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:

[Blank fields for answers]
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: ________________
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: [Text box]
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:

[Text input field]

[Buttons: Back, Continue]
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

Co-operative enterprises build a better world
Key messages: the Marque with alternative slogans

Co-operative enterprises build a better world

Serving the needs of people everywhere

A growing and sustainable model of enterprise

A proven self-help model for good times and bad

Environmental concern

Financial sustainability

Social purpose

Co-operatives working together under a shared identity

People-centred businesses driving social innovation putting people first

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.
Websites
Our fair trade is an honest and EQUAL EXCHANGE. You enjoy the world’s finest organic & natural products, the farmer gets a better life. Simple really, but that’s why our...

ORGANIC BREAKFAST BLEND TEA WAKES YOU UP

Suma Ethiopia Yirgacheffe

Organic Fairtrade Coffee Beans

1kg

from Oromia Coffee Farmers Cooperative Union.
Get your .coop Domain Name
Create your Online Co-op Identity in Minutes

Register First Year Free
For your First .Coop
✓ Strengthen your cooperative difference
✓ Wide selection of domain names
✓ 2 free .coop email addresses

Save $ 120.00
VIEW OFFER

Buy Web Hosting
Email Hosting Included
✓ 99.9% Uptime Guarantee
✓ Reliable & Secure
✓ Powered by cPanel/Flesk

Starting @ $ 3.00 /MO
VIEW PLANS

Buy Email Hosting
Unlimited Email Accounts
✓ 2 GB Space per Account
✓ Advanced Spam/Virus Protection

Buy SSL Certificate
Secure your Website
✓ Upto 256-bit Encryption
✓ Free Reissues included
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