
ONLINE COMMUNICATION MANUAL

How to talk about *the coffee* you serve.

This is not a marketing brochure. It is a communication package — a working tool for roasters who buy our coffee and want to tell its story with the precision, honesty, and warmth it was grown with. The first ten chapters are how to post. The last three are how to look. Use it freely. Adapt it. Make it yours.

PREPARED FOR

Our roasting partners

PART 2 · CHAPTERS 11–13

Brand identity reference

PART 1 · CHAPTERS 01–10

How to communicate

ORIGIN

changeoftone.coffee

INDEX

Read it linearly. Or jump to what you need. Producer Cards and Caption Templates are designed to be copied — directly into your post, your reel, your newsletter.

PART 1 · HOW TO COMMUNICATE

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02 The four pillars

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The coffee already has *a story*.

You bought a green lot from us. Somewhere in your roastery, a bag of GrainPro is sitting at 10–11% moisture, water activity under 0.60 Aw, waiting for your profile. That bag carries names. Ashok in Karnataka. Rene in Santa Barbara. Cristian and Greivan in Naranjo. Claudia in Dipilto. Jhon in Chirripó. Edgar, Ricardo, Rebeca in Pérez Zeledón.

Most coffee gets stripped of those names by the time it reaches a customer. Replaced with tasting notes. Replaced with vague gestures toward "direct trade." Replaced with nothing.

We built this package because the producers we work with deserve to be visible in the cafés and roasteries that pour their coffee. And because you — the roaster — deserve language that is honest, specific, and worth repeating.

Nothing here is mandatory. Take what serves you. Edit freely. But please: **do not turn this coffee into a product story. It is a person's harvest.**

Green coffee has been treated like a commodity for too long — bought, sold, speculated on, with no honest account of what each player in the chain actually received. We are building something different.

Excerpted from our Responsibility Report 2024–2026. Full report available at changeoftone.coffee.

Four pillars. *Everything* rests on them.

Every sentence you write about this coffee should pass through at least one of these four lenses. If it does not — rewrite it.

01 — TRANSPARENCY

Share the context, not just the number.

FOB. Farm gate. Ex-warehouse. Currency exchange. Premiums. Logistics challenges. If you cannot explain where the money goes, you cannot speak about ethics.

02 — SUSTAINABILITY

Not charity. Structured reinvestment.

Premiums must translate into something real at origin. Drying beds in Honduras. Stainless steel tanks in India. Micro-mills in Costa Rica. Name the outcome.

03 — DISCOVERY

Honour the classics. Explore with intention.

Clean washed coffees are the hardest to produce well. Anaerobic, carbonic, yeast-inoculated experiments are explored — never to chase trend, only to learn.

04 — VISION

Continuity is the marketing.

Same producer. Multiple lots. Year after year. A washed for espresso, an anaerobic for filter, a honey for seasonal release. That is the story worth telling.

How we sound.

How we don't.

Short sentences. Deliberate pauses. Technical when it matters. Warm when warmth is earned. Never inflated. Never salesy. Never speaking for the producer — speaking *with* them, or stepping aside.

● SAY THIS	● NOT THIS
<p>Rene Fernandez farms at 1,380–1,450 masl in Las Flores, Santa Barbara. Parainema. Co-sponsored drying facility, 2018.</p>	<p>Sourced ethically from a small farm in beautiful Honduras.</p>
	<p>We pay fair prices to our farmer partners.</p>
<p>Our farm gate on this lot was \$4.46/lb. FOB \$5.25. Ex-warehouse \$5.73 to Seaforth, BC.</p>	<p>Innovative processing methods unlock complex new flavours.</p>
<p>Ashok built the first stainless anaerobic tanks at Ratnagiri in 2019. Over 170 microlot experiments since.</p>	<p>A unique and exciting coffee from our trusted supplier.</p>
<p>This is the seventh harvest we have bought from Cristian and Greivan. Same farm. Same family. Cleaner cup every year.</p>	<p>Perfectly dried by skilled hands at origin.</p>
<p>Moisture 10.8%. Water activity 0.58 Aw. Verified on arrival.</p>	<p>Notes of red fruit and a hint of cocoa in this exceptional micro-lot.</p>
<p>Plum. Red grape. Dark chocolate. Walnut. Washed Parainema, Honduras.</p>	

The phrases on the right are not *wrong*. They are just empty. They say nothing a competitor could not also say. Specificity is the brand.

Every post belongs to *one of three.*

Before you write, ask which drive this content serves. The answer should be obvious. If a post hits two — better. If a post hits all three — that is the post we would screenshot and send to our producers.

DRIVE 01

Relationship-driven

Name the people. Tell the history. Show the years.

Relationship-driven content centres a name, a place, and time. It assumes the audience cares who grew the coffee — and if they don't, it gently teaches them to.

The unit of measure here is **years**. Not harvests. Not lots. Years. Because that is what a real relationship looks like in this industry — surviving multiple bad harvests, currency swings, equipment failures, a global pandemic, a leaf rust outbreak. Surviving all of it and still arriving at the next harvest together.

USE THIS DRIVE WHEN

- + Introducing a new lot from a producer your audience already knows
 - + Posting on a producer's birthday, family event, or farm milestone
 - + Re-telling the origin story of a lot that has become a staple
 - + Sharing photos from a farm visit — yours or ours
-

SENTENCE STARTERS THAT WORK

- + "This is the [Nth] harvest we have bought from [name]."

- + "[Name] received this plot from his/her [father / grandfather]..."

- + "We first cupped [name]'s coffee in [year]."

- + "[Name] hosted us at the farm in [season, year]. We were there for..."

*Year one is always a trial. Year three is a commitment. **Year seven is something else entirely** — a vocabulary, a shared set of expectations, a producer who knows your palate before you do.*

DRIVE 02

Transparency-driven

Share the numbers. Share the context behind them.

Transparency-driven content shows your customers what you actually paid — and what that paid for. It dismantles the assumption that "specialty" is a marketing label. It is a price structure.

The hardest part of this drive is resisting performativity. Numbers without context are PR. Numbers with context are evidence.

USE THIS DRIVE WHEN

- + Launching a new lot — share farm gate, FOB, ex-warehouse on the bag tag, your blog, or a carousel

- + Responding to a customer asking why a coffee is priced as it is

- + Publishing your annual buying summary (we will help you build it)

- + Talking about a coffee that is more expensive than last year — and explaining what changed
-

THE THREE PRICES TO ALWAYS CITE

- + **Farm gate** — what the producer earned per lb

 - + **FOB (Free on Board)** — agreed price at the port of export

 - + **Ex-warehouse** — delivered cost to nearest warehouse, all-in
-

Transparency is not just sharing numbers. It is sharing context. Who benefits? How is the price structured? What risks were absorbed? Fairness begins with clarity.

DRIVE 03

Commitment-driven

Forward contracts. Reinvestment. The work of staying.

Commitment-driven content shows what staying looks like. What forward contracting actually means. What a premium turned into, once it reached the farm. What was built. What is being built.

This is the rarest type of content in coffee marketing — because it requires you to talk about what happened *before* the bag arrived. Before the launch. Before there was a cupping note.

USE THIS DRIVE WHEN

- + Announcing that you have forward-contracted next harvest from a producer

 - + Documenting infrastructure built with premium money — drying beds, fermentation tanks, micro-mills
-

- + Sharing what a difficult harvest year looked like — and how the relationship held
 - + Marking an anniversary: "Five years buying from Ratnagiri."
- WHAT COMMITMENT SOUNDS LIKE
- + "We forward-contracted [N] bags before the harvest. Before the cup score. Before convenience."
 - + "The premium on this lot funded [specific outcome]."
 - + "Year three is a commitment. We are in year [N]."
 - + "The drying facility we co-sponsored in [year] is now producing..."

*Forward contracting means **commitment before harvest, commitment before certainty, commitment before convenience.** This creates security for the producer. Consistency for the roaster. Quality compounds. Trust compounds.*

Six producers. Six stories. *Yours to tell.*

Each card below contains the essential facts and a ready-to-post caption. Copy them directly. Adapt the voice to fit your own. But please — keep the names, the elevations, and the years. Those are not decoration.

Santa Barbara · Las Flores

1,380–1,450 masl

Since 2016

Rene Fernandez

Las Huellas · "The footprints"

Rene farms at the highest elevation of La Maravilla farm — a plot received from his grandfather, who settled these mountains before there were roads. The variety is Parainema, a Sarchimor hybrid developed by IHCAFE: rust-resistant, high-yielding, distinctive in the cup.

In 2018 we co-sponsored the construction of a new drying facility at Las Huellas — a rail-system parabolic dryer with optimal airflow design. The investment was tied to a forward contract. Not charity. A structured commitment. Eight harvests later, his Parainema is one of Santa Barbara's most consistent profiles: plum, red grape, dark chocolate, walnut.

OPIS · GOTOWY DO PUBLIKACJI

This is the [Nth] harvest of Rene Fernandez's Parainema we have on the bench. Las Huellas – "the footprints" – sits at the highest elevation of his grandfather's land in Santa Barbara, Honduras. 1,380–1,450 masl. The drying facility was co-sponsored in 2018: a rail-system parabolic dryer that finally gave Rene control over moisture and water activity at the lot level. The result is a Parainema that arrives the same way, harvest after harvest. Plum. Red grape. Dark chocolate. Walnut. Imported by @changeoftone.coffee – farm gate \$4.46/lb · FOB \$5.25.

#specialtycoffee #honduras #parainema #lashuellas #directrelationship #forwardcontracting

Ashok Patre

Ratnagiri Estate · "Pearl mountains"

Ratnagiri is fully vertically integrated. Stainless steel anaerobic tanks (the first in India, built in 2019). Yeast-inoculated fermentations. Ventilated greenhouses for drying. A dry mill on-site for defect sorting, screen sizing, density separation. 170+ microlot experiments since 2018. The varieties: Cauvery, Catuai, Chandragiri, SLN9, Kent.

On Ratnagiri lots, **farm gate equals FOB**. There is no export margin retained between producer and export. Mahesh, the farm manager — whose children's education and health insurance Ratnagiri has been financing for years — oversees processing with a precision that shows in the cup.

OPIS · GOTOWY DO PUBLIKACJI

This is Ratnagiri. Karnataka, India. 1,000–1,500 masl. Ashok Patre built the first stainless steel anaerobic tanks for coffee fermentation in India in 2019. Since then: over 170 microlot experiments, ventilated drying greenhouses, an on-site dry mill, full vertical integration. Defect sorting, screen sizing, density separation — all happen in-house, by the same hands that grew the cherry. On every Ratnagiri lot, farm gate equals FOB. No exporter margin. What is paid at port is what reaches Ashok's account. The land was once held by British colonial officials. The coffee is now bought by European and North American roasters at a meaningful premium. The direction of value has changed. That matters. Imported by @changeoftone.coffee.

#ratnagiri #indiancoffee #karnataka #anaerobic #specialtycoffee #verticalintegration

Familia Salazar

Los Cipreses · Cristian & Greivan Salazar

For four decades the Salazar family sold their coffee to local cooperatives. In 2018, they decided to step out of that system. We found them on a blind cupping table. The SL28 and Caturra were among the most aromatic we had ever tasted from West Valley.

After Cup of Excellence success, Cristian invested in a dedicated micro-mill — Beneficio San Cristóbal. Herbicide-free operation. Weed control by mulching. In 2022, the brothers renamed the operation to honour their father, Don Danilo Salazar Arias. Now all three brothers grow under one name: Familia Salazar — Los Cipreses.

OPIS · GOTOWY DO PUBLIKACJI

Familia Salazar – Los Cipreses. Cristian and Greivan Salazar. Naranjo, Costa Rica. 1,600–1,650 masl. The Salazar family sold to cooperatives for four decades. In 2018, they walked out of that system. We found them through a blind cup – SL28 and Caturra, among the most aromatic West Valley coffees we had ever tasted. After Cup of Excellence success, they built their own micro-mill: Beneficio San Cristóbal. No herbicides. Weed control by mulching. Lot separation at a precision that lets us trace each variety from cherry to bag – SL28, Gesha, Caturra, Milenio H10, Rume Sudan. In 2022, the brothers renamed the operation to honour their father. Familia Salazar – Los Cipreses. A tribute, a continuity, a name worth saying out loud. Imported by @changeoftone.coffee.

#familiasalazar #loscipreses #costarica #naranjo #westvalley #microMill #SL28

Claudia Lovo & Tim Willems

Finca El Árbol

Claudia built El Árbol in 2015. Maracaturra, Gesha, SL28, Java. 14 full-time workers. Moving toward fully organic. Farm gate equals FOB on her lots — no exporter margin.

The carbonic maceration infrastructure at El Árbol is shared with neighbouring producers across Dipilto. An act of genuine community building that is rare in this industry. Claudia is one of Damian's mentors — alongside Tim Willems, a co-founder of the project and one of the most generous teachers we know.

OPIS · GOTOWY DO PUBLIKACJI

Finca El Árbol – Claudia Lovo and Tim Willems. Dipilto, Nicaragua. 1,100–1,250 masl. Claudia built El Árbol in 2015. Maracaturra, Gesha, SL28, Java. 14 full-time workers, moving toward fully organic. The carbonic maceration setup on the farm is shared with neighbouring producers across Dipilto – built by Claudia, used by the community. That is not a marketing line. It is how the farm operates. Farm gate equals FOB on her lots. What we pay at port is what she receives. This is the kind of coffee that does not exist without the relationship. The processing is the friendship. Imported by @changeoftone.coffee.

#fincaelarboll #nicaragua #dipilto #carbonicmaceration #maracaturra #directtrade

Jhon Alvarado Abarca

Corazón de Jesús

Jhon farms at 1,800–1,950 masl in Chirripó — among the highest farms in our portfolio. In 2024 he placed second in the honeys & naturals category of Costa Rica's Cup of Excellence, scoring 92 points. The pre-dried Gesha protocol he developed is now influencing other producers across the Brunca region.

The peaberry blend in our 2024 portfolio came directly from his hands — natural processed, slow-dried, sorted three times before export. Farm gate \$4.00/lb, FOB \$5.00, ex-warehouse \$6.21 to Seaforth, BC. A young producer building something exceptional, fast.

OPIS · GOTOWY DO PUBLIKACJI

Jhon Alvarado Abarca – Corazón de Jesús. Brunca, Costa Rica. 1,800–1,950 masl. In 2024, Jhon placed second in Costa Rica's Cup of Excellence – honeys and naturals category, 92 points. But the score is not the story. The story is the protocol he developed for pre-dried Gesha: a method now being studied by other producers across the Brunca region. This is what discovery looks like when it is led by the person who grew the coffee. Imported by @changeoftone.coffee – farm gate \$4.00/lb · FOB \$5.00.

#corazondejesus #costarica #brunca #chirripo #cupofexcellence #gesha #peaberry

Edgar Silva, Ricardo Azofeifa, Rebeca Moya

Cafetalera Orígenes

Edgar, Ricardo, and Rebeca run Orígenes in Pérez Zeledón. 1,840–1,900 masl. They are reinvesting every income into a processing facility and cupping lab — a lab with a view. They also grow Hass avocados on the same land.

Ricardo and Rebeca are mentors in the formal sense — they hosted Damian repeatedly, shared meals, taught the warmth that feels like family. This is the producer relationship that taught us what a producer relationship can be.

OPIS · GOTOWY DO PUBLIKACJI

Cafetalera Orígenes – Edgar Silva, Ricardo Azofeifa, Rebeca Moya. Pérez Zeledón, Costa Rica. 1,840–1,900 masl. Every income from the coffee is being reinvested into the same building: a processing facility and cupping lab on the farm. A lab with a view. They also grow Hass avocados on the same land – because diversification is the part of sustainability that does not make headlines. The African variety blend in our 2024 portfolio is the first chapter. We expect to be telling this story for a very long time. Imported by @changeoftone.coffee.

#cafetaleraorigenes #costarica #perezzeledon #brunca #avocadocoffee #processinglab

Six frameworks.

Fill in the blanks.

Each template below is a skeleton, not a script. Replace the **variables** with your specifics. Trim what doesn't fit. The voice is the constraint, not the structure.

The Lot Launch

RELATIONSHIP · TRANSPARENCY

This is **[producer name]**'s **[variety + process]**, just landed.

Grown at **[elevation]** masl in **[region, country]**. This is the **[Nth]** harvest we have bought from **[name / family]**. The relationship started in **[year]**.

Farm gate **[\$[X.XX]]**/lb. FOB **[\$[X.XX]]**. Ex-warehouse **[\$[X.XX]]** to **[your warehouse]**.

[Tasting notes: 3–4 specific words].

Imported by @changeoftone.coffee.

Use for: new lot announcement · launch day · blog header

The Anniversary

RELATIONSHIP · COMMITMENT

[N] years ago, we bought our first bag of [producer name]'s coffee.

It was [variety / lot description]. Cup score: [score]. We didn't know much. We knew enough to come back.

Since then: [harvest count] harvests. [infrastructure / investment / change at origin]. [detail of evolution: cleaner cup / new variety / lot separation].

Year one is always a trial. Year three is a commitment. We are in year [N].

Use for: relationship milestone · year-end recap · about-us page

The Price Explainer

TRANSPARENCY

This bag costs \$[X]. Here is where the money goes.

The green coffee was paid for at three points.

- Farm gate (what [producer name] received): \$[X.XX]/lb
- FOB (agreed at port of export): \$[X.XX]/lb
- Ex-warehouse (delivered to [city]): \$[X.XX]/lb

The difference between farm gate and ex-warehouse is not profit. It is dry milling, port fees, freight, insurance, customs, currency exchange, financing, sample distribution. We absorb part of that. So does @changeoftone.coffee.

When you pay \$[X] for a bag of this coffee, this is the chain it travelled.

Use for: about page · price-question response · transparency post

The Forward Contract

COMMITMENT

We just forward-contracted the [year] harvest from [producer name].

Before the cherries are fully ripe. Before the cup score is known. Before any of it is convenient.

This is what commitment looks like in green coffee – a written agreement that the lot is ours, at an agreed price, before the producer has to wonder whether it will sell.

[N] bags of [variety + process]. Roasting from [approximate landing month].

Use for: forward-contract announcement · stories · newsletter

The Reinvestment

SUSTAINABILITY · COMMITMENT

Every premium we paid on [lot / producer] over the past [N] years funded one thing:

[specific outcome – e.g. a stainless steel anaerobic tank · a covered drying bed · a micro-mill · a cupping lab].

We mention this because "fair pricing" without a destination is a slogan. A premium has to land somewhere. This one landed here.

Built by [producer name]. Used by [number] people. Visible in every lot since.

Use for: sustainability post · impact reporting · annual review

[Year] was difficult at [producer / region].

[Specific challenge: drought, rust outbreak, labour shortage, freight delay, currency swing]. [Specific impact on the harvest or shipment].

We paid the price we had agreed. We took the lot we had committed to. The cup is different this year. Cleaner in some ways. Less complex in others. [Specific honest note about the cup].

This is what staying through a hard year looks like in green coffee. We share it because we would want it shared if the situation were reversed.

Use for: honest storytelling · climate disclosure · trust-building

Nine concepts. One *storyboard* each.

These work as Instagram stories, reels, or short-form video for any platform. Each one has a hook, a middle, an end. None of them require fancy production — they require honest material and a clear point.

REEL 01 · RELATIONSHIP

"This is the seventh harvest."

Hold one bag. State the producer's name, the farm, the elevation. State how many years you have been buying. End with: "That is the story."

15S · SINGLE SHOT · NO MUSIC

REEL 02 · TRANSPARENCY

"Three prices. Out loud."

Camera on the bag. Speak farm gate, FOB, ex-warehouse. State what each one means in one sentence. End with the producer's name.

25S · VOICEOVER · STATIC FRAME

"What the premium built."

Show a single piece of farm infrastructure — drying beds, fermentation tank, micro-mill. Name it. State the year. State which producer built it.

30S · PHOTO CAROUSEL · MONO CAPTIONS

"Anaerobic, explained simply."

Whiteboard or paper. Draw the tank. Explain the fermentation. Name the producer doing it. Resist all temptation to add "experimental."

45S · WHITEBOARD · MID-SHOT

"Three samples. Three stages."

Offer sample → PSS (pre-shipment) → arrival sample. Show all three cupping spoons. Explain what each one verifies. End: "This is how we know."

"This year was harder."

Name the producer. Name the challenge — drought, rust, labour. State what changed in the cup. State that the price did not change. End: "Still here."

"\$0.98 vs \$4.46."

Two numbers on screen. Explain what each one means — commodity floor vs farm gate. State why we do not benchmark against the lower one. 20 seconds, no music.

22S · TEXT-ON-SCREEN · AUDIO QUIET

"A cupping lab at 1,900 masl."

Drone or wide shot of Orígenes' lab-in-progress. Explain what is being built. Who built it. With what money. End with the lab opening date — even if estimated.

40S · LANDSCAPE · ATMOSPHERE

The terms worth *using*.

Use them with confidence. Define them when needed. Never assume your audience knows them — but never water them down either. Precise language is how the industry stops hiding from itself.

Farm gate

The price the producer received per pound, after processing, before export costs. The most important number in any transparency conversation.

FOB · Free on Board

The agreed price per pound when coffee is milled, bagged, ICO-marked, and loaded at the port of origin. The last price before the coffee leaves the country.

Ex-warehouse

The delivered price per pound to the nearest receiving warehouse — including freight, insurance, customs, duties, financing, sample handling.

Forward contract

A written commitment to buy a defined quantity at an agreed price, signed before the harvest is complete. The opposite of speculation.

Water activity (Aw)

A measurement (0.00–1.00) of unbound water available in the bean — distinct from moisture %. Target range for stable green: 0.55–0.62 Aw.

Moisture content

The percentage of water in the green bean by weight. Specialty target on arrival: 10.0–11.5%. We verify every lot.

Anaerobic fermentation

Fermenting whole cherries or de-pulped beans in an oxygen-free environment — typically stainless tanks. Changes the acid profile and aromatic complexity.

Carbonic maceration

A fermentation under CO₂ pressure, borrowed from wine. Whole intact cherries ferment from the inside out. Distinctive juicy, vinous character.

Honey process

A processing method where the cherry skin is removed but the sticky mucilage is left on during drying. White, yellow, red, black honey depending on % mucilage retained.

PSS · Pre-shipment sample

A sample drawn from the actual milled, export-ready lot — sent before the container ships. Approved or rejected before any coffee moves.

Lot separation

The deliberate practice of keeping coffee from different plots, pick dates, or processing methods separate from cherry to bag — to preserve traceability and quality.

Arrival sample

A sample drawn after the coffee lands in the destination warehouse — used to verify the lot survived the voyage at quality and within water activity range.

What we never say. *What we say instead.*

These are the most common phrases in coffee marketing. They are not lies. They are just empty — used so often by everyone that they mean nothing. Replacing them with specifics is how this brand sounds different.

× DON'T WRITE

- × ~~"Sourced ethically from small farms"~~

- × ~~"Our partner farmer in [country]"~~

- × ~~"Fair prices paid at origin"~~

- × ~~"Direct trade relationship"~~

- × ~~"Unique and experimental processing"~~

- × ~~"Single origin micro lot"~~

- × ~~"Premium specialty coffee"~~

- × ~~"Roasted with love and care"~~

- × ~~"Notes of red fruit and citrus"~~

- × ~~"Hand-picked at peak ripeness"~~

- × ~~"From bean to cup"~~

- × ~~"Sustainable supply chain"~~

→ WRITE THIS

- "Rene Fernandez, Santa Barbara, since 2016"

- "Cristian and Greivan Salazar — Naranjo"

- "Farm gate \$4.46/lb. FOB \$5.25."

- "Seventh harvest from the same producer"

- "Yeast-inoculated anaerobic, stainless tank, 96 hours"

- "One plot, one variety, one pick date"

- "86.5 on the SCA scale. Verified at three stages."

- "Roasted [date], rested [N] days"

- "Plum. Red grape. Dark chocolate."

→ "Selective picking based on Brix above 22°"

→ "From the farm to your bench in [N] months"

→ "Forward-contracted before harvest, every year"

The numbers that *belong to all of us.*

These are figures from our 2024–2026 Responsibility Report. You can quote them freely — in posts, on bag tags, in conversations with customers. Update them when we publish a new report.

~10

YEARS OF
PRODUCER RELATIONSHIPS

13+

PRODUCER PARTNERS ACROSS
FOUR ORIGIN COUNTRIES

59,400

KILOGRAMS IMPORTED
TO DATE

86–90

SCA CUP SCORE
RANGE ACROSS PORTFOLIO

\$5.50–6.50

AVERAGE FARM GATE
2024 PORTFOLIO (USD/LB)

\$4.00–
15.00

FOB RANGE
2024–2026 (USD/LB)

3

170+

A NOTE ON ATTRIBUTION

When citing these numbers, you do not need to credit us — but feel free to. A simple line works: "*Numbers from change of tone. Responsibility Report 2024–2026.*" Link to the full report if you have space. It is not a sales document. It is an accounting. We would rather your customers read it than not.

Logo & *usage.*

The wordmark is the brand. There is no symbol, no icon, no mascot. "change of tone." set in a single weight, with a deliberate full stop. The period is not punctuation. It is the brand.

change of tone.

PRIMARY · BLACK ON LIGHT

LOGO-BLACK.PNG

change of tone.

INVERSE · WHITE ON DARK

LOGO-WHITE.PNG

RULE 01

Keep the period.

Never set the wordmark without the trailing full stop. It is part of the mark. Always present. Never separated by a space.

RULE 02

Respect the silence around it.

Minimum clear space equal to the cap-height of the lowercase "a" on every side. Nothing intrudes. No tagline, no swirl, no decorative element.

RULE 03

Lowercase, always.

Never capitalize "Change of Tone." Never set in all-caps in body text. The name is set in lowercase as a statement, not a convention.

WHEN YOU TAG US

Use [@changeoftone.coffee](https://www.instagram.com/changeoftone.coffee) on Instagram. In body copy, write change of tone. (lowercase, with the period). Never "Change of Tone" and never as a hashtag in lieu of a sentence.

A palette of *restraint.*

Black. White. Two greys. One amber, used sparingly — to underline, to emphasize, to mark something worth pausing on. We do not chase seasonal palettes. We do not use the colors of fruit to suggest tasting notes.

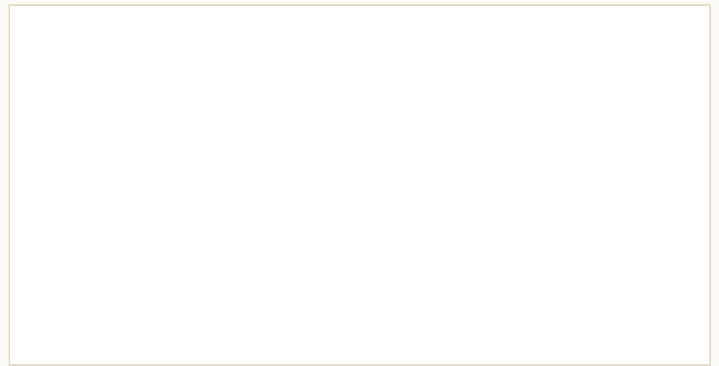


BLACK

HEX #000000

RGB 0 / 0 / 0

CMYK 94 / 77 / 53 / 100



WHITE

HEX #FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0



GRAY

HEX #606060

RGB 96 / 96 / 96

CMYK 57 / 47 / 46 / 36



LIGHT GRAY

HEX #B7B7B7

RGB 183 / 183 / 183

CMYK 31 / 23 / 24 / 4

A warm amber (#c8922a) appears in editorial materials — reports, mailers, marketing decks — for emphasis only. Never as a background. Never as a logo color. Think of it as a pencil mark in the margin: occasional, deliberate, never decorative.

Two voices. *One conversation.*

A neutral, modernist sans-serif for everything readable. A monospaced face for technical labels, prices, dates, and stamps. Italic for emphasis — used sparingly, almost reluctantly.

PRIMARY · DISPLAY & BODY

change of tone.

change. change. change. **change.** **change.**

A neutral grotesque. Lowercase by default. Used for headlines, body, captions. The brand is set in **Satoshi VF (Variable)** for digital — a variable font that gives us the entire weight axis from 300 to 900 in a single file. **Helvetica Neue** is the print and historical brand reference. Never set tracked-out or condensed.

Satoshi VF · Helvetica Neue

SECONDARY · TECHNICAL & MONO

\$4.46 / 1b

A monospace face for prices, technical labels, metadata, dates, stamps. JetBrains Mono is the digital default. Anything monospaced works — IBM Plex Mono, Fira Code, Berkeley Mono. Used to mark something measured, not described.

JetBrains Mono · IBM Plex Mono · Fira Code

FOR HEADLINES

**Same producer.
Every harvest.**

FOR BODY

Rene Fernandez's Parainema, picked at Las Huellas. Drying facility co-sponsored 2018. Now in its eighth harvest with us.

FOR LABELS

HONDURAS · 1,380–1,450
MASL
PARAINEMA · WASHED
FOB \$5.25 / LB · 2025

SECTION 14 · A NOTE BEFORE YOU GO

The story you tell will outlast *the bag*.

A customer who buys your coffee once is buying the cup. A customer who comes back is buying the story. A customer who tells someone else is buying the relationship — yours, ours, and the producer's. Treat that chain with care. It is the only marketing tool that matters in the long run.

We will keep updating this manual. We will add new producer cards as new relationships form, new templates as new conversations arise. If something is missing — write to us. If something is wrong — write to us. If you used this packet to make something we should see — please, write to us.

— *Damian Durda*

CHANGE OF TONE. · VANCOUVER / WIRY · 2026