

Our Co-operative Identity

Co-operative identity forms a key pillar of the [Blueprint for a Co-operative Decade](#) as we seek to increase visibility of the co-operative model. 2013 saw the launch of the global Co-operative Marque - the first significant change in the visual identity of the co-operative movement in almost 100 years. It is a clear signal that the co-operative form of enterprise is professional, contemporary and business-like. The new Marque replaces the rainbow flag which had been the visual identity for the Co-operative movement for almost 100 years.

Our .coop identity

The .coop domain is used by thousands of co-operatives all over the world, differentiating us from other forms of business and allowing co-operative organisations to stand out from the crowd. .coop is an integral part of our identity allowing us to better connect with our members and network with other co-operatives across the globe. Unlike extensions like .com or .org, which can be used by any organisation or person, .coop is exclusively available to bona fide co-operatives.

Global Co-operative Marque

The global Co-operative Marque is the visual identifier that is available for all co-operatives to use. It is downloadable for FREE from our website www.identity.coop

Together a .coop domain name and the global Co-operative Marque are symbols of the co-operative movement and of our collective identity; demonstrating our unity of purpose. Use the Marque and your .coop domain and join thousands of similar organisations around the world giving greater visibility to your co-operative and strengthening our distinct model of enterprise.

The new visual identity includes:

- The Marque for placing on your letterhead, emails, website homepage, products and packaging, advertising and promotions. It is available in seven colours (black, blue, emerald green, orange, red, spring green and turquoise)
- A Slogan "co-operative enterprises build a better world" which can be used alongside the Marque
- A range of co-operative messages that can be used in place of the Slogan. There are also instructions on how to create your own slogan
- A set of seven signature images which symbolise the co-operative values and principles. Each image contains a representation of the interlocking 'o's from the Marque, these are: Cityscape, Farming, Festival, Football, Formation, Living and Seascape

By using the new visual identity in your online and offline communications you can help make people aware of their options when faced with the choice between a co-operative or an investor or privately-owned business.

You can apply for the Marque and download the guidelines at www.identity.coop.

Domains.coop

The Old Music Hall, 106-108 Cowley Road, Oxford, OX4 1JE, United Kingdom
T: +44 (0)1865 403 136 | Fax: +44 (0)1865 403 358 | E: nicola@domains.coop
www.domains.coop | www.identity.coop