

CQI Program Logos Usage Guide

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If you are active in a Coffee Quality Institute Q Program, you have permission to use our Q Program logos. 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 may use CQI logos.

1. CQI LOGO : **restricted**

USE: CQI logo may be used to promote an event where the Institute is involved directly or indirectly. 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@coffeeminstitute.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.



The CQI logos **CANNOT BE** be used on:

- A personal email signature
- Aprons
- Business cards
- Websites
- Packaging
- Course advertisements (only Q Program logos can be used for this)
- Marketing materials, such as hats, t-shirts, etc.

2. Q LOGOS

USE: These logos are only available to those who have successfully completed Q Cupping Essentials, Active Q Graders, Q Processing Generalists, Q Processing Professionals, Q Processing Experts 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 CQI 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®

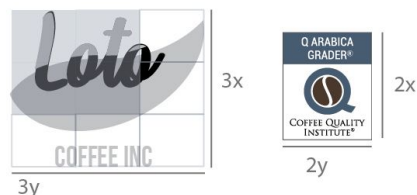


These logos **CANNOT BE** used on:

- 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

- Q logos cannot exceed the main company logo - in other words the main company logo needs to be larger than the CQI Q Program logo
- Minimum 0.98 inches (2,5 cm) considering proportion
- 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.

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.

Mario Fernández, PhD
Technical Director

mfernandez@coffeeinstitute.org
 dharmarajshaya

USA @thecqi

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

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Chengcheng Su
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Manager of China 中國區負責人

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 ciecilia

CHINA @thecqi

CC is a Q Arabica Grader and a Q Processing Professional.

Loto
 COFFEE INC

TOM SMITH
 Brand Manager

123 987654
 TOMS@LOTOCOFFEEINC.COM
 WWW.LOTOCOFFEEINC.COM

Q ARABICA GRADER™
 COFFEE QUALITY INSTITUTE®

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 the Q Program 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