Our identity




# Adopting the global co-operative identity

**Nicola Huckerby**
Marketing Lead
Domains.coop

24 April 2015

www.identity.coop

# 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

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# Be proud

Promote the message

Connect and co-operate

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# Seven reasons to adopt the global co-operative identity



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Only co-ops
can use it



# The .coop domain




YouTube

http://youtu.be/6bfvL80hKVk

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Stand out
on the web




Marketing
power
4


5
Be recognized


6
Be discovered

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# Co-operative identity Toolkit



# Downloadable poster









# Rotating Banners








# Static banners





















# The communicator’s guide to co-operative identity









# Buttons for links















# Merchandise







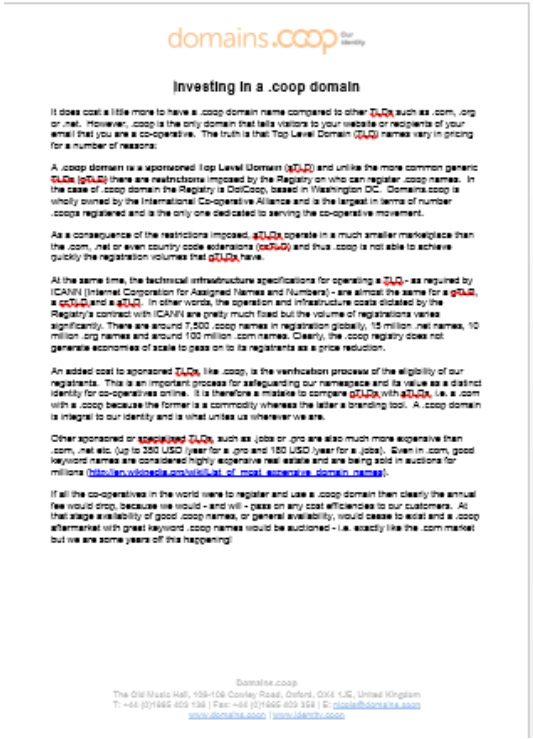
# President’s Call to Action

## 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

### 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 (sTLD) and unlike the more common generic TLDs (gTLD) 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 .coops registered and is the only one dedicated to serving the co-operative movement.

As a consequence of the restrictions imposed, sTLDs operate in a much smaller marketplace than the .com, .net or even country code extensions (ccTLD) and thus .coop is not able to achieve quickly the registration volumes that gTLDs have.

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 gTLD, a ccTLD and a sTLD. In other words, the operation and infrastructure costs dictated by the Registry's contract with ICANN are pretty much fixed but the volume of registrations varies significantly. There are around 7,500 .coop names in registration globally, 15 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 its value as a distinct identity for co-operatives online. It is therefore a mistake to compare gTLDs with sTLDs, 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 unites us wherever we are.

Other sponsored or specialised TLDs, such as .jobs or .gro are also much more expensive than .com, .net etc. (up to 350 USD /year for a .gro and 150 USD /year for a .jobs). Even in .com, good keyword names are considered highly expensive real estate and are being sold in auctions for millions (http://en.wikipedia.org/wiki/List_of_most_expensive_domain_names).

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, 106-108 Cowley Road, Oxford, OX4 1JE, United Kingdom
T: +44 (0)1865 409 136 | Fax: +44 (0)1865 409 359 | E: nicola@domains.coop
www.domains.coop | www.identity.coop



domains.coop

### 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

Together a .coop domain name and the global Co-operative Marque are symbols of the co-operative movement and of our collective identity; demonstrating 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 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, orange, red, spring green and turquoise)
- 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 seven signature images which symbolise the co-operative values and principles. Each image contains a representation of the interlocking 'o's from the Marque, these are: Cityscape, Farming, Festival, Football, Formation, Living and Seascape

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.

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### 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 say 'co-operative' or 'co-op' in your name. For example the East River Electric Power Cooperative uses www.eastriver.coop, which is much stronger, and easier to remember. Corn Belt Power Cooperative uses www.cbpower.coop. A French co-operative has the great name of www.fromculture.coop, as does the UK co-op www.dairybread.coop - and of course, there is www.chicken.coop – the Montana Poultry Growers Cooperative not to be confused with www.turkey.coop, used by the National Cooperative Union of Turkey!

You can search and select your .coop name at 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.

Remember, if you need any help at all contact our dedicated support team: support@domains.coop.

Email – global@identity.coop

# Flags adopted by countries

**Costa Rica**




**Guatemala**



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Be proud



**Promote the message**



Connect and co-operate

# Belgium - Ecuador







**Tequiero.coop**
www.tequiero.coop

Construction co-op

**FinanzasyCooperativas.coop**
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

# Bhutan – Indonesia - Philippines



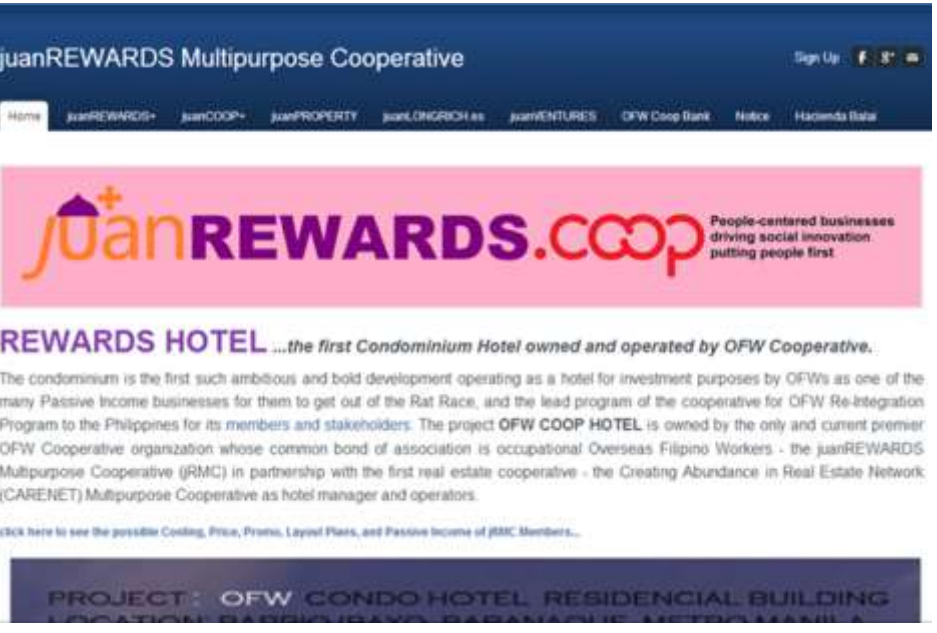

**Happy Green Co-operative**
www.happygreen.coop

Multipurpose co-operative




**Aku Mandiri Co-operative**
www.akumandiri.coop

Support services




Juan Rewards Co-operative
www.juanrewards.coop

Multipurpose co-operative

- Use of the Marque in their Masthead and logo

# Brazil



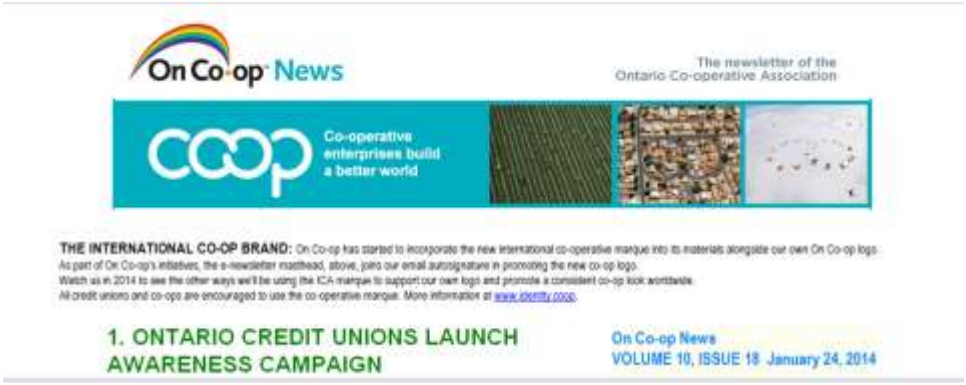




Use of the Marque on their home page in a colour to match their brand

# Argentina - Canada




**Prensa Cooperativa**
www.prensacooperativa.coop

News agency
**Ontario Co-operative Association**
www.ontario.coop

Regional apex

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

# United States




**Neighboring Food Co-op Association**
www.nfca.coop




**Philadelphia Area Cooperative Alliance**
www.paca.coop

Associations

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
















# Brazil – Belgium - UK

**BANCOOB**
www.bancob.com.br

Specialist credit union

**Sistema Ocemg**
www.minasgerais.coop.br

Support services – mining industry

**Cooperatives Europe**
www.coopseurope.coop

**Co-operative Housing Federation**
www.chf.coop

Housing sectoral organisation

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

# United Kingdom













**Co-operatives UK**
www.uk.coop

National Apex

- Marque and slogan on the cover
- Slogan on cover




# UK - Canada




**Ontario Co-operative Association**
www.ontario.coop

Regional Association

**Co-operatives UK**
www.uk.coop

- Marque used for event logo




# Here in Paris!

**Co-operatives Europe**
www.eoopseurope.coop

Regional Apex

- Signature image used on banners




# Nepal - UK- Brazil

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

Tea producers

**The Phone Coop**
www.phone.coop

Phone co-operative

**Sicoob – Co-operative Bank of Brazil**
www.bancoob.coop.br

Specialist credit union




coopcerto
O cartão do cooperativismo




- Marque on packaging
- Marque on credit cards

# Brazil







**Sicredi Pioneira RS**
www.sicredipioneira.com.br

**Sicoob**
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

Consumer

- Marque on signage
- Marque on product price tickets

# US – UK




**Neighboring Food Co-op Association**
www.nfca.coop

**Confederation of Co-operative Housing**
www.cch.coop

**Calverts**
www.calverts.coop

- Merchandise
- Letterheads
- Business cards



# United States










**Neighboring Food Co-op Association**
www.nfca.coop

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



Central
Cooperative
Union - Bulgaria



Централен
кооперативен
съюз - България








coop
Централен
кооперативен
съюз - България




2015
coop
Your place
for holidays
for Cooperative Friends






2015




2015


2015




International day of co-operatives
2015
2015
Choose co-operative
coop
Choose equality

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Be proud



Promote the message



# Connect and co-operate

# The Marque Register

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## 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









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# Advertisements




# Poland

**National Auditing Union Of Workers' Co-operatives**
www.zlsp.coop


Razem
ludzie
są silniejsi


SKUP
coop
Realizacja
potrzeb ludzi
na całym świecie




# Never had a .coop?

.coop

**Apply now at identity.coop and get your first year FREE!**




ecom.coop
Cross-border ecommerce together

ILO coop
www.ilo.org/coop

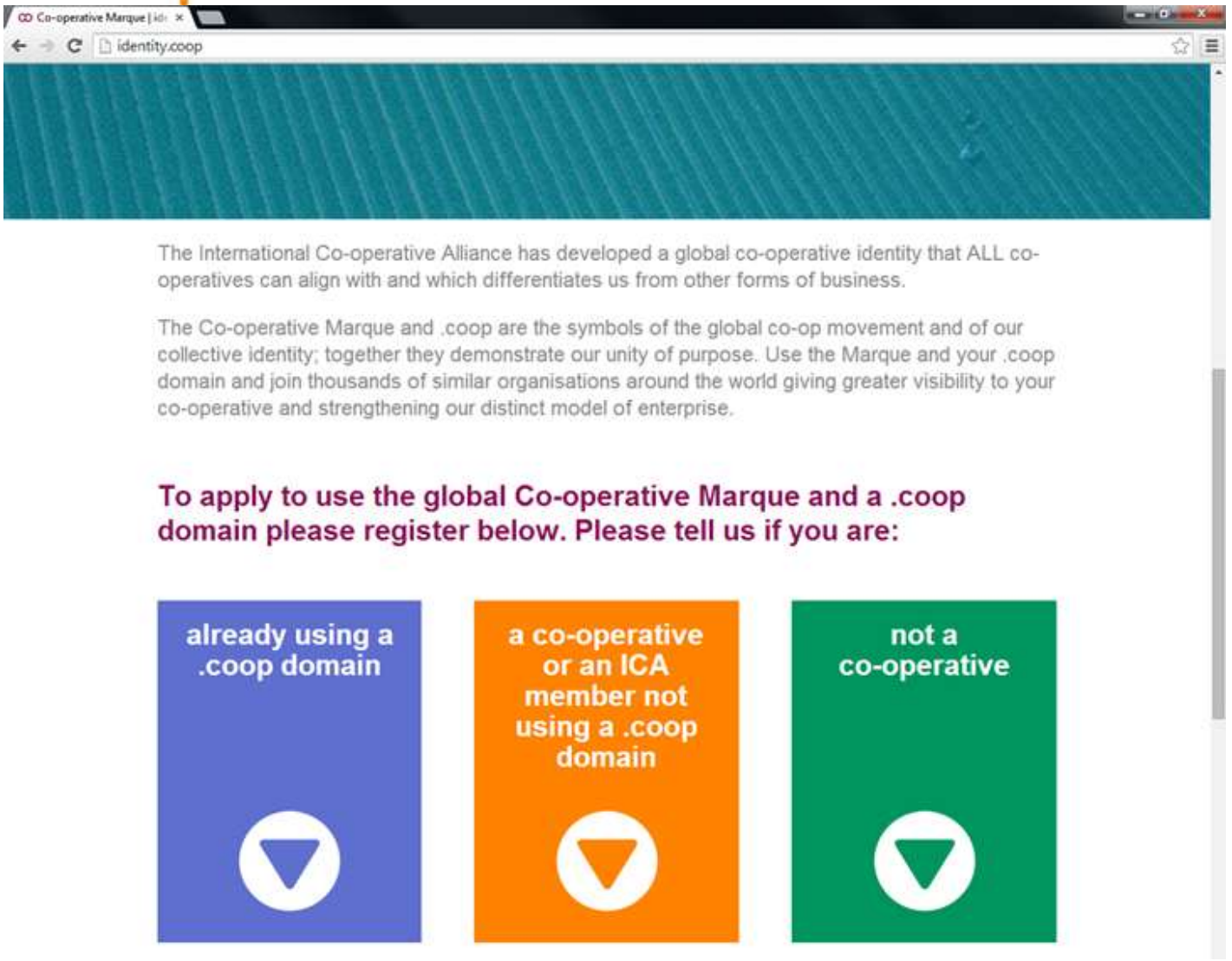
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Central Cooperative Union - Bulgaria


coop
canada.


febecoop

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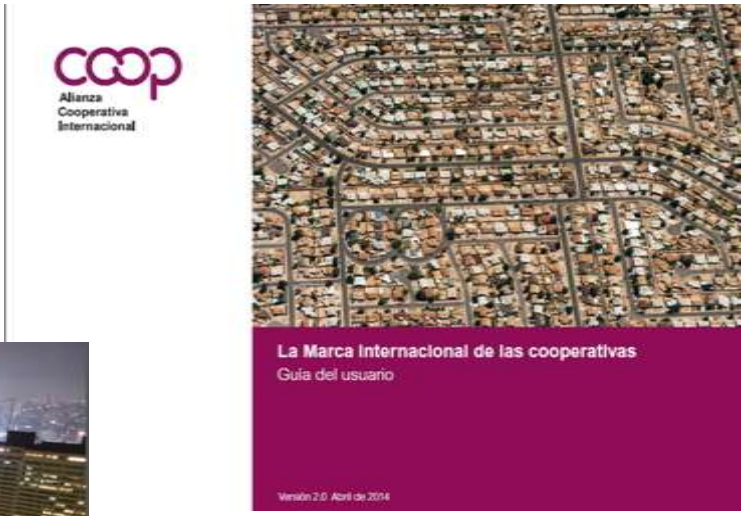


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Be proud of your co-operative identity
sign up at www.identity.coop





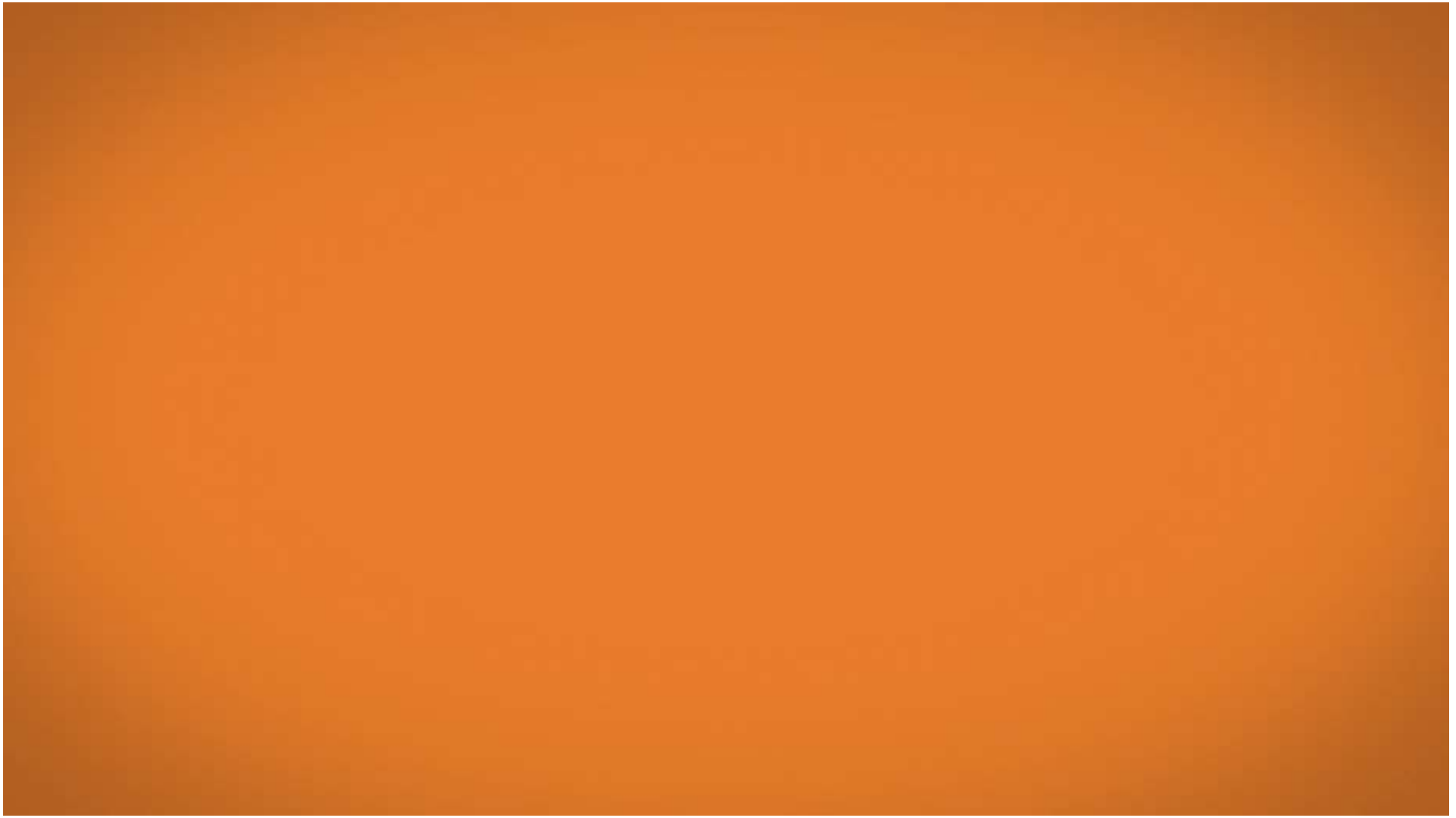
# Nicola Huckerby

**www.domains.coop**

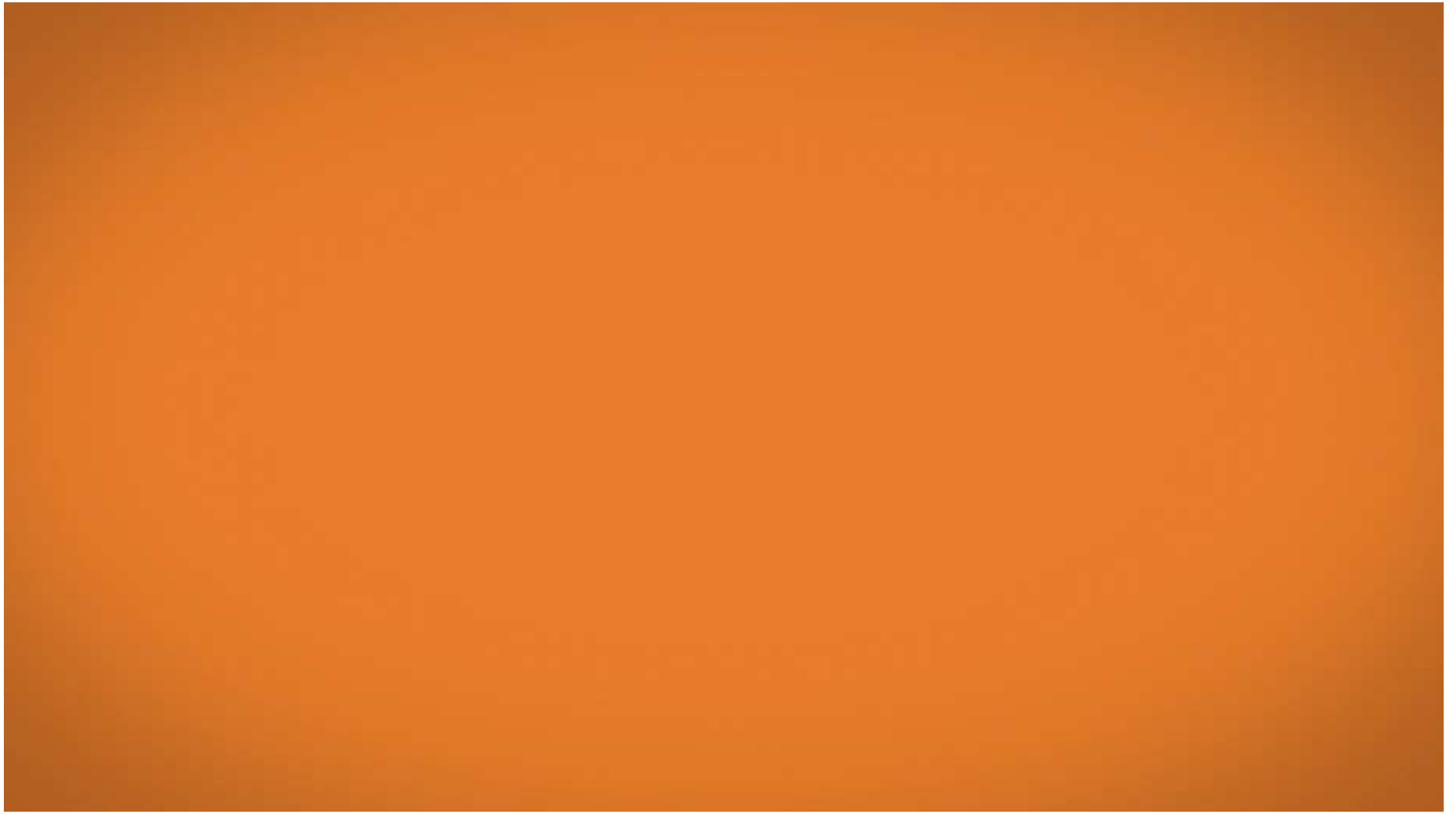
**+44 (0)203 286 8212**

**nicola@domains.coop | Skype: ica_kelly1**

# English video



# Spanish video



# French video

