
SUSTAINABLE WA



Sustainable WA was built of, for and by the industry.

Washington Winegrowers oversees the third-party audit and certification process related to the Sustainable WA Winegrape Standard. The Washington State Wine Commission manages the brand and marketing. The Washington Wine Industry Foundation processes funds raised and seeks additional funding through grants and industry, as needed. The Washington Wine Institute communicates industry commitment to sustainability with policymakers. The program was built as a partnership, and will remain a partnership.



The **Sustainable WA Certified Grapes** logo was created to work in concert with your brand. Use these guidelines to ensure the integrity of this program is maintained everywhere you integrate the logo.

The Sustainable WA logo and brand are the intellectual property of the Washington State Wine Commission. Usage of the logo used herein is permitted if proper certification has been achieved and the rules and guidelines outlined in the document are adhered to.




OBTAINING THE LOGO

Eligibility for use of the Sustainable WA Certified Grapes logo and associated claims is based on growers undergoing third-party audits and achieving certification, while wineries sourcing certified wine grapes that wish to use the logo must undergo a chain of custody audit and be certified.

1 Vineyard or winery must submit plan for logo use to the Sustainable WA Governance Council, using the provided “Plan for Logo Use” form.

2 The Sustainable WA Governance Council will grant access to the Sustainable WA Certified logo files to certified wineries and vineyards.


3 This process must be completed every other year for each approved logo use. Certified logo holders may add a logo use at any time by submitting a new plan to the Sustainable WA Governance Council.

 **All certified vineyards and wineries must adhere to the brand guidelines as outlined in this document.**
The Washington State Wine Commission reserves the right to revoke logo usage if guidelines are not adhered to.

LOGO

This logo may only be used by growers who have vineyards that have been certified, or by wineries with a valid chain of custody certificate that are marketing wine grapes from vineyards that have achieved certification.

- This certification logo may be used on wine labels that contain a minimum of 75% Sustainable WA certified grapes. This is the ONLY logo that is permitted for use on labels.
- This logo may be used when promoting the Sustainable WA program in any marketing materials, including tasting notes, on websites, social media, vineyard signage, etc. Wineries are only permitted to use the logo when promoting certified vineyards or wines made with wine grapes from certified vineyards.
- This logo should NOT be used when promoting a winery or vineyard completed self-assessment against the Sustainable WA Winegrape Standard. Please see “acceptable claim statements” on next slide.

 At this time, only a vineyard certification is available, though wineries may utilize the logo as outlined above with chain of custody certification. A winery certification, which would address the level of sustainability at a winery versus handling certified grapes, will be established in the coming years



URL LOCK UP VERSION

This logo version can be used by wineries who are required to provide a logo with a url for their label application. This logo is available upon request.



PROGRAM LOGO

This logo is strictly for use by governing bodies responsible for marketing and program administration. This logo is NOT to be used by wineries or vineyards for any marketing efforts, or to label wines in any way.



CLAIMS USAGE

Acceptable written Claim Statements for Certified Vineyards

- Sustainable WA Certified Vineyard
- (Vineyard name) is Sustainable WA Certified.
- (Vineyard name) has met certification requirements for the Sustainable WA program.

Acceptable written Claim Statements for wine labels for wineries with a valid chain of custody certification

Claims statements on the wine label can only be made when all certified vineyard requirements are met.

- Sustainable WA Certified Vineyard
- Made with sustainably grown wine grapes certified in the Sustainable WA program.
- Wine grapes that go into this bottle are from Sustainable WA certified vineyards.

Acceptable written Claim Statements for Sustainable WA self-evaluation

Wineries and vineyards participating in the self-assessment program are not permitted to use the Sustainable WA Certified or Sustainable WA program logos, but are permitted to use the following claim statements:

- (Vineyard name) is participating in the self-assessments using the Sustainable WA Winegrape Standard and working toward full certification.
- (Vineyard name) is participating in the self-assessments using the Sustainable WA Winegrape Standard.
- (Winery name) is participating in the self-assessments using the Sustainable WA Winegrape Standard.

*Sustainable WA
Certified Vineyard*

LOGO USE

ON WHITE BACKGROUND

COLOR LOGO



BLACK LOGO



GREY SCALE LOGO



ON BLACK BACKGROUND

COLOR LOGO



WHITE LOGO



GREY SCALE LOGO



LOGO ON **YOUR** BRAND COLORS

DO use either white or black logo options when placing the logo over your brand colors.

LOGO ON AN EXAMPLE BRAND COLOR



DO NOT use a color or grey scale logo when placing on your brand colors. Readability can be an issue and the colors may not complement each other.

INCORRECT USAGE



INCORRECT USAGE

Do not attempt to recreate the logo. Please use only the logo assets provided. Below are some examples of incorrect logo usage that should be avoided.



Do not change proportions.



Do not place within another shape.



Do not add embellishments.



Do not skew.



Do not use a nonbrand color.



Do not add additional text.



Do not rotate.



Do not add a drop shadow.



Never place an image within the logo.



Do not add an outline.

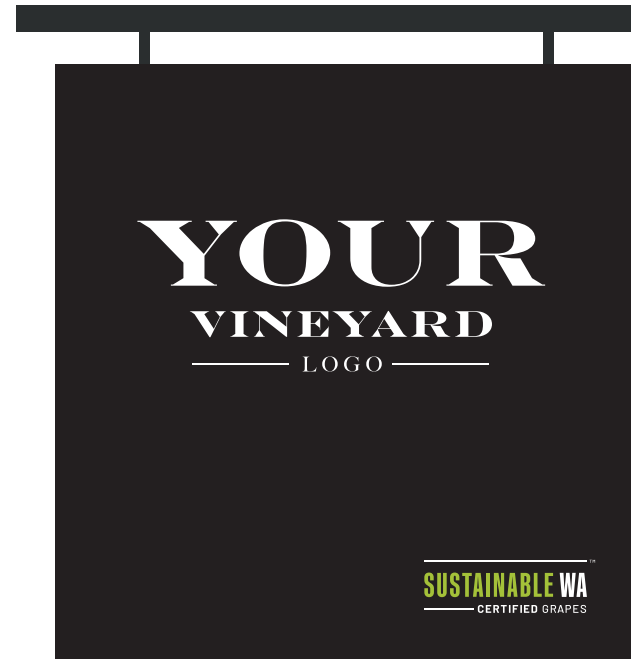


Do not alter colors.



Do not use over a high contrast image.

EXAMPLES







SUSTAINABLE WA

For information related to the certification program and associated certification process, please refer to the Sustainable WA Program Manual. For information related to the certification requirements, please refer to the Sustainable WA Winegrape Standard.

For further information regarding logo usage, contact marketing@washingtonwine.org