# GLOBAL COFFEE PLATFORM

for a sustainable coffee world

# GCP LOGO STANDARDS MANUAL

June 2021

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## 1. INTRODUCTION

### 1.1. What is the Global Coffee Platform?

The Global Coffee Platform (GCP) is a unique multi-stakeholder membership association of coffee producers, traders, roasters and retailers, civil society, governments, and donors, united under a common vision to work collectively towards a thriving, sustainable coffee sector for generations to come.

GCP Members believe that sustainability is a shared responsibility and collectively seek to address the most critical sustainability challenges to enhance farmers' economic prosperity, improve well-being, and conservation of nature.

GCP does this by convening and aligning relevant coffee stakeholders to advance sustainability, act on local issues, and scale successful sustainability initiatives across the sector. Especially with its members and the GCP Network of Country Platforms in coffee-producing countries, GCP works on increasing demand and supply of sustainably produced coffee in order to foster origin diversity and the viability of the coffee sector.

### 1.2 Purpose of GCP Logo Standards Manual

This document assists GCP Members in using the GCP Logo in appropriate ways when communicating their GCP Membership and commitment to advancing coffee sustainability. It also assists GCP's collaboration partners to communicate about the mutually agreed collaboration.

Specifically, this manual includes:

o   Rationale for the design of the GCP Logo

o   Where and how to use the GCP Logo

o   Technical specifications of the GCP Logo

## 2. APPLICATION FOR USE OF THE GCP LOGO

To obtain and use the GCP Logo, follow the steps on this website.

All GCP Logo users must have accepted and digitally signed the terms of use before using the logo, however this only needs to be done once, and not each time the GCP logos are used.

# 3. THE GCP LOGO DESIGN

The GCP Logo is the key identifier of the Global Coffee Platform. It symbolizes the different stages of the coffee bean (from green to the red and eventually brown as the roasted bean), the different supply chain stages, and thus everyone involved from coffee production to coffee consumption.

The overall look of the GCP is dominated by geometric shapes, a vivid mix of colors, generous use of negative space, a unique typography and overall simplicity. Design and application developed in the future should reflect these design values.

The full GCP Logo, as displayed on the right, is registered as a trademark in the European Union and Switzerland to ensure consistency and credibility. Therefore, the position, size, color, and proportions of the GCP Logo should not be altered.

The usage of the GCP Logo is a privilege for GCP Members to communicate their membership and commitment to advance coffee sustainability. The GCP Logo **may not** be used on product packaging.

# 4. WHERE AND HOW TO USE THE GCP LOGO

GCP Members can use the logo to champion their organization/company's GCP Membership, commitment to sustainability and participation in GCP's work:

GCP Members may use the GCP Logo on their websites, publications including reports, brochures and marketing material, such as

- Organizational brochure or flyer: mention your GCP Membership and your work with GCP in your brochures and flyers and use the GCP Logo.

- Publications including annual reports, company profile documentation and general publications.

- Online communication: mention your GCP Membership and your work with GCP on your website. Include a short description of the GCP and its work. You could describe what your GCP Membership means to you, and how it helps to advance and deliver on your organization's sustainability strategy and goals while contributing to the GCP Mission. Feature GCP-related news items, updates or facts in your media room or news page. Include a link to the GCP website.

- Media coverage: encourage newspapers and (coffee) magazines to write about your organization's involvement in the GCP and incorporate the logo in the text. In electronic versions of the publication, the logo can even be linked to the GCP website.

GCP's collaboration partners may use the GCP Logo to communicate the mutually agreed upon collaboration, e.g. on websites and publications.

- The logo may only be linked to the GCP home page: www.globalcoffeeplatform.org

- The logo may not be altered in any way including proportion, the colors, formatting, opacity, proportion and text of the GCP Logo may not be altered except by express permission from GCP. Do not cut and/or use the elements of the GCP Logo separately from each other.

- To ensure the visual integrity of the GCP Logo, it should preferably be used on a white background. When this is not possible, it may be placed on a passive background. Busy backgrounds must be avoided.

- The logo can be printed in black ink or its original colors. The color scheme may not be changed.

- The logo may not be used to indicate any kind of endorsement by GCP of a company's product or service.

- GCP reserves the right to disallow any use of the logo.

- Any unauthorised use of the logo may result in legal action.

## 5. WHICH GCP LOGO TO USE

| LOGO | APPLICATION | NOTE |
|---|---|---|
|  | GCP Formal logo is designed to be used in portrait profile. This should be used in all formal publications. This logo includes the wording "for a sustainable coffee world". | The GCP Logo is registered as a trademark in the European Union and Switzerland to ensure consistency and credibility. |
|  | When it is not possible to use the GCP Formal logo in portrait orientation, landscape may be used. | . |

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|---|---|---|
| GLOBAL COFFEE PLATFORM | **GCP Common** logo is for broad usage across websites, publications, event materials and presentations, the simplified logo may be used. This logo does not include the wording "for a sustainable coffee world" and is a good option for small formats. | This is the most commonly used version of the GCP Logo. |

## 6.    GCP COLORS

When using the GCP color spectrum, please use the appropriate format for the product/medium for which you are creating. RGB and HEX should be specifically used for all web/onscreen purposes, whilst Pantone and CMYK should be used only for printing materials.

See logo download file for the full range of logos and technical information for designers.

| BROWN | RED | GREEN |
|---|---|---|
| | | |
| **PANTONE** 4705 C | **PANTONE** 1797 C | **PANTONE** 7488 C |
| **R**-124 **G**-77 **B**-58 | **R**-204 **G**-61 **B**-59 | **R**-120 **G**-214 **B**-75 |
| **C**-24 **M**-70 **Y**-71 **K**-58 | **C**-14 **M**-91 **Y**-82 **K**-3 | **C**-52 **M**-0 **Y**-82 **K**-0 |
| **HEX**-7c4d3a | **HEX**-cc3d3b | **HEX**-78d64b |

## 7.    OPACITY, BACKGROUND AND MANIPULATION

The colors, formatting, opacity, proportion and text of the GCP Logo may not be altered. Do not cut and/or use the elements of the GCP Logo separately from each other.  To ensure the visual integrity of the GCP Logo, it should preferably be used on a white background. When this is not possible, it may be placed on a passive background. Busy backgrounds must be avoided.

# 8.    LOGO POSITIONING

The GCP Logo must be surrounded by a required safe zone to ensure a solid, non-impaired impression. The safe zone is calculated as a 25% proportion to the width of the logo. The same ratio is applied for the landscape version.
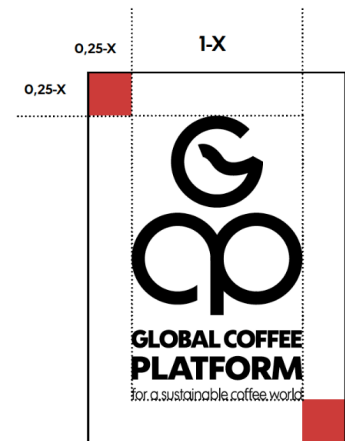


The GCP website: www.globalcoffeeplatform.org hosts the most up-to-date information regarding GCP activities.  For further details, clarification, or questions on any of the content contained within the GCP Logo Standards Manual, please contact your GCP Secretariat at communications@globalcoffeeplatform.org

**www.globalcoffeeplatform.org**