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.).

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

OR

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.).

LANGUAGE
Sustainability in Practice (SIP) Certified Vineyard & Winery
SIP Certified Sustainable Vineyard & Winery
SIP Certified Vineyard & Winery
<table>
<thead>
<tr>
<th><strong>SIP CERTIFIED PROPERTIES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CERTIFIED VINEYARD</strong></td>
</tr>
<tr>
<td>At Least 85% of Acres Certified</td>
</tr>
<tr>
<td><strong>LOGO</strong></td>
</tr>
<tr>
<td>Logo on vineyard materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).</td>
</tr>
<tr>
<td><strong>LANGUAGE</strong></td>
</tr>
<tr>
<td>Sustainability in Practice (SIP) Certified Vineyard</td>
</tr>
<tr>
<td>SIP Certified Sustainable Vineyard</td>
</tr>
<tr>
<td>SIP Certified Vineyard</td>
</tr>
<tr>
<td><strong>OR</strong></td>
</tr>
<tr>
<td><strong>CERTIFIED WINERY</strong></td>
</tr>
<tr>
<td>Logo on winery materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).</td>
</tr>
<tr>
<td><strong>LANGUAGE</strong></td>
</tr>
<tr>
<td>Sustainability in Practice (SIP) Certified Winery</td>
</tr>
<tr>
<td>SIP Certified Sustainable Winery</td>
</tr>
<tr>
<td>SIP Certified Winery</td>
</tr>
<tr>
<td><strong>OR</strong></td>
</tr>
<tr>
<td><strong>VINEYARD &amp; WINERY</strong></td>
</tr>
<tr>
<td>At Least 85% of Acres &amp; Winery Certified</td>
</tr>
<tr>
<td><strong>LOGO</strong></td>
</tr>
<tr>
<td>Logo on vineyard &amp; winery materials (e.g. tasting notes, distributor packages, vineyard signs, etc.). Tagline in logo color may be added indicating both vineyard &amp; winery are certified.</td>
</tr>
<tr>
<td><strong>LANGUAGE</strong></td>
</tr>
<tr>
<td>Sustainability in Practice (SIP) Certified Vineyard &amp; Winery</td>
</tr>
<tr>
<td>SIP Certified Sustainable Vineyard &amp; Winery</td>
</tr>
<tr>
<td>SIP Certified Vineyard &amp; Winery</td>
</tr>
</tbody>
</table>
LOGO GUIDE

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

PRIMARY

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

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

CALDER

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890/!?,.@$&%

TURBINADO

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

OPEN SANS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890/!?,.@$&%
Sustainability in Practice (SIP) Certified Program • 5915 El Camino Real, Atascadero, CA 93422 • 805.466.2288

Some raw extracted textual content:

**TYPOGRAPHY USE EXAMPLES**

- **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

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**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 choosing wine.
- **76%** of the public believe an independent third-party certification is the best way to verify a product’s social or environmental claims.
- **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.

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**SIP Smart**

April 22, 2020 Webinar

Take advantage of our special pricing for 2020 and unlock the benefits of our SIP Smart program! Call or email today to get started! 805.466.2288