LIVE

Brand
Guidelines

Table of Contents

LIVE was formed in 1997 by a small group of visionary winegrowers in Oregon's Willamette Valley. In 1999 they incorporated their fledgling organization as a 501(c)(3) not-for-profit organization and soon after achieved a prestigious accreditation from the European chapter of the IOBC. LIVE has been certifying vineyards in Oregon since then, followed by Washington growers in 2006, and Idaho in 2012. In 2008 LIVE developed a first-in-class winery certification program. Today, LIVE certification is available to vineyards and wineries throughout the Pacific Northwest of the US and is partnered with numerous other certifications and NGO's around the world whose goal is a more sustainable future in wine.

This guide is intended to help you showcase your certification properly and consistently on wine labels, marketing materials, websites, and any signage you might produce. All style recommendations are just that, nothing in this guide is required. However, accurate certification claims will be verified by the TTB, so be sure to use the correct one for your wine bottles.

Areas of Focus

CLIMATE ACTION

We measure and reduce our greenhouse gas emissions. We use regenerative farming practices like planting cover crops to sequester atmospheric carbon in our soils. We protect and restore oak habitat and reduce our impacts on rivers and streams. We recognize that this is the greatest challenge of our time and are working to meet it.

BIODIVERSITY

All LIVE members are required to maintain ecologically rich ares on our farms. These include swaths of wildflower meadows, dense rich hedgerows, forested stands of trees, and protected riversides. We have a responsibility to connect our agriculture to lands that support a flourishing ecosystem of flora and fauna.

WORKER RIGHTS

Farm and winery crews are the foundation of our industry, Our businesses provide healthcare, safe and healthy working conditions, and fair wages for our teams in the field. It is our goal to build real equity within our wine growing community.

SOIL HEALTH

Soil is alive! It is teeming with microorganisms and webbed with fungi. We farm to keep it that way, through healthy compost and biochar applications, nitrogen-fixing cover crops, and mycorrhizal inoculation. All of this life nourishes our vines and reflects itself in the terror of the wines you love.

PESTICIDE REDUCTION

We implement land management practices that reduce a century's old reliance on harsh chemicals. By integrating beneficial insects and bird habitats, using grazing animals to control weeds, and enabling wildlife's free passage across our farms, we reduce the need for pesticides and restore healthy ecosystem functioning.

NATURAL RESOURCE CONSERVATION

As LIVE members, many of us dry farm our wine grapes without irrigation, use gravity flow systems to clarify our wines, and rely on solar energy and biodiesel to power our operations. The wine industries of the Pacific Northwest are proud to lead the way in minimizing the raw materials we use to produce some the finest wines in the world.

Glossary of Terms

Clear Space—Also referred as "protected space" and "non-interference zone," this is the amount of space around a logo within which no other graphic elements are allowed. This ensures legibility and protects the integrity of the logo.

Accessibility—A design and communication process where the needs of people with disabilities are specifically considered.

TYPOGRAPHY:

Type—Any font or text such as body copy, headlines, quotes and callouts.

Font size (pt)—A font is often measured in pt (points). Points dictate the height (size) of the lettering. There are 72 points in one inch.

FILE FORMATS:

.eps (Adobe Illustrator)—This file type is vector which is infinitely scalable. It is used by designers and print vendors.

.jpg (Joint Photographic Experts Group)—This is a raster file type. It can be opened and used by anyone.

.png (Portable Network Graphics)—This is a raster file type that allows for the background of the image to be transparent.

Logo

Logo Fundamentals

Meaning

Our logo represents a vineyard. There are six rows. These rows represent our areas of focus: climate action, biodiversity, worker rights, soil health, pesticide reduction and natural resource conservation (see page 3).

Anatomy

What we refer to colloquially as the "logo" is technically considered a certification mark by US Patent and Trademark Office. It consists of a logo graphic (the "vineyard mark") and logo type (the name "LIVE"). The certification claim is listed below the logo type. These elements work together and should not be separated.

Clear Space

To maintain a clean appearance, clear space has been established for the logo. Type, images and other design elements should not violate the logo clear space.

For a **minimum** amount of clear space, reference the outer dimensions of the **L** in the logo type.

Logo Graphic

Logo Type

Certification Claim

LIVE
CERTIFIED SUSTAINABLE WINE

Certification Mark

LIVE
CERTIFIED SUSTAINABLE WINE

Logo Fundamentals

Minimum Sizing

The minimum size for our logo is .31" (5/16") wide. If printing on textured paper, ideally the logo should be larger. The certification claim wording will be 4 pt. at this logo width.

Ideal Sizing on Wine Bottle

We know your space is limited on your label. The ideal size for our logo is .43" (7/16") wide or larger. The certification claim wording will be 6 pt. at this logo width. Most wines currently place certification marks on the back. However we encourage you to be bold and use this on your front label, as is done with many other food products such as coffee, chocolate, and ice cream.

Logo Soup

Chili anyone? "Logo soup" just means a grid of several logos. When showcasing your various certifications, give equal importance (visual weight) to all logos and adequate clear space.

Which logo should I use for a wine bottle?

Pick a logo color with good color contrast with your background color. Logos provided in color, white and black. Download logos: livecertified.org/labeling

LIVE
CERTIFIED
SUSTAINABLE
GRAPES

For wines made from at least 97% fruit that meets our vineyard certification requirements.

LIVE
CERTIFIED
SUSTAINABLE
WINE

For wines made in a LIVE-certified winery from at least 97% fruit that meets our vineyard certification requirements.

LIVE
PLUS

For wines that conform to LIVE Plus standards.

LIVE
CERTIFIED
SUSTAINABLE

Our logo is new as of December 2023. The previous logo, which was released in 2015, may continue to be used for the time being, but it is recommended to discontinue its use as soon as it is reasonable to do so.

Which logo should I use <u>for other purposes?</u>

Download logos: <u>livecertified.org/labeling</u>

Not for use on wine bottles. This logo may be used for various non-label applications including:

- Farm-gate, AVA, and winery signage

- Marketing and point-of-purchase materials

- Tastings and various events

- Websites

Logo File Formats

USE AN .EPS (VECTOR) FORMAT:

- Wine bottles
- Print pieces (such as brochures, direct mail, print ads and flyers)
- Television media

USE A .PNG FORMAT:

- Websites and other digital spaces
- Microsoft Word and Excel documents
- Microsoft PowerPoint presentations

RESIZING THE LOGO ON YOUR COMPUTER:

When a .JPG or .PNG logo is inserted or placed into a document, it should not be enlarged as quality will be compromised.

Aligning Logo to Type and Graphics

VERTICAL ALIGNMENT

By aligning copy and other elements with the logo we create structure and organization in layouts. Align to the edge of the certification mark.

HORIZONTAL ALIGNMENT

Align copy and other elements to the baseline of "LIVE". Use for address blocks, URL, tagline and other copy elements.

LIVE

CERTIFIED SUSTAINABLE

Maintain or exceed clear space, see page 6.

Communication

To take full advantage of your participation in LIVE, we have developed some strategies that will distill the most important and compelling aspects of your certification into a consistent and usable language. Feel free to take what you find useful and weave it into your marketing message in a way that will suit your brand.

Communicating about LIVE Certification

The Language of Sustainability

Sustainability can be an extremely compelling message when used properly in the context of a broader marketing story. Tell a story that connects with an easily understood sustainable practice, rather than getting bogged down in technical details of certification. For instance:

"We care about the well-being of wildlife, which is why we maintain open corridors in our vineyard that enable them to pass through unhindered.

We believe in protecting worker rights, which is why we provide our vineyard team with high quality working conditions and fair pay.

We are concerned with the climate, so we have taken steps to reduce the emissions in our winery by insulating our tanks and installing a solar array."

What does LIVE mean?

When asked this question, answer without explicitly spelling out the acronym - say something like *LIVE is a certification of environmentally and socially responsible winegrowing in the Northwest*. Try to avoid saying Low Input Viticulture and Enology unless the consumer specifically asks what the acronym means. Consumers have become accustomed to business names that are not explicit about what the business does or sells. What is important is to make LIVE synonymous with sustainable winegrowing in the Pacific Northwest, in the way that LEED certification is synonymous with green building practices.

Proper use of the name LIVE

When using LIVE in your marketing materials or on your website, be sure to spell it in all caps with no periods: **LIVE**

Avoid the following:

- L.I.V.E. (separated by periods)
- LIVE, Inc. (followed by Inc.)
- Oregon LIVE (preceded by the state)
- Live (lower case)

We also highly recommend not using *LIVE (Low Input Viticulture and Enology)*, although we understand you may be speaking to a more technical audience and at times this may be appropriate. Do not use *Low Input Viticulture and Enology (LIVE)*. Always lead with the word LIVE.

What Makes LIVE Unique?

When comparing LIVE practices to other winegrowing methods there are many elements to point to. We recommend the following as they draw strong distinctions:

- LIVE members manage their property at the landscape level, certifying the whole farm rather than individual blocks or crops on mixed farms.
- Growing most crops requires pesticidal inputs. LIVE members actively seek the softest and most effective options for controlling common pests by collaborating with university researchers and technical experts.
- LIVE certification gives winegrowers the option of examining their impacts from vine to bottle through both vineyard and winery standards.

Communicating about LIVE Certification

Use of Photographs

When using photographs in your marketing materials, highlight sustainability practices that can be shown visually. Here are just a few examples of some common LIVE practices you can highlight with photographs that consumers can connect with:

- Hawk perches and owl boxes, ideally with hawk or owl inhabitants, to control rodent populations
- Flowering cover crop that prevent erosion and host beneficial insect populations
- Riparian area restoration projects
- Wildlife corridors - a photograph with wildlife passing through would be ideal
- Energy efficient lighting in the winery
- Sustainable packaging and lightweight bottles

When using photographs to accompany marketing materials give preference to those that include vineyard or winery workers employing sustainable practices, rather than scenic photos of a vineyard or winery. Consumers connect more with a humanistic place-based story of conservation and responsible stewardship of resources than with certifications *per se*.

Social Media

For a successful branding campaign, we will need the help of our membership. Consumers will respond more favorably to our members talking about LIVE practices, rather than LIVE's self-promotion alone. We are aiming for a high number of impressions delivered consistently throughout the year. Therefore we ask that members follow our social media accounts @livecertified.

- @livecertified on Instagram
- fb.com/livecertified
- youtube.com/livecertified

We would also recommend updating your various social media with an exciting announcement of your participation in LIVE. For example, you could post something like this, accompanied by a photograph or video:

- **Instagram** Acme Winery supports sustainability with LIVE certification. We care for the environment, our workers, and our community. #livecertified
- **Facebook:** Acme Winery is a proud member of LIVE, an internationally recognized certification of sustainable winegrowing practices in the Pacific Northwest. We care about the natural environment, our workers, and the community, and show this through our participation in LIVE certification. Please show your support for sustainability and follow @livecertified.

Hashtag Use

Hashtags (using the # symbol prior to a keyword or phrase) has been a popular way of tagging your social media posts so that those who are interested in a topic can find more content that may have been tagged the same way by other users. It has fallen somewhat out of fashion, but can still be useful in some cases and on certain platforms.

You can tag your posts with #livecertified, which will begin to build up a library of social media content from our members. In addition to Facebook and Twitter posts, you can use #livecertified on other social media.

- **YouTube:** Tag your video posts with #livecertified. Consider mentioning LIVE certification in your wine reviews or any educational videos about your vineyard or wine portfolio.
- **Instagram:** Tag your photos with #livecertified
- **Pinterest:** Add #livecertified to your photos that demonstrate LIVE practices. Consider a Pinterest board focused on your sustainable culture.

Communicating about LIVE Certification

Milestones

During the year, there are certain LIVE milestones that lend themselves to photographs and posts you can share with your fans. Here are some ideas for a timeline of social media posts – we ask that you combine the post with a link or a tag to the relevant LIVE social media page:

- **January:** Vineyard certificate with an announcement that you have achieved certification for the vintage

- **February:** Wine label with the LIVE logo on it

- **March/April:** LIVE Annual Meeting

- **April/May:** Winery certificate with an announcement that you have achieved winery certification

- **July/August:** Vineyard inspection (with your inspector's permission of course), highlighting a practice you are proud of

- **October:** Harvest, highlighting worker health and safety

Distributors, Retailers, Sommeliers

LIVE staff provides regular training to the sales channel. These buyers have shown a keen interest in LIVE, and have helped us to develop a clear and precise message that will enable them to sell sustainable wines.

Again, do not focus on certification particulars. They will respond to simple messaging: These wines were made from certified sustainable grapes in a certified sustainable winery. Show them the LIVE logo on your bottle and ask them to highlight this in their portfolios (distributor), on the shelf (retail), or on the menu (restaurant). If they ask about what sustainability means, you can use some of the examples from above. You could also say something like:

> "LIVE is a local non-profit that helps us to focus on responsible use of natural and human resources. Some of our most meaningful work has been to restore native oak savannah on ten acres of our vineyard and to reduce our water usage by 20%."

PR and Press

PR and press opportunities can be exciting and stressful all at once. As a result, it is important to develop a statement about LIVE in your own language that flows naturally to you. Concise personal statements are more interesting than an acronym. Consider why LIVE certification and sustainability is important to you and your business. Create a statement with a few key points that you can revisit before events and press opportunities. Keep the statement on a notecard that is easily accessible. Feel free to send your ideas to LIVE for feedback.

Fonts & Colors

Fonts

Vendetta OT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijkl
nopqrstuvwxyz
0123456789

Vendetta OT is used for headlines. This font gives our brand a natural feeling. Consider using in combination with photography such as agriculture and landscapes.

Preferred weights: Medium and Bold.

Use in combination with Nunito (not Franklin Gothic ATF).

Available with an Adobe Subscription:
https://fonts.adobe.com/fonts/vendetta

Franklin Gothic ATF

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijkl
nopqrstuvwxyz
0123456789

Franklin Gothic ATF is used for headlines or subheads. This font gives our brand a contemporary and modern feeling. Consider using on business-forward documents or when the tone of the piece is expert-based.

Preferred weights: Bold and Heavy.

Use in combination with Nunito (not Vendetta OT).

Available with an Adobe Subscription:
https://fonts.adobe.com/fonts/atf-franklin-gothic

Nunito

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijkl
nopqrstuvwxyz
0123456789

Use this font for subheads and body copy.

Preferred weights: Regular. All weights approved for use.

Available on Google Fonts:
https://fonts.google.com/specimen/Nunito

Building Copy Blocks

Franklin Gothic ATF, Heavy —

Gitasseque Vitiam Endaece eos Culparibus.

Vendetta OT, Bold

Gitasseque Vitiam Endaece eos Culparibus.

Franklin Gothic ATF, Bold —

SUBHEAD GOES HERE

Nunito, Variable weights

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- Use hanging bullets so copy is indented properly

- Use hanging bullets so copy is indented properly

Hiciduciur sitas assequa tiassim untem volutem es eos deliquae.

livecertified.org

Nunito, Variable weights

SUBHEAD GOES HERE

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- Use hanging bullets so copy is indented properly

- Use hanging bullets so copy is indented properly

Hiciduciur sitas assequa tiassim untem volutem es eos deliquae.

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Tables

| FIRST NAME |
| LAST NAME |
| COMPANY |
| ADDRESS |
| STATE   ZIP CODE |
| PHONE |
| EMAIL |

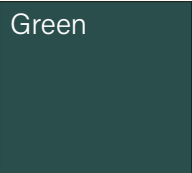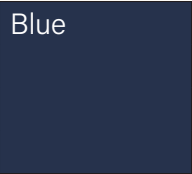| Table Header Goes here		
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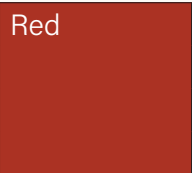
ADDITIONAL TYPE STYLES

- Use circular bullet points
- Dashes in between numbers: 503-884-6261
- Websites: livecertified.org (vs. www.livecertified.org or http://www.livecertified.org)
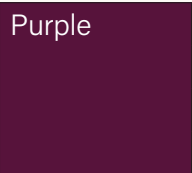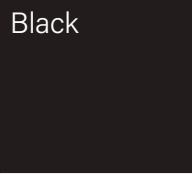
Colors

Primary

Red	PMS	187c
	CMYK	23/92/100/15
	RGB	171/51/36
	Hex	#ab3324

Uses: LIVE and LIVE Certified Sustainable logos, headlines, accent and background color

Green	PMS	7476c
	CMYK	81/51/61/38
	RGB	42/80/76
	Hex	#2b504c

Uses: LIVE and LIVE Certified Sustainable logos, headlines, accent and background color
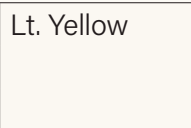
Blue	PMS	2766c
	CMYK	88/77/45/41
	RGB	40/51/76
	Hex	#28334c

Uses: LIVE Certified Sustainable Grapes logo, accent and background color

Purple	PMS	262c
	CMYK	52/95/47/47
	RGB	88/23/59
	Hex	#58173b

Uses: LIVE Certified Sustainable Wine logo, accent and background color
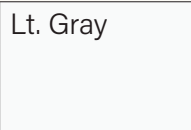
Yellow	PMS	110c
	CMYK	19/39/98/1
	RGB	208/157/47
	Hex	#d09d2f

Uses: LIVE Plus logo, accent and background color

Black	PMS	Black 6 c
	CMYK	69/68/64/74
	RGB	36/31/32
	Hex	#241f20

Uses: Logo certification claim text, all text on light backgrounds

Background

Lt. Yellow	CMYK	1/2/5/0
	RGB	251/246/238
	Hex	#fbf6ee

(Or 5% tint of Yellow) Uses: Accent and background color

White	CMYK	0/0/0/0
	RGB	255/255/255
	Hex	#ffffff

Uses: Text on dark backgrounds, accent and background color

Lt. Gray	CMYK	2/1/1/0
	RGB	247/248/249
	Hex	#f7f8f9

Uses: Accent and background color

Color Contrast

Good color contrast is important for accessibility. Our brand colors have good color contrast when used in the correct combinations.

Body copy

Use

white text

on dark

colors.

Use

black

on light

colors.

Headlines

Okay to use any combination of light and dark brand colors together:

- Light brand colors: Lt. Yellow, White, Lt. Gray
- Dark brand colors: Red, Green, Blue, Purple, Black

Exception: Yellow should be paired with black text

Headline

Headline

Headline

Applications

We encourage you to be creative with how you use your certification. In addition to the many wines that carry our mark on their labels, we have seen vineyards that have posted large farmgate signs, e-mails with certification logos in their signature, envelopes and letterhead that showcase it, and even a winery that has our logo etched into their tasting room window! Be proud, you have worked hard to achieve this mark.
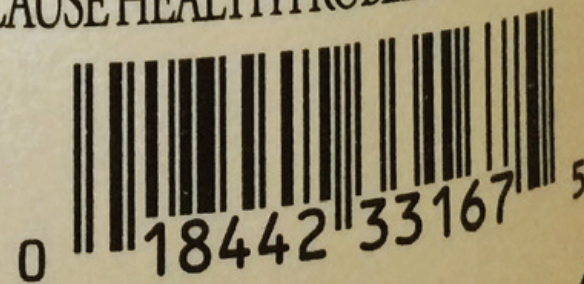
We hope that this guide has given you some helpful information that enables you to promote your participation in LIVE in a stylish and impactful way.

If you have any questions about this guide or would like additional information, please contact info@livecertified.org.