

# LOGO USE GUIDELINES



**CERTIFIED WINE**  
At least 85% of Grapes

## LOGO

Logo on front or back of wine label and materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).

## LANGUAGE

- Sustainability in Practice Certified
- SIP Certified Sustainable
- SIP Certified

**CERTIFIED WINERY**

## LOGO

Logo on winery materials (e.g. tasting notes, distributor packages, winery signs, etc.).

## LANGUAGE

- Sustainability in Practice Certified Winery
- SIP Certified Sustainable Winery
- SIP Certified Winery

**CERTIFIED VINEYARD**  
At least 85% of Acres Certified

## LOGO

Logo on vineyard materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).

## LANGUAGE

- Sustainability in Practice Certified Vineyard
- SIP Certified Sustainable Vineyard
- SIP Certified Vineyard



**VINEYARD & WINERY**

**CERTIFIED WINE MADE AT CERTIFIED WINERY**  
85% Certified Fruit + Certified Winery

## LOGO

Logo on front or back of wine label and materials (e.g. tasting notes, distributor packages, vineyard signs, etc.). Tagline in logo color may be added indicating both vineyard & winery are certified.

## LANGUAGE

- Sustainability in Practice (SIP) Certified Vineyard & Winery
- SIP Certified Sustainable Vineyard & Winery
- SIP Certified Vineyard & Winery

**VINEYARD & WINERY**  
At least 85% of Acres & Winery Certified

## LOGO

Logo on vineyard & winery materials (e.g. tasting notes, distributor packages, vineyard signs, etc.). Tagline in logo color may be added indicating both vineyard & winery are certified.

## LANGUAGE

- Sustainability in Practice (SIP) Certified Vineyard & Winery
- SIP Certified Sustainable Vineyard & Winery
- SIP Certified Vineyard & Winery

# LOGO FORMATTING GUIDELINES

## MINIMUM SIZE

The SIP Certified logo should be printed at a minimum size of 0.5 inches square for legibility.



## CLEAR SPACE

Use the height of the "C" in "Certified" as a clear space guide. In some instances, the logo overlaps text and clear space should be observed on the other sizes.



## LOGO COLORS

When using the SIP Certified logo, we recommend using the standard SIP Certified color, Dusty Leaf, for best consistency across different materials and packaging.



Dusty Leaf  
CMYK 7 / 0 / 30 / 56  
RGB 104 / 112 / 78  
HEX #68704e



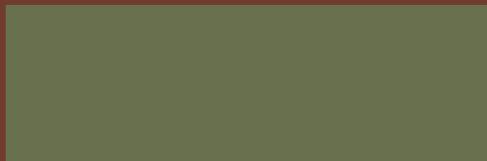
Bone  
CMYK 7 / 0 / 30 / 56  
RGB 244 / 241 / 234  
HEX #f4flea



Black  
CMYK 100 / 100 / 100 / 100  
RGB 0 / 0 / 0  
HEX #000000

## BRAND COLORS

### Primary



Dusty Leaf  
CMYK 7 / 0 / 30 / 56  
RGB 104 / 112 / 78  
HEX #68704e



Deep Forest  
CMYK 57 / 0 / 25 / 76  
RGB 26 / 61 / 46  
HEX #1a3d2e

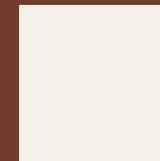


Deep Amber  
CMYK 0 / 57 / 71 / 66  
RGB 87 / 37 / 25  
HEX #572519

### Secondary



Slated Denim  
CMYK 9 / 6 / 0 / 75  
RGB 58 / 60 / 64  
HEX #3a3c40



Bone  
CMYK 7 / 0 / 30 / 56  
RGB 244 / 241 / 234  
HEX #f4flea

### Universal Colors



White



Black