



The Australian Wine
Research Institute

Rules for use of the Entwine logo

1. For so long as you are a Certified Member, Member or Associate Member of Entwine you are entitled to indicate that you are a member and hold a certificate and, for that purpose only, you may use the Entwine logo on stationery, websites and marketing materials provided that you follow all directions on use of the logo given here and from time to time by the Australian Wine Research Institute Ltd (AWRI).
2. You acknowledge that the Entwine logo is the property of the AWRI and that the AWRI may enforce its rights accordingly.
3. Only Certified Members of the Entwine program may use the Entwine logo on wine and its packaging. Additionally, the Entwine logo may only be used on wine and its packaging when the wine is produced in an Entwine Certified Member winery AND at least 85% of the grapes from which the wine was made have been grown in an Entwine Certified Member vineyard/s.
4. The Entwine logo must not be used in any way that could mislead the public or bring the Entwine program into disrepute.
5. The right to use Entwine logo is limited to using the entire designation in an identical form or forms to that or those supplied by the AWRI. You may change the size of the logo but not the aspect ratio or the orientation (e.g. the logo must not be turned on its side or shown upside down). The logo must be a minimum size of 9 mm high and must be used on a white background with sufficient clear space around it so that it does not encroach on other text or graphics. The logo must be reproduced in the intended colour palette (see Appendix 1 to these Rules for colour palette) however, a black and white version may be used only in documents/materials that are produced in black and white. The Entwine logo may be used with the accompanying text:

[Insert business name] is a Certified Member of Entwine Australia.

[Insert business name] is a Member of Entwine Australia.

[Insert business name] is an Associate Member of Entwine Australia.

If you would like to make use of the logo in a manner not specified within these Rules, you must seek written permission from the AWRI.

6. The rights contained with these Rules are personal to you as a member of the Entwine program and may not be assigned, transferred or sub-licensed to any other person.
7. As a Member of the program you shall not use (or authorise or license others to use) the Entwine logo in any way other than as expressly permitted in these Rules and you shall not use or authorise or license others to use any name, mark, sign or device confusingly similar to the Entwine logo nor file or cause to be filed any trade mark or company name registration application containing or confusingly similar to the Entwine logo. You will not oppose or cause any oppositions to be filed to any trade mark applications filed by the

AWRI, register the Entwine logo anywhere in the world nor otherwise cause any question to be raised concerning the AWRI's ownership of the Entwine logo.

8. The AWRI may terminate your right to use the Entwine logo in accordance with these Rules (a) by giving you one month's written notice or (b) immediately on written notice if (i) you have failed to observe the directions of the AWRI with regard to the use of the such logos or (ii) your membership of the program has been suspended, withdrawn or terminated for any reason.

For further information please contact Mardi Longbottom (08) 8313 4022 or Mardi.Longbottom@awri.com.au