



Brand Guidelines

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Mission

World Coffee Research is a unique organization with the mission to grow, protect, and enhance supplies of quality coffee while improving the livelihoods of the families who produce it.

Primary Logo

The primary logo mark is a horizontal lockup consisting of a wordmark and icon. The logo is always in one of the following colorways only:

- all black
- all white
- black text w/ Leaf Green icon
- white text w/ Leaf Green icon

When selecting a color variation, consider what will be most legible on the background.



Stacked Logo

A vertically stacked variation of the logo can be used in instances where the horizontal mark does not fit or feel appropriate. The same color rules apply as the horizontal logo.



Icon

The icon may be used on its own, separate from the wordmark, in instances when the full logo will be illegible, such as social media and profile icons, and website favicons. It may also be used internally and in cases where viewers are already familiar with WRC.



Rules



DO NOT switch the logo and wordmark colors. The icon can be Leaf Green, but the wordmark can only be black or white



DO NOT rotate or distort proportions.



DO NOT re-arrange the logo and wordmark.



DO NOT put the logo on a background that is too complex or causes legibility issues



DO NOT color the logo with any other color than WCR Leaf Green.



DO NOT color the logo and wordmark at the same time.

Clear Space

The minimum margin size around the logo should be equal to the width of the O. Do not place text, photos, or other logos within the margin of the logo. This margin should not get smaller but can be increased if more whitespace is needed.



Core Colors

Forest Green is the most predominant color within the brand. Used in large swaths, as background for text and photo overlays, or in graphics and highlights, it brings a rich, natural tone to deliverables.

Leaf Green is the core color of the logo and is used as a highlight to draw the eye by creating a bright accent.

Chaff is warm brown used as a highlight to call out text, use in graphics, or in any instance where a neutral, mid-tone color is needed.

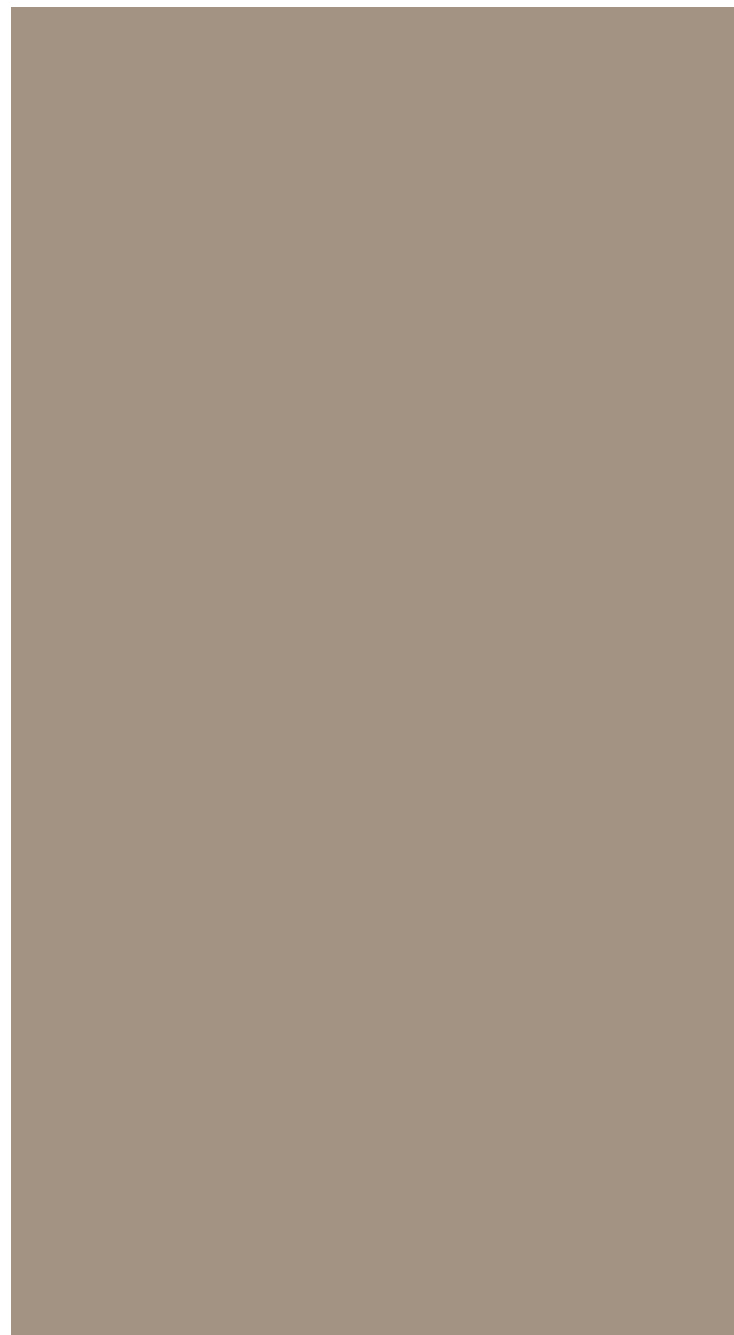
Foam is a light, neutral beige that can be used in large swaths, as background for text and images, as well as a stand-in for white in many cases.



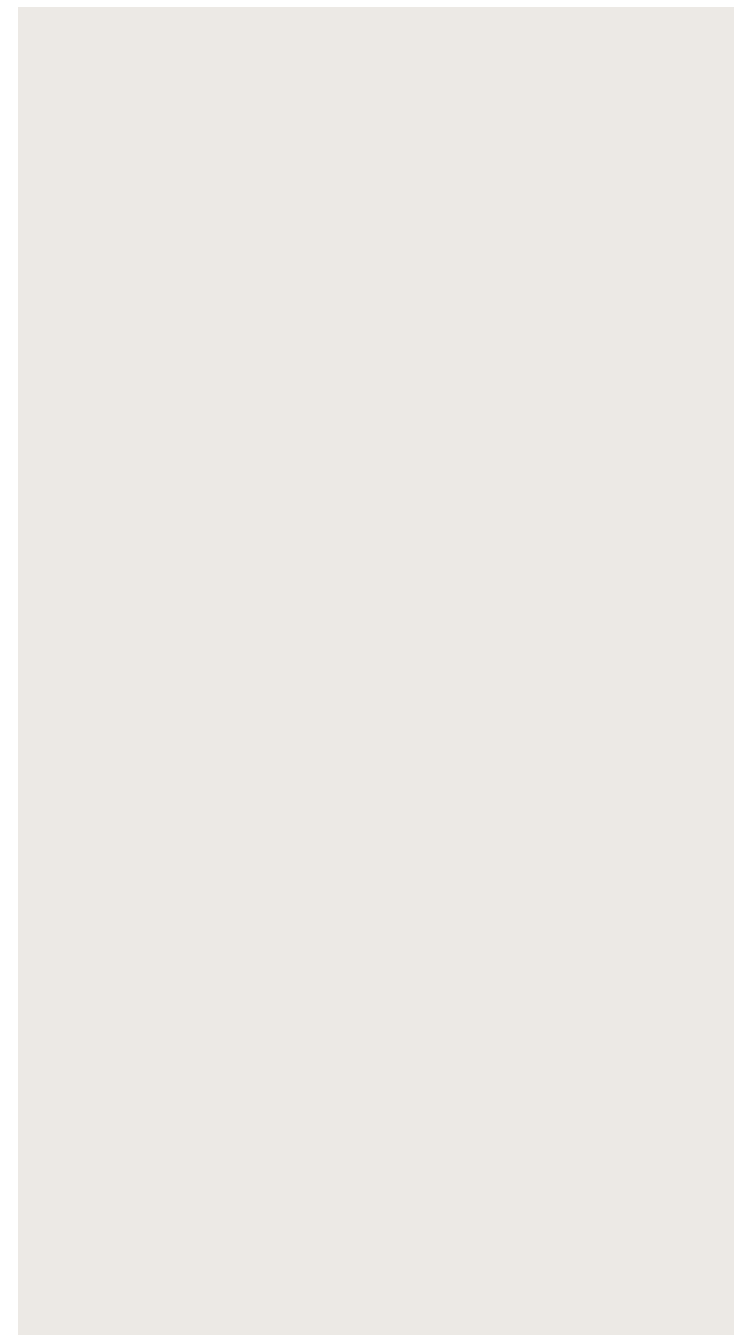
Forest Green
#225145
R:34 G:81 B:69
C:84 M:46 Y:69 K:39



Leaf Green
#36B779
R:54 G:183 B:121
C:73 M:0 Y:72 K:0



Chaff
#a39383
R:163 G:147 B:121
C:37 M:38 Y:47 K:3



Foam
#ece9e5
R:236 G:233 B:229
C:6 M:6 Y:7 K:0

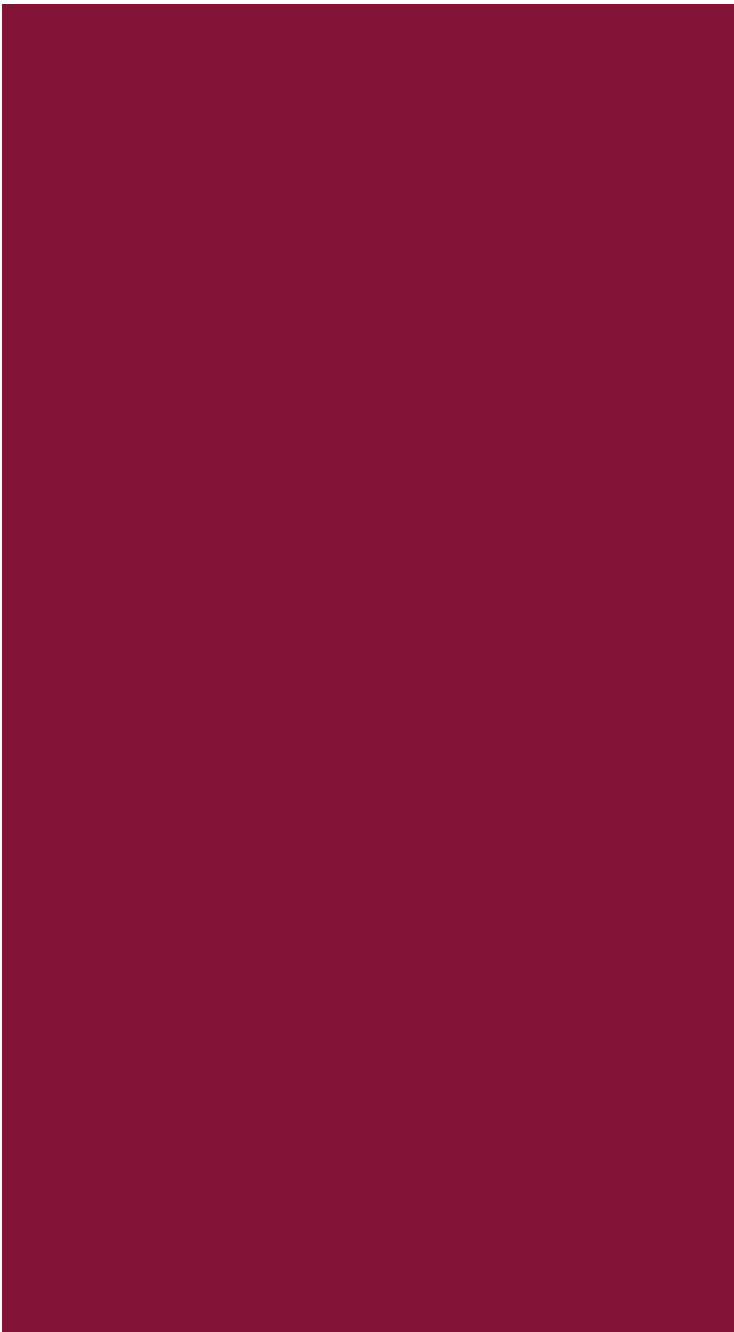
Secondary Colors

Each of the colors in the secondary palette corresponds to a different WRC program:

- dark red for nurseries
- purple for breeding
- yellow for trials
- blue for global leadership

These colors can be used for titles and highlights when addressing these programs.

These colors can also be used very sparingly in infographics and other charts when more colors are needed.



Nurseries
#831435
R:131 G:20 B:53
C:31 M:100 Y:67 K:33



Breeding
#623378
R:98 G:57 B:47
C:74 M:95 Y:20 K:7



Trials
#cf9a3a
R:207 G:154 B:58
C:19 M:40 Y:91 K:1



Global Leadership
#374381
R:55 G:67 B:129
C:92 M:85 Y:20 K:6

Typography

The type families Source Sans Pro and Source Serif Pro are used across all WRC collateral. Both families come with a variety of weights and styles. Listed are the most commonly used styles, though others may be used to improve hierarchy and legibility.

Source Serif Pro–Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Serif Pro–Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro–Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro–Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro–Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro and Source Serif are available through
Google Fonts: fonts.google.com

Typography Guide

Source Serif Pro Semi-Bold, large type size

Large Display Header

Source Serif Pro Semi-Bold, ~1/2 size of large header

Primary Subheader

Source Sans Pro Regular, larger than body, Text Beige

Secondary Subheader

Write body copy using Source Sans Pro Light in x/x+8 pt. (text size/letting). Point size can range depending on the application but ensure legibility. **Use Source Sans SemiBold** to call out information from the body copy, create emphasis, and/or add variation and texture in the typography.

Source Sans Pro SemiBold, small caps, +10 tracking

HIGHLIGHT SUBHEAD

Caption body is set in a smaller point size. De nusdae nonessunt, iume vellesciet quo eos voluptat harchictatus pelessunt qui quaerum atus delicia quibus aceaquiam, si ipicimu santem reperibus excearum inveniet illit aut quibus et landicia volorro molume magnate ctatur ratio modis quatus.



Text Beige

#6e6e6e

R:110 G:110 B:110

C:57 M:49 Y:48 K:16

Text Beige can be used to color text it's weight feels too dark when set in true black. See secondary Subhead as an example.

Photo Overlay

A Forest Green overlay can be applied to photos to create a cohesive look and improve the legibility of text applied on top. The opacity can be adjusted from 50–80%, depending on the photo and the application. Make sure the image is still visible underneath the overlay.

The treatment should only be used in instances in which the image is a support, and not the subject. If the image is necessary to the viewers' understanding, do not apply an overlay.

How to create overlay:

- Create a box the same size as the desired image and fill it with Forest Green.
- Change blending mode to Multiply
- Adjust opacity to 50–80%



Graphic Elements

These graphic elements can be used to add visual interest and create more dynamic deliverables. These elements are:

- a perfect 360DEGREE circle
- a rectangle that bleeds off the page's edge, in which the visible end is a perfect semicircle

These shapes can be varying widths depending on needed usage.

Text should always be centered vertically unless for specific stylistic benefit.

Use these shapes as frames for photos, to style headlines, or create a text highlight.

**Highlight
Text**

Headlines



Spot Illustration

A selection of hand-drawn coffee-themed illustrations is available to use in limited applications. These are used sparingly as a large graphic element, usually on an introduction page or header/banner image.



To access illustration files
contact Hanna Neuschwander at
hanna@worldcoffeeresearch.org

Examples

WORLD COFFEE RESEARCH Our Work About Programs Resources News

Search Become a Member

OUR WORK

We drive innovation to ensure origin diversity.

Our work is purpose-driven, not academic. We focus on research with the potential to dramatically improve coffee productivity, coffee quality, climate resilience, and farmer livelihoods. We work in strategic geographies that support the continued competitiveness of diverse coffee origins, and work in deep partnership with national and international partners.

ON THIS PAGE Programs Strategy Where We Work Approach

Our mission

Grow, protect and enhance supplies of quality coffee while improving the livelihoods of the families who produce it.

Our strategic aim

Preserve origin diversity in the face of the climate crisis by accelerating agricultural innovation for coffee agriculture in multiple, strategically targeted countries.

Our objectives

Drive agricultural innovation to:

- Enhance productivity of climate-resilient farming to support farmer profitability
- Improve quality for different markets
- Enhance focus country competitiveness to mitigate supply chain risk

We are **236** coffee companies from **27** countries investing in agricultural research and development to benefit coffee farmers in **11** strategic countries critical for preserving origin diversity.

WCR 2021 Annual Report 2

We unleash the power of coffee varieties to meet the coffee's sectors critical sustainability and business objectives

Enhance productivity, climate-resilience, and farm profitability

Improve quality for different markets

Reduce supply chain risk

What is World Coffee Research?
190+ companies in 25 countries driving collaborative, global R&D to ensure the future of coffee. World Coffee Research (WCR) is a non-profit agricultural research organization. We were formed by the world-wide coffee industry in 2012, with the recognition that innovation in coffee agriculture is necessary to deliver increased quality, reduce supply chain risk, and transform coffee producing into a profitable, sustainable livelihood that can meet rising demand while also safeguarding natural resources.

What does WCR do?
We work urgently to make better plants available and accessible to farmers to enhance coffee productivity, profitability, quality, and climate resilience. In particular, we support the professionalization of nurseries and seed systems, conduct variety trials, and accelerate breeding system modernization. We prioritize working in 11 countries critical for supporting origin diversity. Our 11 focus countries contain 50% of the world's 12.5 million family coffee farms and produce 30% of the global supply of coffee. Our goal is to enhance the competitiveness of these key countries and their ability to address major threats to supplies of quality coffee.

- **Latin America:** Guatemala, Honduras, Mexico, Nicaragua, Peru
- **Africa:** Ethiopia, Kenya, Uganda
- **Asia:** India, Indonesia, Papua New Guinea

We have additional strategic research partnerships in El Salvador, Rwanda, and Costa Rica. Our WCR research agenda is executed in partnership with leading institutions in producing countries and around the world.

Why agricultural research?
Science is essential for securing the long-term, sustainable supply of quality coffee. Improved varieties reduce farmers' risk and improve climate resilience and productivity—leading to "more good beans from each tree"—and are a critical factor in reducing the GHG emissions of coffee agriculture and reducing deforestation. The research we conduct today will determine what coffee we drink in the future—and using advances in agricultural science it is possible to dramatically improve coffee yields, quality, climate resilience and farmer profitability.

Why invest in the future of coffee?

- **Improve coffee's goodness**
Through research, we improve how good coffee tastes, how good it is for the planet, and how good it is for people who grow it.
- **Sustain origin diversity and global supply**
Working in strategic geographies, we ensure the long-term supply of quality coffee from diverse origins.
- **Address the climate crisis**
R&D creates tools, technology and knowledge to reduce the risk that farmers and companies face from climate change.
- **Achieve impact at scale**
The knowledge and resources generated by WCR and our partners flow downstream for the benefit of millions of farmers around the world. Through collaborative investment in agricultural R&D, coffee companies are creating the foundation for a vibrant and sustainable coffee sector in diverse origins. Member companies drive our strategic agenda, provide input, and receive member benefits in support of their engagement.

@WCRResearch @WCRResearch /worldcoffeeresearch worldcoffeeresearch.org

Uganda

- Confirmed long-term partnership in Uganda with NaCORI/NARO
- Conducted Coffee Breeding Program Assessment for Uganda's robusta and arabica breeding programs with University of Queensland
- Assessed Uganda's arabica seed sector with Enveritas
- Began genetic identity testing in arabica seed lots

