



**GLOBAL COFFEE  
PLATFORM**

for a sustainable coffee world

# GCP VISUAL STYLE GUIDE



# 2016

# CONTENTS

<b>Basics</b>	<b>3</b>
<b>The Logo</b>	<b>4</b>
<b>Spacing</b>	<b>8</b>
<b>Colorworld</b>	<b>9</b>
<b>Typography</b>	<b>14</b>
<b>Iconography</b>	<b>17</b>
<b>Linestyle</b>	<b>19</b>
<b>Tables &amp; Boxes</b>	<b>20</b>
<b>Graphical Elements</b>	<b>20</b>
<b>Flow Charts</b>	<b>23</b>
<b>Diagrams</b>	<b>25</b>



# GLOBAL COFFEE PLATFORM

for a sustainable coffee world

## **BASICS**

### **principle of the GCP identity**

The overall look of the GCP is dominated by geometric shapes, a vivid mix of colors, generous use of space and negative space, a unique typography and overall simplicity.

Every design and application developed in the future should reflect these design values.



**GLOBAL COFFEE  
PLATFORM**

for a sustainable coffee world



## **THE LOGO**

### **versions**

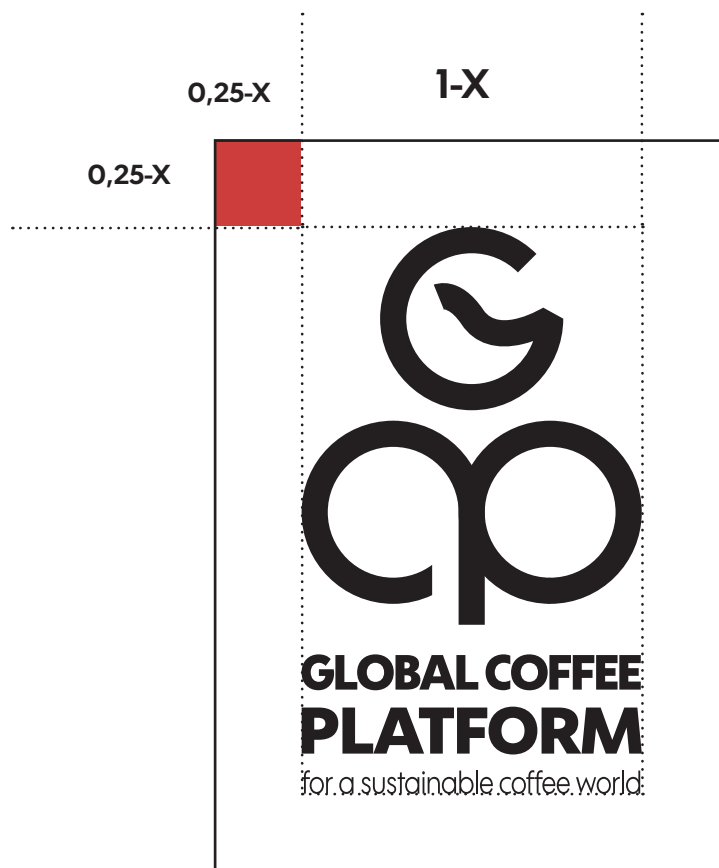
A landscape version of the logo is available when the standard portrait layout is not a valid option.



## THE LOGO

use case: black & white

The logo is also available in these two  
black & white versions



## THE LOGO

### space of protection

The logo is surrounded by a required safe zone to ensure a solid, non-impaired impression. The safe zone is calculated as proportion to the width of the logo.

The same ratio is applied for the landscape version.



## THE LOGO positioning

The placement should be either in one of the corners or aligned to the centered vertical and horizontal axes.



## SPACING

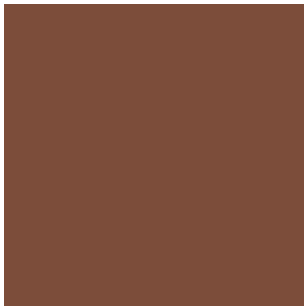
### the use of negative space

The use of free/negative space to display content should be generous at all times.

If needed, opt for additional pages, when possible, instead of squeezing text or content.



## BROWN



earth  
origin  
consistent  
solidity

## RED



cherry  
signal  
dynamic  
impact

## GREEN



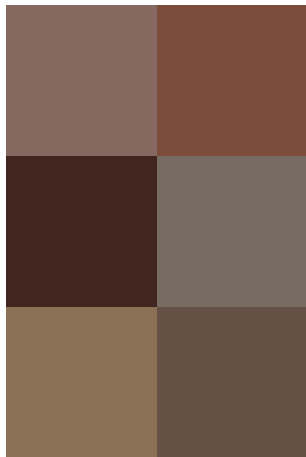
growth  
change  
freshness  
sustainability

## COLORWORLD

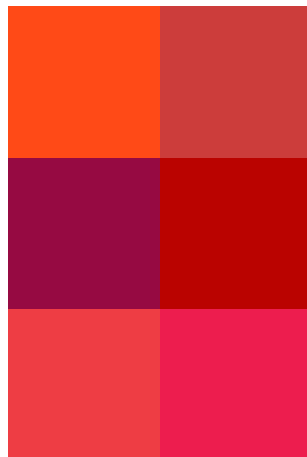
**primary pallet**

GCP Colors are brown, red and green.  
Black and white may be added where  
needed.

## BROWN



## RED



## GREEN



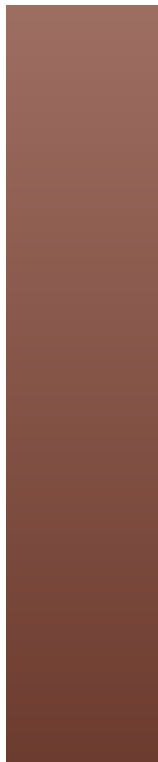
# COLORWORLD

## secondary pallet

The primary values are extended with several color values to give the pallet more depth and flexibility. They may be used for graphics, flowcharts or gradients. But the overall color use should stick to the primary values of GCP.

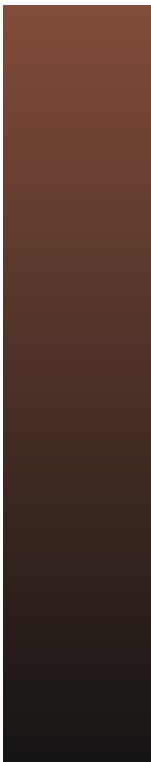
## BROWN

Light-Brown



GCP-Brown

GCP-Brown



Black

## RED

GCP-Red



Warm-Red

Cold-Red



GCP-Red

## GREEN

GCP-Green



Cold-Green

Gras-Green

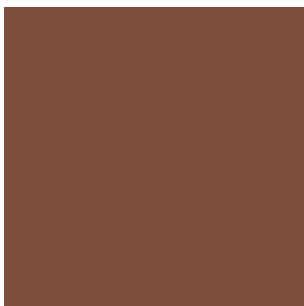


Mint-Green

## COLORWORLD gradients

A few examples of gradients show how to make good use of the mix of primary and secondary pallets.

## BROWN



**PANTONE 4705 C**  
**R-124 G-77 B-58**  
**C-24 M-70 Y-71 K-58**  
**HEX-7c4d3a**

## RED



**PANTONE 1797 C**  
**R-204 G-61 B-59**  
**C-14 M-91 Y-82 K-3**  
**HEX-cc3d3b**

## GREEN



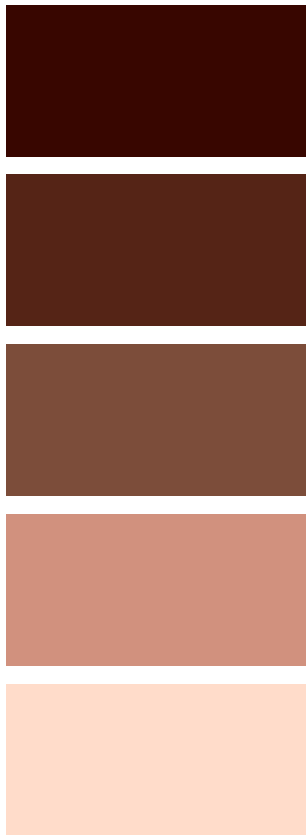
**PANTONE 7488 C**  
**R-120 G-214 B-75**  
**C-52 M-0 Y-82 K-0**  
**HEX-78d64b**

## COLORWORLD

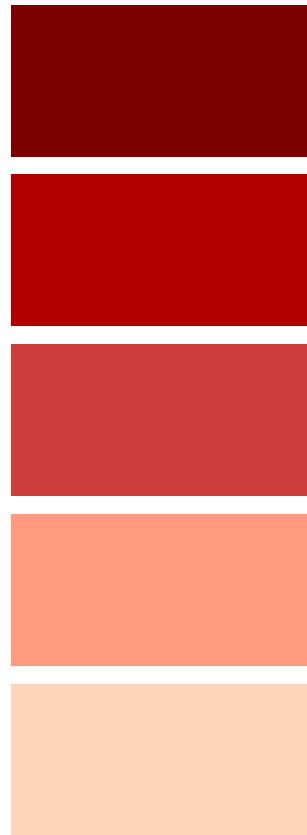
conversion & color spaces

The colors were originally defined as PANTONE values. Transformations to RGB, CMYK and HEX were made to address all different requirements in media applications.

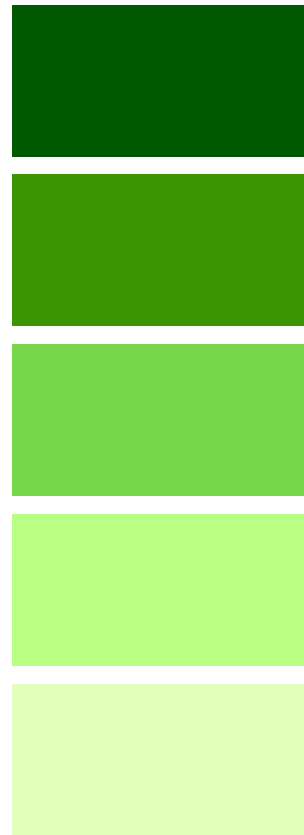
## BROWN



## RED



## GREEN



## COLORWORLD

### light & shadow

To address the needs of diagrams and graphs, more depth of colors could be needed. Lighter and darker values are easily derived from the primary colors blended with black and white.

# WES FY

## WES FY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ 1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

## WES FY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ 1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

## WES FY BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ 1234567890**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.**

## WES FY BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ 1234567890**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.**

# TYPOGRAPHY

main typeface

WES FY is the main font!  
No other sans serif font may be used.  
EXCEPTION: If the main type is not available, Arial (regular + bold) may be used to exchange documents .

Play with various spacings, line-heights.  
Mix clearly differentiated weights of fonts(e.g thin + bold). Highlights are achieved through color and weight

DO NOT  
use condensed fonts -  
change the width of the characters -  
use italic -

## Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium.

Integer tincidunt. Cras dapibus. **Vivamus elementum** semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim.

Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet.

# TYPOGRAPHY

## colors & highlights

### COLORS

Colors are derived from the primary pallet and can be used by choice.

### HIGHLIGHTS

Highlights are set with a contrasting primary color. e.g. red highlight to a brown copy text.

### COPYTEXT

Brown and Black are used primarily for the copy text. Exceptions are colored backgrounds or images where white copy text might fit better.

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

- 1.1 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.
- 1.2 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.
- 2 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.
- 3 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

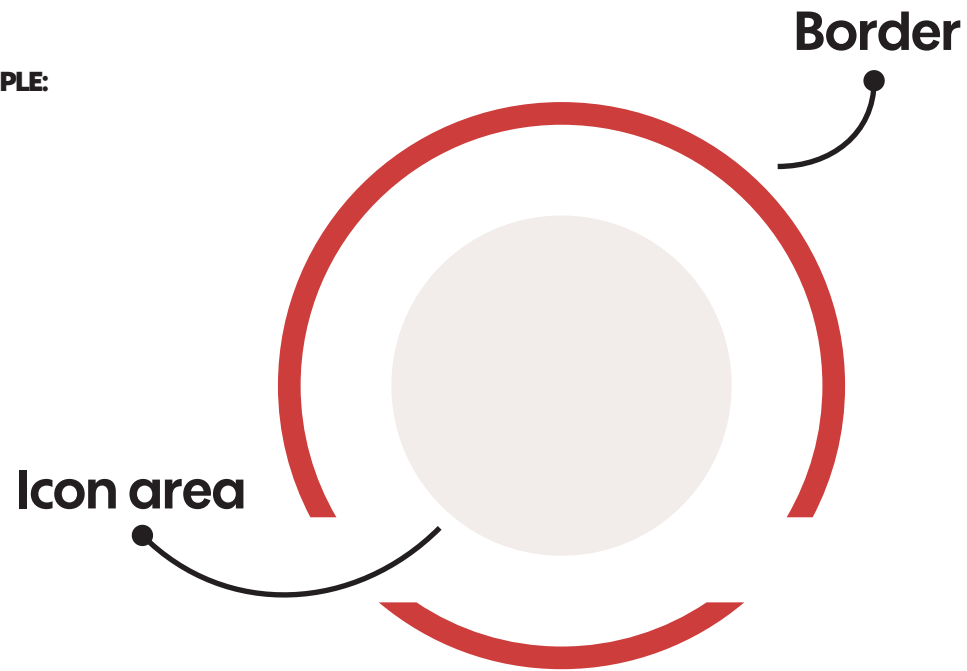
## TYPOGRAPHY

### bullet points & numbered list

Lists can be built with numbers and bulletpoints. Both index are clearly separated from the text block, stay left aligned and are highlighted with color and selection of bolder typography.



**PRINCIPLE:**



**EXAMPLES:**



## **ICONOGRAPHY**

**principle & construction**

- Icons are built out of 2 circles:
- One circle defines the outer border.
  - The other circle is for the content icon itself.

Use of generous spacing is advised, as well as simplified geometric shapes

**SET OF ICONS:**



# ICONOGRAPHY

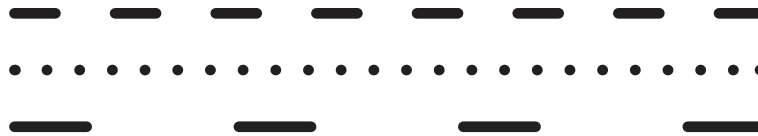
## examples / library

Several icons for the GCP have already been built. The library will be eventually expanded.

## THICKNESS



## DASHES & DOTS



## COLORS & GRADIENTS



## GEOMETRY



# LINESTYLE

## type of lines, thickness, colors

The linestyle is key element in GCP s identity. Use of distinct thickness, citing of geometric forms and the the use of negative space when using dashes or dots, define the unique look.

## BASIC TABLES & COLORS

Column-1	Column-2	Column-3
Value	Value	Value
Value	Value	Value
Value	Value	Value
Value	Value	Value

Column-1	Column-2	Column-3
Value	Value	Value
Value	Value	Value
Value	Value	Value
Value	Value	Value

Column-1	Column-2	Column-3
Value	Value	Value
Value	Value	Value
Value	Value	Value
Value	Value	Value

# GRAPHICAL ELEMENTS

## tables

Tables follow the overall rule of simplistic and reduced design. Generous use of space for rows and columns as well as distinct use of typographic highlights ensure readability.

## VARIATIONS OF TEXT BOXES

### Headline first line

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Headline first line

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Headline first line

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

## GRAPHICAL ELEMENTS

### boxes

Textboxes are of great value in several media channels and products, both online and offline.

They all share again a reduced approach. If rounded corners are used, they should remind more of a quarter circle than just a corner that is slightly rounded. Be generous with the radius.

## TAG BOXES & BUTTONS



## GRAPHICAL ELEMENTS

tags

Tags and buttons are often used. Simple, catchy and of course in the colors of the GCP.

## FLOWCHART WITH TAG BOX AND TEXT BOX



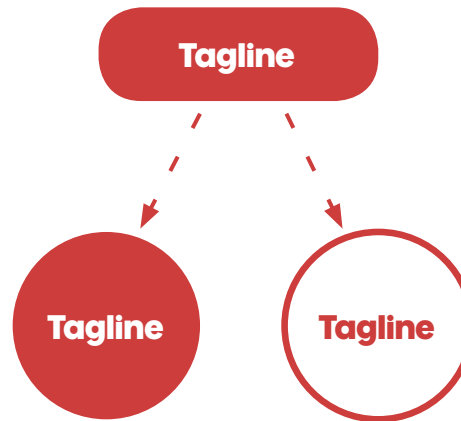
## FLOWCHART

### example with circles

Built from the forementioned graphical elements, a nice looking flow diagram can be put together.

The use of GCPs colorworld with the red as primary key-color is clearly identifiable.

## EXAMPLE OF TAGCLOUD & SIMPLE FLOWCHART



## FLOWCHART

example with circles

Tag clouds are a useful tool to visualize a mindmapping and simple flowcharts can represent important decisions / ways of the organization

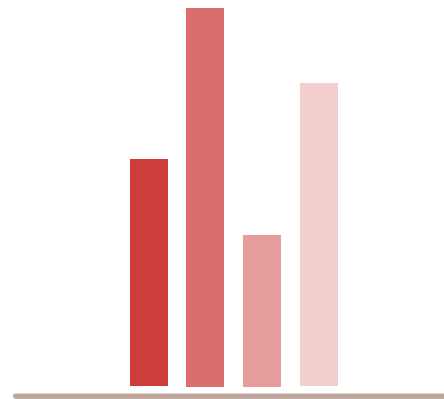


## BASIC BARS & GRAPHS

**Tag** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.

**Tag** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.

**Tag** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.



Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Aenean commodo ligula  
eget dolor.

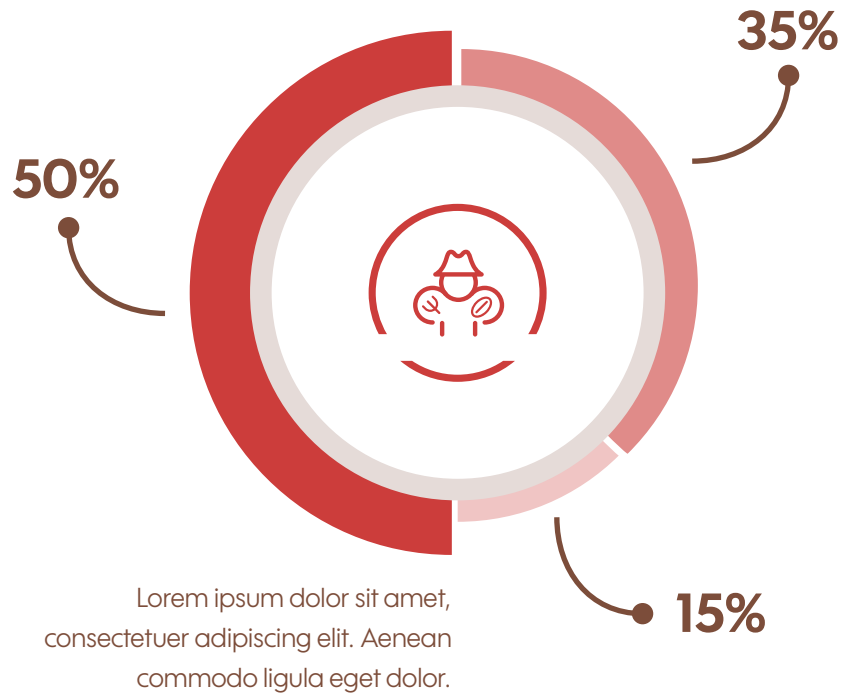


## DIAGRAMS

### bars

Small bars with taglines, according text and color highlights are easily built through the GCP visual identity as well as graphs, process bars and spots of selection.

## PRINCIPLE OF CIRCULAR DIAGRAMS



## DIAGRAMS

### circles

Circular diagrams will be used quite often in presentations. Therefore it should be easy to represent percentages and pie diagrams that are easy to read.

© 2016

