



**COLLECTIVE MARK
GUIDELINES FOR USAGE**

“It begins with
the **apple.**”

BACKGROUND

The Official New York Collective Mark for Cider was unveiled in 2019, an initiative by the New York Cider Association to celebrate, support, and guide the story of cider in New York State.

INTENTIONS

To promote New York cider as the best in the world.

To unite the state's cider makers under a common purpose.

To set and uphold the highest standards of cider.

To inspire cider makers to reach for ever increasing excellence.

To celebrate the rich heritage of cider in New York.

GUIDING PRINCIPLES OF THE MARK

Quality
Heritage
Passion
Unity

What if a
New York Apple
could sign
a cider bottle?



The slight heart shape of the apple and the letters NY are a faint callback to the iconic I Love NY campaign.

The stem is set 33 degrees from center, a nod to the year 1933 and the end of Prohibition, a time which had greatly affected the cider industry.

Stroke endpoints are rounded, giving a warmer feel to the overall shape, welcoming new consumers.

The scripted, handwritten feel of the Mark is meant to invoke authenticity, personal ownership, and thoughtfulness.



CIDERTM

Font is Mr Eaves Mod OT Heavy.
Impactful, easy to read at small sizes.

RULES FOR USAGE

SIZING



The size of the Mark may be displayed as large as possible, but never less than 0.25 inches wide.

0.25"

COLOR



The Mark is available in black or white. Shades of gray or gradients are not allowed.

WITH BOX



When desired, or when placed above a complex background, the Mark should be placed inside a black box. Inner spacing (space between the Mark's four sides and the box's edges) is determined by the width of the letter D.

The box should NEVER be colored.



SPACING



Ample spacing should be allowed between the Mark and other significant graphical elements. At least half the width of the Mark should be maintained on all sides.

INTRODUCTION / DEFINITIONS

The New York Cider Association (“NYCA”) is the professional association for the New York Hard Cider Industry (“Members”).

The Collective Marks are  and  (the “Mark”, or “Marks”).

NYCA (the “Markholder”) is the owner of the common law rights in the Marks and the United States federal application for the Marks.

The Marks may be used only by a NYCA Cidery Member in good standing, consistent with that Member’s Cidery Membership.

These Guidelines have been prepared to assist Cidery Members to use the Marks properly. This information may be changed and updated from time to time. These Guidelines and any updates will appear on NYCA’s website at <https://www.newyorkciderassociation.com>.

To maintain important and exclusive legal rights to the Marks, certain standards of use must be followed. Proper use will protect the unique certification of your products and help us to achieve the important twin goals of identifying for consumers products made exclusively with New York grown apples and building the reputation of such products. Protecting the Marks is the job of all of us and benefits of all our Members and customers.

WHAT DO THE MARKS CERTIFY?

A collective mark shows that you are a Member in good standing of NYCA and your products have met certain standards. In this case, that they are made with apples grown in the State of New York. In contrast, a trademark shows the commercial source of particular products or services. You will use both your trademark and the collective mark on your products.

WHO MAY USE THE MARKS?

Only NYCA Cidery Members in good standing and who have cider products made 100% from New York Grown apples may use the Marks.

(See NYCA’s website at <https://www.newyorkciderassociation.com/membership> for membership requirements or contact NYCA for written membership requirements.)

WHO MAY NOT USE THE MARKS?

Anyone who is not a Cidery Member of the New York Cider Association including Grower Members, Associate Members, and Enthusiast Members.

SUMMARY OF REQUIREMENTS FOR A CIDERY MEMBERSHIP IN NYCA



Cidery Member - Any individual, entity, or partnership which owns a business licensed to produce fermented cider in New York State and is in good standing and full conformity with all federal, state and local codes and regulations and abides by NYCA’s Code of Ethics and Standards. When you join NYCA, you agree to abide by these principles.

WHICH MARK MAY A CIDERY MEMBER USE?

NYCA Cidery Members are eligible to use the Marks on different products, depending on the amount of alcohol in the product.

- High alcohol requiring TTB label approval.
- Low or no alcohol with no TTB label approval.

CHART OF AUTHORIZED MARK USE

100% GROWN NY APPLES	APPLE W/ “CIDER” 	APPLE ALONE (NO “CIDER”) 
Non-Alcoholic Cider Products	NO	NO
Less than 7% ABV Hard Cider	YES	NO
Equal or Greater than 7% ABV Hard Cider	NO	YES

WHERE SHOULD I USE THE MARKS AND WHAT CAN I USE THE MARKS ON?

NYCA Cider Members can use the Marks on product labels, print advertising, internet advertising and social media including business cards, brochures, flyers, posters, business stationery, gift certificates, signs, and other informational or advertising materials so long as it relates directly to and is in conjunction with the presence of your brand and is related to the goods you provide and after review and approval of such usage on such materials by NYCA.

WHERE CAN I NOT USE THE MARKS?

You may not use the Marks on products such as T-shirts, sweatshirts, hats, clothing, mugs, glassware, bumper stickers, or other types of promotional material without written authorization from NYCA.

Items or products containing the Marks may not be sold without written permission from NYCA.

APPROVAL OF MARKETING MATERIALS

Any use of the Mark on any marketing materials, such as brochures, flyers, business cards, website pages, or other advertising or promotional materials, must be approved by NYCA to ensure that they comply with these Guidelines.

The basic materials must be approved in advance by NYCA, and this need happen only once so long as they stay substantially the same.

Any time you develop new marketing materials including the use of the Mark, approval must be received in advance from NYCA.

NYCA has a protocol which is designed to promote timely review of your materials.

If NYCA requests changes in your marketing materials that include the Mark, your implementation of these changes must be approved before the materials can be used.



APPROVAL INFORMATION

For information about getting approval for use of the Marks, contact NYCA via email at newyorkciderassociation@gmail.com.

WHAT IS THE PROPER USAGE OF TM AND ® ON THE MARKS?

An ® means that a mark has U.S. federal registration and all the associated protections of registration.

The TM superscript sign (TM) identifies a mark for which we have applied for registration and for which we are claiming rights in the mark based on use. Here are some key points to remember:

- At this time, all uses will be with the TM symbol. We will notify the Members as soon as the Marks register and they may begin using the ® instead.
- Identify the ownership of the Marks and that you are a certified user of the Marks in a footnote somewhere, with the following statement:
 - “  and  are collective marks of the New York Cider Association, used with permission.”

CAN I LOSE MY RIGHT TO USE THE MARKS?

You can lose it by not maintaining your NYCA membership, by no longer meeting the 100% New York grown apple standards, misusing the Marks, or as a penalty for violations of the NYCA Code of Ethics or Standards of Practice.

HOW WILL I KNOW WHEN MY MEMBERSHIP EXPIRES?

A notice or a renewal packet will be sent to you when it is time to renew your Membership. If your Membership expires, you will be sent a notification. You will be reinstated when you notify NYCA that you have met the renewal requirements and dues are fully paid.

HOW DOES A COLLECTIVE MARK DIFFER FROM A TRADEMARK?

A collective mark shows that goods or providers of those goods are Members in good standing of NYCA and have met certain requirements or standards, and that the owner of the collective mark has authorized the provider to use the mark on those goods. A collective mark is not used by the owner of the mark to promote its own products. A trademark, on the other hand, is owned by the producer of the goods and is used to indicate the source of the goods; it is the brand.

MARK PROTECTION - WHY THE FUSS?

The essential legal purpose of a collective mark is to certify that the Member is a Member of NYCA and that their products meet certain standards for the benefit of the consuming public. The public can then have an expectation of a consistent source for those products. Brand loyalty is built this way and benefits both the provider and the customer.

It is our responsibility to make sure that the collective mark is not used by anyone not using New York grown apples in their products. Use of the Marks by unauthorized individuals and groups will defeat public confidence and weaken the Marks. We may also lose U.S. federal registration if the Marks cease to certify these products exclusively. If the Marks are lost, we lose the valuable ability to distinguish our products in the minds of customers and potential customers.

The Marks are a symbol of the standards by which the public can determine the authenticity of our products. Limiting use of the Marks to Members ensures the public that the products are made with 100% New York grown apples. By building public recognition of and confidence in the Marks, we are promoting our Members' products.

Should you see the Marks being used in a way that violates these guidelines, please report such cases to NYCA staff or board members so that appropriate measures can be taken.

WHAT IF I HAVE ADDITIONAL QUESTIONS?

For any questions regarding the above information or the use of the Marks in general, please contact NYCA at the following address:

New York Cider Association
18 N Walnut Street
Beacon NY 12508
newyorkciderassociation@gmail.com

