



GUIDELINES FOR LOGO USE
AND COMMUNICATING ABOUT LIVE CERTIFICATION

LIVE would like to thank the creative agency Grady Britton of Portland, Oregon for their fine work in designing the LIVE certification marks in this guide. We would also like to give thanks to the following LIVE members for generously allowing the use of their brands for illustrations here and elsewhere.

Bethel Heights Vineyards
Bois Joli Vineyard
Evening Land Vineyards
Mad Violets Wine Company
Soter Vineyards
Willamette Valley Vineyards

Special thanks to those who participated in a workshop and interviews to discover the visual identity of LIVE that informed the design of our new logo and certification marks.

Alan Busacca	Eugenia Keegan
Cole Danehower	Bernard Lacroute
Lowell Ford	David Millman
Ryan Harms	Kate Monroe



Welcome to the LIVE Guidelines for Logo Use

This guide will help you to determine which certification mark is appropriate for your desired use and provides standards for color and typography.

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PMS: 3035 C
RGB: 11-86-106
CMYK: 69-49-47-18
HEX: #54686D

PMS: 555 C
RGB: 57-127-95
CMYK: 79-29-72-13
HEX: #397F5F

PMS: 430 C
RGB: 84-104-109
CMYK: 69-49-47-18
HEX: #54686D

PMS: 5455 C
RGB: 162-194-203
CMYK: 36-13-16-0
HEX: #A2C2CB

PMS: 115 C
RGB: 240-214-93
CMYK: 7-11-76-0
HEX: #F0D65D

PRIMARY COLOR PALETTE

SECONDARY COLOR PALETTE

HAMILTON - MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary logo font

GOTHAM - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary font used for headers and subheads

TYPOGRAPHY

LIVE
CERTIFIED
SUSTAINABLE

LIVE
CERTIFIED
SUSTAINABLE

LIVE

MASTER CERTIFICATION MARK

LOGO

LIVE
CERTIFIED
SUSTAINABLE
WINE

LIVE
CERTIFIED
SUSTAINABLE
GRAPES

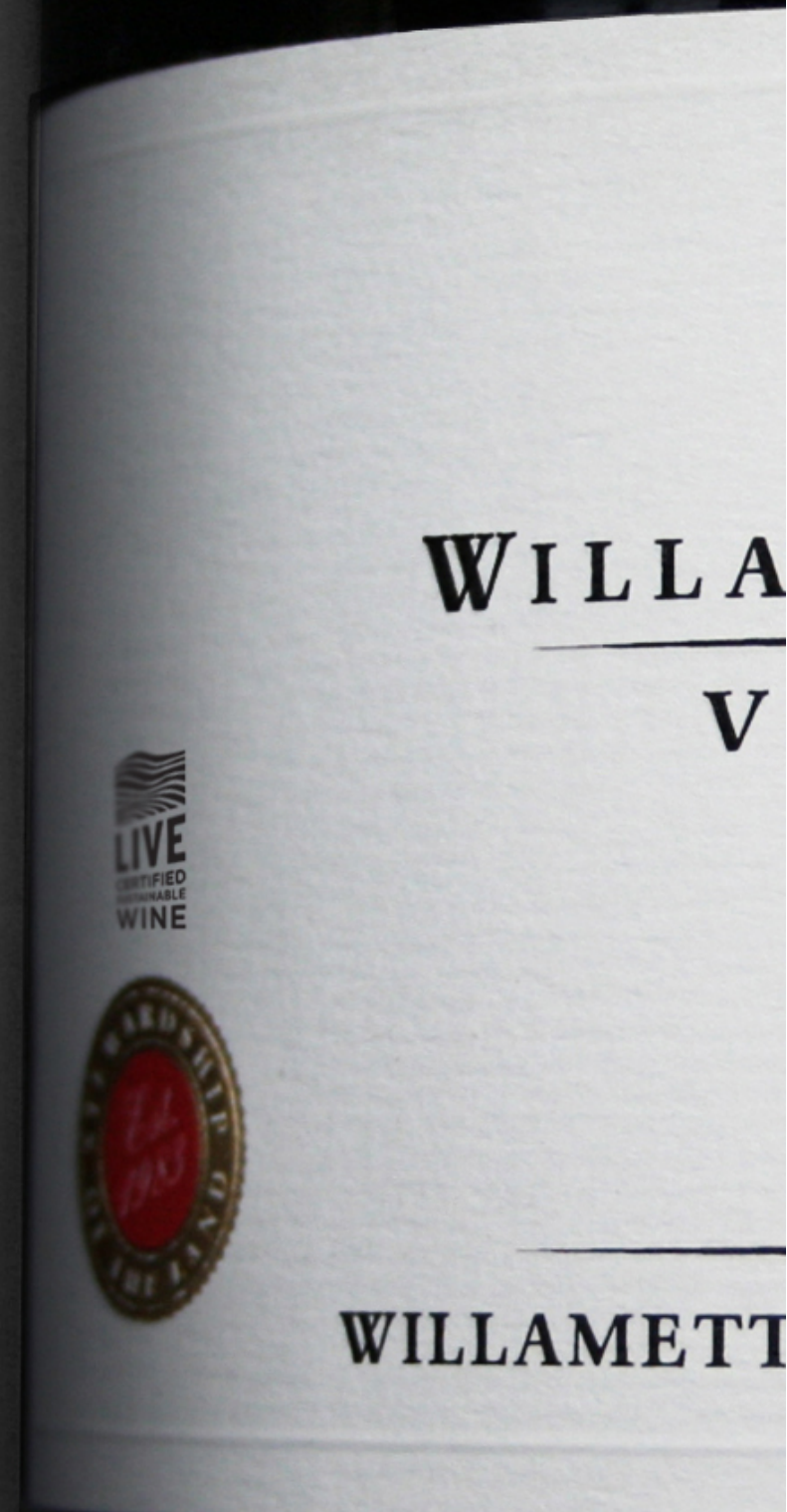
LIVE
CERTIFIED
SUSTAINABLE
WINE

LIVE
CERTIFIED
SUSTAINABLE
GRAPES

PRODUCT CERTIFICATION MARKS

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Demonstrated use only. Certification marks have been added to wine bottles from Willamette Valley Vineyards (L) and Mad Violets Wine Company (R).



This certification mark may be used on wines that contain a minimum of 97% LIVE-certified grapes *and* are produced in a LIVE-certified winery.



This certification mark may be used on wines that contain a minimum of 97% LIVE-certified grapes. The wine does not need to be produced in a LIVE-certified winery.



Note: The *Leaf & Glass* logo 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.

This certification mark may be used on wines that contain a minimum of 97% LIVE-certified grapes and are produced in a LIVE-certified winery. Visit livecertified.org to download.

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Demonstrated use only. The *Leaf & Glass* logo has been digitally replaced by the current LIVE logo on Bois Joli Vineyard's AVA sign.



LIVE



LIVE
CERTIFIED
SUSTAINABLE

Important: Not for Use on Wine Labels

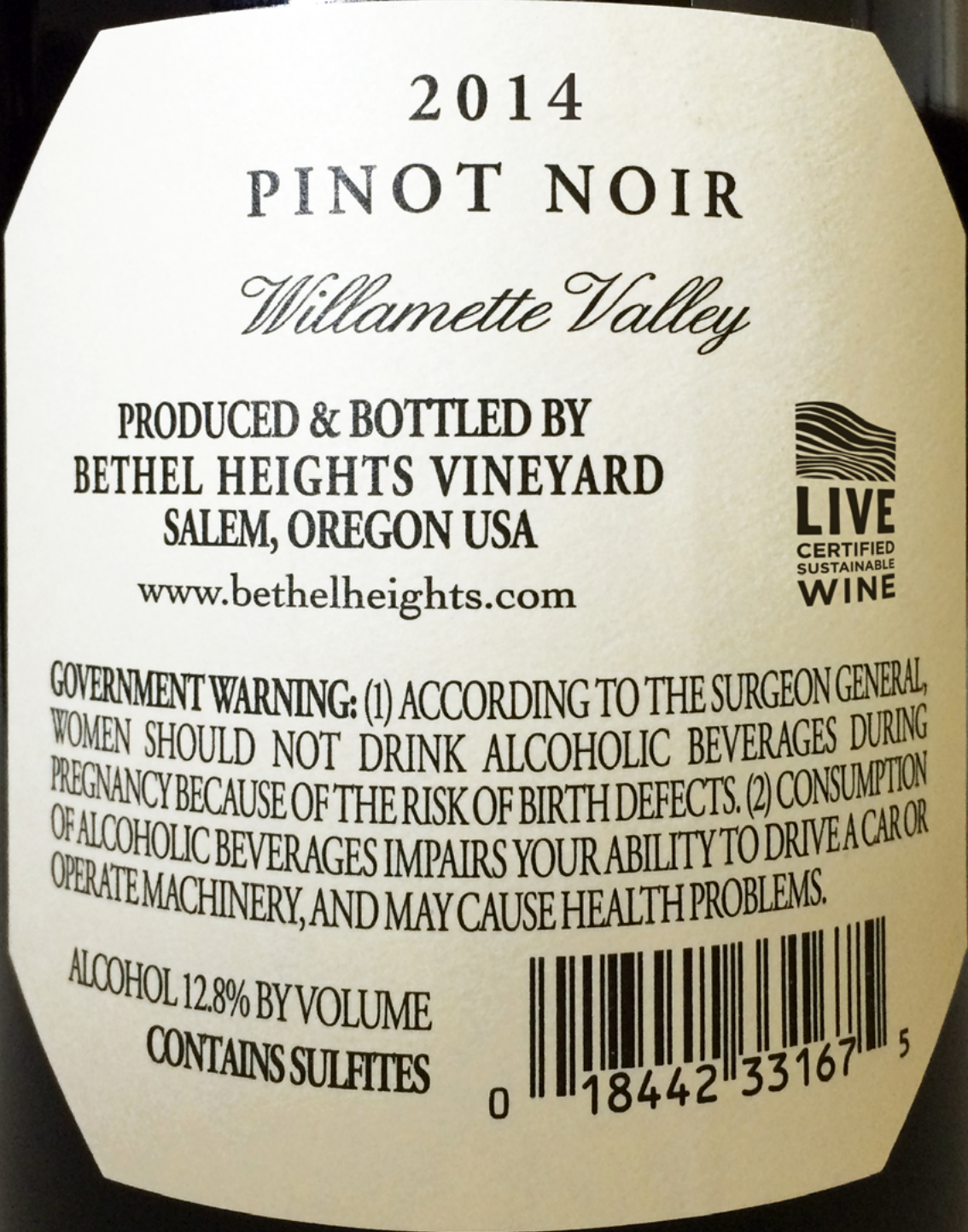
The LIVE logo and master certification mark may be used for various non-label applications including:

- Farm-gate, AVA, and winery signage
- Marketing and point-of-purchase materials
- Tastings and various events
- Websites

Feel free to use whichever version suits your design needs.

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Demonstrated use only. Certification mark has been added and vintage digitally edited on wine bottle from Bethel Heights Vineyard.



[JPG](#)

[PNG](#)

[EPS](#)



[JPG](#)

[PNG](#)

[EPS](#)



[JPG](#)

[PNG](#)

[EPS](#)



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Communicating about LIVE Certification

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.

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 care about our workers, 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.

When someone asks *What does LIVE mean?* answer the question 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 farming 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.

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.

fb.com/livecertified
@livecertified on Twitter
@livecertified on Instagram
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:

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.*

Twitter: *Acme Winery supports sustainability with LIVE certification. We care for the environment, our workers, and our community. #livecertified*

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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*

April: *LIVE Annual Meeting*

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

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

October: *Harvest, highlighting worker health and safety*

Hashtag Use

Hashtags (using the # symbol prior to a keyword or phrase) are 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. 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.

Distributors, Retailers, Sommeliers

LIVE staff has been recently been providing 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.



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 or call 503-396-4094.



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LIVE

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