



# ROASTER REQUIREMENTS AND BRAND GUIDELINES

UPDATED: March 15, 2018

# ROASTER REQUIREMENTS

The Café Femenino® story is built on the hard work and initiative of women coffee farmers across the world. Their story is one of empowerment and one that we at Organic Products Trading Company (OPTCO) seek to exemplify with every piece of branded material and customer interaction.

These Roaster Requirements are intended to ensure that we honor women coffee farmers by recognizing what makes Café Femenino special: our commitment to the women coffee farmers above and beyond the typical buyer/seller relationship. In addition to consistently representing the Café Femenino story, we can work together to build a successful movement by making decisions up and down the supply chain that directly support strong, women-led community development.

We thank you for your decision to join the Café Femenino story. Please carefully read Café Femenino's Roaster Requirements below and sign and return this document to the contact listed beneath the signature line.

## CO-BRANDING REQUIREMENTS

To help eliminate guesswork and help you co-brand your materials as effectively as possible, we have developed Café Femenino brand guidelines. These brand guidelines detail the do's and don'ts of using the Café Femenino brand including logo usage, approved messaging, typography, photography, web-linking, and advertising.

Café Femenino co-branding requirements include:

- **Coffee bag branding.** If roasters would like to sell and promote the coffee as Café Femenino, they must use the approved Café Femenino name, logo, and/or sticker somewhere on their bag of 100% Café Femenino roasted beans. While we highly encourage the use of the full logo or sticker so that your customers recognize the brand and cause, the "Café Femenino®" name and Registered mark (®) can alternatively be used when needed. If selling and promoting as Café Femenino coffee, please never alter the name or branding elements in any way.
- **Café Femenino Registered Trademark.** Café Femenino is a Registered Trademark. Roasters may not abbreviate or alter the name in any way on bags or other forms of marketing.
- **Co-branding approval.** All published materials that include the use of the name or logo must be approved by OPTCO.

By adhering to these requirements, you'll help us respect the hard work of Café Femenino's women coffee farmers while also demonstrating to your customers that, as an official partner in the Café Femenino movement, you're committed to giving women across the world their fair share.

## DONATION REQUIREMENTS

Roaster donations are central to Café Femenino's success and to our unique approach as a coffee brand. As detailed below, the roaster may choose to donate exclusively to the Café Femenino Foundation—an independent nonprofit that provides grants to community development projects suggested and implemented by the women coffee farmers themselves—or to both the Café Femenino Foundation and a women's crisis center in your community.

Café Femenino roasters must make a minimum donation of 5 cents per pound of green coffee purchased, which can be contributed in one of two ways:

1. 5 cents per pound donated to the Café Femenino Foundation to fund women-requested community development projects
- or -
2. 2.5 cents per pound donated to Café Femenino Foundation and 2.5 cents per pound donated to a women's crisis center in your community

Once a year, the program will send out a letter to remind roasters of their green coffee donation amounts. At that time, we'll also request the name of the local women's crisis organization roasters have elected to donate to, if applicable.

The roaster donation amounts listed above are merely the minimum requirement—most roasters elect to contribute a larger amount, including by adopting a Café Femenino grant request in their company's name. If you are interested in contributing beyond the minimum requirements, let your OPTCO contact know when you submit this form, and we will follow up with more information. To learn more about the Café Femenino Foundation, visit [www.coffeecan.org](http://www.coffeecan.org).

### PROGRAM REQUIREMENTS

In addition to helping us honor the women coffee farmers' story, we ask roasters to further appreciate their hard work by adhering to the following requirements:

- **Coffee blending.** Café Femenino should be presented as a single origin coffee. Coffee labeled as Café Femenino may not be blended with any coffee other than another Café Femenino coffee. This is to keep the integrity and the story behind the beans intact and to focus the purpose of the coffee back to its initiatives.
- **Reselling green Café Femenino beans is prohibited.** A roaster is not permitted to resell green Café Femenino beans.
- **Quality control.** The green Café Femenino beans must be roasted within 15 months of delivery to maintain the high-quality flavor that is expected of the Café Femenino brand beans. Coffee roasted after that time must be sold under another label.
- **Promote Café Femenino principles.** When possible, we encourage women in your organization do the purchasing, roasting, and marketing of the coffee to help us further integrate women into the coffee industry. Roasters are encouraged to consider establishing a Café Femenino program coordinator within your company to promote the program, educate staff, and liaise with OPTCO. In supporting gender equality in the supply chain, consider how Café Femenino principles can be incorporated into your company's practices.

## Roaster Requirements

### ROASTER COMMITMENT

I have read and agree to the terms outlined in this agreement as a purchaser, roaster, and participant in the Café Femenino Program.

\_\_\_\_\_  
Name (Print)

\_\_\_\_\_  
Organization (on behalf of)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### CAFÉ FEMENINO PROGRAM APPROVAL

\_\_\_\_\_  
Name (Print)

\_\_\_\_\_  
On behalf of Organic Products Trading Company

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### PLEASE SUBMIT YOUR SIGNED AGREEMENT TO:

**Connie Kolosvary**

Director of Café Femenino Program  
360-573-4433 | [connie@optco.com](mailto:connie@optco.com)

**Brian Nicholas**

Café Femenino Account Manager  
360-573-4433 | [brian@optco.com](mailto:brian@optco.com)

**Mike Ferguson**

Café Femenino Account Manager  
360-573-4433 | [mike@optco.com](mailto:mike@optco.com)



# INTRODUCTION

Café Femenino is a program of Organic Products Trading Company (OPTCO), a wholly owned subsidiary of Coffee Holding Company. In 2004, women coffee farmers in Northern Peru decided to rise up and receive their fair share by founding Café Femenino in partnership with OPTCO. Since then, Café Femenino has spread across the globe to give women coffee farmers the credit they deserve and the voice they need to empower themselves, their families and their communities.

The Café Femenino brand represents everything the women are doing to improve their lives. OPTCO and our roaster partners are committed to telling their story consistently and mindfully to make sure their story effectively connects to consumers. These guidelines cover the variety of marketing and branded tools we have made available to help you sell more coffee and improve the lives of women with every bag you sell.

The following Brand Guidelines include:

- Logos including approved variations for printing on a wide variety of materials
- Approved typeface and color palette
- Rules around incorrect logo usage
- Sample messaging for communicating on behalf of the program

# APPROVALS

OPTCO requires review and pre-approval of all Café Femenino co-branded and custom marketing pieces prior to production or distribution. Send us a JPG or PDF of your bag, advertisement, printed collateral, etc., to the contact and email address below. If you're planning a new project and unsure how best to co-brand, don't hesitate to reach out to discuss in advance. We'd love to work with you.

Connie Kolosvary

E: [connie@optco.com](mailto:connie@optco.com)

P: 360.573.4433

## APPROVED LOGO VARIATIONS

The following logos are acceptable for use in roaster co-branding. These logo files are available for download and must be used exactly as they appear, including color, font, letter, and shape spacing.

### PRIMARY LOGO



#### WHITE LOGO ON RED CIRCLE

Preferred logo format; for use on light, dark, solid, or simple backgrounds



#### TRANSPARENT LOGO ON RED CIRCLE

For use on light, solid, or simple backgrounds; avoid using on complex patterns or photos where logo detail may become unclear

### ALTERNATE LOGOS



#### WHITE LOGO ON GRAY CIRCLE

For use on white or light colored backgrounds or images, or in gray-scale printing



#### GRAY LOGO (transparent back)

For use on white or light colored backgrounds or images, or in gray-scale printing



#### WHITE LOGO (transparent back)

For use on dark solid backgrounds or images; glass or window imprinting



#### RED LOGO (transparent back)

For use on white or light colored backgrounds or images



#### TRANSPARENT LOGO ON GRAY CIRCLE

For use on light, solid, or simple backgrounds; avoid using on complex patterns or photos where logo detail may become unclear; use in gray-scale printing



#### GRAY LOGO ON WHITE CIRCLE

For use on light or dark colored backgrounds or images, or in gray-scale printing



#### TRANSPARENT LOGO ON WHITE CIRCLE

For use on dark solid backgrounds or images; glass or window imprinting

## PACKAGING GUIDELINES

A simplified version of the logo is available for use on roaster packaging and to serve as a third-party label or endorsement that your coffee empowers women farmers across the world. This logo, which features a simplified design and abbreviated tagline, is ideal for use on co-branded packaging. The simplified logos below must be used exactly as they appear here and cannot be altered in any way, including changes to color, shape, font, or spacing.

### APPLICATION BEST PRACTICES

Roasters should use the following guidelines when determining which logo to use in which application:

#### FULL LOGO:

When representing or describing the program on:

- Websites
- Brochures
- Signage

#### SIMPLIFIED LOGO:

When promoting the product on:

- Packaging
- Cups
- Coffee profiles/cards

### CO-BRANDING STICKERS

In addition to the art files available to roasters for download, pre-printed stickers may be available to participating roasters to place on their coffee bags at retail.

#### STICKER SIZING:

1" circular sticker

2.5" x 1" rectangular sticker



## INCORRECT LOGO USAGE

The Café Femenino logo may be scaled up or down in size to meet the needs of co-branding on websites, advertising, packaging, and other print materials, but may not be altered in any way. The following are examples of ways in which roasters may not apply or alter the logo:

### INCORRECT



**Do not stretch or expand** the logo (original ratio of dimensions should be maintained at all times)



**Do not change the color** of the logo (the enclosed color options must be used)



**Do not impact logo clarity or legibility** by placing the logo on top of an image or color that's too dark, light, or busy



**Do not create your own container** for the transparent logos by placing a circle, square, or other shape behind it

### INCORRECT



**Do not rotate, angle, or reverse** the logo; the woman's profile should always stand upright



Café Femenino

**Do not alter or edit the logo typeface**, including separating the text from the rest of the logo



**Do not decrease the size of the logo below 1 inch** (unless using the approved sticker files)



**Do not outline the logo** by placing a ring or box of any color around it



## TYPEFACE

### GOTHAM BOLD

**ABCDEFGHIJKLM**  
**abcdefghijklm**

### GOTHAM MEDIUM

**ABCDEFGHIJKLM**  
**abcdefghijklm**



**CAFÉ FEMENINO**  
Font: Gotham Bold  
Size: 35pt.  
Tracking: 150

**COFFEE THAT EMPOWERS**  
Font: Gotham Medium  
Size: 22pt.  
Tracking: 200

## COLOR PALETTE

### RED

**PRINT**  
CMYK: 10 / 89 / 100 / 8  
Pantone: 7626 C

**DIGITAL**  
RGB: 203 / 62 / 36  
Hex: cb3e24

### GRAY

**PRINT**  
CMYK: 68 / 60 / 65 / 54  
Pantone: 447 C

**DIGITAL**  
RGB: 56 / 58 / 53  
Hex: 383a35

# FILE TYPES, USES, AND PRINTING BEST PRACTICES

Logo files are available for print and digital formats as detailed below. Please use the correct files and color codes for the correct application to ensure clarity, color accuracy, and overall brand consistency.

## DIGITAL FILES

The following logo file types and/or colors should be used for digital applications only. Colors represented on a computer screen appear slightly different than the same colors represented in printed pieces. As such, our digital logo files and RGB colors are adjusted for this difference so that colors on screen and in print match as closely as possible.

- PNG logo files: For **digital** use such as on a website, presentation, predominantly digitally distributed documents, etc.; supports transparency.
- RGB color: PNG files are setup using the RGB (red, green, blue) color codes listed on the previous page. When using the Café Femenino logo or color palette on digital applications, please use this set of colors.

## PRINT FILES

The following logo file types and/or colors should be used for print applications only. Our print-ready logo files are set-up using CMYK colors that, while slightly darker on a computer screen, will most closely match the Café Femenino brand when professionally printed.

- EPS files: For use on materials that will be **printed** such as bags/labels, printed collateral, stickers, signage, etc.; supports transparency.
- JPG files: For use on all **printed** materials such as bags/labels, printed collateral, stickers, signage, etc.
- CMYK color: EPS and JPG files are setup using the CMYK (cyan, magenta, yellow, key) colors listed on the previous page. When using the Café Femenino logo or color palette on printed pieces, please use this set of colors.
- Pantone color: For use when printing using a spot color method. When possible, we advise using CMYK and a process color method for the best color match.

## WORKING WITH PRINTERS

We highly encourage roasters to work with printers that use a process color method (i.e., print matching the brand's specific CMYK colors). This will ensure the closest possible to match to the Café Femenino brand. Additionally, the following tips will help you successfully work with your preferred printer and meet our brand requirements:

- ☐ **Determine your printer's color method (spot vs. process).** Understanding your printer's capabilities and approach to each job type before you create your design will help you deliver the correct file type and color code. Ask your printer what method they use and what files and color codes they need to best match your and Café Femenino's brand. If your printer uses a spot color method, provide them with the pantone code(s) to achieve the best possible color match.
- ☐ **Request a proof.** When applicable, ask to see a printed proof before your printer does the full production run. This will let you check for color, quality, and potential errors before your entire job is complete. If a printed proof is not an option, always request a digital proof.
- ☐ **Reach out to Café Femenino.** Should any questions come up along the way, don't hesitate to reach out to Connie Kolosvary ([connie@optco.com](mailto:connie@optco.com)).

# MESSAGING

To ensure consistency and efficacy across customer touchpoints, we suggest using these messages, value propositions, and headlines when communicating the Café Femenino story to your customers.

## ATTRIBUTION

In general, messaging for Café Femenino should always first and foremost highlight the work of the women and cooperatives. When roasters join Café Femenino, they join a global network of roasters that participate in Café Femenino, and that credit should be placed on the women in Peru for founding this program.

When creating messaging for media and news outlets, OPTCO's role in developing and managing the Café Femenino program should be made clear, but isn't necessary for direct consumer marketing (such as on packaging, websites, etc.).

## SHORT PROGRAM DESCRIPTION

Start your day with the organic coffee that gives women coffee farmers across the world the credit they deserve, and the voice they need, to fight for themselves, their families, and their communities.

## FULL PROGRAM DESCRIPTION

You may not know it, but your morning coffee connects you to millions of women coffee farmers across the world. While these women have always played a vital role in coffee production, they weren't recognized or directly compensated for their work.

In 2004, a few women in northern Peru decided to change this by co-founding Café Femenino alongside Organic Products Trading Company. For the first time, women were recognized as coffee producers and paid for the coffee they produced.

Since then, Café Femenino has grown into a movement empowering women in remote coffee-growing regions in nine countries. These women made sure that when you choose Café Femenino, you're choosing more than a specialty coffee. You're choosing to help women take on leadership roles, obtain the title to the land on which they farm, and earn an extra premium for their high-quality coffee beans.

In these ways and more, choosing Café Femenino means you're choosing to stand with women coffee farmers fighting for the credit they deserve and the voice they need to empower themselves and their communities.

## VALUE PROPOSITIONS

Café Femenino combines specialty coffee with social change for women.

Founded on empowerment, Café Femenino pays women coffee farmers a fair price for their coffee.

Your morning routine can make a difference. Choose Café Femenino and empower women with every cup.

## HEADLINES | SOCIAL MEDIA TAGLINES

This coffee stands for women.

Wake up. Rise up.

This coffee empowers women.

Strong coffee. Stronger women.

Empower women with every cup.

## COFFEE ROASTER PARTNERSHIP POSITIONING

[ROASTER NAME] is proud to join the women farmers of the Café Femenino program. We stand with these courageous women who fight for the credit they deserve and the voice they need to fight inequality. Café Femenino provides high-quality coffee beans that come with a one-of-a-kind support for women farmers across the world. Café Femenino disrupts the traditional economic system by paying women directly for their work, giving them the opportunity to take on leadership roles in their cooperative, and providing them with the title to the land on which they farm.

## CAFÉ FEMENINO FOUNDATION POSITIONING

To further support the women of Café Femenino, [ROASTER NAME] proudly donates a percentage of all Café Femenino sales to the Café Femenino Foundation—a nonprofit grant-awarding program committed to empowering women, their families and their communities. The Café Femenino Foundation supports women’s leadership roles in their communities, as the women lead and implement the projects once they receive funding.

### [If donating to a local women’s group as well]:

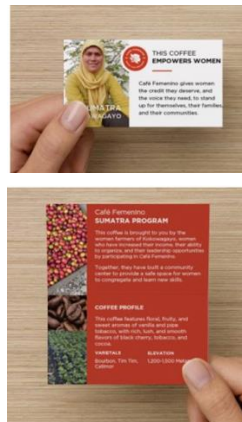
To further support the women of Café Femenino, [ROASTER NAME] proudly donates a percentage of all Café Femenino sales to the Café Femenino Foundation and [WOMEN’S GROUP NAME]. The Café Femenino Foundation is a nonprofit grant-awarding program committed to empowering women, their families and their communities. The Foundation supports women’s leadership roles in their communities, as the women lead and implement the projects once they receive funding. [WOMEN’S GROUP NAME] supports women in our community by [insert women’s group details].

## WORDMARK AND TAGLINE

Café Femenino is a Registered Trademark and must be positioned accurately in the market to ensure brand consistency and recognition. The Registered mark in superscript should follow the “o” in Café Femenino after its first use on a product, document, website, etc.

Example: Café Femenino®

## CO-BRANDING TOOLS



### LOGO FILES

Print and digital files are available to use in your co-branded collateral, signage, products, etc.

### COLLATERAL

Print and digital files are available for self-printing\*:

FLYER (5.47" x 8.52", front and back)

Café Femenino program overview

WALLET CARDS (folds to 3.5" x 2")

Coffee profiles and cooperative overviews for each of 10 Café Femenino programs across the world

\*Contact us about co-branding opportunities

### PHOTOGRAPHY

Digital imagery is available, and encouraged, to use in co-branded collateral, signage, products, etc. However, it's important that photos of women producers are used in conjunction with the correct beans. The Café Femenino® name should be referenced alongside any use of photography.

We require that materials are pre-approved by OPTCO prior to printing or distribution.