

NAPA GREEN CERTIFIED SIGN & LOGO USAGE AND ADVERTISING STANDARDS

In order to use the Napa Green Certified signs and Napa Green Certified [Climate-Smart] Logos/Certification Marks in advertising and promotion, member agrees that any such advertising will adhere to the following:

- If a member is hanging a Napa Green Certified sign at their winery/tasting room they must also hang the sub-sign indicating if they are certified "Sustainable Vineyard," "Sustainable Winery" OR "Vineyard & Winery."
- Member may hang the Napa Green Certified sign on any certified vineyard property, with or without the sub-sign for "Sustainable Vineyard."
- The "Sustainable Vineyard" sign can be hung on a property remote from certified vineyards (e.g., winery/tasting room) IF ALL estate properties are certified.
- The "Vineyard & Winery" sign can be hung at the winery if a certified vineyard is contiguous to the winery OR IF ALL estate properties are certified.
- In advertising Napa Green Certified Vineyard and/or Winery, member may use the Logo/Certification Marks in such advertising, including in online and print communications materials. *If only a subset of County-owned vineyards are Napa Green Certified the specific certified vineyard(s) must be listed.*
- In order to print the Napa Green Certified Logos/Certification Marks on wine packaging and/or labels the member must submit the following application for each SKU and vintage. If the Logos/Certification Marks will be used on multiple SKUs in one vintage they can be combined into one application.

APPLICATION TO USE NAPA GREEN CERTIFIED WINERY LOGO/ CERTIFICATION MARK ON WINE PACKAGING AND/OR LABELS

In order for Applicant to use the NGCW Logo/Certification Mark on or in association with wine which Applicant produces, Applicant must further complete the form attached for each vintage of each stock keeping unit (SKU) of such wine and receive approval of such form from Napa Green.

You must receive approval from Napa Green prior to submitting labels to the TTB.
Please note, a new application needs to be submitted for each vintage.

Applicant agrees that the NGCW Logo/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.
- The wine 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 Logo/Certification Mark such as shippers, display boxes, gift boxes and the like may also feature the NGCW Logo/Certification Mark provided that all of the wine contained in such other packaging is certified for use of the NGCW Logo/Certification Mark.
- The NGCW Logo/Certification Mark may be used in advertising for Applicant's qualifying wine, but non-certified wine cannot be advertised in conjunction with the NGCW Logo/Certification Mark, i.e., advertising promoting Applicant's non-certified wine in conjunction with Applicant's certified wine cannot feature the NGCW Logo/Certification Mark.

For instance, on a website, the NGCW Logo/Certification Mark may be used on pages featuring Applicant's certified vineyard(s) 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 Logo/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 to pursue the custom crush certification process in order to use the Napa Green Certified Winery logo on their labels/marketing.

The NGCW Logo/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 Logo/Certification Mark design mark may be used either in black and white, or in the color green as shown immediately below, artwork being available from Napa Green. Permission must be received from Napa Green to display or print the logo in other colors.

B/W logo



Color logo



Any unauthorized use of the NGCW Logo/Certification Mark shall be a violation of the NGCW Logo/Certification Mark and may be subject to legal action.

APPLICANT REQUEST FOR USE OF NGCW MARK ON
WINE PACKAGING AND/OR LABELS

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 varietals and percentage of wine produced at such facilities for the applied for wine:

Winery Name	Location	Varietals	Certification Date	% of Wine

Applicant Verification By: _____

Date: _____

Name: _____

Napa Green Approval By: _____

Date: _____

Name: _____