International Co-operative Alliance
Alliance Coopérative Internationale
Alianza Cooperativa Internacional

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New co-op brand research toolkit

Background

- The United Nations support for an International Year of Co-operatives (IYC) in 2012 galvanized the global movement across every region and every sector uniting co-operatives behind a single logo and tagline with almost 5000 co-operatives and co-operative organisations adopting the brand.
- The ICA has embarked on a process to build on the success of the IYC, and the worldwide acceptance of a common visual identity for the Year, and develop a co-operative identity that all co-operatives can align with and which differentiates co-operatives from other forms of business.
- In March 2013 the ICA appointed Calverts, a worker co-operative, based in East London to deliver the global co-operative brand with research and support provided by Barcelona and Buenos Aires based Guerrini Island Design.
- The ICA Board has agreed to continue to use the UN IYC tagline as its strapline "Co-operative enterprises build a better world", but the look and feel of how that strapline will be used is still to be determined.
- The ICA Board has agreed that the ICA and its regions and sectoral entities should become fully-fledged sub-brands of the new global visual identity replacing the existing logo of the ICA rainbow/birds and flag.

Research stage

An on-line survey was sent out to the ICA database on Friday 19th April and will close on THURSDAY 9 MAY – ICA members and associates are being actively encouraged to share the survey with their own members.
Led by Calverts, a series of focus groups and in-depth interviews will take place during April and May 2013. Participants will be representative of ICA Regions and Sectors and we will seek a gender and age balance. The aim of these discussions will be to highlight common themes and expectations for the new global visual identity, encouraging open debate and transparency of process.

How you can help....

We're really keen to involve as many individuals from the global co-operative movement in the research stage of this process. We want to be as inclusive as possible and encourage members from all the ICA Regions and Sectors to get involved and respond to the on-line survey. This toolkit is designed to provide you with sufficient information to explain the process to your members and actively encourage their participation.

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Suggested text

English:

Your views count – global co-operative image

We'd like your help in realising the ICA's Blueprint for a Co-operative Decade by participating in a short survey on key messages and a visual identity for the global co-operative movement. The ICA Board has decided that there was such strong acceptance of the logo for the UN International Year of Co-operatives that we should develop a subsequent image for co-operatives around the world to use at least through the Co-operative Decade.

Our survey has been designed to capture the thoughts and feelings of co-operators all over the world about the most important attributes of co-operation. Your answers will help to test our ideas about the best way to unite co-operatives around common messages and a new global logo, a 'co-operative marque'.

We're keen to get the widest possible participation by engaging co-operators from all around the world, representing every economic sector from grass roots members to co-operative leaders. Please feel free to send this questionnaire on to your colleagues.

French:

Votre point de vue compte : l'image mondiale des coopèratives

Nous voudrions vous demander de nous aider à rèaliser le Plan d'action de l'ACI pour une Dècennie des coopèratives en rèpondant à un petit questionnaire sur les messages clès et l'identitè visuelle du mouvement mondial des coopèratives. Le Conseil d'administration de l'ACI a dècidè que suite à l'ampleur de l'appropriation du logo de l'Annèe internationale des coopèratives par le mouvement, nous devions dèvelopper une image qui s'inscrive dans son prolongement et qui puisse être utilisèe par les coopèratives du monde entier, au moins au fil de la Dècennie des coopèratives.

Notre questionnaire a ètè concu pour saisir les rèflexions et les sentiments des coopèrateurs du monde entier sur les caractèristiques les plus importantes de la coopèration. Vos rèponses nous aideront à tester la voie à suivre pour fèdèrer les coopèratives autour de messages communs et d'un nouveau logo mondial, une << marque des coopèratives >>.

Nous essayons de consulter le plus largement possible en invitant des coopè rateurs du monde entier, de tous les secteurs èconomiques, de la base au niveau des plus hauts dirigeants, à participer. N'hèsitez pas à transmettre ce questionnaire à vos collègues.

Spanish:

Tu opinión cuenta: La Imagen Cooperativa Mundial

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Queremos pedirte que nos ayudes a realizar el Plan de la ACI para una Dècada Cooperativa participando en una breve encuesta sobre los mensajes clave y un sìmbolo visual que identifique el movimiento cooperativista mundial. El Consejo de la ACI ha decidido que, dada la gran aceptación que tuvo el logotipo del Año Internacional, habrìa que elaborar un signo distintivo subsiguiente para que pueda ser utilizado por las cooperativas de todo el mundo por lo menos durante la Dècada Cooperativa.

La encuesta ha sido diseñada para recopilar las opiniones y los pareceres de los cooperativistas de todo el mundo sobre los atributos màs importantes de la cooperación. Tus respuestas nos ayudaràn a ajustar y afinar nuestras ideas sobre la forma idónea de unir a las cooperativas en torno a mensajes comunes y a un nuevo logotipo mundial, es decir, una autèntica "marca cooperativa".

Estamos muy interesados en recabar la màs amplia participación posible de los cooperativistas de todo el mundo, que sea representativa de todos los sectores económicos y que incluya desde los miembros de la base hasta los dirigentes de las cooperativas. Por ello, te rogamos que te sientas enteramente libre de enviar el cuestionario a tus colegas.

Global brand survey – short links to survey

English: http://s.coop/1kbke

French: http://s.coop/1kbkl

Spanish: http://s.coop/1kbkm

ICA Brief – Request for participation message from Charles Gould

English**:** http://ica.coop/civicrm/mailing/view?reset=1&id=13

French: http://ica.coop/civicrm/mailing/view?reset=1&id=15

Spanish: http://ica.coop/civicrm/mailing/view?reset=1&id=14

Join the conversation on Facebook

https://www.facebook.com/internationalcooperativealliance

Get involved on Twitter

Help spread the word, the ICA is using the hashtag #coops2020 to promote and brand research and link anything to do with the blueprint for co-operative decade. If you can do this to it will help us to monitor all activity easily @icacoop

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Logos

To support your messaging we have created downloadable logos available here:

English		http://s.coop/1kbke
French		http://s.coop/1kbkl
Spanish		http://s.coop/1kbkm

Our objective

Our objective is that the any image will become the new co-operative visual identity and it will be used to provide a 'promotional umbrella' and 'unity of purpose' for the global co-operative movement. This voluntary emblem of affiliation should be capable of almost unlimited application – contemporary and business-like and fit for cross-border use. The ICA will lead in adopting the brand so that others will follow and align to it. Widespread alignment of the visual identity by the global co-operative community would be actively encouraged in the same way as the IYC logo and tagline were promoted and subsequently adopted.

Brand composition

Led by the core values and brand proposition, the visual identity will comprise:

- a logo - to be known as the "co-operative marque" – which may or may not

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include any text
- the tagline "Co-operative enterprises build a better world"
- a font - capable of widespread adoption and usage
- a colour pallet – capable of widespread adoption and usage
- signature images – a range of photographs or images (up to 20) that symbolise the co-operative values and principles across sectors and regions to be used globally across all forms of media
- brand language – the tone of voice to be used in future ICA marketing publications and communications

Timescale

It is anticipated that elements of the final visual identity will be approved by the ICA Board at its June meeting. To achieve this, we will aim to work in an open way, developing online channels and using the opportunity of existing meetings, to engage members across different geographic and cultural settings. We will work with a number of 'partners' in testing the brand with a formal launch at the ICA Global Conference and General Assembly in Cape Town in November.

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