

elevate your identity



**International
Cooperative
Alliance**

The global Cooperative Marque

Implementation guidelines

Contents

1.0 Introduction	3
1.1 Terminology and core elements	4
2.0 The Marque	5
2.1 Why 'coop'?	5
2.2 Colours	6
2.3 How to use the Marque	7
3.0 Key messages	9
3.1 How to use the Marque and messages	10
3.2 Creating your own messages	11
4.0 Applications	12
5.0 Contact	13

1.0 Introduction

Welcome to the fifth edition of the style guide for the global Cooperative Marque.

The Marque, together with the .coop domain name, is a vital pillar of the global cooperative identity. Our aim is to make it one of the best known symbols of ethical business in the world. It distinguishes its users from all other types of enterprise or organisation.

The guide is a practical tool for use by cooperative enterprises and those seeking to raise awareness of the cooperative movement.

The Marque is an asset of the international cooperative movement, and it must be protected. Correct, consistent and careful usage is important in securing our reputation as a serious business model.

To learn more about the Cooperative Marque and to claim yours, visit www.identity.coop

DotCooperation LLC

DotCooperation LLC is a subsidiary of the International Cooperative Alliance. It manages applications to use the coop Marque and .coop domain names.

In 2013, the International Cooperative Alliance engaged members all over the world with the goal of creating the first truly global symbol for our movement, freely capable of use by all cooperatives – locally, nationally and across borders.

The outcome of this project was the ‘coop’ Marque, along with a set of key messages. These make up a visual toolkit. Its purpose is to help cooperatives identify themselves as part of the global cooperative movement, and to gain recognition for their own ‘cooperative difference’. The Marque has already been adopted by more than 2,600 cooperatives and apex organisations, in 109 countries.



The global Cooperative Marque

elevate your identity



The .coop internet domain

1.1 Terminology and core elements

‘Visual identity’ is the term we use to describe the elements covered in this guide – the Marque, colour palette, font, signature images.

Cooperative Marque (or **‘coop’**) is how we refer to the central designed element of the global cooperative identity.

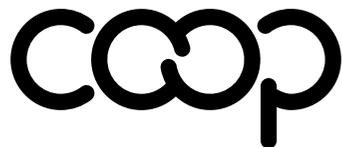
‘Slogan’ is the term we use for ‘Cooperative enterprises build a better world’.

The core elements of the global cooperative identity are:

- The Marque
- The slogan

2.0 The Marque

coop_blk



2.1 Why 'coop' ?

The International Cooperative Alliance's research engaged more than 1,000 people from 86 countries, to find out how cooperatives around the world express their cooperative identity using symbols and words. The research showed that:

- There is no abstract or pictorial visual language of cooperation that is recognised in every region or country.
- In different parts of the world, cooperation is associated with different symbols, including twin pine trees, rainbows, joined hands or the sunrise.
- The great majority of participants in our research believed that the word 'coop' or 'co-op' is unique and specific to our distinct model of enterprise, because it expresses who we are, what we do and what we stand for. There was no significant difference of view between people from different countries, business sectors or cultures.
- A symbol based on latin script letterforms was not considered to be culturally inappropriate for universal use across cultures and borders.

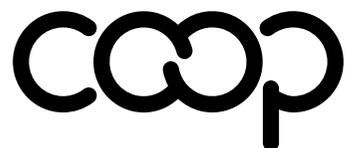
The Marque is a simple but original design, based on the letterforms 'c-o-o-p', with interlinking 'o's as the central elements.

The 'home' colour of the Marque is black.

2.2 Colours

In addition to black, the Marque is available in six other colours.

coop_blk



coop_red



Pantone 185
CMYK M100 Y81
RGB R235 B41

coop_orange



Pantone 151
CMYK M59 Y95
RGB R255 G131

coop_blue



Pantone 2726
CMYK C82 M66
RGB R69 G92 B199

coop_turq



Pantone 632
CMYK C88 M18 Y24
RGB G145 B179

coop_emgr



Pantone 340
CMYK C98 M5 Y79
RGB G148 B94

coop_spgr



Pantone 376
CMYK C57 Y100
RGB R130 G188

You will sometimes see the Marque used in an eighth colour – plum. This colour is used by the International Cooperative Alliance in its logo, as on the front page of this document. Plum is a ‘reserved colour’ – in other words, it must not be used by anyone other than the International Cooperative Alliance.

When using the Marque on its own (without any wording), you should always use the appropriate master file, depending on the application – the .eps file for print, .jpg or .png for digital applications.

2.3 How to use the Marque

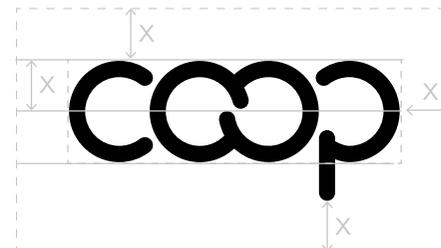
This section of the guidelines sets out some rules for using the Marque as a visual device.

The reason for having rules is to make sure that there is consistency and quality.

Consistency is important because we want people to immediately recognise the Marque, and absorb its meaning, wherever they see it. Quality is important because people should know that we care about the image of our movement.

Exclusion zone

To make sure that 'coop' does not get lost in any context, it is necessary to make sure that other elements on the page – words, symbols or pictures – do not crowd it out. There should be a minimum 'exclusion zone' around 'coop', equal to the space marked 'x', which is half the height of the 'c'.



Minimum reproduction size

To make sure 'coop' is legible, the smallest size is 12mm on the horizontal axis.



White/reversed

In some circumstances, when the Marque needs to be placed on a colour background – for instance, on merchandise, coloured packaging or a page of solid colour in a document – it may be reversed in white.

In exceptional circumstance it may also be reversed out of a photograph. Make sure that there is enough contrast for the Marque to be readable.

If the Marque is placed in a box, the size of the box should be at least as large as the exclusion zone (see above).

coop_white



Incorrect applications of the Marque

The 'coop' symbol is what we call the 'central design element' of the Marque. It is a simple and strong symbol. Adding anything will only make it weaker and less consistent.

Here are some basic things to avoid.

No decoration, overlay or other symbolic element should be added.



DO NOT use it at an angle, or on a slant.



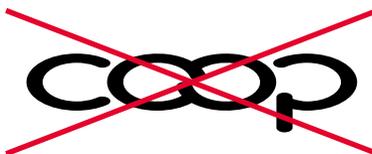
DO NOT crop it, or use it as a background image or 'watermark'.



DO NOT put the Marque inside a shape or container other than a simple box (2.3).



DO NOT stretch or distort it in any way.



DO NOT use the Marque in any colour other than one of the approved colours (2.2).

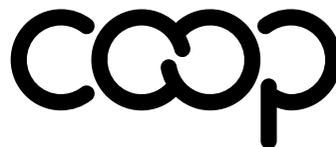


3 Key messages

A number of messages can be combined with the Marque.

All eight of these are available as master files in all the colours, and you should always use the correct one for the specific application – .eps for print, .jpg and .png for digital applications.

coop_blk_message0_en



Cooperative enterprises build a better world

coop_blk_message4_en



A proven self-help model for good times and bad

coop_red_message1_en



People together are stronger

coop_orange_message5_en



**Environmental concern
financial sustainability
social purpose**

coop_blue_message2_en



Serving the needs of people everywhere

coop_turq_message6_en



Cooperatives working together under a shared identity

coop_emgr_message3_en



A growing and sustainable model of enterprise

coop_spgr_message7_en

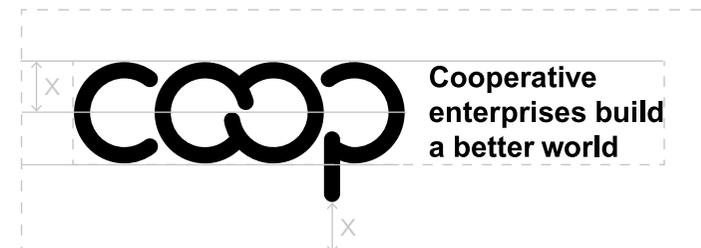


People-centred businesses driving social innovation putting people first

3.1 How to use the Marque and messages

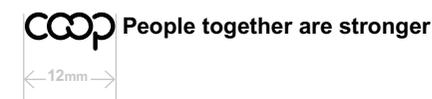
Exclusion zone

As with the Marque used on its own, make sure that text or other graphical elements on a page don't encroach on, or crowd out, the Marque and slogan. The marked space 'x', equal to half the height of the 'c' in 'coop', is the minimum space to allow all round.



Minimum reproduction size

Adhere to the minimum size to ensure legibility. This is 12mm from the beginning of the 'c' to the end of the 'p' in 'coop'



White/reversed

In some circumstances, when the Marque with a message needs to be placed on a coloured background – for instance, on merchandise, coloured packaging or a page of solid colour in a document – it may be reversed in white.

coop_white_slogan_en



3.2 Creating your own messages

In addition to the messages available to download, you can write your own message, and combine it with the Marque.

Vector graphic eps files are available to download for this purpose.

To customise these, you will need to use a professional design application such as Adobe Illustrator.

If you create your own message, you must:

- Use the approved typeface for your slogan – **Arial bold**.
- Your slogan should read over one, two or three lines.

coop_blk_custom_3line_en



With a three line slogan the minimum size for the Marque is 25mm – this is to ensure legibility of the slogan



coop_blk_custom_2line_en



With a two line slogan the minimum size for the Marque is 20mm – this is to ensure legibility of the slogan



coop_blk_custom_1line_en



Mini Marque – one line slogan

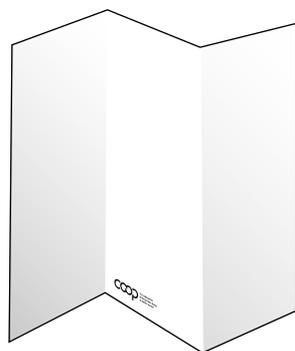
With a one line slogan the minimum size for the Marque is 12mm – this is to ensure legibility of the slogan

4.0 Applications

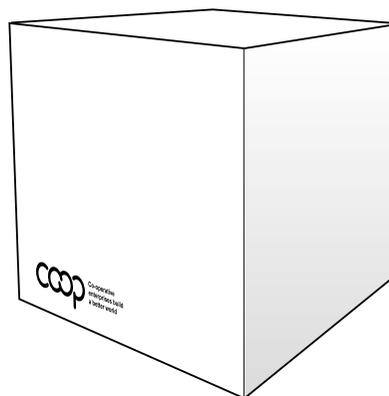
The Marque and slogan may be used in any communication context, including:

- Packaging
- Promotional merchandise
- Printed communications
- Marketing materials
- Website
- Email signature
- Stationery
- Display materials
(eg exhibitions, in store)
- Vehicle livery
- Screen presentations
- Film and video titles

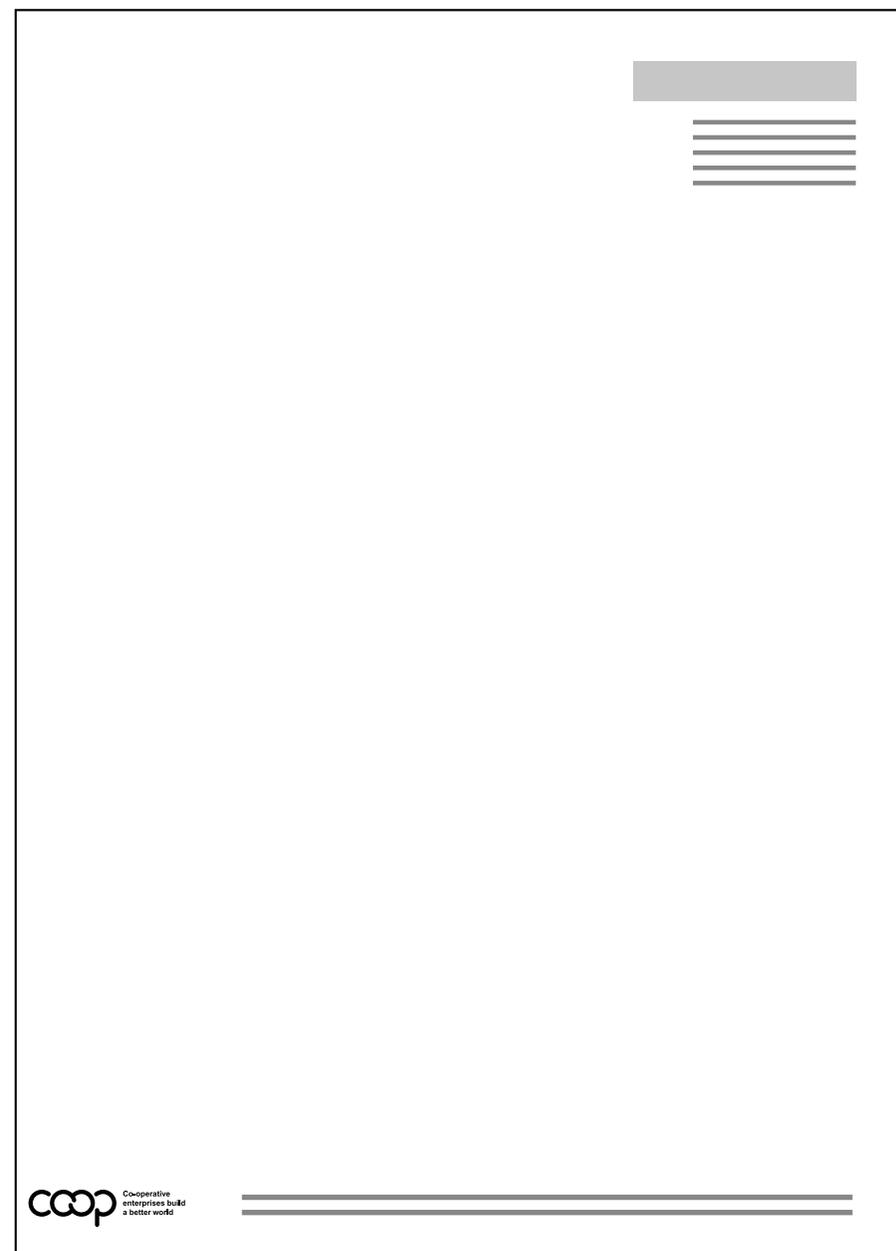
We recommend that you position the Marque and slogan alongside any other identity, certification, quality or accreditation marks that you already use – for instance, Fair Trade mark, Forest Stewardship Council mark, ISO mark.



Marketing materials



Packaging



Company stationery

5.0 Contact

elevate your identity



You can claim the marque at www.identity.coop

If you have any questions about how to use and apply the Marque in practice, or you are not sure that you are eligible to use it, please contact support@identity.coop

If you would like professional assistance with incorporating the coop Marque into your communications, domains.coop will refer our design agency partner cooperative.



**International
Cooperative
Alliance**

The Cooperative Marque and visual identity were researched and designed by Calverts, London

www.design.coop
+44 (0) 20 7739 1474

Research assistance:
Guerrini Design Island, Buenos Aires