

Napa Green Certified Winery Certification Mark Usage Standards

In order to use the Napa Green Certified Winery (NGCW) Certification Mark in advertising and promotion, Applicant agrees that any such advertising can only feature the NGCW Certification Mark as follows:

- Applicant may use the NGCW Certification Mark for signs on its certified production facility, including in office or tasting room facilities located on the same property as the certified production facility, however, Applicant may not use the NGCW Certification Mark on signs on properties located remotely from the certified facility property, e.g., in a tasting room not adjacent to the facility property.
- In advertising its certified production facility, or its tasting room facilities located on the same property as the certified production facility, Applicant may use the NGCW Certification Mark in such advertising.

In order for Applicant to use the NGCW Certification Mark on or in association with wine which Applicant produces, Applicant must further complete the form attached for each different vintage of each stock keeping unit (SKU) of such wine and receive approval of such form from NVV, and Applicant agrees that the NGCW Certification Mark shall only be used on or in association with Applicant's wine as follows:

- The wine must be composed 85% or more from Napa Valley AVA grapes and produced 100% in Applicant's certified production facilities and must be labeled with the Napa Valley AVA by itself or in conjunction with a Napa Valley sub-appellation, e.g., OAKVILLE, NAPA VALLEY, and cannot be labeled with a broader appellation, such as California.
- Other packaging used for the wine labeled with the NGCW Certification Mark such as shippers, display boxes, gift boxes and the like may also feature the NGCW Certification Mark provided that all of the wine contained in such other packaging is certified for use of and labeled with the NGCW Certification Mark.
- The NGCW Certification Mark may be used in advertising for Applicant's wine labeled with the NGCW Certification Mark, but non-certified wine cannot be advertised in conjunction with the NGCW Certification Mark, i.e., advertising promoting Applicant's non-certified wine in conjunction with Applicant's certified wine cannot feature the NGCW Certification Mark. For instance, on a web site, the NGCW Certification Mark may be used on pages featuring Applicant's certified winery facility or wine, but not on pages where such property and wine is not referenced or is referenced *in addition to* non-certified goods so as to be misleading. Similarly, if the certified wine is featured in a remote tasting room or retail outlet the Applicant may use POS featuring the NGCW Certification Mark in association with the certified wine, but not in the tasting room or retail outlet in general.

Applicant may authorize third-party producers which produce wine at Applicant's certified production facility, or have Applicant produce wine on their behalf at Applicant's certified production facility, to apply to NVV for permission to use the NGCW Certification Mark on and in association with such wine. However, such third parties may only use the NGCW Certification Mark after Applicant has provided them with the form attached and the third-party has submitted such form to NVV and has received approval from NVV to use the NGCW Certification Mark with such wine. Absent receiving such approval from NVV, third parties may *not* use the NGCW Certification Mark, even if the wine complies with the certification mark standards, and such unauthorized use shall be a violation of the NGCW Certification Mark.

The NGCW Certification Mark may be used by Applicant only as follows:

- The word mark "Napa Green Certified Winery" may be used as a unitary phrase without a design element provided all of the words appear in the same size font and style and same color with the first letter of each word capitalized or the entire word mark capitalized and, where appropriate, the unitary phrase be immediately followed by the generic term "wine," i.e., Napa Green Certified Winery wine.
- The NGCW Certification Mark design mark may be used either in black and white, or in the color red as shown immediately below, artwork being available from NVV:

B/W logo



Color logo



Applicant Request for Use of NGCW Mark on Wine

Applicant Name: _____

Date: _____

Contact Information: _____

A. Wine details

a. Brand Name: _____

b. Stock Keeping Unit (SKU) : _____

c. Vintage: _____

d. Varietal Percentages: _____

B. Label details (please attach actual sized copies of all uses of the certification mark for review)

Please list all certified winery production facilities used, and varieties and percentage of wine produced at such facilities for the applied for wine:

Winery Name	Location	Varietals	Certification Date	% of Wine

Applicant Verification By: _____
Name: _____

Date: _____

NVV Approval By: _____
Name: _____

Date: _____

Third-Party Producer Request for Use of NGCW Mark on Wine

Certified Winery Owner Name(s):

Producer Name:

Date:

Producer Contact Information:

A. Wine details

a. Brand Name:

b. Stock Keeping Unit (SKU) :

c. Vintage:

d. Varietal Percentages:

B. Label details (please attach actual sized copies of all uses of the certification mark for review)

Please list all certified winery production facilities used, and varietals and percentage of wine produced at such facilities for the applied for wine:

Winery Name	Location	Winery Owner	Certification Date	% of Wine

On behalf of _____ (certified winery owner), I _____ (name),
verify that the above information concerning use of our certified winery production facilities is correct and that we
authorize the use of the NGCW certification mark for wine made at our certified facility.

By: _____ Date: _____

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On behalf of _____ (certified winery owner), I _____ (name),
verify that the above information concerning use of our certified winery production facilities is correct and that we
authorize the use of the NGCW certification mark for wine made at our certified facility.

By: _____ Date: _____

On behalf of third-party producer _____ (“Producer”), I verify that our wine is produced at winery production facilities certified to use the Napa Green Certified Winery (NGCW) Certification Mark as set forth above and that producer will use the NGCW Certification Mark pursuant to the following terms:

- The wine must be composed 85% or more from Napa Valley AVA grapes and be produced 100% at NGCW production facilities and must be labeled with the Napa Valley AVA by itself or in conjunction with a Napa Valley sub-appellation, e.g., OAKVILLE, NAPA VALLEY, and cannot be labeled with a broader appellation, such as California.
- Other packaging used for the wine labeled with the NGCW Certification Mark such as shippers, display boxes, gift boxes and the like may also feature the NGCW Certification Mark provided that all of the wine contained in such other packaging is certified for use of and labeled with the NGCW Certification Mark.
- The NGCW Certification Mark may be used in advertising for our wine labeled with the NGCW Certification Mark, but non-certified wine cannot be advertised in conjunction with the NGCW Certification Mark, i.e., advertising promoting non-certified wine in conjunction with our certified wine cannot feature the NGCW Certification Mark. For instance, on a web site, the NGCW Certification Mark may be used on pages featuring our NGCW certified wine, but not on pages where such wine is not referenced or is referenced *in addition to* non-certified goods so as to be misleading. Similarly, if the certified wine is featured in a remote tasting room or retail outlet we may use POS featuring the NGCW Certification Mark in association with the certified wine, but not in the tasting room or retail outlet in general.

The NGCW Certification Mark may be used only as follows:

- The word mark “Napa Green Certified Winery” may be used as a composite provided all of the words appear in the same size font and style and same color with the first letter of each word capitalized or the entire word mark capitalized and the composite is immediately followed by the generic term “wine,” i.e., Napa Green Certified Winery wine.
- The NGCW Certification Mark design may be used either in black and white, or in the color red as shown immediately below, artwork being available from NVV:

B/W logo



Color logo



Producer's signature below verifies Producer's compliance with the above terms.

Verified and agreed to by the duly authorized representative of Producer:

Producer: _____

By: _____

Name: _____

Title: _____

Dated: _____

Approved and authorized by Napa Valley Vintners Association

By: _____

Name: _____

Title: _____

Dated: _____