

**GLOBAL COFFEE  
PLATFORM**  
for a sustainable coffee world

# GCP

# Communication Guidelines

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## 1. INTRODUCTION

### 1.1 What is the Global Coffee Platform?

The Global Coffee Platform is an inclusive multi-stakeholder sustainability platform aligning the activities of a diverse network of stakeholders to set into action the global commitments made through Vision 2020 and create a thriving and sustainable coffee sector.

The Global Coffee Platform (GCP) works from a producing country level upwards, uniting both public and private sector actors to create a common vision on the most critical sustainability, feeding these national priorities into a global agenda. This vision setting process is known as Vision2020, the content of which drives the GCP. All coffee stakeholders, large and small have the opportunity to engage in this global agenda, through action-oriented work-streams. Tackling the most pressing challenges, the common agenda strives to improve the effectiveness of sustainability programs and contribute to greater impact on the livelihoods of coffee farming communities and the natural environment of coffee production areas around the world.

The Global Coffee Platform also promotes the use of the Baseline Common Code, a set of globally referenced baseline principles and practices for coffee production and processing. With its potential to be adopted sector-wide, it aims to create a level playing field for baseline sustainability practices and provide a starting point in the Global Progress Framework to collectively report and measure improvements.

### 1.2 Purpose of the GCP Communication Guidelines

The co-creation of the Global Coffee Platform initiates an innovative and promising approach to scale sustainable practices and improve farmer livelihoods through pre-competitive public-private collaboration. With an increase in the scale and scope of the potential impact, there is an increase in the opportunities for members and partners to communicate.

The GCP Communication Guidelines serve to guide members in communicating their membership and involvement in the GCP, as well as their individual or collective activities towards a sustainable coffee sector.

Specific objectives of the GCP Communication Guidelines:

- Messaging: provide recommendations on how to articulate what the Global Coffee Platform is and does.
- Use of the GCP logo and badges: provide information on who and how to use them correctly



## 2. RECOMMENDATIONS FOR COMMUNICATION

As the biggest multi-stakeholder sustainability organization in the coffee sector, with an evolving, direct partnership to coffee producing country governments through the International Coffee Organization (ICO), there are a plethora of powerful ways to communicate your involvement in the Global Coffee Platform. From news and coffee magazine articles, on your website, social media, resources, publications, brochures, press releases, annual reports or signage, there are diverse and flexible options to support your communications. Below are recommendations for how you can communicate your role and contribution in improving the sustainability of the coffee sector.

### 2.1 The Global Coffee Platform in 30 seconds

The Global Coffee Platform (GCP) accelerates meaningful change in the coffee sector through global alignment. Over 300 large and small coffee stakeholders have bundled their power, knowledge and networks to achieve a thriving, sustainable coffee sector. Coffee producers, co-operatives and governments, united through Vision2020 and national platforms, work alongside international coffee companies and civil society organizations to tackle the issues most important for the future of coffee. Through aligning, facilitating, co-funding and implementing sustainable practices and activities on the ground, the GCP positively changes the way the coffee business operates. By measuring individual and collective progress to drive continuous improvement, the GCP makes the collective impact on the livelihoods of coffee farming communities around the world visible.

### 2.2 The Global Coffee Platform in a few sentences

Below you will find short sentences that summarize the why, how and what the GCP does.

#### **The Global Coffee Platform exists because:**

- Coffee farmers and the sector as a whole face serious challenges: climate change, low productivity, gender inequality, child labor, access to finance and financial literacy, to name only a few.
- There is the need to do things differently (i.e. duplication of investments and initiatives create extra costs)
- Sustainability is a shared responsibility
- The future of coffee is in our hands!

#### **The Global Coffee Platform works towards a sustainable coffee sector by:**

- Non-competitively uniting and aligning all key coffee sector stakeholders
- Placing farmers and their families at the center



- Connecting and convening national and international, public and private stakeholders for dialogue, agenda setting and aligned investments
- Reducing fragmentation, duplication, and short-term project thinking
- Building on the successes of verification/certification standards
- Increasing impact through collective action

## **Therefore, the Global Coffee Platform:**

- Provides an enabling platform environment for members to collectively define a common vision, act on national priorities, closely cooperate with governments, improve the effectiveness of sustainability programs, and contribute to greater impact at farm level.
- Maintains the Baseline Common Code, a set of globally referenced baseline principles and practices for coffee production and processing. It can be adopted and integrated into a wide variety of stakeholders' sustainability schemes as well as underpin national sustainability strategies to enable sector-wide adoption of minimum sustainability requirements.
- Will establish the Global Progress Framework in order to provide the coffee sector with the means to collectively report, measure and compete on sustainability efforts to drive improvements towards the common vision.

## **The Global Coffee Platform facilitates:**

- The Vision2020 global dialogue
- National public-private dialogues
- National Sustainability Curricula
- Co-funding opportunities
- Actionable work-streams on thematic areas at country and global levels

## **The Global Coffee Platform delivers the following tools:**

- The Baseline Common Code as a global reference for basic sustainability practices
- A globally accepted Progress Framework to measure and report on progress and impact
- An Online Portal with state of the art information services and learning community
- Training materials tailored for local needs on global best practices



## 2.3 The Global Coffee Platform in a few words

Below you will find a list of words and expressions that can be used when referring to the Global Coffee Platform and its functions.

Please, also note that the table below is not extensive and does not cover all possible messages in relation to the GCP. This list will be constantly revised and may be expanded. If you are not sure about the accuracy of your message, it is best to check with the GCP before publishing it at:

[communications@globalcoffeeplatform.org](mailto:communications@globalcoffeeplatform.org)

<b>GLOBAL COFFEE PLATFORM</b>	<ul style="list-style-type: none"> <li>○ Multi-stakeholder convener</li> <li>○ Coffee community</li> <li>○ Farmer-centric</li> <li>○ Inclusive and neutral</li> <li>○ Membership organization</li> <li>○ Sector-wide network</li> <li>○ Non-competitive</li> <li>○ Collaboration hub</li> <li>○ Steward of Vision2020</li> </ul>
<b>BASELINE COMMON CODE</b>	<ul style="list-style-type: none"> <li>○ Global reference</li> <li>○ Baseline sustainability</li> <li>○ 100% sector-wide reach</li> <li>○ Principles and practices for baseline sustainability</li> <li>○ First step towards sustainability</li> <li>○ Accessible to producers</li> <li>○ Versatile tool for coffee sector</li> </ul>
<b>GLOBAL PROGRESS FRAMEWORK</b>	<ul style="list-style-type: none"> <li>○ Impact and performance measurement</li> <li>○ Individual and collective progress</li> <li>○ Common metrics</li> <li>○ Continuous improvement</li> <li>○ Transparency</li> <li>○ Community owned and operated</li> <li>○ Guide towards sustainability</li> </ul>
<b>VISION2020</b>	<ul style="list-style-type: none"> <li>○ Shared vision and goals</li> <li>○ Global alliance</li> <li>○ Collective impact</li> <li>○ Bottom-up approach</li> <li>○ Long-term public-private collaboration</li> <li>○ Improved livelihoods, resilient production ecosystems, and profitable farming communities and sector at large</li> <li>○ Link between national and international</li> </ul>



## 2.4 Member Benefits

There are many benefits to being a member of the Global Coffee Platform. The following are just some of those that you can communicate to other coffee stakeholders:

<b>PRODUCERS</b>	<ul style="list-style-type: none"> <li>○ Farmer centric approach in strategies and investment agenda</li> <li>○ Optimizing power through dialogue and an orchestrated voice</li> <li>○ Influence on agenda and investments</li> <li>○ Representation and recognition at a national and international level</li> <li>○ Relevant and increased support on priority challenges</li> <li>○ Connection with network of donors and sustainability initiatives</li> <li>○ Access to globally recognized basic sustainability practices</li> </ul>
<b>TRADERS</b>	<ul style="list-style-type: none"> <li>○ Risk and reputation management</li> <li>○ Long-term supply chain management</li> <li>○ Co-funding opportunities</li> <li>○ Cost/investment optimization</li> <li>○ Participation and influence on agenda and investments</li> <li>○ Recognition of contribution through Global Progress Framework reports</li> </ul>
<b>INDUSTRY</b>	<ul style="list-style-type: none"> <li>○ Brand value and reputation management</li> <li>○ Participation and influence on agenda and investments</li> <li>○ Co-funding opportunities and direct donor engagement</li> <li>○ More effective investments</li> <li>○ Access to data on sector sustainability</li> <li>○ Established connection with Governments</li> </ul>
<b>CIVIL SOCIETY</b>	<ul style="list-style-type: none"> <li>○ Transparency and ability to monitor sector activities</li> <li>○ Co-funding opportunities</li> <li>○ Direct access to smallholder producers</li> <li>○ Participation and influence on agenda and investment</li> <li>○ Direct cooperation with public and private actors</li> </ul>
<b>DONORS</b>	<ul style="list-style-type: none"> <li>○ Investment optimization</li> <li>○ Increased field-level impact</li> <li>○ Access to data on sector sustainability</li> <li>○ Access to new markets/audiences</li> </ul>



## 3. THE GCP LOGO

The GCP logo is the key identifier of the Global Coffee Platform. It symbolizes the core attributes that are at the heart of what the organization does: farmer-centric, multi-stakeholder, inclusive, shared responsibility. 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.

To ensure consistency and credibility, the position, size, color, and proportions of the GCP logo should not be altered. Below you will find guidelines on the correct use of the GCP logo.

### 3.1 Orientation

The GCP logo was designed to be used in portrait format. If this is not possible due to space or layout limitations, it is allowed to use the landscape version.



Portrait



Landscape

### 3.2 Colors

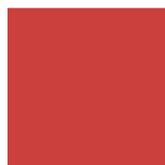
When using the GCP color spectrum, please consider the product/medium for which you are creating. RGB and HEX should be specifically used for all web/onscreen purposes, whilst Pantone and CMYK should be used only for printing materials.

#### 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



The GCP logo should preferably be used in the color version. If this is not possible due to optical or graphical reasons, you may use the black or white version.



### 3.3 Opacity

The GCP logo must be used in 100% opacity and should not be used with reduced opacity.

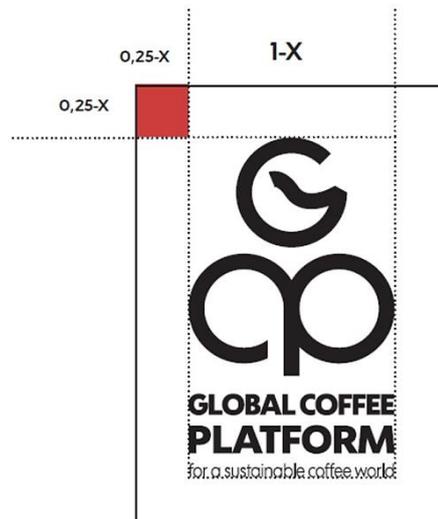


### 3.4 Background

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 or the negative version can be used.



The GCP logo should 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.



## 3.6 Manipulation

The colors, formatting, opacity, proportion and text of the GCP logo should not be altered. Do not cut and/or use the elements of the GCP logo separately from each other.



## 3.7 Where to use the GCP logo

All members of the GCP are encouraged to use the GCP logo on their websites and in their publications. Publicly displaying the GCP logo has a variety of benefits and will help your organization to raise awareness about the GCP and its approach towards sustainability in the coffee sector.



The following are some ideas of where you can use the logo to champion the GCP and your organization/company's commitment and participation:

- Organizational brochure or flyer: mention the role of the GCP in your brochures and flyers and use the GCP logo.
- 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.
- Online communication: mention the GCP on your website. Include a short description of the GCP and its work. You could describe what your GCP membership means to you, or what implications it has had on your organization. Feature GCP-related news items, updates or facts in your media room or news page. Include a link to the GCP website.

It is important to note that the GCP logo is not a product certification mark. Therefore, using the GCP logo on any final consumer product is prohibited. This includes: any container of the final product, such as a coffee pack, a disposable or take-away cup, a cafeteria cup or any other drinkware.

## 3.8 Download

The GCP logo is available for [download here](#) in both portrait and landscape versions. For more information or additional formats, please contact us at [communications@globalcoffeeplatform.org](mailto:communications@globalcoffeeplatform.org)



## 4. THE GCP MEMBER BADGE

The GCP Member Badge is a unique and memorable option exclusive for GCP members to publically communicate and promote their membership.



### 4.1 Application

The application of the GCP Member Badge has the same guidelines as the GCP logo. Please see Section 4 for all application parameters including orientation, colors, opacity, size, positioning, and manipulation.

### 4.2 Where to use the GCP Member Badge

Similar to the GCP logo, the GCP Member Badge helps members to raise awareness about sustainability in the coffee sector. It differs however as to when and where to publically display it. The GCP Member Badge helps members to more explicitly showcase their membership and the efforts they are making to improve the sustainability in the coffee sector.

The following are some ideas of where you can use the GCP Member Badge to raise awareness and make a statement about your organization/company's commitment to achieving a thriving and sustainable coffee world:

- Organizational brochure or flyer: Write about your GCP membership in your brochures and flyers and use the GCP Member Badge
- Online communication: ensure the broader coffee community knows your commitment to sustainability – put the GCP Member Badge on your website. Include a short description of the GCP and its work. You could describe what your GCP membership means to you, or what implications it has had on your organization. Feature GCP-related news items, updates or facts in your media room or news page. Include a link to the GCP website.

As with the GCP logo, the GCP Member Badge is not a product certification mark and should not be used on any final consumer product (e.g.: coffee pack, disposable or take-away cup, any other drinkware).



## 4.3 Download

The GCP Member Badge is available for [download here](#). For more information, please contact us at [communications@globalcoffeeplatform.org](mailto:communications@globalcoffeeplatform.org)

## 4.4 Logo vs Member Badge

What	Logo	Member Badge
When	<ul style="list-style-type: none"><li>○ Promote GCP as an organization</li><li>○ Promote/share the activities, workshops, or achievements of the GCP</li></ul>	<ul style="list-style-type: none"><li>○ Convey your commitment to sustainability</li><li>○ Promote your alignment with the global coffee community</li><li>○ Separate yourself from the others</li><li>○ Increase the perception of accountability</li></ul>



## 5. CLARITY

The aim of this section is to clarify any misinformation regarding the relationship between various functions, stakeholders, or other initiatives.

### 5.1 Baseline Common Code and the 4C Code of Conduct

The Global Coffee Platform owns the Baseline Common Code and provides it as a global reference for national and international operators to integrate it into their sustainability strategies. The following table further distinguishes the Baseline Common Code and the 4C Code of Conduct that is operated by Coffee Assurance Services.

Baseline Common Code	4C Code of Conduct
Owned by the Global Coffee Platform	Operated by Coffee Assurance Services
Global reference	Verifiable code operated by Coffee Assurance Services
Non-verifiable	Verifiable
Non-commercial	Linked to commercial activities

### 5.2 GCP, ICO and Vision2020

The Global Coffee Platform, together with the International Coffee Organization (ICO), act as the Secretariat of Vision2020. While Vision2020 is the means by which public and private sector stakeholders collectively set a common agenda at the national and global levels, the Global Coffee Platform is one vehicle to convene, facilitate, and deliver an enabling environment that results in collective impact for sustainable coffee communities. The GCP will continue to work with the ICO and other partners in driving Vision2020 to become the inclusive and impact-oriented alliance the coffee sector needs.

### 5.3 GCP and the Sustainable Coffee Challenge

The Global Coffee Platform and the Sustainable Coffee Challenge are aligned in working towards Vision2020 and are in close cooperation to strengthen demand for sustainably produced coffee and enable more long-term commitments of coffee stakeholders by developing a common framework for sustainability performance.



## 6. ADDITIONAL INFORMATION

### 6.1 Interpretation

The interpretation of the GCP Communications Guidelines is at the sole discretion of the Global Coffee Platform.

### 6.2 Modification

The Global Coffee Platform may modify, amend, augment or revise the GCP logo as well as the GCP Communication Guidelines at any time as per the decision of the GCP Governance. In case of changes, members will be informed immediately and granted adequate time in order to implement the changes.

### 6.3 Non-compliance

If a GCP Member does not comply with one or more of the rules and conditions specified in the GCP Communication Guidelines, the GCP can withdraw their right to use the GCP logo and GCP Member Badge in their marketing activities, and/or remove the member from the platform's member directory.

Any attempt by non-members to claim membership is strictly forbidden. Any attempt to imitate the logo and/or trademarks of the Global Coffee Platform may have legal consequences.

### 6.4 Dispute settlement

In the event of disputes between members related to the application of these rules, members are encouraged to seek an amicable settlement in the spirit of mutual trust and collaboration that underpins the Global Coffee Platform. Failing that, participants' disputes will be submitted to the GCP Mediation Board.

### 6.5 Frequently Asked Questions (FAQs)

The Global Coffee Platform has also compiled a comprehensive set of frequently asked questions (FAQs) which cover most aspects of the platform. These are available on the GCP website here:

<http://www.globalcoffeeplatform.org/resources/global-coffee-platform-faqs>

For further details, clarification, or questions on any of the content contained within the GCP Communication Guidelines, please contact us at [communications@globalcoffeeplatform.org](mailto:communications@globalcoffeeplatform.org).