



## Logo Usage Guidelines and Claims Restrictions

*The purpose of this document is to provide member companies with clear guidelines for the use of World Coffee Research's logos and any claims made in association with the logos or the name World Coffee Research. Please refer to WCR's **Brand Identity Guidelines** along with this document.*

World Coffee Research (WCR) provides each member in good standing with a limited, revocable license during the term of membership to use WCR's name and logo to indicate that it is a funder and member of WCR. This license allows WCR members to use WCR's name and logo in a professional, commercially appropriate manner to signify the user's membership in WCR.

WCR member companies in good standing are entitled and encouraged to promote their membership in WCR and highlight our research as something you helped achieve as a partner in our work. Members not in good standing are not permitted to use the WCR logo.

### General logo guidelines

- Do not alter any elements, change the logo color or adding effects (e.g., drop shadow)
- Do not alter the logo's proportions
- The ® registration symbol must be visible and readable.
- Do not rotate
- Do not place logo over busy backgrounds
- Do not crowd logo (a rough rule of thumb is that the logo should have at least as white space around all four sides as the length+height of the globe/leaf mark)
- The logo should never be reproduced smaller than 1.5 inches wide
- Do not use our retired logo

### Logo restrictions

- The logo may not be displayed as a primary or prominent feature on any non-WCR materials.

- The logo may not be used absent of the word “member.”
- The logo may not be imitated or used as a design feature in any manner.
- The logo may not be used in a manner that would disparage WCR or its work.
- Neither the logo nor the WCR name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like.
- Non-WCR materials should not mimic any WCR products, publications, website design, or other materials.

*The WCR logo and name are the sole and exclusive property of WCR. As such, WCR reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in WCR’s sole judgment, does not comply with these guidelines or might otherwise impair WCR’s rights in the logo. WCR further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.*

### **Acceptable language for member companies**

The following are suggestions for acceptable language to accompany the WCR logo on member company promotional materials. Additional suggested language can be found on the [WCR Brand Assets](#) webpage for member companies.

- [Company] is a member of World Coffee Research.
- [Company] is a proud member and partner of World Coffee Research.
- Through membership in World Coffee Research, [Company] is investing in the future of coffee.
- Through membership in World Coffee Research, [Company] supports science-based innovation for coffee agriculture.

*WCR member companies may compose their own language, which must be approved by WCR, as the organization reserves the right to make the final decision about these claims. Email [maeve@worldcoffeeresearch.org](mailto:maeve@worldcoffeeresearch.org) for guidance, review, and final approval.*

### **Unacceptable language**

The WCR logo and/or accompanying language should never be used in a way that:

- Implies that a member company or one of its processes or products is certified, accredited or approved by WCR

- Implies that any particular level of quality or performance is guaranteed or assured by WCR
- Suggests or implies that a specific coffee product (e.g., raw green beans available for commercial sale to consumers) is the result of WCR research
- Misleads the public

*Any use of the WCR's name or logo in connection with a product or service, whether through use of WCR's name and logo on a physical product, in a social media post, or through some other medium, requires a careful review and licensing agreement between WCR and the member. Members must contact WCR to obtain pre-approval prior to any use in this area. Requests of this nature must be sent to both Maeve Holler, [maeve@worldcoffeeresearch.org](mailto:maeve@worldcoffeeresearch.org), and Kristin Franklin, [kristin@worldcoffeeresearch.org](mailto:kristin@worldcoffeeresearch.org) for guidance, processing, and approval.*

### **Legal compliance**

Organizations that make WCR-related claims are responsible for legal compliance with applicable regulations, including labelling, advertisement, consumer protection and competition laws, at all times. WCR cannot accept liability for any violations of applicable law or any infringement of third-party rights made by other organizations.

All marketing materials on or in which the WCR logo is used must be fully compliant with all applicable laws and regulations of any country in which the marketing occurs, including but not limited to the European Union's 2024 greenwashing regulations.

*The above are logo usage guidelines and claims restrictions for membership with World Coffee Research, as set forth in January 2024. These guidelines may be updated from time to time at the discretion of WCR; any such updates will be posted to WCR's [Brand Assets webpage](#).*

**All uses of WCR's name or logo should be emailed to Maeve Holler, [maeve@worldcoffeeresearch.org](mailto:maeve@worldcoffeeresearch.org), for final approval and record keeping.**