

Canadian Grapevine Certification Network

**CGCN - RCCV**

Réseau Canadien de Certification de la Vigne

## **CGCN-RCCV MARKETING, COMMUNICATIONS, & GRAPHICS STANDARDS POLICIES**

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TITLE: CGCN-RCCV MARKETING, COMMUNICATIONS, & GRAPHICS STANDARDS POLICIES

SUBJECT: This policy contains the requirements for the use of the CGCN-RCCV name and logo in marketing, communications, and graphics for CGCN-RCCV approved nurseries.

### **Updates**

This policy will be amended from time to time, and the most recent version will be published on the CGCN-RCCV website, [www.cgcn-rccv.ca](http://www.cgcn-rccv.ca). Users should ensure that they are referring to the most recent version.

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## Overview

This policy outlines general principles for using the Canadian Grapevine Certification Network (CGCN-RCCV) name and/or logo in marketing, communications, and promotion.

Nurseries that have submitted a Verification and/or Certification Program application to CGCN-RCCV are not eligible to make **ANY** CGCN-RCCV claims on their facility or material, regardless of the status of the application, until blocks(s) of grapevines have been tested for the purpose of commercial production or until CGCN-RCCV Certified plants are available for order or purchase. Additionally, a nursery that has not renewed their Verification and/or Certification status on a yearly basis, or has failed to meet program standards, ultimately revoking their certification status, will not be allowed to make **ANY** CGCN-RCCV claims on their facility, new material, and/or marketing activities.

The CGCN-RCCV Board of Directors reserves the right to revise the policies set out in this document as needed. It is the responsibility of CGCN-RCCV clients to ensure they are adhering to the most updated version of these policies.

## Definitions

“Certified” – classification of certified plant that is produced according to CGCN-RCCV Option 2 Certification protocols.

“Certified Plus” - classification of certified plant that is produced according to CGCN-RCCV Option 1 Certification protocols.

“Verified” - classification of verified plant that is produced according to CGCN-RCCV Verification protocols.

## Marketing, Communications, and Promotional Materials

### CGCN-RCCV Marketing Badges



#### Verification Protocols

A nursery that has paid all fees, received test results, conducted applicable vine roguing and/or removal and maintains material according to the Verification protocols is eligible to use the CGCN-RCCV marketing badge. The marketing badge is eligible to be displayed in the nursery’s facility, and within communications and promotions. CGCN-RCCV staff will send a customized marketing badge (as seen in the above template) via email upon receipt of payment for Verification testing.

Approved badge language:

“*Nursery Name* is a participant in the [Canadian Grapevine Certification Network’s/CGCN-RCCV’s] Verification Protocols.”

OR

“*Nursery Name* produces grapevines Verified by the [Canadian Grapevine Certification Network/CGCN-RCCV]”

#### Certification Protocols – Option 1

A nursery participating in the Option 1 Certification Protocols is eligible to use the CGCN-RCCV marketing badge before material is being sold under this program, following a successful remote audit and official approval from the CGCN-RCCV Board of Directors. This badge will be provided to eligible nurseries on an annual basis, pending the outcome of the mandatory audit. The marketing badge is eligible to be displayed in the nursery’s facility, on their website, social media, invoices, promotional banners/signage, and vine labels/tags. CGCN-RCCV staff will send a customized marketing badge (as seen in the above template) via email upon Board approval of Certification status.

Approved badge language:

“*Nursery name* is a participant in the [Canadian Grapevine Certification Network’s/CGCN-RCCV’s] Certification Option 1 Protocols.”

OR

Certification Option 1 Protocols, for G1A facilities only – “Grown from tissue culture, *Nursery Name’s* vines are certified by the [Canadian Grapevine Certification Network/CGCN-RCCV].”

#### Certification Protocols – Option 2

A nursery that has paid all fees, received test results, conducted applicable vine roguing and/or removal, and maintains material according to the Option 2 Certification protocols is eligible to use the CGCN-RCCV marketing badge. The marketing badge is eligible to be displayed in the nursery’s facility, and within communications and promotions. CGCN-RCCV staff will send a customized marketing badge (as seen in the above template) via email upon receipt of payment for Certification testing.

Approved badge language:

“*Nursery name* is a participant in the [Canadian Grapevine Certification Network’s/CGCN-RCCV’s] Certification Option 2 Protocols.”

OR

“*Nursery Name* produces grapevines Certified by the [Canadian Grapevine Certification Network/CGCN-RCCV]”

Any nursery that was once a participant in CGCN-RCCV programming and has chosen to withdraw status or has had their status revoked (Ex. If the nursery has failed the mandatory annual inspection and failed to take corrective action to address the results of the failed inspection), must immediately discontinue use of the CGCN-RCCV marketing badge.

### **Website**

Only nurseries that have been approved by the Board will be listed on CGCN-RCCV’s website on the [Verification](#) and [Certification](#) webpages.

#### Verification and Certification Option 2 Protocols

A nursery is only eligible to make CGCN-RCCV Verified and/or Certified claims on their website once test results have been paid for and communicated to the nursery.

#### Certification Option 1 Protocols

A nursery is only eligible to make CGCN-RCCV Certified Plus claims on their website following a successful remote audit where Certified Plus status is granted.

A nursery participating in CGCN-RCCV Verification and/or Certification protocols may list the CGCN-RCCV varieties and rootstocks available for order on their website. Material is only to be listed once it is readily available for customers to order or purchase. If a nursery has stock available in more than one CGCN-RCCV program, then the list of plants available for order must be distinguished under each applicable program. If the nursery has non-CGCN-RCCV stock available, then the list of plants must be easily

distinguishable from available CGCN-RCCV plants. The nursery has the option to list in both French and English. The varieties must be listed by their CGCN-RCCV name.

The CGCN-RCCV website homepage ([www.cgcn-rccv.ca/](http://www.cgcn-rccv.ca/)) and/or relevant protocol webpage ([Verification/Certification](#)) should be hyperlinked within the participating nursery's website. It is strongly recommended that the relevant CGCN-RCCV protocols are also available on the nursery's website.

Any nursery that was once a participant in CGCN-RCCV programming and has chosen to withdraw status or has had their status revoked, may still make CGCN-RCCV claims on plants that were previously certified or verified until they are sold or otherwise disposed of. All other CGCN-RCCV claims must be removed from the website and other forms of communication.

## Social Media

Communicating CGCN-RCCV programs, initiatives, and vine availability through social media platforms is encouraged. Only nurseries with approved Verified, Certified, and/or Certified Plus status by CGCN-RCCV are eligible to make claims via social media. CGCN-RCCV claims on grapevine material are only permitted on social media when the plants are available for order or purchase. When creating graphic posts pertaining to the CGCN-RCCV Verification and/or Certification Programs that include text on images, the use of the CGCN-RCCV logo is required. The application of logos is only required on posts that include both a graphic or photo element, and text. Text-only posts or photo-only posts do not require this treatment.

## Promotional Materials

Promotional materials using the CGCN-RCCV name and/or logo must adhere to the policies within this document, and the following items bearing the CGCN-RCCV logo and/or name must be approved by CGCN-RCCV staff prior to use and/or printing.

- Business and/or information cards
- Presentations & webinars
- Magazine and newspaper articles and/or advertising
- Commercials
- Banners

It is highly recommended to submit other promotional materials bearing the CGCN-RCCV logo and/or name to CGCN-RCCV staff before use to avoid costly corrections.

## Logo

Once the nursery is permitted to use the CGCN-RCCV marketing badge, access is also granted for use of the CGCN-RCCV logo. CGCN-RCCV staff will send multiple versions of the CGCN-RCCV logo via email. Only the logos sent directly to the nursery can be used in instances as outlined within this document (i.e., labelling, invoicing, website, social media and within promotional materials). Logo use requirements are outlined in the following subsections.

Any nursery that is not a participant or was once a participant in CGCN-RCCV programming and has chosen to withdraw status or has had their status revoked is only permitted to use the CGCN-RCCV logo on plants produced under CGCN-RCCV protocols until these plants are sold or otherwise disposed of. Other use of the CGCN-RCCV logo is not permitted.

## Official Colours

Please use CGCN-RCCV logo(s) in accordance with these guidelines. The colour version is recommended, however grey scale may be used when colour is not available.

Canadian Grapevine Certification Network

**CGCN - RCCV**

Réseau Canadien de Certification de la Vigne



RGB: 0/32/96

HSL: 156/225/48

Hex #002060



RGB: 0/0/0

HSL: 170/0/0

Hex #000000

## Grey scale

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RGB: 28/28/28

HSL: 170/0/28

## Spacing requirements

Ample space must be allocated around the logo. Use the letter “N” as it appears in “CGCN” in the logo as a reference guide to ensure the logo is not crowded.



Height of the “N” in CGCN.



### Minimum size requirements

To ensure proper visibility, the logo should not be made smaller than 1 cm high in printed materials, and



If space does not allow for this minimum requirement, consider using text only.

### Text Only Requirements

If it is impractical to apply the logo, the following text alternatives in the font Arial may be used.

Canadian Grapevine Certification Network - Réseau canadien de certification de la vigne

OR

CGCN-RCCV