



LABELLING MANUAL

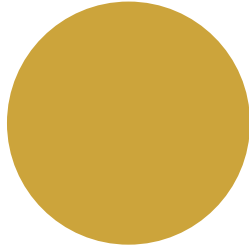
Guidelines for the use of the
approval label
2019

Colour codes

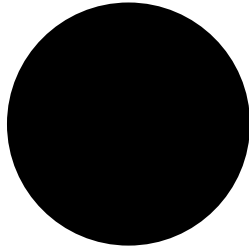
The label appears in gold and black. If the label is to be used in printed media,

Gold

PMS: 872
CMYK: C19 M32 Y84 K7
RGB: R204 G164 B61



Black



Incorrect use

Anyone using the label on products or for marketing is responsible for using the label correctly.

The label attached at an angle, other colours than gold (or white in the black/white version) and text on top of the label are examples of incorrect use.



Correct use

It is important that the correct colours are used and that this is always done right. It is also important that the label is not used in a smaller size than 16 mm.

If possible the symbol must be reproduced in the coloured version (gold and black).



A black/white version should only be used when not printed in colour.

A colour in addition to white may be used when appropriate.



The label must never be shown in a smaller size than 16 mm in diameter.



Placement of the label

Placement of the label on the equipment, packaging, advertising and other material must be approved by the Licensor.

The label with explanatory text

In some contexts, there may be a need for an explanatory text with the label, either a small, simple text as part of the label or as a detailed independent text.

Suggestion for small, simple text appearing together with the label.



The coffee tastes best when brewed using approved equipment

Suggestion for more detailed text.

The approval label from European Coffee Brewing Centre (ECBC) guarantees coffee-brewing equipment using the right time and temperature.