



## **Sustainable Winegrowing Australia Trust mark rules of use, style guide specifications and FAQs**

### **Use of the Sustainable Winegrowing Australia trust mark**

The Sustainable Winegrowing Australia trust mark (TM #2085147) may be used by certified members of Sustainable Winegrowing Australia on promotional materials and wine packaging to publicise their commitment to sustainable grape and wine production.

The trust mark must be used in accordance with the Sustainable Winegrowing Australia trust mark rules of use and style guide specifications set out in this document.

To protect the integrity of the trust mark and the program, certified members will be asked to submit their planned use of the trust mark for approval by the AWRI (the organisation that manages Sustainable Winegrowing Australia). This will allow the AWRI to maintain a register of the certified members who are using the trust mark and the ways it is being used, which will help support further promotion of the use of the trust mark and the Sustainable Winegrowing Australia program.

### **Steps for use of trust mark**

1. Achieve certified member status in the Sustainable Winegrowing Australia program.
2. Download the logo from the Sustainable Winegrowing Australia online platform, read the style guide specifications and prepare draft artwork.
3. Submit draft artwork and, where relevant, evidence of grape and wine traceability to the AWRI through the Sustainable Winegrowing Australia online platform for approval.
4. Following approval from the AWRI, use the trust mark in accordance with the rules of use.
5. Upload new draft artwork each time new materials featuring the trust mark are created or updated.

### **Rules of use**

1. The Sustainable Winegrowing Australia trust mark is the property of the Australian Wine Research Institute Limited (AWRI) and Australian Grape and Wine Incorporated.
2. Only certified members of the Sustainable Winegrowing Australia program may use the trust mark. Members of the Sustainable Winegrowing Australia program who are not certified must not use the trust mark.
3. The trust mark must be used in accordance with these rules of use. The trust mark must adhere to the style guide specifications outlined below. Permission to use the trust mark in any other way than as specified in these rules and style guide specifications must be negotiated with the AWRI.
4. The trust mark may be used by certified members on stationery, websites and other marketing materials in conjunction with the text detailed in Rule 7 below.

5. The trust mark may be used on wine labels and other packaging materials of certified wineries or wine businesses only when the wine is produced in a Sustainable Winegrowing Australia certified member winery or wineries AND at least 85% of the grapes from which the wine was made have been grown in a Sustainable Winegrowing Australia certified member vineyard/s.
6. To be eligible to use the trust mark on a wine label in accordance with Rule 5, vineyard certification must be achieved and maintained throughout the growing season for which any label claim is being made; that is, certification must have been achieved prior to bud burst. Winery certification must be achieved prior to the commencement of vintage for the claim being made; that is, certification must have been achieved by the time the first grapes are crushed by the winery in that vintage. Any certified member using contract processing facilities or grapes purchased from another vineyard, can apply for use of the trust mark on wine labels provided that the certification of the vineyard(s) and winery(ies) was in place throughout the growing and winemaking processes.
7. Certified members may refer to their membership of the Sustainable Winegrowing Australia program on stationery, websites and other marketing materials (but not on wine labels unless the criteria in Rule 5 are met) by using the accompanying text, either in conjunction with the trust mark or as text alone:  
  
[Site/business name] is a certified member of Sustainable Winegrowing Australia.
8. The Sustainable Winegrowing Australia name and/or trust mark must not be used in any way that could mislead the public or bring the Sustainable Winegrowing Australia program into disrepute.
9. The rights contained within these rules are personal to each certified member of the Sustainable Winegrowing Australia program and may not be assigned, transferred or sub-licenced to any other person or organisation.
10. A certified member's approval to use the Sustainable Winegrowing Australia trust mark may be revoked or suspended by the AWRI if the certified member:
  - 10.1 uses the trust mark otherwise than in accordance with these rules.
  - 10.2 fails to maintain certified status for any reason.
11. A certified member must immediately cease using the Sustainable Winegrowing Australia trust mark on all marketing materials if their approval to use the trust mark is revoked or suspended or they fail to maintain the status of a certified member. The trust mark may not be used on wine labels or packaging of wine produced after certified status has lapsed or approval to use the trust mark has been revoked or suspended. However, the business will be entitled to sell stocks of wine already labelled prior to such suspension, revocation or loss of certified member status.

### **Style guide specifications**

All uses of the Sustainable Winegrowing Australia trust mark must adhere to the style guide specifications shown on the next page.

### **Frequently asked questions**

Frequently asked questions about the trust mark are included at the end of this document.

# Trust mark style guide specifications

## SUSTAINABLE WINEGROWING AUSTRALIA CERTIFIED

A simple palette of core colours has been established. The certification trust mark can be reproduced in either full colour or black & white.

Colour



Black & white



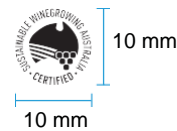
Black & white reversed



**Incorrect use** - To maintain integrity of the trust mark, it must not be altered in any way. Only use files provided without any distortion. Please see examples of incorrect use.



**Minimum sizes** - When applied to a label, the trust mark must be no smaller than 10 mm in height as shown.



The trust mark can be produced in either green (as listed below) or black.

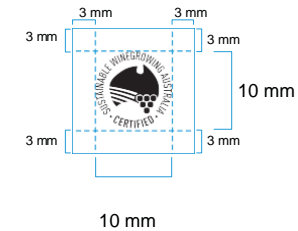


The Sustainable Winegrowing Australia Certified trust mark must adhere to the style guide specifications as outlined in this document. The trust mark must be reproduced from the master artwork to maintain quality image and must not be altered in any way.

To obtain the master artwork or approval for the trust mark, follow the instructions in the Sustainable Winegrowing Australia online platform.

**Clear space rule** - Sufficient space around the trust mark must be maintained to ensure impact and minimise competition from surrounding elements. No graphic or text elements should appear within the clear space area. The letter "x" on the diagram indicates the minimum clear space required around the trust mark.

**When produced at 10 mm in size, please allow a clear space of 3 mm.**



The font used for the words "SUSTAINABLE WINEGROWING AUSTRALIA" is DIN CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The font used for the word CERTIFIED is DIN CONDENSED BOL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## **Sustainable Winegrowing Australia trust mark – frequently asked questions**

### **Who can use the trust mark?**

The Sustainable Winegrowing Australia trust mark can only be used by certified members of Sustainable Winegrowing Australia.

### **When was the trust mark first available?**

The trust mark was available for use by certified members from July 2020.

### **Who owns the trust mark?**

The trust mark is jointly owned by the Australian Wine Research Institute and Australian Grape & Wine.

### **How can I access the trust mark?**

Certified members can access the trust mark and guidelines for its use on the 'certification' page of the online membership platform. Log in [here](#) to access the trust mark image files.

### **Why does the AWRI need to approve my use of the trust mark?**

Certified members will be asked to submit artwork featuring the trust mark to the AWRI for approval. This will allow the AWRI to maintain a register of the certified members who are using the trust mark and the ways it is being used, which will help support further promotion of the trust mark and the Sustainable Winegrowing Australia program. It will also protect the integrity of the trust mark and the program.

### **How can I use the trust mark?**

Certified members are encouraged to use the trust mark on stationery, websites, signage and other marketing materials. The trust mark can also be used on wine labels and other packaging materials if the wine was made in a certified member winery/ies and at least 85% of the grapes from which the wine was made were grown in a certified member vineyard/s.

### **Who are certified members?**

Certified members are members who have demonstrated the membership and annual reporting requirements of Sustainable Winegrowing Australia and have achieved third-party certification to an approved program. For more information about approved certification programs and the certification process, please refer to the Program terms which are available to members through the online member platform ([here](#)).

### **What is certified, the business, the site or the wine?**

Certification is granted to vineyard, winery and/or wine business entities and the sites included in the scope of their certification. Wine packaging can carry the Sustainable Winegrowing Australia trust mark if it was made by a certified winery or wine business in a certified winery and at least 85% of the grapes in the wine were grown in a certified member vineyard/s.

### **If the wine is made at more than one winery (e.g. the grapes are crushed at one site and fermented and finished at another), do both sites need to be certified if I want to use the trust mark on the wine label?**

If a wine is made at more than one winery, each winery site must be certified for the trust mark to be displayed on the wine label.

### **Does certification cover bottling and packaging of wine?**

No. Certification is attached to the growing and making of wine only.

**Who checks that wines showing the trust mark on the label are compliant?**

The AWRI checks the traceability evidence alongside wine label artwork. This will also be checked during a third party audit. LIP records could be used for this purpose.

**Do I need to submit evidence showing traceability of the source of the grapes when I am submitting a label design?**

Yes

**Will the record-keeping associated with the trust mark add another layer of reporting if wines are being exported?**

No. Use of the trust mark is not subject to export control.

**Can I use the trust mark on the front label?**

Yes. Guidelines for labelling can be accessed here (<https://www.wineaustralia.com/labelling>).

**Can I use the trust mark on shelf talkers for wines that do not include the trust mark on the label?**

Yes, the trust mark can be used on shelf talkers, provided that it is accompanied by the words '[Site name] is a certified member of Sustainable Winegrowing Australia'.

**How long after I complete my audit can I apply to use the trust mark on a wine label?**

In addition to maintaining Sustainable Winegrowing Australia membership, site certification is valid from the date of successful completion of a third-party audit. Vineyard certification must be achieved and maintained throughout the growing season for which any label claim is being made. Winery certification must be achieved prior to commencement of vintage for the claim being made. Wine businesses can apply for retrospective trust mark use on wine labels from the immediate past vintage (Refer to Rule 6).

**How long does it take for approval after I submit artwork to the AWRI?**

You should allow five working days for approval of artwork.

**Do I need to get artwork approval for every bottling? every vintage? every new blend? or just each time a new label design carries the trust mark for first time?**

Each time new artwork featuring the trust mark is created, please send a copy to the AWRI via the online platform for approval. If the artwork is substantially identical to previously submitted artwork, please indicate that when you submit it.

**Can I write on a label: 'Anna's Wine Estate is a certified member of Sustainable Winegrowing Australia' if the product itself is not certified?**

No, the approved wording '[Site name] is a certified member of Sustainable Winegrowing Australia' cannot be used on a wine label if the product itself is not certified. (Refer to Rule 7).

**Can I use the trust mark on wine which includes purchased bulk wine?**

Yes, provided that at least 85% of grapes in the final wine blend were grown in a certified member vineyard/s and the wine was made in a certified winery/ies. Evidence of the bulk wine composition (e.g. a declaration stating the percentage sourced from certified vineyards and accompanying Sustainable Winegrowing Australia site certificates) must be provided as part of the traceability documentation.

**The certified vineyard/winery that I purchased fruit/wine from let their certification lapse since I purchased the fruit/wine. Can I still use the trust mark on wine labels from that source/s?**

Yes, providing the trust mark rules of use were adhered to and evidence of traceability is provided.

**I am a certified Winery or Wine Business member and I'd like to use the trust mark on multiple wine labels of the same wine blend. Do I need to submit separate trust mark applications for each label?**

No. It is acceptable to provide all the artwork intended for that wine blend in one trust mark application.

**What information do I need to submit in an application to use the trust mark on wine labels?**

- Sustainable Winegrowing Australia membership number of winery (if using a contract facility)
- Vintage year
- Variety
- Total volume (L) in the blend
- Sustainable Winegrowing Australia membership number(s) and volume (L) or proportion (%) of each fruit parcel included in the wine

For all other enquiries about the trust mark, please contact the AWRI helpdesk on 08 8313 6600 or [helpdesk@awri.com.au](mailto:helpdesk@awri.com.au).