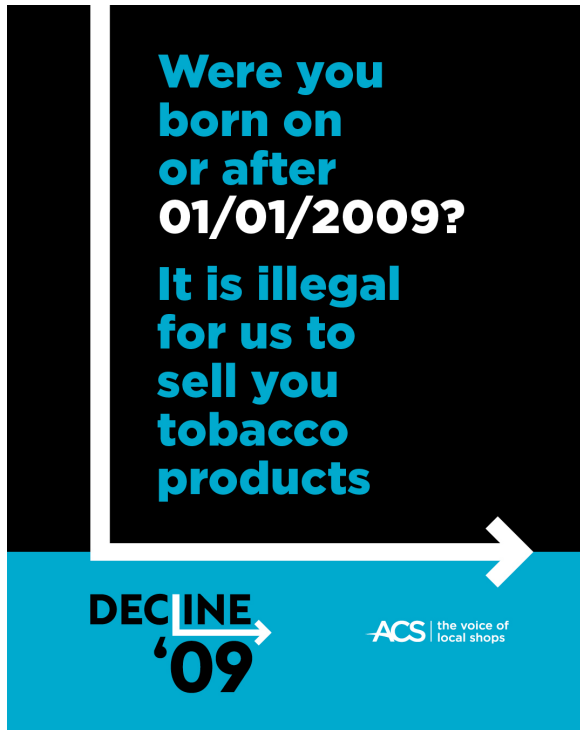
**ACS** | the voice of  
local shops

© ACS 2008. Design & Illustration by www.kiddesignstudio.com

The poster features a white background with a blue arrow pointing right. The text is in black and blue. The date '01/01/2009?' is in blue. The bottom section is white with blue text.

# Visual design examples

Social media tiles (customer facing)



1080x1350px



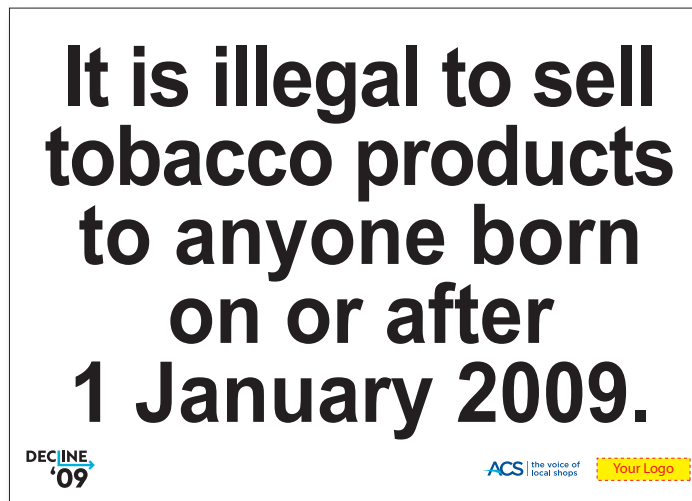
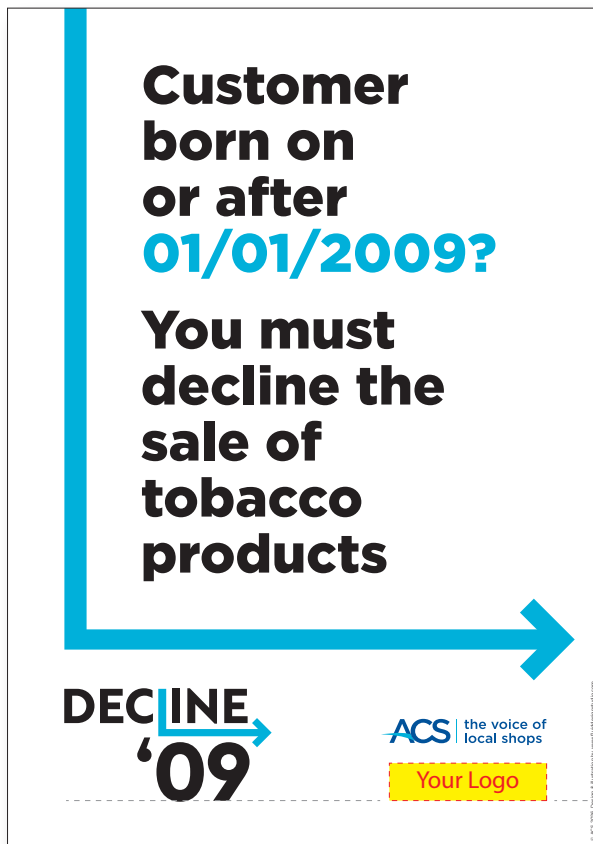
1200x630px



1080x1080px

# Partner branding

Decline '09 brand communications may feature your organisation's logo to show support and affiliation with this ACS initiative. The examples on this page show the recommended positions and size your logo should appear, on the range of visual assets available. Please ensure any materials produced which add your organisation's logo to the Decline '09 resources, are first approved by Daniel Askew at ACS before publishing. Please email [daniel.askew@acs.org.uk](mailto:daniel.askew@acs.org.uk) or call 01252 515001 for more information.



Regulations compliant A3 landscape poster



Social media tile: 1200x630px

Please use a whiteout version of your logo on the light blue background.

# Contact / approval

All media bearing the **Decline '09** logo must be approved by ACS (Association of Convenience Stores) prior to publication. Please contact **Daniel Askew** as required.

**Daniel Askew**

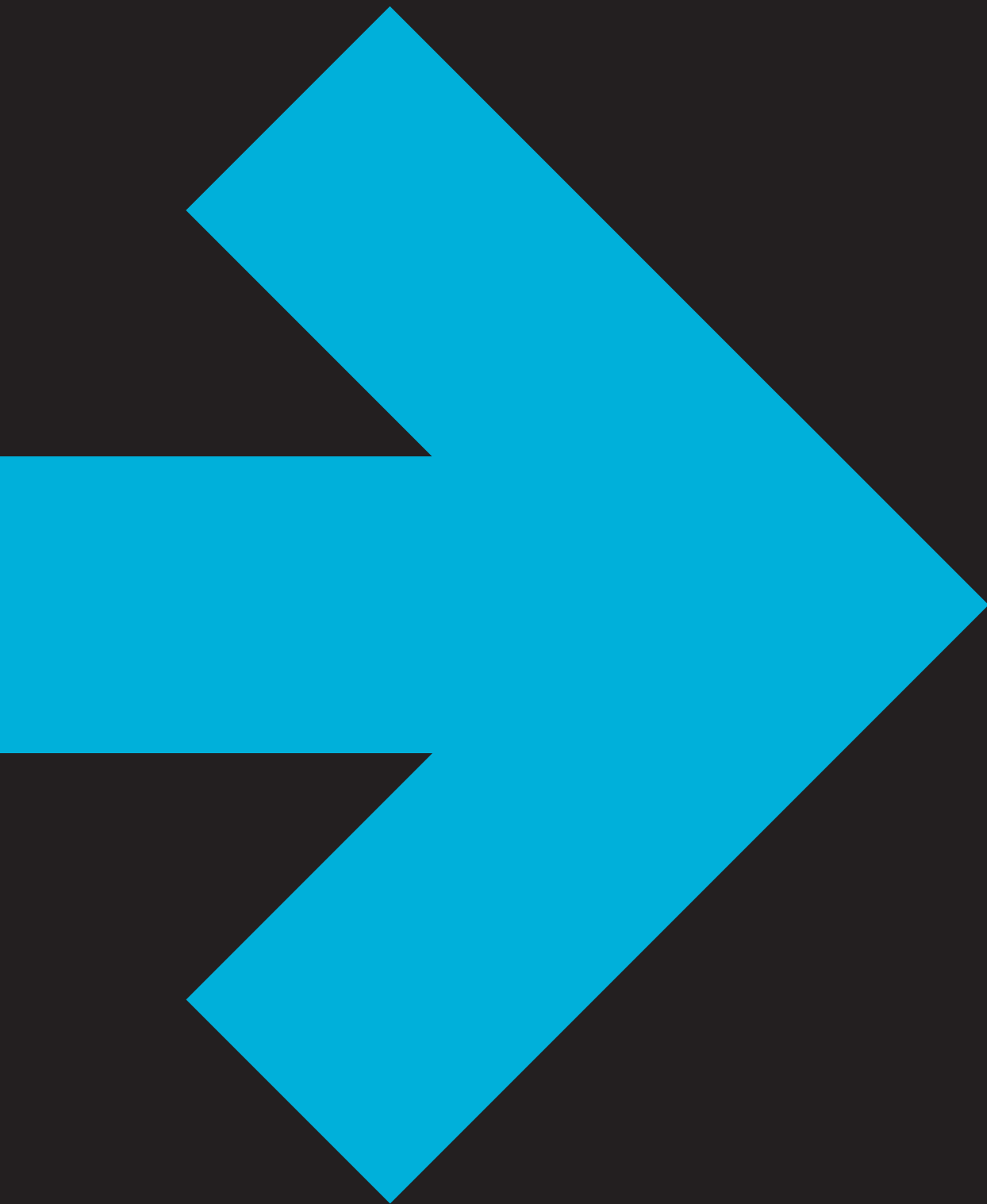
**Public Affairs Manager – Product Regulation & Crime**

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**'09**