

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:

- **SOCIAL RESPONSIBILITY** - We offer competitive wages, medical insurance, training, and education because each worker is a valuable resource
- **WATER CONSERVATION** - We regularly monitor soils, plants, and weather, irrigating vines only when needed and we measure water used in the winery to prevent waste
- **CLEAN WATER** - We keep water clean by growing grasses to reduce erosion and filter storm runoff and filter winery water for reuse
- **SAFE PEST MANAGEMENT** - We introduce beneficial insects, attract raptors, and plant enriching cover crops to keep vineyards healthy
- **ENERGY EFFICIENCY** - We use alternative fuels and energy sources like solar and wind, minimize tractor use to reduce our carbon footprint, and use insulation to increase energy efficiency
- **HABITAT** - We create wildlife corridors to give animals access to traditional watering holes and food, helping to maintain biodiversity
- **BUSINESS** - We have sound business practices with a long term view to treat our employees and community with care for generations
- **THIRD PARTY AUDIT** - We verify adherence to SIP Certification's strict Standards through third party documentation and onsite inspections
- **IMPROVEMENT** - We annually update and regularly peer review the farming and wine processing Standards as Best Management Practices evolve with new science, technology, and research

EXHIBIT A



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

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

CERTIFIED 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



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

CERTIFIED FOOD

At Least 85% of Ingredients

LOGO

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



OR

LANGUAGE

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

INGREDIENTS LISTING

Indication of which ingredients are certified in ingredient panel. Example:

INGREDIENTS: sorghum flour, SIP Certified Sustainable grapeseed flour, baking soda, salt, brown sugar, shortening, molasses.

CERTIFIED FOOD

Less Than 85% of Ingredients

INGREDIENTS LISTING

Indication of which ingredients are certified in ingredient panel. Example:

INGREDIENTS: sorghum flour, SIP Certified Sustainable grapeseed flour, baking soda, salt, brown sugar, shortening, molasses.

MINIMUM SIZE

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



CLEAR SPACE

On label logos printed at the minimum size of .5" provide a clear space of 1/16" around the logo. Otherwise, provide a clear space of the equivalent of 1/8" around the logo.



COLOR OPTIONS

When using the SIP Certified logo, we recommend using the standard SIP Certified color: Pantone 208c for best consistency across different materials and packaging.



C41 M23 Y99 K9
RGB 151.157.52



White
on solid color



Black (85%)
B&W printing