
Q COFFEE SYSTEM

LABEL AND LANGUAGE STYLE USAGE GUIDE:
Q CERTIFIED ARABICA, ROBUSTA, AND BLENDED COFFEE

February 2014



Developed by the Coffee Quality Institute
www.coffeeinstitute.org



Coffee Quality Institute®

Introduction

The Coffee Quality Institute (CQI) is a 501(c)3 nonprofit organization with the mission of improving the quality of coffee and the lives of the people who produce it. CQI has applied for Federal registration of the CQI and Q Certification Marks. This document covers all trademarks registered by CQI.

Q Arabica, Q Robusta and Q Blend

The Q is a recognized symbol of quality, assigned to either Robusta , , Arabica , or blended coffees that have been graded through CQI's Q Coffee System and that have met the minimum standards for Arabica quality as defined by CQI and the Specialty Coffee Association of America (SCAA), and for Robusta as defined by CQI and the Ugandan Coffee Development Authority (UCDA). For more information on quality standards of Q Certified coffees, please see <http://www.coffeeinstitute.org/the-q-coffee-system>.

Use of the Q Certification Marks

CQI allows the conditional use of its Q Certification Marks to Licensees, as defined by the Q Coffee Licensing Agreement, for use on packaging and other materials related to the promotion and sale of Q Coffees. This Usage Guide provides relevant information on how Q Certification Marks may be used, and is subject to change without notice.

Other Users

CQI may also grant usage rights, in writing, to approved producers, exporters or importers in conjunction with the overall marketing and promotion of Q Certified coffees. This could include, for example, printing Certification Marks on jute or burlap coffee bags. Please review our usage guide for *non-Licensing Partners*.

Confusing or Misleading Use Prohibited

As outlined in the licensing agreement, the Q Certification Marks may only be used with those coffees that possess 1) a valid Q Certificate and 2) contain 100% Q Coffee. Any use of the Q Certification Marks with coffees that are not Q Certified constitutes unauthorized use.

Approval Process

To use the Q Certification Marks names and logo, all licensees must:

1. Have entered into a licensing agreement with CQI, denoted by a Q Licensing Agreement signed by both parties, and be current with all contractual and financial obligations to CQI.
2. **Prior to production**, Licensee must submit an email to Lisa Conway (lconway@coffeeinstitute.org) with a description and example of intended use. Licensee must also receive official approval back from CQI (via email) before using the Q Certification Marks, or sending any materials to print. This is required for each new item. Approval for one item (product) is not an overall approval for all items (different products).
3. Agree to follow the guidelines outlined in this document.

CQI Certification Mark Usage

CQI's Q Certification Marks will be available to all Licensing Partners who have registered in our database and signed a Licensing Partner Agreement.



- Only the approved color version of the Q Certification Marks should be used and the ^{CM} must accompany the logo and be clearly legible in all applications.
- The logo cannot be altered in any way, without permission from the Coffee Quality Institute.
- Do not change the color of the logo. Please adhere to the following guidelines:

Brown: PMS 4625

Gold: PMS 125

- Only approved fonts should be used. There are two fonts used in the Q Certification Marks. The word "Certified" is Blair MD, and the words "Robusta", "Arabica" and "Blend" are Gotham. The downloadable fonts are provided and must be used with the logo(s).
- If printing in black and white, you may substitute the approved black and white logos.



- The standard size of the Q Certification Marks is 1.96" by 2.64"; however, the logo may be scaled proportionate to the context in which it is being used.
- The Q Certification Marks shall be reproduced in the same proportions as the original. When resizing the logo, it is important not to stretch the logo out of proportion.



- The logo should never be smaller than 0.78" by 1.03" without prior approval from the Coffee Quality Institute.

- The Q Certification Marks may not be tilted.
- The Q Certification Marks must never be altered or incorporated into another design.
- A Q Certification Mark may never be accompanied by a specific Q Grader's name, signature or endorsement, nor can it be paired with a phrase that specifies an individual Q Grader's identify or connection with the Q Certified coffee used in the product.
- Do NOT use the logo as a letter-form:



Blends

Two (2) or more types of same species, either Arabica or Robusta:

- All coffees must be Q Certified.
- Blend name shall not infer an origin.
- Labeling must indicate 100% Arabica or 100% Robusta
- If one origin is listed on the package, then all other origins must be listed on the package.

Two (2) or more types of different species, either Arabica or Robusta:

- All coffees in the blend must be Q Certified.
- Description on package must indicate both Arabica and Robusta coffees are contained in the package.
- Description on package must indicate which type is majority of blend by listing that type first in the disclosure.

NOTE: A score cannot accompany a Certified Blend mark.

Q Score

Listing of the actual “Q Arabica” or “Q Robusta” score is optional.



If you choose to use the “Q” score on promotional materials:

- You must use CQI’s Certification Mark with score design.
- Scores can only be used with single origin 100% Arabica or 100% Robusta coffees. A score cannot accompany a Certified Blend mark.
- It must appear right-aligned and under the appropriate Q Arabica or Q Robusta mark.
- Q Score color is PMS 125.
- The Q Score font must be Gotham Bold.
- The Q Score should be roughly the same size as the words “Arabica” or “Robusta” in the Certification Mark. The score may be used as a solid number or as a decimal. If it is used as a solid number, it must be rounded down to the nearest tenth. For example, if a coffee receives a score of 82.73, it can be marked as 82.7 or 82.0.

NOTE: Final Certification Mark with score to be used on marketing, promotional materials and bags must be approved by CQI. All mock ups must be sent to Lisa Conway (lconway@coffeeinstitute.org).

Certification Marks, and Variations:

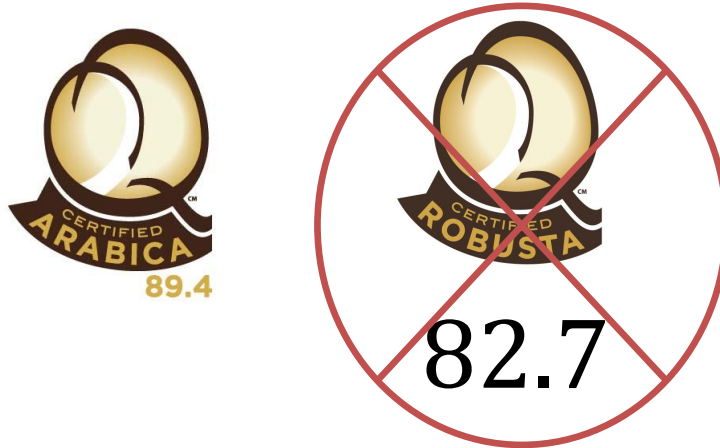
**Licensees may use the Certification Marks in any of the following forms:*

- 1) Any ONE Certification Mark by itself:



**Note: An area of isolation of 30% should be preserved around the circular part of the logo, as shown below.
For example, if final logo size is 1" wide, then area of isolation=.3" on all sides.*

- 2) Q Arabica OR Q Robusta Certification Mark, in conjunction with the score. Please adhere to all guidelines set forth on page 5.



Use of Certification Marks on Cups, Cup Sleeves, Napkins, Tin Tie Bags and Other Food Service Items

To avoid confusion between Q Coffee products and conventional ones, the Q Certification Marks(s) can only be used on serving items that are used *exclusively* with Q Coffees. Some exceptions may arise but must be approved **prior** to production.

Use of Alternate Logo on Business Cards and Stationery

Sole use of the Q Certification Marks is not permitted on company business cards or stationery unless the company's products are 100% Q and they are Licensing Partners. However, the following logo may be used on promotional materials, including business cards, stationery, website(s), etc... , in conjunction with the Q Certification Marks, pending approval by CQI:



Use of Certification Marks on Website

The Q Certification Marks may be used on a licensee's website, and its affiliates, provided that it is not used in a way that is misleading or confusing to customers and follows the usage guidelines.

Press Releases

Press releases involving CQI and/or Q Coffees must be pre-approved by the administrative director of the Coffee Quality Institute. See contact information below. In formal press releases, please refer to sections "Explanatory Text, Authorized for Use" and "Additional Information".

Lisa Conway, Administrative Director
541-980-0041 • direct line
lconway@coffeeinstitute.org • email

Logo Position

- The Certification Mark may not be the primary branding or identification on the package, label, or other materials.
- The Certification Mark must be positioned in a way that clearly distances it from the primary branding or identification.



Explanatory Label Text, Authorized for Use

The following text/statements may be used **in conjunction with** the Certification Mark on product packaging and POS materials.

1. “The Q Arabica Certification Mark signifies this coffee has met the minimum CQI standards for quality and is considered specialty at time of grading. The Q Arabica evaluation is based on standards defined by the Specialty Coffee Association of America (SCAA).”

- Q Arabica: “This coffee was independently evaluated prior to roasting by the Coffee Quality Institute or one of its authorized partners, and at the time of grading successfully met the requirements to be considered specialty coffee.”

2. “The Q Robusta Certification Mark signifies this coffee has met the minimum CQI standards for quality and is considered Fine Robusta at time of grading. The Q Robusta evaluation is based on standards defined by UCDA (Uganda Coffee Development Authority) and CQI.”

- Q Robusta: “This coffee was independently evaluated prior to roasting by the Coffee Quality Institute or one of its authorized partners, and at the time of grading successfully met the requirements to be considered a Fine Robusta.”

3. Q Certified Arabica

4. Q Certified Robusta

5. www.coffeeminstitute.org

Questions? Please contact:

Lisa Conway, Administrative Director

541-980-0041 • direct line

lconway@coffeeminstitute.org • email

Definition of Terms

Q Coffee: A coffee that has been evaluated by three (3) Licensed Q Graders under the Coffee Quality Institute's Q Grading System through CQI or one of its authorized In-Country Partners (ICP) and which have successfully met the minimum standards to be considered "specialty" as defined by the Specialty Coffee Association of America (SCAA). Q Coffees are designed with a Q Certificate as issued by CQI or one of its authorized ICPs. See Exhibit "E".

Producer, Marketing Agent, or Exporter Agreement: This refers to growers or exporters (sellers) who have received a Q Certificate and wish to use the Q Marks to promote Q Coffees at no additional charge

Licensing Agreement: This refers to CQI's document "Q Coffee Licensing Agreement", which defines the definitions, use of terms, fees, standard usage, arbitration and miscellaneous considerations between CQI and Licensing Partner. This agreement must be signed and on file with CQI before Q Certification Marks are used in the promotion, marketing or resale of Q Certified coffees, as defined in this document.

License Fee: This refers to the certification fee of US\$.01 per pound.

In-Country Partner: An organization authorized to conduct Q Grading Services on the behalf of CQI. The ICP agrees to follow CQI's protocols for receiving samples, scheduling and conducting gradings reporting results, and maintaining records.

Licensed Q Grader (Arabica or Robusta): A professional cupper who has successfully passed CQI's Q Grader Exam and earned a certificate as a Licensed Q Grader. A current list of Q Graders can be found at www.coffeeinstitute.org.

Technical Report: A coffee may be graded through the Q Coffee System but not meet the minimum requirements to be considered Q Coffee. In this case, the coffee is issued a technical report. Technical reports may be used as a communication tool between buyers and sellers but these coffees may not be called Q Coffee.

Q Score: The cup score earned through the Q Coffee System as designated by a numerical value on SCAA's point scale of 100. The Q Score may be marketed and promoted along with the Q Certification Marks and terms Q Certified.

Additional Information (also authorized for use in conjunction with Q Certification Marks)

The Q Coffee System

The Q is a recognized symbol of quality, assigned to either Robusta, Arabica, or blended coffees that have been graded through CQI's Q Coffee System and that have met the minimum standards for Arabica quality as defined by CQI and the Specialty Coffee Association of America (SCAA), and for Robusta as defined by CQI and the Ugandan Coffee Development Authority (UCDA). Q Coffees, Specialty Arabica or Fine Robusta, are among the finest coffees produced in the world.

How a Coffee Becomes Q

Coffee samples are submitted to CQI, or one of its authorized In-Country Partners for independent, third party evaluation.

Three Licensed Q Graders, professionally accredited coffee tasters, test the coffees and the results are averaged to produce a grading report. Coffees that meet the standards for green, roasted, and cup quality are considered Q, designated by a CQI-issued Q Certificate.

The Importance of the Q

A Q Certificate is an assurance of quality that consumers can trust. While there are many variables in roasting and brewing that affect the taste of coffee, the Q confirms that the green beans used are among the highest quality in the world, are milled well, and contain distinguishable characters that separate them from other coffees.

The Coffee Quality Institute (CQI)

The Coffee Quality Institute (CQI) is a nonprofit 501(c)3 nonprofit organization with the mission of improving the quality of coffee and the lives of the people who produce it. The value of our approach lies within our connection to the industry; we offer solutions that are commercially viable and work within existing trading mechanisms. With the mission of improving the quality of coffee and the lives of the people who produce it, we aim to create a sustainable industry where everyone has the opportunity to prosper.

Exemptions and Additional Information

May be requested by contacting Lisa Conway at lconway@coffeeinstitute.org

All guidelines are subject to revision at the sole discretion of CQI. Please verify with CQI that you have the latest version of the Usage Guide and Licensing Partner Agreement before commencing a design project.