

UK VINEYARD GUIDE

Participation Guidance

Thank you for joining Grown Here. Poured Here.

This pack contains everything you need to show your support for English and Welsh wine. You do not need a designer, a big budget, or any technical knowledge. Everything in here is ready to use.

No. 01

What is in your download folder

Campaign badge (square, 1:1)
Nine colour variants: Terracotta (lead), Blush, Charcoal, Cream, Merlot, Moss, Olive, Stone, Transparent. Use in email footers, website headers, or anywhere a square badge fits.

Campaign badge (story format, 9:16)
The same nine colour variants, sized for Instagram and Facebook Stories.

Transparent PNG overlay
Ten colour variants: all of the above plus Orange and White. Use as an overlay on your own photography or social content.

Transparent PNG watermark
White only. For placing lightly over imagery.

Email banner
Three banner designs to choose from. Drop any of them into your email footer or newsletter header.

Print-ready sticker files (80x80mm)
Two shapes: square and circle. Each supplied as a print-ready PDF and an .ai source file. Take the PDF to any sticker printer.

This guidance note
Plain-language instructions for getting the most from your assets.

No. 02

How to use your assets

Pick the colour that works for you
Terracotta is the lead colourway for the campaign, but we know it will not suit every brand. Use whichever variant sits best alongside your own visual identity. The transparent PNG and watermark versions give you the most flexibility if you are placing the badge over your own imagery.

On social media
Add the campaign badge to your grid posts and Stories. Use the story format (9:16) for Instagram and Facebook Stories. Use the square format for feed posts. Tag #GrownHerePoured Here in every post and tag @ukvineyardguide where you can and we will happily reshare.

On your website
Add the square badge to your homepage, your wine list page, or your footer. Link it to ukvineyardguide.co.uk/grownherepouredhere if you would like to direct visitors to the campaign.

In your emails
Drop one of the email banners into your newsletter or any customer email this Christmas. The banners are ready to use at standard email widths.

In your venue
Print your window sticker and pop it up on your front door, window, or counter. It tells your customers you are part of the movement before they even walk in.

No. 03

Your window sticker

Your download folder includes print-ready sticker files in two shapes: square and circle, both 80x80mm. Each is supplied as a PDF (ready to send to any printer) and an .ai source file (if you would like to adjust it in Adobe Illustrator).

To order your stickers:

1. Open the PDF file for your chosen shape.

2. Send it to a local or online sticker printer. Any printer offering short-run sticker printing will be able to use it.
3. We recommend ordering a small run to start (10 to 20 stickers is plenty for most venues).

No. 04

Hashtag and suggested copy

Use **#GrownHerePouredHere** in every social post. Keep it to a maximum of five hashtags per post.

Suggested caption ideas

Feel free to adapt these in your own voice:

- "Proud to be pouring English and Welsh wine. Ask us what we have on the list. **#GrownHerePouredHere**"
- "From vine to glass, right here at home. **#GrownHerePouredHere** **@ukvineyardguide**"
- "This Christmas, we're keeping it homegrown. Discover what English and Welsh wine has to offer. **#GrownHerePouredHere**"
- "The festive season calls for something special. This year, we're pouring homegrown. **#GrownHerePouredHere** **@ukvineyardguide**"

No. 05

Questions

If you have any questions or would like any further support, head to ukvineyardguide.co.uk/grownherepouredhere or get in touch with us directly.

Thank you for being part of the movement.

Ashley
Founder, UK Vineyard Guide