We’re an intrepid band of outsiders and we’re in this together...
Unique. Unified.

We are a unique group of individuals, but we are a unified group in the industry.

We do different things, but we do the same thing.

We are individually innovative and collective challengers of the status quo.

And we are guided by a brand that is a reflection of who we are, unique and unified at the same time—able to support individual identities but joined together in spirit...and against the doubters.
An attitude. An umbrella. A Foundation.

If there is a chief characteristic of New York wines, it is our diversity. We are distinct winegrowing regions. We are unique winemakers with innovative ideas. We are different businesses owned by families with roots in many nations, not large entities run by multinational corporations.

And yet there are things that unite us. Our cool climate is one. Despite our microclimates, we’re all ripening grapes and practicing our craft in a climate others thought wasn’t conducive to fine wines. Our nonconformist attitude is another. Just taste a few vintages from across the state for proof that we don’t listen to the naysayers, the followers, or the faint of heart.

And our brand is the thing that captures it all. Boldly, NY. is the living manifestation of where we came from, what we stand for, and where we’re headed. And it will continue to represent us as New York wine continues to soar.
The primary audience for the Boldly, NY. brand is the wine industry and its various constituents. This group includes growers, wineries, retailers, wholesalers, media, restaurants, and others.
The role it plays

Boldly, NY. serves as the umbrella brand for New York State’s wine industry. In that role, it is the outward manifestation of the New York Wine & Grape Foundation and the unifying element for the programs and activities that NYWGF presents.

New York Wine & Grape Foundation

Boldly, NY. is the brand of the New York Wine & Grape Foundation. In communications from NYWGF—from the website to webinars to emails—if a deliverable or tactic comes from NYWGF to its constituents, it should be part of the Boldly, NY. brand and follow its guidelines.

While we are not insulating Boldly, NY. from the consumer audience, it was developed to describe and capture the wine industry in New York, and it is best suited for those affiliated audiences.

To follow are examples of how the brand guides a communication from NYWGF to its members.

Presenting Sponsor

Boldly, NY. serves as the unifying element for the programs, events, and awards—such as the New York Wine Classic, the New York Sustainable Winegrowing Program, and the New York Wines Export Program—that are presented by NYWGF. Each of these is likely to have an identity of its own that will be inspired by the Boldly, NY. brand elements. Given that origin and pedigree, their unique identities should feel like offspring of the parent brand.

But like a good parent as their progenies venture out into the world, they should be present but in a supporting role—having supplied their DNA and having a vested interest in their success.

To follow is an example of how the brand supports some of the Foundation’s programs and events.
The rules of the road

The following sections outline the nature of and usage rules around the various brand elements that make up Boldly, NY.

**BRAND ESSENCE**

For the curious, the open-minded, and the adventurous, we are Boldly, NY.: where bravery creates opportunity; ingenuity redefines our industry; and diversity showcases our distinction. Where together, we create wines and experiences that surprise, intrigue, and satisfy.

**BRAND VOICE**

Passionate
Inventive
Bold
Decisive
Witty
Inspired
Manifesto

**Boldly, NY.**

First they ignored us, then dismissed us, then called us crazy
But we didn’t ask for approval
We are the outsiders in an industry of old-world institutions
We were never supposed to make it big
We could easily move and grow in perfect conditions, but we didn’t
We leaned into adversity and came together as a family to make something out of nothing
The game is changing and we’re staking a spot at the front of the pack
Instead of following centuries of tradition, rituals, or rules
We are redefining quality, tastes, and experiences
Enjoy it how you’d like, we won’t judge
Our future is not in algorithms
It’s about our customers, our growers, and our members
It’s for the people, by the people
Our collaborative ethos is irreverent in and of itself
We’re an intrepid band of outsiders and we’re in this together
A family, and we believe in what we do
Logo refinement

The Boldly, NY. logo has evolved to be more modern, production friendly, and have a bolder attitude.

Original Logo

Evolved Logo

- Modern shape
- Less delicate font for better legibility
- Bright colored bolder font
- Larger URL
Primary logo

The Boldly, NY. logo comes in a variety of brand colors, with and without the URL.
Secondary logos

THE BOLDLY, NY. LOGO HAS A HORIZONTAL VERSION OF THE LOGO WITH AND WITHOUT THE URL TO USE WHEN SPACE WARRANTS.
Logo usage

THE BOLDLY, NY. LOGO SHOULD BE USED WITH INTEGRITY. DO NOT ALTER THE LOGO AND MAKE SURE IT IS READABLE AND USED IN THE CORRECT COLOR, FONT, PROPORTION, AND POSITION.

1. Do not change the logo color.
2. Do not stretch or condense the logo.
3. Do not change the logo font.
4. Do not change the type position.
5. Do not angle the logo.
6. Do not put the type in other shapes.

newyorkwines.org
Exemplar Pro and Untitled Sans are two primary fonts of the Boldly, NY. brand. Different in feeling, they each call attention to different aspects of the brand. Exemplar Pro can be used at the headline or subhead font, but should not be used for smaller body copy. Untitled Sans should be used for subheads or body copy and, depending on the piece being created, can be used for headlines. The mixing of the two fonts in headlines can also be done to bring attention to the traditional and modern sides of the brand and of the wine industry in New York.

**EXEMPLAR PRO**

Inspired by the beauty and perfection of several typefaces and the art of calligraphy, Exemplar is a typeface that is traditional yet unconventional, a balanced combination that feels both old and new. The font family consists of four different weights in both Roman and Italic.

**LIGHT**

- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz
- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz

**REGULAR**

- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz
- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz

**BOLD**

- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz
- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz

**EXTRA BOLD**

- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz
- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz

**UNTITLED SANS**

A neo-grotesque typeface purposefully designed to look like a "quotidien, common-looking typeface" with no discerning characteristics. It offers a clean, simple, modern feel. The font family consists of five different weights in both Roman and Italic.

**LIGHT**

- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz
- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz

**REGULAR**

- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz
- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz

**MEDIUM**

- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz
- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz

**BOLD**

- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz
- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz

**SLACK**

- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz
- AaBbCcDdEeFfGgHhIIJJKLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz
Colors

Inspired by nature and grape growing, the color palette offers both rich and pale earth tones mixed with some bold and bright complementary colors.
Tier 3 Membership

Capacity building is a measurable improvement in your ability to fulfill your business goals through a blend of social, management, and skill development, and dedication to accessing new market opportunities. Your Tier 3 Membership offers access to online webinars and workshops that give you new business-to-business connections, and help you stay current in the wine sector. A greater reach means you’ll benefit from our resources, knowledge and expertise. Tier 3 membership content includes:

- Access to Tier 3 member content here

**Important News for Wineries Looking to Expand Their Trade Media and Consumer Base**

**Capacity Building: What It Is and Why It Matters**

**Access Your Tier 3 Member Content Here**

**Wise Academy**

The New York Wine & Grape Foundation is pleased to continue its partnership with the WISE (Women’s Institute for Sustainable Enterprise) Academy as a 10-year sponsor of the WISE Online Summer Series. Each year, the WISE Online Summer Series features workshops for women and is a great opportunity for women to learn new skills or new ways of approaching familiar ones. The series, which runs from mid-June to mid-August, provides a platform for women to network and collaborate with others who are passionate about the wine industry. The 10th anniversary of the WISE Online Summer Series will feature a range of topics, including sustainability, marketing, and technology, among others. This year, the series will include a special focus on women in leadership roles, with sessions designed to help women advance in their careers. The WISE Online Summer Series is open to anyone interested in learning more about the wine industry and building their skills. View the full schedule and register at WISEOnlineSummerSeries.com.

**The Grapevine**

The New York Wine & Grape Foundation releases its 2022-2023 Research Reports, “New York Wine of the Grape” and “Grown Cultivating.” These reports provide valuable insights into the state of the wine industry in New York, including trends, opportunities, and challenges. The reports are available for download on the Foundation’s website.

**The Wise Academy**

The Wise Academy is a 10-year sponsor of the WISE (Women’s Institute for Sustainable Enterprise) Online Summer Series. Each year, the WISE Online Summer Series features workshops for women and is a great opportunity for women to learn new skills or new ways of approaching familiar ones. The series, which runs from mid-June to mid-August, provides a platform for women to network and collaborate with others who are passionate about the wine industry. The 10th anniversary of the WISE Online Summer Series will feature a range of topics, including sustainability, marketing, and technology, among others. This year, the series will include a special focus on women in leadership roles, with sessions designed to help women advance in their careers. The WISE Online Summer Series is open to anyone interested in learning more about the wine industry and building their skills. View the full schedule and register at WISEOnlineSummerSeries.com.

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Presenting Sponsor logos

A version of the Boldly, NY. logo is created without the box and color to be more subdued when used in conjunction with program logos.

[Logos and URLs provided for use on light and dark backgrounds]
PART TWO: New York Wines
New York Wines

What we’ll serve to wine lovers

New York Wines have an identity all their own. They are distinct. They are inviting. And they are friendly to food. And they deserve a brand that is distinct, inviting, and friendly to people. The New York Wines sub-brand of Boldly, NY, is the consumer branch of the family and will be an important fixture as we disseminate the message of New York Wines to the target audiences around the globe.
The audience

The audience for the New York Wines sub-brand is wine consumers, trade and media. They will receive the message directly at times and, at others times, indirectly through influencers, including retail staff, sommeliers, media influencers, and others.
Manifesto

It is critical that we communicate the same innovative, boldly, NY. attitude to consumers, trade and media. As demonstrated in the New York Wines Manifesto, that attitude answers any doubts in a wine drinker’s mind about why they should choose a New York wine:

A bolder choice

It’s easy to choose the well-trodden aisles, the “been there, had that,” and the big brands owned by huge conglomerates. It’s safe to opt for the hot valleys and the famous regions and the bigger-the-better in the glass. It’s simple to reach for the imported labels, the hard-to-pronounce vineyards, and the wines of ancient kings. Easy, safe, and simple have their place. In kindergarten. Or in car insurance. But not in wine.

A bolder choice is the less beaten path. One that leads to the lesser known and the yet to be discovered. A bolder choice is small wineries with the know-how and the spirit to turn a cool climate into something elegant, friendly, and approachable...varieties that pair with food, instead of wrestling it into submission.

A bolder choice is not wine that monarchs once enjoyed, but varieties that are sought after by new generations of enthusiasts. Young, exciting, and adventurous...both wine and drinker alike. Philosophers said that wine is life. And life is a series of choices.

Choose Boldly.
Mark

The New York Wines mark is, at a glance, a graphic cluster of grapes, a fitting representation of our industry, expertise, and passion. Upon closer inspection, you’ll notice that it is made up of a series of dots of various colors, each representing one of New York’s AVAs and corresponding to the map of our state’s winemaking regions.
THE NEW YORK WINES LOGO IS AVAILABLE IN VERTICAL AND HORIZONTAL ORIENTATIONS AND IN BOTH POSITIVE AND NEGATIVE FORMATS.
Logo usage

The New York Wines logo should be used with integrity. Do not alter the logo and make sure it is readable and used in the correct color, font, proportion, and position.

- Do not change the logo color.
- Do not stretch or condense the logo.
- Do not use the logo on photos that make it difficult to read.
- Do not alter the logo or colors that make it difficult to read.
New York Wines leads, Boldly, NY. follows

As demonstrated in several consumer-focused communications, the New York Wine logo leads and Boldly, NY. anchors the tactics to make it clear that the brand, NYWGF, and the spirit is behind it all.

Staying Bold

It is important to note that the New York Wines sub-brand takes its tone and spirit from Boldly, NY. Copy used in tactical execution within New York Wines is informed by the same essence and voice as the umbrella brand, as shown in the following headline examples employed in the messaging specific to each of our AVAs:

- **Boldly, Unhurried**—the Long Island AVA
- **Boldly, Intense**—the Hudson River Region AVA
- **Boldly, Energetic**—the Upper Hudson AVA
- **Boldly, Ascending**—the Champlain Valley AVA
- **Boldly, Intricate**—the Finger Lakes AVA
- **Boldly, Confident**—the Niagara Escarpment AVA
- **Boldly, Historic**—the Lake Erie AVA

When supporting and anchoring a program, the **Boldly, NY.** logo should be used without the box and the type should be **60% black or white when on a dark background**. It can be used without the newyorkwines.org url, as long as the url, or other brand url is highlighted elsewhere on the piece.
Colors

Bold colors are used to represent each AVA, offering each distinction. When all the colors come together, it represents the vitality of the wine offerings throughout the state.
Gradation

A color gradation can be applied to photography, giving images a modern, fresh look. The photos can then serve as a background for headlines and allow for easy readability. The effect is achieved in Adobe InDesign by creating a gradation of two brand colors, and applying multiple layers of "Hard Light" and "Multiply" effects over a photo and adjusting the opacity of each layer to achieve the desired look.
Typography

Exemplar Pro and Untitled Sans are two primary fonts of the New York Wines sub-brand. Different in feeling, they each call attention to different aspects of the brand. Exemplar Pro can be used as the headline or subhead font but should not be used for smaller body copy. Untitled Sans should be used for subheads or body copy and, depending on the piece being created, can be used for headlines. The mixing of the two fonts in headlines can also be done to bring attention to the traditional and modern sides of the brand and of the wine industry in New York.

Classically Modern

Boldly, Unique.
**Why New York?**

With a world of choices, why choose New York wine? With its seemingly more wine than any other state, New York wine is aJ

Of course, New York!

**What it means to be cool**

Even with all our diversity, New York wine is a cool climate-winegrowing region across the entire state. Different viticultural areas are moderated by different bodies of water and weather conditions, but, universally, New York wine is making world-renowned cool climate wines that are:

- **Lower alcohol** - Smaller ripening grapes means less sugar to turn into alcohol during fermentation. That results in a bit of surprise to the palate, in dryer wines with lighter body.
- **Higher acidity** - The shorter ripening season results in higher acidity in the finished wine, yielding a tart and refreshing taste that many people find refreshing.
- **Food-friendly** - The combination of different acidity and higher acidity result in wines that complement food instead of overpower it.

**What it means to be bold**

Even with all our diversity, New York wine is a cool climate-winegrowing region across the entire state. Different viticultural areas are moderated by different bodies of water and weather conditions, but, universally, New York wine is making world-renowned cool climate wines that are:

- **Deep roots and fresh ground**

There’s a long tradition of winemaking in New York. In fact, the oldest winery in the United States is in the state. But there is also fresh thinking and innovation growing everywhere, particularly in the area of sustainable farming. Some regions:

- **Baldy, Evolving**
  - We’re breaking new ground, shaping the conversation, advancing the science, and creating modern traditions.

- **Baldy, Relevant**
  - Our wines respect, inspire, satisfy, and surprise with science and learned theories, creating something for everyone.

- **Baldy, Open**
  - We embrace diverse perspectives and are open to new ideas, with a spirit that keeps us moving forward.

- **Baldy, Purposeful**
  - We’re determined to safeguard our future—taking the steps to make a positive impact environmentally, economically, and socially.

**Vitis vinifera**

While New York has a tradition of growing native and hybrid grapes, there is an ongoing shift to planting more Vitis vinifera, the grapes that produce the most sought-after and age-worthy wines.

**Water, water everywhere**

Across New York, bodies of water moderate temperatures and impact the vines that grow well in their vicinities. These bodies of water vary in size and shape, from Long Island Sound to two great lakes to a half-dozen Finger Lakes to smaller lakes and rivers.

**Not so common ground**

There is no “New York soil.” Even within a simple vineyard, soil conditions can vary greatly. While the soil isn’t uniform, it’s mostly well-drained and is uncommonly good for growing grapes with a distinctive terroir.
A bolder choice

We're different... than people expect

New York is different. People might not know that in one corner, we're surrounded by the ocean, and in another, we have lakes. In the middle, we're home to spices that are great and crisp. We're hearty and warm, and some of our regions are exactly the ones that make wine of its own. We're the home of grapes that will be unexpected's great.

Choose boldly

It's easy to choose the wine that's right for you and the wine that's right for you.

Diversity like no other place

New York makes unique wines, from the wines we grow in the Finger Lakes to the grapes that we grow in the Hudson Valley. New York wines are made from a variety of grapes, from the Pinot Noir to the Cabernet Sauvignon. The result is wines that are full-bodied and rich in flavor.

Concentrated flavor

New York's wines are known for their concentrated flavor, which is in part due to the region's unique climate and soil conditions. The long growing season allows the grapes to ripen slowly, resulting in complex flavors and aromas.

What it means to be real

New York wines are made with a commitment to sustainability and environmental responsibility. The region's wineries are leaders in promoting the preservation of our natural resources, and they are committed to reducing their environmental impact.

The story behind it all

New York wines are made by dedicated farmers and winemakers who are passionate about their craft. They are committed to producing wines that reflect the unique character of the region and its people.

Vitis vinifera

While New York has a tradition of growing native and hybrid grapes, it has also been an ongoing effort to plant vines from Vitis vinifera, the grape that produces the most sought-after and age-worthy wines.

3rd largest

New York is the third largest wine-producing state after California and Washington.
PART THREE: New York Sustainable Winegrowing
New York Sustainable Winegrowing

Great wine doing good

New York Sustainable Winegrowing is a program of NYWGF offshoot of the Boldly, NY. brand. It positions the New York state wine family as the leaders in sustainability initiatives and encourages vineyards to achieve certified sustainable status.

In New York, we’re making great wines that satisfy the new generation of wine lovers without compromising the ability of future generations to do the same. And in New York, we have a determination to safeguard our future by taking the steps to make a positive impact environmentally, economically, and socially. This focus is captured in the “Great wine doing good” tagline that is the hallmark of this program. The sub-brand that supports this tagline will capture both our ability to produce truly great wines while doing good things for the future.
The audiences

The audiences for the New York Sustainable Winegrowing sub-brand are trade and media members who will distribute New York’s sustainable grown wine and its message—and wine drinkers who will consume both.
Manifesto

As a sub-brand to Boldly, NY., the New York Sustainable Winegrowing Program exhibits the same confidence...some may say audaciousness...in support of our environment, future, and industry. It is demonstrated in the New York Sustainable Winegrowing Manifesto:

Bold enough to

In New York, we’re lucky enough to live in a remarkable place and work in an industry that’s more passion than punching a clock.

We’re appreciative enough to realize every day that we’re turning what nature gives us into something that gives pleasure to so many.

We’re aware enough to understand that everything we do relies on the soil and the water and our unique geographies. And that we’re blessed to have some of the best in the world for doing what we do.

We’re smart enough to see that the world and the climate are changing.

We’re humble enough to know that we’re here for our time, but others will follow who we must consider and safeguard.

And we’re bold enough to do the work today that will make great wine in the future and do good for generations.
Trustmark

The New York Sustainable Winegrowing trustmark will, at a glance, communicate that the participating vineyard is certified sustainable by the New York Wine & Grape Foundation. For participating wineries, the mark demonstrates the usage of sustainably certified grapes, and for wines that they are made from 85% certified grapes. The mark is composed of a series of wine glasses coming together to form the shape of a sun or a flower, both appropriate representations of the critical importance the environment plays in our industry and our livelihoods. With its use of two of the most common colors in nature, it is reminiscent of our magnificent planet and reminds us of our responsibility to care for and safeguard it.
Trustmark iterations

The trustmark is created with and without typography and in positive and negative formats.
Trustmark usage

The New York Sustainable Winegrowing Trustmark should be used with integrity. Do not alter it and make sure it is readable and used in the correct color, font, proportion, and position.

Do not change the Trustmark color.

Do not change, stretch, or condense the Trustmark.

Do not use the Trustmark on photos or backgrounds that make it difficult to read.

Do not change the Trustmark font.

Do not angle the Trustmark.

Do not use the Trustmark smaller than 1/2".
New York Sustainable Winegrowing leads, Boldly, NY. follows

As demonstrated in communications targeted to growers and wineries, the New York Sustainable Winegrowing trustmark leads and Boldly, NY. anchors the tactics to make it clear that the brand, NYWGF, and the spirit of New York wines places the highest emphasis on the importance of sustainability.

greatwinedoinggood.com
Colors

The environment is the inspiration behind the color palette of the trustmark. A bright green and vivid blue feel energetic and optimistic.
Gradations and overlays

A color gradation can be applied to photography, giving images a modern and fresh look. The photos can then serve as a background for headlines and allow for easy readability. The effect is achieved in Adobe InDesign by creating a gradation of two brand colors and applying multiple layers of "Hard Light" and "Multiply" effects over a photo and adjusting the opacity of each layer to achieve the desired look.

Small inset photography can have color overlays multiplied over images to add some brightness and freshness to pieces. You can use New York Wine colors for this effect.
Great Wine

Doing Good

Typography

Exemplar Pro and Untitled Sans are two primary fonts of the Sustainable WInegrowing sub-brand. Different in feeling, they each call attention to unique aspects of the brand. Exemplar Pro can be used as the headline or subhead font but should not be used for smaller body copy. Untitled Sans should be used for subheads or body copy and, depending on the piece being created, can be used for headlines. The mixing of the two fonts in headlines can also be done to bring attention to the traditional and modern sides of the brand and of the wine industry in New York.
The concept of Sustainable Winegrowing is not widely understood, even though research says that an impressive percentage of wine drinkers are interested in the subject. As one of New York’s sustainable winegrowers, you have the opportunity to explain the excellence of New York wines and the role that sustainability plays in growing and producing great wine that does good. Below are some talking points gathered through consumer/market research that may be helpful in your discussions with wine enthusiasts.

**GreatWine**

SUSTAINABLY GROWN WINES ARE GREAT IN THEIR DIVERSITY.

- New York sustainably produced wines offer something for everyone.
- Because of our varied regions and our bold attitude toward experimentation, New York is a leader in producing excellent wines of amazing range.
- We aren’t a single varietal or style. We’re great in many ways, and we’re continuing to broaden our greatness.

WE GROW WINES THAT GO GREAT WITH FOOD.

- Cool climate wines are bold in their complexity but with lower alcohol and higher acidity that pair well with food.
- There are other parts of the world that produce potent wines with higher alcohol and sometimes overpowering palate. That’s great, but that’s not our definition of bold.
- In New York, bold is an attitude that produces great wines that go even better with food.

GREAT THINGS ARE HAPPENING IN SMALL VINEYARDS AND CELLARLS.

- New York is populated with small family farms and wineries that are a throwback to the way the best wines have always been made.
- They’re free to experiment, eager to innovate, and doing things that big corporate wineries can only look at with envy.

SUSTAINABLE PRACTICES THAT MAKE WINE EVEN GREATER.

- Sustainable practices—faithfully followed—enhance the end product, making sustainably grown wines even better and a better representation of the best New York has to offer.

**Doing Good**

GOOD FOR THE ENVIRONMENT THAT GAVE US GREAT WINE.

- The soil. The water. The wind. The magical intangibles of our terrior. It’s our turn to give back.
- Sustainable wine practices give the environment the best chance to continue to provide everything we need to produce wine that is finding its way onto more tables and mug lists.

YOU CAN HELP FAMILIES WITH DEEP NEW YORK WINEGROWING ROOTS.

- New York is populated by small, family businesses that are boldly independent, innovative, and intriguing.
- They’re doing things that large and big beverage companies can only talk about. That includes producing sustainably grown wines that fit your lifestyle and suit your tastes.
- Buy that wine and you’re rewarding those growers and winemakers and helping sustainability take root in New York and beyond.

SUSTAINABILITY. THAT’S COOL.

- It’s cool to think beyond yourself and beyond today.
- Sustainable wine growing does good things for our environment, our communities, our people, our livelihoods, and our future—all while contributing to our ability to produce highly-drinkable, lighter-bodied, food-friendly cool climate wines.

greatwinedoinggood.com
Great things are happening around New York. Bold, innovative winemakers are crafting a tremendous variety of highly-drinkable, food-friendly wines.

From vineyard to cellar, practices are being done for the environment—so enjoying a bottle tonight doesn’t compromise our future.
Color Profiles and File Formats

The logos, marks and trustmark have been created in a variety of color profiles and file formats. Use the following pages as a guide in selecting the correct version 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 (available)

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)

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)

B&W
Black and white logo 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)
File Formats

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

Vector file formats include:
Ai
EPS (available)
PDF (available)
SVG (available)

JPG
JPG 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 degradation. SVGs can be used for any vector file, whether a website background, icon, or logo.

PNG
PNG files are an alternative to JPG 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.
Questions or comments?

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