CONTENTS

Basics 3
The Logo 4
Spacing 8
Colorworld 9
Typography 14
Iconography 17
Linestyle 19
Tables & Boxes 20
Graphical Elements 20
Flow Charts 23
Diagrams 25
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.
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 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.
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.
GCP Colors are brown, red and green. Black and white may be added where needed.
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.
A few examples of gradients show how to make good use of the mix of primary and secondary pallets.
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**

- **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
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
1234567890


WES FY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890


WES FY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890


WES FY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890


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.


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

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

**PRINCIPLE:**

- Icon area
- Border

**EXAMPLES:**

![Example Icons](image)
Several icons for the GCP have already been built. The library will be eventually expanded.
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 use of negative space when using dashes or dots, define the unique look.
### 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.
TEXT BOXES


GRAPHICAL ELEMENTS

Boxes


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

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.

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

The use of GCPs colorworld with the red as primary key-color is clearly identifiable.
Tag clouds are a useful tool to visualize a mind mapping and simple flowcharts can represent important decisions / ways of the organization.
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.
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.

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

25% 50% 75% 100%