



NAPA GREEN LOGO USE

How to use the Napa Green logos on your wines.

To Use the Napa Green Winery Certification Mark

- The wine must be composed 85% or more from Napa Valley AVA grapes and produced 100% in the Applicant's certified production facilities. Wine that was processed at another facility, not certified Napa Green, would not qualify to use this mark.
- As a certified vintner, you may authorize third-party producers which produce wine at your certified production facility, or who have you produce wine on their behalf at your certified production facility, to apply to Napa Green for permission to use the NGCW Certification Mark on and in association with that wine.
- Certified Vineyards and Wineries can find the required logo use forms at napagreen.org and submit them to [Anna Brittain](#) prior to submitting their labels to the TTB. A proof of the proposed label must be included.



CMYK: 29c 100m 82y 34k
RGB: 133r 21g 39b
HEX: 851527
PMS: 202c



CMYK: 65c 66m 68y 82k
RGB: 45r 41g 38b
HEX: 2D2926
PMS: black c



CMYK: 0c 22m 56y 27k
RGB: 194r 157g 100b
HEX: C29D64
PMS: metallic gold 8384c



For other color options,
please reach out to
anna@napagreen.org for
approval.

“NAPA GREEN” FONT Brandon Grotesque Black
“CERTIFIED” FONT Brandon Grotesque Black
“WINERY” FONT Brandon Grotesque Bold

To Use the Napa Green Vineyard Certification Mark

- The wine must be composed 85% or more from Napa Valley AVA grapes grown on Applicant's NGCV vineyard properties
- Applicant may authorize third-party producers which produce wine made from grapes grown on Applicant's certified vineyard property to apply to Napa Green for permission to use the NGCV Certification Mark on and in association with such wine.
- Certified Vineyards and Wineries can find the required logo use forms at napagreen.org and submit them to [Anna Brittain](mailto:anna@napagreen.org) prior to submitting their labels to the TTB. A proof of the proposed label must be included.



CMYK: 84c 30m 100y 18k
RGB: 40r 118g 58b
HEX: 28763a
PMS: 7732c



CMYK: 65c 66m 68y 82k
RGB: 45r 41g 38b
HEX: 2D2926
PMS: black c



CMYK: 0c 22m 56y 27k
RGB: 194r 157g 100b
HEX: C29D64
PMS: metallic gold 8384c



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“NAPA GREEN” FONT Brandon Grotesque Black
“CERTIFIED” FONT Brandon Grotesque Black
“VINEYARD” FONT Brandon Grotesque Bold

THE EVIDENCE IS IN

Consumers want to support conscientious, green businesses. While most consumers are not asking outright for sustainability bonafides, if you share your commitment to sustainability consumers will use this information.

Differentiate your wine and build consumer loyalty on Instagram [@NapaGreen](#) and Facebook [@NapaGreenCertified](#) with #NapaGreen #OurNapa #OurNature

Opportunities to promote Napa Green on Social Media:

Premiere Napa Valley / Down to Earth month in April / Harvest / Awards (e.g. California Green Medal)

