

7 reasons on why you should adopt the Co-operative Identity

We are encouraging co-operators to be proud that they are part of a global movement that is a force for good, putting people before profit. By adopting the global Co-operative Identity they can support co-operation around the world and help raise the profile of co-operative form of business.

Applying is easy – visit www.identity.coop. It should not take more than 5 minutes and the site is available in English, French & Spanish. And if you are a direct or indirect member of the International Co-operative Alliance the process is even quicker!

Once approved, we will send you the Marque Guidelines and files including the slogan, key messages, and signature images.

The seven key messages have been made into a Poster which is downloadable from our Toolkit at <http://www.domains.coop/co-operative-identity/toolkit/>.



Here are the messages:

1. It's ethical - Use the global identity to show you align with co-op values. Differentiate your coop from other forms of business and demonstrate our unity of purpose, make people more aware of what they are choosing when faced with the option between a co-operative or an investor or privately-owned business.
2. Only co-ops can use it – 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. Stand out on the web – A .coop extension on your webpages and emails sparks off great business conversations. No need to hide behind a .com, a .org or .net address.
4. Marketing power – A .coop domain and the Marque on your homepage, email signature, advertising, products and packaging means your co-op brand is working 24 hours a day, 7 days a week, 52 weeks a year.
5. Be proud – A .coop is a restricted domain, so it's easy to choose a name that's memorable, unique, relevant and short. And if you've not had one before then it is free for the 1st year.
6. Be discovered – With an automatic listing in directory.coop, it's easy for people to find you.
7. A domain to suit you – Find a great .coop domain name using the domain checker at domains.coop. At less than 2 USD a week, it's a fantastic investment.

Domains.coop

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