4C Communication Guidelines (Version 2.2)
Document history

<table>
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<th>Version</th>
<th>Effective date as of:</th>
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| 2.2     | November 2018         | No content change to the previous version, only the renaming of:  
|         |                       | • Coffee Assurance Services GmbH & Co. KG. to 4C Services GmbH  
|         |                       | • 4C License to 4C Certificate  
|         |                       | 4C Services GmbH will be managing and operating the 4C Certification System to validate compliance against the 4C Code of Conduct. |
| 2.1     | March 2018            | (1) Introduces the rules for applying 4C Logo on package and additional requirements and clarifications regarding other claims stated by all 4C system users, (2) Excludes obsolete requirements and procedures. |
| 2.0     | June 2016             | (1) Introduces Coffee Assurance Services (CAS) as the new operator of 4C Verification System, (2) Presents the new version of 4C Logo and the corresponding rules for applying claims, including the transition period. |

Abbreviations
CAS: Coffee Assurance Services

Definitions
On-product claims: Communication directly related to the final product, e.g. 4C trademarks and communication on final products (for end-consumers) and in documents referring specifically to a product (e.g. advertisement, flyers).

Off-product claims: Any communication related to 4C System, which is not directly related to the product
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1. INTRODUCTION

4C Certification System is a global system for the certification of sustainability, based on third party audits. The main objective is to promote sustainable management in agricultural production focusing on continual improvement of the social, economic and environmental conditions of the coffee supply chain.

This objective includes the correct and appropriate use of 4C logo and related claims. 4C claims must be credible. Therefore, they shall fulfil the following criteria based on the requirements of the ISEAL alliance:

“The claims must always be clear, easy to understand and shall not be misleading. The claims shall be accurate based on substantiated evidence. Furthermore, they must be relevant for the issue and not a distraction from bigger and more important issues. The claim must be transparent with information about the applied system available and easily accessible.”

Finally, the claim shall be robust.

Complementary to this, coffee roasters, retailers and other coffee brand owners, committed to include the 4C Code of Conduct in their sustainable sourcing commitments, purchase 4C Compliant Coffee through the 4C Certificate.

The 4C Communication Guidelines was developed to guide all coffee stakeholders who produce, process, trade and purchase 4C Compliant Coffee in developing their own claims to their external audiences.

2. SCOPE

This document describes the requirements and procedures regarding 4C claims on package (on-product claims) and general communication (off-product claims). These Communication Guidelines are based on and complement the latest versions of the following documents:

- 4C Code of Conduct
- 4C Certification Regulations
- 4C Commercial Guidelines

The documents above mentioned are available at 4C Services webpage (www.4c-services.org).

The requirements described by this guideline apply exclusively to activities related to green coffee beans (unroasted).

3. GENERAL REQUIREMENTS

The compliance with 4C Certification System requirements is the basis for possible on-product claims on final product. The 4C Logo and text claims are allowed in the final product packaging. Other ways to communicate
your involvement and contribution to the sustainability of the coffee sector are also allowed. Below are requirements for each type of user group in how they can communicate their role in sustainability.

3.1 FOR MANAGING ENTITIES OF 4C UNITS

There are many ways for coffee producers and Managing Entities of 4C Units to promote their tireless work in implementing the 4C Code of Conduct and producing 4C Compliant Coffee. This can include:

- Use of 4C logo in printed materials – signs, documents, clothing, reports, brochures, leaflets, etc.
- Use of 4C logo digitally – documents, website, email signatures.
- Explanation of your work and its benefits – cooperative meetings, workshops, presentations, trainings, informal discussions, interviews, videos, documentaries, news articles etc.

A valid 4C Certificate is required to use the 4C logo by Managing Entities of 4C Units.

3.2 FOR INTERMEDIARY BUYERS

There are many ways for coffee traders to promote their trading activities related to 4C Compliant Coffee. This can include:

- Use of 4C logo in printed materials – signs, documents, clothing, reports, brochures, leaflets, etc.
- Use of 4C Logo digitally – documents, website, email signatures.
- Explanation of your work and its benefits – commercial meetings, workshops, presentations, trainings, informal discussions, interviews, videos, documentaries, news articles etc.

3.3 FOR FINAL BUYERS

Final buyers are in the position to communicate their sustainability efforts through their sourcing strategy and the impact seen from the implementation of the 4C Code of Conduct. Consequently, there are plenty of possibilities to help build your marketing strategies and add considerable strength to your sustainability story.

In this respect, if on-package communication is desired, it may display 4C Logo and a short claim about your company’s sustainability approach or policy, activating the consumer to visit an area on your website or chosen location dedicated to telling your sustainability strategy.

Additionally, other ways of communication include:

- Use of 4C logo in printed materials – signs, documents, clothing, reports etc.
- Use of 4C logo digitally – documents, website,
• Explanation of your work and its benefits – meetings, workshops, presentations, trainings, informal discussions, interviews, videos, documentaries, news articles etc.

The Service Agreement is required to use the 4C logo by Final Buyers.

It is then via your website and other marketing materials where you will be best positioned to elaborate and promote your sustainability sourcing strategy, using 4C Compliant Coffee, supporting the continuous improvement of economic, social and environmental conditions of coffee production. Sharing with the consumer and business world where your coffee comes from and the impact implementing the 4C Code of Conduct has on coffee farming communities. Please contact 4C Services GmbH for more information.

4. THE 4C LOGO

The 4C logo holds copyright protection and is a registered trademark. The initials “4C” must be used with correct reference to 4C Certification System. The 4C Logo is new version of the former 4C Association Logo. It represents sustainability and “for the coffee community by the coffee community” approach. The use of the 4C Logo is meant to help users of the 4C System to signify 4C Compliant Coffee and to communicate their efforts in pursuing sustainability in the coffee sector.

4.1 WHO CAN USE THE 4C LOGO?

The use of 4C trademarks and claims is limited to the following stakeholders:

• 4C Certificate holders: Managing Entities of 4C Units and their registered Business Partners (producers, mills, warehouses, traders and other entities of the 4C Unit supply chain)
• Intermediary Buyers: Traders, exporters, importers, processors, coffee agents, brokers, or any other entity which trades or originates 4C Compliant Coffee.
• Final Buyers: Roasters, instant coffee manufacturers, private label companies, and retail companies with private labels, brand owners, coffee shop chains, or any other entity that claims sustainable sourcing through 4C Compliant Coffee purchases.
• Approved 4C Certification Bodies: Approved by 4C Services to conduct third party audits.
• Other organizations not listed above. This can be industry and trade associations, research and academic institutions or governmental and non-governmental organizations.

Any other third-party is not allowed to use the 4C trademarks and claims unless 4C Services has granted a written authorization upon request. Any misuse of the 4C trademarks and claims is prohibited and can lead to criminal charge. 4C Services must always be asked for approval regarding the use of on-product and off-
product claims for final products. The use of on-product trademarks and claims for the advertisement to end customers includes the obligation to pay license fees.

4.2 WHERE TO USE THE 4C LOGO?

The use of the 4C Logo is meant to help users of the 4C System signify 4C Compliant Coffee and thus communicate their efforts to improving the overall sustainability of the coffee sector through the implementation of sustainability criteria described in the 4C Code of Conduct. The application of 4C Logo and references to 4C Compliant Coffee on final consumer product is allowed. This includes labels of final product such as a coffee pack, a coffee sack, a disposable/take-away cup or any other drinkware.

4.2.1 Examples of 4C Logo On-product:

4.2.2 Examples of 4C Logo Off-product:
4.3 HOW TO USE THE 4C LOGO?

Below you will find the rules on how to use the 4C Logo correctly – in terms of its position, size, colour, and proportion. The 4C Logo and the brand design specifications are made available to via email, so please send you request to: info@4c-services.org.

Colours
The 4C Logo is available in different digital formats in RGB, CMYK, positive and negative colour schemes. The 4C Logo should preferably be used in the colour version. If this is not possible due to optical or graphical reasons, you may use the black or white version.

![4C Logo examples](image)

Background
The 4C Logo in colour should only be used with a white background. The black and white 4C Logos can be used on coloured backgrounds. The contrast between the 4C Logo and its background should be clear so that the Logo is legible.

![4C Logo examples](image)

Opacity
The 4C Logo must be used in 100% opacity and should not be used with reduced opacity.
Size

It is possible to adjust the size of the 4C Logo proportionally. The absolute minimum height allowed for the logo is 7.5 mm.

Position

The 4C Logo should only be used where its independence and integrity are preserved. A required free space of 10 mm horizontal and 10 mm vertical shall be kept around the logo.

Manipulation

The colours, formatting, opacity, proportion and text of the 4C Logo should not be altered. Do not cut and/or use the elements of the 4C Logo separately from each other, add shadows, effects, warp or rotate the 4C Logo.
Text claims

To better communicate your sustainability is highly recommended to include a short text claim positioned closer to 4C Logo. The text must legible. Some examples are listed below:

“Company implements a sourcing strategy that focuses on sustainability practices. Visit www.company.com for more information.”

“Company supports the sustainable coffee production. Visit www.company.com for more information.”

“Company sources coffee that is produced in accordance to 4C Code of Conduct. Visit www.company.com for more information.”

“Company sources coffee that works towards the improvement of the livelihoods of coffee farmers and protects the environment. Visit www.company.com for more information.”

“Company contributes with the implementation of sustainability practices in coffee production. Visit www.company.com for more information.”

“Company sources 4C Certified coffee”

5. APPROVAL PROCESS

Step by step:
1. Submit your digital design to 4C Services GmbH: info@4c-services.org
2. In case adjustments are required to comply with the requirements described in this document, they will be clearly indicated in our feedback via email.
3. The formal approval via e-mail from the 4C team must be issued before printing or publishing the final label or communication material. This is valid for on-product and off-product claim with or without text claims.

In case of any question, please contact us!

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