



International
Co-operative
Alliance



The global Co-operative Marque

A guide for users

Version 2.0 October 2015

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1.0 Introduction

Welcome to the second edition of the style guide for the global Co-operative Marque and visual identity.

The guide was produced to coincide with the launch of the Marque in November 2013, at the International Co-operative Alliance's Conference and General Assembly in Cape Town, South Africa.

The Marque, together with the .coop domain name, is a vital pillar of the global co-operative identity. Our aim is to make it one of the best known symbols of ethical business in the world by 2020. To date it has been taken up by co-operators in 100 countries.

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

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

Since you are reading this guide, it is likely that your application to use the Marque has already been granted by the International Co-operative Alliance. If you have not been granted permission to use it, you can apply at **www.identity.coop**

International Co-operative Alliance

July 2015

1.1 Background

The desire for a common global identity was demonstrated by co-operators' ready adoption of the United Nations 2012 International Year of Co-operatives logo and tagline. In response, the International Co-operative Alliance carried out wide-ranging research and member engagement to support the design of a new symbol for our global movement, capable of local and cross-border use by co-operatives everywhere. It is also a key output of the Alliance's work around one of the five themes from the 'Blueprint for a Co-operative Decade' – our co-operative identity.

The outcome of the project was the 'coop' Marque, along with key messages and a set of signature images. Together, these make up a visual toolkit. Its purpose is to help co-operatives identify themselves as part of a global co-operative movement, and to gain recognition for their own co-operative difference.

The Alliance has also demonstrated its commitment to the Marque by making it the central element of its own logo.

1.2 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.

Co-operative Marque (or **'coop'**) is how we refer to the central designed element of the global co-operative identity.

'Slogan' is the term we use for 'Co-operative enterprises build a better world'.

The core elements of the global co-operative identity are:

- The Marque
- The slogan

2.0 The Marque

coop_blk



2.1 Why 'coop' ?

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

- There is no abstract or pictorial visual language of co-operation that is recognised in every region or country.
- In different parts of the world, co-operation 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

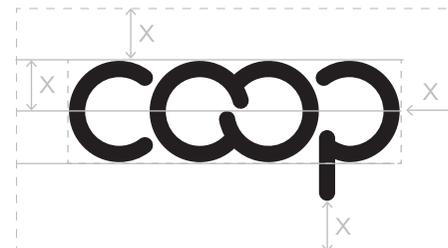
You will sometimes see the Marque used in an eighth colour – plum. This colour is used by the International Co-operative Alliance in its logo, as on the front page of this document. Plum is a ‘reserved colour’ – in other words, it must not be used by anyone other than the International Co-operative Alliance.

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

Exclusion zone

Make sure that text or other graphical elements on a page don't encroach on, or crowd out, the Marque. 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

When using the Marque, 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 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.

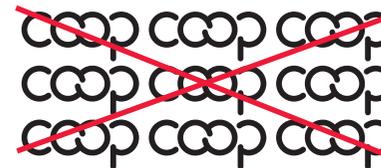
coop_white



Incorrect applications of the Marque

Here are some basic things to avoid:

DO NOT use the Marque to create a repeat pattern



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



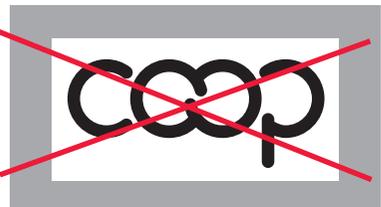
DO NOT stretch or distort it in any way



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



NEVER put the Marque into a box or other containing shape. It is better to use a 'white reversed' option, if you cannot avoid a coloured background



3.0 The slogan

The slogan for the new identity is the one developed for the UN International Year of Co-operatives: 'Co-operative enterprises build a better world'.

This slogan is combined with the Marque as shown, with examples in different languages.

coop_blk_slogan_en



**Co-operative
enterprises build
a better world**



**Les coopératives,
des entreprises pour
un monde meilleur**



**Las empresas cooperativas
ayudan a construir
un mundo mejor**



合作企业创建美好世界



الشركات التعاونية تبني عالماً أفضل

3.1 The Marque with slogan in different colours

coop_red_slogan_en



**Co-operative
enterprises build
a better world**

coop_orange_slogan_en



**Co-operative
enterprises build
a better world**

coop_blue_slogan_en



**Co-operative
enterprises build
a better world**

coop_turq_slogan_en



**Co-operative
enterprises build
a better world**

coop_emgr_slogan_en



**Co-operative
enterprises build
a better world**

coop_spgr_slogan_en



**Co-operative
enterprises build
a better world**

coop_blk_slogan_en

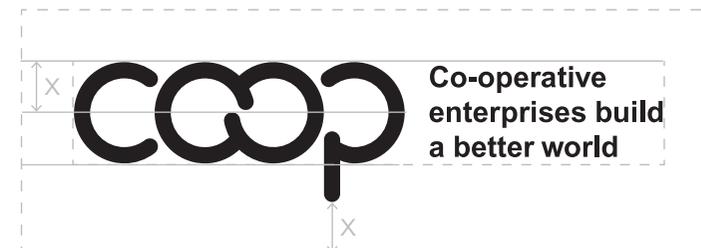


**Co-operative
enterprises build
a better world**

3.2 How to use the Marque and slogan

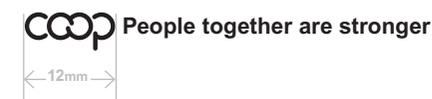
Exclusion zone

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 slogan need to be placed on a coloured background – for instance, on merchandise, coloured packaging or a page of solid colour in a document – they may be reversed in white.

coop_white_slogan_en



4.0 Key messages

In addition to the approved slogan, a number of further messages can be combined with the Marque.

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

coop_blk_message1_en



**People
together
are stronger**

coop_blk_message5_en



**Environmental concern
financial sustainability
social purpose**

coop_blk_message2_en



**Serving the
needs of people
everywhere**

coop_blk_message6_en



**Co-operatives working
together under a
shared identity**

coop_blk_message3_en



**A growing and
sustainable model
of enterprise**

coop_blk_message7_en



**People-centred businesses
driving social innovation
putting people first**

coop_blk_message4_en



**A proven self-help
model for good
times and bad**

4.1 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

5.0 Signature imagery

To support the Marque, the toolkit includes a set of seven images, each containing a representation of the interlocking 'o's from the Marque. You are free to use these images to promote the Marque, and your own alignment with the global co-operative identity.



For reference, we have numbered and named each image:

Images

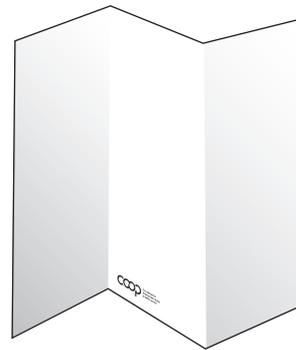
- 1 Farming
- 2 Living
- 3 Formation
- 4 Festival
- 5 Seascape
- 6 Football
- 7 Cityscape

6.0 Applications

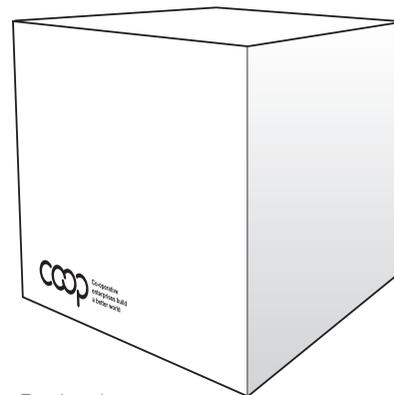
The Marque and slogan may be used in any communication context, including:

- 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

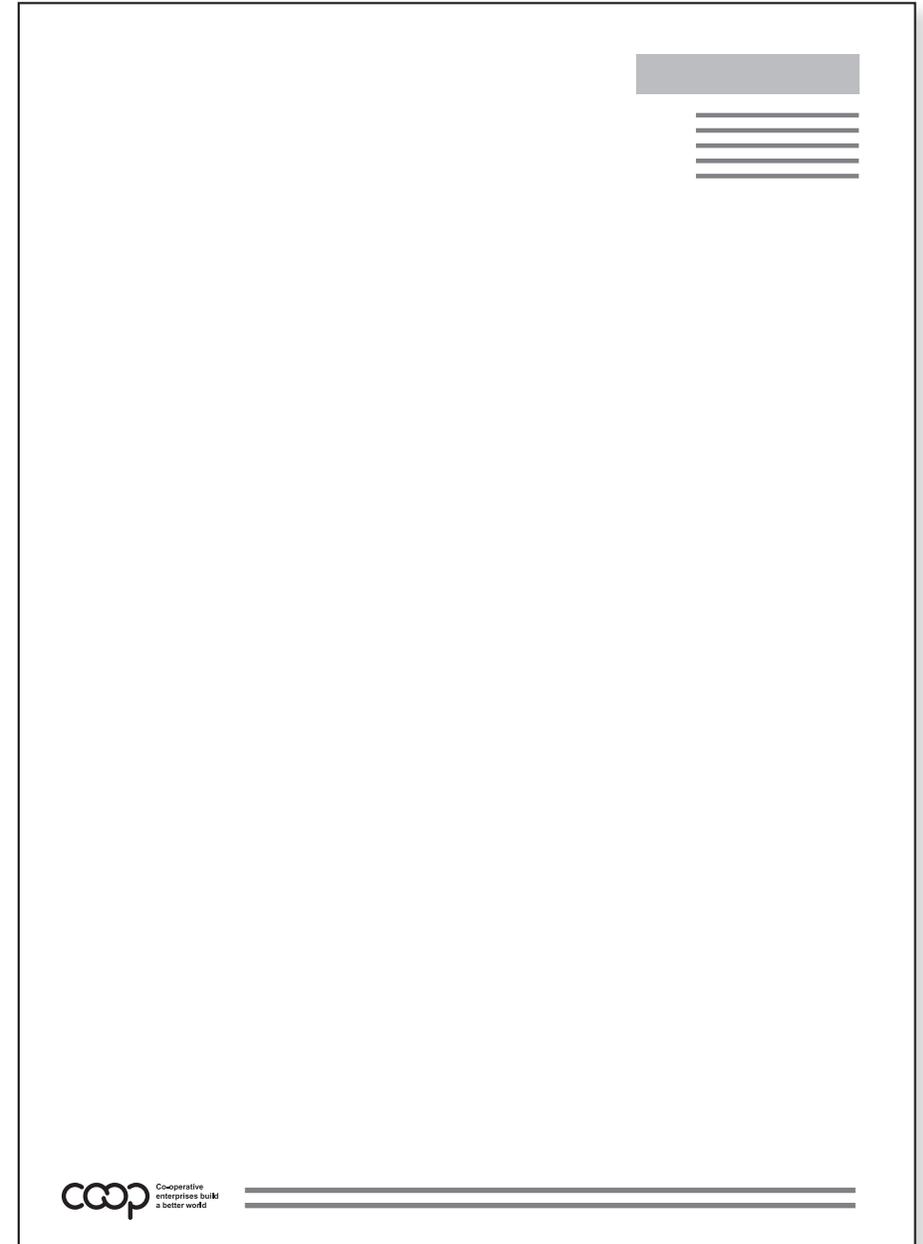
We recommend that you position the Marque and slogan alongside any other identity, certification, quality or accreditation marks that you already use – for instance, Fair Trade mark, Forest Stewardship Council mark, ISO mark.



Marketing materials

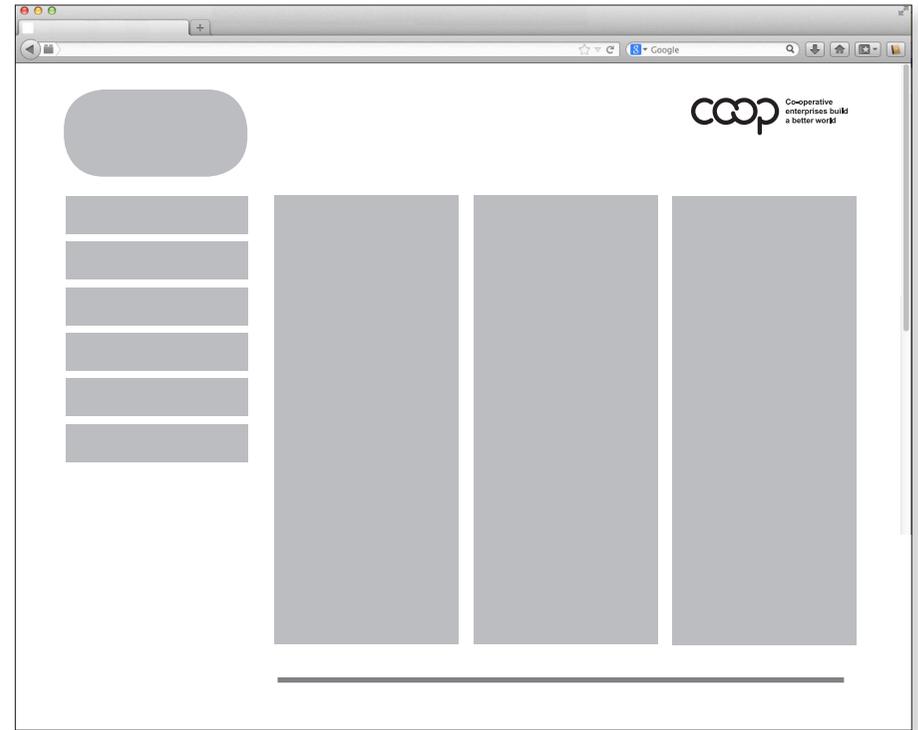
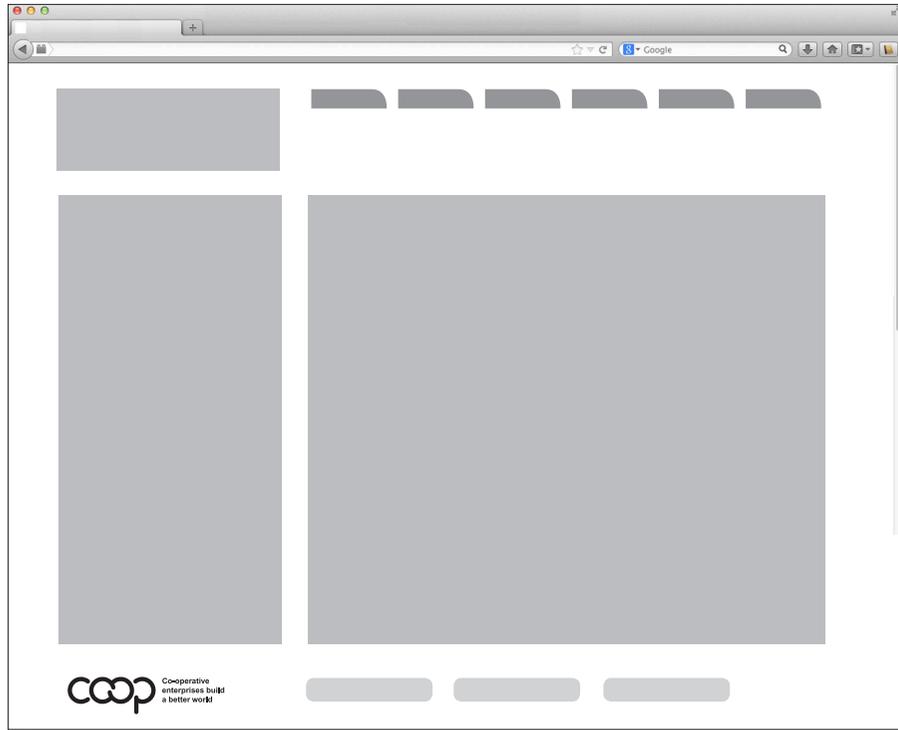


Packaging



Company stationery

Websites



7.0 Full adoption

Making 'coop' part of your own logo.

Sections 1.0 to 6.0 of this guide show how to use the Co-operative Marque to identify your co-operative as part of a global movement, by using it as an 'alignment' device next to your own logo or other symbol of accreditation.

In addition to using the co-operative Marque as an alignment device, an organisation may wish to use the 'coop' symbol as part of its own logo or badge. We call this 'full adoption' of the Marque. The first organisation to fully adopt the Marque was the International Co-operative Alliance.

A full adoption of the Marque may require more design flexibility than is provided for in sections 2.0 to 6.0 of this guide – for instance, in the choice of accompanying font, or the size of the exclusion zone. Principles of good design and respect for the Marque still apply:

- The 'coop' symbol should not be decorated, stretched or otherwise altered
- It should appear in one of the seven Marque signature colours
- It should not be decorated or contained in a box or other shape
- It should not be used as if it were a segment of a longer word.

It is the Alliance's responsibility to maintain the integrity and quality of the Marque, and to protect its use. In addition to fulfilling the basic criteria for alignment, an organisation wishing to fully adopt should submit a request and design to the International Co-operative Alliance for advice and approval.

There is a two-stage process for organisations wishing to 'fully adopt' the Marque:

- Applying for permission in principle
- Submitting your design for approval. We suggest that you engage with the registrar at an early stage in the design process.

The registrar's contact details are contained in Section 8.0.

7.1 Examples of full adoption

These logos show examples of organisations which have fully adopted the Co-operative Marque. As required, the designs were approved by the International Co-operative Alliance.



8.0 Contact

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:

Nicola Huckerby
Marketing Lead
Domains.coop
global@identity.coop

Apply at **www.identity.coop**

Domains.coop is a subsidiary of the International Co-operative Alliance.



The Co-operative 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

Image development:
BrandOutLoud, The Hague

Thank you

The United Nations' declaration of the International Year of Co-operatives in 2012 galvanized the global movement across every region and every sector, uniting co-operatives behind a single logo and tagline. It inspired the International Co-operative Alliance to develop a global Co-operative Marque, a lasting image for use following the International Year.

We are proud of the new global Co-operative Marque and look forward to seeing it used as an emblem of the global co-operative movement and of our collective identity, demonstrating our unity of purpose. We encourage you to use the Marque to give greater visibility to your co-operative and help strengthen our distinct model of enterprise.

Thank you for helping us to build toward a Co-operative Decade by using the new global co-operative identity.

Best wishes

Charles Gould
Director-General
International Co-operative Alliance