



The global Co-operative Marque

The International Cooperative Alliance has developed a global Cooperative Marque that ALL cooperatives can align with and which differentiates us from other forms of business.

The Cooperative Marque, along with the .coop domain, are the symbols of the global cooperative movement and of our collective identity; together they demonstrate our unity of purpose. Use the Marque and your .coop domain and join thousands of similar organisations around the world gaining greater visibility to your cooperative and strengthening our distinct model of enterprise.

The following terms need to be agreed **BEFORE** an applicant can be sent the Cooperative Marque files:

By using the global cooperative marque, I agree:

- 1.To use the global cooperative identity, comprising the global Cooperative Marque, associated slogan, colour palette and signature images, only in accordance with correct use as set out in 'The global Cooperative Marque – a guide for users';
- 2.To use the identity to positively promote the co-operative movement, and advance the interests of the co-operative sector worldwide;
- 3.To use the global co-operative identity in accordance with locally applicable law;
- 4.To hold harmless and defend the International Cooperative Alliance, its officials, and licensors against any actions that may be brought against the Alliance, its officials, or licensors as a result of our use of the visual Cooperative Marque identity;
- 5.To provide information to the Alliance on the events or activities for which it is used;
- 6.To take sole responsibility for the accuracy of the translation of the text of the slogan into any language;
- 7.To encourage other eligible organisations to apply to use the global cooperative identity – the Cooperative Marque and the .coop domain;
- 8.That I will not share the Cooperative Marque guidelines and assets with any party which has not itself agreed to these Terms of use, by completing the official application at www.identity.coop.

I understand and accept:

- 1.That the global Cooperative Marque, associated slogan, colour palette and signature images are the intellectual property of the International Cooperative Alliance, and that the Alliance is the guardian of the global identity;
- 2.That use of the global cooperative identity does not imply that the International Cooperative Alliance endorses our products, services or activities;
- 3.That the International Cooperative Alliance does not assume any responsibility for our activities and that when the identity is used to promote an event, that the appropriate insurance is maintained to cover the risks arising out of such activities;
- 4.That use of the global identity in no way conveys or implies that we represent the Alliance, its officials, its licensors, regions or sectors.