



CRAFT MALTSTERS GUILD

CRAFT MALT CERTIFIED™ SEAL - USAGE GUIDELINES THE 4 TYPES OF SEAL

BREWERIES



The **Craft Malt Certified Brewery** seal is a trademarked certification mark confirming your brewery purchases and uses 10% craft malt or more (by weight) annually from a Member Malthouse.

The **Craft Malt Certified Beer** seal is a certification that confirms a specific beer is brewed with 10% or more craft malt from a Member Malthouse.



The **Craft Malt Certified Distillery** seal is a trademarked certification mark confirming your distillery purchases and uses 10% craft malt or more (by weight) annually from a Member Malthouse.

The **Craft Malt Certified Spirit** seal is a certification that confirms a specific spirit is made with 10% craft malt or more from a Member Malthouse.



DISTILLERIES

HOW TO ADOPT

An eligible brewery or distillery must first [become an Individual Brewery or Distillery member](#) of the Craft Maltsters Guild. Once a member, the interested brewery or distillery signs a licensing agreement along with their partnering Member Malthouse to gain a license to use the seal. Once the licensing agreement is completed, CMG sends the Seal artwork files to the brewery or distillery member. Your partnering malthouse will certify that you meet the minimum usage thresholds but you are free to work with other CMG Member Malthouse under this program.

HOW TO DISPLAY AND USE THE SEAL

Add the Craft Malt Certified Brewery or Distillery seal to your bottles, cans, and growlers for eligible beers or spirits. Display your Craft Malt Certified sign in your tasting room (every participating brewery and distillery gets one free when they sign up for the program). Post the seal on your website, social channels, marketing, merchandise, and advertising. A licensed company can also provide the seal to a vendor for the specific use of adding the seal to promotional materials, like coasters or apparel, that also displays the company's logo.

Add the Craft Malt Certified Beer or Spirit seal to cans or bottles of eligible beer and spirits that feature 10% or more craft malt in the malt bill. This particular seal works especially well for larger regional companies which may find it harder to reach the 10% craft malt baseline in their overall annual malt purchases, but still want to showcase a craft malt-dedicated product in their product line-up.

DESIGN SPECS

When adding the Craft Malt Seal to your packaging, please use the hi-res vector files in order to make sure the graphic is crisp and clean upon print. Note that we have provided both a horizontal, and vertical version of each seal, so your design choices will not be wholly affected by its use. We believe that the best use of the seal is to make sure it is sized at around 3/4" x 1" for maximum legibility while limiting overall seal size on the package.



DSSOLVR | ASHEVILLE, NC

SEAL ART RESTRICTIONS

Breweries and distilleries can only use the seal on packaging for beverage products solely in connection with advertising, marketing, and sales of beer or spirits produced with craft malt, [as defined by the Craft Maltsters Guild](#). Other beverages, such as hard seltzers, flavored malt beverages, canned cocktails, hard kombucha, sake, mead, cider, and wine are not eligible for branding with any Certified Craft Malt Seal variations. For larger marketing efforts, breweries and distilleries are welcome to use the seal on anything that represents their brand, including general marketing materials, promotional items, and advertising. Any advertisements for an individual product should meet the rules of beverage packaging described previously.

SEAL ART IS FREE, HOWEVER, [MEMBERSHIP](#) TO THE CRAFT MALTSTERS GUILD IS REQUIRED TO GAIN ACCESS TO THIS CERTIFICATION.

QUESTIONS: DIRECTOR@CRAFTMALTING.COM