

**ARA OUTDOOR POLICY  
Underage Line  
Drink/Drive Statement**

**CODE ANNEXURE B**

# SUMMARY OF OUTDOOR

- Arial and bold must be used as the standard font
- True Type Title casing must be used
- A white block with a black rule at the top of the block must be used as a holding block for the text line
- The holding block must occupy **10% of the height** of the type safe area at the bottom of the page
- The text line within the holding block must be run as one unbroken line
- The text line must **fill up the holding block as much as possible** and be horizontally and vertically centered
- For large formats or landscape wraps, the message should appear at 20 meter intervals and on every wrap face
- **One of two alternative messages must be displayed on the billboard on an approximate fifty/fifty basis**
  - **Be Responsible. Don't Drink and Drive.**
  - **Not for Sale to Persons Under the Age of 18.**

# DEADLINE FOR COMPLIANCE

**1 December 2009**

This includes existing Outdoor Advertising.

# TRUE TITLE TYPE



**Not for Sale to Persons Under the Age of 18.**

**Font:** Arial

**Use:** Bold

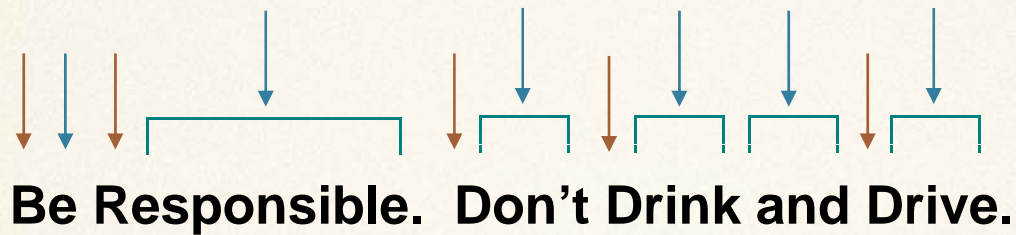
**Case:** True Title

↓ These letters are upper  
↓ These letters are lower

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# TRUE TITLE TYPE



**Be Responsible. Don't Drink and Drive.**

The diagram shows the sentence "Be Responsible. Don't Drink and Drive." in bold. Above the text, arrows indicate the case of each letter: brown arrows point to the letters B, R, S, P, D, and D, while blue arrows point to the letters e, e, s, p, o, n, d, r, i, n, k, a, n, d, d, r, i, v, e.

**Font:** Arial

**Use:** Bold

**Case:** True Title

↓ These letters are upper  
↓ These letters are lower

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# WHITE BLOCK WITH BLACK RULE

**Not for Sale to Persons Under the Age of 18.**

To be used in a white block at 10% of document height with a black rule at the top of the block across the length of the page. Black type to fill block as much as possible. 6

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# WHITE BLOCK WITH BLACK RULE

**Be Responsible. Don't Drink and Drive.**

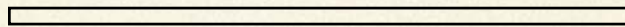
- Use a white holding block at the bottom of the page with a black rule at the top, across the length of the page
- The text line must fill up the holding block as much as possible
- Horizontally and vertically centered

# 10% HEIGHT LANDSCAPE



The following grid has been used in certain examples to give a visual representation of percentages. The Underage Line should always occupy 10% of the artwork.

Each rectangle represents 2% of area



Therefore 5 rectangles would equal 10%

Whilst a grid of 50 rectangles is used to visually represent percentages, no one is expected to  
29 June 2010 make up a grid of 50 rectangle to stretch over a piece of artwork. 8

# 10% HEIGHT LANDSCAPE

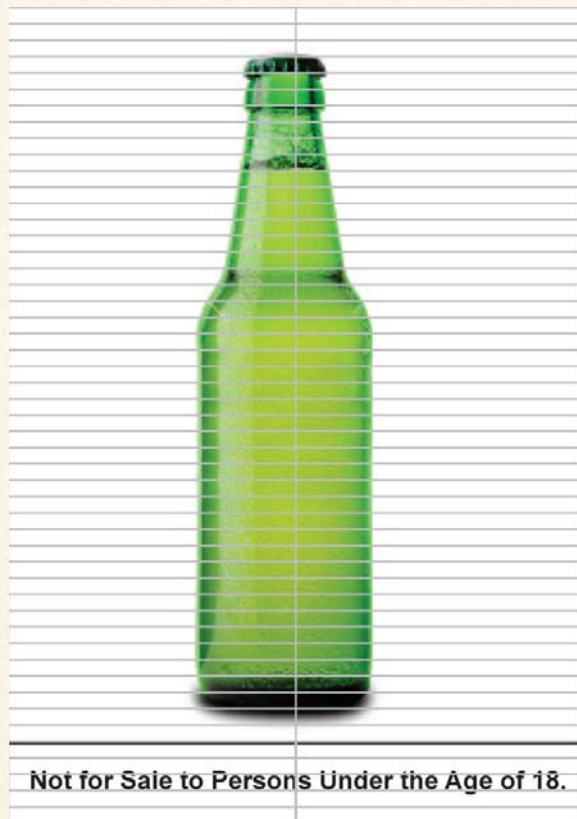


- This grid has been used as an example to give a visual representation of percentages. The holding block must always occupy 10% of the artwork
- Each rectangle represents 2% of area, therefore 5 rectangles would equal 10%
- Whilst a grid of 50 rectangles is used to visually represent percentages, no one is expected to make up a grid of 50 rectangles to stretch over a piece of artwork

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# 10% HEIGHT PORTRAIT



As with the landscape option the Underage Line should always occupy  
29 June 2010 10% of the artwork. 10

# 10% HEIGHT PORTRAIT



Be Responsible. Don't Drink and Drive. 10%

- As with the landscape option the holding block must always occupy 10% of the height of the type safe area with the text line occupying as much space of the holding block as possible

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**OUTDOOR  
-LANDSCAPE-**

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**EXAMPLE – Underage Line**

**3x12m**

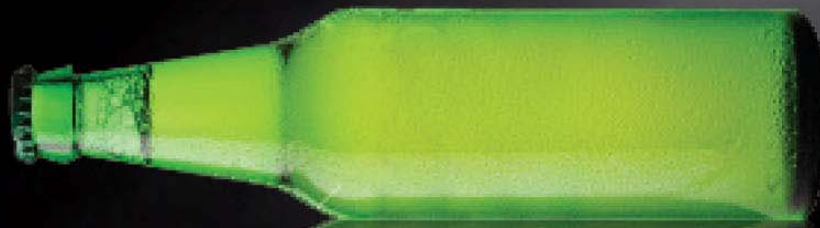


10%

## EXAMPLE – Drink/Drive Statement

3x12m

FAKE  
HEADLINE



Be Responsible. Don't Drive and Drive.

10%

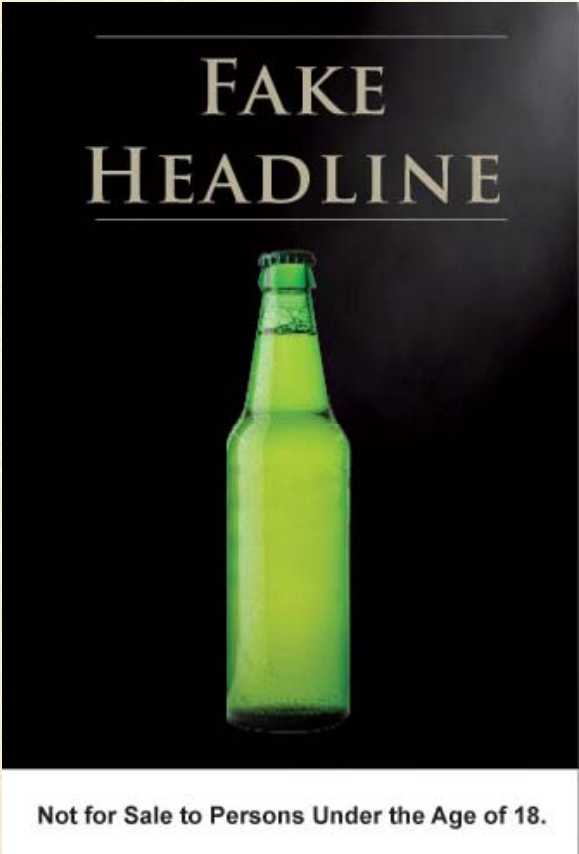
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OUTDOOR  
-PORTRAIT-

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**EXAMPLE**

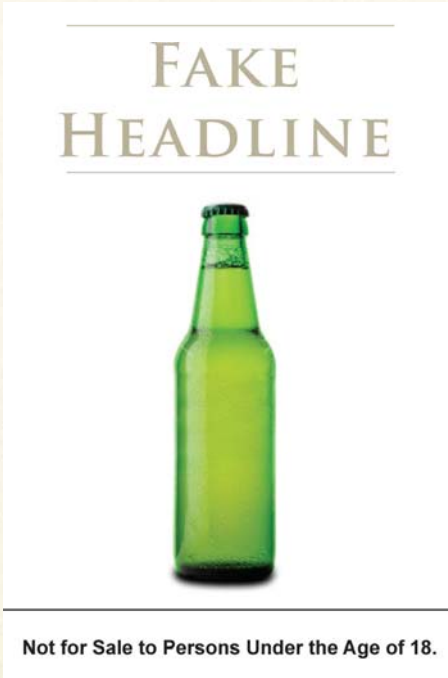
9x6, 7.5x5 and 6x4m



FAKE  
HEADLINE

Not for Sale to Persons Under the Age of 18.

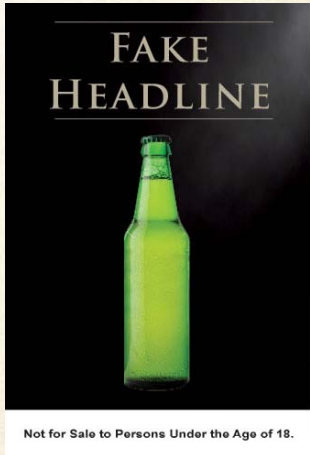
10%



FAKE  
HEADLINE

Not for Sale to Persons Under the Age of 18.

10%



FAKE  
HEADLINE

Not for Sale to Persons Under the Age of 18.

10%

# EXAMPLE

9x6, 7.5x5 and 6x4m

FAKE  
HEADLINE

Be Responsible. Don't Drink and Drive. 10%

FAKE  
HEADLINE

Be Responsible. Don't Drive and Drive. 10%

FAKE  
HEADLINE

Be Responsible. Don't Drive & Drive. 10%

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OUTDOOR  
-OTHER-

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# EXAMPLE

## Wrap



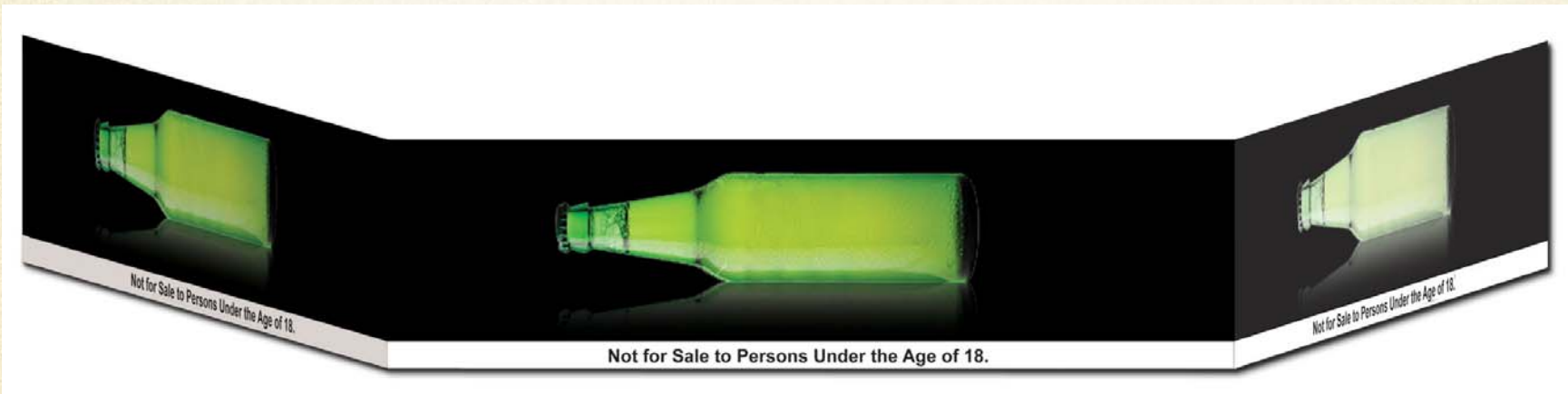
Not for Sale to Persons Under the Age of 18.

Not for Sale to Persons Under the Age of 18.

Not for Sale to Persons Under the Age of 18.

Not for Sale to Persons Under the Age of 18.

10%



Not for Sale to Persons Under the Age of 18.

Not for Sale to Persons Under the Age of 18.

Not for Sale to Persons Under the Age of 18.

10%

Repeat the Underage Line for every 20 meters of wrap length and every wrap face.

# EXAMPLE

## Wrap



- Repeat the message for every 20 meters of wrap length and every wrap face.