



Our  
identity

People stronger together



**Nicola Huckerby**  
Marketing Lead  
Domains.coop

## Adopting the global co-operative identity

# Co-operative identity

**Visual identity**



**Online identity**



# Aim

For the co-operative identity to become one of the best known **ethical marques** in the world by 2020



**Be proud**



Promote the message



Connect and co-operate

# Seven reasons to adopt the global co-operative identity



Only co-ops  
can use it

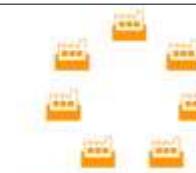
2

# The .coop domain

Who is eligible for a .coop?



an organization formed as  
and/or considered a cooperative  
under applicable local law,



an association comprised of  
cooperatives,



an organization that is committed to  
the seven cooperative principles,



an organization that is majority  
controlled by cooperatives,



and an entity whose operations are principally  
dedicated to serving cooperatives,



<http://youtu.be/6bfvL80hKVk>

Stand out  
on the web

3









[www.domains.coop](http://www.domains.coop)



# Co-operative identity Toolkit



# Downloadable poster

## Seven reasons to adopt the global co-operative identity

**Be proud** Show you're part of a global movement, and that you support co-operation around the world.



Register at [identity.coop](http://identity.coop)

## Siete razones para adoptar la identidad cooperativa mundial

**Síntase orgulloso** Muestre que es parte de un movimiento global y que apoya al cooperativismo en todo el mundo.



Regístrate en [identity.coop](http://identity.coop)

## Sept bonnes raisons d'adopter l'Identité coopérative internationale

**Soyez fier** Montrez votre appartenance et votre soutien au mouvement coopératif mondial



Enregistrez-vous sur [identity.coop](http://identity.coop)

# Rotating Banners



Pidan la **Marca Cooperativa**  
y un nombre de dominio .coop



Get the Co-operative **Marque**  
and a .coop domain

# Static banners



Get a .coop domain  
first year free at  
[www.identity.coop](http://www.identity.coop)



Be proud of your  
co-operative identity  
sign up at [www.identity.coop](http://www.identity.coop)



Show you are part  
of a global movement  
register at [www.identity.coop](http://www.identity.coop)



Never had a .coop domain?  
get yours at  
[www.identity.coop](http://www.identity.coop)



Use the badge that's  
just for co-ops  
register at [www.identity.coop](http://www.identity.coop)



Adopt the global  
co-operative identity  
register at [www.identity.coop](http://www.identity.coop)



Complete your  
co-operative identity  
sign up at [www.identity.coop](http://www.identity.coop)

# The communicator's guide to co-operative identity



**The  
communicator's  
guide to  
co-operative  
identity**



Cooperative  
enterprises build  
a better world.



**Le guide de  
communication  
sur l'identité  
coopérative**



Les coopératives,  
des entreprises pour  
un monde meilleur



**Guía para el  
comunicador  
de la identidad  
de las  
cooperativas**

# Buttons for links



# Merchandise



# President's Call to Action

## **Video message from Dame Pauline Green**

Dame Pauline Green, President of the International Co-operative Alliance, describes the importance of developing a global Co-operative Identity and how co-operatives around the world can play their part today.



# Editorial for your newsletters and websites

**domains.coop** Our Identity

## Investing in a .coop domain

It does cost a little more to have a .coop domain name compared to other TLDs such as .com, .org or .net. However, .coop is the only domain that tells visitors to your website or recipients of your email that you are a co-operative. The truth is that Top Level Domain (TLD) names vary in pricing for a number of reasons:

A .coop domain is a sponsored Top Level Domain (TLD) and unlike the more common generic TLDs (.gov) there are restrictions imposed by the Registry on who can register .coop names. In the case of .coop domain the Registry is DotCoop, based in Washington DC. Domains.coop is wholly owned by the International Co-operative Alliance and is the largest in terms of number of domains registered and is the only one dedicated to serving the co-operative movement.

As a consequence of the restrictions imposed, .coop operates in a much smaller marketplace than the .com, .net or even country code extensions (.ca/.fr/.uk) and thus, .coop is not able to achieve quickly the registration volumes that .gov has.

At the same time, the technical infrastructure specifications for operating a TLD - as required by ICANN (Internet Corporation for Assigned Names and Numbers) - are almost the same for a .gov, a .cooperative or a .coop. Therefore, the operation and infrastructure costs dictated by the Registry are comparable with generic TLDs, but the volume of .coop domains names is significantly lower. There are around 7,500 .coop names in registration globally, 10 million .net names, 10 million .org names and around 100 million .com names. Clearly, the .coop registry does not generate economies of scale to pass on to its registrants as a price reduction.

An added cost to sponsored TLDs like .coop, is the verification process of the eligibility of our registrants. This is an important process for safeguarding our namespace and to make sure a defined identity for co-operatives online. It is therefore a mistake to compare .gov with .gov, i.e. a .com with a .coop because the former is a commodity whereas the latter a branding tool. A .coop domain is integral to our identity and is what links us wherever we are.

Charterised or specialised TLDs such as .jobs or .grs are also much more expensive than .com, .net etc. (Up to 250 USD/year for a .grs and 150 USD/year for a .jobs). Even in .com, good keyword names are considered highly expensive now-a-days and are being sold in auctions for millions (<http://www.keywordvaluation.com>).

If all the co-operatives in the world were to register and use a .coop domain then clearly the annual fee would drop, because we would - and will - pass on any cost efficiencies to our customers. At that stage availability of good .coop names, or general availability, would cease to exist and a .coop aftermarket with great keyword .coop names would be auctioned - i.e. exactly like the .com market but we are some years off this happening!

Domains.coop  
The Old Music Hall, 198-198a Cowley Road, Oxford, OX4 1JZ, United Kingdom  
T: +44 (0)1865 403 398 | Fax: +44 (0)1865 403 399 | E: [postmaster@domains.coop](mailto:postmaster@domains.coop)  
[www.domains.coop](http://www.domains.coop) | [www.identity.coop](http://www.identity.coop)

**domains.coop** Our Identity

## 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](http://www.identity.coop).

Together a .coop domain name and the global Co-operative Marque are symbols of the co-operative movement and our collective identity, demonstrating our utility 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, grey, red, spring green and purple).
- 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 icons which visually illustrate the co-operative values and principles. Each image contains a representation of the interlocking 'o's from the Marque, these are: Cityscape, Farming, Festive, Football, Formation, Living and Seaside.

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](http://www.identity.coop).

Domains.coop  
The Old Music Hall, 198-198a Cowley Road, Oxford, OX4 1JZ, United Kingdom  
T: +44 (0)1865 403 398 | Fax: +44 (0)1865 403 399 | E: [postmaster@domains.coop](mailto:postmaster@domains.coop)  
[www.domains.coop](http://www.domains.coop) | [www.identity.coop](http://www.identity.coop)

**domains.coop** Our Identity

## Choosing your .coop name

It's really important that you choose a .coop domain name that is easy for your members, customers and clients to remember - one which will increase your web traffic.

Choosing the right domain name helps your online marketing and brand development. Because it's a .coop, you also don't need to worry about trademarking your name. For example the East River Electric Power Cooperative uses [www.electric.coop](http://www.electric.coop), which is much stronger and easier to remember. Corn Belt Power Cooperative uses [www.cbpower.coop](http://www.cbpower.coop). A French co-operative has the great name of [www.hemisfericole.coop](http://www.hemisfericole.coop) as does the UK co-op [www.delivared.coop](http://www.delivared.coop), and of course, there is [www.chicken.coop](http://www.chicken.coop) - the Montana Poultry Growers Cooperative not to be confused with [www.turkey.coop](http://www.turkey.coop), used by the National Cooperative Union of Turkey!

You can search and select your .coop name at [domains.coop](http://www.domains.coop) and once you start using your domain you will automatically appear in the directory of all .coop domains everywhere in the world. Find yours at [www.directory.coop](http://www.directory.coop).

Remember, if you need any help at all contact our dedicated support team:  
[support@domains.coop](mailto:support@domains.coop)

## Email – global@identity.coop

# Flags adopted by countries

**Costa Rica**



**Guatemala**





Be proud



**Promote the  
message**



Connect and co-operate

# Belgium - Ecuador



The screenshot shows the header of the Tequiero.coop website, featuring the logo and a photo of four people. Below the header is a large image of a building under construction.



The screenshot shows the header of the FinanzasyCooperativas.coop website, featuring the logo and a navigation bar. Below the header is a graphic of a hand pointing at a lightbulb, with a quote by Peter Drucker: "Planificar no significa saber que decisión voy a tomar mañana, sino que decisión voy a tomar hoy para obtener lo que quiero mañana".



The screenshot shows a section titled "Calidad, eficiencia y sostenibilidad para alcanzar el cumplimiento de sus metas" (Quality, efficiency, and sustainability to achieve the fulfillment of their goals). It includes a quote from Peter Drucker and information about the services provided by the organization.



The screenshot shows two sections: "Noticias" (News) and "Documentos" (Documents). The "Noticias" section features a Facebook integration. The "Documentos" section shows a tablet displaying a document.



The screenshot shows the footer of the website, containing links to various services and a contact section. The contact section includes email addresses ending in ".coop".

**Tequiero.coop**  
[www.tequiero.coop](http://www.tequiero.coop)

Construction co-op

**FinanzasyCooperativas.coop**  
[www.finanzasycooperativas.coop](http://www.finanzasycooperativas.coop)

Finance and microfinance support

- Marque in the header, showing they have a .coop domain
- Signature image on the home page
- .coop email addresses in the contact section



Happy Farms Happy Snacks Happy Media About

## HAPPY FARMS

PRESERVING TRADITIONS  
SHAPING THE FUTURE

[CHECK IT OUT!](#)



## AKU MANDIRI COOP

EMPOWERING YOU: SELF-EMPLOYED



**REWARDS HOTEL** ...the first Condominium Hotel owned and operated by OFW Cooperative.

The condominium is the first such ambitious and bold development operating as a hotel for investment purposes by OFWs as one of the many Passive Income businesses for them to get out of the Rat Race, and the lead program of the cooperative for OFW Re-integration Program to the Philippines for its members and stakeholders. The project **OFW COOP HOTEL** is owned by the only and current premier OFW Cooperative organization whose common bond of association is occupational Overseas Filipino Workers - the JuanREWARDS Multipurpose Cooperative (JRMC) in partnership with the first real estate cooperative - the Creating Abundance in Real Estate Network (CARENET) Multipurpose Cooperative as hotel manager and operators.

[click here to see the possible Costing, Price, Promo, Layout Plans, and Passive Income of JRMC Members...](#)

PROJECT: OFW CONDO HOTEL RESIDENCIAL BUILDING  
LOCATION: PASIG CITY, PHILIPPINES

# Bhutan – Indonesia - Philippines

## Happy Green Co-operative

[www.happygreen.coop](http://www.happygreen.coop)

Multipurpose co-operative

## Aku Mandiri Co-operative

[www.akumandiri.coop](http://www.akumandiri.coop)

Support services

## Juan Rewards Co-operative

[www.juanrewards.coop](http://www.juanrewards.coop)

Multipurpose co-operative

- Use of the Marque in their Masthead and logo

# Brazil



Empresas cooperativas constroem um mundo melhor.

Use of the Marque on their home page in a colour to match their brand

# Argentina - Canada



Prensa Cooperativa  
[www.prensacooperativa.coop](http://www.prensacooperativa.coop)

News agency  
**Ontario Co-operative Association**  
[www.ontario.coop](http://www.ontario.coop)

Regional apex

- Marque in the masthead
- .coop email addresses in the contact section
- Slogan and three signature images



**THE INTERNATIONAL CO-OP BRAND:** On Co-op has started to incorporate the new international co-operative marque into its materials alongside our own On Co-op logo. As part of On Co-op's initiative, the e-newsletter masthead, above, joins our email auto-signature in promoting the new co-op logo. Watch as in 2014 to see the other ways we'll be using the ICA marque to support our own logo and promote a consistent co-op look worldwide. All credit unions and co-ops are encouraged to use the co-operative marque. More information at [www.oncoop.coop](http://www.oncoop.coop).

1. ONTARIO CREDIT UNIONS LAUNCH  
AWARNESS CAMPAIGN

On Co-op News  
VOLUME 10, ISSUE 18 January 24, 2014

# United States



**Neighboring Food Co-op Association**  
[www.nfca.coop](http://www.nfca.coop)

**Philadelphia Area Cooperative  
Alliance**  
[www.paca.coop](http://www.paca.coop)

## Associations

- Marque in the masthead
- Marque on merchandise
- .coop email addresses in the contact section

# COOPERATIVISMO FINANCEIRO

PERSPECTIVA HISTÓRICA ATUALIDADE E DESAFIOS



# Brazil – Belgium - UK

## BANCOOB

[www.bancob.com.br](http://www.bancob.com.br)

Specialist credit union

## Sistema Ocemg

[www.minasgerais.coop.br](http://www.minasgerais.coop.br)

Support services – mining industry

## Cooperatives Europe

[www.coopsurope.coop](http://www.coopsurope.coop)

## Co-operative Housing Federation

[www.chf.coop](http://www.chf.coop)

Housing sectoral organisation

## Publications

- using the Marque oo's
- Masthead
- signature images

## Performance Monitor 2014

Reviewing the performance of your co-operative

Lincolnshire Co-operative

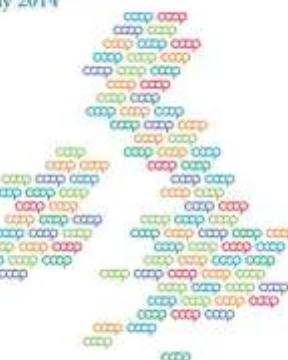
Private and Confidential



## The governance of large co-operative businesses

A research study for Co-operatives UK  
Professor Johnston & Fletcher

“How difficult the task of governance is depends not just on the size and complexity of an organisation, but also on who owns it.”

The UK Co-operative Economy 2014  
Untold Resilience

## United Kingdom

## Co-operatives UK

[www.uk.coop](http://www.uk.coop)

## National Apex

- Marque and slogan on the cover
- Slogan on cover

The screenshot shows the OnCoop website with the header "OnCoop The Ontario Co-operative Association". Below the header, there are tabs for "ABOUT US", "PROGRAMS & SERVICES", "MEMBERS", "DOCUMENTS & DOWNLOADS", "BUSINESS CO-OPERATIVES", and "FIND A CO-OP". The main content area features a banner for "Co-op Connections 2015" with the tagline "6 Conferences. 30 Roundtables. Connect your coop. Build the movement." It lists various locations including Brantford, Campbellford, Cobourg, Durham, Dryden, Fort Frances, Guelph, Kitchener, London, Marathon, Niagara, North Bay, Ottawa, Peterborough, Sault Ste. Marie, Timmins, Toronto, Thunder Bay, Sudbury, St. Catharines, and Windsor. The banner also includes a map of Ontario with event locations marked.

# UK - Canada



**National Retail Consumer Conference**  
21–23 February 2014

**Ontario Co-operative Association**  
[www.ontario.coop](http://www.ontario.coop)

Regional Association

**Co-operatives UK**  
[www.uk.coop](http://www.uk.coop)

- Marque used for event logo



Cooperatives  
Europe

Cooperatives for Europe:  
Putting people first

- 123 million members
- 160,000 co-operative enterprises
- 5.4 million jobs

coop International  
Co-operative Alliance  
European Region

# Here in Paris!

**Co-operatives Europe**  
[www.eoopseurope.coop](http://www.eoopseurope.coop)

Regional Apex

- Signature image used on banners



**coopcerto**  
*O cartão do cooperativismo*



# Nepal - UK- Brazil

**Central Tea Cooperation Federation**  
<http://www.ctcf.org.np>

Tea producers

**The Phone Coop**  
[www.phone.coop](http://www.phone.coop)

Phone co-operative

**Sicoob – Co-operative Bank of Brazil**  
[www.bancoob.coop.br](http://www.bancoob.coop.br)

Specialist credit union

- Marque on packaging
- Marque on credit cards

# Brazil



**Sicredi Pioneira RS**  
[www.sicredipioneira.com.br](http://www.sicredipioneira.com.br)

**Sicoob**  
[www.sicoob.coop.br](http://www.sicoob.coop.br)

Banking and finance  
Specialist credit union

- Large format Marque on buildings



# Bhutan



**Department of Agriculture Marketing  
and Cooperatives – B-COOP shop**  
[www.agrimarket.gov.bt](http://www.agrimarket.gov.bt)

Consumer

- Marque on signage
- Marque on product price tickets

# US – UK



**Neighboring Food Co-op Association**  
[www.nfca.coop](http://www.nfca.coop)

**Confederation of Co-operative Housing**  
[www.cch.coop](http://www.cch.coop)

**Calverts**  
[www.calverts.coop](http://www.calverts.coop)

- Merchandise
- Letterheads
- Business cards



# United States



**Neighboring Food Co-op Association**  
[www.nfca.coop](http://www.nfca.coop)

- NFA introduced the Marque into an existing POS campaign [www.NFCA.coop/GO](http://www.NFCA.coop/GO) where the Marque was displayed on shelf tags that identify products made by other co-ops.

The logo consists of the word "coop" in a lowercase, bold, sans-serif font. The letters are blue with a white outline. The "o"s are stylized as interlocking circles.

**coop**

**Central  
Cooperative  
Union - Bulgaria**

The logo consists of the word "coop" in a lowercase, bold, sans-serif font. The letters are blue with a white outline. The "o"s are stylized as interlocking circles.

**coop**

**Централен  
кооперативен  
съюз - България**



KONCOP



International day of co-operatives 2016

Choose  
co-operative



Choose  
equality



Be proud



Promote the message



**Connect and co-operate**

# The Marque Register



## Co-operative Marque Register

Organisations that have successfully applied to use the  
Global Co-operative Marque as at 31 March 2015

1086 organisations in 94 countries

Organisation	Country
3 Mules Coop	United Kingdom
55 Howard Park Avenue Coop	Canada
A2Z Probate Research Ltd	United Kingdom
AAHC CO-OP The Minority Community CO-OP	United States
Abelimi Farming Multi-Purpose Primary Co-operative	South Africa
Aberdeen Roughnecks American Football Club	United Kingdom
Abundance Cooperative Market	United States
ACODEA	Spain
Activa Sistemas S.Coop.And.	Spain
Aerographics Creative Services	Canada
African Press Trust	South Africa
Afrikan Cooperative Union Limited	United Kingdom
Ag Energy Cooperative	Canada
Agaric	United States
Agile Collective Ltd	United Kingdom
AISSE S. COOP. AND.	Spain
AJPA Parishad Coop Housing Society Ltd.	India
Aku Mandiri	Indonesia

# www.directory.coop

The screenshot shows the homepage of the .COOP directory. At the top, there's a navigation bar with links for Home, About Us, and Contact Us. Below the navigation is a search bar with the placeholder "Search for a Cooperative" and a "FIND" button. A "Select Language" dropdown menu is also present. The main feature is a world map where each country has a ".COOP" icon indicating the number of cooperatives. The counts are as follows:

Region/Country	.COOP Count
North America (USA)	2037
Europe (UK)	1575
South America (Brazil)	112
Africa (Nigeria)	104
Middle East (Iran)	15
Asia (India)	41
Oceania (Australia)	9
Central America (Mexico)	27
Russia	2
Other	70

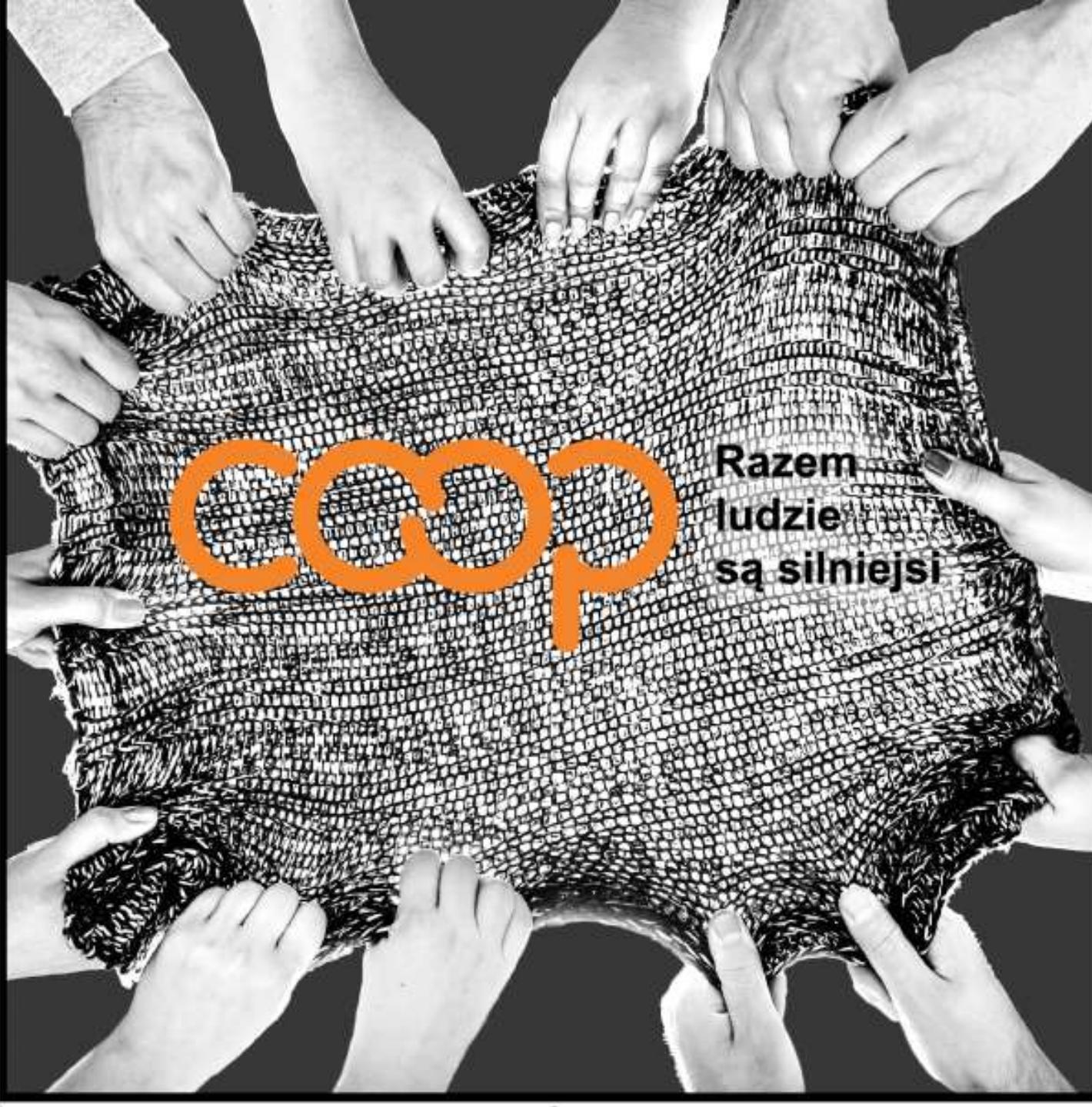
# Advertisements

# Poland

National Auditing Union Of Workers'  
Co-operatives  
[www.zlsp.coop](http://www.zlsp.coop)

**COOP**

Sprawdzony  
model wzajemnej pomocy  
w dobrych i złych czasach



**COOP**

Razem  
ludzie  
są silniejsi



**coop**

Realizacja  
potrzeb ludzi  
na całym świecie

## CELEBRATE COOP MONTH

This October marks the 50th anniversary of National Cooperative Month, as proclaimed by the US Secretary of Agriculture in 1964. How are you celebrating ICoopMonth? Here's some pre-coop propaganda for you.



### #SUSTAINUSFWC YEAR-ROUND

► 2014 <--> 2015 help us <-->



**DEMOCRATIC COMMUNITIES** Democracy from the ground up

We're supporting USFWC's Sustainer Donor drive.

Are you?

Become a monthly supporter of \$10 or more and we'll throw in \$100.

There's never been a better time to help change the future of working in America.

Sustain the US Federation of Workers Cooperatives today.

<http://tiny.cc/USFWC-Coop>

Help us... #SUSTAINUSFWC | Indianapolis, IN

Be proud  
Show you are part of a global movement:  
**.COOP**  
Join us now at [identity.coop](http://identity.coop)

## FOR YOUR COOP BOOKSHELF

All resources are also available at [www.cooperatives.org/coopmonth](http://www.cooperatives.org/coopmonth)

Worker Cooperatives: Pathways to Sustainability (Ilsa Demsky, Collaborative) June 2014

Blueprint for a Cooperative World (International Cooperative Alliance) January 2014

Building Cooperative Power (J. Corson, M. Johnson, A. Scott, J. Gordan) July 2014



# Never had a .coop?

# .COOP

Apply now at [identity.coop](http://identity.coop)  
and get your first year FREE!

# eurocoop



ecum.coop

Cross-border  
ecommerce  
together

ILOcoop

[www.ilo.org/coop](http://www.ilo.org/coop)

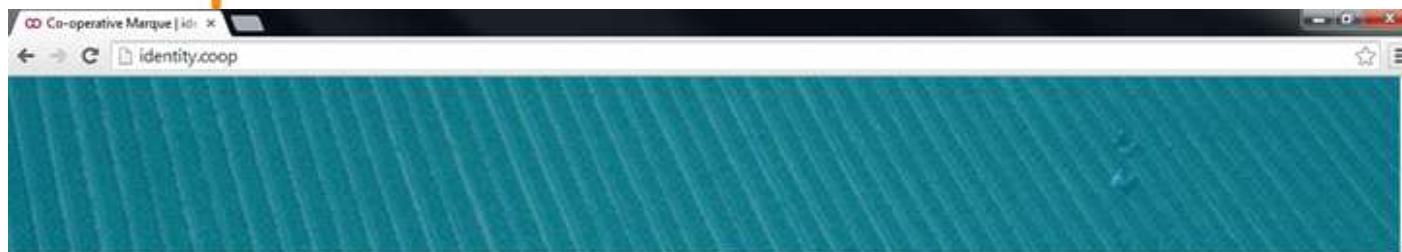
domains.coop

Our  
identity

coop

Central  
Cooperative  
Union - Bulgaria





**To apply to use the global Co-operative Marque and a .coop domain please register below. Please tell us if you are:**

already using a  
.coop domain

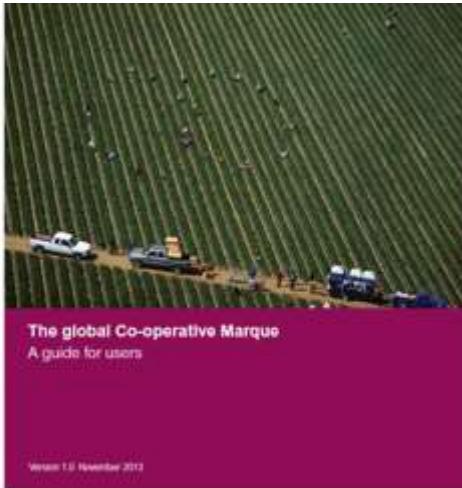


a co-operative  
or an ICA  
member not  
using a .coop  
domain



not a  
co-operative







COOP

**Be proud of your co-operative identity  
sign up at [www.identity.coop](http://www.identity.coop)**



# Nicola Huckerby

[www.domains.coop](http://www.domains.coop)

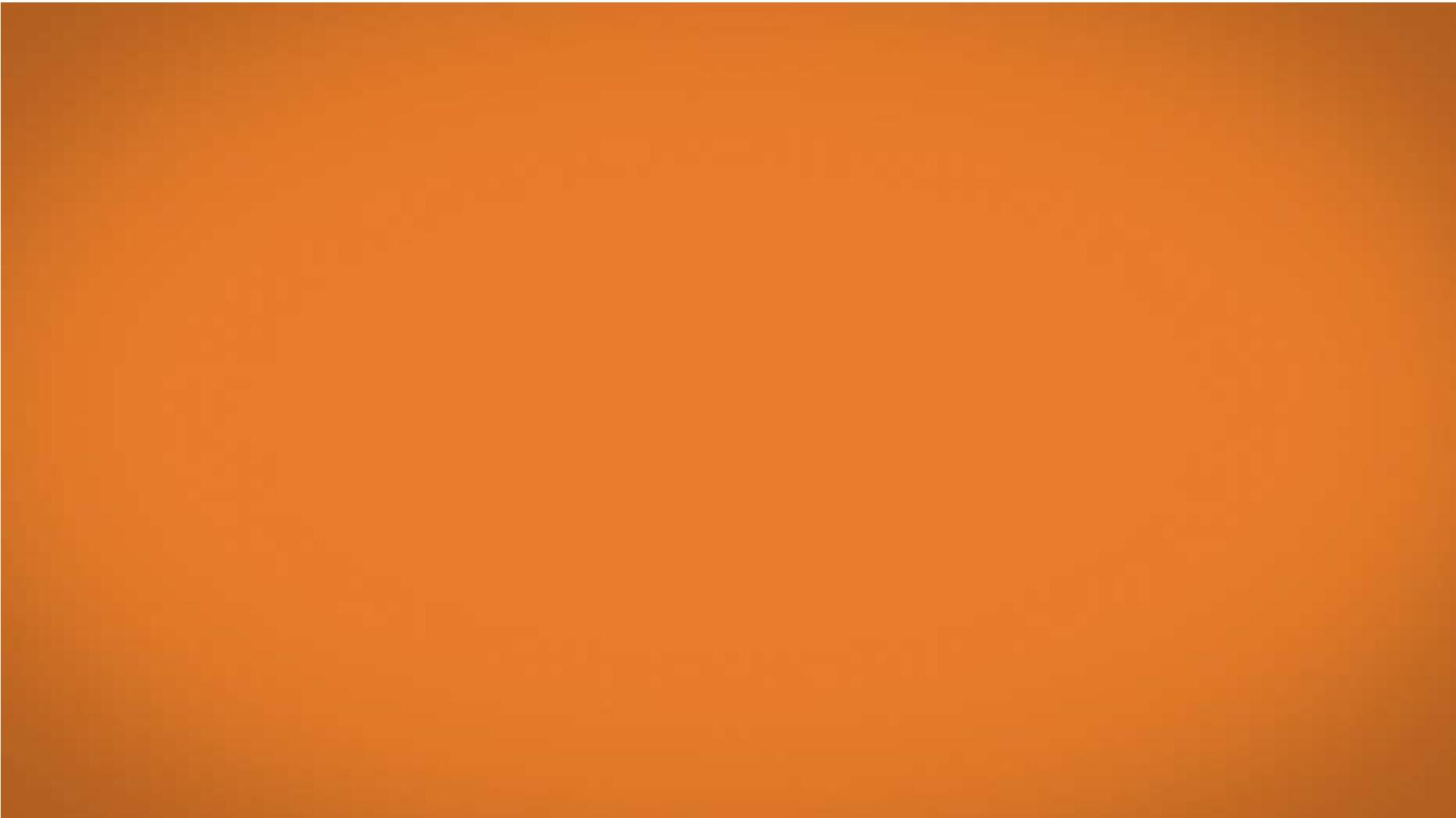
+44 (0)203 286 8212

nicola@domains.coop | Skype: ica\_kelly1

# English video



# Spanish video



# French video

