APPROVED
European
Coffee Brewing
Centre

Labelling Manual
Guidelines for the use
of the approval label
# Professional

European Coffee Brewing Centre

Color codes

The label appears mainly in gold and black. CMYK values is to be used in printed media, RBG/HEX colors are used for digital media.

Gold
PMS: 872
CMYK: 19, 32, 84, 7
RGB: 204, 164, 61
HEX: #cca43b
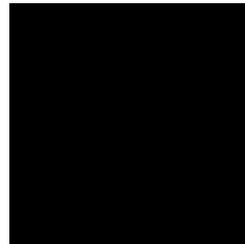
Black
PMS: Black 6C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Placement of the label

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

For print

Correct use

It is important that the correct colors are used and that this is always done right.
The label should not be used in a smaller size than 16 mm.

It is preferable that the label is used in the colored version (gold and black).

A transparent version of the label is also available. The version with black print is to be used on a light background. The version with white print is to be used on a dark background. The choice of color should be based on a thoughtful assessment of the contrast between the label and the background.

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

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 black/white in the transparent version) and text on top of the label are examples of incorrect use.

For digital displays

Approved label only for use on digital displays for professional machines where it is not possible to use the original Approved label.

One line

Two lines

Color

The label appears mainly in gold and black, but is also available in black and white. The versions with black text is to be used on a light background. The versions with white text is to be used on a dark background. The choice of color should be based on a thoughtful assessment of the contrast between the label and the background. It is important that the correct colors are used and that this is always done right. RBG/HEX colors are used for digital media.
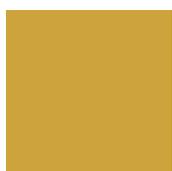
Gold
RGB: 204, 164, 61
HEX: #cca43b

Black
RGB: 0, 0, 0
HEX: #000000

Coffee Brewing Quality Programme

The European Coffee Brewing Centre (ECBC) was established in 1971 by The Norwegian Coffee Association. ECBC is an independent testing authority. The mission of the ECBC is to test coffee brewing equipment according to The Gold Cup Standard. This standard is based upon scientific research from the Pan American Coffee Institute, European Coffee Brewing Centre and Specialty Coffee Association.

The test programmes are developed by coffee science experts and professional coffee tasters to ensure precise standards for the evaluation of coffee brewers, coffee grinders and professional coffee brewing equipment. The coffee equipment that passes the tests will be allowed to carry the Seal of Approval.

ecbc
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