



**Specialty Coffee Association**  
Chapter Brand Guidelines

**Our brand represents the outward expression of our association. This document details the Chapter key elements and how to use them to ensure consistency across all materials.**

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**1. Our Brand is so much more than a name or logo – it embodies our core proposition, the values that drive our behaviour and our mission within the Specialty Coffee industry.**

# 1.1 Introduction

There are several elements that make up our brand strategy – that help define what we stand for and form the basis of the thinking behind our visual identity.

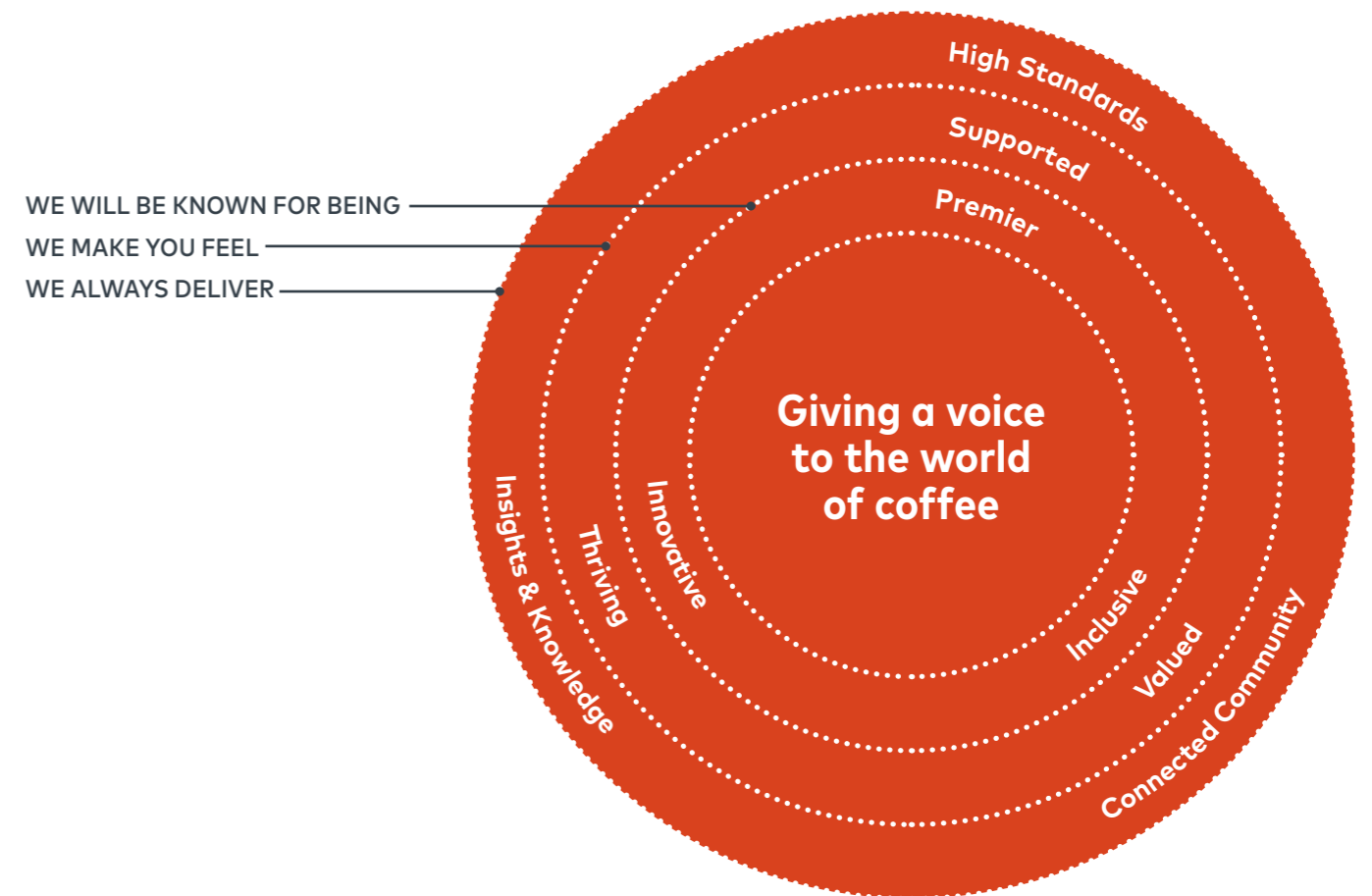
These include our proposition, personality and essence which are summarised in our brand wheel.

These words and statements are for internal purposes only – to help all who work for and with us to better understand our brand. They are not to be used as taglines or messages for external communications.

The following pages break down these elements and help you understand them in a little more detail.

# Our Values

**Collaborative**  
**Credible**  
**Progressive**  
**Inspired**



## 1.2 Proposition

# Make coffee better.

Our proposition - 'Make coffee better' - is not our tagline and shouldn't be used as such. It simply demonstrates our purpose within the industry - our reason for being.

Our commitment to growing the industry, raising standards worldwide, and serving the global community who make up our association is what defines our brand and drives all we do.

This shared sense of purpose helps us to create unity across the industry and is what makes our association unique.

Built on foundations of openness, inclusivity and the power of shared knowledge, we act as a unifying force within the Specialty Coffee industry - invested in creating a worldwide circle of like-minded professionals.

Unified but not uniform, we celebrate and nurture diversity. We understand the importance of local knowledge and strive to connect every individual with the resources to improve their opportunities and make their voice heard on a global stage.

Representing a global pool of experience and talent, we are our members and together we work towards a better, more sustainable future for each and every one of us - wherever in the world we are.

## 1.3 Personality

# Unity & Authenticity

Our personality defines our behaviour and the experience we want to create for our audience – driven by the guiding principles of unity and authenticity.

Unity brings clear focus and direction for the future, with a commitment to good governance that allows our many parts to all work together as one – providing sustained growth.

Authenticity comes from open and honest communication with our community and ensuring that we both speak and listen to all.

### Collaborative

We work in an inclusive way, inviting input and knowledge from Specialty Coffee experts and enthusiasts from all around the world and every corner of our industry. We encourage debate and the exchange of ideas, seeking to create one strong community where individuality is celebrated.

### Progressive

We never stop in the pursuit of innovation, responding to the changing needs of our industry and spotting opportunities as they happen. We explore far and wide and question the status quo, seeking to uncover creative and original solutions.

### Inspiring

We are dedicated to building an industry that is fair, sustainable and nurturing for all. We are totally invested in our members and the communities we work in and believe that we are only as good as the individuals we work with and who choose to work with us – providing them with the support, knowledge and practical tools that enable them to fulfill their potential.

### Credible

We draw on years of insight and inspiration from our community and stay abreast of the latest innovations and research in order to deliver guidance and thought leadership to all our members and partners – bringing about industry change and advancement and ultimately helping to bring a better product to consumers.

## 1.4 Essence

# Giving a voice to the world of coffee.

Our brand essence demonstrates our emotional connection with our audience and the benefits that we deliver to them.

At the heart of our brand are the many different people that make up our global community. We exist to champion their cause and provide them with the tools, support and resources that allow them to fulfill their potential. This should always remain the driving force behind all that we do.

## 1.5 Mission

Together we will be an effective, dynamic, and authentic institution that gives voice and substance to the possibilities for Specialty Coffee worldwide.

We will inspire, expand, and sustain the global Specialty Coffee community through shared beliefs and services.

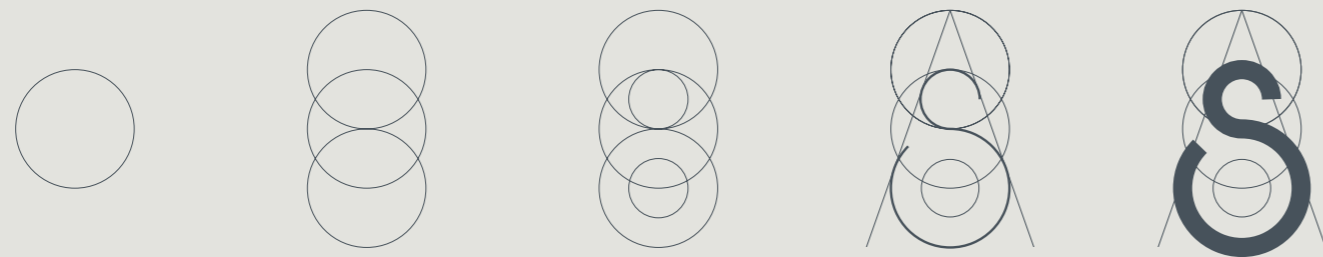
Our mission sets out our action within the industry – providing a clear vision for the future.

**2. Our Logos are the most immediate representation of our association and our most valuable brand assets. It is vital that they are always used consistently and only in the approved forms as set out here.**



## 2.1 Introduction

The sense of unity and shared purpose that makes the Specialty Coffee Association unique, also provides the inspiration for the symbol that forms part of our logos and what will become the universal signifier for our brand.



This bespoke symbol is made up of the SCA letterforms to represent the coming together of diverse characters to form one strong association.

Special attention has been given to the S and C that represent Specialty Coffee, while the A holds the symbol together – demonstrating the role of our association in the industry.



## 2.2 Chapter Logos

Chapters are a key element for the brand and represent the main touch point for so many of our members.

Logos have been created specifically for use by our Chapters.

### Chapter Logo

Here the Chapter name sits within a flag device locked up with the symbol and logotype.

The flag should appear in a tint of 60% 'Stone' if used on a light colour.

When placing the Chapter Logo on a prominent background colour, the flag should appear in a 60% tint of the background colour as shown opposite.

When placing the Chapter Logo on a dark image, the flag should appear in a 60% opacity of the white symbol and logotype as shown opposite.

When placing the Chapter Logo on a light image, the flag should appear in a 60% tint of the 'Stone' symbol and logotype as shown opposite.

Please have your Chapter lock-up treatment reviewed by the SCA Marketing Team before releasing. Following this convention creates consistency and eliminates one-offs that don't look like they're part of the SCA.

### Chapter Logos

Flag appears in a 60% tint of 'Stone' - shown on a light background



Flag appears in a 60% tint of the background colour - 'Stone'



Flag appears in a 60% opacity of white - shown on a dark image



Flag appears in a 60% tint of 'Stone' - shown on a light image



## 2.3 Clearspace

It is important to ensure good standout – so a certain amount of space around the Chapter logo should be kept clear of any other graphic elements.

You should not go below our minimum clear space allowance, equal to the size of the 'c' within the symbol all around the logo.

This space should be measured from the outermost edges of the entire logo.

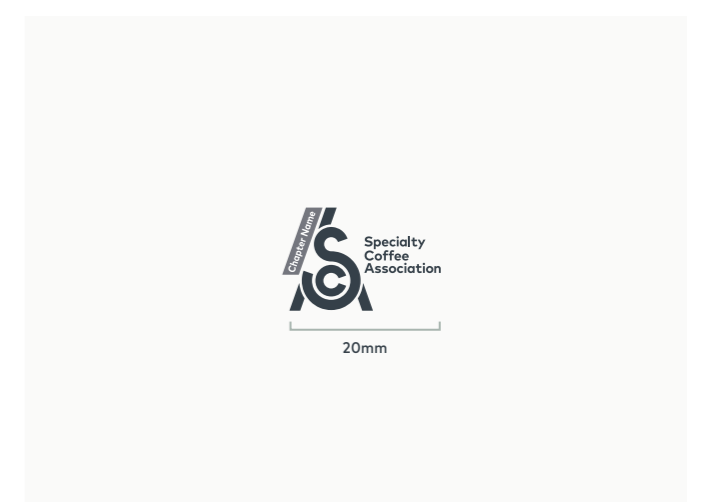
Chapter Logo



## 2.4 Minimum Size Usage

We have set a minimum size of 20mm that the Chapter logo should be used at.

Chapter Logo



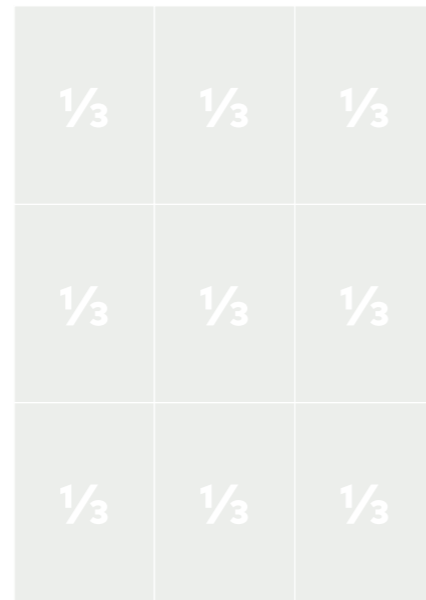
# 2.5 Logo Position – SCA Chapter Branded

When communicating as the SCA Chapter, we have created a flexible approach to applying our logos – with some simple rules and suggestions to ensure an overall level of consistency.

The Chapter logo can be positioned within the upper third of your application as a lead into the communication.

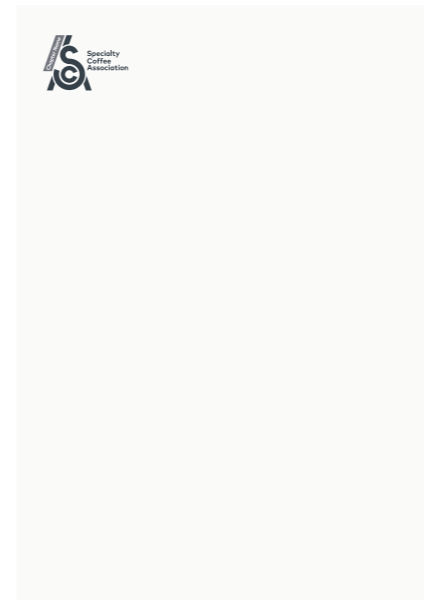
### Positioning Guidance

Page divided into thirds horizontally and vertically

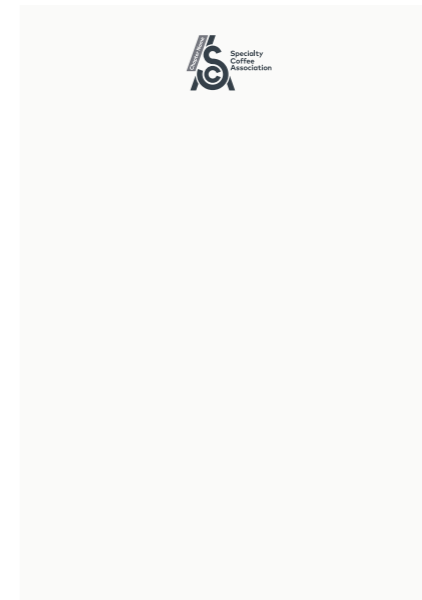


### Chapter Logo Position Examples

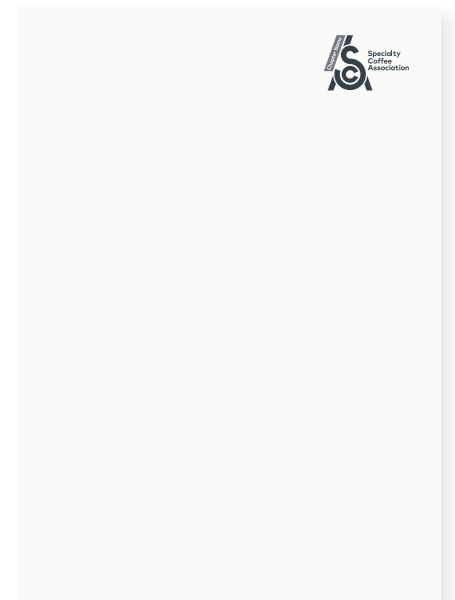
Upper left 1/3



Upper central 1/3



Upper right 1/3



# 2.6 Logo Size – SCA Chapter Branded

We have given some guidance on logo sizes across typical formats including A2, A3, A4 and A5 opposite.

To keep it simple, we're applying the Chapter Logo in the upper left third position. The guidance also applies Chapter Logo in the various positions demonstrated on the previous page.

For larger or smaller applications the logos should be applied proportionally to these measurements.

Logo Size – SCA Chapter Branded



Typical Formats



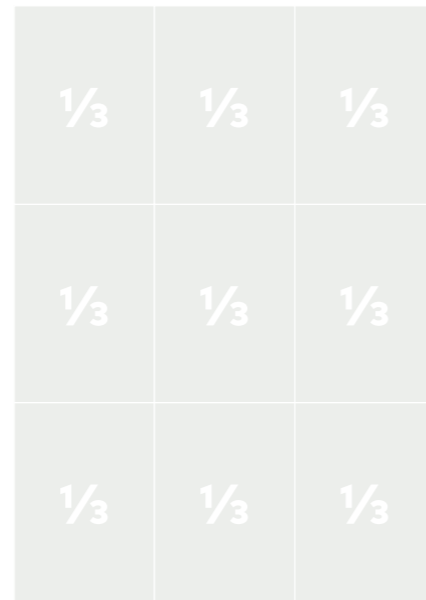
# 2.7 Logo Position – SCA Chapter Endorsed

We have created a flexible approach to applying the Chapter Logo as a signature or endorsement.

The Chapter Logo can be positioned within the lower third of your application as a signature to the communication.

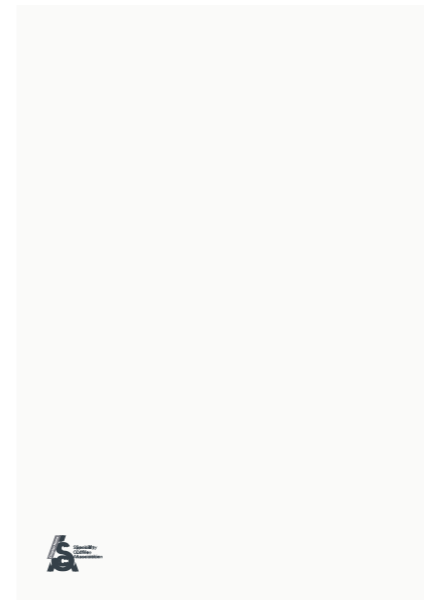
### Positioning Guidance

Page divided into thirds horizontally and vertically

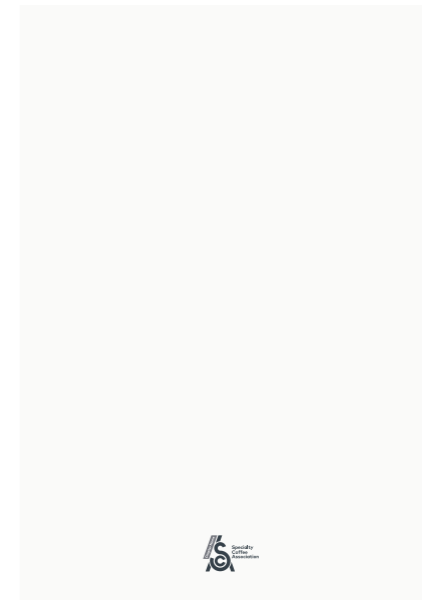


### Chapter Logos Position Examples

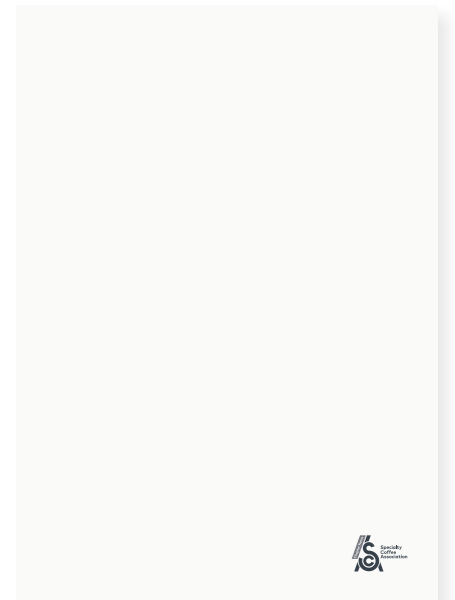
Lower left 1/3



Lower central 1/3



Lower right 1/3



# 2.8 Logo Size – SCA Chapter Endorsed

We have given some guidance on sizes across typical formats including A2, A3, A4, A5 and A6 opposite, when using the logos as an endorsement on event collateral for example.

To keep it simple, we're applying the Chapter Logo in the lower left third position. The guidance also applies to the Chapter Logo in the various positions demonstrated on the previous page.

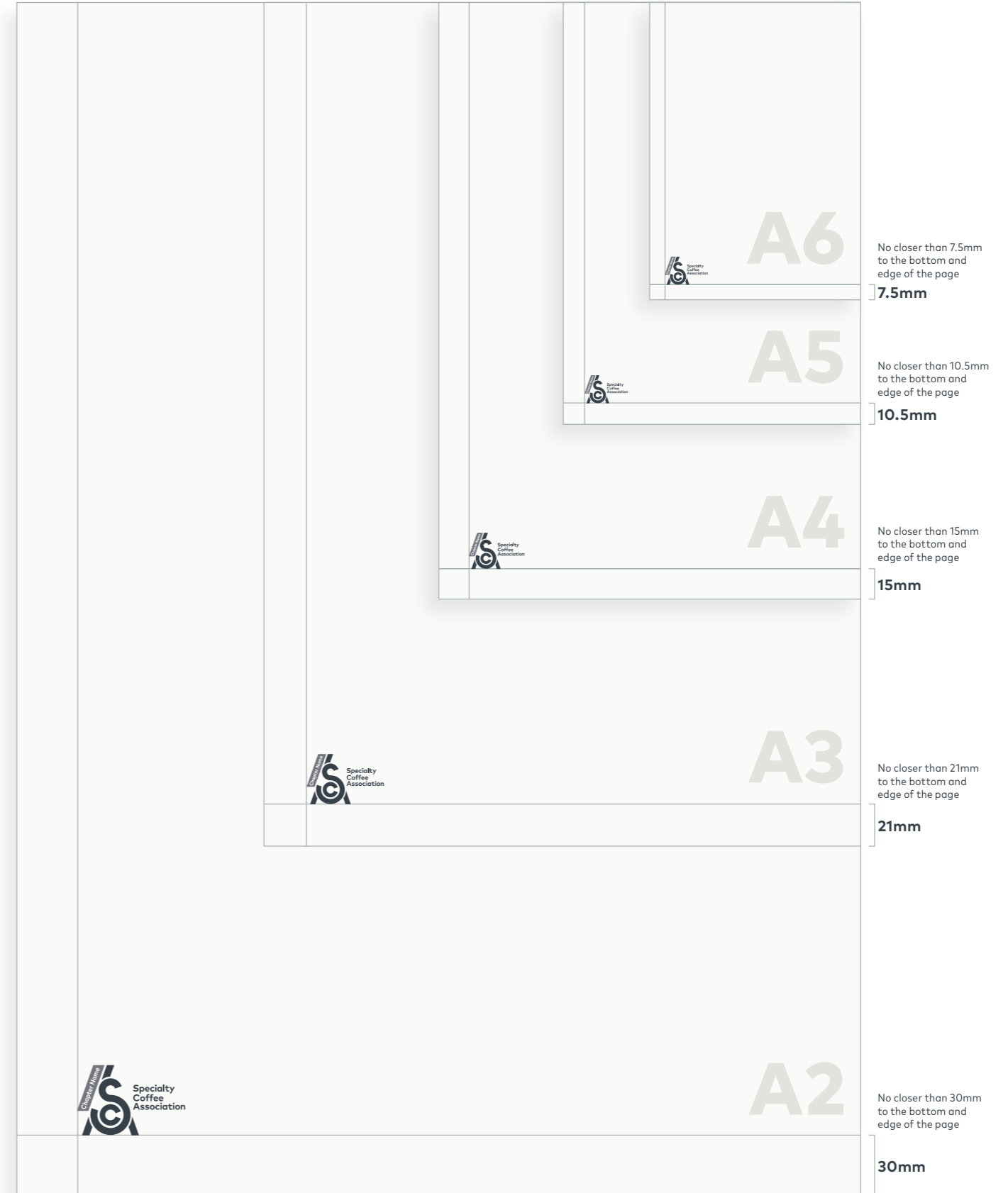
For larger applications the logos should be applied proportionally to these measurements.

For applications smaller than A6, the logo should never go below 14mm height.

## Chapter Endorsed Logo Size



## Typical Formats



# 2.9 Co-Branding Partnership

When positioning the Chapter Logo with a partner or third party brand, make sure that it is sized and positioned so it has similar impact to those around it.

Examples of these are shown opposite.

Where possible, a partner or third party brand should appear in their black and white version.

## Co-Branding Partnership





## 2.10 Logo Don'ts

Our Chapter Logo is a valuable brand asset that should be protected and treated with respect. Misuse of the logos will make our association appear unprofessional and lead to inconsistency. Shown here are a few examples of how the logo should NOT be used.

### Logo Don'ts

Do NOT introduce any new elements



Do NOT create multiple colour versions



Do NOT alter the size of the logo



Do NOT use a key-line



Do NOT introduce any new elements



Do NOT create multiple colour versions



Do NOT alter the size of the logo



Do NOT use a key-line



## 2.11 File Formats

Our logos are available in a number of file formats – EPS, JPEG & PNG. How the logo will be used and reproduced will determine which file format should be used.

### File Formats

#### For print use the CMYK .eps files

These contain vector based artwork that can be scaled to any size without loss of quality.

#### For on screen use RGB .jpg & .png files

These contain images that should only be reproduced at 100% scale or below. The images will lose quality if enlarged.

### Colour Versions

#### CMYK

Use these versions for print where a four colour process will be used.

#### RGB

Use these versions for on-screen applications such as web and PowerPoint or Word documents.

**3. In Application** our brand is clear and confident. Here follows best practice examples of how our Chapter Logo should be used.

## SCA Chapter Branded

The example opposite displays an A3 poster design. The Chapter Logo is positioned in the upper central third of the application to lead into the communication.





## SCA Chapter Branded

The example opposite displays a t-shirt design suggestion. The Chapter Logo is positioned in the upper right third of the application.





# SCA Chapter Endorsed

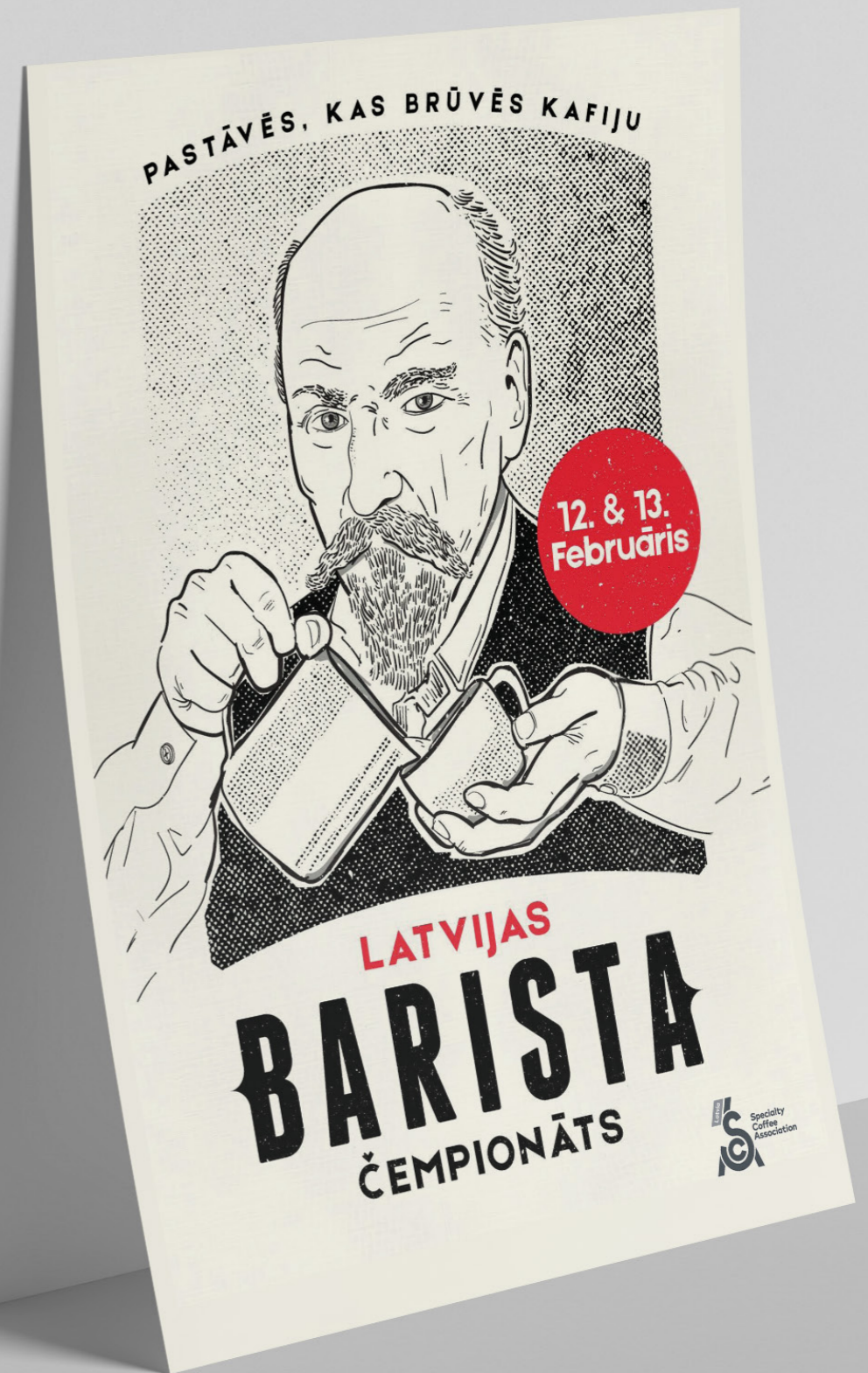
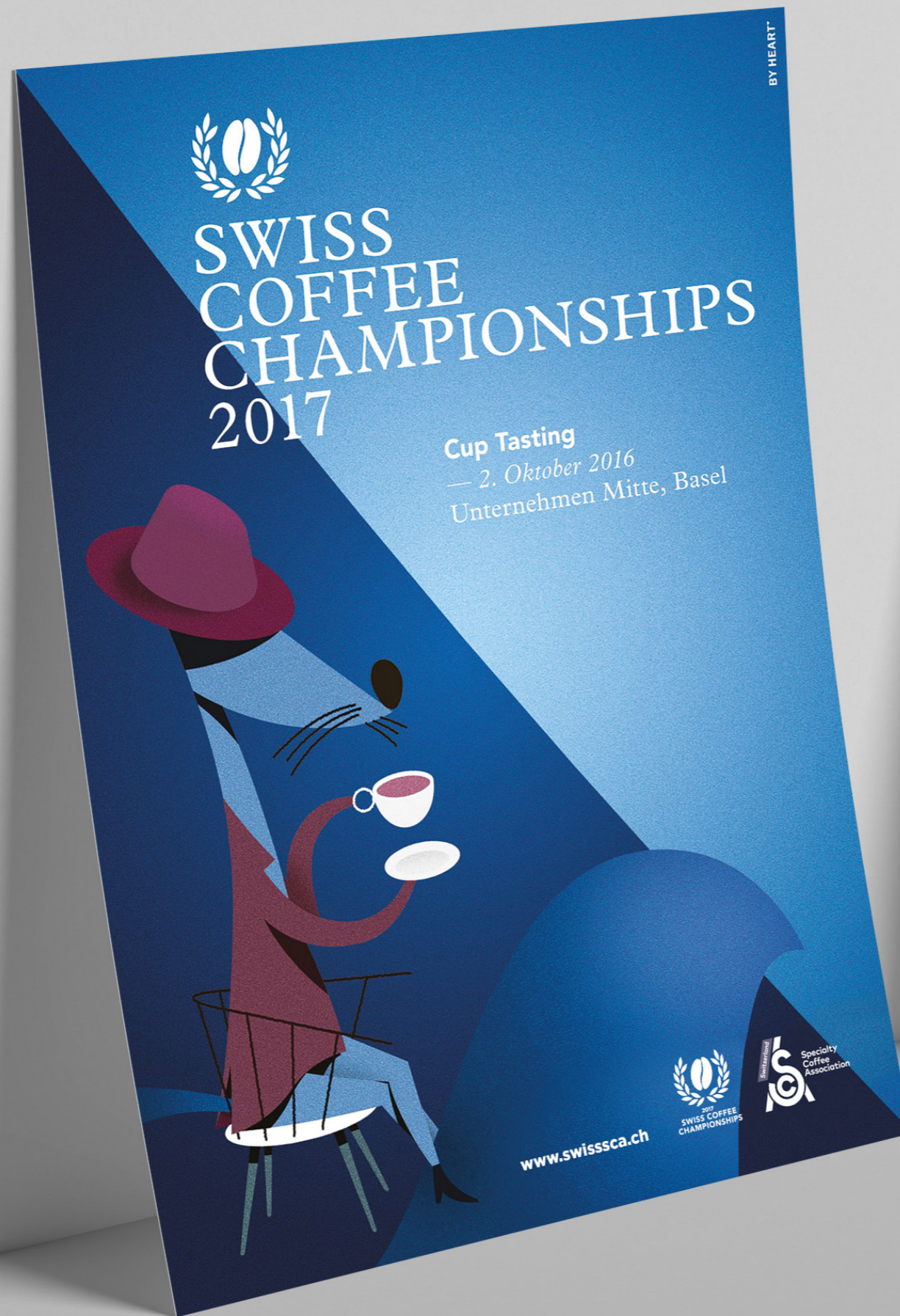
The example opposite displays an A2 poster design. The Primary Logo is positioned in the lower left third of the application as a signature.





# SCA Chapter Endorsed

The examples opposite display A4 flyer designs. The Primary Logo is positioned in the lower right third of the application as a signature.





# 4. National Chapter Logo Policy

**The information on the following pages explains how the SCA National Chapter logo may be reproduced by SCA National Chapters for their own purposes. Please read this policy in conjunction with the SCA Chapter Brand Identity Guidelines.**

Chapters may not use any other design element in place of the SCA Chapter logo. Chapters may not alter the logo in any way and may not make partial use of the logo.

SCA Members and non-members are prohibited from using either the SCA National Chapter or the SCA logo without express written permission from the SCA National Chapter in question or from SCA respectively.

When describing their Chapter status in advertising and promotional material, Chapters must use the following language associated with their status:

**National SCA Chapter, [Country Name]**

**Permitted Use of the SCA National Chapter Logo Trademark:**

Always follow the guidelines provided in the SCA Brand Identity Guidelines document. Use of the SCA National Chapter logo is exclusively available to approved National Chapters, and may only be attained by emailing [marketing@sca.coffee](mailto:marketing@sca.coffee).

- Use of SCA National Chapter Logo in institutional or advertising campaigns on various paper or electronic medias around the world (i.e.: industry publications, chapter publications, web sites, releases, social networking page announcements & links)
- Use of SCA National Chapter Logo on chapter business cards and stationary
- Use of SCA National Chapter Logo in chapter presentation videos, press conferences, meetings, or joint conferences
- Use of SCA National Chapter Logo in various types of signage (posters, fliers, and stickers) produced for trade shows and events
- Use of SCA National Chapter Logo on chapter's official marketing materials and promotional giveaways where chapter is branded (such as cups, clothing, aprons, pins, badge holders)

**Non-Permitted Uses of the SCA National Chapter Logo Trademark:**

- Should you become aware of a SCA National Chapter logo being misused or in breach of this policy and/or the SCA Brand Identity Guidelines please email [marketing@sca.coffee](mailto:marketing@sca.coffee) with a photograph or screenshot attached.

Misuse of the logo may result in the termination of your membership with SCA.

- The color of the SCA National Chapter Logo may not be changed in any way. The SCA National Chapter Logo may not be altered in any way, including but not limited to cropping, adding elements such as background or additional text or altering the text (such as cups, clothing, aprons, pins, badge holders)
- The SCA National Chapter Logo may not be sold as a graphic file or passed to a non-chapter entity without the express permission of the SCA
- The SCA National Chapter Logo may not be applied to any product that is intended to be sold for profit
- The SCA National Chapter Logo may not be used by any company or organization other than the chapter on record with the SCA
- Positioning of the SCA National Chapter Logo must be such that it does not imply SCA's endorsement of a product or service. Specifically, the SCA National Chapter Logo or any sub-brand must not appear on any product or packaging
- Positioning of the SCA National Chapter Logo must be such that it does not imply certification or approval of a product or service. Specifically, the SCA National Chapter Logo must not be placed adjacent to any other logo or wording of that nature
- The SCA National Chapter Logo cannot be used to imply endorsement of any company product or service

Questions related to the use of SCA National Chapter Logo can be directed to Richard Stiller, U.K. Marketing Manager at [richards@sca.coffee](mailto:richards@sca.coffee).



**5. Contact Us if you have any questions about our brand or using our assets – and for access to our artwork files.**