

# Seven reasons to adopt the global co-operative identity

**Be proud** Show you're part of a global movement, and that you support co-operation around the world.

Only co-ops  
can use it

It's  
ethical

Stand out  
on the web

 Our  
identity

 Our  
Marque

**1** Use the global identity to show you align with co-op values. It says you're different from investor or privately owned businesses.

**2** You can have a .coop domain as your 'online identity' and use the Marque in your 'visual identity' if you are a co-op, or serve co-ops.

**3** A .coop extension on your web pages and emails sparks off great business conversations. No need to hide behind a generic .com, .org or .net address.

**4** A .coop domain and the Marque on your homepage, email signature, advertising, products and packaging means your co-op brand is visible 24 hours a day, 7 days a week, 52 weeks a year.

**5** .coop is a restricted domain, so it's easy to choose a name that's memorable, unique, relevant and short.

**6** With an automatic listing in [directory.coop](https://directory.coop), it's easy for people to find you.

**7** Find a great .coop name using the domain checker at [domains.coop](https://domains.coop). At less than 2 USD per week, it's a fantastic investment.

Marketing  
power

Be discovered

Be recognised

A domain  
to suit you

Register at [identity.coop](https://identity.coop)