# WORLD COFFEE RESEARCH™

# Brand Guidelines

# Contents

# 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/ Leafe 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
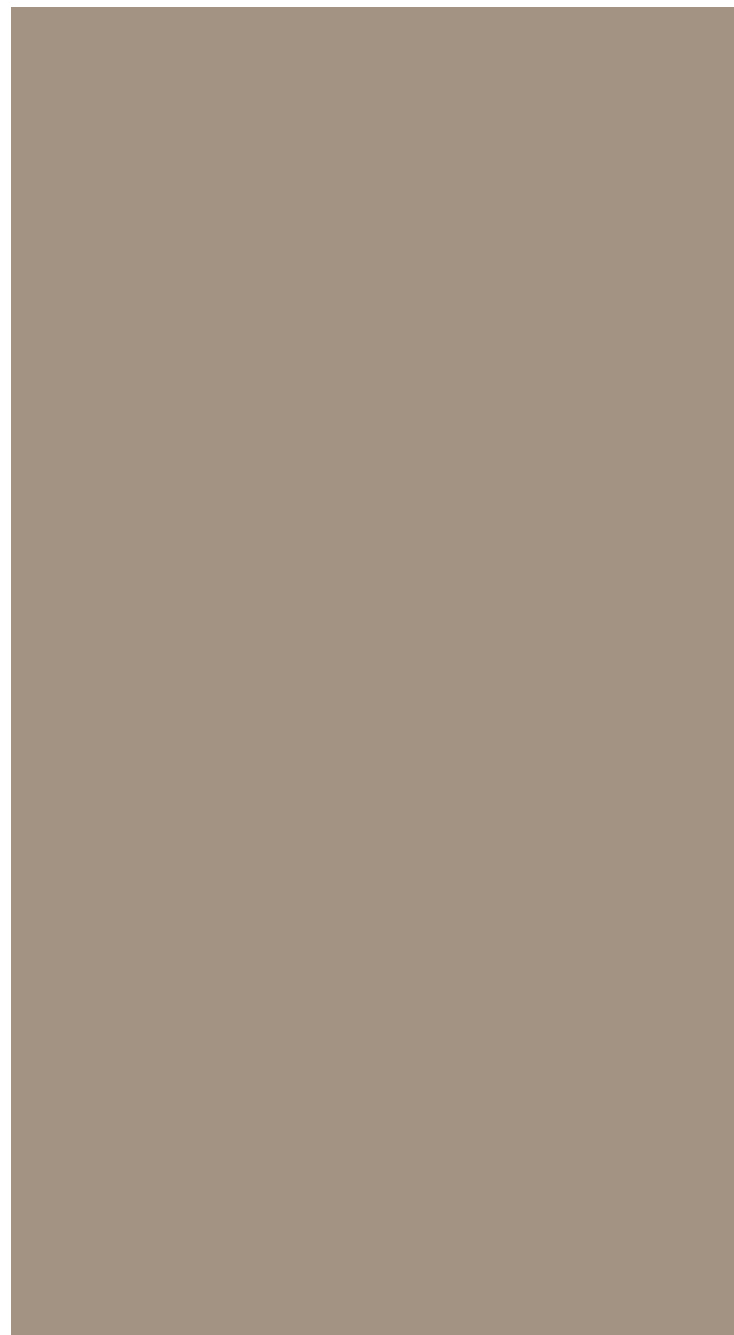
**Chaff**

#a39383

R:163 G:147 B:121

C:37 M:38 Y:47 K:3
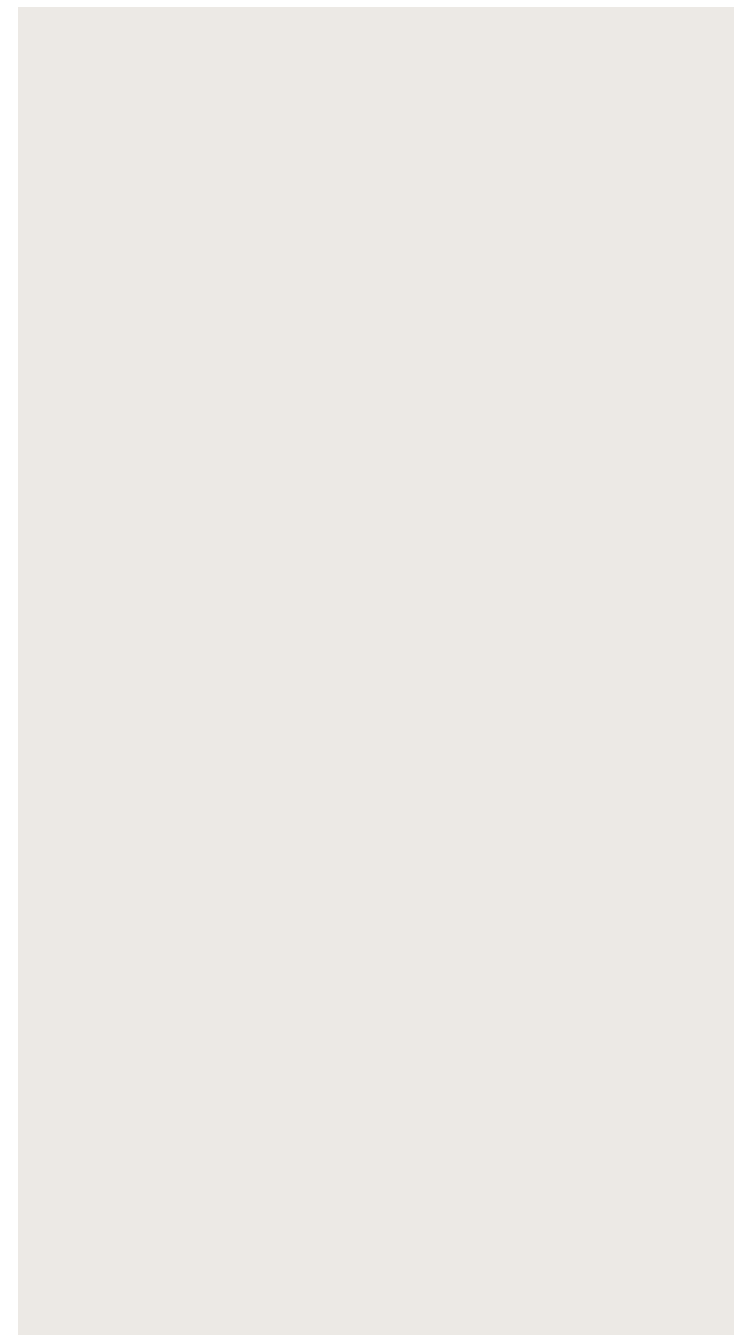
**Foam**

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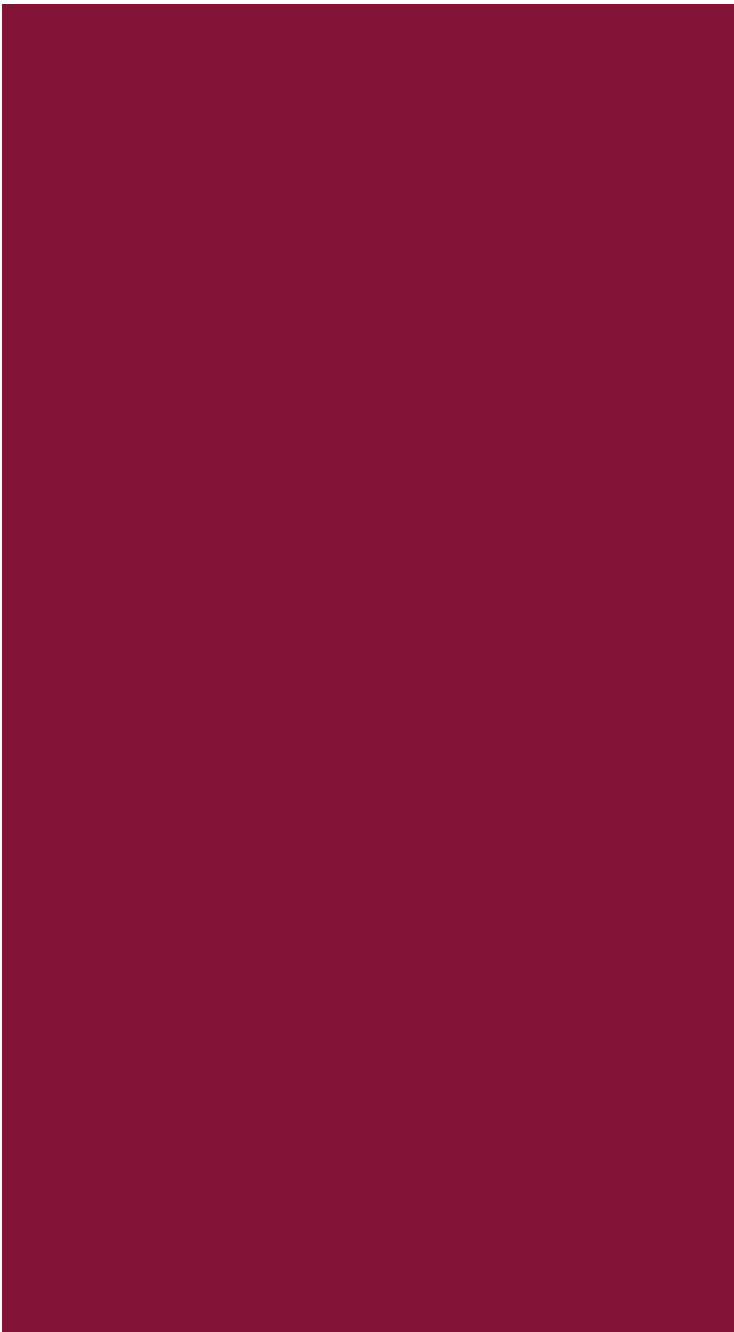
**Nurseries**
#831435
R:131 G:20 B:53
C:31 M:100 Y:67 K:33

**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 avilible 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%



50% Opacity

65% Opacity

80% Opacity

# 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

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