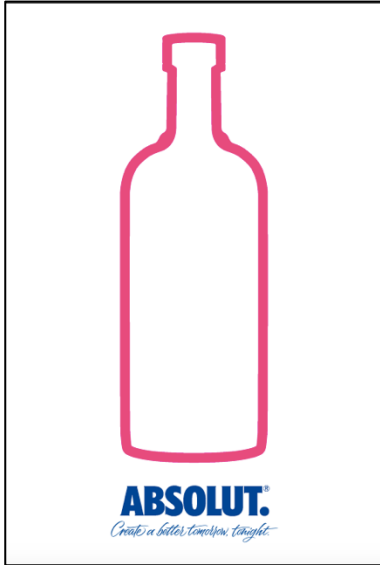


ABSOLUT.[®]

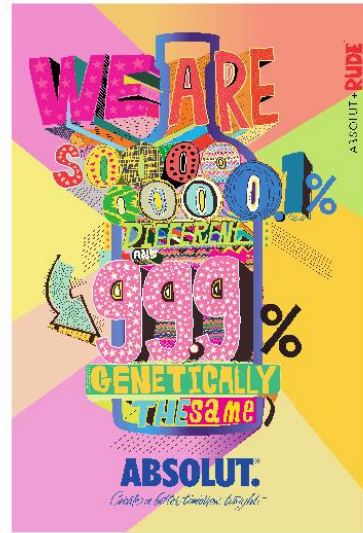
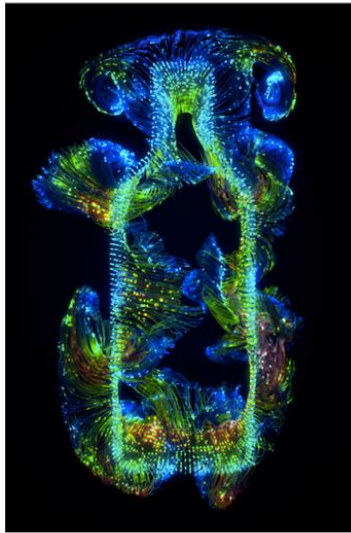
Create a better tomorrow, tonight.

TEMPLATE GUIDANCE & INSPIRATION



This is our bottle silhouette. Get creative, play around with it, and own it, but make sure the bottle shape is recognizable in your artwork! You'll find some inspiration images below.

The Absolut logo will be applied to your artwork after submission, in white or in blue depending on the colors you are using. Bear in mind, it will be placed in this exact location on all artworks.



Do you plan to have pictures of actual people in your artwork (like in the ad above)? If so, please make sure they are above the age of 25 and that they sign a "Third Party Release"-form, which will be collected upon request. You find it here:

https://www.absolut.com/globalassets/documents/absolut_-_third_party_release.pdf