



# How we developed the new global Marque

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# Investigation of co-operative visual language around the world



## Designing the global Co-operative Marque: research

22-question global survey:

- How do co-operators see themselves?
- How do they see other co-operators?
- What do they feel about the co-operative movement?
- What words and images best capture the nature, meaning and purpose of co-operation?

Q.5 How would you describe people who are part of the co-operative movement?

Q.6 Please tell us about a story, or a moment, that represents the best things about co-operation:

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Q.11 How does being a co-operator make you feel? Please choose the one answer you most relate to:

- It has given me new opportunities
- I feel connected to others who share my interests
- I make the decisions that affect my future
- My situation is more secure
- I am proud to be a co-operator
- It gives me a sense of belonging
- Other:

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Q.10 What is the most important attribute of co-operatives, as a global model for enterprise? Please choose one or two statements that are closest to your thinking:

- Co-operatives are more ethical
- Co-operatives are a proven model for both good times and bad times
- Co-operatives are more efficient
- Co-operatives are more democratic
- Co-operative enterprises are successful
- Co-operatives are more sustainable
- Co-operatives engage more people
- Co-operatives are a billion people strong

Other:

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Q.16 Thinking about how people join together, please choose one image which best expresses your sense of being connected through co-operation:

C1



C2



C3



## Multiple choice questions

Q.7 Do you think that we should use the word 'coop' or 'co-op' to promote our worldwide identity - even though it is not used or understood everywhere?

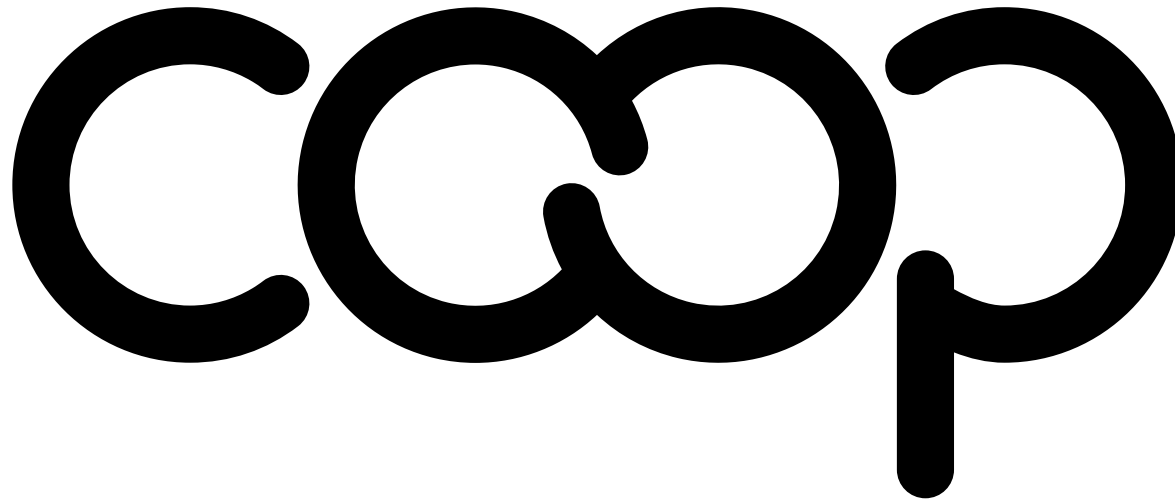
- Yes
- No
- Not sure

Please help us understand why you selected this answer

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## The Marque



- A simple and original design with distinctive personality
- The linked 'O's symbolise working together
- Strong symmetry and reflected shapes

## Why 'coop'?

- 'Coop' is who we are
- 'Coop' expresses our purpose
- 'Coop' belongs to us, and nobody else

## The Marque in black – and seven colours



## Key messages: the Marque with alternative slogans

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

 **Environmental concern  
financial sustainability  
social purpose**

 **Serving the needs of people everywhere**

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

 **A growing and sustainable model of enterprise**

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

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

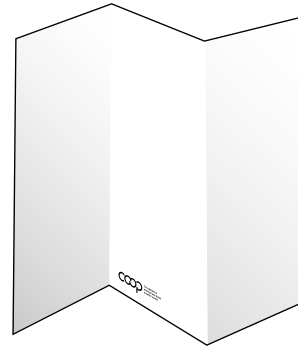
 **People together are stronger**

## Applications

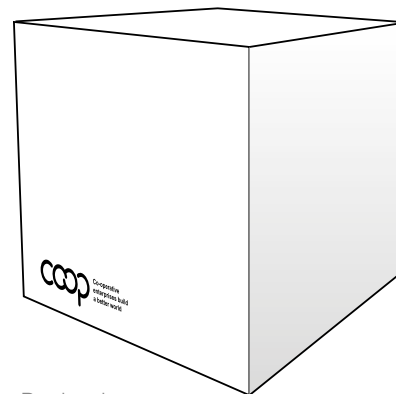
The Marque and slogan may be used in any communication context, including:

- 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

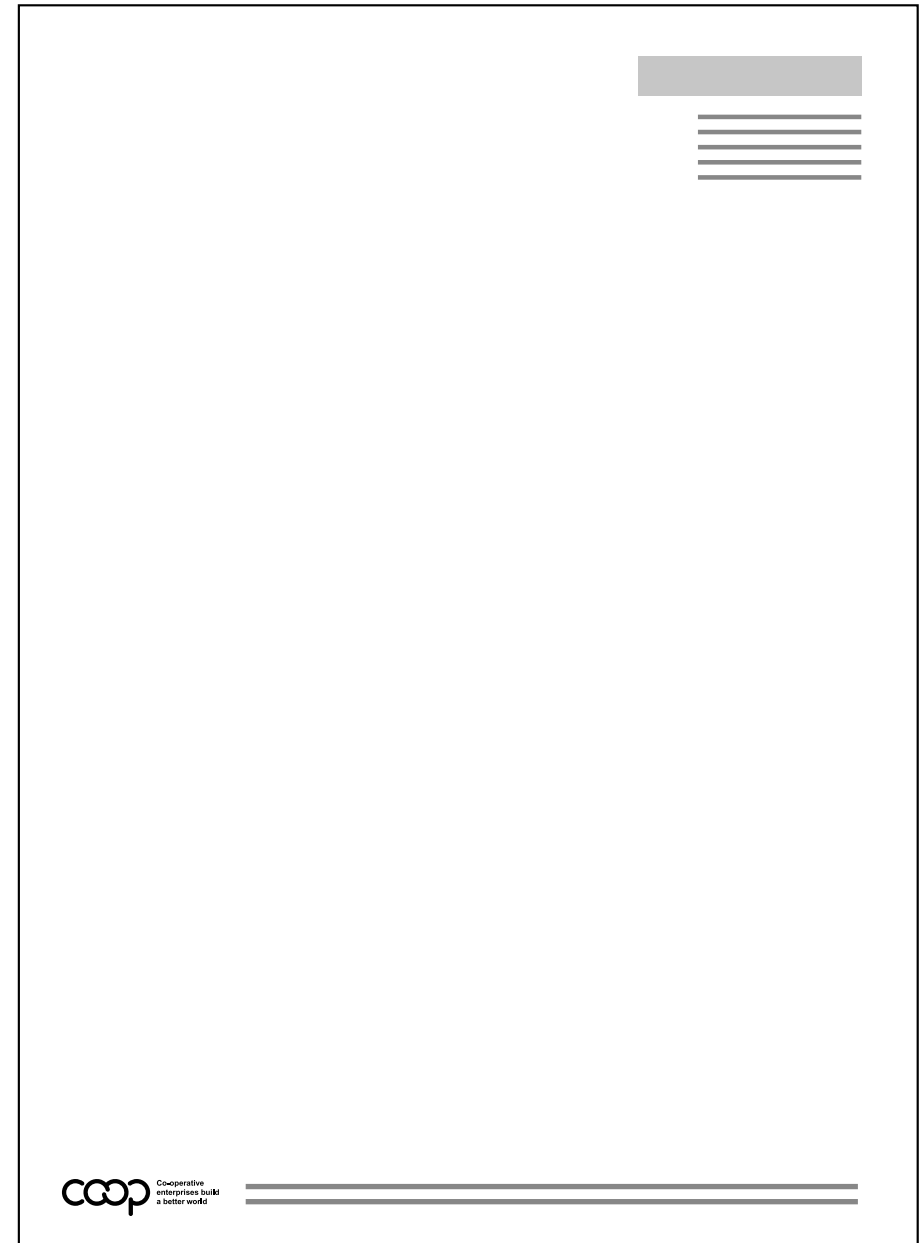
We recommend that you position the Marque and slogan alongside any other identity, certification, quality or accreditation marks that you already use – for instance, Fair Trade mark, Forest Stewardship Council mark, ISO mark.



Marketing materials

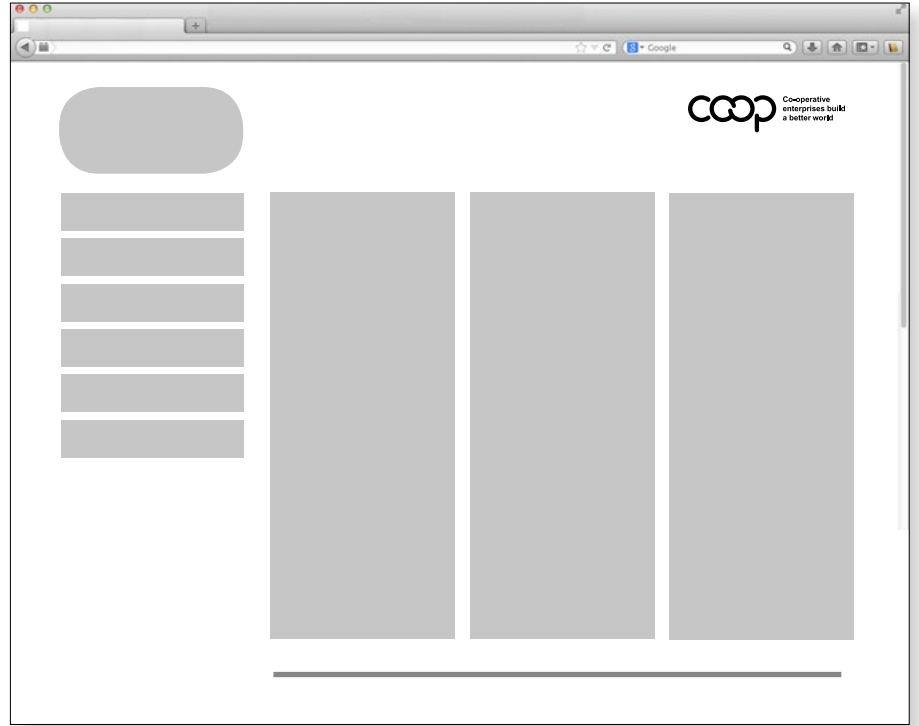


Packaging



Company stationery

Websites









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## Securing your co-operative identity using:

- The global Co-operative Marque – a visual identifier for co-operative enterprises everywhere
- .coop – the top level, global domain name for co-operative enterprises everywhere