



**GLOBAL COFFEE  
PLATFORM**

for a sustainable coffee world

# **GCP MEMBER COMMUNICATION GUIDELINES**

June 2021

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## 1. INTRODUCTION

### 1.1 What is the Global Coffee Platform?

The Global Coffee Platform (GCP) is a unique multi-stakeholder membership association of coffee producers, traders, roasters and retailers, civil society, governments, and donors, united under a common vision to work collectively towards a thriving, sustainable coffee sector for generations to come.

GCP Members believe that sustainability is a shared responsibility and collectively seek to address the most critical sustainability challenges to enhance farmers' economic prosperity, improve well-being, and conservation of nature.

GCP does this by convening and aligning relevant coffee stakeholders to advance sustainability, act on local issues, and scale successful sustainability initiatives across the sector. Especially with its members and the GCP Network of Country Platforms in coffee-producing countries, GCP works on increasing demand and supply of sustainably produced coffee in order to foster origin diversity and the viability of the coffee sector.

### 1.2 Purpose of the GCP Member Communication Guidelines

This document assists GCP Members in communicating their GCP Membership and shared sustainability values, their involvement in GCP and the work being done by the association and GCP's Network of Country Platforms. Specifically, these guidelines provide:

- Resources to articulate what GCP is and does, and how GCP Membership can be communicated.
- Overview of communication tools and assets, such as GCP Membership statements, GCP Logo and messages and the accompanying information for their use.
- Ways to help leverage GCP's communications efforts, including on social media.

## 2. GCP ONLINE

GCP Members are encouraged to help amplify GCP's communications around coffee sustainability online, and to engage with GCP on social media and participate in awareness-raising campaigns.

### 2.1 GCP Website

GCP's primary home online is [www.globalcoffeeplatform.org](http://www.globalcoffeeplatform.org)

Please visit the GCP website for the most up-to-date information about GCP's work, governance structure, news, publications, GCP's Network of Country Platforms and upcoming events and opportunities.

## 2.2 Social Media

GCP Members are invited to tag GCP in their social media communications, use campaign hashtags (when available) and share content from GCP's accounts. GCP will also make "shareables" available during special communication campaigns and invites members to join in. GCP can be found online at:

### Social media domains

LinkedIn: <https://www.linkedin.com/company/global-coffee-platform>  
Twitter: <https://twitter.com/GCPcoffee>  
Facebook: <https://www.facebook.com/GlobalCoffeePlatform/>  
Instagram: <https://www.instagram.com/globalcoffeepplatform/>

### Social media handles

LinkedIn: @Global-Coffee-Platform  
Twitter: @GCPcoffee  
Facebook: @GlobalCoffeePlatform  
Instagram: @GlobalCoffeePlatform

## 2.3 Newsletters

GCP's monthly newsletter, GCP Espresso, reaches more than 3,500 readers and contains features, updates and upcoming events. Highlights include:

- Action opportunities for GCP Members and beyond
- Progress updates and learnings from GCP Collective Action Initiatives
- Progress updates and stories from GCP's Network of Country Platforms
- GCP Roaster & Retailer Reporting
- News regarding use of GCP Assets, including Baseline Coffee Code, GCP Equivalence Mechanism, Coffee Data Standard
- Meeting Members – a new feature focusing on GCP Members' sustainability goals.

Sign up for the [GCP Espresso here](#). GCP Members also receive exclusive GCP Member Briefs, invitations to new opportunities and special members-only events. If you are not yet receiving these emails, please contact [communications@globalcoffeepplatform.org](mailto:communications@globalcoffeepplatform.org)

## 3. COMMUNICATING YOUR GCP MEMBERSHIP

### 3.1 GCP formal description

Use these paragraphs to describe GCP. These statements encompass GCP's Vision and Mission Statements.

CONTENT	CHANNEL	NOTE
<p>The Global Coffee Platform (GCP) is a unique multi-stakeholder membership association of coffee producers, traders, roasters and retailers, civil society, associations, governments and donors, united under a common vision to work collectively towards a thriving, sustainable coffee sector for generations to come.</p> <p>GCP Members believe that sustainability is a shared responsibility to enhance farmers' economic prosperity, improve well-being, and conservation of nature.</p> <p>GCP brings together coffee producers, roasters, retailers, traders, governments, associations, donors, and NGOs to multiply efforts, collectively act on local issues, and scale successful sustainability initiatives across the sector.</p>	<p>Website, reports, brochures, publications and similar marketing material.</p>	<p>Logo usage optional on websites, reports and brochures, but may not be used on packaging.</p>
<p>The Global Coffee Platform (GCP) is a unique multi-stakeholder membership association of coffee producers, traders, roasters and retailers, civil society, associations, governments and donors, united under a common vision to work collectively towards a thriving, sustainable coffee sector for generations to come.</p>	<p>Official publications</p>	<p>Do not modify</p> <p>Should be accompanied by the GCP Formal Logo</p>

### 3.2 GCP Membership Statement: On and off-pack messaging

The easiest way for GCP Members to visibly demonstrate membership and commitment to advance coffee sustainability with and through GCP is by using the GCP Membership Statement.

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GCP Members can choose from the three standardized options laid out below. The use of the GCP Membership Statement is only permitted to GCP Members.

GCP Members may include the GCP Membership Statement on product packaging. To ensure consistency, members **must gain approval from GCP prior using the GCP Membership Statement on-pack**. This can be achieved by sending a simple request to [communications@globalcoffeeplatform.org](mailto:communications@globalcoffeeplatform.org) outlining:

- Organization / Company name
- A brief description of the product and packaging and where you would like to add information about your GCP Membership.
- The font you plan to use (No decorative fonts shall be used for the on-pack messaging of the GCP Member Statement. Suggested fonts include variations of Helvetica, Arial, Calibri or similar 'sans serif' fonts. GCP's official font WesFy may be used)

Please note: There must not be additions which suggest the coffee contained in the pack is related to GCP (as a quality feature). The GCP Logo (trademarked image) **may not be used** on product packaging.

CONTENT	CHANNEL	NOTE
[COMPANY NAME] is a member of the Global Coffee Platform and contributes to farmers' prosperity, improved well-being and conservation of nature.	Packaging, website, annual report	Only COMPANY NAME may be changed; can be accompanied by GCP Formal Logo on website and annual report
Member of the Global Coffee Platform	Packaging, website, annual report	Statement may not be changed; can be accompanied by GCP Formal Logo on website and annual report
Proud member of the Global Coffee Platform	Packaging, website, annual report	Statement may not be changed; can be accompanied by GCP Formal Logo on website and annual report

## 3.3 Illustrating your GCP Membership

Use any of the following statements to further articulate and exemplify your GCP Membership and concrete work with and through GCP within your organization's communications. These may be used across all communications channels, for example: company websites, social media platforms, reports, publications and newsletters and may be adapted to your needs.

CONTENT	CHANNEL	NOTE
<p>Members of the Global Coffee Platform (GCP) are not only changing the future of the coffee world for the better, they are also working towards changing the way they do business. Joint action on sustainability issues facing the coffee sector means we have the benefit of leverage, a sharing and dispersal of risk, and a combined strength for broadscale action. Being part of GCP also means learning from each other and sharing knowledge and best practices.</p> <p>The goal of the GCP is to ensure coffee sustainability – for all involved. By bringing companies and organizations together, GCP enables us to concentrate our efforts on the issues most critical to the coffee sector and coffee-growing communities.</p>	Any	May be adapted

In case you are not sure about your communication options please contact:

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

## 4. THE GCP LOGO

The GCP Logo is the key identifier of the Global Coffee Platform. It symbolizes the different stages of the coffee bean (from green to the red and eventually brown as the roasted bean), the different supply chain stages, and thus everyone involved from coffee production to coffee consumption.

The formal GCP Logo, as displayed on the right, is registered as a trademark in the European Union and Switzerland to ensure consistency and credibility. Therefore, the position, size, color, and proportions of the GCP Logo should not be altered.



The usage of the GCP Logo is a privilege for GCP Members to communicate their membership and commitment to advance coffee sustainability. The GCP Logo **may not** be used on product packaging.

Below a few suggestions how and where GCP Members can use the logo to champion their organization/company's GCP Membership, commitment to sustainability and participation in GCP's work:

- Organizational brochure or flyer: mention your GCP Membership and your work with GCP in your brochures and flyers and use the GCP Logo.
- Publications including annual reports, company profile documentation and general publications.
- 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 your GCP Membership and your work with GCP on your website. Include a short description of the GCP and its work. You could describe what your GCP Membership means to you, and how it helps to advance and deliver on your organization's sustainability strategy and goals while contributing to the GCP Mission. Feature GCP-related news items, updates or facts in your media room or news page. Include a link to the GCP website.

In case you have questions about your communication options please contact:

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

All rules, conditions, options and technical details for the usage of the GCP Logo are laid out in the GCP Logo Standards Manual which forms the annex to the [GCP Logo License Agreement](#). The steps to apply for and download the GCP Logo are described below.



## 5. APPLICATION PROCESS FOR GCP LOGO USE

The following steps outline how GCP Members can obtain and use the GCP Logo in line with trademark terms, conditions and all necessary technical information to help you to effectively communicate your GCP Membership and highlight your commitment to advance coffee sustainability.

1. [Visit this webpage.](#)
2. (Re)confirm acceptance of the GCP Member Communication Guidelines
3. Read and accept the GCP Logo Licence Agreement and its annex, the GCP Logo Standards Manual, which outlines the rules, conditions, options and all technical details for logo usage.
4. Request the GCP Logo by filling out the form on the website. You will be sent an email with the logo details within the hour.

All GCP Logo users must have accepted and digitally signed the terms of use before using the logo, however this only needs to be done once, and not each time the GCP logos are used.

Any unauthorized use of the GCP Logo may result in legal action.

## 6. ADDITIONAL INFORMATION

### 6.1 Interpretation

The interpretation of the GCP Member Communications Guidelines is at the sole discretion of the Global Coffee Platform. If unsure, please contact the GCP Secretariat: [communications@globalcoffeeplatform.org](mailto:communications@globalcoffeeplatform.org)

### 6.2 Modification

The Global Coffee Platform may modify, amend, augment or revise the GCP Logo as well as the GCP Member Communication Guidelines at any time. In case of changes, members will be informed 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 Member Communication Guidelines, the GCP can withdraw their right to use the GCP Membership Statement and the GCP Logo in their marketing activities, and/or remove the member from GCP'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.

The GCP website: [www.globalcoffeeplatform.org](http://www.globalcoffeeplatform.org) hosts the most up-to-date information regarding GCP activities. For further details, clarification, or questions on any of the content contained within the GCP Member Communication Guidelines, please contact your GCP Secretariat at [communications@globalcoffeeplatform.org](mailto:communications@globalcoffeeplatform.org)

[www.globalcoffeeplatform.org](http://www.globalcoffeeplatform.org)