



NAPA GREEN LOGO USE GUIDELINES

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.

CLIMATE SMART LOGO OPTIONS

Some members have said they would be more likely to use the Napa Green logos on labels and packaging if there was another word or two helping guests, customers, sommeliers, retailers, and distributors understand what it means to be certified.

All [Six Pillars of Sustainable Winegrowing Leadership](#) contribute to reducing and drawing down emissions. Our members are “Climate Smart” leaders. See our [Climate Smart Talking Points](#).

As of 2024, there are three new Climate Smart logo options. You can keep using the current Napa Green Vineyard and Winery logos for now.

For members who are comprehensively certified both Napa Green Vineyard and Winery, there is now a 2-in-1 “Soil to Bottle” logo available. See the guidance on using this certification mark below.

TO USE THE NAPA GREEN CERTIFIED (CLIMATE-SMART) WINERY MARK ON PACKAGING/LABELS

- 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.
- Third-party producers that produce wine at your certified production facility, or who have you produce wine on their behalf at your certified production facility, can pursue our custom crush certification process in order to use the Napa Green Certified Winery logo on their labels/marketing.
- Certified Vineyards and Wineries can find the required logo use forms at napagreen.org and submit them to wegotthis@napagreen.org. A proof of the proposed label must be included. 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.*



“NAPA GREEN” FONT Brandon Grotesque Black

“CERTIFIED” FONT Brandon Grotesque Black

“WINERY” FONT Brandon Grotesque Bold

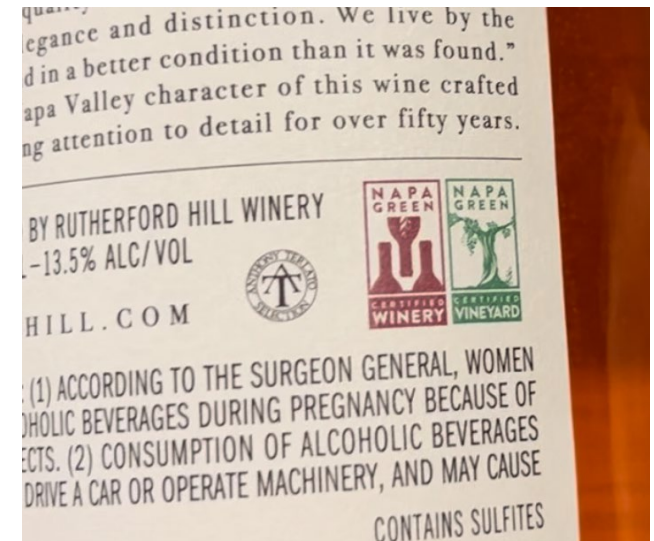
CMYK: 29c 100m 82y 34k

RGB: 133r 21g 39b

HEX: 851527

PMS: 202c

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



TO USE THE NAPA GREEN CERTIFIED (CLIMATE SMART) VINEYARD MARK ON PACKAGING/LABELS

- The wine must be made from 85% or more Napa Valley AVA grapes, and 85% or more of the grapes must be grown on NGCV vineyard properties (this can include grapes purchased from NGCV 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 wegotthis@napagreen.org. A proof of the proposed label must be included. 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.*



“NAPA GREEN” FONT Brandon Grotesque Black

“CERTIFIED” FONT Brandon Grotesque Black

“VINEYARD” FONT Brandon Grotesque Bold

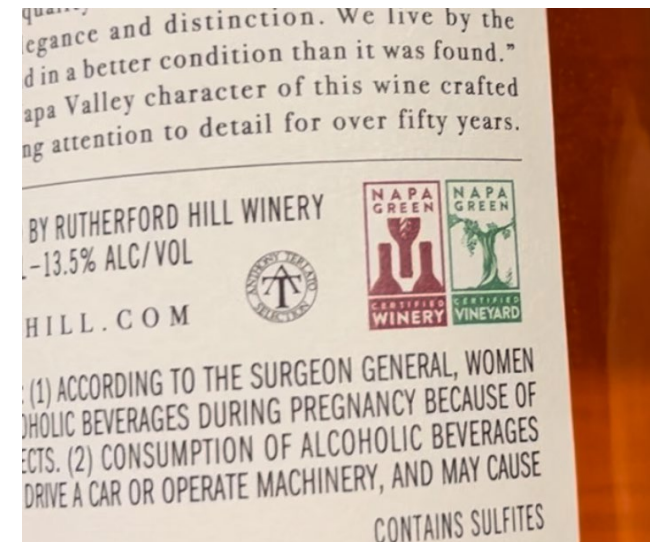
CMYK: 84c 30m 100y 18k

RGB: 40r 118g 58b

HEX: 28763a

PMS: 7732c

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



TO USE THE NAPA GREEN CERTIFIED (CLIMATE SMART) SOIL TO BOTTLE MARK ON PACKAGING/LABELS

- The wine must be made from 85% or more Napa Valley AVA grapes, and 85% or more of the grapes must be grown on NGCV vineyard properties (this can include grapes purchased from NGCV properties).
- The wine must be 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.
- Certified Vineyards and Wineries can find the required logo use forms at napagreen.org and submit them to wegotthis@napagreen.org. A proof of the proposed label must be included. 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.*



“NAPA GREEN” FONT Brandon Grotesque Black

“CERTIFIED” FONT Brandon Grotesque Black

“VINEYARD” FONT Brandon Grotesque Bold

CMYK: 84c 30m 100y 18k

RGB: 40r 118g 58b

HEX: 28763a

PMS: 7732c

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

RECOGNITION OF NAPA GREEN CERTIFIED VINEYARDS FOR CCSW-LABELED WINES

Napa Green Vineyard is now a recognized program for grapes included in Certified California Sustainable Winegrowing (CCSW) wines. This means that grapes grown in Napa Green Certified Vineyards can count toward the 85% threshold of certified sustainable fruit for CCSW-marketed wines using the logo on the label.

Napa Green members interested in this option will have to take one additional step: The interim desk audits at the end of years 1 & 2 will need to be led by a third-party auditor (as opposed to our vineyard team), with an hourly cost (typically \$150/hr for 3-4 hours of work), who will provide an independent audit report. Napa Green will provide both you and CCSW with a verification letter confirming that annual third-party audits have been completed.

Please note, this does not mean that Napa Green Certified Vineyards will have dual certification with CCSW. That would require additional steps, which can be explored if interested.



LOGOS PROVIDE QUICK QUEUES TO CONSUMERS

The evidence is in. An ever-growing majority of consumers want to use their purchasing power to support responsible, climate smart, values-driven businesses. A logo on the label helps them quickly identify why they should purchase your wine over the others on the shelf.

- The [2023 Business of Sustainability Index](#) found that while more than 66% of consumers say they will pay more for an environmentally sustainable product, nearly 80% say they don't know how to identify these companies and products.
- The NYU Stern Center 2022 [Sustainable Market Share Index](#) found that sustainability-marketed CPG products are growing ~2x faster than conventional counterparts.
- Porter Novelli's [2023 Purpose Priorities report](#) found that 82% of consumers want companies to demonstrate how they are following through on their promises to people and the planet.
- A [2021 Wine Intelligence study](#) found that sustainably produced wine has the highest future purchase consideration.

Social Media: Differentiate your wine and build consumer loyalty on Instagram [@NapaGreen](#) and Facebook [@NapaGreenCertified](#) with #NapaGreen #NapaGreenVineyard #NapaGreenWinery #ClimateSmartWine

Opportunities to promote Napa Green on Social Media:

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