

Terms of use for the global Co-operative Marque

The International Co-operative Alliance has developed a global co-operative identity that ALL co-operatives can align with and which differentiates us from other forms of business.



The Co-operative Marque and .coop are the symbols of the global co-op movement and of our collective identity; together they demonstrate 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 following terms need to be agreed **BEFORE** an applicant can be sent the Marque files:

By using the global co-operative identity, I agree:

1. To use the global co-operative identity, comprising the global Co-operative Marque, associated slogan, colour palette and signature images, only in accordance with correct use as set out in 'The global Co-operative Marque – a guide for users';
2. To use the identity to positively promote the co-operative movement, and advance the interests of the co-operative sector worldwide;
3. To use the global co-operative identity in accordance with locally applicable law;
4. To hold harmless and defend the International Co-operative Alliance and its officials against any actions that may be brought against the Alliance or its officials as a result of our use of the visual identity;
5. To provide information to the Alliance on the events or activities for which it is used;
6. To take sole responsibility for the accuracy of the translation of the text of the slogan into any language;
7. To encourage other eligible organisations to apply to use the global co-operative identity;
8. That I will not share the identity guidelines and assets with any party which has not itself agreed to these Terms of use, by completing the official application at www.identity.coop.

I understand and accept:

1. That the global Co-operative Marque, associated slogan, colour palette and signature images are the intellectual property of the International Co-operative Alliance, and that the Alliance is the guardian of the global identity;
2. That use of the global co-operative identity does not imply that the International Co-operative Alliance endorses our products, services or activities;
3. That the International Co-operative Alliance does not assume any responsibility for our activities and that when the identity is used to promote an event, that the appropriate insurance is maintained to cover the risks arising out of such activities;
4. That use of the global identity in no way conveys or implies that we represent the Alliance, its officials, regions or sectors.

Domains.coop

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