

LOGO



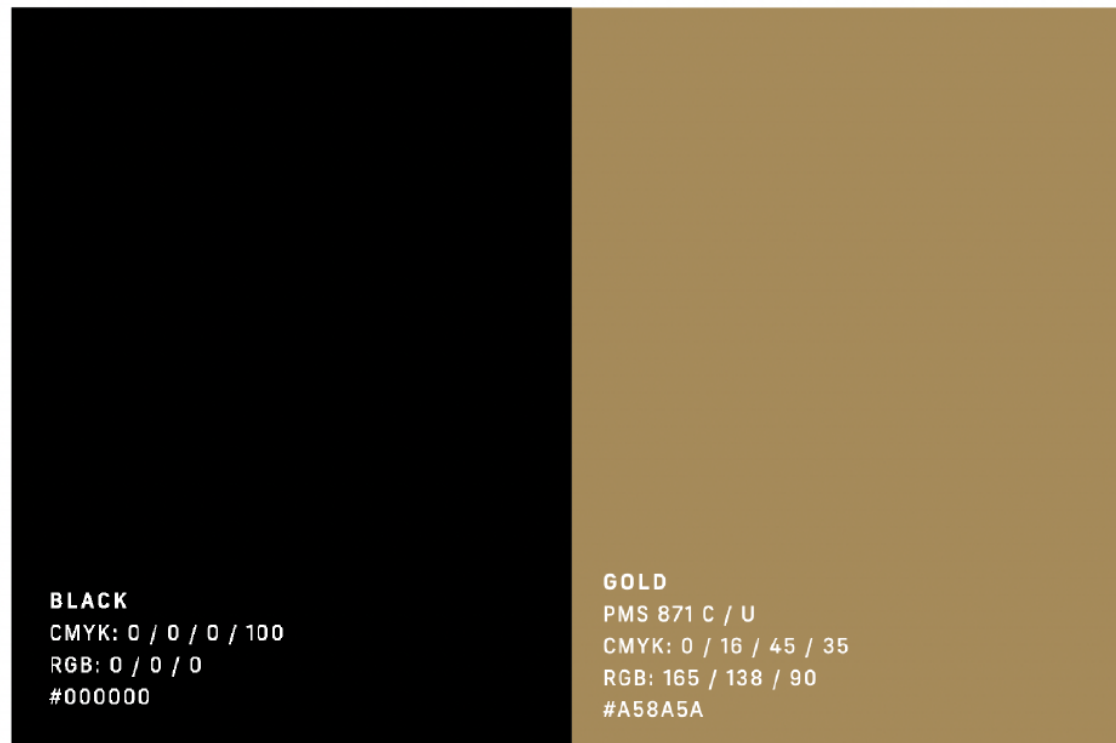


JUNE 13 - 20 2026

SATURDAY JUNE 13 - WORLD GIN DAY
SATURDAY JUNE 20 - WORLD MARTINI DAY



COLOR




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TYPOGRAPHY

To make the World Gin Week branding system easy for everyone to use and apply consistently, we will supply the fonts.

 GillSans.ttc

 Marisa-Medium.otf

 MarisaMedium.ttf

GILL SANS is the primary typeface for World Gin Week. It has a straightforward, honest tone and comes in a wide range of weights with matching italics. Use Gill Sans for headlines, pull quotes, charts, and whenever possible across World Gin Week communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MARISA MEDIUM is the secondary typeface for World Gin Week. It brings warmth and character through its Art Deco-inspired design and is available in its distinctive display style. Use Marisa for headlines, subheads, callouts, or anywhere a more expressive voice is needed.

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WORLD GIN WEEK

HISTORY

Gin as we know it was invented in England.

It was inspired by the Dutch spirit genever, which was very popular in the UK from the 1600s onwards, and which the English tried unsuccessfully to replicate; genever was an unaged rye whiskey with a tiny amount of juniper added, however, very unlike what we now know as gin.

The English added twenty (or more) times the juniper, and (after the column still was invented in 1830) switched the base from unaged rye to the new neutral spirit that such column stills could produce.

The product was still sweetened, however, and the final piece of the puzzle was the evolution to "dry" (unsweetened) gin, which began to be made (and exported to the US) around 1900.

Dry gin took over the mantle of Dutch genever as the engine of the First Golden Age of Cocktails, which had begun around 1850 in the US, and lasted until the eve of Prohibition, 1919.

During Prohibition, gin's popularity only rose, as it was quick and cheap to make.

Post-Prohibition, gin's popularity grew still further, peaking in the late 1960s with the infamous Three Martini Lunch, and gradually declining from 1969 onwards, when vodka first eclipsed gin as the unaged white spirit of choice, first in the US, then elsewhere.

The renaissance of gin began with the Second Golden Age of Cocktails, which started around 1994 in London, spread to New York by the early 2000s, and continues in full force to this day.

World Gin Day was created as being the second Saturday in June in 2009, and in 2012 World Martini Day was created as the third Saturday in June.

In 2026, Karl Finegan and Philip Duff will launch World Gin Week, promoting gin in all its forms, everywhere in the world, as the week between World Gin Day and World Martini Day, which in 2026 falls between Saturday 13 and Saturday 20 June.

As well as hosting our own events at Ivory Peacock, we will be encouraging bars everywhere to promote the enjoyment of gin; creating special World Gin Week menus of gin cocktails, hosting their own tastings, Gin Dinners and other events, all with a suggested charitable donation, too.

Gill Sans font

SOCIAL

WORLD GIN WEEK

