



NEW YORK WINE & GRAPE FOUNDATION

New York Sustainable Winegrowing Trustmark Usage Guide

Boldly,
NY.
www.newyorkwines.org

Sustainability Identity

The centerpiece of the Sustainable Winegrowing program, the Trustmark (or logo) will appear on bottles, websites, shipping containers, and point-of-sale materials of the participating vineyards and wineries.

Graphic Design

New York's Sustainable Winegrowing graphic is simple in its design and deep in its meaning. It is formed by wine glasses, which are meaningful to everyone in our industry and to our consumers. Together, they form a sun or flower that represents nature and the environment that we vow to protect. These glasses face both in and out, symbolizing the bounty that the environment gives to us and the miraculous product we are able to produce with it. And in its color and shape, it is representative of the earth as seen from space—which reinforces the fragility of our planet if we do not act as its stewards.



Sustainable Trustmark

The Trustmark typography is simple and modern to compliment the mark, but not overpower it.

The arched typography feels intentionally like a seal of quality. It was designed to be compact to be used in confined spaces such as wine labels, but also works well interdependently on promotional materials, signage or shipping containers.



Trustmark Usage

The New York Sustainable Winegrowing Trustmark is approved for usage on

- Primary packaging (Wine Bottles, neckers)
- Secondary Packaging (Shelf talkers, case boxes, displays, case cards)
- Signage (tasting room and vineyard)
- Marketing and promotional materials (brochures, sales sheets)
- Company Website and social media



For Vineyards

Vineyards are eligible to use the New York Sustainable Winegrowing Trustmark, claims, and language if it meets the following requirements

- Has completed the New York Sustainable Winegrowing Vineyards Certification process
- Is up to date on all requirements to maintain certification under New York Sustainable Winegrowing
- The Vineyard has submitted a signed Vineyard Trustmark Usage agreement to the NYWGF

Once a vineyard has met these requirements it may use the New York Sustainable Winegrowing Trustmark on all materials including signage, websites, packaging and social media. If not all a vineyard's lands are certified the Trustmark needs to be accompanied by a claim statement indicating what is certified.

Vineyard Claims

If 100% of a vineyard's locations are certified the Trustmark may be used without a claim statement if not a claim statement must be used alongside the Trustmark indicating which locations are certified "XYZ Vineyards are certified by New York Sustainable Winegrowing at their South Hills and North Falls vineyards."

Examples:

- New York Sustainable Winegrowing Vineyard
- New York Sustainable Winegrowing Certified Vineyard
- (Vineyard Name) Is a New York Sustainable Winegrowing Vineyard
- (Vineyard Name) is certified under New York Sustainable Winegrowing
- (Vineyard Name) is a participant in the New York Sustainable Winegrowing Vineyard Certification
- (Vineyard Name) is certified by the New York Sustainable Winegrowing Vineyard Certification
- (Vineyard Name) is certified Sustainable (if program name or Trustmark are used elsewhere)



Sample Social Posts:

"It's official! We're thrilled to announce that our vineyard has been certified by the New York Sustainable Winegrowing Certification. Join us in raising a glass to sustainable practices and a greener future. #GreatWineDoingGood #BoldlyNY"

"Exciting news! We're proud to share that our Seneca Shores Vineyard is now certified under New York Sustainable Winegrowing. This recognition reflects our ongoing efforts to protect the land, support our community, and produce exceptional fruit. #SustainableVineyard #CertifiedGrapes"

For Wineries

A wine is eligible to bear the New York Sustainable Winegrowing Trustmark, claims, and language if it meets the following requirements:

- A minimum of 85% of the wine is made with grapes certified by New York Sustainable Winegrowing.
- The Winery has submitted a signed Winery Trustmark Usage agreement to the NYWGF
- The Winery has submitted a Trustmark Wine Usage Application for the individual wine to the NYWGF

If 80% of a winery's portfolio consist of Wines that bear the New York Sustainable winegrowing Trustmark than it is eligible to use the Trustmark and other approved language in all its marketing such as signage, websites, and packaging. If not, the Trustmark and language referencing New York Sustainable Winegrowing can only be used on the bottle or materials directly referencing labeled bottles such as shelf talkers.

Winery Claims

- A winery cannot claim to be certified by New York Sustainable Winegrowing only that they produce wine with certified grapes
- A Winery must have 80% of its portfolio labeled with the New York Sustainable Winegrowing Trustmark to be eligible to use the Trustmark in advertising not directly related to the bottle.

Examples:

- (Winery name) Proudly produces wine with New York Sustainable Winegrowing certified grapes
- New York Sustainable Winegrowing certified grapes are used to produce our wine
- (Winery name) wines are made with grapes certified by New York Sustainable Winegrowing
- Our wine is produced with sustainable grapes (if program name or logo used elsewhere)

Wine Claims

Examples:

- Made with certified sustainable grapes
- Made with grapes certified by New York Sustainable Winegrowing
- Made with Certified (grape Varietal)
- X% certified sustainable Cab Franc and X% sustainable Pinot Noir

TTB Rules

The TTB requires a new COLA for existing labels that choose to add the New York Sustainable Winegrowing Trustmark. If you have concerns about misusing the Trustmark please send a copy of the label to the NYWGF before submitting, it to the TTB for approval.

Acceptable Language and claims

Claims may be made in the following places

- Wine labels and packaging of wine that meets all certification criteria
- On websites, social media, promotional material, signage, and packaging of certified Vineyards
- On websites, social media, promotional material, signage, and packaging of Wineries that produce at least one bottle of wine eligible to bear the Trustmark

Written claims

- When referring to the certification program the following is approved
 - New York Sustainable Winegrowing
 - The New York Sustainable Winegrowing Vineyard Certification
 - The New York Sustainable Winegrowing program

Program claims

No claims comparing New York Sustainable Winegrowing to other certification programs or to wines made from certified grapes are allowed.

Examples

- New York Sustainable winegrowing is a comprehensive program addressing environmental, social, and economic sustainability
- The New York Sustainable Winegrowing Trustmark represents growers' commitment to sustainability
- Vineyards certified by New York Sustainable Winegrowing are growing grapes while caring for the environment and people

Other language

Other language is allowed if it is accurate and follows the above guidelines. Please contact the New York Wine and Grape Foundation if there are any questions about the acceptability of claims.

Color Profiles and File Formats

The Trustmark has been created in a variety of color profiles and file formats. Use the following pages as a guide in selecting the correct Trustmark for your needs.

COLOR PROFILES

PMS

PMS stands for **Pantone Matching System**, a universal color matching system used primarily for offset printing. A numbered code represents each color. Unlike CMYK, PMS colors are pre-mixed with a specific formula of inks prior to printing. Having these specific formulas **creates the most consistent color possible** across different applications or print locations. This format is most often used for business cards, stationery, and company signage.

Common PMS file formats include:

Ai
EPS (available)
PDF



PANTONE 2199 PANTONE 375 PANTONE BLACK



NYSWG_Trustmark_2199_375_Bl



NYSWG_Trustmark_2199_375_Wht



NYSWG__Trustmark_375_Bl



NYSWG__Trustmark_375_Wht



NYSWG_Graphic_2199_375



NYSWG_Graphic_375

COLOR PROFILES

CMYK

CMYK should be used when creating designs for **print applications**. Cyan, Magenta, Yellow, and Key (Black) make up the color palette for CMYK. This is often referred to as a **four-color process**, as it uses four different colors of inks to create all color variations. Because CMYK colors are mixed during the printing process, colors can vary slightly on various printers or throughout a printing run. Although this is not usually noticeable, it is something to remember when printing logos or branding elements.

Common CMYK file formats include:

- Ai
- EPS (available)
- PDF (available)
- JPEG (available)
- PNG (available)



C73 M0 Y7 K0 C40 M0 Y98 K0 C0 M0 Y0 K100



NYSWG_Trustmark_CMYK



NYSWG_Trustmark_CMYK_Wht



NYSWG_Graphic_CMYK

COLOR PROFILES

RGB

RGB stands for Red, Green, Blue. RGB color profiles are used exclusively for **digital design**.

They represent the same colors used on your computer, smartphone, or TV screen. There is typically some variation in RGB colors from screen to screen as monitors are each calibrated a bit differently. HEX, which stands for Hexadecimal, is also used on screen and is a short code for RGB color.

Common RGB file formats include:

PNG (available)

JPG

SVG (available)



R0 G188 B229

R152 G216 B1

R35 G31 B32



NYSWG_Trustmark_RGB



NYSWG_Trustmark_RGB_Wht



NYSWG_Graphic_RGB

COLOR PROFILES

B&W

Black and white Trustmark formats can be used when color printing is not an option.

Common B&W file formats include:

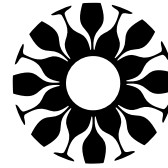
EPS (available)
PNG (available)
JPG (available)
SVG (available)



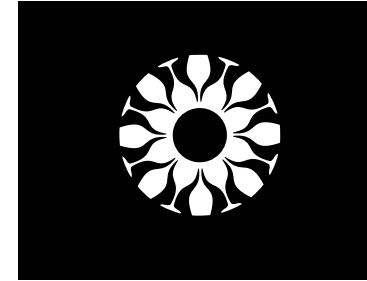
NYSWG_Trustmark_BlK



NYSWG_Trustmark_Wht



NYSWG_Graphic_BlK



NYSWG_Graphic_Wht

Vector

Vector format is the gold standard for your Trustmark files. These vector-based files can be resized both larger and smaller without diminishing their quality. Whenever you are working on something that requires the Trustmark or if you are passing it along to a professional, always use the Ai or PDF version, unless another format is specifically requested.

Vector file formats include:

Ai
EPS (available)
PDF (available)
SVG (available)

JPEG

JPEG files are the most common image types that many of us are familiar with and are typically used for images on the web. These pixel-based images do not resize well and will always have a white background fill.

SVG

SVG files are code-based vector images that are supported by all web browsers. As responsive websites become the industry standard, SVGs are being used more as they allow web graphics to be re-scaled to any size screen without distortion. SVGs can be used for any vector file, whether a website background, icon, or logo.

PNG

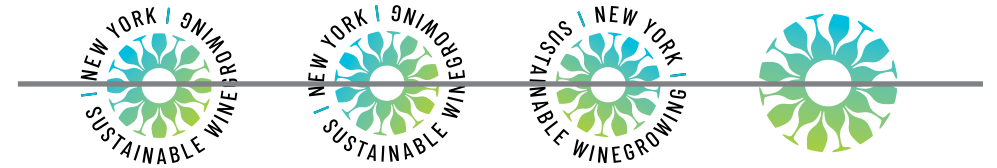
PNG files are an alternative to JPEG but allow for a transparent background and are generally of higher quality. However, they have essentially the same limitations because they are also pixel-based.

New Yorkers are rule followers

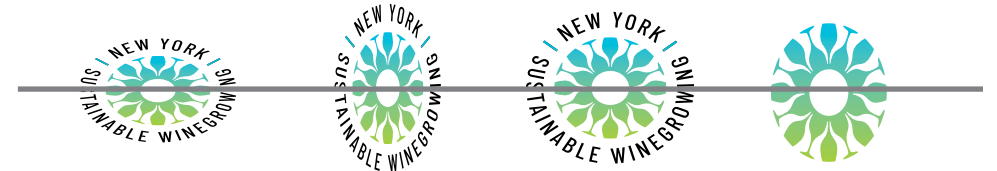
Ok...maybe not always. But in the case of the New York Sustainable Winegrowing Trustmark, we all should be. Think of following the rules of usage as being Boldly, collaborative.

Please do not

ROTATE THE TRUSTMARK



STRETCH OR CONDENSE THE TRUSTMARK



CHANGE THE COLOR OF THE TRUSTMARK



ALTER THE TYPOGRAPHY OF THE TRUSTMARK



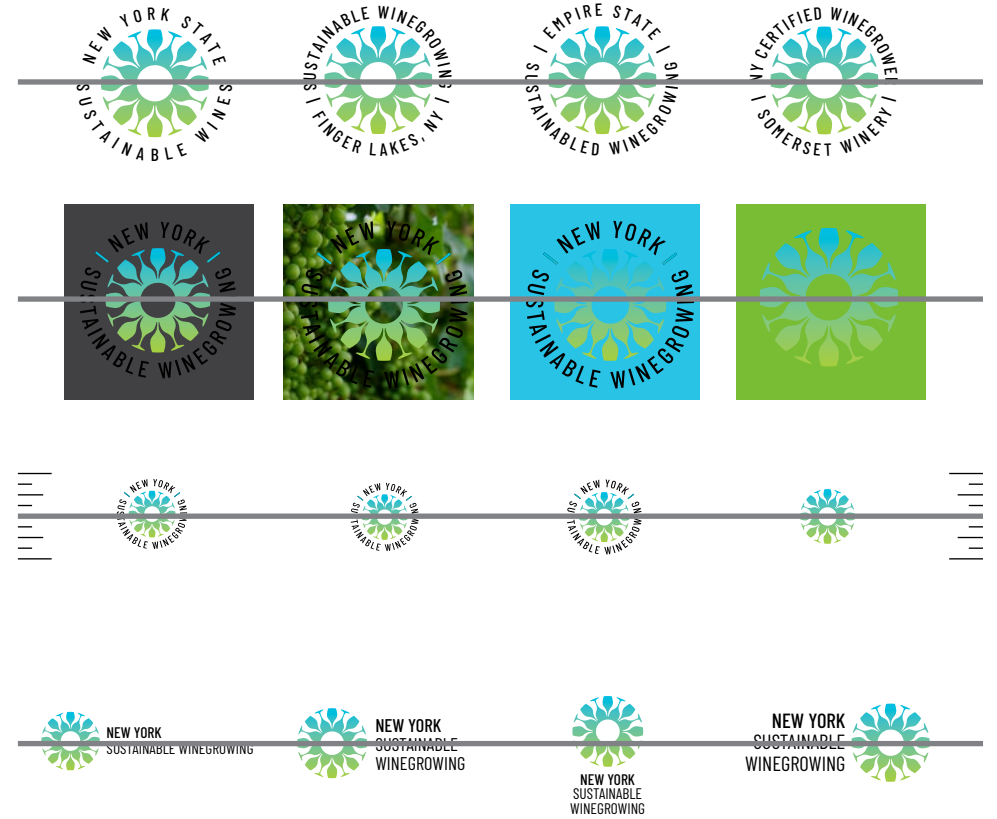
Please do not

CHANGE THE COPY IN THE TRUSTMARK

**USE THE TRUSTMARK ON COLORS OR BACKGROUNDS
THAT MAKE IT HARD TO READ**

USE THE TRUSTMARK SMALLER THAN 1/2 INCH

CHANGE THE CONFIGURATION OF THE TRUSTMARK





Thank You

For questions about how to properly use the New York Sustainable Winegrowing Trustmark, contact Justin Jackson, Sustainability Program Manager at justinjackson@nywgf.org.

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