



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



Q.17 Which of these symbolic images do you most associate with the co-operative movement? Please choose one or two that make the strongest connection for you:

S1



S2



S3



Q.19 Which one or two of these images best represent the purpose of co-operative working?

P1










P2









P3



 46099432 Colombia	Start Time: 9th May 2013 4:42 PM Time Taken: 11 mins, 31 secs	View Response ★
 46094867 Guatemala	Start Time: 9th May 2013 2:01 PM Time Taken: 6 mins, 25 secs	View Response ★
 46094300 Mexico	Start Time: 9th May 2013 1:56 PM Time Taken: 57 mins, 11 secs	View Response ★
 46089388 Mexico	Start Time: 9th May 2013 12:27 PM Time Taken: 11 mins, 20 secs	View Response ★
 46088773 Peru	Start Time: 9th May 2013 12:03 PM Time Taken: 21 mins, 17 secs	View Response ★
 46088399 Colombia	Start Time: 9th May 2013 11:45 AM Time Taken: 31 mins, 29 secs	View Response ★
 46084711 Spain	Start Time: 9th May 2013 9:43 AM Time Taken: 14 mins, 59 secs	View Response ★



	COUNTRY	TOTAL	PERCENT
	Colombia	66	20%
	Mexico	52	16%
	Argentina	36	11%
	Brazil	29	9%
	Spain	27	8%
	Costa Rica	18	6%

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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In answer to the question:

“Do you think that we should use ‘co-op’ or ‘coop’ to promote our worldwide identity – even though it is not used or understood everywhere?”

Spanish language
respondents:

86% said yes

French language
respondents:

92% said yes

English language
respondents:

75% said yes

Using graphic symbols to represent co-operation



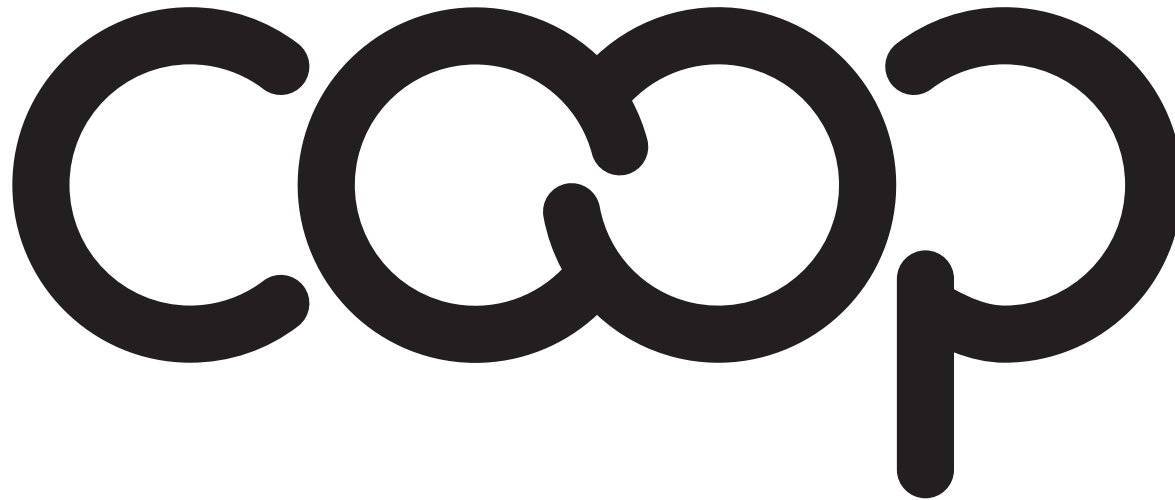
The problem with a marque based on a graphic symbol

- Symbol alone cannot exclusively express co-operation
- “Any of these could be the marque of a mainstream bank”
- The field of corporate identities is crowded
- Purely symbolic marque requires verbal qualification
- Symbol will take many years to become universally recognised

Why 'coop'?

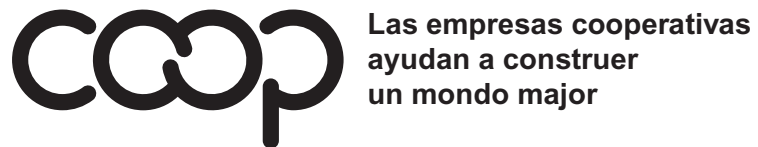
- 'Coop' is who we are
- 'Coop' expresses our purpose
- 'Coop' belongs to us, and nobody else

The Marque



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

Marque with slogan



Key messages: the Marque with alternative slogans



The Marque in black – and seven colours



Applications



Signature images

- 1 Farming
- 2 Living
- 3 Formation
- 4 Festival
- 5 Seascape
- 6 Football
- 7 Cityscape





Thank you!

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