



## SIP CERTIFIED STYLE GUIDE

The statements below help consumers understand why their purchase matters. You can use the following in any of your materials to describe your commitment to SIP Certified Sustainable.

### IMPACT STATEMENT

Sustainability in Practice (SIP) Certified is the gold standard for sustainable vineyard and wine certification, challenging growers and wine producers to review, implement and amend practices that impact the earth, its people, and future generations while offering buyers and consumers a trustworthy seal that guarantees conscientious quality.

### THREE P's STATEMENT

Being SIP Certified shows our dedication to the 3 P's of Sustainability – People, Planet, Prosperity. We are committed to our '3 P' approach, ensuring that both natural and human resources are protected.

Here are some of our sustainability efforts:

## OUR VALUES

**Social Responsibility** - Competitive wages, medical insurance, training, and education.

**Water Management** - Reduced/recycled water in the vineyards and winery.

**Safe Pest Management** - Introduce beneficial insects, attract raptors, and plant enriching cover crops to keep vineyards healthy.

**Energy Efficiency** - Alternative fuels and energy sources like solar and wind; minimal tractor usage; enhanced insulation in winery.

**Habitat** - Create wildlife corridors and preserve open space.

**Business** - Ethical practices; treat employees and community with care and respect.

**Always Evolving** - Evolve as new science, technology, and research becomes available.

## PRODUCT & LABEL GUIDELINES

This document provides guidelines for using the SIP Certified logo on your wine labels, product labels, publications, and materials.

### SIP CERTIFIED PRODUCTS

CERTIFIED WINE  
*At Least 85% of Grapes*

#### LOGO



Logo on front or back of wine label and materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).

OR

#### LANGUAGE

Sustainability in Practice (SIP) Certified  
SIP Certified Sustainable  
SIP Certified

CERTIFIED WINE MADE AT CERTIFIED WINERY  
*Certified Winery*

#### LOGO



Logo on front or back of wine label and materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).

OR

#### LANGUAGE

Sustainability in Practice (SIP) Certified Vineyard & Winery  
SIP Certified Sustainable Vineyard & Winery  
SIP Certified Vineyard & Winery

## SIP CERTIFIED PROPERTIES

CERTIFIED VINEYARD  
*At Least 85% of Acres Certified*

### LOGO



Logo on vineyard materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).

OR

### LANGUAGE

Sustainability in Practice (SIP) Certified Vineyard  
SIP Certified Sustainable Vineyard  
SIP Certified Vineyard

## CERTIFIED WINERY

### LOGO



Logo on winery materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).

OR

### LANGUAGE

Sustainability in Practice (SIP) Certified Winery  
SIP Certified Sustainable Winery  
SIP Certified Winery

VINEYARD & WINERY  
*At Least 85% of Acres & Winery Certified*

### LOGO



Logo on vineyard & winery materials (e.g. tasting notes, distributor packages, vineyard signs, etc.). Tagline in logo color may be added indicating both vineyard & winery are certified.

OR

### LANGUAGE

Sustainability in Practice (SIP) Certified Vineyard & Winery  
SIP Certified Sustainable Vineyard & Winery  
SIP Certified Vineyard & Winery

# LOGO GUIDE

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## MINIMUM SIZE

The SIP Certified logo should be printed at a minimum size of .5 inches square for legibility.



## CLEAR SPACE

Use the height of the "C" in "Certified" as a clear space guide. In some instances, the logo overlaps text and clear space should be observed on the other sizes.



## COLOR

When using the SIP Certified logo, we recommend using the standard SIP Certified color: PANTONE 384 C for best consistency across different materials and packaging.



PANTONE 384 C  
CMYK 41/23/99/9  
RGB 151/157/52  
HEX #979d34



White on  
Solid Color



Black (85%)  
B&W Printing

# COLORS

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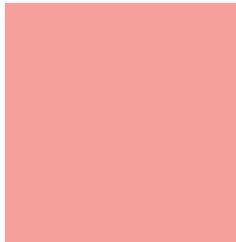
## PRIMARY



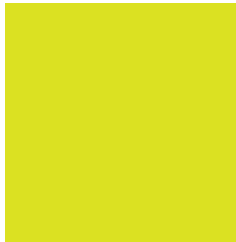
**CERTIFIED GREEN**  
PANTONE 384 C  
CMYK 41 /23/99/9  
RGB 151 /157/52  
HEX # 979d34

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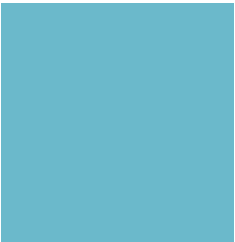
## SECONDARY



**ROSÉ**  
PANTONE 3572 C  
CMYK 0/45/29/0  
RGB 255 /157/162  
HEX # FF9DA2



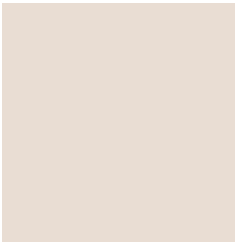
**VERDE**  
PANTONE 381 C  
CMYK 18/0/99/0  
RGB 206 /220/0  
HEX # CEDC00



**SKY**  
PANTONE 2218 C  
CMYK 55/9/16/1  
RGB 114 /176/189  
HEX # 72B0BD

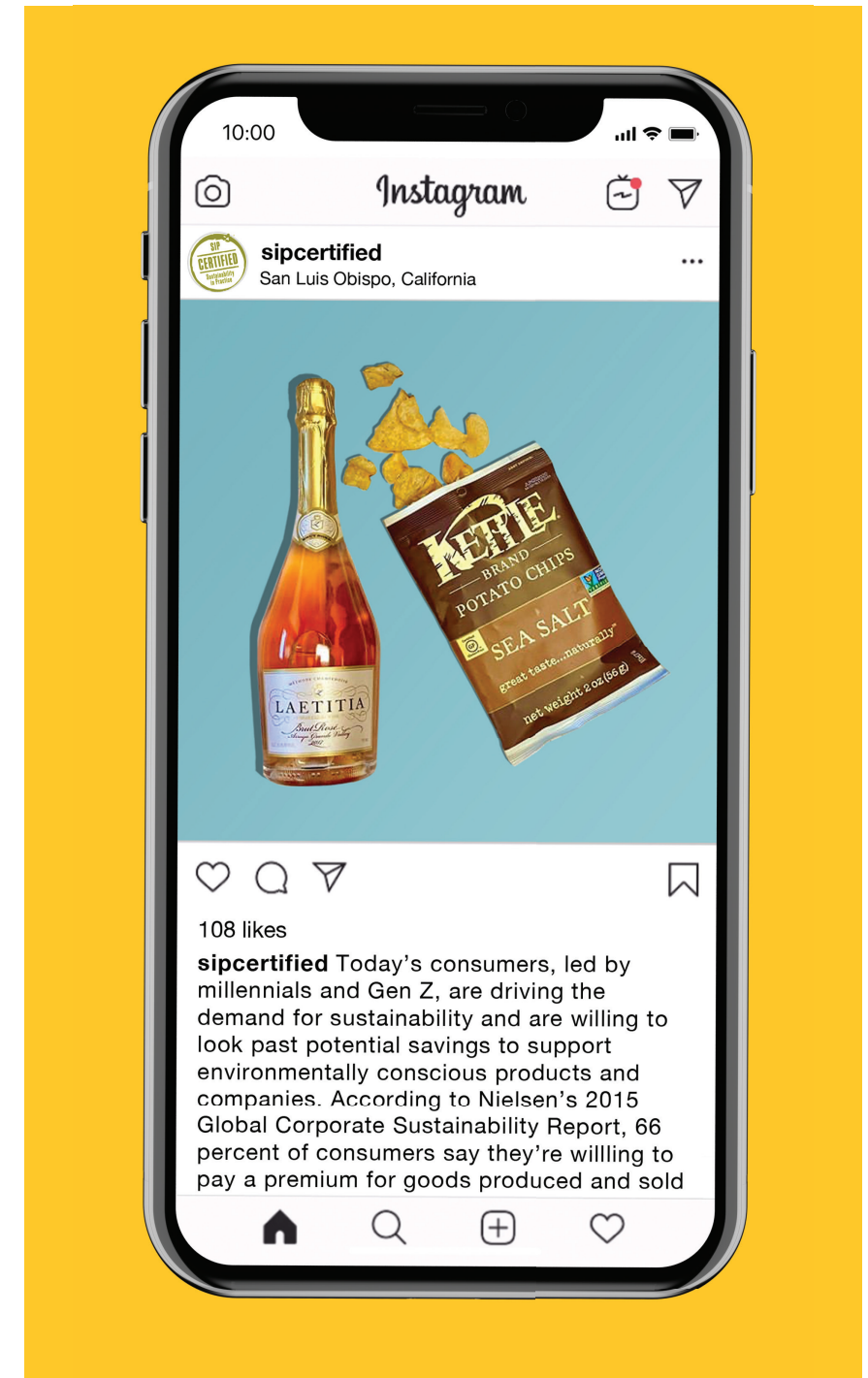
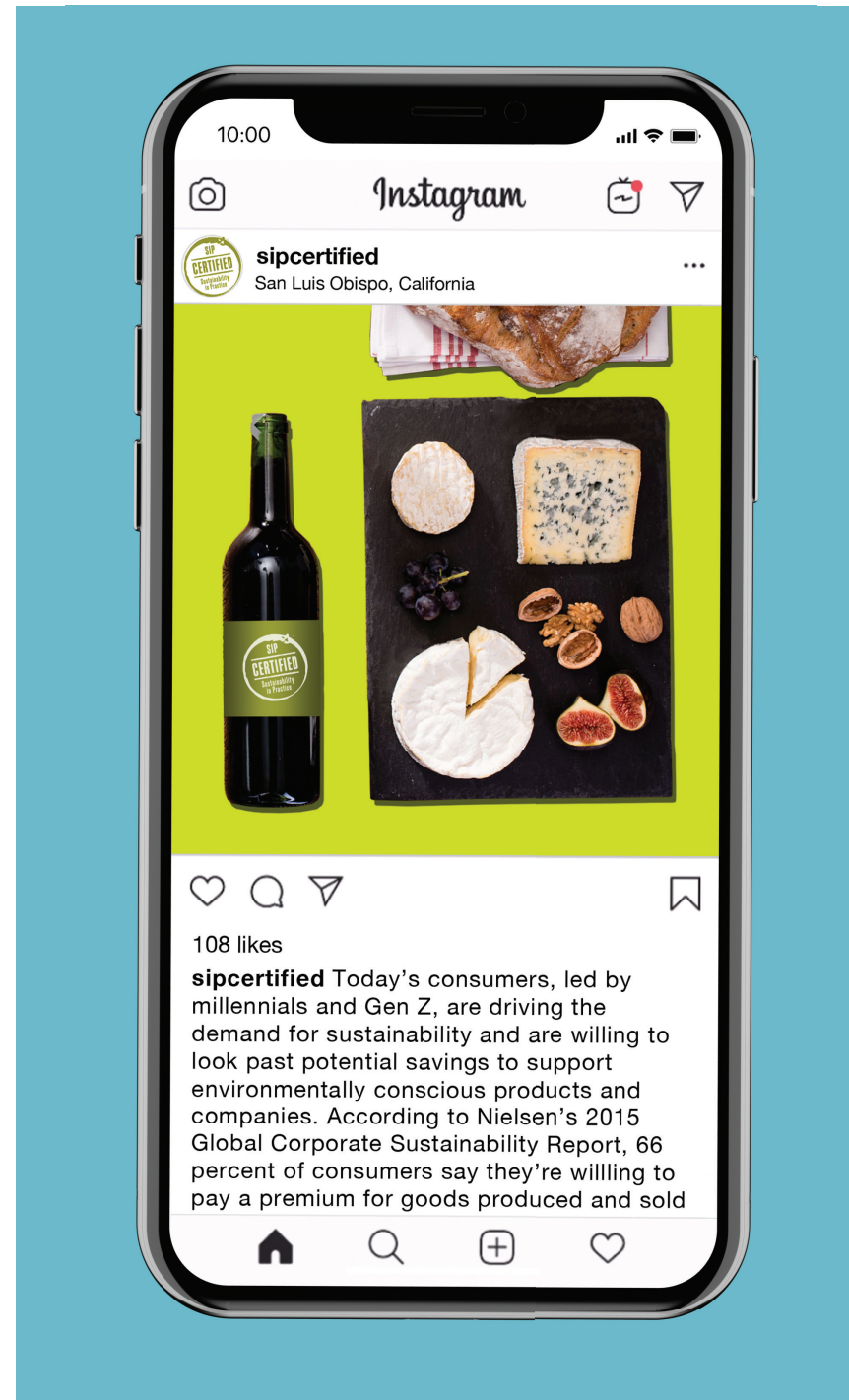
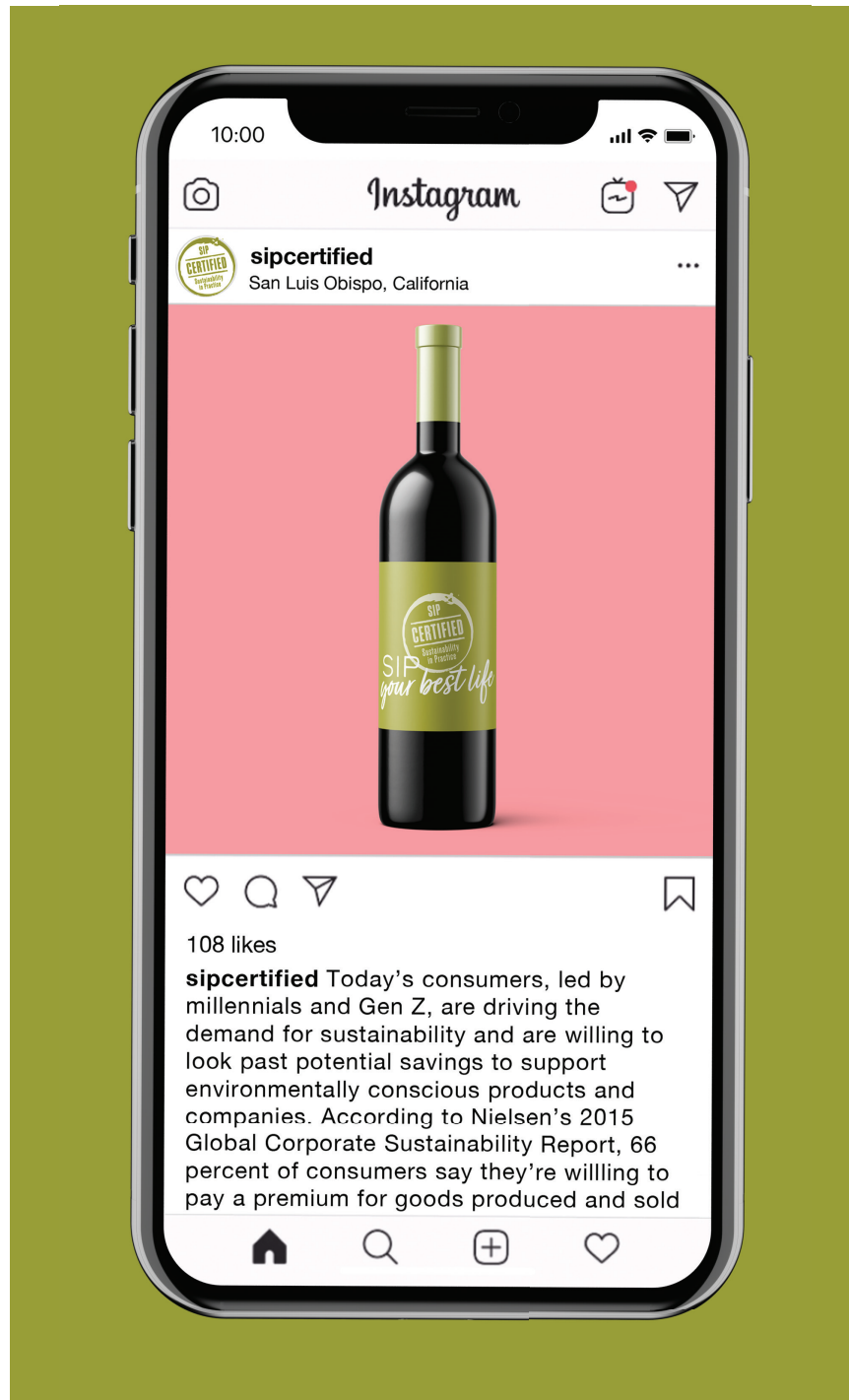


**SUN**  
PANTONE 123 C  
CMYK 0/16/89/0  
RGB 255 /199/44  
HEX # FFC72C



**DOVE**  
CMYK 8/11/14/0  
RGB 233 /222/212  
HEX # E8DDD3

# COLOR USE EXAMPLES



**TYPOGRAPHY**

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CALDER

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890/!?"',.@\$&%

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TURBINADO

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*  
*1234567890/!?"',.@\$&%*

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OPEN SANS

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890/!?"',.@\$&%

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# TYPOGRAPHY USE EXAMPLES

Americans Care About *Sustainability*

Sustainability is important to many Americans. A growing number of consumers say that given a choice they prefer wines that are produced sustainably and ethically.

83% of Americans consider sustainability when buying food

76% of the public believe an independent third-party certification is the best way to verify a product's social or environmental claim

66% of sustainable wine consumers identify eco-friendly wine at point of purchase via labels and in-store information

Show you care with a dedicated SIP Certified Sustainable display!

Sustainability in Practice (SIP) Certified is one of the wine industry's oldest and most important third-party assessment programs. It utilizes a block-to-bottle, integrated approach to management, enabling farmers, wineries and winemakers to preserve the environment and protect human resources.

SIPcertified.org

CALDER

Use for headlines and subheads

TURBINADO

Use sparingly in headlines to add emphasis

OPEN SANS

Use for body copy — Tracking at 20pt for legibility

SIP *Smart*

April 22, 2020  
Webinar

Americans care about *Sustainability*

76% of the public believe an independent third-party certification is the best way to verify a product's social or environmental claim

83% of Americans consider sustainability when buying food

\*Studies by The Guardian and Sustainable Brands

Take advantage of our special pricing for 2020 and save thousands on certifying your winery sustainable. In addition, receive hands-on training for your staff on cutting edge sales techniques to connect with consumers about your sustainable practices.

Call or email today to get started!  
beth@sipcertified.org  
805.466.2288

SIP Certified  
5915 El Camino Real,  
Atascadero, CA 93422

Non-Profit Org.  
U.S. Postage  
PAID  
Permit 163 AMS  
Paso Robles, CA  
92466