

Q Program Logos :

A Usage Guide for CQI Q Arabica Graders, Q Robusta Graders, Q Processing Professionals, and all Q Instructors

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If you are a Coffee Quality Institute Q Grader or Q Processing Professional that is **active** in our Q Program, you have permission to use our Q Program logos, which were updated in August 2018. To obtain access to these logos please log on to the [Q Database](#) and look under FILES. Here, you will learn what is allowed and how you can use CQI logos.

1. CQI LOGO

USE: CQI logo may be used to promote an event where the Institute is involved directly or indirectly. A Q Grader or Q Processing Professional must be directly involved in the event in order to use CQI logo. For example, a coffee event requiring judges to be a Q Grader, or an event is promoting a CQI program.

PERMISSION AND USAGE: You must **ALWAYS** request permission to use the logo. Please send usage request to info@coffeeinstitute.org. Make your request in a timely manner, minimum four weeks before usage. This communication must include:

- proposed promotional design artwork - screenshot or artwork required;
- description of the reach of the piece;
- description of the event;
- amount of printed materials produced, number of banners, etc; and
- how long the piece will be in circulation.



Logos can only be used in promotional pieces and must meet logo usage guidelines. For example:

1. When an event or course is hosted by CQI: CQI is involved with planning and executing the event or training.
2. When an event is supported by CQI: the event involves active CQI participation.

CQI logo **CAN BE** used by active Q Graders, Q Processing Professionals and Q Instructors on the following, if they meet the above criteria:

- Social media promotion (if current)
- Posters, banners and flyers (if current)

CQI logos **CANNOT BE** used on:

- A personal email signature
- Aprons
- Business cards
- Websites
- Packaging
- Marketing materials, such as hats, t-shirts, etc.

2. Q LOGOS

USE: These logos are only available to active Q Graders, Q Processing Professionals and Instructors. This means that your credential is up to date and you are calibrated - this information is found on our [Q Database](#) under the Q Coffee System tab. To access these logos you will login to the Q Database and go to FILES.

PERMISSION AND USAGE: If you have access to the logo files on the CQ Database, you do not need additional permission to use these logos.

Q logos are intended for use on an *individual's* promotional materials, such as business cards, websites, and brochures. If you do not see these logos available on the Q Database under FILES, it is because your Q License has expired, and you no longer have permission to use them. It is against the Q Code of Ethics to use the Q logo if your license has expired: it is your responsibility to update your design materials to reflect your current status.

These logos **CAN BE** used on:

- Business cards
- Email Signatures
- Social media promotion - e.g. to promote a course you are teaching



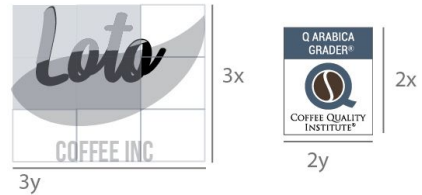
- Posters and banners - e.g to promote a course you are teaching
- Websites - must be associated with the *individual* who is certified by CQI. e.g. Jane Smith, Q Arabica Grader®

These logos **CANNOT BE** used on:

- Non-CQI coffee quality report/cupping form of any kind
- Packaging of any kind
- Printed materials other than personal business cards or specific event promotion (see above)
- Marketing materials such as hats, t-shirts, etc.
- General Company website - e.g. **NOT** on company homepage as a general endorsement

Size specifications

- Minimum 0.98 inches (2,5 cm) considering proportion
- Q logos should not exceed the main company logo in 44%
- Border/ border/space around the logo 0.19 inches (0.5 cm)



Color specifications

Red



CMYK: 38 99 96 12
 RGB: 135 47 52
 HX: 872F34

Gray



CMYK: 60 62 49 54
 RGB: 71 64 71
 HX: 474047

Blue



CMYK: 52 18 0 58
 RGB: 76 97 122
 HX: 4C617A

Green



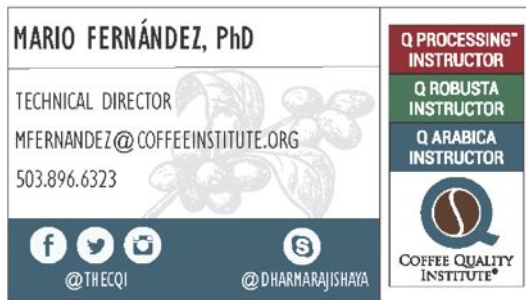
CMYK : 89 45 89 10
 RGB: 71 111 79
 HX: 476F4F

Business Cards

RULE: The highest credential should appear on your business card. See illustration below.

Example 1: if you are a Q Arabica Grader AND a Q Arabica Instructor, only the instructor ranking should appear.

Example 2: you are a Q Processing Instructor and a Q Robusta Grader. You will show Instructor rank above grader rank.



Mario is a Q Arabica Grader, a Q Robusta Grader, and a Q Processing Expert; however, since he's also an instructor in all three areas, only these instructor credentials show on the cards since they are the highest possible rank.



CC is a Q Arabica Grader and currently doesn't hold any other certifications.

When designing your business cards, please keep in mind that these certification logos reflect your current professional status with CQI. In no way should they appear as the main brand or confuse the audience. CQI certification logos should not exceed the main company logo in 44%. See below.



AND FINALLY: We require correct logo usage from all members of the Q Program community. We reserve the right to verify an individual's status on our database; an individual or company will be asked to remove a CQI logo if the credential is no longer valid. You may also report potential misuse of our logos to CQI directly. To do this please include a picture or screenshot of the image in question. This information will be kept confidential - info@coffeeinstitute.org