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 for qualifying wine, to publicise their commitment to sustainable grape and wine production.

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

To protect the integrity of the trust mark and the program, certified members must submit any planned use of the trust mark for approval by the Australian Wine Research Institute Limited (the "AWRI") (the organisation that manages Sustainable Winegrowing Australia). This allows 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.

Definitions

Certified Vineyard *means a vineyard that has successfully completed an audit pursuant to the Sustainable Winegrowing Australia program.*

Certified Winery *means a winery that has successfully completed an audit pursuant to the Sustainable Winegrowing Australia program.*

Lockup Logo *means* any lock up logo incorporating the trust mark permitted for that purpose by the style guide specifications.

Qualifying Grapes *are grapes that were harvested from a* ***Certified Vineyard*** *that was both certified at the time of harvest and had completed Sustainable Winegrowing Australia membership requirements and certification training by 14 September of the previous calendar year.*

Qualifying Wine *means a wine at least 85% of which is wine made from* ***Qualifying Grapes****, which are fully Processed at a* ***Certified Winery****, that was certified at the time the grapes were received, and that has been stored at a* ***Certified Winery****. It includes a product which was a wine which meets the definition of a wine under the Food Standards Code which has been de-alcoholised but which otherwise meets the requirements of this definition.*

Process *means any part of the wine production process which requires energy or water or creates waste or wastewater. The terms* ***Processing*** *and* ***Processed*** *have corresponding meanings. Note – Bottling and packaging of wine which occurs at a non-winery site is not considered Processing.*

Rules of use

1. The Sustainable Winegrowing Australia trust mark is the property of the AWRI and Australian Grape and Wine Incorporated ("AGW").

2. Certified members of the Sustainable Winegrowing Australia program are permitted to use the trust mark only in accordance with these rules. Members of the Sustainable Winegrowing Australia program who are not certified must not use the trust mark.

3. The trust mark use must adhere to the style guide specifications outlined below.

4. The use of the trust mark in any other way than as specified in these rules and style guide specifications may be approved by the AWRI.

5. Certified members must submit any planned use of the trust mark for approval by the AWRI, as set forth herein.

6. The trust mark may be used by certified members on wine labels only for Qualifying Wine.

7. The trust mark may be used by certified members on stationery, websites and other marketing materials advertising their business, by using a Lockup Logo or the accompanying text below, either in conjunction with the trust mark or as text alone:

> [Site/business name] is a certified member of Sustainable Winegrowing Australia.

8. The trust mark may be used by certified members on stationery, websites and other marketing materials advertising Qualifying Wine products that they produce, by using a Lockup Logo or the accompanying text below, either in conjunction with the trust mark or as text alone:

> [Wine product] is made from qualifying grapes at a winery certified by Sustainable Winegrowing Australia.

9. 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.

10. 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-licensed to any other person or organisation.

11. 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:

11.1 uses the trust mark otherwise than in accordance with these rules; or

11.2 fails to maintain certified status for any reason.

12. A certified member must immediately cease using the Sustainable Winegrowing Australia trust mark on all 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 Processed after certified member status, or certified status for any Certified Vineyard or Certified Winery, has lapsed, or approval to use the trust mark has been revoked or suspended. However, the business will be entitled to sell stocks of Qualifying Wine already labelled prior to such suspension, revocation or loss of certified member status.

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

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.

A simple palette of core colours has been established. The certification trust mark can be reproduced in:

- Green on a white or off-white background or in;
- Black or white on a high contrast background.

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.

PANTONE	C M Y K	R G B	HEX	BLACK
7481C	90 0 96 0	0 171 82	#00AB52	

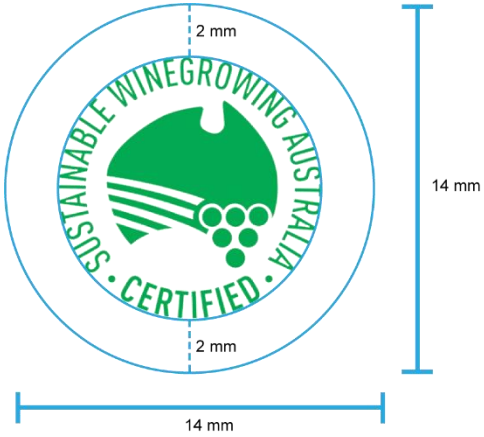
The trust mark can be produced in either green (as listed above) or in black or white.

Updated 22/05/2025

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 trust mark must not be used as a watermark over a graphic.

When produced at 10 mm in size, please allow a clear space of 2 mm.

Please note: the diagram below is not to scale.



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 BOLD.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trust mark style guide specifications

SUSTAINABLE WINEGROWING AUSTRALIA CERTIFIED

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 image quality and must not be altered in any way.

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

Under rules 7 and 8 of the trust mark rules of use, certified members of Sustainable Winegrowing Australia can use a Lockup Logo, which is a Lockup Logo incorporating the trust mark. A Lockup Logo is permitted for use on stationery, websites and other marketing materials, as set out in the rules of use, and can be reproduced in the simple palette of core colours permitted for reproduction of the trust mark and in

- Green on a white or off-white background or in;
- Black or white on a high contrast background.

Certified winery members can use the Lockup Logo below:

Colour

Black & white

Black & white reversed

Certified vineyard members can use the Lockup Logo below:

Colour

Black & white

Black & white reversed

Certified wine business members can use the Lockup Logo below:

Colour

Black & white

Black & white reversed

Incorrect use – To maintain integrity of the Lockup Logo, 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 Lockup Logo must be no smaller than 11 mm in height and 30 mm in width as shown.

Please note: the diagram below is not to scale

Clear space rule – Sufficient space around the Lockup Logo 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 Lockup Logo must not be used as a watermark over a graphic.

When produced at 11 mm in height and 30 mm in width in size, please allow a clear space of 2 mm.

Please note: the diagram below is not to scale

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 rules 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 must submit artwork featuring the trust mark to the AWRI for approval. This allows the AWRI to maintain a register of the certified members who are using the trust mark and the ways it is being used, which helps support further promotion of the trust mark and the Sustainable Winegrowing Australia program. It also protects the integrity of the trust mark and the program.

When 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 meets the definition of a qualifying wine. Each use of the trust mark must be submitted to the AWRI for approval.

Who are certified members?

Certified members are members who have met the membership and annual reporting requirements of the Sustainable Winegrowing Australia program and have achieved third-party certification under the program rules to the Freshcare Australian Wine Industry Standards of Sustainable Practice (VIT/WIN). For more information about certification 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 the wine meets the definition of a qualifying wine and was packaged by or on behalf of a certified member.

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?

Wine may be made at more than one winery, however in order for a wine to meet the definition of qualifying wine, at least 85% of it must be made from qualifying grapes processed at a certified winery(ies). Under the definition of processing, this includes storage of wine at a non-winery site, which site must be certified. As there is currently no certification category for bottling and packaging at a non-winery site, non-winery sites where wine is bottled and packaged do not currently need to be certified.

Can I bottle and package wine at a non-certified site?

Yes. Certification is currently attached to the growing and making of wine only, although this is under review. Note that if a qualifying wine is purchased in bulk by a third party for sale under its own branding, that business must become a certified wine business member before it can apply to use the trust mark on wine labels for that wine, even if it is only bottling and packaging.

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

The AWRI checks the traceability evidence alongside wine label artwork, against the rules and the style guide specifications. This is also checked during a third-party audit. LIP records may be used for this purpose.

Do I need to submit evidence showing traceability of the source of the grapes when I submit 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 currently subject to export control.

Can I use the trust mark on the front label?

Yes, provided use is in accordance with the rules of use and the label is otherwise compliant. Guidelines for labelling can be accessed here (https://www.wineaustralia.com/labelling).

Can I use the trust mark on shelf talkers and other marketing materials for wines that do not include the trust mark on the label?

Yes, the trust mark can be used in accordance with the rules of use on marketing materials such as shelf talkers promoting:

- a certified member's membership of the Sustainable Winegrowing Australia program, provided that it is accompanied by a lock up logo incorporating the trust mark permitted for that purpose by the stye guide specifications, or the words '[Site name] is a certified member of Sustainable Winegrowing Australia'; or
- a qualifying wine under the Sustainable Winegrowing Australia program, provided it is accompanied by a lock up logo incorporating the trust mark permitted for that purpose by the stye guide specifications, or the words '[Wine product] is made from qualifying grapes at a winery certified by Sustainable Winegrowing Australia'.

Can I apply the trust mark as a sticker to the label?

Yes, the trust mark can be printed on a sticker and applied to a qualifying wine. The label including the sticker must still go through the approval process.

Can I apply the lock up logo incorporating the trust mark to my wine label?

No, the lock up logo incorporating the trust mark found in the style guide specifications may only be used, as permitted by the rules of use, on stationery, websites and other marketing materials, as an alternative to the permitted accompanying text.

If I am using the lock up logo incorporating the trust mark, do I still need to go through the approval process?

Yes, you still need to submit your marketing materials showing the use of the lock up logos for approval.

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

Only a certified member can apply to use the trust mark. In addition to maintaining Sustainable Winegrowing Australia membership, certification is valid from the date of successful completion of a third-party audit under the Sustainable Winegrowing Australia program rules. For grapes to qualify as being from a certified vineyard, the vineyard must have completed Sustainable Winegrowing Australia membership requirements and certification training by 14 September of the prior calendar year, and achieved vineyard certification through finalisation of a successful audit prior to the harvest of the grapes. For wine to qualify as produced by a certified winery, winery certification must be achieved prior to receival of the grapes and/or wine for the claim being made and be maintained throughout the winemaking processes at those sites.

Can someone else outside my business use the trust mark in association with my business and/or wine, (e.g. my regional association wants to use the trust mark in its promotion of my wine)?

No. The trust mark may only be used by certified members of the program. However, you may apply to use the trust mark in an external promotion by submitting the draft artwork for review and providing a description of how the trust mark will be used (e.g. the name and date of the event or publication).

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 wine itself does not qualify?

No, the approved wording '[Site name] is a certified member of Sustainable Winegrowing Australia' cannot be used on a wine label if the wine itself does not qualify. (Refer to Rule 4).

Can I use the trust mark on no or low alcohol wine?

Yes. As long as no or low alcohol wine is made by dealcoholising a wine as defined by the *Food Standards Code* (see https://www.wineaustralia.com/labelling/low-alcohol-wine for further information), and it is a qualifying product that complies with the rules of use, a certified member can use the trust mark on the label.

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

Yes, provided that the wine qualifies. For a wine to qualify, under the rules of use, at least 85% of the wine must have been made in a certified winery/ies from grapes grown in a certified vineyard/s. Evidence of the bulk wine composition (e.g. a declaration stating the percentages sourced from certified vineyard/s and made in a certified winery/ies, and accompanying Sustainable Winegrowing Australia member 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 that you are a currently certified member, the trust mark rules of use were adhered to at the time that the grapes were grown and the wine was made, 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?

- Vintage year
- Variety
- Total volume (L) in the blend
- Your Sustainable Winegrowing Australia membership number(s) and the membership number(s) of any other certified vineyard, winery or wine business with any involvement in the growing of the qualifying grapes or production of the qualifying wine
- Volume (L) or proportion (%) of each certified vineyard and winery involved in the growing of the qualifying grapes or production of the qualifying wine.

For all other enquiries about the trust mark, please contact the AWRI helpdesk on 08 8313 6600 or helpdesk@awri.com.au.