



Sustainability Logo Guidelines



Sonoma County Winegrowers Sustainability Branding

As in the fictional example here, linking our “Sonoma County Sustainably Farmed Grapes brand” to a “complimentary” brand enhances the awareness and equity of both brands.

Our sustainability logo builds brand awareness and elevates perception of our growers’ and vintners’ brands—and their collective commitment to sustainability.



Sustainability Labeling

Core Identity

Our sustainability logo is our core identifier when paired with a complementary brand.

The logo should be used consistently in all communications.

To ensure legibility, the logo should never be reproduced smaller than the minimum size. The minimum print size assumes high resolution print reproduction. Certain kinds of reproduction, such as flexography, silk-screen, or foil stamping may require larger sizing to assure legibility.

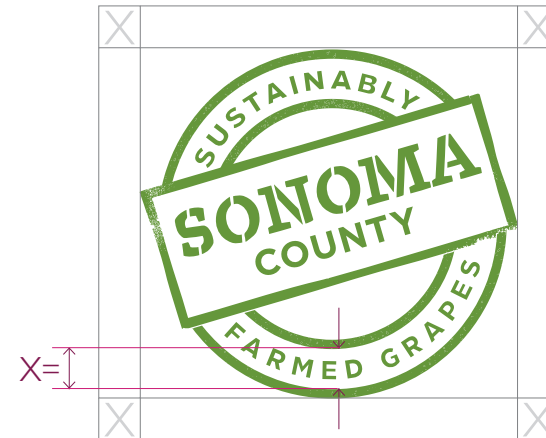
Conjunctive Labeling

To use the sustainability logo to satisfy conjunctive labeling requirements, the logo must appear on the legal front/brand label (as submitted to TTB). As the minimum type size requirement for the verbiage "Sonoma County" is 2mm, to use the sustainability logo to replace "Sonoma County" text on your label, the logo must be no smaller than 1" tall.

Logo



Clear Space



Minimum Print Size



45 points / 0.625"

Conjunctive Labeling
Minimum Print Size



72 points / 1"

Sustainability Labeling

Other Uses

In addition to using the sustainability logo on wine packaging, the logo may also be used on websites, merchandising, and point-of-sale materials.



Sustainability Labeling

Color Palette and Usage

We've created five preferred color variations of the sustainability logo.

To help assure affinity when used in conjunction with a complimentary brand's color palette, other colors may be used—as long as the logo is provided sufficient contrast to assure legibility.



PMS	RGB	HEX	CMYK
BLACK	0-0-0	000000	0-0-0-100
PMS 2768	7-29-73	071D49	100-90-13-71
PMS 139	175-109-4	AF6D04	7-49-100-25
PMS 576	120-157-74	789D4A	54-5-94-24
PMS 222	108-29-69	6C1D45	20-100-22-61

Sustainability Labeling

Logo Misuse

The Sonoma County Winegrowers sustainability logo has been carefully designed to reflect our brand personality.

To ensure the impact and preserve the integrity of the mark, any deviation from the established standard usage is prohibited.

Do not reset the Ingredient Logo type or alter it in any way. Do not alter the overall shape of the letterforms or add gradients or shading.



Never place the logo against a background color that would inhibit legibility



Never place the logo against a background texture that would inhibit legibility



Never recreate the logo using other typefaces



Do not add any additional elements



Do not alter the proportions of the logo



Do not rotate the logo



Never distort the logo in any way that would compromise legibility



Do not put logo in a containing shape or background



Do not put a drop shadow on the logo

Questions?

We're here to help.

If you need more information on brand guidelines, or need access to Sonoma County Winegrowers logo or templates, please contact:
jennifer@sonomawinegrape.org

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