logos and icon set

You may use the following logos and icons solely when promoting the Napa Green programs. You may choose to use one or more of the logos and or icons to support the content you are creating.

How to use
There are several formats for you to choose from depending on usage:
- PNG/JPG - typically for electronic usage
- SVG - vector based
- PDF - This PDF file was originally created in Adobe Illustrator and individual pages with desired graphics can be re-opened in that application

You will find the general usage guidelines with each of the logo or icon sets.

NAPA GREEN

NAPA GREEN
CERTIFIED WINERY

Napa Green Winery logo
to be used when focus is on
Napa Green Certified Winery

Color to use for print: PMS 1815
Electronic usage: hex 8A1F03

NAPA GREEN
CERTIFIED LAND

Napa Green Land logo
to be used when focus is on
Napa Green Certified Land

Color to use for print: PMS 377
Electronic usage: hex 78A22F

We prefer that you use the green color for the icons and Napa Green Land and overarching logo. That said when reproducing in black and white solid black is acceptable or if reversing out of an image, you can reverse to white only if the image is saturated enough for the graphic to be easily visible.

Please reference our Napa Green website for visual examples of this usage: napagreen.org

logos

WINEMAKING

WINERY

MOUNTAINS

RIVERS

FARM

GROWER

VINEYARD

CROP

WEATHER / WIND

BIRDS

We prefer that you use the green color for the icons That said when reproducing in black and white solid black is acceptable or if reversing out of an image, you can reverse to white only if the image is saturated enough for the graphic to be easily visible.

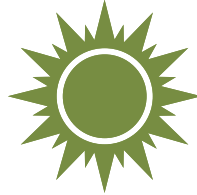Please reference our Napa Green website for visual examples of this usage: napagreen.org

icons

COVER CROPS

CRUSH

RAIN

SUN

SALMON

ENERGY USE

kWh

IRRIGATION

MAINTENANCE

WINEMAKING

PRODUCT

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icons

FROM SOIL TO BOTTLE

This lock up may be used with or without the type lockup at the bottom. If graphic is used without please use the words FROM SOIL TO BOTTLE in the body copy of your writing.

bottle lockup